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Ambrosetti



In collaboration with



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**HIGH LEVEL DIALOGUE**  
**ON ASEAN ITALY**  
**ECONOMIC RELATIONS**

**October 4, 2023 - Grand Hyatt Erawan, Bangkok**

**PRESENTATION BY**

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# **The Italian Trade Agency for the 7<sup>th</sup> ASEAN High Level Dialogue 2023**

**Bangkok, (4 October 2023)**

Presented by

**Paola Guida**

**Trade Commissioner of Italian Trade Agency**

**Bangkok Office**

# ITALIAN TRADE AGENCY

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TRADE AND INVESTMENT

OPEN DOORS TO A WORLD  
OF OPPORTUNITIES



## What is ITA?

ITA -Italian Trade Agency is the Governmental agency that:

- supports the business development of our companies abroad
- promotes the attraction of foreign investment in Italy

**79 offices around the World:** information, assistance, consulting, promotion, and training to Italian small and medium-sized businesses.

- Services to Italian companies
- Events abroad
- Mission of foreign delegates/investors to Italian Trade shows

ITA yearly supports around 9000 Italian startups in their internationalization process

# ITA PRESENCE

## Worldwide

ITA - Italian Trade Promotion Agency operates through a worldwide network of 79 offices in 65 countries.

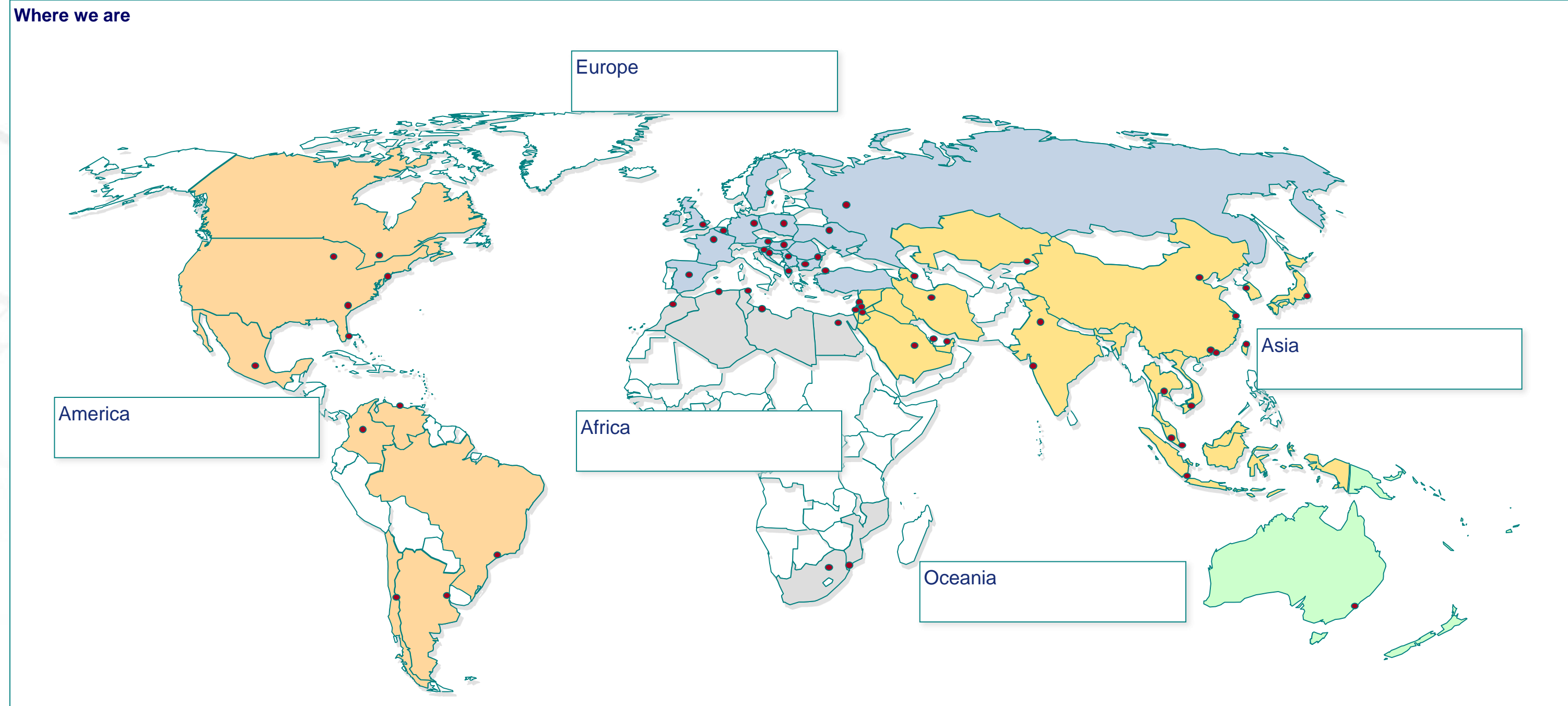
ITA offices are the ideal gateway for enterprises willing to establish business relationship with Italian partners, from sourcing Italian products, to investment opportunities in Italy.

- **Markets:** Europe | Asia | America | Africa | Oceania

# ITA PRESENCE: ITA OFFICE IN THE WORLD

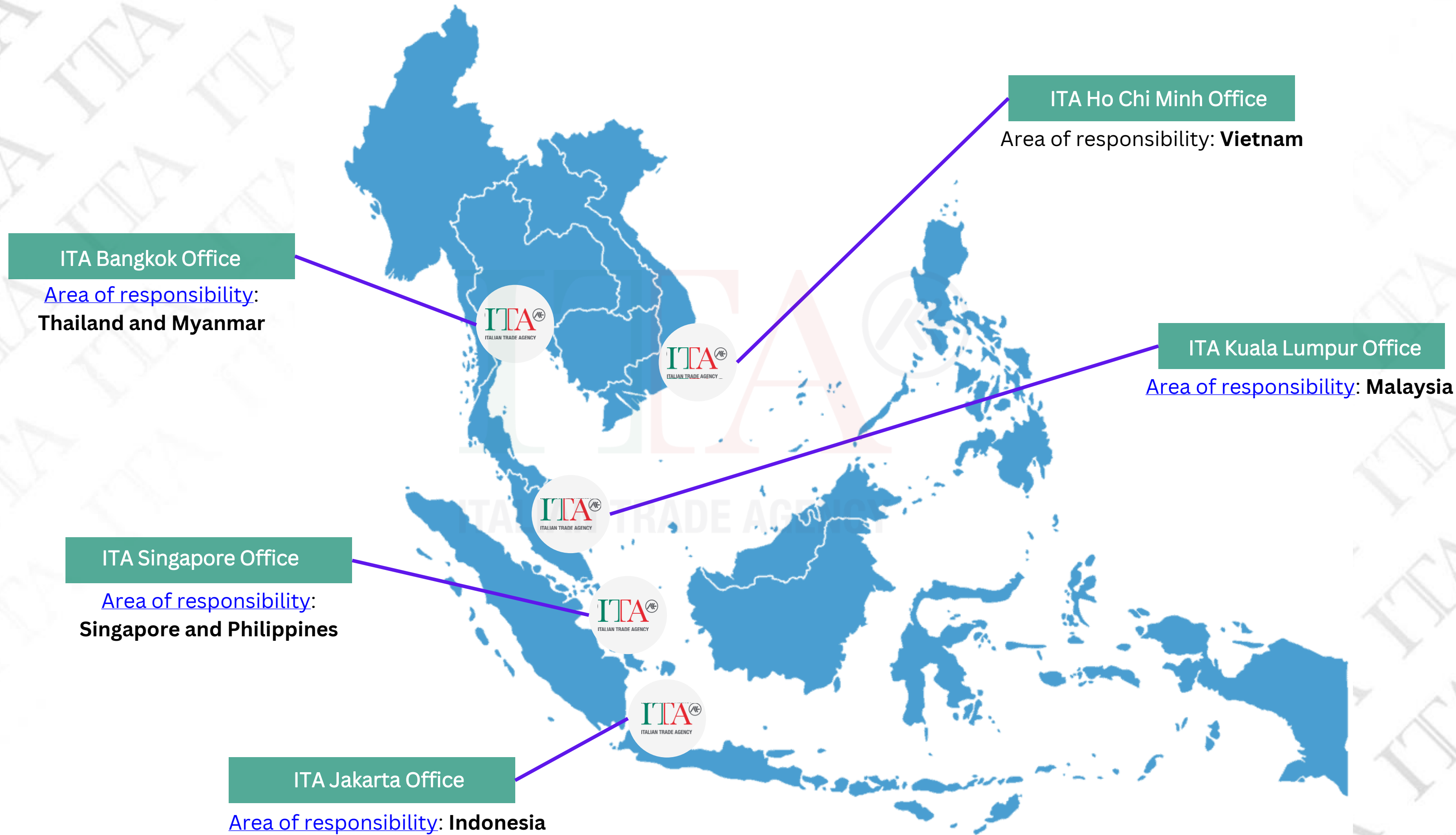
ITA - Italian Trade Agency operates through a worldwide network of 79 offices in 65 countries.

Our marketing experts can respond to the needs of businesses, provide personalized consultancy, integrated services with high added value, suggest the most dynamic markets and the actions to take to compete in the world.



The list and contacts of our offices abroad can be found at the link :  
<https://www.ice.it/en/markets>

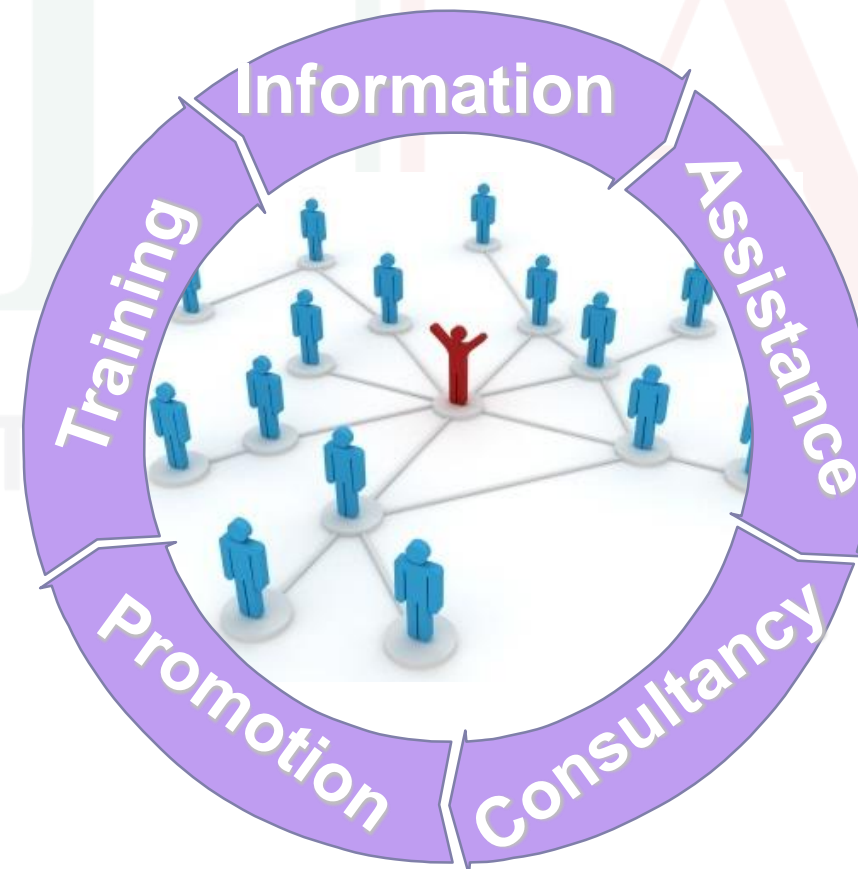
# ITA PRESENCE: ITA OFFICE IN ASEAN COUNTRIES



# ITALIAN TRADE AGENCY: ACTIVITY

Strongly integrated

Customer Oriented



# ITA SERVICES

# 3

## IPR: DESK Bangkok – Ho Chi Min

Desk assistance and protection of intellectual property and barriers to trade, ICE office in Bangkok and Ho Chi Minh city

The Assistance and Protection of Intellectual Property and Trade Barriers Desk at ICE Office in Bangkok and Ho Chi Minh City provides initial assistance, information, training and monitoring of regulations on Intellectual Property and Market Access

### Contact point:

- Bangkok IPR Desk: [ipr.bangkok@ice.it](mailto:ipr.bangkok@ice.it)
- Ho Chi Min IPR Desk: [ipr.hochiminh@ice.it](mailto:ipr.hochiminh@ice.it)

# 1

## SERVICES TO GAIN KNOWLEDGE

Services that assist in acquiring information on internationalisation opportunities for a company / product / service and are aimed at promoting products / services in specific foreign markets. This section includes 20 services, all free for Italian companies.

Most of the services provided by ITA are free

your product on the market	foreign operator profiles	local professional lists	customised foreign trade statistics
customs, tax, legal and currency information	market research	dispute resolution	participation in tenders

# 2

## SERVICES TO DEVELOP

Services aimed at developing and consolidating business relations already in place in foreign markets.

Confidential information on foreign companies	Organisation of business tours in Italy	Organisation of events and participation to promotional events	Advanced consultancy services
Search for foreign customers and partners – for companies with more than 100 employees	Search for Foreign Investors for companies with more than 100 employees	Use of ICE Agenzia premises and/or facilities (more than 3 days per year) for companies with more than 100 employees	Training services for large companies, business groups, companies and young people



# ITA SERVICES

## 4 TRAIN2MARKETS

The e-learning training tool of the Italian Trade Agency, dedicated to Italian companies. This platform was created with the aim of offering a catalog of training content that is always accessible, totally free and continuously updated on internationalization issues. The offer is divided into training units, webinars and more structured courses available free of charge and without time limits.

## 5 EXPORT FLYING DESK

ITA has 21 Desks (19 regional desks and two desks in the autonomous provinces of Trento and Bolzano) assist companies that are tackling foreign markets for the first time, but also companies that already export and want to enter new countries. The Mission of the Italian Trade Agency is carried out in collaboration with important territorial partners such as, Regions, Cassa Depositi e Prestiti (CDP), SACE and local Chamber of Commerce.

## 6 TENDER PLUS

The project promoted by the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency, aims to support the internationalization processes of small and micro Italian businesses that operate or wish to operate in the sector of international tenders, with the aim of strengthen its competitive capacity.

## 7 E-COMMERCE

Italian Trade Agency has been supporting the digitalization path of Italian companies for years through e-commerce and digital export channels. Since 2015, ITA has laid the foundations for the launch of an innovative multi-channel strategy for the promotion of Italian companies on foreign markets based on three pillars:

1. **TRAINING:** training courses, online training and coaching within promotion projects, operational guides and numerous other tools are available to companies and export professionals to face the challenges of the new millennium on international markets;
2. **PARTNERSHIP:** partnerships with top global players, leading marketplaces and other digital platforms, to generate traffic and increase visibility with the aim of promoting Made in Italy;
3. **PROMOTION:** investments in digital marketing and O2O (offline to online) activities aimed at increasing traffic and sales for the companies involved in the projects.

# PROMOTIONAL ACTIVITIES IN THAILAND

- Agreements with local partners: GDO and Ecommerce (Central Food Retail, Central Department Store, The Mall Group, Shopee, Lazada)
- Incoming missions to Italy for local operators, mainly buyers, retailers
- Strategic exhibitions: Future Energy Asia, Future Mobility Asia, Thaifex, Cosmoprof, Wire, Gifa, Propak Asia, Thailand Lab, BCT Expo



ITALIAN TRADE AGENCY

**THANK YOU FOR YOUR ATTENTION**

**FOR MORE INFORMATION:**

**[bangkok@ice.it](mailto:bangkok@ice.it)**