

PACT FOR EXPORT

- The **Pact for Export** is an **innovative strategy** for **relaunching “Brand Italy” exports in the wake of the health emergency**, by **strengthening the business internationalisation tools** and through **far-reaching promotional actions**.
- This proposal was shared by Minister Di Maio with the participants at the latest meeting of the steering committee for internationalisation (December 20, 2019) and the trade associations that attended the meeting for the presentation of the innovative “Extraordinary Plan for Made in Italy” (March 3, 2020).
- In concrete terms, the Pact is an agreement for implementing the requests received from the **trade associations**, which, between April 14 and 21, took part in **12 sectoral meetings** chaired by Undersecretary Di Stefano. The meetings were attended by over 250 participants and no less than **147 associations** representing **all the economic sectors**: from agrifood to mechanical engineering, from trade fairs to infrastructure, from innovation to health and export services.
- The Pact will be implemented by the **Foreign Ministry**, also through the **diplomatic and consular network** – consisting of 300 Embassies, Permanent Representative Offices, Consulates and Italian Institutes of Culture around the world – the **ICE Foreign Trade Agency** (which has 78 Offices/Correspondence Points abroad) and CDP-SACE-SIMEST Group (with its 12 offices worldwide).
- The 12 sectoral meetings have produced a common view on several priority lines of action, which have given rise to the following 6 strategic guidelines:
 1. **Communication:** a **“nation branding” campaign** developed by ICE, to relaunch Italy's image abroad and support the economic sectors that have been severely penalised by the Covid-19 crisis, with a special focus on tourism.
 2. **Integrated Promotion:** dedicated promotional campaigns focusing on contemporary art, cinema and audiovisuals, live entertainment, publishing, food and wine, design, science and innovation, featuring projects that can be an opportunity for enhancing the visibility of Italian entrepreneurs, professionals and creatives and for spreading knowledge of Brand Italy among and engaging international audiences and viewers.
 3. **Training/Information:** training and information tools for businesses, including an **e-book**, serving as a guide to export and internationalisation, which will be distributed among SMEs ready and willing to engage with international marketplaces, but which have not yet gained a permanent foothold on foreign markets; **e-desk** – based on an ICE-SACE-MAECI project under way - for ensuring digitised access to export support services, through a single portal, with business, industry and market profiling; **TEM (Temporary Export Manager)** and **DEM (Digital Export Manager)**, for supporting businesses in their innovation, digitisation and internationalisation efforts and processes;
 4. **Trade Fairs:** modernisation of the trade fair system through the partial digitisation of trade fairs and the creation of platforms for virtual B2B;
 5. **E-commerce:** expansion of the agreements with the principal international e-commerce platforms, as well as with other smaller, yet very popular, e-commerce platforms in priority markets.
 6. **Subsidised Finance:** financial tools have a key role to play in the growth and internationalisation strategies of SMEs and start-ups. To increase the number of businesses benefitting from subsidised financial measures based on the 394 Fund, SIMEST, acting at the request of the Foreign Ministry, will carry out systematic and targeted communication campaigns for SMEs and start-ups. There will be a special focus on promoting outright grants and subsidised loans for e-commerce and TEM projects.