



# INTERNATIONAL DEVELOPMENT

WE HELP SMALL AND MEDIUM ENTERPRISES GROW IN  
INTERNATIONAL MARKETS

# INTERNATIONAL DEVELOPMENT

- World trade is **growing fast**
- **Great opportunities** are arising for SMEs!



# INTERNATIONAL DEVELOPMENT

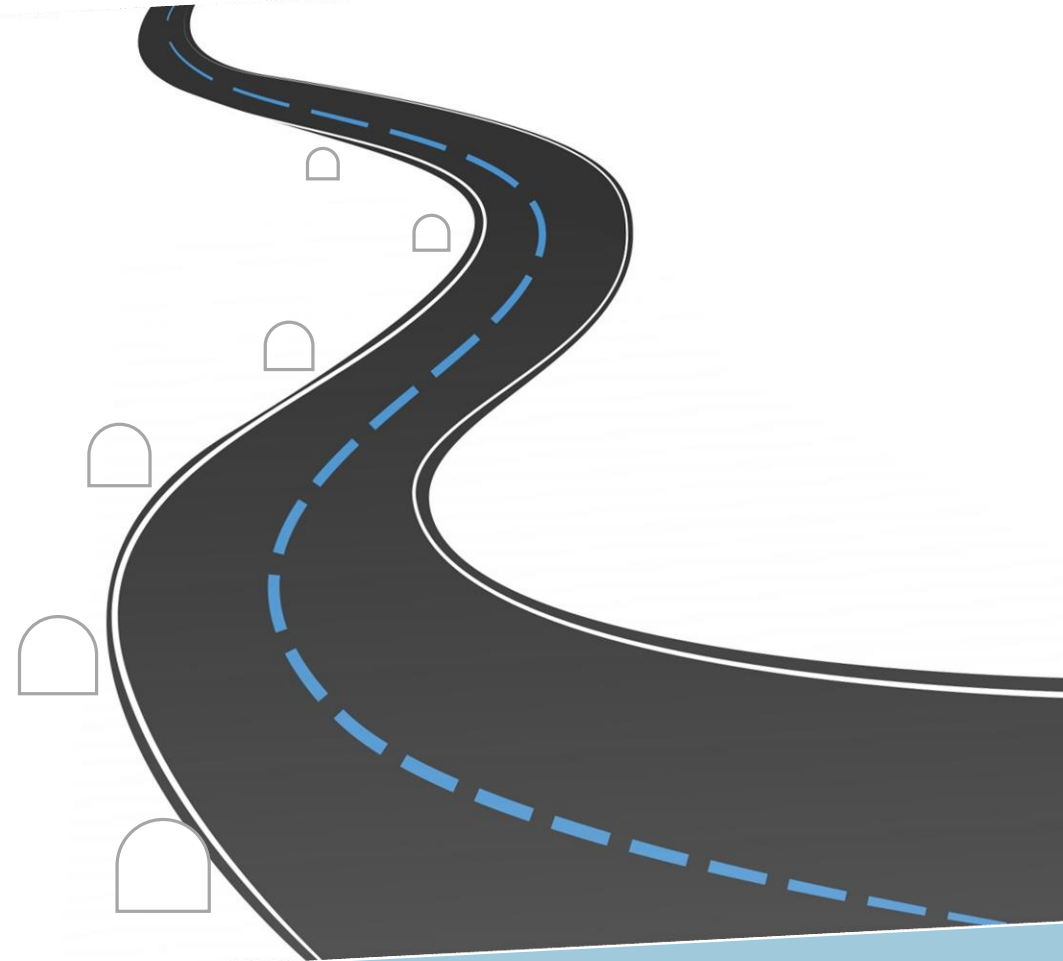
- International development can be **quite expensive**
- Small and medium companies have **limited resources**
- It is essential to approach international development with the **right method**



# INTERNATIONAL DEVELOPMENT



## OUR METHOD IN 6 STEPS



# ANALYSIS AND SELECTION OF POTENTIAL MARKETS

## 1. INTERNAL ANALYSIS

Motivations  
Strengths and Weaknesses  
Risks and Human Resources



## SERVICES

Preliminary analysis

## 2. COUNTRIES ANALYSIS

Preliminary survey  
Selection  
In depth analysis and decision



## SERVICES

Analysis of Potential Countries

## 3. MARKETING AND STRATEGIES

Market researches  
Entry Strategies  
Market levers  
Contact development



## SERVICES

Competition analysis  
Development of contacts  
Trade partners research  
Mystery shopping  
Web marketing

# OPERATIONAL SUPPORT



## 4. BUSINESS VISITS

Trade fairs  
Visits to Potential Partners  
Visits to Potential Customers



### SERVICES

Support for entering  
the new country

## 5. OPERATIONAL TOOLS MANAGEMENT

Incoterms Negotiations  
Terms of payment  
Fiscal rules  
Custom duties  
Public funding and subsidies  
Mastering foreign languages



### SERVICES

Legal, fiscal and custom assistance  
Translation of communication materials  
Search for funding opportunities  
Export Office Management

## 6. CONTROL AND DEVELOPMENT

Development of sales network  
Monitoring results by means of indicators



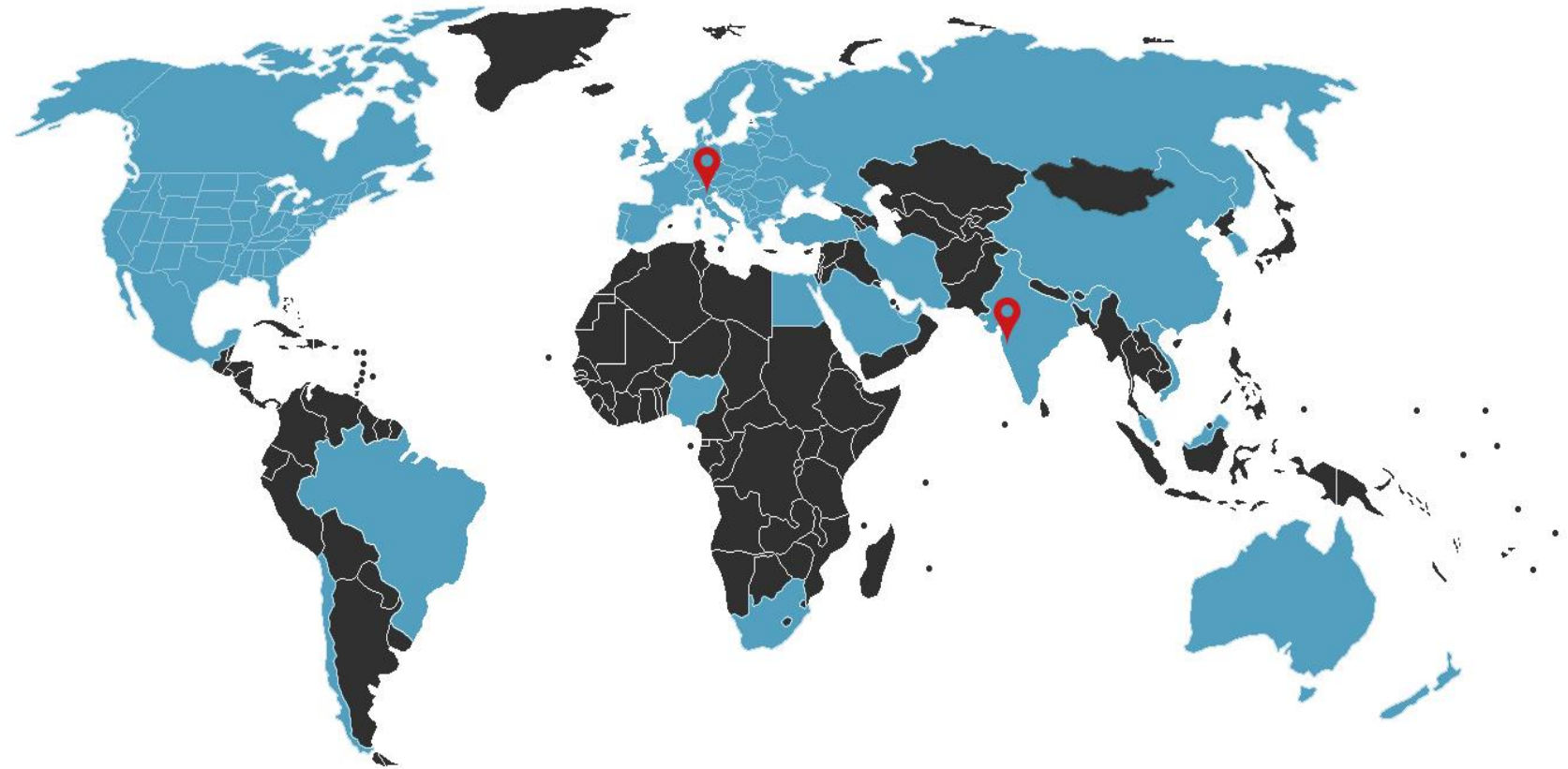
### SERVICES

Implementation of Monitoring systems  
Sales network management  
Continuous improvement of processes

# THE COUNTRIES

We work directly  
in the following  
countries:

- E. U. Countries
- United States
- Russia
- India
- China
- Brazil
- Nigeria



... and in many other countries through our partners!

# OUR SECTORS OF COMPETENCE



Food & Beverage  
(conventional and bio)



Furniture



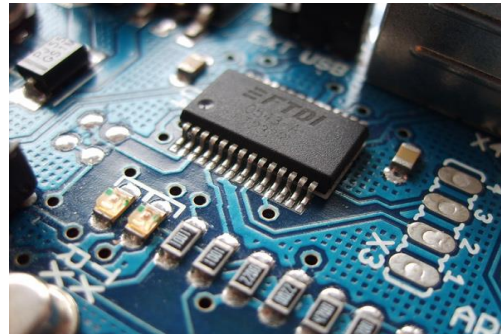
Clothing and  
footwear



Mechanics



Machinery and  
Industrial plants



Electronics



Construction



Water treatment and  
purification



# OUR SERVICES

- **GC&P** has been accredited by Mi.S.E (Ministry for Economic Development) for the role of Export Management since 2015.
- We have carried out many successful projects of international development.
- We devote plenty of time and resources to training initiatives on methods for international development and on the specific characteristics of the most interesting and promising countries.
- We keep constantly informed about all the available public funds and subsidies and we help our clients to define their projects, to present their applications and to report the activities carried out.



# OUR SERVICES

- **Training – “doing business in...”**

We organise meetings , “doing business in...”, in order to explain what it means doing business in the countries that are potentially more interesting and promising for our companies.

During these meetings we deal with such themes as strengths and weaknesses of the country, main problems to face, ways to protect company’s know how, fiscal rules, customs duties, types of business entities, human resources management, culture and value systems.

We also organise Master Classes to present the best methods to approach foreign markets and to explain how a SME should adapt its organisation in order to successfully carry out an internationalisation process.

- **Consulting**

We support our clients both in the analysis and selection of foreign countries and in the actual process of entering new markets.

- **Temporary Export Manager**

We can also support our clients for longer periods of time in the role of Export Temporary Managers creating and managing an export office for the time needed to train internal resources and make them autonomous.



# CONTACTS

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