***ALLEGATO B***

*PERCORSI DI ACCOMPAGNAMENTO IN MERCATI STRATEGICI PER LE AZIENDE ITALIANE* ***\_PROGETTO OUTGOING 2021***

**COMPANY PROFILE**

*Si prega di trasmettere questo documento contestualmente al modulo richiesta di partecipazione (All A) alla Pec: promositaliascrl@legalmail.it entro il* ***30.06.21.*** *Le eventuali ricezioni con informazioni mancanti non saranno ritenute valide ai fini della selezione da parte di Promos Italia*

***(IL DOCUMENTO DEVE ESSERE COMPILATO IN INGLESE)***

|  |  |  |
| --- | --- | --- |
| **COMPANY NAME** |  | |
| ADDRESS |  | |
| WEB SITE |  | |
| CONTACT PERSON |  | |
| FOREIGN LANGUAGES SPOKEN |  | |
| YEAR OF ESTABLISHMENT: | | TOTAL EMPLOYEES: |
| ANNUAL TURNOVER (Million €): | | EXPORT TURNOVER: |

1. **FIELD OF ACTIVITY**

☐AGRO-FOOD INDUSTRY  ☐METALLURGICAL INDUSTRY

☐BUILDING INDUSTRY ☐PHARMACEUTICS

☐COSMETICS INDUSTRY ☐PLASTIC – RUBBER INDUSTRY

☐CHEMISTRY INDUSTRY  ☐TEXTILE/CLOTHES

☐ELECTRONICS, COMPUTER, OPTICAL INDUSTRY ☐TRANSPORTATION

☐FURNITURE ☐WOOD/PAPER INDUSTRY

☐HEALTH – MEDICAL AND DENTAL SUPPLIES ☐OTHER (pls. specify)

☐MACHINERY

1. **DESCRIPTION OF PRODUCTS/SERVICES AND ITS APPLICATIONS**

|  |  |  |
| --- | --- | --- |
| **main product/service** | **description/field of applications**  **(only for the mechanical sector target user industry )** | **customs codes – HS / NC** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **PRICE CATEGORY** ☐**low** ☐**medium** ☐**high** ☐**luxury**

**4. OWN COMPANY BRAND** ☐**yes** ☐ **no**

**PRIVATE LABEL** ☐**yes** ☐ **no**

**5. INTERNATIONAL PRODUCT COMPLIANCE AND CERTIFICATIONS**

|  |  |
| --- | --- |
| **country** | **product compliance and certifications** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**6. MAIN EXPORT COUNTRIES / SALES CHANNELS (eg: direct sales, agent, importer/distributor, gdo, e-commerce, franchising, licence agreement, joint venture, other to specify)**

|  |  |  |
| --- | --- | --- |
| **country** | **export %** | **sale channel** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**7. MAIN COMPETITORS IN THE TARGET COUNTRIES (IF KNOWN)**

|  |
| --- |
|  |

**8. MAIN CUSTOMERS (list the most important of your actual customers and their distribution channels or customers to be considered as an example for the research on the target markets )**

|  |
| --- |
|  |

**9. MAIN partnership agreement with foreign companies** ☐**yes** ☐ **no**

|  |  |  |  |
| --- | --- | --- | --- |
| **country** | **kind of partnership (eg. agent,importer..)** | **name of the company** | **active/closed** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**10. INTERNATIONAL TRADE FAIRS PARTICIPATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **country** | **fair** | **year** | **other information** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

11. KIND OF PARTNERSHIP REQUIRED IN THE TARGET COUNTRIES (eg: agent, importer/distributor, gdo,

**representative office, industrial partner, technological partner, other to specify)**

|  |  |  |  |
| --- | --- | --- | --- |
| **COUNTRY** | **first approach to enter in this country market**  **yes/no** | **kind of partnership**  **required** | **describe the partnership you are looking for** |
| **CANADA** |  |  |  |
| **JAPAN** |  |  |  |
| **RUSSIA** |  |  |  |

**12. UNIQUE VALUE PROPOSITION (main competitive advantages and strengths of the company compared to the**

**target markets and its competitors)**

|  |
| --- |
|  |

**Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**