

# The project that promotes the Italian companies excellence



# Index

## The project

**05. Context**

**06. Purpose**

**06. Partner of the initiative**

**07. To whom is addressed?**

**08. Value for the enterprises**

**08. How does it work?**



## The service

**10. Components**

**11. Certification model**

**11. Specification characteristics**

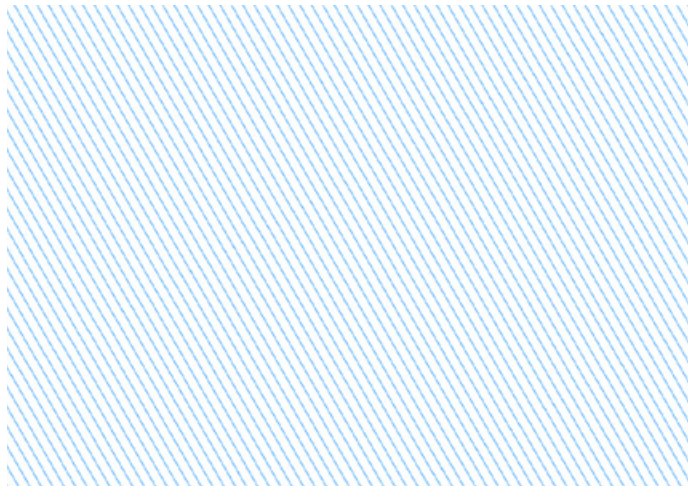
**12. Promotion and visibility**

# The project



### Context

**Italianity**, understood as group of value and characteristics associated and recognised with the Italian lifestyle, culture and entrepreneurship, **represents an important asset available for the companies in the country**. A potential, when used in an adequate way, can become an important discriminant leverage into the actual hypercompetitive global markets. Investing in Italianity means embracing a distinctive position in client perception.





# Purpose

Identify, attribute value and give visibility to the enterprises that embody and represent the values of Italianity. Starting from a certification that allows to identify businesses with the ability to think, design and innovate, according to the distinctive traits of the Italian tradition and providing them with appropriate channels and networks for efficient communication.



### Values of Italianity

**Looking for quality**

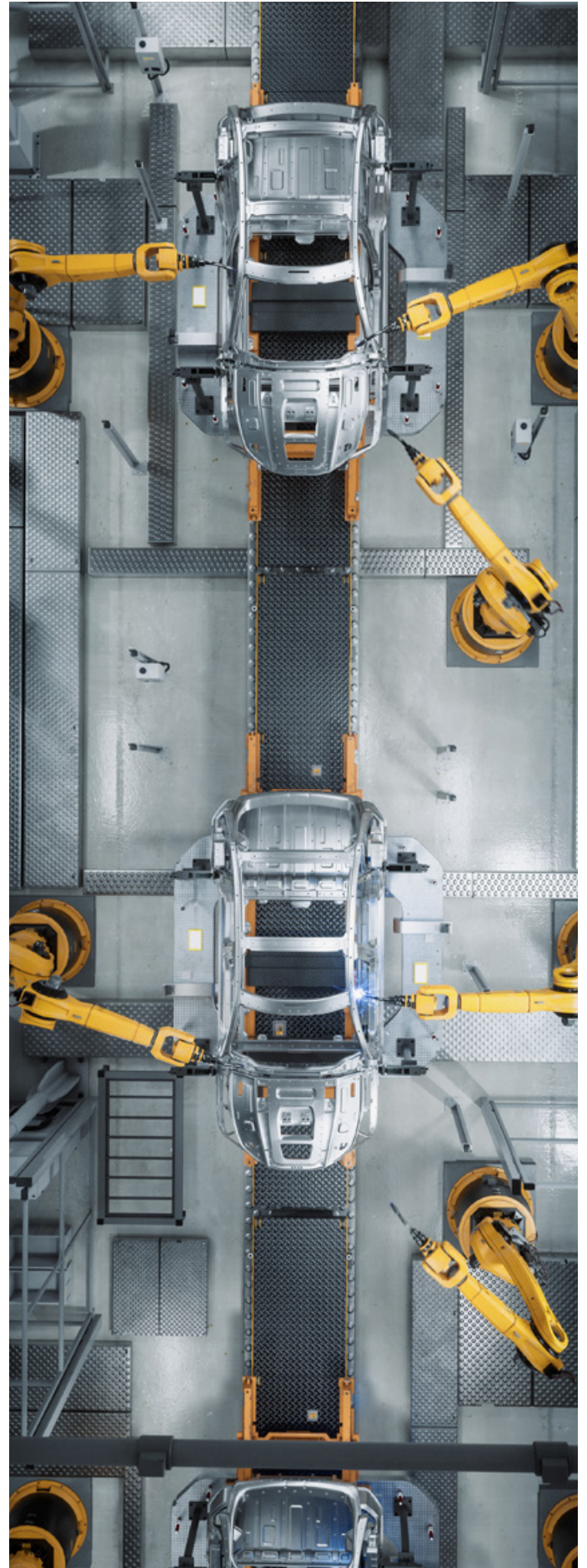
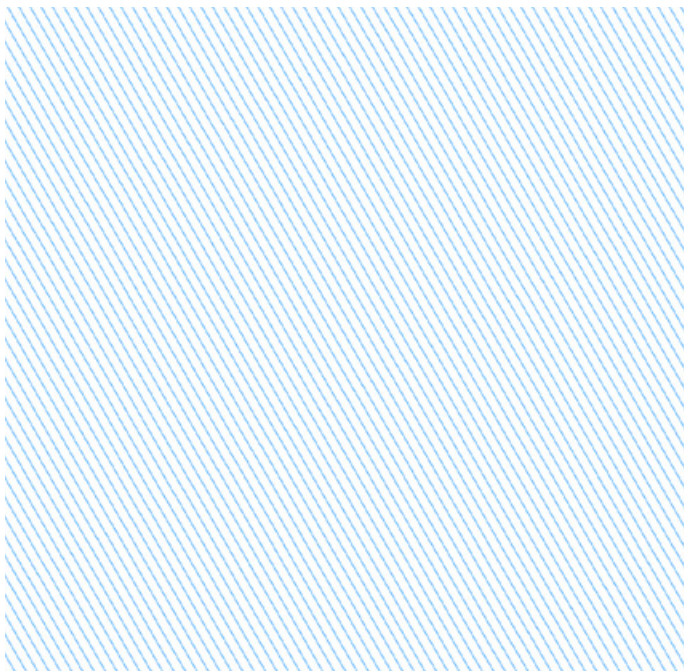
**Style**

**Attention for details**

**Creativity**

# Partner of the initiative

Sole 24 Ore and Confindustria are the partners of the project, which aims to enhance the excellence of Italian companies, that guarantee authority and reputation to the initiative and provide, through their respective channels, visibility to the certificated enterprises.



## To whom is addressed?

Productive companies from the manufacturing sector founded in Italy that want to highlight their Italian traits and make them fundamental for their positioning. The service is addressed to SME and large companies, which activities belongs to section C of the ATECO classification. PMI: society with a turnover <50 mln € and with legal office in Italy.

**PMI**  
Society with a turnover <50 mln € and with legal office in Italy

**Large Companies**  
Society with a turnover greater than 50 mln €

Ateco code	Sector
10	Food industry
11	Beverages industry
12	Tobacco industry
13	Textile industry
14	Packaging of clothing articles; packaging of leather and fur articles
15	Manufacturing of leather articles and similar articles
16	Wood industry and product of wood and cork (except for furniture); manufacturing of straw articles and plaiting materials
17	Manufacturing of paper and paper products
18	Printing and playing back recorded media
19	Manufacturing of coke and oil refining products
20	Chemical products manufacturing
22	Manufacturing of rubberarticles and plastic products
23	Manufacturing of other non-mettallic mineral products
24	Metallurgy
25	Manufacturing of metal product (except for machinery and equipment)
26	Manufacturing of computer and electronic and optical products; electromedical equipment, measuring devices and watchs
27	Manufacturing of electronical devices and non-electrical domestic devices
28	Manufacturing of machinery and devices n.C.A
29	Manufacturing of motor vehicles, trailers and semi-trailers
30	Manufacturing of other means of transport
31	Manufacturing of furniture
32	Other manufacturing industries
33	Repair, maintenance and installation of machinery and equipment



## The project

# Value for Companies



**Distinctive positioning leveraging Italian identity**



**Visibility on the domestic and international markets**



**Access to an exclusive community that generates opportunities**

## How does it work?

The path is divided in three steps:

- 1 Validation**  
The independent certification body starts the assessment following the parameters in the specification from Sole 24 Ore
- 2 Certification**  
After the assessment approval, the certification is realised, than you can use the Italy X mark
- 3 Activation**  
You have now access to visibility tool and components given from Sole 24 Ore and Confindustria





# The service

## Components



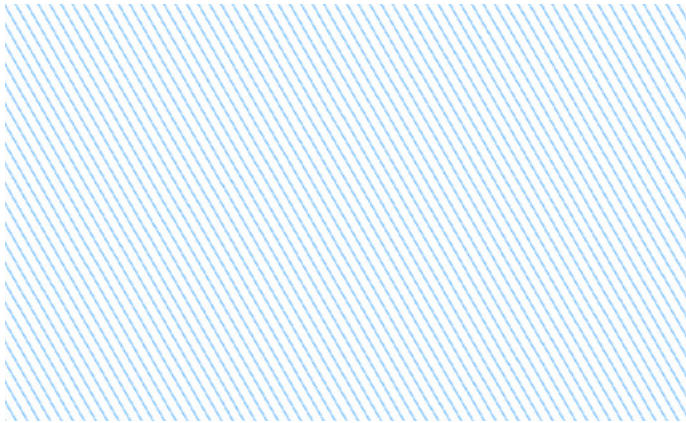
### **Certification branded Sole 24 Ore “Promoted by Confindustria”**

- Certifies the company's ownership of the typical features and values of the Italian entrepreneurs based on a specification.
- Enable the use of the certification mark



### **Visibility package: Sole 24 ore and Confindustria through their respective channel and network**

- Promote the certified companies on the domestic and international market
- Encourage the strengthening and the business development of the certified companies



## Certification model

The certification falls within the framework of private certification, based on a technical specification from Sole 24 Ore, checked through the audit activity carried out by an independent certification body

### **Private certification issued by an independent certifying body.**

Who proposes the certification  GRUPPO24ORE

Who formalises the specification GRUPPO24ORE

Who performs the audit activity and releases the certification *Independent certifying body*

Who releases the certification mark GRUPPO24ORE

Who provides visibility to the certified companies  GRUPPO24ORE

The certification lasts **two years** and upon expiration it involves renewal through a new audit

## Specification characteristics



### Guidelines

**Transversal applicability**, the specification should be transversally applied to all companies operating in the manufacturing sector

**Agile/Exhaustive**, in order to contain the operative commitment required to the enterprise during the expected phases of the certification process

**Simple process**, which the company is able to manage independently without the need to rely on the support of external consultants.

**Remote process**, aiming to reduce the burden of the process in term of time and costs for all the parties involved.



### Components

**Prerequisites**, the observance of which is directly linked with the beginning of the certification process

**Parameters**, subject to verification and evaluation with relative score given based on the evidence emerged in the audit phase







### Most important evaluating areas

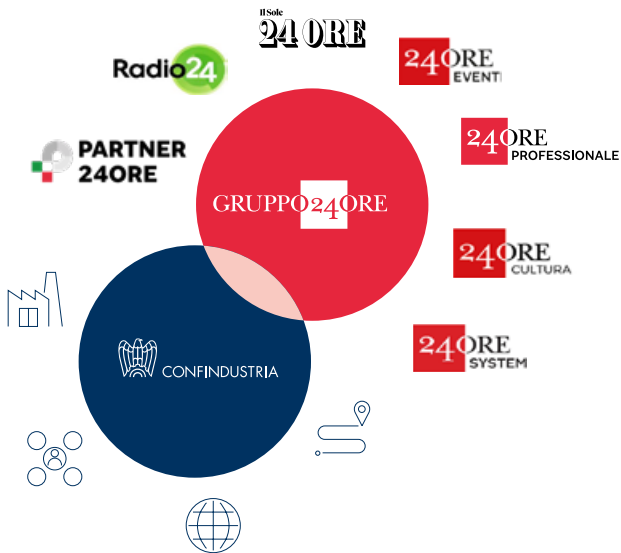
- Italian Ownership
- Production in Italy
- Design in Italy
- R&D in Italy
- Patent with Italian ownership
- Italian providers and contractors






## Promotion and visibility

-  The Project is promoted through some initiatives on the Italian territory and during event or mission organised by Confindustria
-  The multimedia and multi channel nature of 24Ore Group ensure constant visibility to the initiative and enhance the recognizability of the certification mark
-  The certified companies obtain visibility through a peculiar media-mix provided by 24 Ore Group and Confindustria
-  24 Ore Group and Confindustria involves the companies in their initiatives organized by their respective Networks



# Promotion and visibility

	PMI		LARGE COMPANIES	
	Standard package	Premium package	Standard package	Premium package
Plate/Mark	Digital and physical plate and use of the logo/certification mark			
Presence on the showcase of 24 Ore website dedicated to ItalyX	Information displayed in the showcase: - Company name and sector; Logo; URL; link Social; Activity description - Multimedial gallery(Photo/Video)			
Collective ADV releases in the newspaper and Fare Network insert	n/a	Publication in the newspaper through collective ADV  Publication on Fare Network through collective ADV	Publication in the newspaper through collective ADV	Publication in the newspaper through collective ADV  Publication on Fare Network through collective ADV with dedicated company schedule
Communication Kit prepared by Sole 24 Ore	- Template DEM - Template Social Card for LinkedIn			
Video-testimony	n/a		Entrepreneur video-testimony	
Participation at 24 Ore Group events	Invitation as spectators to Partner 24 Ore events	Invitation as spectators to Partner 24 Ore events and other Group events	Invitation as spectators to Partners 24 Ore events	- Invitation as spectators to Partner 24 Ore events and other Group events - Possibility to apply as a speaker
Certification body website	Publication in the certified companies list on the certification body website			





# Promotion and visibility

	Standard package	Premium package
<b>Visibility of participants to international initiatives</b>	Visibility of the client that participates to Confindustria international initiatives (missions abroad and incoming foreign delegation to Italy) in the presentation documents of the Italian Delegation(ex: inclusion in the ItalyX certified companies list that composes the Delegation)	
<b>Visibility to foreign offices and international representatives</b>	Visibility of the client at foreign Confindustria offices and the international Representative of Confindustria System, through the sending from Confindustria of the ItalyX certified companies list	
<b>Invitation to events at foreign offices and representatives of Conf. System</b>	Invitation to participate at events organized at the Confindustria offices abroad or the international Representatives of Confindustria System (service reserved for Confindustria member clients only)	
<b>Visibility at ICE's offices</b>	Sending to Minister of Foreign Affairs and ICE of the certified companies list with request of circulation to the ICE offices abroad and the Italian diplomatic net abroad and abroad in Italy	
<b>Invitation to updating and training initiatives</b>	Invitation to participate to Confindustria's updating and training initiatives in the field of international trade and internationalization and priorities for the presentation of the the business cases	
<b>Preferred channel for B2B meeting in international initiatives</b>	n/a	Preferred channel for the customer in the panel and B2B meeting during the Confindustria international initiatives(missions abroad and incoming foreign Delegations to Italy (service reserved for Confindustria member clients only)
<b>Support in approaching embassies</b>	n/a	Confindustria's support to clients in the approach to the foreign embassies in Italy and the Italian embassies abroad for the relative presentation (service reserved for Confindustria member clients only)
<b>Involvement in initiatives dedicated to Italian excellence</b>	n/a	Client involvement (best case) in Confindustria initiatives dedicated to the topics of the Italian excellence(service reserved for Confindustria member clients only)





Join ItalyX project!



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND

**Christine Schattner**  
cschattner@itkam.org  
+49 (0)69-97145226

**Sophia Laino**  
slaino@itkam.org  
+49 (0)69-97145228