



BUSINESS EXPERT CHANNEL



**BUSINESS EXPERT CHANNEL
EXPERTS PACKAGE**



BUSINESS EXPERT CHANNEL

OUR MISSION:

CONSOLIDATE THE ECONOMICAL TIES
BETWEEN ITALY AND THE U.S.A.
AND HELP SUSTAIN ITS BUSINESSES

The Italy-America Chamber of Commerce, a non-profit organization founded by **entrepreneurs in support of entrepreneurs**, has always acted and will always continue to act as a **pillar** to the Italian companies willing to expand their business in U.S.A:

a reliable organization, an **official source of information**, a key assistance-point to those who access the U.S. market for the first time.





BUSINESS EXPERT CHANNEL THE CONCEPT

The goal of this initiative is to support our Members and Community's growing business-expansion opportunities by leveraging our organization's **most important assets**:

The **know-how** and **expertise** of all participating professionals enabling each one to effectively **showcase** their **professional services** and targeted offerings to a high-caliber **audience of entrepreneurs and managers**.

BE PART OF THIS UNIQUE PROJECT
TARGETING ENTREPRENEURS AND MANAGERS
INTERESTED IN DOING BUSINESS
IN THE U.S.A.



BUSINESS EXPERT CHANNEL

HOW IT WORKS

A UNIQUE COLLECTION OF DIGITAL VIDEO GUIDES TO INFORM ABOUT HIGH-IMPACT AND MULTI-INDUSTRY TOPICS.

An **official** Italy-America Chamber of Commerce's **Channel** exclusively launched on line to foster **business opportunities** and growth in the U.S.A.

The Channel uses as a main platform the **IACC official website**, one of the **primary sources** the Italian entrepreneurs consult while searching for business information.

The Channel includes **single topic-themed videos** produced by each IACCSE Member. The videos are periodically uploaded on the **website bec.iaccse.com**, **social media** (YouTube, Facebook, LinkedIn, Instagram) and promoted through a **media campaign** targeting **business and financial Italian magazines**, and a **social media campaign** targeting **Italian entrepreneurs and managers**.



Come costituire una società negli Stati Uniti
Analisi delle diverse forme societarie, vantaggi e svantaggi, aspetti giuridici e pratici.
Avv. Giacomo Bossa
Avv. Alberto Polimeni
Barakat + Bossa



Visti per Investitori
I visti E1 e E2: le migliori opzioni per gli imprenditori italiani che vogliono aprire un'attività negli Stati Uniti.
Avv. Gianni Mendes Toniutti
Partner TLRT International Law Firm



Modelli di internazionalizzazione in USA e incentivi agli investimenti. Parte Prima
Una panoramica sulle diverse strategie, dall'insediamento indiretto all'insediamento diretto.
Avv. Stefano Rossi
Senior Associate, EXP Legal



BUSINESS EXPERT CHANNEL TARGET AUDIENCE

25,000+ Entrepreneurs and Managers in Italy
interested in doing business in the U.S.A.

2,000 IACCSE unique monthly website visitors

2,500 Database contact list
including Italian Entrepreneurs and Managers in the Southeast

300+ Existing Members
of the Italy-America Chamber of Commerce Southeast





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WHY PARTICIPATE

Four reasons WHY you should take part to the project:

- ★ Be recognized as an expert in your field and **consolidate your reputation** by accessing the IACCSE's network in Italy
- ★ Reach a target of **25,000+ Entrepreneurs and Managers** interested in doing business in the U.S.A.
- ★ Leverage the IACCSE **social media channels**
- ★ Increase your **online visibility** all year round and generate new leads

**BECOME ONE OF THE LEADING PLAYERS
OF THE BUSINESS EXPERT CHANNEL
AND REACH THOUSANDS OF ENTREPRENEURS**



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**Con la garanzia della Italy-
America Chamber of
Commerce Southeast**

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WHAT IT INCLUDES

DEVELOPMENT:

IACCSE discusses the selection of the video content with the interested Member. We make sure our Member identifies an **effective topic** that has the potential for a **high impact** and resonates with their target audience.

PRODUCTION:

IACCSE provides **professional crew**, secures **the location** and **equipment**.

POST-PRODUCTION:

IACCSE provides **video editing** and releases a final video (8 minute max.) and a video teaser (1 minute) for social media campaign

MARKETING & DISTRIBUTION:

IACCSE shares the video through the website bec.iaccse.com, **social media platforms** (YouTube, Facebook, LinkedIn, Instagram) and promotes the initiative through a **media campaign** in Italy held by a professional PR Agency (November 2020), and a **social media campaign** (each video will receive exposure).

AUTHORIZATION to use the video for your marketing activities.



Avv. Beatrice Bianchi Fasani
Bianchi Fasani Law, PA

Diritto Tributario, Diritto Societario e Immobiliare



Avv. Giacomo Bossa
Barakat + Bossa

Diritto Commerciale, Societario, Immobiliare, Lavoro, Contenzioso



Giuseppe Brusa, CPA
GC Consultants

Contabilità e Fiscalità Internazionale



BUSINESS EXPERT CHANNEL

MAKE YOUR BRAND STAND OUT.
MEET YOUR INTERNATIONAL AUDIENCE OF
ENTREPRENEURS ONLINE

Video estimate*

n. 1 Video-guide (max 8 min.)	\$1,900
n. 2 Video-guides (max 8 min. / each)	\$ 3,600
n. 3 Video-guides (max 8 min. / each)	\$ 5,300

Requirement:

- **Be an IACCSE member**

If you are not a member and you want to join our business community please visit <https://www.iaccse.com/members/become-a-member/> or contact us at (305)577-9868

*Important note:

The estimate includes the upload of the video on the “Business Expert Channel” until November 2021. The video can be maintained for an additional year at a cost of \$450. Payment is due 3 months before expiration.

The estimate does NOT include:

- Script writing (in charge of the interested party)
- Translations and Subtitles: \$800 / per video

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SUGGESTED TOPICS

1. Visas for temporary employees
2. Visas for students and cultural exchanges
3. Visa for tourism and business
4. How to write a business plan for your investor's VISA
5. How to register a trademark in the U.S.A
6. How to register a patent in the U.S.A.
7. Required licenses to open up a restaurant in the U.S.A.
8. Labour Regulation
9. Dispute resolution
10. U.S. Customs and Border Legislation
11. How to export goods in the U.S.A.
12. How to export food products in the U.S.A.
13. Agri-food product labeling
14. The fiscal system in the U.S.A. and its requirements
15. Commercial Real Estate: how to rent a property in the U.S.A
16. Residential Real Estate: how to buy a property in the U.S.A.
17. Trade Credit in the USA
18. Merge and Acquisitions





BUSINESS EXPERT CHANNEL

Please complete the form below and return to:
Alessia Marcenaro - IACC Deputy Executive Director
marketing@iacc-miami.com | Phone: (305) 577-9868

Thank you for supporting the IACC Southeast

An IACCSE staff member will contact you shortly to discuss overall arrangements.

Contact information

Company name

Contact person

Contact e-mail address

Contact phone number

Address

City/State/Zip code

Fees

\$1,900 n.1 video-guide

\$3,600 n. 2 video-guides

\$5,300 n. 3 video-guides

Payment information

Please send me an invoice

I have enclosed a check

Please charge my credit card

Card Type: Visa

Mastercard

AmEx

Discover

Card Number

Expiration Date

Security Code

\$ _____
Cost

Card Holder

Signature

Date



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www.bec.iaccse.com

Prodotto da



Per maggiori informazioni in merito all'iniziativa contattare

Alessia Marcenaro

Deputy Executive Director

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Italy-America Chamber of Commerce Southeast

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