



Coronavirus Emergency

The Extraordinary Measures adopted by the Italian Trade Agency to counter the emergency and help companies to restart their business

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Trade Commissioner – New Delhi Office

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Coronavirus Emergency

www.ITA.it/it/emergenza-coronavirus-0

Scopri le misure adottate da ICE per contrastare gli effetti dell'emergenza e aiutarti per la ripresa.



The Italian Trade Agency-ITA, following the emergency due to the spread of the virus COVID-19, intervenes in favour of the Italian production system with immediate impact measures:

- **NEW SERVICE CATALOGUE:** ITA offers Italian companies free new services;
- **EXTRAORDINARY SUPPORT MEASURES 2020:** ITA cancels the costs of participation in promotional initiatives of Italian companies. Reimbursement of expenses already incurred;
- **RESTART WITH ITA!:** ITA makes available to Italian companies a series of tools completely free and immediately usable: news from the markets and a multimedia training program of Export Management;
- **FLYING DESKS:** ITA offers free remote consulting to fly your business to foreign markets.

NEW SERVICE CATALOGUE **Effective Since the 1st April 2020**



can be downloaded from the Italian Trade Agency web site
<https://www.ice.it/it/nuovo-catalogo-servizi-0>



The **new Service Catalogue** simplifies and makes our offer even more accessible to your company
Two new sections, tailor-made for you, to illustrate our services and respond directly to your needs

SERVIZI PER CONOSCERE **GRATUITI**

1) Services to Know includes **20 free services** to start and deepen the knowledge of foreign markets.

To make your work even easier to previous free services (most of them are accessible online) we have added many more, that used to be fee-based.

SERVIZI PER CRESCERE: **A PREVENTIVO**

2) Services for Growth includes **8 tailor-made services with high added value**, to help you develop your business in the world.

The services of this section are paid services, but three of them:

- Search of foreign partners and customers;
- Search of foreign investors;
- Using ITA facilities (for three days a year)

they become free if your business has up to 100 employees.

SERVIZI PER CONOSCERE GRATUITI

- 1 *Informazioni generali e di primo orientamento*
- 2 *Notizie dal mondo*
- 3 *Info Mercati Esteri*
- 4 *Note informative sui mercati*
- 5 *Opportunità commerciali*
- 6 *Anteprima grandi progetti e Gare internazionali*
- 7 *Finanziamenti internazionali*
- 8 *Consulto online su prenotazione*
- 9 *L'Export in pillole – Export Tips*
- 10 *Schede prodotto*
- 11 *Il tuo prodotto sul mercato*
- 12 *Profili operatori esteri*
- 13 *Elenchi professionisti locali*
- 14 *Statistiche di commercio estero*
- 15 *Statistiche di commercio estero personalizzate*
- 16 *Informazioni doganali, fiscali, legali, valutarie*
- 17 *Vetrina on line*
- 18 *Ricerche di mercato*
- 19 *Soluzione di controversie*
- 20 *Partecipazione a gare*

SERVIZI PER CRESCERE A PREVENTIVO

- 1 *Informazioni riservate*
- 2 *Organizzazione business tour in Italia*
- 3 *Organizzazione eventi e partecipazione a manifestazioni promozionali*
- 4 *Servizi formativi per grandi clienti, gruppi di imprese, aziende e giovani*
- 5 *Servizi di consulenza avanzata*
- 6 *Ricerca clienti e partner estero*
- 7 *Ricerca investitore estero*
- 8 *Utilizzo strutture ICE per massimo 3 giorni per anno solare*



DISCOUNTS

* For paid services, there is also **an advantageous system of discounts, ranging from 10% to 30%**, covering regular customers, start-ups and innovative companies, as well as trade associations, Chambers of Commerce and aggregators of companies that have **signed agreements with ITA.**

Complete information can be found on our website:

www.ice.it/it/servizi/scontistica-vigore

HOW TO ACCESS

Accessing our services has never been so easy and fast: you can use the usual method of **contact with each single foreign office** or make your **request directly online** on the ITA website in the Sections **Online Catalogue** and **Customer Area (Area Clienti)**

To request services from the ITA Overseas Network Offices you can:

- register in the **Customer Area** of the **ITA Website**: www.ice.it/it/area-clienti/login
- access the **Online Catalogue**: www.ice.it/it/servizi
- visit the **Web Pages** of our Offices overseas: www.ice.it/it/mercati

Extraordinary Support Measures 2020

ITALIAN TRADE AGENCY CANCELS THE COSTS OF PARTICIPATION IN PROMOTIONAL INITIATIVES FOR ITALIAN COMPANIES

Expected reimbursements to companies for the expenses already incurred

Italian Trade Agency, that has always been alongside Italian companies, in particular small and medium-sized, following the spread of the COVID-19 virus and the related emergency situation, it intervenes in favour of the Italian production system with immediate impact measures and facilities to support the companies taking part in its promotional initiatives. In consultation with the Minister for Foreign Affairs and International Cooperation, the following support actions have been planned:

1. **Cancellation of the participation fees** for the participation in ITA promotional initiatives (foreign fairs, seminars, autonomous exhibitions, workshops, etc.) anywhere in the world, starting from the 1st of February 2020 until 31 March 2021;
2. **Reimbursement of the expenses already incurred** for the participation to the initiatives described above for a maximum of € 6,000 per company for those of the F&B and Consumer goods sectors, and € 10,000 per company for those of the Capital goods sector. The contribution will be paid after self-certification of expenses incurred and **must be requested by 30 June 2020**;
3. **an exhibition set up module/booth will be offered free of charge in all the events** organized by the Italian Trade Agency (fairs, autonomous exhibitions, etc.) that will take place **in the period March 2020 - March 2021**, anywhere in the world. The payment of the participation fee will be requested only in case of application for **further modules** in addition to the free one.
4. **for other activities such as seminars, workshops, incoming, etc. all companies will also be granted free participation.**

For the measures described in point 1 and 2, the companies entitled to receive the benefits will be contacted the ITA's HQs offices for the start of the procedures.

For the measures referred to in points 3 and 4, the informative documentation on the planned events will be published, as usual, in the sections dedicated to **SECTORS** and **EVENTS** of ITA Web Site.

#RiparticonICE

Formati e informati per far crescere
la tua impresa all'estero

Fatti trovare pronto quando
ci sarà la ripresa!



L' Agenzia ICE, in questo periodo di emergenza, mette a tua disposizione una serie di strumenti completamente gratuiti e immediatamente fruibili.





Export Tips is a **multimedia training program**, consisting of a series of **15 video units** on the main issues related to the **processes of enterprise internationalization**.

Through a guided tour, users can enter the world of export to discover themes and keywords.

They will be able to gather the first elements to orient themselves in the processes more useful to the improvement of own competences and to the development of the entrepreneurial activities.

How to choose the international market? How do I receive payments from abroad? Export Tips answers these and other questions in an innovative and easy to access format.

The programme can be consulted, both in its entirety and according to the topics of interest.

Each video is accompanied by in-depth material downloadable upon registration/login into this site: <https://www.ice.it/it/servizi/export-tips>

Export Tips - L'Export in Pillole

<https://www.ice.it/it/servizi/export-tips>

The screenshot shows the ITCA website interface. At the top, there is a blue header with the ITCA logo and the text 'Agenzia ICE Italian Trade & Investment Agency'. Below the header, the main content area is titled 'PRESENTAZIONE DEL PROGRAMMA'. It features three video thumbnails, each with a play button and a title. To the right of each thumbnail, there is a list of details including the video title, date, duration, and a link to the full content.

Video Title	Date	Duration	Link
Presentazione	24/10/2017	2:29	INDICE DELLE UNITA'
Valutare l'attrattività di un mercato	24/10/2017	2:48	VALUTARE L'ATTRATTIVITÀ DI UN MERCATO
Accedere a un mercato estero	20/11/2017	2:44	ACCEDERE A UN MERCATO ESTERO

News from the ITA network

<https://www.ice.it/it/news>

Daily web news, from around the world, about economic information business opportunities, etc., entered in real time by the overseas network of the Italian Trade Agency.

The newsletter is available online, both as a list and with the function “Search news” too.

By using the function “**Create your own newsletter**”, you can also subscribe free of charge (<https://www.ice.it/it/area-clienti/ricerche/news/abbonamento>) in order to automatically receive news, filtered by geographical area and sector, on your e-mail.

The screenshot shows the ITA website's news section. The header includes the ITA logo and the text 'Agenzia ICE Italian Trade & Investment Agency'. Below the header, there is a search bar and a 'MENU' button. The main content area is titled 'News dalla rete ITA' and contains a list of news items. The first item is dated '10 Aprile 2020' and is titled 'RECORD LABELS TAKE ANOTHER HIT AS AMAZON STOPS ACCEPTING VINYL AND CD SHIPMENTS'. The second item is dated '10 Aprile 2020' and is titled 'FILM COMMISSIONERS LAUNCH PRODUCTION ALERT SERVICE FOR COVID-19'. The website also features a 'Ricerca news' section and a 'Crea il tuo network' button.



The appointments of the Export Flying Desk continue remotely through virtual appointments with the Agency officials.



The vision of the Italian Trade Agency **to accompany the largest number of small and medium-sized enterprises towards internationalization** has entered a new phase, which requires a **closer proximity to the productive fabric of our country** and, consequently, our **greater presence on the territory**.

For this reason, **we have opened 20 regional assistance desks**, dedicated to promoting the internationalization of companies, in collaboration with important territorial partners such as Regions, CDP-Cassa Depositi e Prestiti Group with Sace-Simest, Chambers of Commerce.

A dedicated team of professionals will be systematically present, for one day a week (during the Covid-19 emergency they will be connected remotely), in all regions (Abruzzo, Basilicata, Calabria, Campania, Emilia Romagna, Friuli Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Molise, Piedmont, Apulia, Sardinia, Sicily, Tuscany, Trentino Alto Adige, Umbria, Valle d'Aosta and Veneto), **as a local focal points connected to our HQs sector promotion offices and our network of 78 offices abroad.**

If you interested in meeting an ITA official to deepen the offer of the Agency's services aimed at addressing new markets, **you can request an appointment through an online form. The next are appointment by phone or video** can take place in one of the dates listed in the form on another day to be agreed according to your needs.

All companies can request an appointment, and they will be contacted immediately and they can also fly your business in foreign markets.



CAMPAGNE STRAORDINARIE di COMUNICAZIONE

WORLDWIDE COMMUNICATION CAMPAIGNS

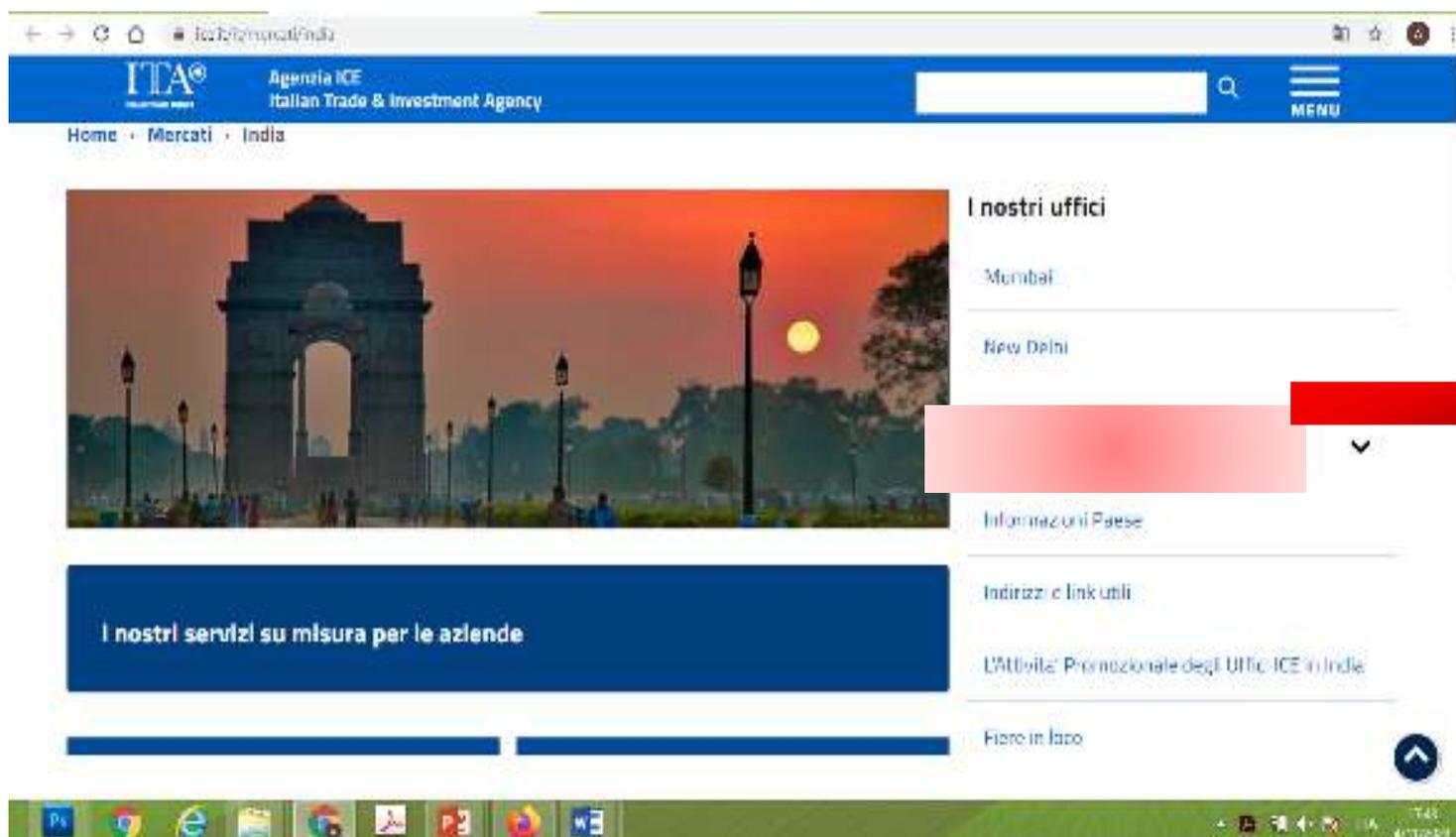
ITA will launch **several Communication Campaigns** for the **protection of our market shares in the international markets** and the qualitative and quantitative growth of exports, also by promoting the **penetration of Italian products in large scale retail chains, e-commerce/online platforms, importers, distributors, etc.** In this regard, in India we will create a **“Made in Italy” virtual showcase/store for Italian companies in cooperation with Flipkart**, India’s leading e-commerce marketplace. We are also working on a **cooperation agreement with Foodhall**, the premium Indian lifestyle food chain, to launch a **promotional campaign on Italian food** at their stores in New Delhi, Mumbai and Bangalore.

The first worldwide communication campaign to start will certainly be on **Food & Beverage** and it will be followed by others aimed at other sectors struck by Covid-19. **They will affect the main destination countries of our export** or others markets considered, **sector by sector**, more strategic for the “Made in Italy”.

Those ones should be followed by a **«Nation Branding» campaign** on a **large number of countries**, to promote the positive and safe perception of our country and represent the widest range of **Made in Italy excellence and quality**.

SEZIONE EMERGENZA COVID-19 IN INDIA

visit our website at:
www.ice.it/it/mercati/india



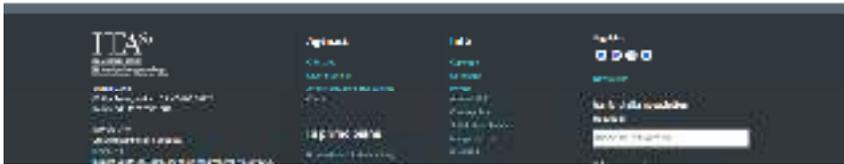
EMERGENZA COVID-19 IN INDIA

SEZIONE



VALUTAZIONI DELL'IMPATTO DEL COVID-19 SULL'ECONOMIA INDIANA

12/04/2020 | 10:00 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000



STRUMENTI ED INTERVENTI NORMATIVI

ITCA **Strumenti ed interventi normativi** **ITCA** **Strumenti ed interventi normativi**

Il COVID-19 ha colpito l'India, provocando un impatto economico e sociale significativo. L'India ha adottato misure di contenimento, tra cui il lockdown nazionale, per ridurre la diffusione del virus. Queste misure hanno avuto un impatto significativo sull'economia indiana, con un forte rallentamento della crescita e un aumento della disoccupazione.

ITCA ha monitorato attentamente l'evoluzione della situazione in India e ha fornito supporto tecnico e operativo alle imprese italiane operanti nel mercato indiano. In particolare, ITCA ha facilitato la comunicazione tra le imprese italiane e le autorità indiane, fornendo informazioni aggiornate sulle misure adottate e sulle opportunità di mercato.

ITCA ha anche organizzato webinar e incontri di lavoro per discutere delle sfide e delle opportunità del mercato indiano in questo periodo di emergenza. ITCA continuerà a monitorare la situazione e a fornire supporto alle imprese italiane.



PRINCIPALI MISURE GOVERNATIVE ADOTTATE



OPERATIVITA' DEGLI UFFICI ICE IN INDIA

ITCA **Operatività degli uffici ICE in India** **ITCA** **Operatività degli uffici ICE in India**

ITCA ha monitorato attentamente l'operatività degli uffici ICE in India durante il periodo di emergenza COVID-19. Gli uffici ICE indiani hanno mantenuto un'operatività normale, con alcune limitazioni per garantire la sicurezza del personale e delle strutture. ITCA ha facilitato la comunicazione tra le imprese italiane e gli uffici ICE indiani, fornendo informazioni aggiornate sulle procedure da seguire per le operazioni commerciali.

ITCA ha anche organizzato webinar e incontri di lavoro per discutere delle sfide e delle opportunità del mercato indiano in questo periodo di emergenza. ITCA continuerà a monitorare la situazione e a fornire supporto alle imprese italiane.





Assessment of the impact of Covid-19 on the Indian Economy¹

The Indian economy has already been experiencing significant slowdown over the past few quarters.

In the third quarter of the current fiscal, the economy grew at a six-year low rate of 4.7%. Investment and consumption demand had been languishing and a number of stimulus measures have been taken to bring back the economy on a growth path. There was a strong hope of recovery in the last quarter of the current fiscal. However, the new coronavirus epidemic has made the recovery extremely difficult in the near to medium term. The outbreak has presented fresh challenges for the Indian economy now, causing severe disruptive impact on both demand and supply side elements, which has the potential to derail India's growth story.

Demand Side Impact: Tourism, Hospitality and Aviation are among the worst affected sectors that are facing the maximum brunt of the present crisis. Due to lockdown, closing of cinema theatres and declining footfall in shopping complexes has affected the retail sector by impacting consumption of both essential and discretionary items. Travel restrictions have severely impacted the transport sector. Hotels are seeing large scale cancellations not only from leisure travelers but even business travelers as conferences, seminars and workshops are getting cancelled on a large scale. Abrupt stop of urban activity could lead to a steep fall in consumption of non-essential goods. The impact would be even more severe if domestic supply chain disruption caused by the 21-day lockdown were to affect the availability of essential commodities.

Supply Side Impact: On the supply side, shutdown of factories and the resulting delay in supply of goods from the world has affected many Indian manufacturing sectors, which source their intermediate and final product requirements from abroad, especially China. Some sectors like automobiles, pharmaceuticals, electronics, chemical products etc. are facing an imminent raw material and component shortage. This is hampering business sentiment and affecting investment and production schedules of companies. Besides having a negative impact on imports of important raw materials, the slowdown in manufacturing activity is impacting India's exports to the world.

¹10Q Report (Department of Gold, ITA, India's economy)
²199Q Report, CBIM Data, Department of Commerce

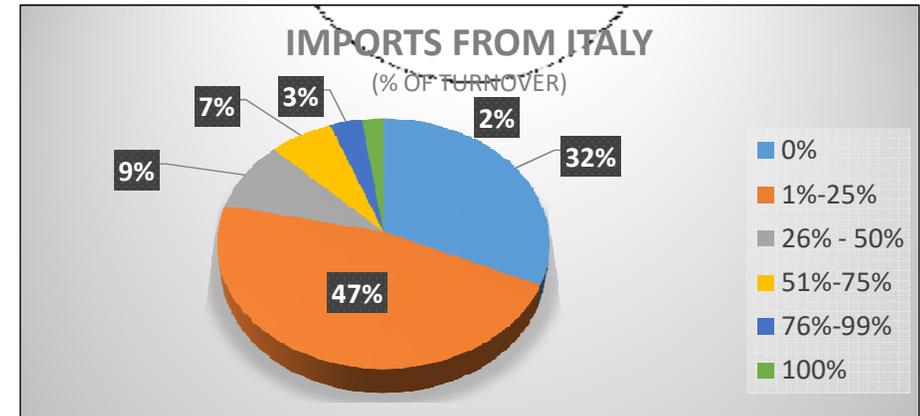
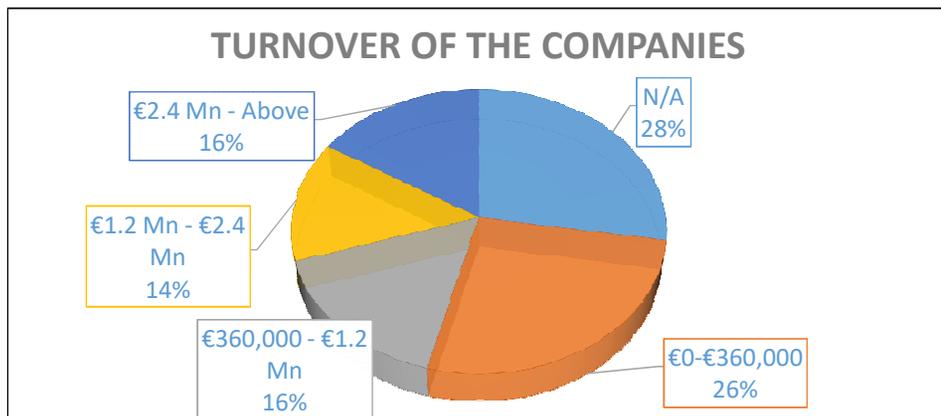
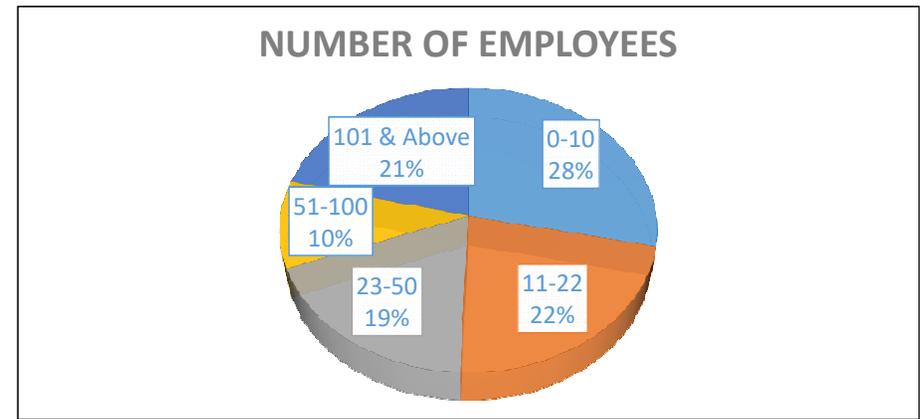
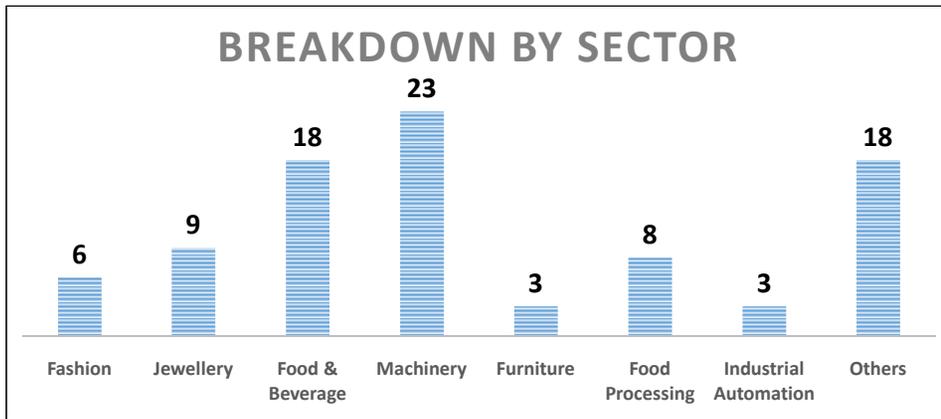
Survey on Impact of Covid-19 on operations of main importers and their business relations with Italy

ITA Offices in India (New Delhi & Mumbai) have launched an “early” survey to main **importers and distributors**, specialized in **different sectors**, in order to **assess the impact of the Covid-19** emergency on their **day-to-day operations** and on their **business relations with Italy**.

This dedicated survey included n. 17 questions which have been **administered (starting from 7th April 2020 to present)** to **about n. 366 companies** through WhatsApp and Emails collecting information from **88 respondents** as of now (response rate: 24%).

The results of the Survey will be available on the Covid-19 Section of ITA India Web Site (<https://www.ice.it/it/mercati/india>)

Profile of the Respondents



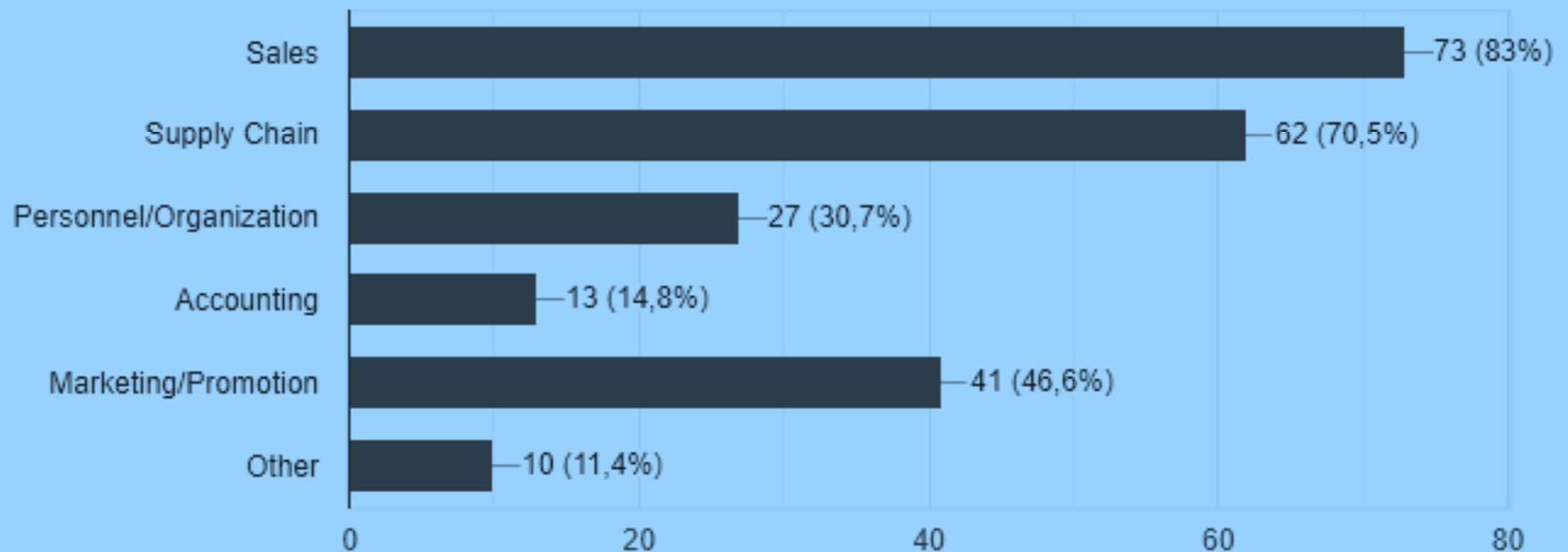
Impact of COVID on Business Activities

Did you face any obstacle in the import of goods from Italy to India?



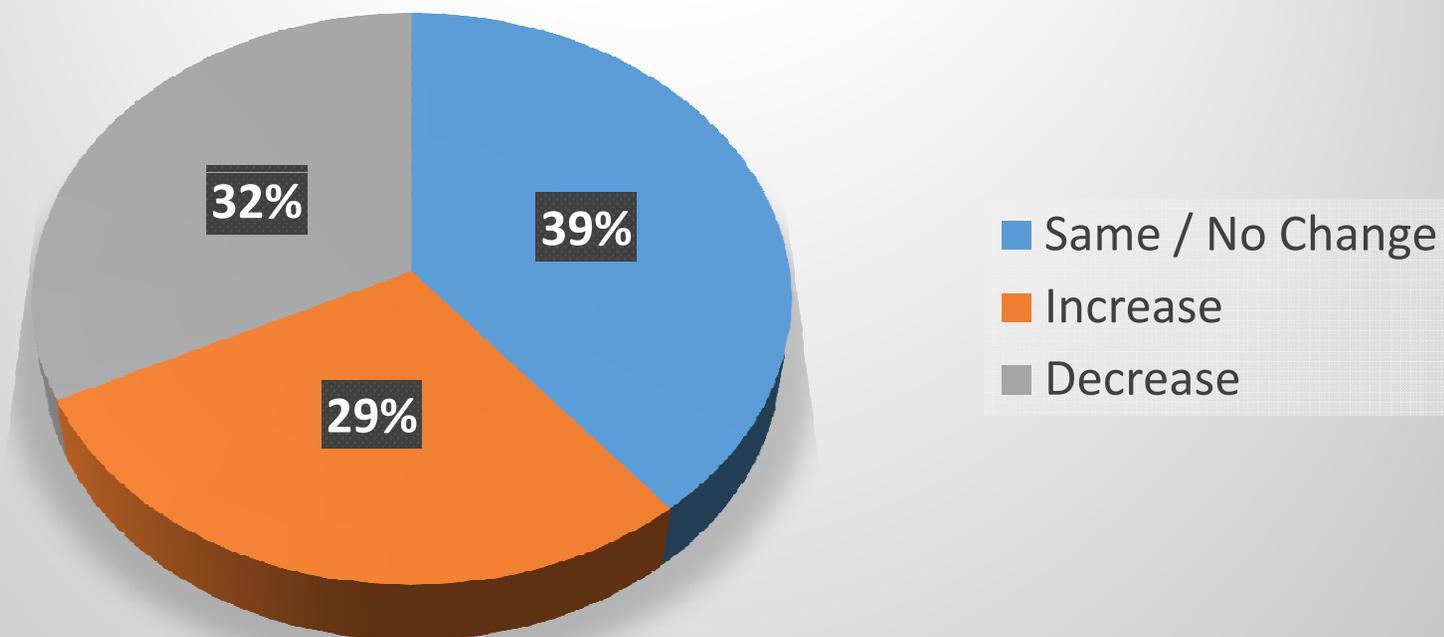
Impact of COVID on Business Activities

Which of the following business functions is mostly affected by the outbreak of coronavirus in India?



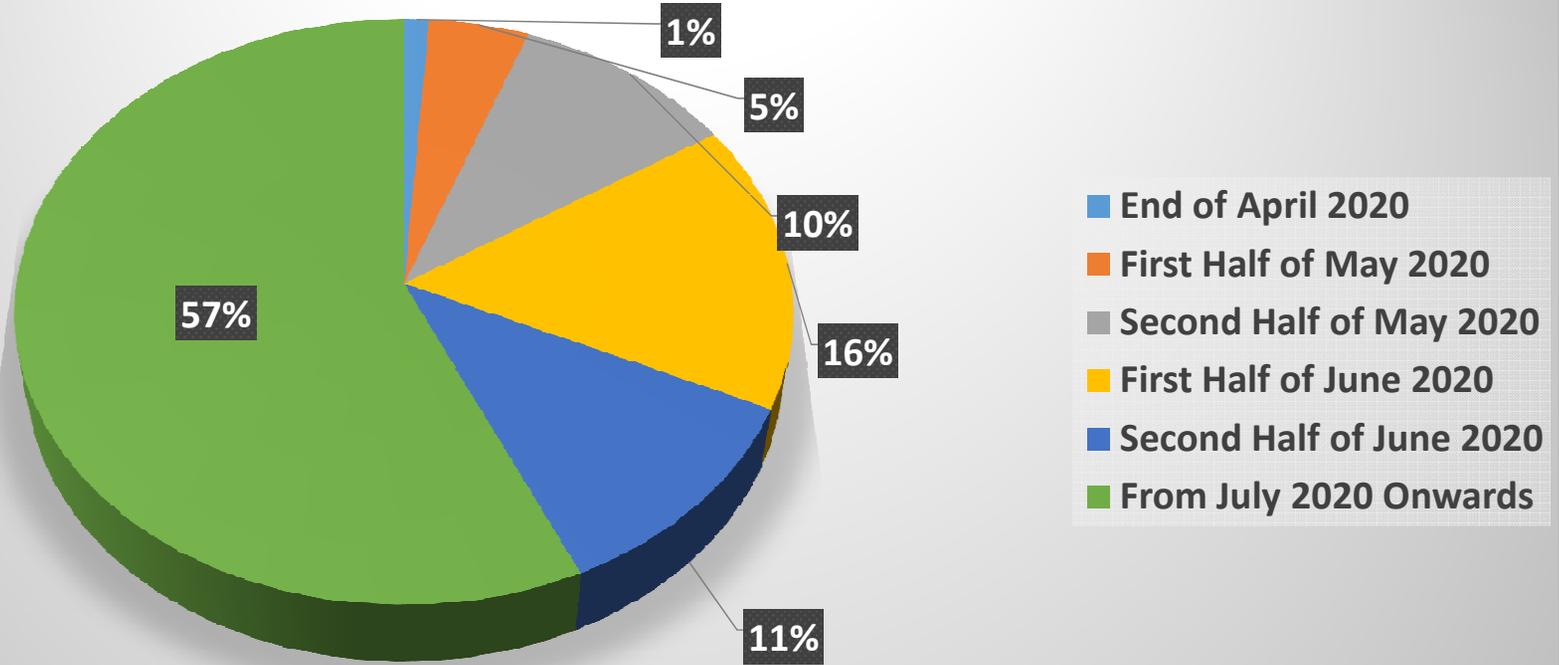
After-Effects of COVID on Business Activities

Do you think you are going to import the same volume of goods from Italy or not?

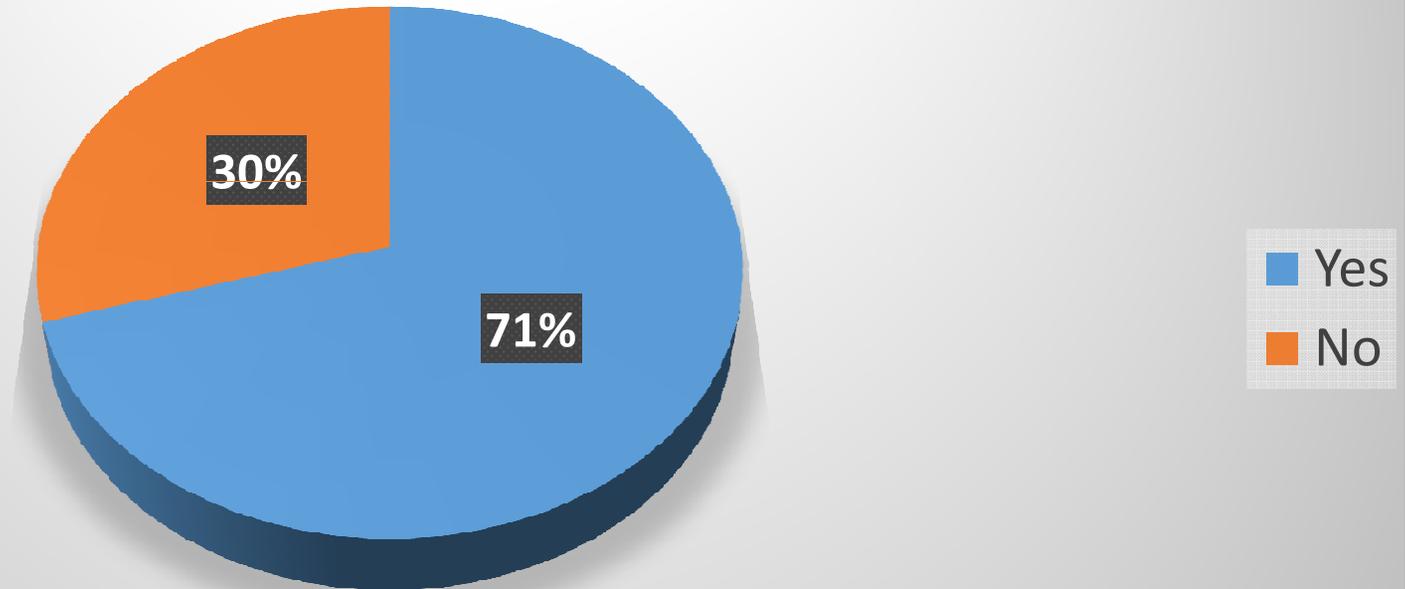


NORMALCY IN OPERATIONS

When do you think the market situation will normalize?

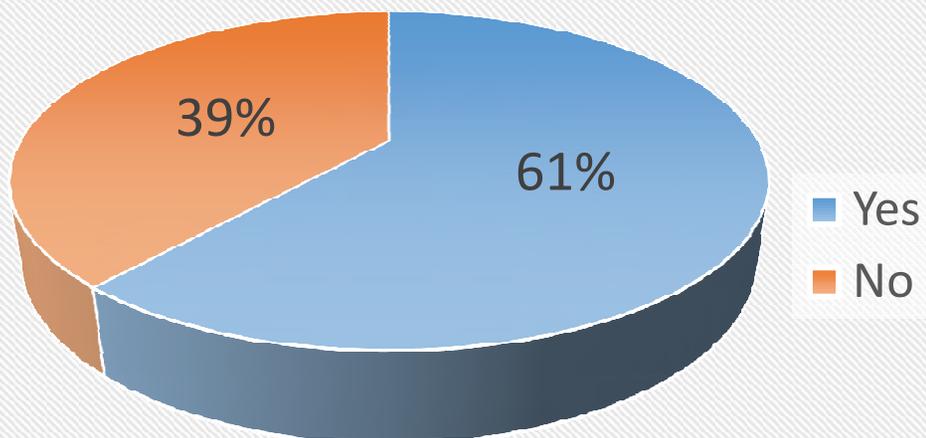


Do you think there should be a complete GST holiday for a specific period?

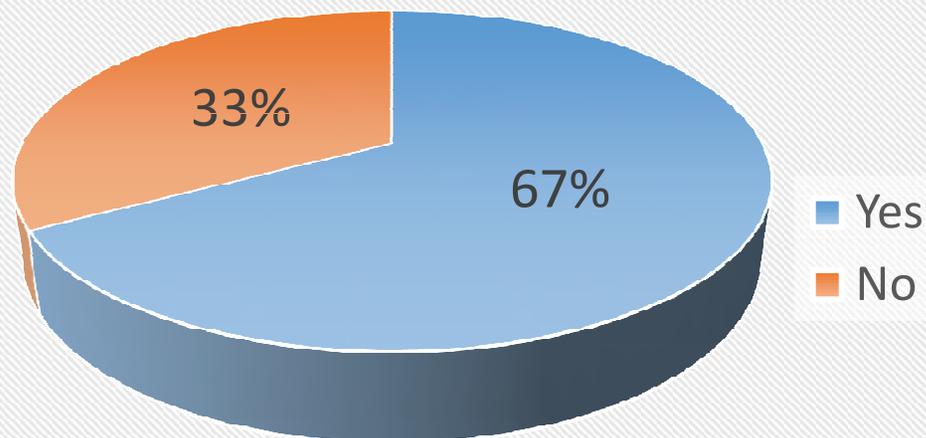


Bent towards E-Commerce after COVID-19

Do you think online commerce will become the mainstream channel after the epidemic has passed?



Will your company focus more on online channels afterwards?





THANKS!

This presentation can be downloaded at the following link: <https://www.ice.it/it/mercati/india>

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