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FROM ROME TO INDIA.

In collaborazione:
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Project

In Europe, Italy plays a major role with its companies active in all the principal sectors. Among the most active geographical areas is Lazio, where are companies who operate that are recognised for their excellence and innovation, as well as for their continual research activity and their awareness in relation to commercial policies and marketing activities. They are companies which, thanks to the quality of their products and backup services, have succeeded in competing with brands that are more orientated toward low cost, demonstrating a strong competitive capacity in many countries.

R.O.M.E. is the consortium promoted by Federlazio, the Association of SME based in Rome, for the promotion of Lazio companies in foreign countries.

India is one of the most dynamic markets and a great opportunity to start a strong cooperation between companies of both our countries. R.O.M.E., in cooperation with Palladio Pransa Ltd, and with the support of the Chamber of Commerce of Rome opens its new Liaison Office in Mumbai: a bridge connecting the companies to facilitate the cooperation and the relationship between them.

The Liaison Office constitutes a new and important initiative by R.O.M.E. to provide support for Roman companies in developing their activities and to help them exploit the opportunities offered by the globalisation of markets. At the same time the Liaison Office wants to be a door open on Roman market, where the Indian companies can find detailed information and qualified advice regarding this market.

Objective

To create a single major Italian presence as a protagonist in the Indian market.



Strategy

Presentation in the form of an association of Lazio companies which, until now, have been active abroad only on an individual basis: a group that will include a variety of products and services which will be certainly more appealing for the foreign buyers.

A commitment which seeks to achieve concrete results.

- Workshop in India, reserved for companies from Lazio and Indian operators;
- Research studies on products in several sectors and identification of new distributors, agents or businesses in India;
- Support in defining industrial and commercial relationships with Indian operators;