

SERVICES FOR INTERNATIONAL TRADE



**CAMERA
DI COMMERCIO
MILANO**

PROMOS

SPECIAL AGENCY
OF THE MILAN CHAMBER OF COMMERCE
FOR INTERNATIONAL ACTIVITIES



INDEX

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01 INFORMATION AND ON-LINE SERVICES

WWW.PROMOS-MILANO.IT

This is the easiest and most direct way to learn about the services Promos offers and the markets it works in through its international Network.

The website is a virtual junction putting you in direct contact with:

- the persons in charge of special assistance
- the Infoexport experts answering your questions on-line
- the counters of the Milan Chamber of Commerce issuing useful documents in the field of international business.

In addition to the calendar of events and promotional initiatives, you will also find a section called News Paese with notifications from our international network offices (business opportunities, trade shows, new regulations, useful links) and a section publishing the proceedings of the most important conferences dealing with international issues.

The part dedicated to the Milan Chamber of Commerce also includes "Impresalive.tv", the webTV business channel operating in collaboration with La7 and Telecom Italia.

Information:

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WWW.MGLOBALE.IT

Mglobale.it provides information, updates and in-depth analyses concerning: **contract rules, customs, tax regulations, payments, transport services and financial tools**. Experts qualified in the different matters collaborate to the project.

In addition to supplying information regarding **initiatives** organized to promote business (missions and business meetings in Italy and abroad, international trade shows, conferences, workshops and training courses), Mglobale.it also proposes:

- analyses on market trends and economic news
- economic outlooks regarding the most important countries
- a glossary of the most widespread technical terms and acronyms
- an Italian-English business dictionary.

Newsmercati is the website's **fortnightly e-mail newsletter**.

Information:

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WWW.NEWSMERCATI.COM

Newsmercati is the **free** newsletter created by the Group of Chambers of Commerce for Internationalization. **Every 15 days**, the editorial staff, coordinated by Promos, will send the following to your e-mail address:

- articles regarding contract rules, customs, VAT, payments and transport services
- actual cases solved by Infoexport consultants
- the initiatives organized for Lombard companies.

The website presenting the publication:

- includes the form to submit for free subscription
- holds an archive of all the issues sent so far and is equipped with an internal **search engine** to quickly select the most topical subjects.

Information:

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LEGAL GUIDES

The Legal Guides produced with the collaboration of prestigious international firms, provide an overall picture of the rules governing trade and investments in: Argentina, Brazil, Bulgaria, China, Croatia, Estonia, Finland, Germany, Great Britain, Hong Kong, India, Lithuania, Malaysia, Mexico, Romania, Serbia and Montenegro, United States, Switzerland, Ukraine and Hungary. They are available free of charge as .pdf files at www.mglobale.it

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INTERLEX

Interlex is the documentation service of the Lombardy foreign trade center. The **Database**, specialized in international contract rules, includes:

- full texts of laws and regulatory documents divided by country
- contract specimens (agency, distribution, sale, technology transfer)
- articles and comments from international law magazines.

To access the database, you can submit a single request or choose an annual subscription.

The **Interlex assistance** service is provided free of charge and offers an initial guidance on matters of international law. The assistance is provided by phone or e-mail.

For in-depth analyses or to verify further aspects of international trade (payments, freight, customs, VAT) you can:

- apply to the consulting assistance
- submit a question on-line to Infoexport.it.

Information:

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WWW.INFOEXPORT.IT

Login and submit questions on-line regarding your business abroad. **Within 72 hours**, you will receive a reply from a qualified team of experts in:

- contract rules
- payment and freight
- customs and Intrastat
- international tax regulations
- brand and patent protection
- insurance services (by Sace).

Registered users can also browse the archive of already provided advice and other on-line information resources.

Lombard companies can **submit up to five questions a year free of charge**.

Infoexport is a service offered by the Italian Chambers of Commerce, provided by Promos in collaboration with the Lombardy foreign trade center.

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02 ASSISTANCE

SPECIALIST ASSISTANCE

The specialist assistance unit at Promos helps you to work out internationalization strategies, spot new partners and business opportunities, and invest abroad.

These are the **main services** offered:

- search for partners (suppliers, buyers, agents, distributors, etc.)
- market analyses (regarding product distribution and the positioning of competitors)
- assistance for investments abroad (establishing and registering a new company, locating the facility area, searching for skilled and unskilled personnel)
- brand and patent registration
- logistic support, interpreting and translations
- notification of business incentives as well as reliefs and benefits in different countries.

The specialist assistance unit coordinates the **International Network** and works in constant cooperation with it. These Offices are directly acquainted with the economic and business sectors, the legal system and qualified consultants in the country they operate in; their know-how and contacts are at your disposal.

Information:

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CONSULTING ASSISTANCE

The Lombardy foreign trade center coordinates a pool of qualified professionals helping you to set out and handle contract clauses, customs procedures, payment and freight terms.

The consulting assistance, free of charge for Lombard companies, is offered via telephone or e-mail on the following matters:

- Contract clauses
- Freight and payments
- Customs
- EC and international tax regulations
- Brands, patents and know-how
- Marketing
- E-commerce
- Sustainable internationalization.

Information:

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LOMBARDIAPPOINT: HOW TO GROW ABROAD

The LombardiaPoint Network is made up of **eleven branch offices** located at the Lombard Chambers of Commerce, meant to help the companies orient themselves among the various internationalization services offered by the project's partner bodies (Region Lombardy, Ministry of Foreign Trade, Unioncamere and Lombard Chambers of Commerce, ICE, Simest and Sace).

The Network also supplies an initial assistance to companies through the website **www.lombardiapoint.it**. Logging in you can:

- Send you request for special information directly to the contact person of the relevant partner
- Consult the calendar of initiatives organized by the system of the Chambers of Commerce.

With the same username and password, you can request advice from Infoexport experts.

The **Milan** LombardiaPoint, coordinated by Promos, operates at the Register of the Chamber of Commerce (Via Meravigli, 11/A). Business hours from Monday to Thursday 9:00 am – 12:30 pm/ 2:30 pm – 3:30 pm and Friday 9:00 am – 12:30 pm.

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INTERNATIONAL CERTIFICATION OFFICE

Besides LombardiaPoint, the International Certification Office of the Chamber of Commerce operates in Milan as well, issuing to Milan exporters:

- the **Certificate of Free Sale** required by the customs of some countries to authorize the import of beauty products and perfumes, electromedical items, food, pharmaceutical and herbal substances...
- the **approval for filing**.

Information:

Chamber of Commerce of Milan
International Certification Office
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PROMOS BRANCHES OUTSIDE MILAN

Offering growth opportunities to and supporting the internationalization processes of the dynamic group of Brianza's entrepreneurs: these are the strategic goals Promos pursues through its office in the new province of **Monza and Brianza**.

Dedicated initiatives and projects, training activities to support – along with local associations and institutions – the companies, the talents, the country.

Information:

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At the main entrance to the new **Centre of Fiera Milano**, a strategic crossroads for the Lombard economic system, you will find the Promos Information Point.

On the ground floor, the Business point offers:

- equipped offices
- two meeting rooms for foreign delegations, conventions and conferences
- tourist information for exhibitors and visitors during the trade shows.

The decentralized Office of the Milan Chamber of Commerce is located on the mezzanine.

Information:

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THE NETWORK OF OFFICES ABROAD

Promos Offices abroad protect the reference markets of the Lombard entrepreneurial system, search for new opportunities and provide on-the-spot assistance to firms taking part in the missions and attending business meetings.

They maintain contacts and relations with consultants, government bodies and entrepreneurial organizations and provide directly a wide range of first-level **information** regarding:

- macroeconomics and statistics
- law and finance
- logistics and customs
- business costs, brands and patents
- trade shows in the host country.

To provide custom-made services, the Offices abroad are coordinated by the **Specialist Assistance** unit based in Milan.

Addresses and details of the persons in charge of the abroad offices are published on the website www.promos-milano.it.

Information:

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03 PROMOTIONAL INITIATIVES

To strengthen and expand your presence on international markets, Promos organizes:

- business missions abroad in relation to different fields or a single production sector (home, body care, clothing)
- joint participations in the main international trade shows
- business meetings in Lombardy with foreign operators (buyers, clients...).

To be always updated on these initiatives:

- regularly consult www.mglobale.it
- subscribe the free fortnightly e-mail newsletter www.newsmercato.com

04 CONGRESS VENUES OF MILAN'S CHAMBER OF COMMERCE

The Chamber of Commerce of Milan offers you its prestigious congress venues located in the heart of Milan:

- Palazzo Affari ai Giureconsulti, opposite the Duomo
- Palazzo Turati, in Via Meravigli 9/B.

You can choose among **15 rooms** provided with cutting-edge technical equipment to organize your events (business meetings, closed meetings for a limited circle, workshops, institutional and diplomatic meetings, conferences, forums, product presentations, exhibitions, banquets).

The **Promos staff** in charge of the congress venues will help you find the logistics solution best suiting your needs and cooperate to ensure the positive outcome of the initiative.

PALAZZO AFFARI - WWW.PALAZZOAFFARI.IT

Situated in piazza Mercanti, Palazzo Affari ai Giureconsulti has been **recently renovated** to improve the reception services and technology infrastructures.

The Palazzo offers you various solutions:

- 6 medium to large-sized rooms and 3 suites for business meetings
- Areas and rooms for exhibitions, receptions, business lunches and gala dinners.

All the rooms, controlled by a central unit, offer **latest-generation multimedia systems**:

- wireless Internet access in all the rooms
- videoconferences via IP with ISDN back-up lines to hold remote meetings (meetings, presentations, training courses)
- simultaneous interpreting system
- line-array technology amplification without limit to the number of microphones
- integrated video/audio system for closed circuits
- digital audio and video recording
- voting equipment.

PALAZZO TURATI - WWW.PALAZZOTURATI.IT

The first floor of Palazzo Turati – official headquarters of the Chamber of Commerce - includes 5 rooms:

- "sala Conferenze" and "sala Consiglio" for congresses, conferences and conventions
- "sala Ottagonale", "sala Ricevimenti" and "sala Prezzi" for business meetings, reunions and presentations.

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05 FINANCE FOR INTERNATIONALIZATION

For several years, Promos has been committed to facilitate communications between enterprises, especially the small and medium-sized ones, and operators of Italian and foreign financial sectors. For this purpose, it:

- offers information and services enabling you to find the **capital necessary to implement development plans abroad**, also with the help of specific tools
- collaborates with **Multilateral Financial Bodies** to help you submit tenders in the private sector and take part in projects funded by different multilateral development agencies.

These are the main intervention areas:

- Promotion of the **Euromed Fund** offering financial support to investments in the Mediterranean area.
- Selection of the companies interested in meeting American operators in the field of **venture capital and private equity**.
- Briefings with Multilateral Financial Bodies (World Bank, Inter-American Development Bank and European Bank for Reconstruction and Development).
- Pilot project for the establishment of Credit Syndicates in the Mediterranean area, in collaboration with the Lombard Federations of Craftsmen.

EUROMED PRIVATE EQUITY FUND

The Euromed fund is a private equity instrument specifically designed to offer financial support (both in mixed and direct forms) to Italian enterprises wishing to invest in the Mediterranean area. Devised by Milan's Chamber of Commerce, Industry, Craft Trade and Agriculture and managed by Finlombarda Sgr, it has an **endowment of 50 million Euros**.

This year, the best investment projects in the area will be assessed and supported through a scouting action and the organization of promotional conferences.

Thanks to the efforts of its local Offices, Promos offers the following services:

- technical support in defining the industrial plan
- assistance in preparing the necessary documents
- partner selection and location research.

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MULTILATERAL FINANCIAL BODIES

Promos maintains close relationships with the World Bank, the Inter-American Development Bank (IDB), and EBRD (European Bank for Reconstruction and Development).

World Bank

To ensure widespread information on the work and services of the Group at international level, the World Bank avails itself of

Private Sector Liaison Officers (PSLO). The Liaison Officer for Italy, operating at Promos, organizes:

- technical workshops and briefings with the Bank's officials to explain how to access information regarding the calls for tenders and procurement contracts and how to submit applications
- missions of Italian operators and consultants to the agency's headquarters in Washington and Paris.

Inter-American Development Bank (IDB)

Promos, Private Sector Liaison Office for Italy of the Inter-American Development Bank (IDB):

- supports Italian enterprises interested in taking part, within the private sector, in projects funded by IDB in Latin America
- organizes conferences with the officials of the Agency to supply information on the business opportunities offered by IDB
- coordinates the missions of Italian operators to the Bank's headquarters.

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06 LOCAL MARKETING - TOURISM

The Promos Local Marketing Area implements international promotional projects for the Milan-Lombardy area with the aim of attracting new foreign investments and new opportunities to this area, contributing to its development and the growth of its competitiveness.

PROMOTION OF THE MILAN-LOMBARDY AREA ABROAD

To stimulate international interest in this area, Promos set up a network of alliances with local partners (Region Lombardy, Province of Milan, Town of Milan, ...) as well as foreign ones, with which to:

- organize road shows and visibility actions in strategic countries
- participate in important trade shows and local or sector-specific marketing events in the world's leading capitals
- promote meeting opportunities between international demand and local offer (congresses on legal and financial matters, etc.)
- produce and distribute specific information material to the public abroad

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ATTRACTING FOREIGN INVESTMENTS

Promos taps foreign investments and favours their effective realization in the Milan-Lombardy area through its Counters for Investment Attraction in Milan, abroad and on Internet (www.investinmilan.com).

This network:

- offers the services included in “Invest in Milan”, a custom-made assistance package supporting foreign entrepreneurs during all the stages of the investment process (preliminary information retrieval, search for location solutions, completion of bureaucratic formalities, etc.)
- retrieves data on a continuous basis, which are then included in the analyses of the Observatory on Attractiveness, meant to monitor the local strong and critical points and the foreign opportunities and reference parameters.

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HUMAN CAPITAL ATTRACTION

Through Promos, the Chamber of Commerce of Milan promotes the process of internationalization of Milan's and Lombardy's higher education:

- implementing projects able to attract highly qualified foreign human capital, adding a higher value to the whole region
- granting incentives and scholarships to students from areas of strategic interest and connecting these professional competences with the Lombard entrepreneurial world
- favouring the drawing up of collaboration agreements between universities and research institutes in Milan and Lombardy and their foreign counterparts.

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TOURISM

To boost the area's tourist attractiveness, Promos:

- fosters the development of sector-specific businesses and the improvement of the receptive services
- promotes the setting up of a system of tourist operators
- develops initiatives linked to the trade-show and congress systems
- participates in major international events to promote Milan and Lombardy as event venues and locations for significant film projects
- manages an international project for cultural promotion (also in collaboration with the Teatro alla Scala and the Piccolo Teatro di Milano)
- organizes road shows in some strategic countries and educational tours in Lombardy.

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PROJECT EXPO 2015

Promos is the body appointed by the Candidate Committee EXPO-Milan 2015 to implement an international promotion plan meant to support the diplomatic action and political, economic and institutional lobbying of the Government and the various agencies concerned. Said plan entails:

- candidacy presentation in key Countries and at key events (conferences, trade shows, ...)
- organizing meetings with foreign economic and institutional interlocutors
- promoting the participation of the national and international network of the Chamber of Commerce and the network of Promos's international partners
- targeted promotion among Milan's international population (foreign companies, ...).

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07 TRAINING

LOMBARDY FOREIGN TRADE CENTER

The training programme of the Lombardy foreign trade center is closely connected with the consulting programme.

Actually, the courses are mainly taught by the experts forming the pool of consultants.

The training method favours a practical-operational approach. Much time is devoted to analysing case studies and practical problems.

The programme is articulated in **five topic sections** including modular workshops with distinct levels of analysis:

- contract rules and tax regulations
- logistics (customs, payments and freight)
- international marketing
- international finance
- sustainable internationalization and social responsibility.

At www.mglobale.it, you will find an updated calendar of the scheduled events divided by province.

Moreover, subscribers to Newsmercati receive updates every two weeks.

Information:

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FORMAPER

The Area International Relationships of Formaper, a special agency of Milan's Chamber of Commerce, organizes training programmes for Italian and foreign entrepreneurs, managers and government officials.

In addition, it manages technical assistance programmes in countries undergoing economic transition regarding issues related to entrepreneurship development, and sets up supporting services to small and medium-sized businesses.

Examples of some of the offers on the issue of internationalization:

- training courses on foreign trade strategies and methods
- training courses on the planning and management of international projects
- internships for managers at Italian companies
- workshops for foreign entrepreneurs on the Italian economic background and intercultural communication.

Information:

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www.formaper.it

THE SPECIAL AGENCIES OF THE CHAMBER OF COMMERCE, INDUSTRY, CRAFT TRADE AND AGRICULTURE OF MILAN

Besides Formaper, which takes care of entrepreneurial training, Milan's Chamber of Commerce also includes two other special agencies offering useful services to those operating with international partners:

- Arbitration Court
- Euro Info Centre

NATIONAL AND INTERNATIONAL ARBITRATION COURT OF MILAN

To settle commercial disputes, there are alternative ways in addition to the ordinary court. The decision to make use of such systems can produce favourable results for companies operating abroad forced to deal with legal systems other than ours.

The Arbitration Court provides assistance in **drawing up the arbitration and settlement clauses**.

It is equipped with a Research Centre offering the possibility of documental researches in the field of alternative justice.

You can apply to the Arbitration Court, special agency of the Milan Chamber of Commerce, for:

- arbitration
- settlement
- on-line settlement of disputes.

Information:

Arbitration Court of Milan
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EURO INFO CENTRE MILAN

The Milan Euro Info Centre, Special Agency of the Chamber of Commerce, deals with innovation through a series of services and international projects.

The Milan Euro Info Centre:

- facilitates access to enterprises, research centres and Universities to the services and funds supporting innovation and research, and provides information, assistance and consulting also in relation to the management of intellectual property
- supports Lombard parties interested in taking part in international programmes, both as APRE Lombardy Counter (Agency for the Promotion of European Research), and as a partner of the Innovation Relay Centre Lombardy for technology transfer
- manages projects in favour of strategic innovation sectors with a special significance for the Region, as for instance bio technologies.

The Agency is part of the Euro Info Centre network promoted by the European Commission.

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