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Welcome from Lesley Batchelor OBE, FIEx (Grad) – Director General, The Institute of Export

Foreword from Jill Morris, HM Ambassador to Italy

Foreword from Tim Flear MVO, HM Consul-General Milan and Director Italy, Department for International Trade

About the Department for International Trade (DIT)

UK Export Finance: clearing your path to trade

About this Guide

Why Italy?
Researching the market

24 Why Italy?

26 • Summary
27 • Geography
27 • Government overview
28 • Human rights
28 • Economic overview
29 • Growth potential
30 • Benefits for UK businesses exporting to Italy
30 • Strengths of the market
31 • Trade between the UK and Italy
31 • Free Trade Agreements (FTAs)

36 Researching the market

38 • Consultation and bespoke research
39 • Help available for you

44 Getting here and advice about your stay

46 • Entry requirements
 • Safety and security
49 • Travel
51 • Natural disasters

52 Sector-specific opportunities

54 • Aerospace
 • Automotive
55 • Defence and security
 • Education
56 • Healthcare and life sciences
 • Luxury and design-led consumer products
57 • Marine and ports
59 • Retail
 • Technology, innovation and smart cities
CONTENTS

60 Preparing to export

- Start-up considerations
- Legal considerations
- Standards and technical regulations

63 Intellectual Property (IP)

65 Tax and customs considerations
- Documentation

68 Business etiquette, language & culture

- Language
- Emails
- Greeting
- Dining
- Meetings

60 Preparing to export

76 Dress code
- Public holidays

78 What are the challenges?

- Challenges to doing business in Italy
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What does membership of the Institute of Export mean?

Focusing on qualifications. Lesley Batchelor OBE, FIEx (Grad) - Director General, The Institute of Export

About the British Embassy Rome

Supporting organisations contact details

Market Experts contact details

About Going Global Live

Useful links

Italian websites

Trade shows

Map of Italy

Quick Facts
“An education ought to be very good to justify depriving a child of its liberty”

John Stuart Mill
Italy overview

Italy is located in southern Europe from the Alps in the north and jutting south into the Mediterranean Sea. South of the Alps is the large plain of the River Po, draining eastwards into the Adriatic Sea. South of this valley, and running the length of the country to the southern tip are the Apennine Mountains. In addition to the mainland, Italy includes the Mediterranean islands of Sicily to the south, and Sardinia to the west.

Italy has a long-standing trade relationship with the UK. It is a major advanced economy with a Gross Domestic Product (GDP) of USD $2,148 billion in 2014. Italy is the second largest manufacturer in Europe behind Germany.

Bilateral trade in goods was valued at £25.7 billion in 2014, a 6.6% increase over 2013. UK goods exports to Italy totalled £8.9 billion in 2014, a 3.11% increase on 2013. This made Italy the 10th largest market for UK exports of goods and the 8th trade partner for imports of goods.

According to the Inward Investment Report 2014-15 published by the Department for International Trade (DIT), Italy continues to be one of the top source markets for FDI projects in the UK, with 91 projects, over 1,200 new jobs and over 940 safeguarded jobs in the 2014/15 financial year.

Italy has a highly diversified economy and can offer opportunities in many sectors.

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Welcome from Lesley Batchelor OBE, FIEx (Grad) - Director General, The Institute of Export

This Doing Business in Italy guide will help UK businesses to look again at this great market that we have been trading successfully with for many decades. Italy is second only to Germany in terms of manufacturing in Europe which gives British business great scope to sell to or collaborate with Italian businesses. Like the UK, Italian small and medium sized enterprises are in the process of globalising which will require professional services – good news for our service sector.

Italy is an advanced economy with a modern infrastructure and a high level of entrepreneurship. It hosts many of the great world trade exhibitions and is often used as a gateway to Mediterranean and Middle Eastern markets. This is particularly useful as the lifting of Iranian sanctions could release a possible €3 billion of potential exports over the next 4 years.

The Institute can help any business to learn the complexities of international trade and we have a technical helpline that will make sure your business complies with the regulations as the shape of our relationship with EU becomes apparent.

Good luck or ‘in bocca al lupo’,

Lesley Batchelor OBE, FIEx (Grad) - Director General - Institute of Export
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Foreword from Jill Morris, HM Ambassador to Italy

Since my arrival in Rome as British Ambassador to Italy it has been clear to me that Italy is now more politically stable with the present government than it was before.

Prime Minister Renzi has quickened the pace of reform by cutting into red tape, improving the labour market and overhauling the constitution to speed up decision making. While Italy still faces challenges, it remains the world’s eighth largest economy and many economic indicators are improving.

We are fortunate to enjoy deep and positive relations with Italy in almost every area, from science to security; and from foreign policy to food. As we seek to manage a period of profound geopolitical change, which includes Britain’s rethinking of its relationship with the EU, continuing to strengthen those relationships matters now more than ever. The UK fully intends to work closely with Italy on fighting terrorism, defence and security, migration and every aspect of foreign policy. The same is true in the economic field: which is good news for the UK and for those wishing to do business in Italy. In this networked world, our fates are ever more intertwined: if Italy prospers, so does the UK - and vice versa. Increasing trade between our countries is a fundamental pillar of our mutual prosperity, therefore we are continuing to work to create opportunities for business and investors between Italy and the UK. As Theresa May and Matteo Renzi said on the occasion of their meeting in Rome in July 2016, the governments of the UK and Italy are fully committed to making sure that “the extraordinary relationship” between our two countries continues.

Jill Morris
HM Ambassador to Italy
www.gov.uk/government/world/organisations/british-embassy-rome
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Call one of our experts today to help free up your cashflow.
Foreword from Tim Flear MVO, HM Consul-General Milan and Director Italy, Department for International Trade

The United Kingdom is one of the world’s greatest trading nations. It is part of the country’s DNA. Indeed, exports have played a huge part in putting the “Great” into Great Britain.

But there is more to do, to help re-balance the UK economy. As part of its growth agenda the British Government has set ambitious and challenging targets to double UK exports to £1 trillion by 2020 and to increase the number of exporters by 100,000, also by 2020. This is about creating both “value” and “volume” to strengthen the UK as a globally competitive exporter.

To help deliver Government targets, UK Trade & Investment (UKTI), which has been the Government organisation assisting UK firms – particularly, SMEs - to export and targeting foreign companies to invest in the UK, has been undergoing a transformation. There is already an increased, sharper focus on priority markets and sectors demonstrating the most potential for the UK to be a strong competitor and where support from the Government is critical to adding value. However, in a move following her appointment as Prime Minister, Theresa May announced in July the creation of a new Department for International Trade (DIT) headed at Cabinet level by Dr Liam Fox MP. The Department brings together not just UKTI (whose separate identity is to be subsumed into the new DIT) but also an expanded trade policy directorate, which already includes the Export Control Organisation, as well as UK Export Finance. DIT represents a clear integration and elevation of the trade agenda, to help secure a better deal for the UK as it negotiates a successful exit from the EU and establishes new trading relationships with markets around the globe. For further information take a look at: www.gov.uk/dit.

There will be no initial change in the way the UK trades with Italy. The UK’s 10th largest market for the export of goods, Italy is already the target of intensified DIT efforts – backed up by the British Government’s five-year “Exporting is GREAT” campaign launched in November 2015 (visit: www.exportingisgreat.gov.uk) - to boost UK exports. Almost whatever your sector, there are opportunities for you in Italy. Of course, making the move into any market, especially a new one, can feel like a leap into the unknown – not least when you are dealing with a different language, culture or regulations. Please contact me personally if you need advice on export opportunities in Italy (tim.flear@fco.gov.uk). The UK’s success is built on the hard work and ingenuity of small and large businesses alike. We are keen to give you our support.

Tim Flear MVO
HM Consul-General Milan and Director Italy, Department for International Trade
tim.flear@fco.gov.uk
OPPORTUNITY AWAITS

Right now, there are thousands of people all over the world looking for the expertise, goods and services of UK businesses. The demand is out there. You could be too.

To find your opportunity, search Exporting is GREAT
The Department for International Trade (DIT)
(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK’s economy. DIT’s range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.gov.uk/dit

General enquiry number: +44 (0) 207 215 5000
Department for International Trade
1 Victoria Street
London,
SW1H 0ET
United Kingdom

Email: enquiries@ukti.gsi.gov.uk
UK Export Finance: clearing your path to trade

Export finance and insurance can increase your capacity for growth. It can mean higher levels of finance compared to conventional lending. You can give your overseas buyers time to pay, while protecting your cash flow.

There are many ways to arrange this. The right one for you will depend on your circumstances but you could:

• manage your working capital without using finance
• work with your existing bank finance arrangements
• seek more support by shopping around for export finance and insurance

Support is available, for example, to help you secure additional working capital, to insure against non-payment by customers or to fulfil requirements to obtain performance bonds.

Most exports to EU countries are sold on short credit terms of typically up to six months. However sales of capital goods or construction projects are usually arranged on longer terms, and very large capital goods such as aircraft can be supplied on payment terms of 10 years or more.

Specific issues you may need to manage can include:

• having to wait for payment, restricting cashflow
• exposure to the risk that the buyer cannot (or will not) pay for the exports – for example, if the buyer goes bankrupt
• being asked by the buyer to provide a performance bond in return for an advance payment. The bond needs to be issued by the exporter’s bank, which is likely to ask for cash security, another potential cashflow restriction

HM Government support

Exporters can talk to their bank or approach other specialist financial organisations to try to secure working capital, and speak to insurers or brokers to source insurance against the risk of not being paid.

Where exporters are unable to find the working capital they need, UK Export Finance (UKEF) may be able to help by sharing some of the risk with their bank.

We can consider support for all exporters, large and small, across a wide range of sectors. In recent years we have supported UK exports to the EU in most sectors, including the agricultural, construction, creative & media sectors, energy, food & drink, IT, leisure & tourism, medical, scientific equipment and water sectors.

We provide guarantees with the resulting obligations carrying the full faith and credit of HM Government – the most powerful partner a UK exporter can hope to find.
A wide range of support

Types of assistance UKEF is able to offer, in the right circumstances, include:

Bond support – Under our Bond Support Scheme we can offer guarantees to banks issuing performance or other contract bonds in relation to UK exports to China. This often means the bank can issue the bond and also expand working capital facilities for exporters, as the extra credit is guaranteed by UKEF.

In 2016 UKEF helped a builder of bespoke catamarans, Blyth Workcats of Essex obtain the performance bond it needed to secure a German contract. Without a UKEF guarantee for its bank, the need to set aside its own cash cover against this bond would have made it impossible to fulfil the contract. UKEF guaranteed a proportion of the bond helping release cash to fund its work on the catamaran, a new scientific survey vessel for a German university.

“UKEF support was paramount for this project” said Stuart Davidsen, the production and design manager at Blyth. “Our bank couldn’t cover 100% of the risk for the bond. Thankfully UKEF was able to take on 50% of the risk. We couldn’t have gone ahead without it.”

Working capital support – UKEF’s Export Working Capital Scheme can enhance your bank’s ability to lend you working capital to support export-related activity. Under the scheme, we provide partial (typically 80%) guarantees to lenders to cover the credit risks associated with export working capital facilities. The scheme is particularly useful in circumstances where a UK exporter wins an overseas contract that is larger than it is used to handling, or manages to win a number of contracts at the same time, but may struggle to finance them all at once.

Both the bond support and export working capital products are accessed through participating banks. If your bank representative is unfamiliar with the products, they can be referred to our ‘Bank toolkit’, which can accessed at www.gov.uk/uk-export-finance.

Export Finance Advisers – your free resource

UK Export Finance’s regional network of Export Finance Advisers (EFAs) stand ready to offer free trade finance information to UK companies who are exporting or considering exporting to Europe.

The EFAs act as local points of contact to introduce exporters and prospective exporters to finance providers, credit insurers, insurance brokers, trade support bodies and sources of government support. They can also help explain UK Export Finance’s own product range, complementing what is available in the private market.

For more information and to book a meeting with an EFA, visit:

www.exportingisgreat.gov.uk/finance-and-insurance

Note: more detailed UKEF contact information can be found on page 90 of this guide.
Visit the Website and download the free Mobile App

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Website and Mobile App features include:

• Latest business news • Up-to-date travel advice • Interactive ‘Supporting Organisations’ and ‘Market Experts’ profiles • Essential contact details • Listings with links to up-and-coming trade shows • Links to the Department for International Trade (DIT) support services.
About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government’s overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised ‘Doing Business Guide’ series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet’s most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA’s ‘Doing Business Guides’ is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides’ contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a ‘Doing Business Guide’ therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this Doing Business in Italy Guide is to provide you with basic knowledge about Italy; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Italy. Full contact details are available in this guide.

To help your business succeed in Italy we have carefully selected a variety of essential service providers as ‘Market Experts’.

This guide is available in four formats:

• website (www.Italy.DoingBusinessGuide.co.uk)
• a ‘free’ downloadable ‘mobile device-friendly’ app
• this full colour hard-copy brochure
• PDF download/e-flipbook (please see the website for more details)

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Italy has a long-standing trade relationship with the UK. It is the second largest manufacturer in Europe behind Germany.
Summary

Area: 301,340 sq. km (including Sardinia and Sicily)

Population: 60.8 m (Forecast 62 m by 2020)

Population growth rate (% change): 0.3

Population density (people per sq. km): 208.5

Urban population: 68.8%

Capital city: Rome (pop. 3 m)

Other major cities: Milan (1.5 m); Naples (1 m); Turin (900,000)

Official language: Italian

Currency: Euro €

Nominal GDP: US $2,147.7 bn

Real annual GDP Growth: -0.4%

GDP per capita: US $35,335

Annual inflation rate: 0.2%

Unemployment rate: 12.7%

General government gross debt: 132.1% (of GDP)

Fiscal balance: -3.0% (of GDP)

Current account balance: 1.9% (of GDP)

Current account balance: US $41.1 bn

Exports of goods to UK: US $27,757 m

Imports of goods from UK: US $13,375 m

Inward direct investment flow: US $16.5 bn

Exports + imports as share of GDP: 56%

[Source: mostly FCO Economics Unit (Latest update, Oct 2015)]
Why Italy?

Background

Geography

Italy is located in southern Europe from the Alps in the north and jutting south into the Mediterranean Sea. South of the Alps is the large plain of the River Po, draining eastwards into the Adriatic Sea. South of this valley, and running the length of the country to the southern tip are the Apennine Mountains. In addition to the mainland, Italy includes the Mediterranean islands of Sicily to the south, and Sardinia to the west.

Its total area is 301,340 km sq. km (116,350 sq. miles), and it lies between latitudes 35° and 48° N, and longitudes 6° and 19° E. Italy borders with Switzerland, France, Austria and Slovenia, plus the two small enclaves of San Marino and Vatican City. (Please see a map of Italy on page 101.)

Government Overview

Italy is a democratic country with a population of about 60.6 million living on a total area of 116,344 sq. miles. It is a founding member of the North Atlantic Treaty Organisation (NATO), in 1949, and of the European Community (precursor of the European Union) in 1957; a member of GATT/WTO, OECD, G7 as well as OSCE and Council of Europe. The Italian Republic came into existence in June 1946 after the end of the Second World War.

The current President, Sergio Mattarella, was elected in February 2015. Parliament has legislative powers and is composed of a Senate (315 seats) and a Chamber of Deputies (630), both directly elected and with equal authorities.

A reform of the Senate to overcome perfect bicameralism is currently under discussion.

Matteo Renzi became Prime Minister in February 2014. He heads a multi-party coalition, comprising his centre left Democratic Party, the New Centre Right (NCD) and smaller centrist parties (Civic Choice, UDC and For Italy), which has a majority in both the Senate and Chamber. The main opposition parties represented in parliament are the populist 5 Star Movement (M5S), Forza Italia, SEL (Left, Ecology and Freedom), and the anti-immigration/euro Northern League.

Renzi has begun a process of reforms, starting at a fast pace. His ambitious programme covers labour market, electoral, judicial, education, public administration, fiscal and constitutional reform. Though there has been progress with the approval of some flagship reforms, such as electoral, labour market and education, the challenge is to maintain momentum.

[Source: FCO (Feb 2016)]
Human rights

Italy’s international commitment is based on an open dialogue approach respectful of diversity but founded on the principle of universal human rights. It goes hand-in-hand with support for the social and economic development of the least advantaged nations through cooperation programmes. As a member of the United Nations, Italy makes use of a series of bilateral and multilateral instruments, both universal and regional. Their general aim is to strengthen shared standards in the field of human rights and design mechanisms by which to monitor compliance with and the application of those standards. This also involves Italy’s civil society and, in particular, NGOs and citizens’ associations active in this field. For more information visit the Ministry for Foreign Affairs website: www.esteri.it/mae/en/politica_estera/temi_globali/diritti_umani/litalia_e_i_diritti_umani.html. Italy is also a member of the International Labour Organization (ILO) and transposes its directives.

[Source: FCO Overseas Business Risk (Feb 2016)]

Economic overview

In the international ranking of developed economies, Italy holds 8th position in terms of nominal GDP ($2,147 billion, International Monetary Fund statistics, 2014). The Eurozone crisis hit Italy hard and was led by a strong contraction in domestic demand (consumption and investment), also due to persistently tight credit conditions, the sizeable fiscal adjustment and depressed confidence, with private investment 30% below its 2008 level, while trade figures have confirmed a positive trend.

After a three-year recession (-2.7% in 2012, -1.7% in 2013 and -0.4% in 2014), the economic situation is now slowly improving, also due to the launch of a Quantitative Easing programme by the European Central Bank, the depreciation of the euro, and lower oil prices.

Projected growth rates by the main international financial institutions indicate a slight increase of GDP of about 0.6-0.7% in 2015 and of 1.1-1.4% in 2016, supported by exports and domestic demand. However, the government is facing the risk of a jobless recovery: the unemployment rate was at a post-war high of 12.7% in 2015, with youth unemployment at 40.9%.

Despite six years of fiscal consolidation, the highest primary surplus in the EU (around 1.5% of GDP) and a significant households’ saving capacity, the government debt-to-GDP ratio puts a heavy burden on the economy: it was 132.1% in 2014 and was expected to peak at above 133.7% in 2015 (IMF World Economic Outlook, April 2015).
The structural balance as a percentage of potential GDP was -0.89% for 2014 and -0.37% in 2015. In 2014 the budget deficit stayed below the 3% threshold (IMF projections). These efforts were essential for strengthening confidence in Italy’s fiscal position. Indeed, sovereign financing pressures have subsided and Treasury debt auctions have seen renewed interest from long-term institutional investors, both domestic and foreign.

The cost of borrowing for the government dropped in 2015, as Italy’s yields on ten-year government bonds fell below 2%, although the consequences of the Greek case which exploded in June 2015 are still unpredictable.

On the other hand, the seeds of Italy’s economic difficulties pre-date the crisis and stem from the loss of competitiveness of Italian industry, a complex bureaucracy, a slow judicial system, high energy costs, high corporate tax burden, corruption and tax evasion and an over-leveraged public sector.

Because of these difficulties, Italy is not a straightforward country in which to do business. Italy ranks 45th out of 189 nations in the World Bank’s ‘Ease of Doing Business Index’ for 2015. It also lags behind the largest economies for Foreign Direct Investment attractiveness. Nevertheless, in Italy there are over 13,000 foreign businesses (800 of them are large companies) and FDI reached a total value of US $403,746 million in 2013 (UNCTAD statistics).

[Source: FCO Overseas Business Risk (Feb 2016)]

Growth potential

High public debt and weak external competitiveness contributed to a contraction of the Italian economy following the global economic crisis. A strong acceleration is expected in 2015/16. Whilst 85% of Italy’s FDI comes from North America and Europe, there have been stronger activities from China, India, Russia and other Asian countries (+255% since 2000). The stock of UK FDI in Italy has increased steadily in the last five years, recovering to pre-crisis levels.

Italy’s economy is now emerging slowly from recession. Estimates by the European Commission, Bank of Italy, International Monetary Fund (IMF) and the Organisation for Economic Co-operation and Development (OECD) released recently indicate a moderate increase in GDP of 0.5 to 0.6% in 2015 and 1.1 to 1.4% in 2016. See:

- www.ec.europa.eu/index_en.htm
- www.imf.org/external/index.htm
- www.bancaditalia.it/homepage/index.html?com.dotmarketing.htmlpage.language=1

[Source: Department for International Trade (DIT)/UK Export Finance (Feb 2016)]
Benefits for UK businesses exporting to Italy

Italy has a long-standing trade relationship with the UK. It is a major advanced economy with a Gross Domestic Product (GDP) of USD $2,148 billion in 2014. Italy is the second largest manufacturer in Europe behind Germany.

Italian companies are globalising. Most are small and medium enterprises (SMEs) which require professional services to grow internationally.

Benefits for UK businesses exporting to Italy include:

• similar regulatory framework to UK and modern intellectual property protection practices
• appreciation for British professional services and technologies and quality consumer goods
• easy access from the UK with low cost flights from several regional airports
• only one hour ahead of UK time

Strengths of the market

Strengths of the Italian market include:

• strong manufacturing and innovation capability in several areas
• gateway to Mediterranean and Middle-East markets, where the lifting of Iranian sanctions could increase exports by EUR €3 billion over the next four years
• hosts many trade exhibitions with global appeal
• one of the world’s highest rates of household wealth
• one of the world’s top-five tourist destinations

Read the practical guide to doing business in Europe, at: www.europa.eu/youreurope/business/index_en.htm

In addition:

• In 2014 Italy was ranked 69th out of 175 countries in Transparency International’s latest corruption perception index (the UK ranked 14th): www.transparency.org/cpi2014/results
• Italy is ranked 45th out of 189 in the World Bank’s 2015 Ease of Doing Business index (the UK ranked 6th): www.doingbusiness.org/rankings
Contact a Department for International Trade (DIT) export adviser at: www.great-business.gov.uk/ukti for a free consultation if you are interested in exporting to Italy.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Italy. See: www.gov.uk/guidance/country-cover-policy-and-indicators#italy

**Trade between the UK and Italy**

Bilateral trade in goods was valued at £25.7 billion in 2014, a 6.6% increase over 2013. UK goods exports to Italy totalled £8.9 billion in 2014, a 3.1% increase on 2013. This made Italy the 10th largest market for UK exports of goods and the 8th trade partner for imports of goods. See the Office for National Statistics at: www.ons.gov.uk

The main exports of goods by value from the UK to Italy in 2014 were:

- crude petroleum
- basic chemicals, fertilisers and nitrogen compounds, plastics and synthetic rubber
- motor vehicles
- pharmaceutical products and preparations
- natural gas

Whereas Italy has a trade surplus for goods, over the past few years the UK has experienced a significant surplus in trading in services with Italy.

UK exports of services to Italy totalled £2,411 million in 2013. This does not include data for the travel, transport and banking sectors.

According to the Inward Investment Report 2014-15 published by the Department for International Trade (DIT), Italy continues to be one of the top source markets for FDI projects in the UK, with 91 projects, over 1,200 new jobs and over 940 safeguarded jobs in the financial year 2014/15.


[Source: FCO Overseas Business Risk (July 2015); Department for International Trade (DIT) (Nov 2015)]

**Free Trade Agreements (FTAs)**

Italy is a member of the EU, the World Trade Organization (WTO) and other international bodies. Goods manufactured in the UK are currently exempt from import duties.

SOLVIT is a free service provided by the national administration in each EU country and in Iceland, Liechtenstein and Norway, providing solutions to problems with EU rights. Contact the SOLVIT team at: www.ec.europa.eu/solvit/index_en.htm if you have market access issues relating to the operation of the Single Market.

[Source: FCO Overseas Business Risk (July 2015); Department for International Trade (DIT) (Nov 2015)]
Think further
BACKGROUND
In recent years, the development of international trade among countries has significantly increased. In 2014 Italy imported £355B of goods, becoming the 10th largest importer in the world. During the last five years the imports in Italy have increased at an annualised rate of 3%, from £306B in 2009 to £355B in 2014. The most recent imports are led by crude petroleum which represents the 8.14% of the total imports of Italy, followed by cars, which account for 4.91%. In 2014 the United Kingdom exported to Italy a total of £10.2B: cars (13%), packaged medicaments (6,2%), aircraft parts (2,6%), crude petroleum (2,5%), vehicle parts (1,7%). The challenge that Babino, Falcone & Falcone Avvocati Associati Law Firm has assumed, over the last three decades, consists in providing a closely connected group of experts able to offer adequate and effective legal advice to international clients that wish to undertake commercial connections between Italy and foreign countries.

Efficiency is our primary concern in order to offer the best service for each of our clients, from the smallest to the biggest. We have always believed and we keep believing that a team is better than an individual player.

ABOUT THE LAW FIRM
Babino, Falcone & Falcone Avvocati Associati is a leading International Law Firm established in 1995. The head office of B&F is located in Milan and in addition our network includes offices in Bergamo/Treviglio and Palermo, our legal assistance covers the whole territory of Italy, additionally boasting significant connections throughout the harbors in Europe and USA, as a result of significant partnerships with other prestigious international Law Firms.

In fact, B&F is steadily in touch with correspondents abroad, since the Law Firm is corporate member of the British Chamber of Commerce for Italy and of the American Chamber of Commerce in Italy.

The members of the firm belong to various international organisations, among which the London-based International Bar Association, and the Salzburg-based Center for International Legal Studies.
They also attend regularly international conferences organised by these organisations across Europe as speakers and moderators and publish essays and papers for these same organizations in law reviews and books.

We assist our clients both in court proceedings including higher courts and in arbitration procedures with legal representation. We also provide legal assistance in out-of-court proceedings and in contracts in the following fields of expertise:

1) Italian and International Commercial Law;
2) Corporate Law;
3) Bankruptcy Law;
4) Employment Law;
5) Succession – Wills - Inheritance Law;
6) Trusts
   - Family Trust – Family Governance;
   - Trust and Estates;
   - Security Trust;
   - Voting Trust;
   - Trust project Financing.
7) Real Estate;
8) International Litigation.

Moreover, the firm belongs to a network of European and international law firms with which it has been collaborating for several years now through stable cooperation also in litigation in Italy and abroad on behalf of Italian clients. This organisation allows for customised strategies that best meet the needs of our clients.

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Doing business with Italy can be challenging, but taking a strategic approach is the key to making the process manageable. The first step is to spend some time thinking about your company's Italy objectives.
Researching the market

Consultation and bespoke research

Taking a strategic approach

British companies are advised to undertake as much market research and planning as possible. Doing business with Italy can be challenging, but taking a strategic approach is the key to making the process manageable. The first step is to spend some time thinking about your company’s Italy objectives.

The questions listed below should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Italy strategy, although this may not be necessary or appropriate for all companies:

Your Aims

- Do you wish to buy from Italy, sell to Italy or both?
- Do you wish to establish your own company presence in Italy, for example through an office (unità locale), new legal entity (impresa) or a branch (filiale)?
- Do you need to be involved in Italy at all?
- Do you see Italy as part of a wider plan including other EU or Mediterranean markets?

Your Company

- What are the unique selling points for your product or service?
- Do you know if there is a market for your product in Italy?
- Do you know if you can be competitive in Italy?
- Are your competitors already in Italy? If so, what are they doing?
- Do you have the time and resources to handle the demands of communication, travel, product delivery and after-sales service?

Your Knowledge

- Do you know how to secure payment for your products or service?
- Do you know where in Italy you should start?
- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Italy-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these “knowledge gaps” should form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.
Talking to other people in your industry and regularly visiting Italy will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research. You will be able to find out some free information from carrying out desk research.

**Help available for you**

The Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See: [www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services](www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services) for further information. The following details are a selection from the website:

**Business Opportunities**

UK companies are set to benefit from a unique new five-year programme presenting real-time export opportunities that you can apply for online. This is part of a move to get 100,000 additional companies exporting by 2020.

Launched in November 2015, Exporting is GREAT is part of the UK Government’s GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels.

Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on a new platform, [www.exportingisgreat.gov.uk](www.exportingisgreat.gov.uk), with many more set to come online each month.

“Exporting is GREAT” provides advice and expertise to support businesses at every step on their exporting journey, from initial interest to selling in-market, and includes a year-long roadshow travelling the UK, giving face-to-face assistance to potential exporters, and using the latest technology to connect these businesses with live export opportunities.

**Events and missions**

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. The DIT’s Tradeshows Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of the DIT’s Accredited Trade Associations (ATOs). ATOs work with the DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP ‘Trade Access Programme’ and the English National Regions.
DIT Events Portal
The DIT Events Portal provides a single calendar view of all DIT Events and Missions, and has been developed to provide companies with more detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and also allow users to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: www.events.ukti.gov.uk

Webinars
The DIT Webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge. To see upcoming DIT Webinars, please visit: www.events.ukti.gov.uk and search for webinars.

Overseas Market Introduction Service
You can also commission a DIT Overseas Market Introduction Service (OMIS) to help you enter or expand your business in Italy. Under this service, the British Consulate’s Trade and Investment Advisers, who have wide local experience and knowledge, can identify business partners and provide the support and advice most relevant to your company’s specific needs in Italy.

Other DIT services
The DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Italy.

These services include:

- An Export Health Check to assess your company’s readiness for exporting and help develop a plan of action;
- Training in the requirements for trading overseas;
- Access to an experienced local International Trade Adviser;
- Help to grow your business through online exports;
- Specialist help with tackling cultural issues when communicating with Italian customers and partners;
- Advice on how to go about market research and the possibility of a grant towards approved market-research projects;
- Ongoing support to help you continue to develop overseas trade and look at dealing with more-sophisticated activities or markets;
- Information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Italy;
- Support to participate in trade fairs in Italy;
- Opportunities to participate in sector-based trade missions and seminars;

Visit the Website and download the free Mobile App
• Access to major buyers, local government and supply chains in Italy;
• Advice on forming international joint ventures and partnerships;
• Exploratory visits to Italy;
• Alerts to the latest and best business opportunities.

To find out more about commissioning any of these services, contact a Department for International Trade (DIT) Export Adviser at: www.greatbusiness.gov.uk/ukt for a free consultation, or see further details at: www.gov.uk/government/organisations/department-for-international-trade/about/about-our-services

E-Exporting Programme
The DIT’s E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports.

The DIT’s E-Exporting Programme helps UK companies who are:
• new to selling online
• already selling online, but need help with specific issues
• experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:
• arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT’s global network of contacts. See: www.uktiofficefinder.ukti.gov.uk/contactSearch.html?guid=none
• meet a Digital Trade Adviser where relevant, to help develop and implement an international online strategy
• set up on e-marketplaces quickly and also identify new e-marketplaces around the world
• access better than commercial rates to list on some e-marketplaces, including lower commission fees and ‘try for free’ periods. See: www.gov.uk/guidance/e-exporting#preferentialrates
• access the ‘E-Expertise Bank’, a community of over 175 B2B/B2C service providers offering free advice. See: www.gov.uk/guidance/e-exporting#eexpertise
• join DIT’s mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends
Getting UK businesses ready to sell overseas

What is Open to Export?

Open to Export is the online community helping UK businesses get ready to sell overseas. Backed by Government and business, we are a not for profit social enterprise dedicated to helping UK companies grow through export.

For more information visit opentoexport.com
Open to Export

Open to Export is the DIT’s free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at: www.opentoexport.com

In-market support

If you already export, and have decided Italy is part of your business strategy, you are advised to contact the DIT team in Italy prior to your visit to discuss your objectives and what help you may need (see the ‘Resources’ section on page 91.) They can provide a range of Italy-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in Italy, or to promote your company and your products/services.

In addition, read the EU’s practical guide to doing business in Europe: www.europa.eu/youreurope/business/index_en.htm

[Source: Department for International Trade (DIT) (Feb 2016)]
Approximately three million British nationals visit Italy every year. British nationals do not currently need a visa to enter Italy.
Getting here & advice about your stay

Entry requirements

Visas
British nationals do not currently need a visa to enter Italy. For more information about entry requirements, contact the Italian Embassy.

Passport validity
Your passport should be valid for the proposed duration of your stay; you do not need any additional period of validity on your passport beyond this.

The Italian authorities have confirmed they will accept British passports extended by 12 months by British Embassies and Consulates under additional measures put in place in mid-2014.

UK Emergency Travel Documents
UK Emergency Travel Documents are accepted for entry, airside transit and exit from Italy.

Safety and security

Overview
Demonstrations may occur with little or no warning in cities. You should avoid any protests, political gatherings, or marches. Approximately three million British nationals visit Italy every year. Most visits are trouble-free.

Local laws and customs
By law you must be able to show some form of identification at all times. In most cases a photocopy of the data page of your passport should suffice, but you may be asked to accompany the police to collect the original document, or to produce it within 12 hours. The police will normally ask for your full passport if you are stopped while driving.

In the Rome area, restaurants must display a menu outside the restaurant, only charge for bread if the customer specifically requests it, inform the customer of the prices being charged before he/she orders, give a proper receipt and not make any cover charge (coperto).

You should be aware that in some Italian towns and cities you may be fined for dropping litter and in some towns or cities it is an offence to sit on monument steps or to eat and drink in the immediate vicinity of main churches and public buildings.

Illegal traders operate on the streets of all major Italian cities, particularly tourist cities like Florence, Venice and Rome. Do not buy from illegal street traders. You could be stopped by the local police and fined.

Many major cities in Italy now impose a small tax on tourists. The tax is levied by hotels and is usually not included in any pre-paid arrangements or package deal. The rate of tax varies from city to city, and can depend on the star rating of the hotel. Hotels often ask for payment of this tax in cash. Make sure you get a receipt. For more information check with the local tourist information office.

Crime
Crime levels are generally low but there are higher levels of petty crime (particularly bag snatching and pick-pocketing) in the big city centres, such as Rome. Be aware that thieves can use a variety of methods to distract you.
Take care on public transport and in crowded areas in city centres, particularly in and around Termini station in Rome and at other main stations.

Be particularly vigilant on trains to and from the main airports in Italy (especially Fiumicino airport) and when unloading your baggage from trains and coaches. Use a hotel safe for valuables where possible.

Alcohol and drugs can make you less alert, less in control and less aware of your environment. If you are going to drink, know your limit. Drinks served in bars overseas are often stronger than those in the UK. Do not leave food or drinks unattended at any time. Victims of spiked drinks have been robbed and sometimes assaulted.

Those in hire cars can sometimes be targeted by thieves, and robberies from cars have been reported particularly in and around Rome, Milan and Pisa and on the road from Catania airport as well as at motorway service stations. Always lock your vehicle, never leave valuables on show and avoid leaving luggage in cars for any length of time.

Make sure Euro notes received from any source other than banks or legitimate Bureaux de Change are genuine.

Bribery and corruption
Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national nor resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

The UK government takes a very serious view on bribery and corruption, and any UK company considered to be involved in corrupt practices will feel the full weight of the law bear down on them under the UK Bribery Act 2010. The UK Department for Business, Energy & Industrial Strategy (BEIS) has published a number of documents on their website. See: www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy for assistance in this area.

As far as Italy is concerned, bribery and corruption represent major problems that cost the country around EUR €60 billion a year. Public tenders are generally regarded as the most at risk from corruption, particularly those associated with procurement, waste management, construction, health and defence. To prevent corruption, businesses participating in public tenders are required to produce very detailed information and documentation. The country has a National Anti-Corruption Authority (see: www.anticorruzione.it/portal/public/classic) and anti-corruption legislation which is aligned with relevant international standards. A new, more restrictive anti-corruption law was approved by parliament in May 2015.
Terrorism
There is a general threat from terrorism. Attacks could be indiscriminate, including in places frequented by foreigners.

There are isolated cases of domestic terrorism. Attacks carried out by the extreme left-wing and secessionist groups have generally been aimed at official Italian targets, mainly in the form of small bombs and incendiary devices.

There is considered to be a heightened threat of terrorist attack globally against UK interests and British nationals, from groups or individuals motivated by the conflict in Iraq and Syria. You should be vigilant at this time.

(Source: FCO Overseas Business Risk (July 2015))

Health
Visit your health professional at least four to six weeks before your trip to check whether you need any vaccinations or other preventive measures. Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealthPro website: www.travelhealthpro.org.uk/locations/italy and by NHS (Scotland) on the fitfortravel website: www.fitfortravel.nhs.uk/destinations/europe--russia/italy.aspx

Useful information and advice about healthcare abroad is also available on the NHS Choices website: www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx

Health insurance
If you are visiting Italy you should get a free European Health Insurance Card (EHIC) before leaving the UK. The EHIC is not a substitute for medical and travel insurance, but it entitles you to state-provided medical treatment that may become necessary during your trip. Any treatment provided is on the same terms as for Italian nationals.

If you do not have your EHIC with you or you have lost it, you can call the Department of Health Overseas Healthcare Team (+44 191 218 1999) to get a Provisional Replacement Certificate. The EHIC will not cover medical repatriation, ongoing medical treatment or non-urgent treatment, so you should make sure you have adequate travel insurance and accessible funds to cover the cost of any medical treatment and repatriation.

If you need emergency medical assistance during your trip, dial 118 and ask for an ambulance. If you are referred to a medical facility for treatment you should contact your insurance/medical assistance company immediately.
Travel

Local travel
Only use officially licensed taxis. These will have a taxi sign on the roof. Make sure the meter in the taxi has been reset before you set off.

Tickets on public transport must be endorsed in a ticket machine before you start a journey. The machines are usually positioned at the entrance to platforms in railway stations, in the entrance hall to metro stations and on board some buses and trams. Officials patrol public transport and will issue an on the spot fine of €100 to €500 Euros (reduced to €50 Euros if paid immediately) if you do not hold an endorsed ticket. Tickets can be purchased from shops displaying the ‘T’ sign, and are usually bars or tobacconists.

Pedestrians should take care at Zebra crossings. Vehicles do not always stop, even though they are required to under the Italian Traffic Code.

Industrial action

Road travel
You can drive in Italy with a UK driving licence, insurance and vehicle documents. If you are driving a vehicle that does not belong to you then written permission from the registered owner may be required. On-the-spot fines can be issued for minor traffic offences.

In 2014 there were 3,381 road deaths in Italy (source: Department for Transport). This equates to 55.6 road deaths per 1,000,000 of population and compares to the UK average of 27.7 road deaths per 1,000,000.

Private and hire cars are not allowed to enter the historic centre of many Italian cities without an official pass. If your hotel is in the centre of one of these cities, you can buy a pass from most car hire companies. The boundaries of historic centres are usually marked with the letters ZTL in black on a yellow background. Don’t pass this sign as your registration number is likely to be caught on camera and you will be fined.

There is a congestion charge for Milan city centre. For further information see the Milan Municipality website: [www.comune.milano.it/wps/portal/ist/en](http://www.comune.milano.it/wps/portal/ist/en)

To reduce pollution, the city authorities in Rome sometimes introduce traffic restrictions on specific days whereby vehicles with odd or even number plates are not allowed on the roads in the ‘fascia verde’ area (covering most of Rome). For further information, including exceptions, see the Rome Municipality website: [www.comune.roma.it/pcr/it/homepage.page](http://www.comune.roma.it/pcr/it/homepage.page)

See also the European, AA, RAC and Italian Police guides on driving in Italy.

Road hauliers
Trucks over 7.5 tonnes (75 quintali) are not allowed on Italian roads (including motorways) on Sundays from 7:00 am until midnight, local time. These restrictions do not apply to trucks that have already been granted an exception (e.g. those carrying perishable goods and petrol supplies).
Spreading the word
We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business.

- Membership supports all aspects of your international trade
- Leading UK authority on trading globally
- Tailored training to support your business needs
- Expert solutions for international trade

Join us today: Call: +44(0)1733 404 400  email: institute@export.org.uk
Winter sports
If you are planning a skiing holiday, you should contact the Italian State Tourist Board for advice on safety and weather conditions before you travel.
Address: 1 Princes Street, London W1R 9AY. Telephone: 020 7355 1557 or 1439. Website: www.italiantouristboard.co.uk

Off-piste skiing is highly dangerous. You should follow all safety instructions meticulously given the dangers of avalanches in some areas. See: www.avalanches.org/eaws/en/main for up-to-date information. Italy has introduced a law forcing skiers and snowboarders to carry tracking equipment if they go off-piste. The law also obliges under-14s to wear a helmet. There are plans for snowboarders to be banned from certain slopes.

Natural disasters

Volcanoes
Mount Etna has been erupting with increasing frequency sending plumes of ash into the air. Monitor local media and contact your airline if you are concerned about possible disruption to flights. In addition there is low-intensity volcanic activity on the island of Stromboli.

Earthquakes
Many parts of Italy lie on a major seismic fault line. Minor tremors and earthquakes are almost a daily occurrence. To learn more about what to do before, during, and after an earthquake visit the Protezione Civile website: www.protezionecivile.gov.it/jcms/en/rischio_sismico.wp

[Source: FCO Travel advice (Feb 2016)]
Italy has a highly diversified economy and can offer opportunities in many sectors.
Sector-specific opportunities

Background

The Department for International Trade (DIT) publish over 1,000 business opportunities per month across all sectors and over 100 markets. Sign up to receive regular export opportunities alerts at: www.exportingisgreat.gov.uk


Opportunities: Italy has a highly diversified economy and can offer opportunities in many sectors:

Aerospace

The Italian aerospace industry is the third largest in Europe and the seventh worldwide.

The sector has:

• a turnover of EUR €13 billion
• exports worth EUR €7 billion
• over 100 hundred companies, with 64,000 direct and indirect employees

The leading aerospace clusters are in:

• Piedmont and Lombardy
• Lazio and Umbria
• Campania and Apulia

The DIT aerospace team in Italy has strong relationships with many Italian and British trade associations. The team is present at major air shows, including Farnborough, to help UK companies source business and R&D opportunities in the Italian market. Contact: milancommercialenquiries@fco.gov.uk for more details on aerospace opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]

Automotive

In 2014 the index of vehicle industrial production in Italy recovered with a production rate reaching 84.4%. National production increased by 6% compared with 2013. This is after a number of difficult years for the Italian automotive industry.

Sales of alternative, more environmentally friendly vehicles are rising with hybrid, Liquefied Petroleum Gas (LPG) and Compressed Natural Gas (CNG) vehicles now accounting for 53% of total turnover.

The three main sub-sectors offering relevant opportunities for UK companies are:

• components
• Research and Development (R&D)
• motorsport

Contact: milancommercialenquiries@fco.gov.uk for more details on automotive opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]
Defence and security

Italy’s defence and security industry has a total market size of about £2.32 billion.

Italy’s security focus is on:
- terrorism
- immigration (border control)
- organised crime and people trafficking
- safety of transportation services
- cyber security/critical national infrastructure
- disaster relief and mitigation

Transportation is a priority as major airports and seaports have become primary security concerns. These infrastructures are currently seeking to upgrade security resources and services to ensure 100% screening of passengers and work personnel.

Contact Export Control Organisation (ECO) to check your goods are meeting legal requirements for export. See: www.gov.uk/government/organisations/export-control-organisation

Contact: milancommercialenquiries@fco.gov.uk for more details on defence and security opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]

Education

The Italian Ministry of Education, University and Research (MIUR) is currently reforming schools, focusing on:
- improvement of foreign language learning, digital skills and economic studies in secondary schools
- continuous and compulsory training for teachers
- online availability of school data and national teachers’ registry
- adoption of broadband and WiFi in all schools

Additionally, more than EUR €3 billion is available from European Regional Development Funds and European Social Funds to enhance Italian education. This is 40% higher than in the previous programme and will be spent between 2014 and 2020 on:
- improving students’ skills
- innovating school structures
- developing teachers’ competences
The funds will be allocated nationwide to:

- reduce student drop outs, strengthen students’ capabilities, train all school staff
- enhance the education system through increased usage of new technologies
- increase transparency and efficiency in administration and financial management
- improve communication and information systems

These reforms and additional funds represent a great opportunity for UK education suppliers.

Contact: milancommercialenquiries@fco.gov.uk for more details on education opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]

Healthcare and life sciences

The Italian National Health System (SSN) is going through an in-depth reform and modernisation process to take into account:

- ageing population
- move of patients to outpatient care
- increased focus on prevention
- acceleration of e-health development

There are opportunities for:

- innovative equipment and medical devices
- diagnostic (portable) equipment and kits
- innovative daily life-aids for elderly and disabled
- e-care and e-health devices
- food supplements and dietary foods

Contact: milancommercialenquiries@fco.gov.uk for more details on healthcare and life science opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]

Luxury and design-led consumer products

One third of the world’s luxury items are made in Italy. This fashion and textile sector has:

- an estimated value of EUR €52.5 billion (2014)
- one of the highest purchase rates of fashion items in the world
- high spend by foreign tourists
- global leading trade fairs

British fashion brands often consider Italy as a gateway to other foreign markets.
E-commerce grew by 17% in 2014. Online sales of fashion (clothing, shoes, accessories) increased by more than 25% during that year.

The cosmetics, perfume and toiletries sector in Italy:

- had EUR €9.4 billion turnover in 2014
- has the world’s largest trade fair, Cosmoprof. See: www.cosmoprof.com/?_ga=1.47019553.765318255.1456403345
- is growing in terms of natural and organic beauty products and artistic perfumery

Italy’s furniture and interior design sector is made up of over 28,000 companies. It hosts the world’s top exhibition in the furniture sector, Salone del Mobile in Milan. See: www.salonemilano.it/en

There are opportunities for UK companies to supply:

- materials and components
- product and service design
- innovative product and interior design solutions with environment-friendly features in the contract market

Contact: milancommercialenquiries@fco.gov.uk for more details on luxury and consumer product opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]

Marine and ports

The Italian marine sector:

- has a total turnover of EUR €2.5 billion
- grew by 2.1% in 2014 compared with 2013 with 3.1% registered for boat accessories
- featured increased use of boat leasing

Italy is the global leader in the production of super yachts with 40% of global orders. Italy’s shipbuilding industry includes many other sub-sectors which offer good opportunities for UK suppliers.

A new government plan launched in July 2015 aims to strengthen ports and logistics competitiveness at a European and global level. This will result in a series of new investment and innovative projects offering potential business opportunities for UK companies.

Contact: milancommercialenquiries@fco.gov.uk for more details on marine and ports opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]
We can help develop new ideas and find ways to drive down costs and produce sustainable improvements in your export business.

- Membership supports all aspects of your international trade
- Leading UK authority on trading globally
- Tailored training to support your business needs
- Expert solutions for international trade

Exporting great ideas to you.

Join us today

Call: +44(0)1733 404 400
email: institute@export.org.uk
Retail

Future shopping centre development in Italy can offer investment and export potential. There will also be high value opportunities for the supply of infrastructure and structural products.

New property development projects with retail centres include:

- Westfield Milan, in Segrate close to Milan Linate airport, which will be the largest shopping mall in Italy at 250,000 sq. metres when it opens between 2017 and 2018, and will include almost 400 shops, 50 restaurants and 14 multiplex cinemas (investment value EUR €1.3 billion)
- Scalo Milano opening in Autumn 2016 with 300 shops (value EUR €170 million)
- Arese Shopping Centre opened in April 2016 with 200 shops (value EUR €700 million)
- Verona Porta Sud (2016) with 125 shops (value EUR €200 million)
- Torino Outlet Village (2016) with 90 shops
- San Pellegrino Outlet Village (2016) with 45 shops

Contact: milancommercialenquiries@fco.gov.uk for more details on retail opportunities.

[Source: Department for International Trade (DIT)]

Technology, innovation and smart cities

The total value of the smart cities market in Italy is EUR €1.15 billion. Recent research by the Internet of Things Observatory of Milan Polytechnic indicates smart cars, smart homes and smart cities are expected to grow their business during 2015-16.

The city of Milan is supporting and promoting shared economy and social innovation initiatives. This includes the re-design of urban spaces and an easier access to information and institutional open data.

There are opportunities for:

- energy efficiency in buildings
- efficient public lighting
- waste management
- smart grid systems

Contact: milancommercialenquiries@fco.gov.uk for more details on technology opportunities.

[Source: Department for International Trade (DIT) (Feb 2016)]
If you want to set up a company in Italy, you can complete the necessary procedures through business assistance organisations known as Sportello Unico Attività Produttive (SUAPs).
Preparing to export

Start-up considerations

Selling to Italy is often best achieved by appointing an agent or a distributor.

Contact the DIT team in Italy at: www.gov.uk/government/world/organisations/uk-trade-investment-italy#contact-us to help find tax and legal advisers before entering into any distribution or agency contracts. Always seek appropriate trade and bank references before consigning goods.

Italian corporate law differentiates between

- partnerships
- corporations
- limited liability companies

The most common types of companies are:

- Società per Azioni (S.p.A) which are companies with liability limited by shares
- Società a responsabilità limitata (S.r.l) which are companies with liability limited by quotas

If you want to set up a company in Italy, you can complete the necessary procedures through business assistance organisations known as Sportello Unico Attività Produttive (SUAPs). See: www.impresainungiorno.gov.it/en/services-directive/establishment/setting-up-a-new-legal-entity

How to do business in Italy

Legal considerations

Contact the DIT team at the British Consulate General in Milan to help find tax and legal advisers before entering into agreements. See the 'Resources' section of this guide.

Standards and technical regulations

Products and packaging should meet EU standards. For more details, see: www.europa.eu/youreurope/business/product/ce-mark.

Italy follows EU regulations, but it adopts more stringent ones in some sectors. This also applies to packaging and labelling. If in doubt contact the local DIT team in Italy. See the ‘Resources’ section on page 91.

Ente Nazionale Italiano di Unificazione (UNI) has responsibility for Italian national standards. See: www.uni.com

Comitato Elettrotecnico Italiano (CEI) is responsible for electrics, electronics and telecommunications regulations. See: www.ceiweb.it/en

[Source: Department for International Trade (DIT) (Feb 2016)]
**Intellectual Property (IP)**

Trademarks, designs, patents and copyright are the principal forms of Intellectual Property (IP) protection available to companies and individuals.

**Having the right type of intellectual property protection helps you to stop people stealing or copying:**

- the names of your products or brands
- your inventions
- the design or look of your products
- things you write, make or produce

Copyright, patents, designs and trademarks are all types of intellectual property protection. You get some types of protection automatically, others you have to apply for.

**You own intellectual property if you:**

- created it (and it meets the requirements for copyright, a patent or a design)
- bought intellectual property rights from the creator or a previous owner
- have a brand that could be a trade mark, e.g. a well-known product name

You usually will not own the intellectual property for something you created as part of your work while you were employed by someone else.

**Intellectual property can:**

- have more than one owner
- belong to people or businesses
- be sold or transferred

However, IP law – especially for patent protection – is not yet totally harmonised within the EU.


Contact the Intellectual Property Office (IPO), the official UK government body responsible for intellectual property (IP) rights including patents, designs, trademarks and copyright, for further information or advice: [www.gov.uk/government/organisations/intellectual-property-office](http://www.gov.uk/government/organisations/intellectual-property-office)

[Source: Department for International Trade (DIT)/IPO (Feb 2016)]]
All Your Italian Accounting Needs

Accountancy is mandatory for all companies in Italy and it's important to ensure that you have a team of experts you can trust with an open and international work ethic.

Our mission is to reduce your administrative burden, provide expert advice and liaise with the various financial and administrative bodies.

Based in Rome and Milan, Companies In Italy has a multi-lingual team of accountants available to assist you with all aspects of accountancy, tax filing and payroll, for whichever type of company form you require.

For more information on how we can help, please visit http://www.companiesininitaly.co.uk/.
Tax and customs considerations

The UK and Italy have signed a double taxation convention. The UK Government has a 30 page document “1988 Italy-UK Double Taxation Convention” which is available to download at: www.gov.uk/government/publications/italy-tax-treaties-in-force

The Italian Revenue Agency (Agenzia delle Entrate) provides more information on taxation in Italy. See: www1.agenziaentrate.gov.it/english

Value Added Tax (VAT)
VAT is known as IVA in Italy. The standard rate is 22%.

A reduced IVA rate of 4% is applied to:

- basic food products
- some social services
- dailies, periodicals, books
- some seeds and fertilisers

A 10% rate is charged on tourist services and some other food products.

Check with HM Revenue and Customs (HMRC) regarding VAT refund of business expenses incurred in Italy. See: www.gov.uk/government/publications/vat-notice-723

Corporate tax
The corporate tax (IRES) rate in Italy is 27.5%. This fixed rate must be paid by all resident companies on income from any source, whether earned in Italy or abroad. There is also a regional tax on business activities called IRAP, which varies from region-to-region (4 to 6%).

Income tax
Resident individuals are subject to a personal income tax (IRPEF) on their worldwide income. Non-resident individuals are only subject to tax on their Italian source income. There are five income bands with rates from 23% (for taxable incomes up to EUR €15,000) to 43% (for those over EUR €75,000).

Customs considerations
The internal market of the European Union (EU) is a single market in which the free movement of goods, services, capital and persons is assured, and in which citizens are free to live, work, study and do business.

Since its creation in 1993, the single market has opened itself more to competition, created jobs, and reduced many trade barriers. The Single Market Act (see: www.ec.europa.eu/growth/single-market/smact/index_en.htm#maincontent Sec3) was put forward in two parts, in 2011 and 2012, containing proposals to further exploit the opportunities afforded by the single market, in order to boost employment and improve confidence in European business.

Therefore as a single market allowing the free movement of goods and services, no import duties are applicable. Weights and measures should be metric and temperatures given in centigrade.

More information on customs regulations is available from the Italian Customs Agency (Agenzia delle Dogane). See: www.agenziaadoganemonopoli.gov.it/wps/wcm/connect/Internet/ee

Documentation
Goods which are in free circulation within the EU can move between member states without being subject to any documentation requirements. This does not apply to excise or controlled goods which still require documentation.

[Source: Department for International Trade (DIT)/HMRC (Feb 2016)]
MAKING THE MOST OF A WORLD OF OPPORTUNITY

British SMEs have a strong history of serving customers domestically, but increasingly opportunities lie in other markets. With modern infrastructure, easy access from regional UK airports and long standing trade relations with the UK, Italy provides significant trade opportunities for businesses in the UK.

Many SMEs, however, feel unable to maximise their international trade potential, often listing a lack of funding, inexperience in dealing with foreign currency and cultural nuances as the top constraints holding them back.

But there is a wealth of support available, both in relation to funding and currency exchange, and overcoming cultural barriers to trade.

ABOUT US
Part of the 200-year-old international business-to-business services provider, the Bibby Line Group, Bibby Financial Services has been helping businesses to trade overseas for over 15 years. Formed in 1982, we have more than 40 operations in 14 countries, including 19 UK offices.

Globally, we have 9,500 customers and our international footprint enables us to support businesses trading in over 100 countries worldwide.

In addition to our Export Finance services, we provide import and multi-currency support, helping our clients to trade with confidence in overseas markets.

HOW WE CAN HELP
We take a relationship based approach to supporting businesses, which means that we work hand-in-hand with our clients to find the right support package for them. Though our solutions are highly bespoke and tailored to the individual needs of our clients, we offer three solutions for those trading in overseas markets.

EXPORT FINANCE
We can provide funding of up to £10m to support businesses exporting and our Export Finance facility was designed to provide a flexible finance solution - but also to provide support in relation to developing business in foreign markets, cultural expertise, linguistic and currency services.

Mark Lindsay
Managing Director of Trade and International at Bibby Financial Services.
We provide funding against unpaid customer invoices, unlocking working capital and helping our clients to bridge the gap between invoicing and payment, which can frequently extend to over 120 days in overseas markets (often while goods are in transit).

Additionally, we can manage the full invoice collections process using multi-lingual credit controllers and overseas multi-currency accounts, enabling businesses to focus on fulfilling existing orders and generating new sales.

On top of this, we can provide Bad Debt Protection, helping our clients to offset the risk of non-customer payment in the markets in which they trade.

**TRADE FINANCE**

For those importing goods from Ireland, our trade financing offering provides a means of paying international suppliers upfront, enabling our clients to negotiate early payment discounts and benefit from better customer and supplier relationships.

Additionally, we can cover the cost of shipping, VAT and import duty, removing the hassle of importing and helping our clients to access to goods they need, when they need them.

**FOREIGN EXCHANGE**

Foreign exchange plays a huge role in the efficiency, accessibility and appeal of exporting and importing, however, trading anywhere overseas can leave a business exposed to currency fluctuations.

When agreeing prices of goods, businesses need to consider potential future currency fluctuations which could result in the sale price decreasing by the time it comes to invoicing for the goods. Having access to experts who can talk about exchange rates and turn around payment quickly can be essential.

Bibby Foreign Exchange looks to remove complexities preventing many SMEs from engaging in international trade, by combining business funding with foreign exchange in your currency of choice.

**INTEGRATED SUPPORT FOR INTERNATIONAL TRADE**

Combining funding with foreign exchange services is something other non-bank funders are simply unable to do and the ability for businesses to drawdown – in a currency of their choice – from existing funding arrangements, is a huge benefit. Having Export and Trade Finance and Foreign Exchange capability enables our teams to support businesses whatever their needs and ambitions.

Our dedicated business development people, committed relationship management teams and knowledgeable operations function mean we’re in a great position to support SMEs trading internationally.

To find out more about how we can support your business, visit www.bibbyfinancialservices.com or call 0808 301 5423.

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**BIBBY**

**FINANCIAL SERVICES**
As a common courtesy, as a UK business wishing to succeed in Italy you will find that understanding and speaking a little Italian does indicate that you are serious about doing business there, and shows that you are keen to understand and appreciate their local culture.
Moving in the right direction

- The leading UK authority on all aspects of international trade
- Exporting excellence through education
  - Expert solutions to your export needs
    - Maximising your profit from International Trade

Our main aim is to help you achieve your export and international trade goals.

If you do well, we do well.
Join us today
Call: +44(0)1733 404 400
email: institute@export.org.uk

www.export.org.uk
Business etiquette, language & culture

Italian society & culture

Language
Knowledge of English is reasonably extensive in Italian business, but do not rely on being able to communicate in English. As a common courtesy, as a UK business wishing to succeed in Italy you will find that understanding and speaking a little Italian – although possibly not essential – does indicate that you are serious about doing business there, and shows that you are keen to understand and appreciate their local culture.

Emails
Be careful with emails. Write in Italian whenever possible using good, simple, concise and direct language. Never rely on internet translation sites as they are often inaccurate – always use an Italian or official translator. For more information on translation services visit AST Language Services at: www.astlanguage.com.

Etiquette & customs

Greeting
Shake hands individually with everyone at both introductions and departures, and always greet older people and women first (this may include grasping the arm with the other hand). Be aware it is not unusual for Italians to greet people they know with a warm embrace.

Say "Buongiorno" (good morning) or "Buonasera" (good afternoon/evening). You should use "Signor(e)" (Mr) or "Signora" (Mrs), plus the surname, when introduced, using last names and appropriate titles until specifically invited to use first names.

Dining
Business is sometimes conducted over a long lunch, which can last a few hours, or often dinner at a restaurant. Do not refuse an invitation as this can be taken as an insult.

At social gatherings it is considered rude to ask someone you have just met about their profession, but typical topics of conversation can include Italian culture, art, food, wine, family etc.

Business protocol

Meetings
To arrange a meeting write first (in Italian), and follow-up with a phone call or e-mail. Large businesses usually work from 8.30 or 9am until about 6 or 6.30pm Monday to Friday with an hour or two for lunch, but the best time for meetings is between 10 and 11am or after 3pm. Avoid August, Catholic festivals and national holidays, as many businesses will be closed (see the list of holidays on page 76-77).

Punctuality is not a priority, but as a courtesy you should be on time. However, be prepared to possibly wait a while for your Italian counterparts to arrive.

Ensure all your hand-outs are well-designed and aesthetically pleasing – appearance is often considered more important than content.

Do not be surprised if during business meetings your Italian colleagues speak at the same time or interrupt one another – this is not unusual and it is common to express open disagreement and constructive conflict. Do not move away or keep your distance as this may be interpreted as unfriendly. Italians prefer very little personal space.

Although negotiations can be slow, do not show impatience as this can appear rude or a sign of weakness.
Clear, consistent content is vital to making your business understood overseas. So don't leave it to chance.

Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar

For a structured approach to translation, please read the article that follows
Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

• clear and accurate foreign-language branding and content will motivate foreign customers to buy from you

• consistent and harmonised messaging helps to convey and reinforce your company’s values and ethos

• corporate and operational risk through poor quality communication and misunderstanding is eliminated

• overall brand integrity and reputation are enhanced

If you’re reading this guide, the chances are you’re either a seasoned exporter, or you’re committed to investigating new export opportunities for your business. Whichever category you fall into, you’ll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it’s a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we’d like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.
The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

**Rigorous selection of translators**

AST’s ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader’s attention.

**Translation memory technology**

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

**Terminology management**

The key words used to describe your company’s products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST’s terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there’s really no need for you to leave the “softer” aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.
> You need your sales, technical and website content to be translated by experts!

> We’re recognised as a UK leader for translating high profile, client-facing documents

> All our translators are rigorously selected so your text will be translated by the best people in the business

> We ensure you get premium quality translations every time, on time and within budget

No matter how urgent your assignment we can translate it.
Dress code
Dress code is hugely important amongst Italians. How you dress will be perceived as a reflection of your social standing and success in business. A belief in status permeates all aspects of Italian society, with a very great respect for power and age – ideally you should try to find a well-connected person to establish good introductions for you.

Public holidays 2016

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<th>Date:</th>
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<th>Holiday Name:</th>
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<td>The Feast of St. Ambrose (Milan)</td>
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<td>The Feast of the Immaculate Conception</td>
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<td>Sunday</td>
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<td>17 April</td>
<td>Monday</td>
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<td>25 April</td>
<td>Tuesday</td>
<td>Liberation Day</td>
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<td>The Feast of St Mark (Venice)</td>
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<td>Monday</td>
<td>Labour Day/May Day</td>
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<td>2 June</td>
<td>Friday</td>
<td>Republic Day</td>
<td>National holiday</td>
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<td>24 June</td>
<td>Saturday</td>
<td>The Feast of St. John (Florence, Genoa, Turin)</td>
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In Italy there are over 13,000 foreign businesses – 800 of them are large companies.
WHAT ARE THE CHALLENGES?
Italian Company Incorporation Experts.

We cut out all the red tape so you can focus on your business.

Our mission around the world is to cut the red tape that surrounds the establishment of a company and to make the procedure as smooth as possible.

Based in Rome and Milan, Companies in Italy has a team of multi-lingual staff who are able to assist in setting up your business in Italy.

Our specialist and experienced team are always on hand to assist you with your requirements, however large or small, that includes company formation, accounting, bank accounts, immigration and office accommodation.

For more information on how we can help, please visit http://www.companiesinitaly.co.uk/.
What are the challenges?

The seeds of Italy’s economic difficulties pre-date the economic crisis and stem from the loss of competitiveness of Italian industry, a complex bureaucracy, a slow judicial system, high energy costs, high corporate tax burden, corruption and tax evasion, and an over-leveraged public sector.

Because of these difficulties, Italy is not a straightforward country in which to do business. Italy ranks 45th out of 189 nations in the World Bank’s ‘Ease of Doing Business Index’ for 2015. It also lags behind the largest economies for Foreign Direct Investment attractiveness. Nevertheless, in Italy there are over 13,000 foreign businesses (800 of them are large companies) and FDI reached a total value of US $403,746 million in 2013 (UNCTAD statistics).

A strong acceleration is expected in 2015/16. Whilst 85% of Italy’s FDI comes from North America and Europe, there have been stronger activities from China, India, Russia and other Asian countries (+255% since 2000). The stock of UK FDI in Italy has increased steadily in the last five years, recovering to pre-crisis levels. Italy’s economy is now emerging slowly from recession. Estimates by the European Commission, Bank of Italy, International Monetary Fund (IMF) and the Organisation for Economic Co-operation and Development (OECD) released recently indicate a moderate increase in GDP of 0.5 to 0.6% in 2015 and 1.1 to 1.4% in 2016.

Challenges to doing business in Italy

However, doing business in Italy is very similar to doing business in the UK, and standard European business practices apply.

Payment terms in Italy are longer than in the UK. In 2014, it took about 80 days on average for business-to-business payments. Payment terms can be particularly long in certain sectors, especially when creditors are public administration bodies (average almost five months in 2014), but the situation is improving following the recent introduction of the Prompt payment code.

Major challenges include:
- complex bureaucracy and regulations
- slow judicial system
- unfair competition due to cases of bribery, corruption and tax evasion

You should ensure you take the necessary steps to comply with the requirements of the UK Bribery Act. See: www.gov.uk/government/publications/bribery-act-2010-guidance and the section on Safety and Security earlier in this guide.

[Source: Department for International Trade (DIT)/UKEF (Feb 2016)]
Dress code is hugely important amongst Italians. How you dress will be perceived as a reflection of your social standing and success in business.
What does membership of the Institute of Export mean?

To most the Institute of Export simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It’s all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don’t know, you know someone who does!

Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE also extends to representing membership views. Knowledge gained from our members’ feedback, those who get involved with the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members’ needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.
Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.

This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPlc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to our young people at an earlier stage.

We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.

Why not call us and get involved? It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

The Institute of Export
Export House
Minerva Business Park, Lynch Wood, Peterborough, Cambridgeshire, PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444
Focusing on qualifications.

A focus on qualifications - but why do we need them?

I’d like to tell you about my story, it’s ok it won’t take too long but I think it’s similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn’t afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said “international”, and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered “by the back door”. Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export, suffix MIEx (Grad) in 1991.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn’t evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.
IOE Qualifications in brief

www.export.org.uk/professional-qualifications

Level 1  Young International Trader
(Available electronically)

Level 2  International Trade Logistic Operations **

Level 3  Certificate of International Trade
Certified International Trade Adviser

Level 4  Advanced Certificate in
International Trade

Level 5  Diploma in International Trade
Diploma in World Customs
Compliance and Regulations

Level 6  Foundation Degree jointly delivered with ***Anglia Ruskin University
Higher Apprenticeship in International Trade - the first so far.

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

a. International Physical Distribution
b. Selling Services, Skills and Software Overseas
c. Or one of:
   i. Doing business & communicating in Arabic speaking markets
   ii. Doing business & communicating in Spanish speaking markets
   iii. Doing business & communicating in German markets
   iv. Doing business & communicating in Chinese markets
   v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

- BSc (Hons) in Management Practice - International Trade with Plymouth University - Online 24 months
- MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/professional-qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year
British Embassy Rome

The British Embassy Rome develops and maintains the strong relations between the United Kingdom and Italy; partners in many international organisations such as the EU, G7, G20 and NATO. They cooperate on a wide range of issues including the economy, in particular measures that generate wealth in both our countries, commercial regulation in the single market, energy policy and international security.

The Embassy works to improve the relations between scientists and researchers working on innovative projects in Italy and the UK. They have a team dedicated to sharing our armed forces’ expertise and to developing stronger ties and opening up the military sector to UK commercial contacts.

There are also trade offices in Rome and Milan. The consular network is based in Rome and Milan and is supported by a network of honorary consuls in major Italian cities. They also offer consular assistance to British nationals in San Marino.

Services for British nationals

Urgent assistance
If you are in Italy and you urgently need help (e.g. if you have been attacked, arrested or lost your passport), call +39 06 4220 0001. If you are in the UK and concerned about a British national in Italy, call 020 7008 1500.

Get or renew a passport
The British embassy cannot help with passport enquiries. Contact Her Majesty’s Passport Office if you need help.

If you cannot get a new or replacement passport in time to travel, you may be able to get an emergency travel document.

Get an emergency travel document
You can apply for an emergency travel document (ETD) if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel.

If you are due to travel in the next 24 hours, contact us as soon as possible. Call us before making an appointment if you have never applied for a British passport before or if you are applying for a child under the age of 16.

Travel advice: for information and advice on travelling to Italy see www.gov.uk/foreign-travel-advice/italy

Get a visa
The British Embassy cannot help with visa enquiries. If you are not a British national, you may need a visa to travel to the UK.

If you are a British national travelling abroad and need to apply for a visa to visit a particular country or check if you need a visa, see the entry requirements on our foreign travel advice for the country you want to visit.

For more information on visas, see UK visas and immigration: https://www.gov.uk/government/organisations/uk-visas-and-immigration
Contact us:

British Embassy Rome
Via XX Settembre 80/a
00187 Rome Italy
Telephone: +39 06 4220 0001
Fax: +39 06 4220 2333
Emergency consular assistance (24 hours): +39 06 4220 0001

The British Embassy offices in Rome are not open to the public. Visits are by appointment only. They do not answer visa enquiries.

Rome Consular Section
British Embassy Rome
Via XX Settembre 80/a
00187 Rome Italy
Email: italy.consulate@fco.gov.uk
Telephone: +39 06 4220 0001
Fax: +39 06 4220 2334
Emergency consular assistance (24 hours): +39 06 4220 0001

UK Representation to the UN Agencies for Food and Agriculture
Via XX Settembre 80/a
00187 Rome Italy
Telephone: +39 06 4220 0001
Fax: +39 06 4220 4909

British Consulate General Milan
Via S. Paolo, 7
20121 Milan Italy
Email: italy.consulate@fco.gov.uk
Telephone: +39 02 723001
Fax: +39 02 86465081
Emergency consular assistance (24 hours): +39 02 723001

UK Department for International Trade Milan
Via S. Paolo, 7
20121 Milan Italy
Email: InwardInvestment.Milan@fco.gov.uk
Telephone: +39 02 723001
Fax: +39 02 72020153

UK Department for International Trade Rome
British Embassy Rome
Via XX Settembre 80/a
00187 Rome Italy
Email: RomeCommercial@fco.gov.uk
Telephone: +39 06 4220 0001

British Council Rome
Via di San Sebastianello, 16
00187 Rome Italy
Email: Info.Italy@britishcouncil.it
Telephone: +39 06 478141
Fax: +39 06 4814296
UK Export Finance is the UK’s export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit:
www.gov.uk/making-exports-happen

New business enquiries:
Telephone: +44 (0) 20 7271 8010
Email: customer.service@ukef.gsi.gov.uk
Department for International Trade:

If you have a specific enquiry about the Italian market which is not addressed by the information in this guide, you may contact:

Tel enquiries: +44 (0)20 7215 8000
Fax: +44 (0)141 228 3693

Or visit: www.gov.uk/government/organisations/department-for-international-trade

Otherwise contact the DIT team in Italy directly:

Department for International Trade Italy
British Consulate General
Via S. Paolo, 7
20121 Milan, Italy
E: MilanCommercialEnquiries@fco.gov.uk
Tel enquiries: +39 02 7230 0237

Department for International Trade Rome
Via XX Settembre 80/a
00187 Rome, Italy
E: RomeCommercial@fco.gov.uk / NaplesCommercial@fco.gov.uk
Tel enquiries: +39 06 4220 0001

Deputy Consul General & Deputy Director: Danielle Allen
British Consulate General
Milan, Italy
E: MilanCommercialEnquiries@fco.gov.uk
Tel enquiries: +39 02 7230 0237

Head of Inward Investment:
Tiziana Marcuccio
British Consulate General
Milan, Italy
E: Inwardinvestment.milan@fco.gov.uk
Direct line: +39 02 7230 0247

Commercial Enquiries:
British Consulate General Milan
E: MilanCommercialEnquiries@fco.gov.uk

DIT Press Office
Head of Communications Team:
Raffaella Previtera
British Consulate General Milan, Italy
E: communicationsmilan@fco.gov.uk
Direct line: +39 02 7230 0253

Market Experts

Project Management / Design
Engineering Consultancy Services

Arup Italy
Arup Italia Srl
Corso Italia n.1, 20122 Milano
Tel: +390285979301
Fax: +39 028053984
Email: arup.italia.arup.com
www.arup.com

Contact person: Mauro Oliveri
Translation / Language Services

AST Language Services

AST Language Services Ltd
Unit 8
Ayr Street
Nottingham
NG7 4FX
United Kingdom

Phone: +44 (0)115 970 5633
Fax: +44(0)845 051 8780
Email: office@astls.co.uk

www.astlanguage.com

Law & Legal Services

Babino, Falcone & Falcone
Avvocati Associati
Piazza Duca D'Aosta n.10
20124 - MILANO, (MI) Italy

Milano
Tel: +39 02 66981438
Fax: +39 02 67481915
Email: milano@bf-lawyers.com

Bergamo/Treviglio
Tel: +39 0363 300023
Fax: +39 0363 300036
Email: treviso@bf-lawyers.com

Palermo
Tel: +39 091 347869
Fax: +39 091 348018
Email: palermo@bf-lawyers.com

Email: foreignclients@bf-lawyers.com
Website: www.bf-lawyers.com

Financial Services

Bibby Financial Services

Bibby Financial Services Ltd
Endeavour House
Banbury Office Village
Noral Way
Banbury
Oxfordshire
OX16 2SB

Phone: 0808 301 6017
Email:
BFSenquiries@bibbyfinancialservices.com

www.bibbyfinancialservices.com
Company Formation / Professional Business Services

Companies in Europe Ltd (Italia)

Milan office: Via Pantano n.2, 20122 Milan
Telephone: +39 0280886351

Rome office: Via della Stazione San Pietro 65, 00165 Roma Telephone: +39 0621118093

UK office:
Office 3, Second Floor North, Jubilee House, Merrion Avenue, Stanmore, Middlesex, HA7 4RY
Telephone: +44 (0) 208 421 7470
www.companiesineurope.com/european-company-formation

Case Study

Jaguar Land Rover Italia

Viale Alessandro Marchetti, 105
00148 Rome, Italy

Tel.: +39 (0)6 658 531
Fax: +39 (0)6 658 53701

Email:
Paolo Daniele: pdanie22@jaguarlandrover.com
Fabrizio Orselli: forselli@jaguarlandrover.com
Fabrizio Vitelli: fvitelli@jaguarlandrover.com

www.fleet-business.jaguarlandrover.com/it

Education / School Services

The British School of Milan

THE BRITISH SCHOOL OF MILAN
Via Pisani Dossi, 16
Milan, Italy

Tel: +39 02 210941
Email: info@sjhschool.com
www.britishschoolmilan.com
Hi Simon, can you tell us about how Going Global Live started?
The Prysm Group had been running The Business Show for 10 years. The Business show is Europe’s largest event helping UK based companies grow domestically. It became apparent that many of our 20,000+ visitors were looking to expand internationally. There was a need, and there was a gap in the market, so we launched Going Global Live at ExCeL in November 2014. We’ve done 4 events so far and currently (as of May 2016) working on the next show which takes place on 17th & 18th November at Olympia.

What can people expect to find at Going Global Live?
Think of it as a trade show and conference. Visitors who come to the event will get up to date advice from world leading experts on the most attractive markets and overseas opportunities, and be able to speak to suppliers & service providers who can help with the challenging project of international expansion.

Why is it important for SMEs to attend the event?
Research has shown businesses are 11% more likely to survive if they export their products, Great Britain is currently in a fantastic position where we have good trade deals in place and British products are in high demand. At Going Global Live we put all the suppliers and services companies will need to meet in order for them to achieve international expansion, all under one roof. Trying to meet with all of these people would take years to arrange and do, at the event you can do it in 2 days! If you are serious about taking your business to the next level, the event is a must attend.
If you were to start trading in a new market, which country would that be and why?

Iran. This is a massive market which is just opening up, and I would want to get there before my competitors. More importantly, I need an excuse to put a trip to Shiraz on business expenses. A city that is famous for poetry, roses and wine needs to be visited. I’m guessing the food is unbelievable too.

Finally, what are you aims going forward?

We’ve reached a point where the event has firmly established itself. Visitors leave our events with advice and knowledge they need to grow their company’s further, however we still feel the event can reach a whole new height. So we’re expanding the team and increasing the size of the exhibition. The show has the potential to be four times the size it is now, in terms number of exhibitors, seminars, and visitors at the event.
Useful Links

Country Information:
BBC Website:
www.news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

Culture and communications:
CILT – National Centre for Languages - Regional Language Network in your area:
www.cilt.org.uk/workplace/employer_support/in_your_area.aspx

Customs & Regulations:
HM Revenue & Customs:
www.hmrc.gov.uk

Economic Information:
The Economist:
www.economist.com/countries

Trading Economics:
www.tradingeconomics.com

Export Control:
Export Control Organisation:
www.gov.uk/beginners-guide-to-export-controls

Export Finance and Insurance:
British Insurance Brokers Association (BIBA): www.biba.org.uk

UK Export Finance (formerly ECGD):
www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:
Intellectual Property Office:
www.ipo.gov.uk

Market Access:
Market Access Database for Tariffs:
www.madb.europa.eu/madb/index Publi.htm

Standard and Technical Regulations:
British Standards Institution (BSI):

Intellectual Property Office:
www.ipo.gov.uk

National Physical Laboratory:
www.npl.co.uk

Trade Statistics:
HM Revenue and Customs (HMRC):

National Statistics Information:
www.statistics.gov.uk/hub/index.html

Office for National Statistics:
www.ons.gov.uk

Trade Shows:
British Expertise Events:
www.britishexpertise.org

EventsEye.com online database:
www.eventseye.com

Salone del Mobile:
www.salonemilano.it/en

DIT Events Portal:
www.events.ukti.gov.uk

Visit the Website and download the free Mobile App
Travel Advice:
FCO Travel:
www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
www.gov.uk/guidance/foreign-travel-insurance

Healthcare abroad:
Travel health:
www.travelhealth.co.uk

TravelHealthPro:
www.travelhealthpro.org.uk/locations/italy

NHS (Scotland):
www.fitfortravel.nhs.uk/destinations/europe--russia/italy.aspx

NHS Choices:
www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx

Additional Useful Links:

British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
www.britishexpertise.org

CBI (Confederation of British Industry):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy:
www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy

e-exporting programme:
www.gov.uk/e-exporting

European Commission:
www.ec.europa.eu/index_en.htm

Exporting is GREAT:
www.exportingisgreat.gov.uk

Foreign & Commonwealth Office:
www.gov.uk/government/organisations/foreign-commonwealth-office

Gov.uk:
www.gov.uk/browse/business/imports-exports

Institute of Directors (IoD):
www.iold.com

Institute of Export (IOE):
www.export.org.uk

International Monetary Fund (IMF):
www.imf.org/external/index.htm

OECD: www.oecd-ilibrary.org

Open to Export: www.opentoexport.com

Organisation for Economic Co-operation and Development (OECD):
www.oecd-ilibrary.org

International business can be difficult

For 49 years we’ve helped British companies succeed in global markets.

Let us help you.

Join us.

Visit www.britishexpertise.org
Email mail@britishexpertise.org
Telephone +44 (0) 20 7824 1920
SOLVIT: 
www.ec.europa.eu/solvit/index_en.htm

Trade Tariff: www.gov.uk/trade-tariff

Transparency International: 
www.transparency.org

UK Visas: www.gov.uk/government/organisations/uk-visas-and-immigration

World Bank Group economy rankings: 
www.doingbusiness.org/rankings


**Italian websites:**

Bank of Italy: www.bancaditalia.it/homepage/index.html?com.dotmarketing.htmlpage.language=1

Comitato Elettrotecnico Italiano (CEI): 
www.ceiweb.it/en

Ente Nazionale Italiano di Unificazione (UNI): www.uni.com

Italian Chamber of Commerce and Industry for the UK: 
www.italchamind.eu/EN

Italian Customs Agency (Agenzia delle Dogane): 
www.agenziadoganemonopoli.gov.it/wps/wcm/connect/Internet/ee

Italian Finance and Tax Police (Guardia di Finanza): 
www.gdf.gov.it

Italian Ministry for Economic Development 
www.uibm.gov.it/index.php/inglese

Italian Ministry for Foreign Affairs 

Italian Ministry of Transport: 

Italian Revenue Agency (Agenzia delle Entrate): 
www1.agenziaentrate.gov.it/english

Italian State Tourist Board 
www.italiantouristboard.co.uk

Milan Municipality: 
www.comune.milano.it/wps/portal/ist/en

National Anti-Corruption Authority (ANAC): 
www.anticorruzione.it/portal/public/classic

Protezione Civile: 
www.protezionecivile.gov.it/jcms/en/rischio_sismico.wp

PSC Italy: 
www.impresainungiorno.gov.it/psc-italy

Rome Municipality 
www.comune.roma.it/pcr/it/homepage.page
Trade Shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT’s Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT’s Accredited Trade Association (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

10 Times
(formerlyBizTradeShows.com):
www.10times.com/italy

British Expertise Events:
www.britishexpertise.org

EventsEye.com online database:
www.eventseye.com

IOE’s events
www.export.org.uk/latest-news/international-trade-events

DIT online events search facility:
www.events.ukti.gov.uk
Disclaimer

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Doing Business in Italy Guide Quick Facts

Country background: Italy became a nation-state in 1861 when the regional states of the peninsula, along with Sardinia and Sicily, were united under King Victor EMMANUEL II. A democratic republic replaced the monarchy in 1946.

Location: Southern Europe, a peninsula extending into the central Mediterranean Sea, northeast of Tunisia

Area: 301,340 sq km (including Sardinia and Sicily)

Population: 60.8 million

Urban population: 68.8%

Life expectancy at birth (total population): 82.12 years

Government type: parliamentary republic

Legal system: civil law system; judicial review of legislation under certain conditions in Constitutional Court

Capital city: Rome (population 3 million)

Other major cities: Milan (1.5 million), Naples (1 million), Turin (900,000)

Administrative divisions (15 regions): Abruzzo, Basilicata, Calabria, Campania, Emilia-Romagna, Lazio (Latium), Liguria, Lombardia, Marche, Molise, Piemonte (Piedmont), Puglia (Apulia), Toscana (Tuscany), Umbria, Veneto (Venetia)

Official language: Italian

Religion: Christian 80% (overwhelmingly Roman Catholic with very small groups of Jehovah's Witnesses and Protestants), Muslim (about 800,000 to 1 million), Atheist and Agnostic 20%

Currency: Euro €

GDP per capita: US $35,335

Time difference: UTC+1

Natural resources: coal, mercury, zinc, potash, marble, barite, asbestos, pumice, fluor spar, feldspar, pyrite (sulfur), natural gas and crude oil reserves, fish, arable land

International organisation participation: Italy is a founding member of the North Atlantic Treaty Organisation (NATO), in 1949, and of the European Community (precursor of the European Union) in 1957; a member of GATT/WTO, OECD, G7 as well as OSCE and Council of Europe.

National holiday: Republic Day, 2 June (1946)

Sources - CIA World Factbook (May 2016), FCO Economics Unit (2014, updated Oct 2015)
There's nothing usual about the All-New Jaguar XF.
All-New XF means business; delivering an unrivalled blend of refinement and agile handling, thanks to our Lightweight Aluminium Intensive Architecture and new ultra-efficient Ingenium engines. All-New Jaguar XF 2.0D 180 CV Pure Business Edition Automatic is yours at € 599/month* for 24 months, and up to 40,000 kms. And when you add Jaguar Care's three years of maintenance, warranty and roadside assistance, with unlimited mileage, it just makes business sense.

Book your test drive now.
jaguar.it/fleet-and-business

THE ART OF PERFORMANCE
Discover the customised purchasing solutions of JAGUAR FINANCIAL SERVICES.
Jaguar recommends Castrol. Combined cycle fuel consumption of 4 to 8.6 l/100 km. CO₂ emissions from 104 to 204 g/km.

* Rental quote referred to Jaguar XF 2.0D 180 CV Auto Pure Business Edition with metallic colour. Monthly fee € 599 (advance of € 5,500 included). The offer includes: 24 months and 40,000kms. Services: Third-party insurance with damages penalty, theft-and-fire insurance with damages penalty, repair to damage with penalty compensation, passenger insurance (PAI) with damages penalty, ordinary and extraordinary maintenance, property tax, roadside assistance. All amounts exclude VAT. Offer is limited to ALD Automotive's approval of the customer's reliability. The information contained in this page is purely indicative and cannot constitute under any circumstances a contractual undertaking. Offer valid until November 30, 2016.