



## **CASE STUDY**

# **Business Briefing, Site Visits & Matchmaking for Trade Delegation from Italy**

## **BACKGROUND OF THE CASE**

In February 2017, a trade delegation composed of Entrepreneurs from Veneto Region of Italy came to India and visited New Delhi, Mumbai and Pune. The Mission was organised by the local industry chamber of Veneto, also known as Confindustria Veneto. The Mission comprised 7 companies ranging from metal items, railway equipment, automotive parts and so on. The Mission was headed by Mr. Giordano Riello, President of Young Entrepreneurs' Group, Confindustria Veneto.

## **HOW DID OCTAGONA INDIA HELP?**

- After receiving all the necessary details of delegates on this Mission, Octagona India conducted a thorough market research for matching Indian companies in New Delhi, Mumbai and Pune. We looked for domestic companies who could source those parts or technologies which the companies on the Mission were representing.
- A personalised visit program with accompanied persons (speaking Italian & English) was provided to each delegate. Octagona India also scheduled a breakfast briefing for all delegates which aimed to provide them a useful overview of India. We also arranged site visits in New Delhi and Mumbai to local manufacturing companies in order to further educate the Mission participants.
- Finally, a meeting with the Italian ambassador at the Italian Embassy in New Delhi along with a similar meeting with the Italian Consulate in Mumbai was arranged. All in all, it was a very packed 5 day program for the Mission members.

## **FINAL OUTCOME**

Octagona India's strong support resulted in a total of 40 meetings arranged during the Mission week, two manufacturing site visits in Mumbai and New Delhi, meetings with the Italian Embassy and Consulate and a breakfast briefing for all members of the Mission. It was an enthralling trip for them. The delegation chief Mr. Giordano Riello commented, "we must seize the opportunities of the Indian market. India has huge prospects that are especially favourable for companies from Veneto, Italy."



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