

# MEETUS

ROADSHOW • DIGITAL EDITION 2021

MEETINGS FOCUSED ON  
THE INTERIOR DESIGN  
AND FOOD & BEVERAGE INDUSTRIES  
FOR THE INTERNATIONALIZATION  
OF ITALIAN SMEs

21-23 APRIL 2021



IN COLLABORATION WITH



ASSOCAMERESTERO



## TARGET

The event aims to provide valuable information to Italian SMEs operating in the interior design and food & beverage industries interested in exploring new opportunities in the United States market.

The promotion of the initiative will reach an **audience of 50,000 people** including entrepreneurs and managers of Italian SMEs thanks to the partnerships with the prestigious **Economy Magazine** and **Assocamerestero** (Association of Italian Chambers of Commerce Abroad).

The event is free of charge for Italian SMEs. It includes two information session days and a following 'meeting day' in which the audience can schedule one-on-one meetings with the speakers of the event.

A total of **200 Italian companies** are expected to take part in the event.







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## EVENT OVERVIEW

Two digital events will be organized in two different days.

Each day will focus on one specific industry - interior design and food & beverage – to introduce to the Italian companies the opportunities of one of the most important and dynamic markets in the world: the United States.

Selected experts will participate as speakers to talk about commercial, trade, administrative, financial and fiscal matters linked to the expansion of a company in the U.S. market. In addition, representatives of successful Italian businesses will be invited to share their first-hand experiences while doing business in the United States.

The third day will wrap up the event with one-on-one speed meetings between the attendees and the speakers.

### SCHEDULE:

Wednesday - April 21	9:00am-12:30pm EST	Interior Design Industry Session
Thursday - April 22	9:00am-12:30pm EST	Food & Beverage Industry Session
Friday - April 23	9:00am-12:30pm EST	One-on-one speed meetings

## DAY 1

Topic: Interior Design

Date: Wednesday, April, 21, 2021

Time: 9:00am – 12:30pm EST | 15:00 - 18:30 Italian time

Duration: 3:30

Language: Italian

A glimpse to the trends and data of the U.S. furniture market (by IACCSE)

The services offered by IACCSE to enter in the U.S. furniture market (by IACCSE)

The requirements to ship furniture to the U.S.A

Drafting agreements with importers/distributors: what are the critical points?

ROUNDTABLE: U.S. Contract-furniture sector. Experiences from successful Italian companies

The steps to open a U.S. branch

Investors and traders visas

'Made in Italy' furniture in cruise ships and yachts market

ROUNDTABLE:U.S. interior design industry, Useful tips for an effective go-to-market strategy

'Made in Italy' furniture sale through e-commerce

US bank system and financial support to SMEs

SIMEST loans to support exporting companies

Q&A

## DAY 2

Topic: Food & Beverage Industry

Date: Thursday, April 22, 2021

Time: 9:00am – 12:30pm EST | 15:00 - 18:30 Italian time

Duration: 3:30

Language: Italian

A glimpse to the trends and data of the agri-food industry in the U.S., the damages caused by the pandemic (by IACCSE)

The services offered by IACCSE to enter in the U.S. food & beverage market (by IACCSE)

The requirements to ship food & beverage products to the United States

Drafting agreements with importers/distributors: what are the critical points?

Selling Food & Beverage products online

ROUNDTABLE: What products and producers characteristics U.S. distributors and restaurateurs look for?

The steps to open a U.S. branch

Investors and traders visas

Procedures and practical advices to export wine to the U.S.

ROUNDTABLE: The Italian wine in the U.S., consumer trends and useful tips to develop an effective distribution strategy

US bank system and financial support to SMEs

SIMEST loans to support exporting companies

Q&A



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## DAY 3

### ONLINE MEETINGS BETWEEN SMEs AND SPEAKERS

Date: Friday, April 23, 2021

*Time: 9am – 1pm EST | 15:00- 19:00 Italian time*

*Duration: 4*

*Language: Italian*

During the third day of the event, participating companies will have the opportunity to inquire about specific needs through a speed-meeting session with the event's speakers using our online match-making platform.

The platform will allow each speaker and company to create their own agenda of appointments, easily accessible, to keep track of the confirmed appointments and slots available. The agenda will be created in the days prior to the meetings. The meetings will be held in private virtual rooms (accessible only by the speaker and the company) which will open automatically at the scheduled time. A countdown will end the meeting after 8 minutes by closing the virtual room. A new virtual room will automatically open to start the meeting with the next company on the agenda.

The appointments will last no more than 8 minutes each.  
Each speakers is expected to have between 10 and 20 appointments.

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an event organized by the Italy-America Chamber of Commerce Southeast



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