



MUMBAI • DELHI • KOLKATA • CHENNAI • BANGALORE

DA PIÙ DI 55 ANNI, AL CENTRO DELLE RELAZIONI ITALO-INDIANE

SINCE MORE THAN 55 YEARS, AT THE CENTER OF INDO-ITALIAN RELATIONS



officially recognised by



members of



Selling & Buying Made in Italy: Furniture & Design in India **Presence of Italian Companies and Brands in India** **Tips for Italian Exporters and Investors**

24th November 2021

Claudio Maffioletti – IICCI, CEO and Secretary General



Italian Companies in India - Regions and Main Cities

Delhi NCR & North (Delhi)	= 168 companies
Maharashtra & West (Mumbai & Pune)	= 285 companies
West Bengal & North-East (Kolkata)	= 20 companies
Karnataka & South (Bangalore)	= 83 companies
Tamil Nadu & South East (Chennai)	= 70 companies

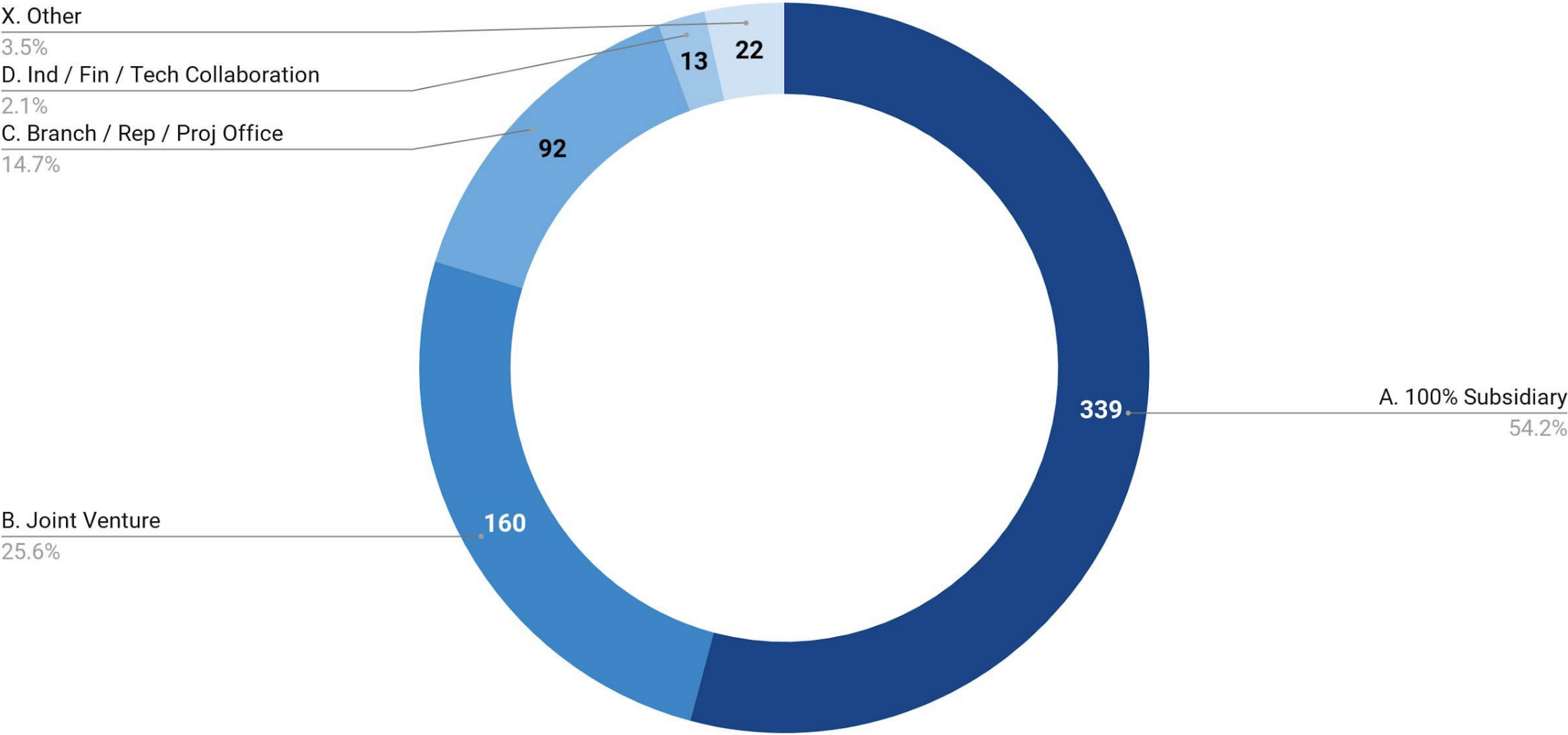
Italian Investments in India = 600+

**Investment Stock in India from Italy
since 1990 = ~2.5 billion Eur**





Italian Companies in India - Classification





Italian Companies in India - Regions and Sectors

MAIN SECTORS	Maharashtra & West India	Delhi NCR & North India	West Bengal & North East India	Tamil Nadu & South-East India	Karnataka & South India	Grand Total
Machinery & Equipment	70	21	4	17	24	136
Infra, Construction & Building	40	24	4	11	10	89
Automotive & Components	35	28	1	9	11	84
Furniture, Design & Materials	24	15	2	3	9	53
Energy, Renewables & Environmental Tech	20	16	1	8	5	50
Fashion & Design	21	17		7	4	49
Admin, Financial & Business Services	23	8	1	2	6	40
Ict & Electronics	10	9	1	1	4	25
Transportation & Logistics	11	4	1	3	3	22
Pharma & Healthcare	8	6	1	3	2	20
Chemicals & Plastics	12	3	1	3		19
Agrifood	4	10	2	2	1	19
X. Other	5	2		1	2	10
Aerospace, Aeronautics, Defence & Security	2	5	1		2	10
GRAND TOTAL	285	168	20	70	83	626

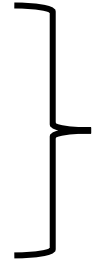


Furniture, Design, Materials & Professional Services

FURNITURE

MATERIALS

PROF. SERVICES



53 Italian companies registered in India

- **24** in Maharashtra and West
- **18** in Delhi and North India
- **7** in Karnataka and South India
- **4** in Tamil Nadu and South-East India

**BUT MORE THAN 200
ITALIAN BRANDS &
PRODUCTS IMPORTED and
SOLD in ~ 150 SHOWROOMS**

	Delhi NCR & North	Maharashtra & West	Karnataka & South	Tamil Nadu & South West
FURNITURE	Cucine Lube; Flou India; Natuzzi India; MTH Doors India; VLM India; Boffi Cucine Fantoni; Aster	Gibam India; Poltrona Frau; Valcucine; Scavolini; SMEG; Mascagni; B&B; Molteni	Berloni Italian Kitchen; Gimi India; Chateau d'Ax; Sangiacomo; Calligaris; Paola Lenti; Cantori	Aran Kitchenworld; ICF; Magis; MDF Italia; Moroso; Zanotta; Henge
MATERIALS	Arditi India; Emilceramica India; Cipriani; Gorlini Windows; Flos; Lualdi Doors; Rapsel.	Artemide Lighting India; Bisazza India Ltd; Elica PB Franke Faber India; Gessi India; ICA Pidilite; Marazzi; Oikos India; Simpolo Vitrified Tiles; Panaria Group; Sirca Paints	Cefla Finishing India; Tegola Tema India; Neri Lighting; Lineabeta;	Barausse Doors India



SWOT Analysis...and some tips

Main Growth Drivers

- Progressive urbanization
- Increasing per/capita income
- Higher living standards and aspirations

Strengths

- “Made in Italy” is recognized by the quality of design and materials
- Major Italian brands well positioned in the Indian market

Opportunities

- Untapped markets in Tier II and III cities
- E-commerce

Threats

- Highly diversified market and fragmented logistics
- Service is as important (if not more) as the product!
- Red tape: cumbersome import regulation (customs, registrations)
- Need of trained professionals for installation of technical products

High Potential Sub Sectors

- Contract: housing and offices
- Building materials: doors, windows; posing, sealing and painting products; Marble and granite

TIPS for ITALIAN EXPORTERS and INVESTORS

The Indian market has a huge potential for Italian brands, yet it requires a focused approach and a long-term perspective:

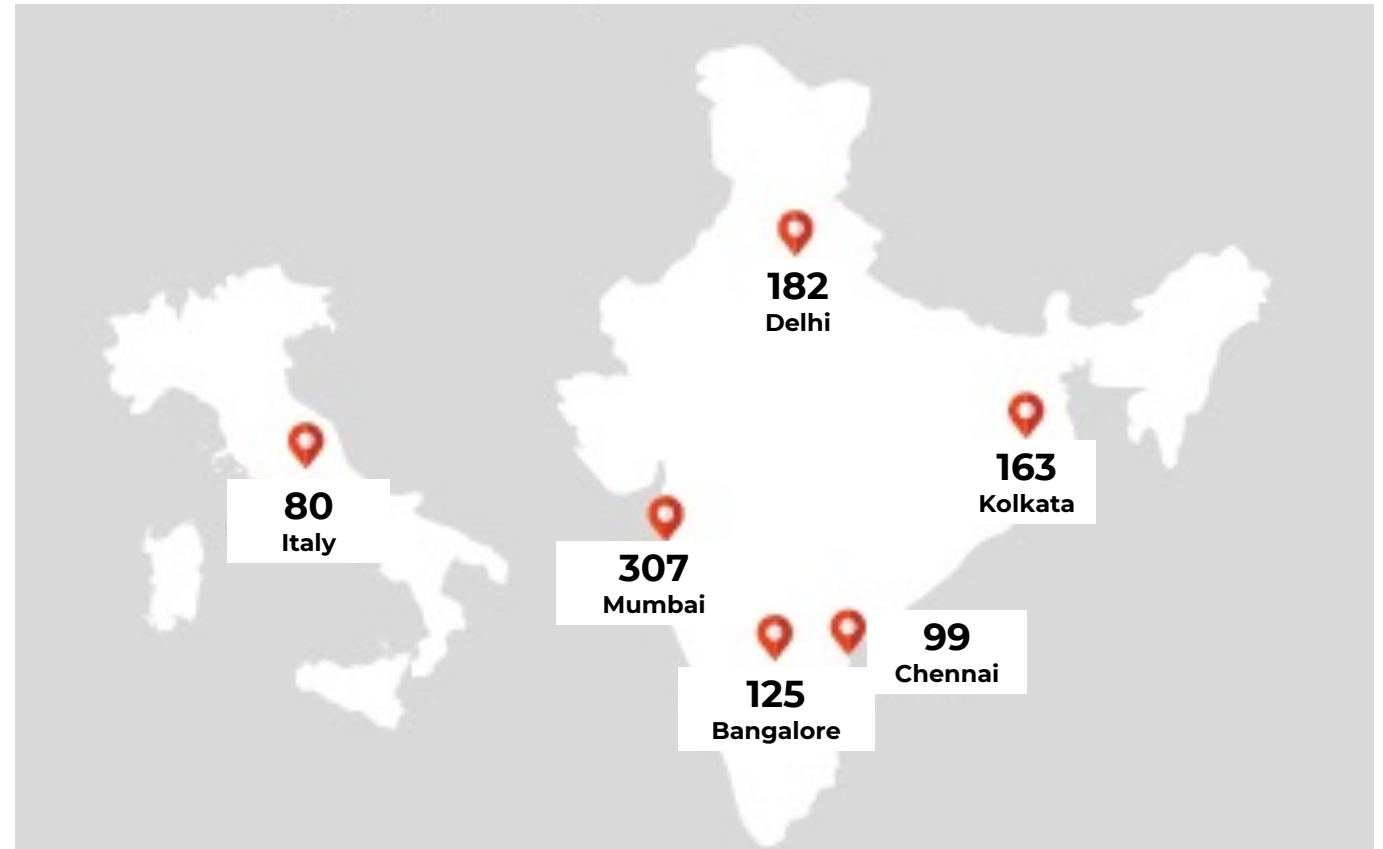
- Assess your **capacity**: is your organisational structure strong enough for a long run? Is your service as good as your products?
- Scout for the right **partners**: are you ready to enter into multiple collaborations, one for each Indian region?
- Be open to **adapt**: if your company's strategy allows it, look into and revise your quality VS price ratio.
- Be open to **establish your own presence**: having your rep/commercial office, with your teams helps a long way in:
 - Increasing *confidence* in your clients
 - Tapping into the several *opportunities* offered by the market
 - Managing your own *growth*
 - Effectively plan and execute *branding and promotional campaigns*



IICCI at a glance

- Founded in 1966
- 5 offices in India
- 30 professionals employed

CATEGORY	2020-2021
Corporate Members	583
Individual Members	323
Institutional Members	50
TOTAL MEMBERS	956



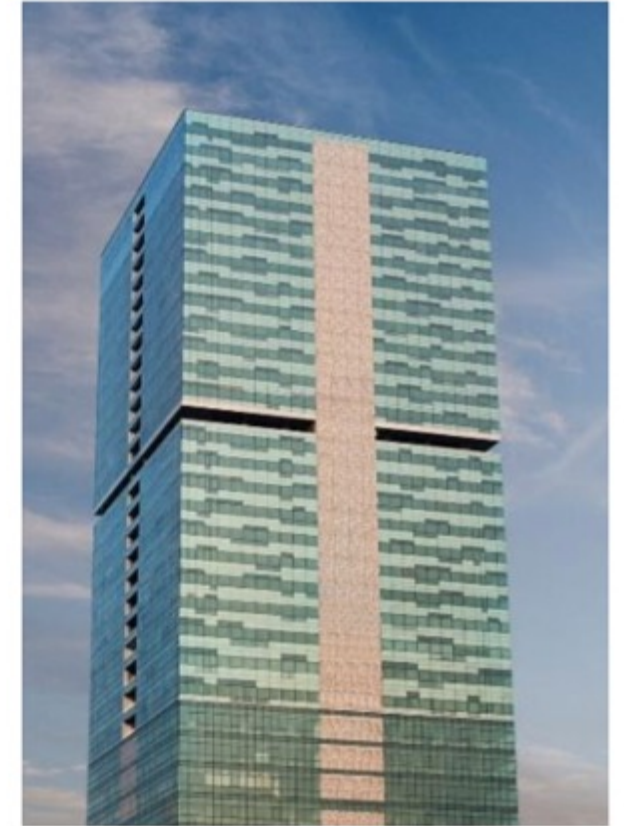


2020 – 2021 | IICCI new offices

VIVITALIA



in partnership with



VIVITALIA – The Italics Experience Center in Mumbai is a +600m2 space in a prestigious location in the pulsating heart of Mumbai.

It is exclusively dedicated to the promotion of Italy, its lifestyle, culture and brands



IICCI new offices





IICCI - VIVITALIA





2022 VALUE PROPOSITION

MEMBERSHIP

REPRESENTATION - Advocacy & Lobbying (Indo-Italian and Indo-European)

VISIBILITY

- Listing in IICCI Members Directory
- Right to participate in IICCI events as speaker
- Right to be invited in IICCI sector/activity-specific committees
- Right to apply for Impresa Awards
- Institutional co-branding (Platinum)

ACCESS

- To IICCI network for preliminary business assistance
- To updates on Indo-Italian News, Trade, Investments at a Macro and Sector-Specific level

SERVICES

MARKET INFO & ENTRY STRATEGY

- Sector/Product-specific research
- Market Entry Strategy

BUSINESS SCOUTING

- Partners Search & Matchmaking
- B2B and company visits

START-UP & OPERATIONS

- Company incorporation, location scouting, HR scouting
- Product/Brand registration and homologation
- Office space in Mumbai

BRANDING & PROMOTIONS

- Digital campaigns
- Product launch, exhibit and demos (use of VIVITALIA)

TRANSLATION of DOCUMENTS and TECHNICAL MANUALS

TRAINING

ITALIAN LANGUAGE COURSES

- Basic and advanced levels
- Tailor-made programs on Italian language for business

VOCATIONAL TRAINING

- For promoters of Italian food&wine products
- For orchard operators
- For machinery operators

EXPERIENCE, EDUCATIONAL & STUDY TOURS

- Italian universities
- Italian wineries and food producers
- Italian bikes and cars companies



2022 – FOCUS SECTORS & INITIATIVES

SECTOR-SPECIFIC
IL DOLCE VINO (food and wine)
MAKE IT WITH ITALY (manufacturing)
IL FRUTTETO (agro-industry)
ITALY4CITIES (smart cities)
PUNTO&LINEA (furniture and design)
WELLNESS & BEAUTY (cosmetics)
CROSS-SECTORIAL
MINERVA (higher education)
AD-IDEM (dispute resolution)
TIPS (Sustainability & Corporate Social Responsibility)
SAY IT LIKE MONNA LISA (Italian language)
VIVITALIA (experience center)
FESTA ITALIANA (flagship event)
IMPRESA AWARDS (connected to TIPS)



THANK YOU

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IICCI PLATINUM MEMBERS



Ducati India

