

## *India: un continente di opportunità*

*Una nuova destinazione per la diversificazione dell'export italiano e delle catene globali del valore*



**Alessandro Liberatori**

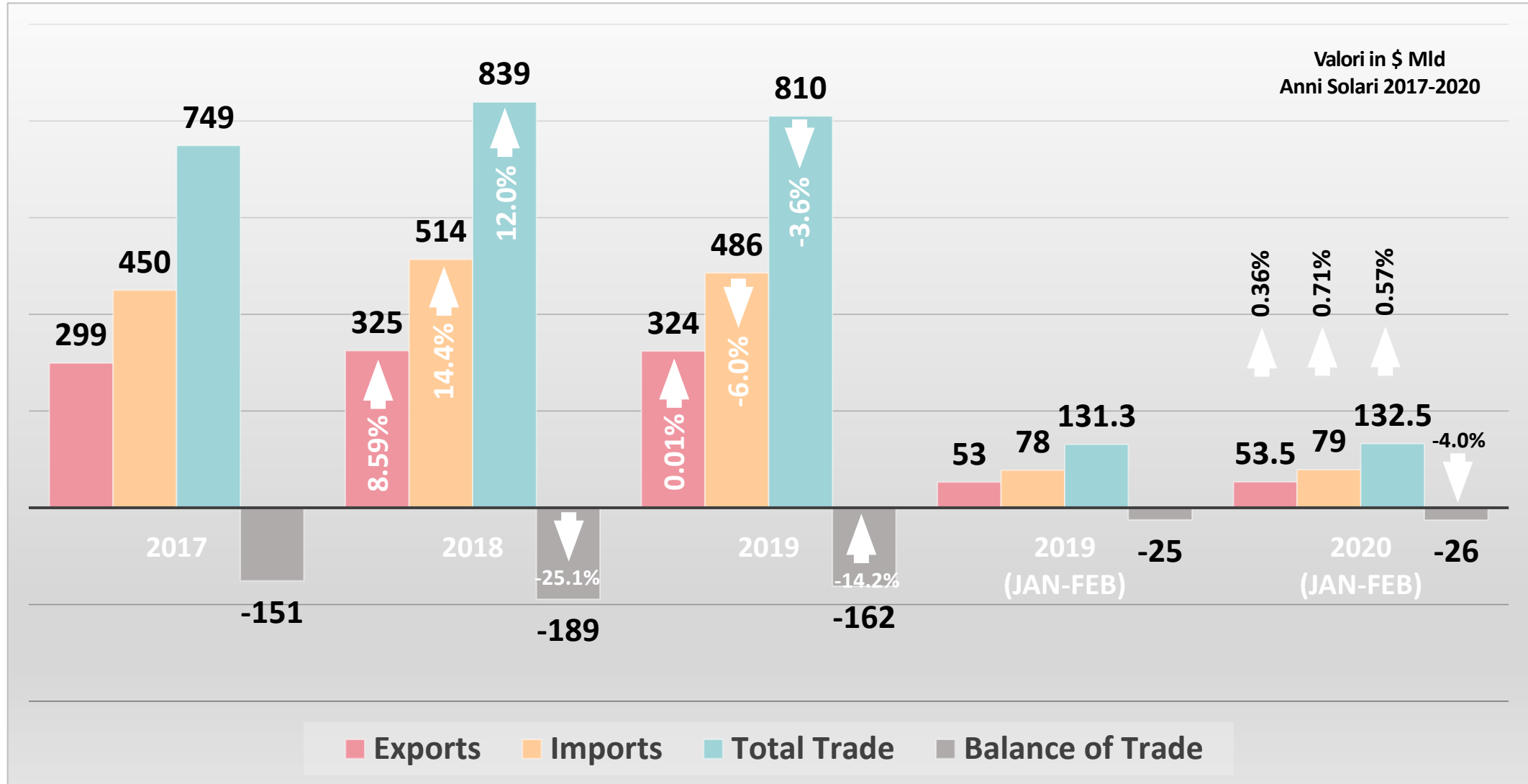
**Trade Commissioner**

**Direttore Ufficio Agenzia ICE New Delhi**

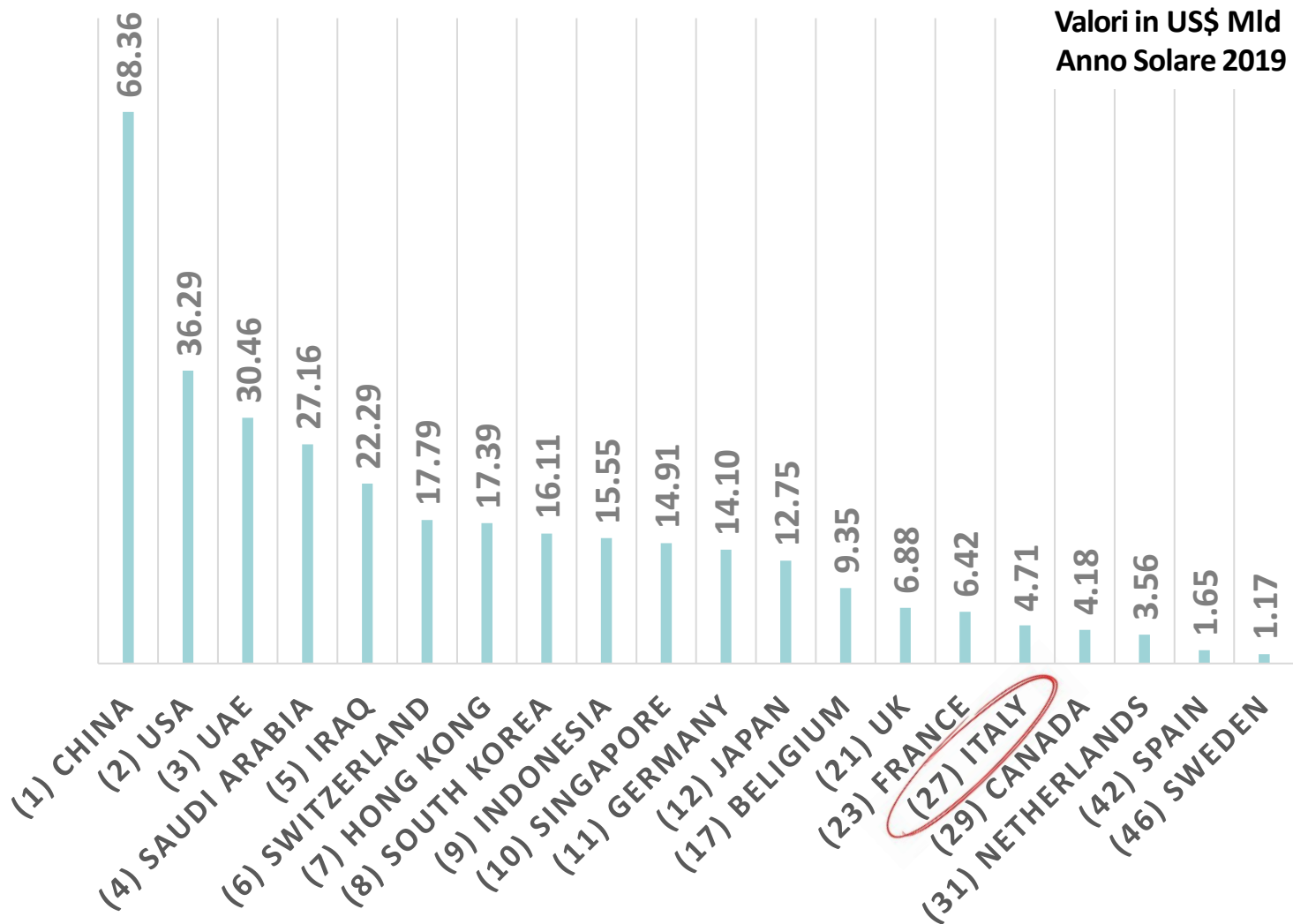
**Coordinatore Rete ICE India, Bangladesh, Sri Lanka, Nepal, Bhutan, Maldive**

**New Delhi, 7 luglio 2020**

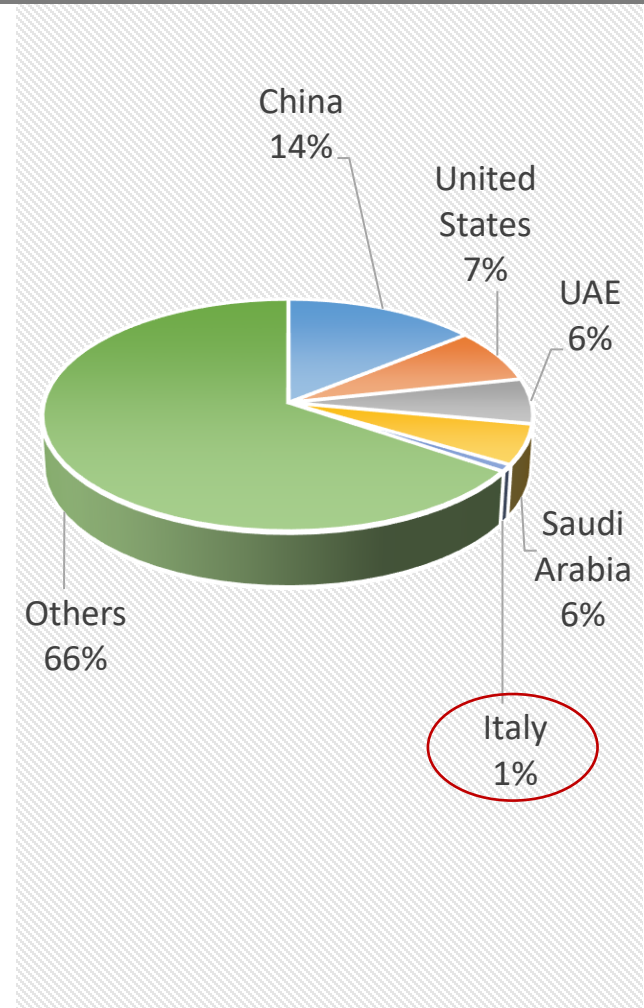
# INTERSCAMBIO COMMERCIALE CON MONDO



# PRINCIPALI FORNITORI DELL'INDIA

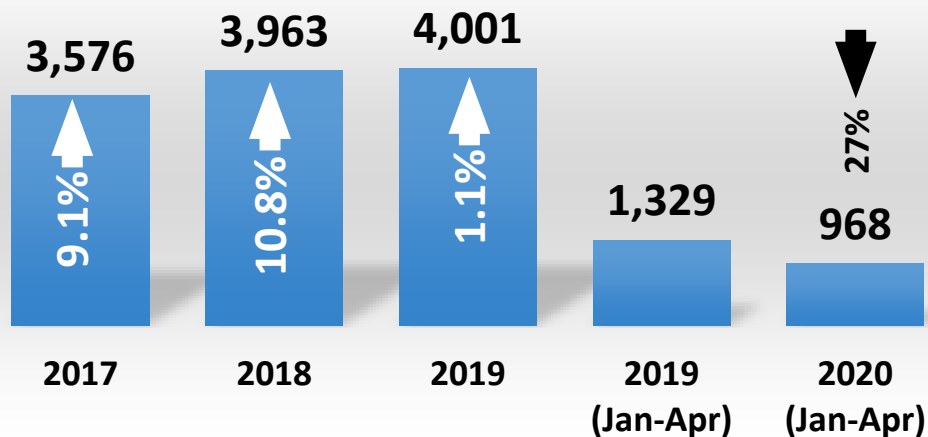


Quota di mercato dei principali fornitori

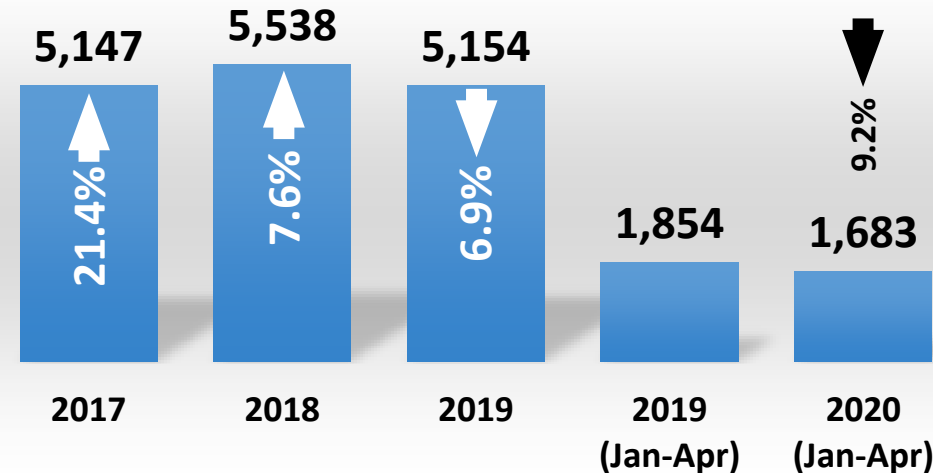


Valori in Euro Mn

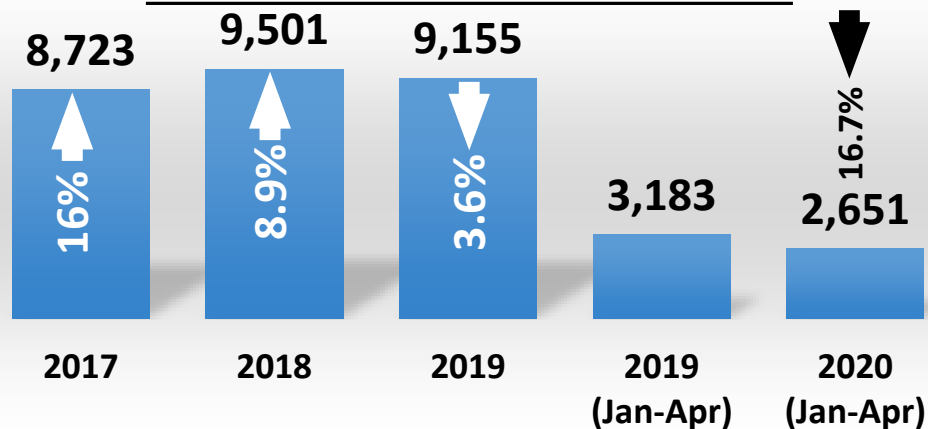
## Le Esportazioni Italiane in India



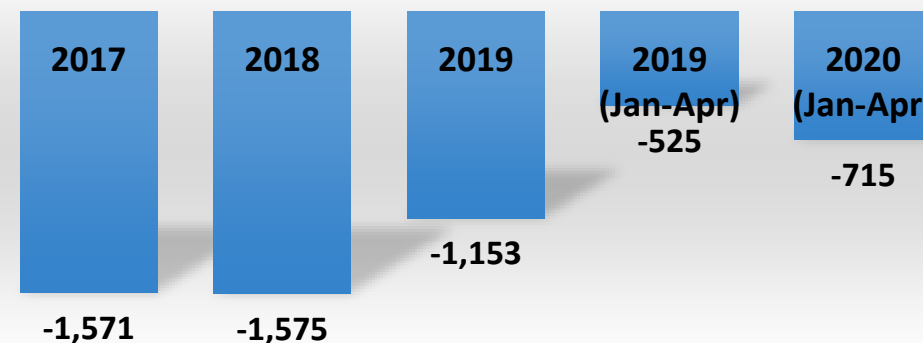
## Le Importazione Italiane dall'India



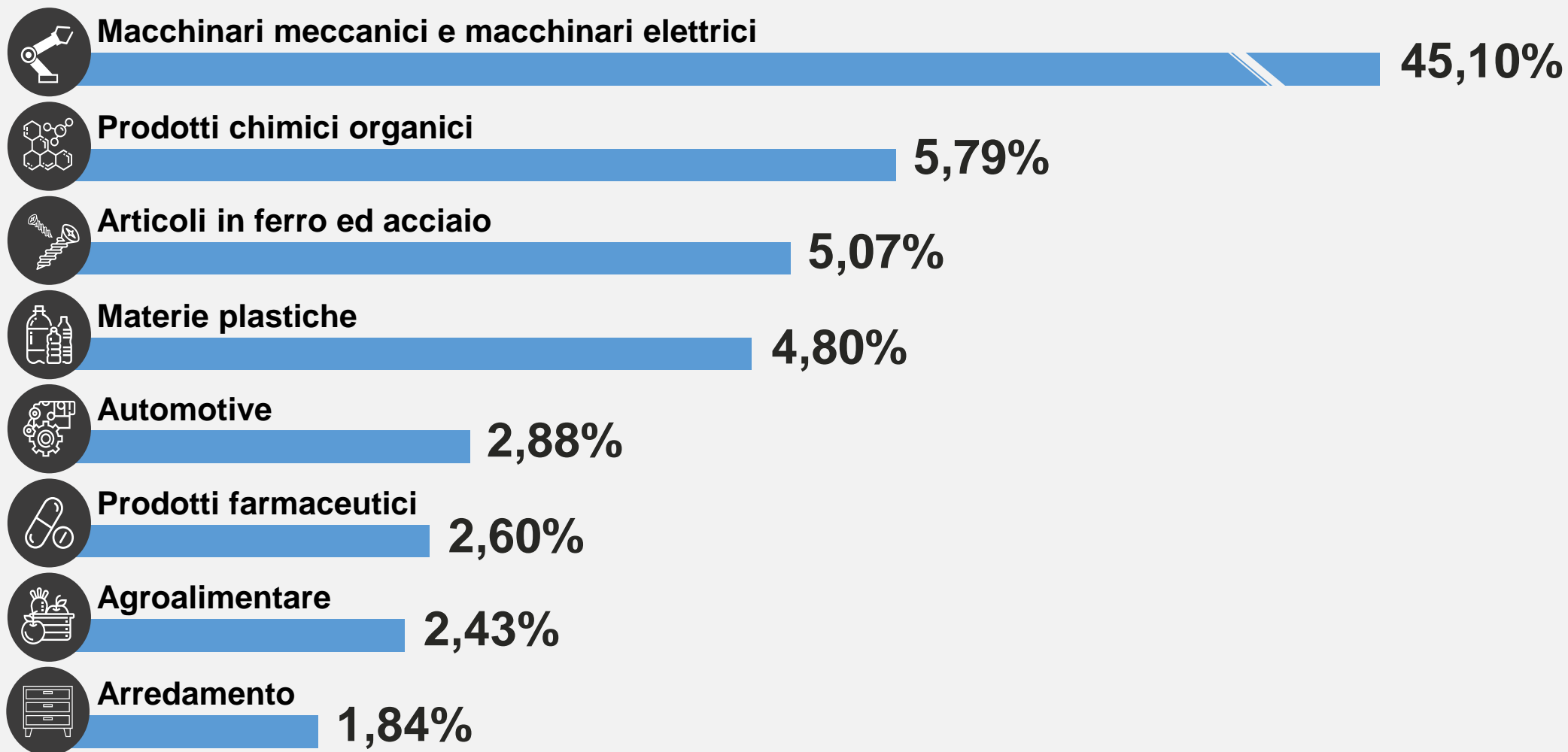
## L'Interscambio Totale Italia-India



## Saldi



## Settori nei quali l'Italia ha esportato di più nel 2019



## I SETTORI CON MAGGIORI OPPORTUNITÀ PER LE AZIENDE ITALIANE SONO



**MACCHINARI E  
MECCANICA  
STRUMENTALE**



**AGROALIMENTARE**



**LIFESTYLE**



**GREEN  
ECONOMY**



**INFRASTRUTTURE  
(Focus "Ferrovie")**

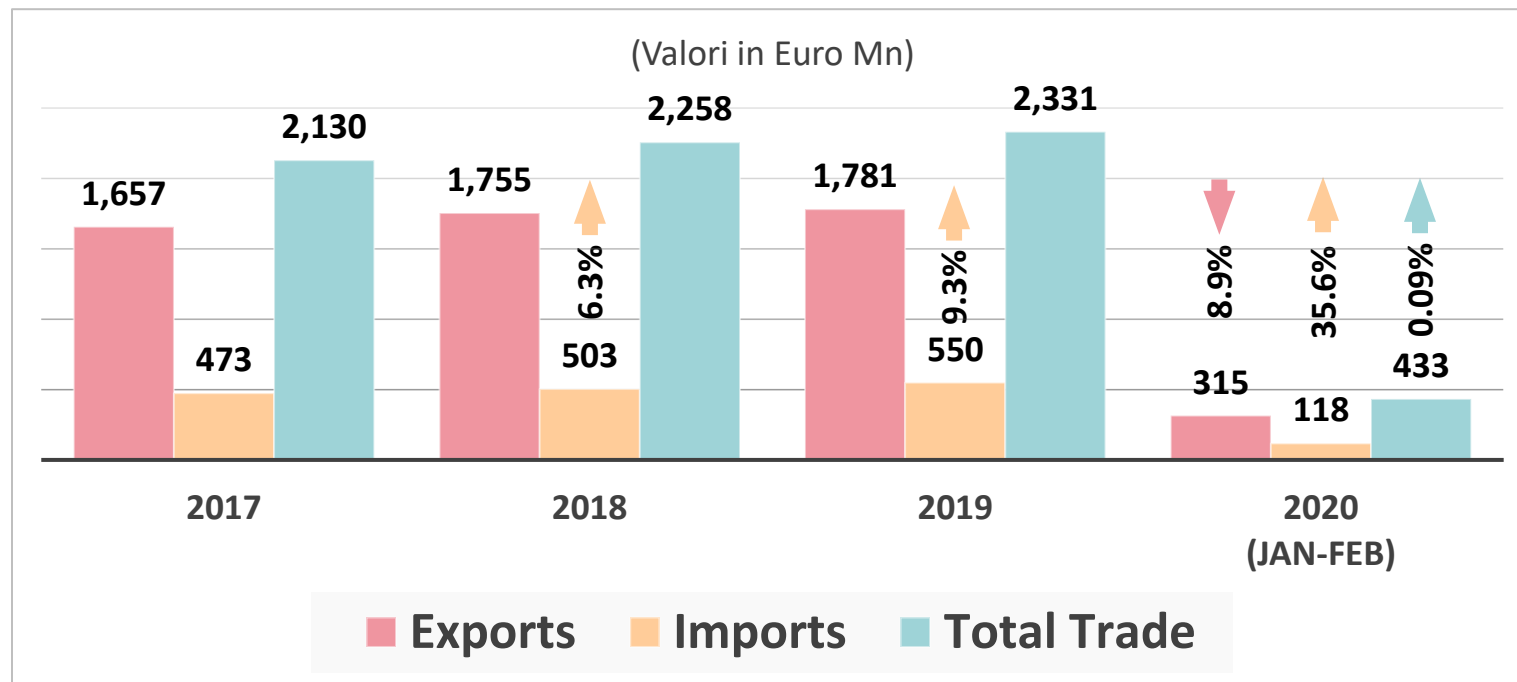


**PRODOTTI  
FARMACEUTICI E  
DISPOSITIVI  
MEDICALI**



**E-COMMERCE**

# MACCHINARI E MECCANICA STRUMENTALE



**Quota di mercato dei principali fornitori**

CLASSIFICA	PAESE FORNITORE	2019
1	China	35.51%
5	Germany	5.95%
10	Italy	2.09%
13	United Kingdom	1.60%
14	France	1.55%
15	Belgium	1.01%

Source: Ministry of Commerce & Industry, India

**'Make in India'** aims for contributing **25%** of the GDP from Manufacturing Sectors by 2025

**100% FDI Allowed** in Contract Manufacturing

Italy is **3<sup>rd</sup>** largest supplier for Textile & Agricultural Machinery and **4<sup>th</sup>** largest for the Plastic Machinery

**DUTIES EXEMPTED FROM 35 MACHINE PARTS**

India stands **8<sup>th</sup>** in consumption of machine tools in world

**SETTING-UP OF NATRiP** (automotive R&D centres)

## MACHINE TOOLS

Ranking	Country	2017	2018	2019
1	JAPAN	21.25	25.61	29.32
2	CHINA	17.89	16.79	18.05
3	GERMANY	15.88	10.18	10.82
6	ITALY	6.91	4.62	5.85

## AGRICULTURAL MACHINERY

Ranking	Country	2017	2018	2019
1	CHINA	51.4	50.88	58.56
2	JAPAN	4.99	9.52	9.23
3	ITALY	12.15	8.4	8.1
4	THAILAND	10.01	13	4.33

## TEXTILE MACHINERY

Ranking	Country	2017	2018	2019
1	CHINA	31.82	30.5	38.2
2	GERMANY	26.46	30.68	19.09
3	ITALY	10.23	6.03	7.95
4	SWITZERLAND	6.53	4.06	4.57

## PLASTIC MACHINERY

Ranking	Country	2017	2018	2019
1	CHINA	26.91	27.79	29.66
2	GERMANY	23.27	19.56	18.76
3	JAPAN	9.59	11.16	12.85
4	ITALY	8	6.5	5.9

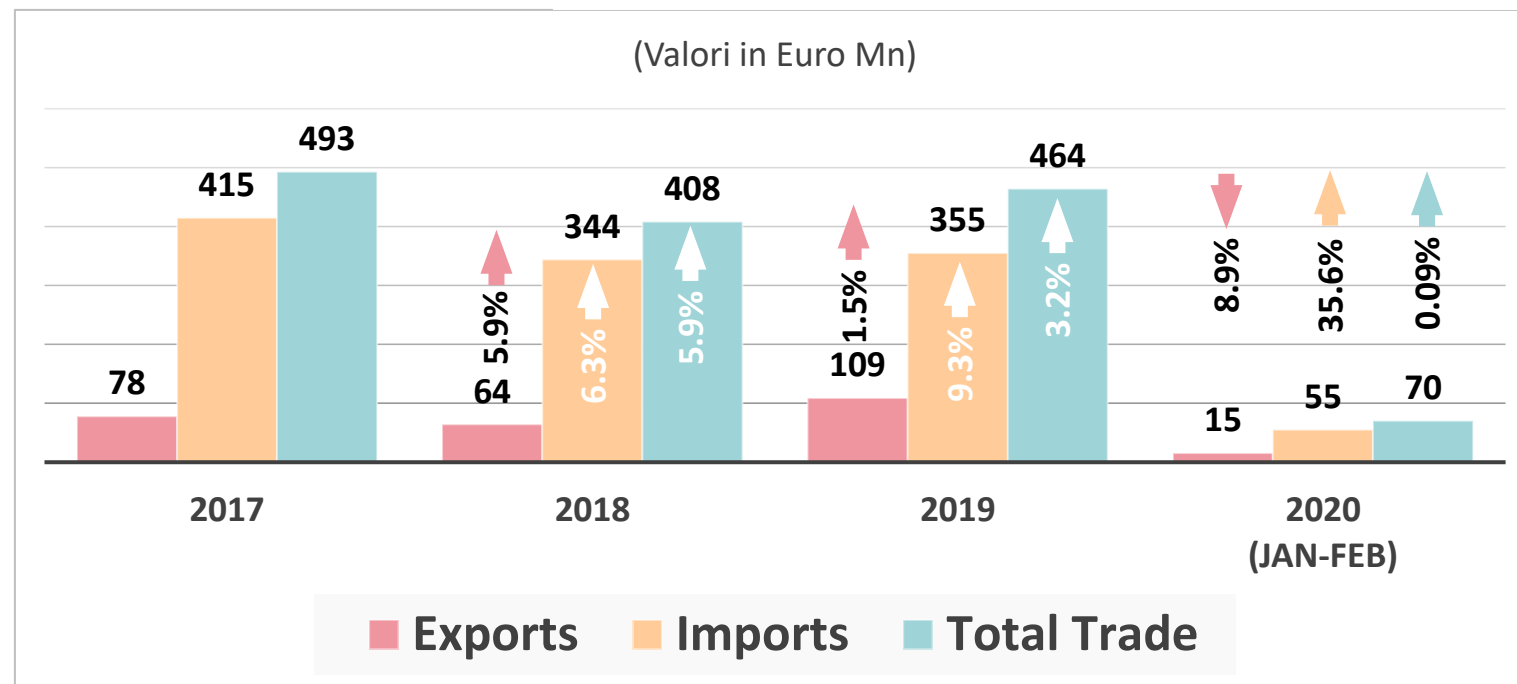
## CONSTRUCTION MACHINERY

Ranking	Country	2017	2018	2019
1	CHINA	38.91	36.88	37.33
2	SOUTH KOREA	11.47	16.09	9.79
3	JAPAN	7.12	8.04	9.07
8	ITALY	3.37	4.37	3.31

## JEWELLERY MACHINERY

Ranking	Country	2017	2018	2019
1	ITALY	20.6	25.05	53.91
2	CHINA	72.14	67.15	37.12
3	GERMANY	1.41	1.37	2.53
4	ISRAEL	1.67	1.05	1.51





Source: Ministry of Commerce & Industry, India

## Quota di mercato dei principali fornitori

CLASSIFICA	PAESE FORNITORE	2019
1	Indonesia	16.36%
5	United States	7.47%
16	Switzerland	1.19%
17	United Kingdom	1.09%
29	Netherlands	0.79%
31	Italy	0.67%

**6<sup>th</sup> largest Food & Grocery market in the world**

**Italy is the 2<sup>nd</sup> largest exporter of olive oils to India**

**3<sup>th</sup> largest Chocolate & 4<sup>th</sup> largest Wine Exporter to India**

**Italian confectioner Bauli opens 34Mn euro plant at Baramati**

**Ferrero aims 235Mn Euro investment & to double distribution network in India**

**Perfetti Van Melle to have 25% share in Indian confectionary market by 2022**

## COFFEE

Ranking	Country	2017	2018	2019
1	VIETNAM	62.39	71.66	52.67
2	KENYA	0.62	9.49	14.44
3	INDONESIA	9.77	4.56	13.24
<b>8</b>	<b>ITALY</b>	<b>0.33</b>	<b>0.48</b>	<b>0.37</b>

## OLIVE OIL

Ranking	Country	2017	2018	2019
1	SPAIN	77.81	83.62	78.2
<b>2</b>	<b>ITALY</b>	<b>19.47</b>	<b>13.48</b>	<b>17.95</b>
3	TURKEY	0.99	1.05	1.85
4	TUNISIA	0.18	0.29	0.78

## CHOCOLATE

Ranking	Country	2017	2018	2019
1	NETHERLANDS	15.22	14	15.69
2	SINGAPORE	8,57	11.93	15.15
<b>3</b>	<b>ITALY</b>	<b>16.9</b>	<b>11.77</b>	<b>13.51</b>
4	SWITZERLAND	8.3	12.86	12,49

## WINE

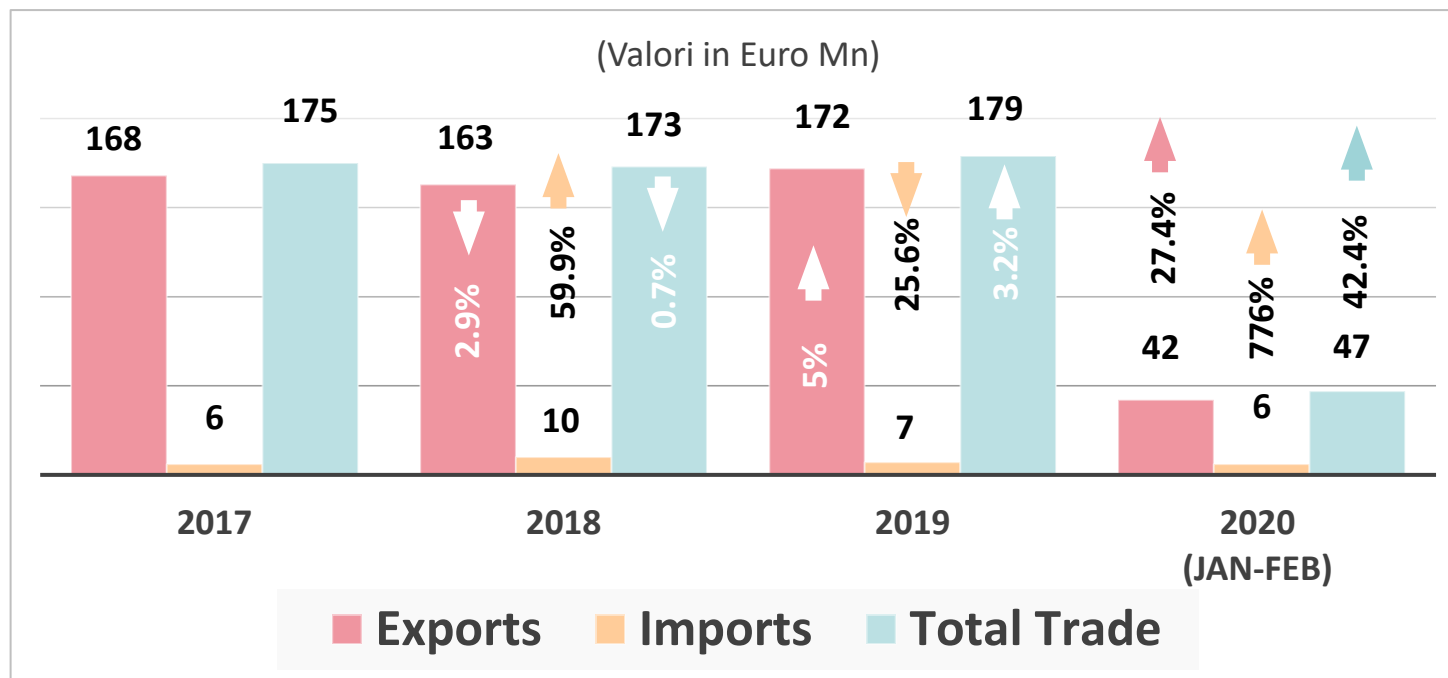
Ranking	Country	2017	2018	2019
1	SINGAPORE	4.46	20.39	24.16
2	AUSTRALIA	16.04	24	23.62
3	FRANCE	38.48	20.36	18.97
<b>4</b>	<b>ITALY</b>	<b>12.02</b>	<b>11.02</b>	<b>9.53</b>

## BAKERY PRODUCTS

Ranking	Country	2017	2018	2019
1	INDONESIA	10.59	19.73	29.6
2	BANGLADESH	23.04	27.73	28.75
3	MALAYSIA	29.86	23.41	21.42
<b>4</b>	<b>ITALY</b>	<b>2.78</b>	<b>4.68</b>	<b>2.73</b>

## PASTA

Ranking	Country	2017	2018	2019
1	NEPAL	40.71	37.07	40.35
<b>2</b>	<b>ITALY</b>	<b>36.13</b>	<b>34.85</b>	<b>26.34</b>
3	SOUTH KOREA	1.4	3.94	6.83
4	SINGAPORE	6.36	5.94	6.55



**Quota di mercato dei principali fornitori**

CLASSIFICA	PAESE FORNITORE	2019
1	China	26.96%
2	Germany	14.44%
3	Italy	10.39%
4	USA	8.59%
6	Belgium	3.57%
9	Netherlands	3.01%
14	France	1.63%

Source: Ministry of Commerce & Industry, India, HS Code: 8437/8438/8419/8417/8514/84224000/84223000

**ITALY**  
3<sup>rd</sup> largest supplier in this sector

6<sup>th</sup> Largest Food & Grocery Market

2<sup>nd</sup> in terms of global food production

18 Mega Food Parks already functional

39 Mega Food Parks To be set up under the new scheme

\$33 Bn investments by 2024

# LA QUOTA ITALIANA NEI SOTTO-SETTORI CHIAVE DEL FOOD PROCESSING

## FOOD TREATMENT MACHINERY

Ranking	Country	2017	2018	2019
1	CHINA	26.88	26.32	23.75
2	GERMANY	14	15.43	15.45
3	USA	10.38	9.36	11.38
<b>4</b>	<b>ITALY</b>	<b>6.71</b>	<b>8.23</b>	<b>9.49</b>

## INDUSTRIAL FURNACES & OVENS

Ranking	Country	2017	2018	2019
1	CHINA	35.26	37.64	41.47
2	GERMANY	11.85	10.67	12.97
3	USA	6.25	5.36	11.15
<b>4</b>	<b>ITALY</b>	<b>12.4</b>	<b>15.25</b>	<b>6.91</b>

## FOOD PACKAGING MACHINERY

Ranking	Country	2017	2018	2019
1	GERMANY	26.84	28.12	24.59
2	CHINA	14.45	14.09	19.26
<b>3</b>	<b>ITALY</b>	<b>20.63</b>	<b>17.39</b>	<b>14.87</b>
4	TAIWAN	5.46	5.13	6.06

## MILLING / SORTING MACHINERY

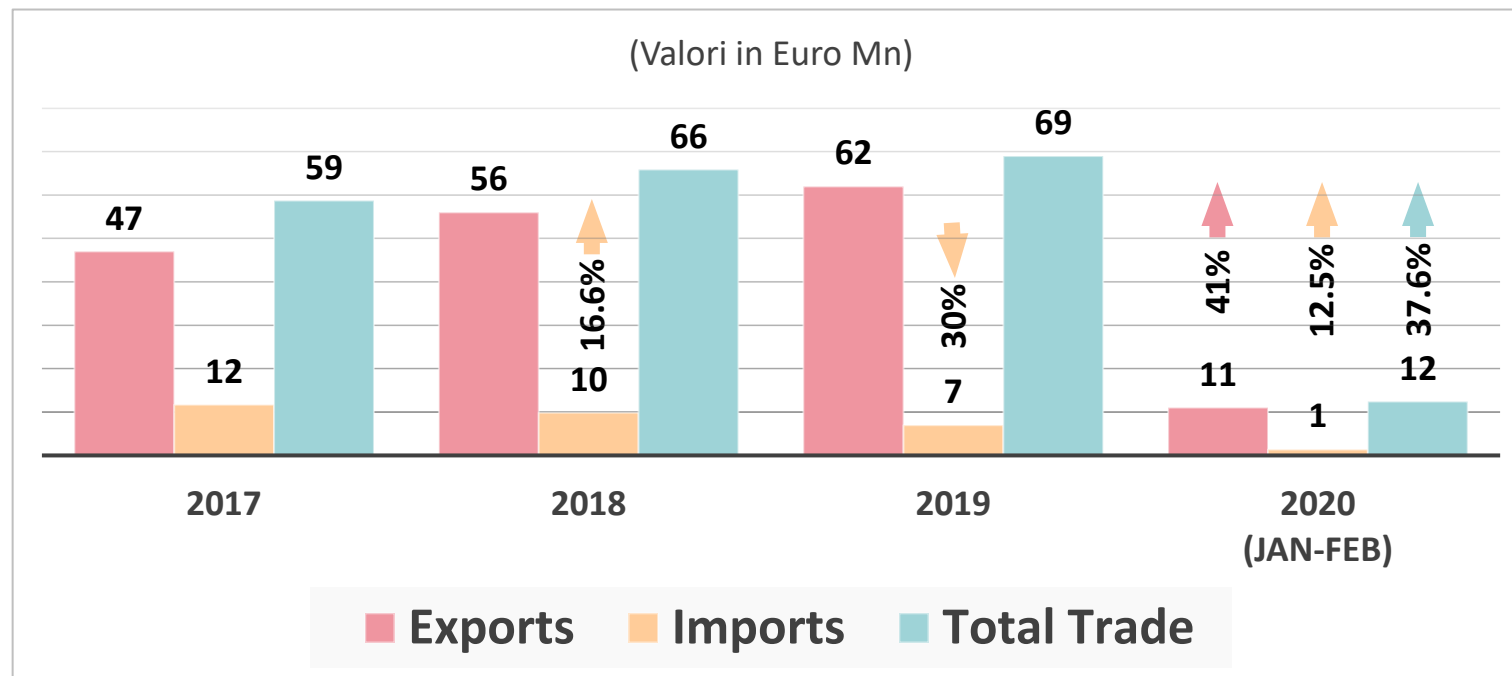
Ranking	Country	2017	2018	2019
1	CHINA	51.06	53.75	56.49
2	THAILAND	12.29	13.54	8.71
3	TURKEY	5.77	5.45	8.07
<b>14</b>	<b>ITALY</b>	<b>1.74</b>	<b>1.28</b>	<b>0.75</b>

## INDUSTRIAL FOOD PREPARATION MACHINERY

Ranking	Country	2017	2018	2019
1	CHINA	19.78	19.71	18.54
<b>2</b>	<b>ITALY</b>	<b>25.21</b>	<b>15.47</b>	<b>16.37</b>
3	USA	9.4	9.12	10.56
4	NETHERLAND	3.43	4.28	10.46

## HEATING EQUIPMENT

Ranking	Country	2017	2018	2019
1	CHINA	28.5	24.54	26.15
2	GERMANY	22.99	20.46	16.9
3	JAPAN	5.93	13.14	16.12
<b>4</b>	<b>ITALY</b>	<b>6.91</b>	<b>4.13</b>	<b>7.75</b>



Source: Ministry of Commerce & Industry, India

## Quota di mercato dei principali fornitori

CLASSIFICA	PAESE FORNITORE	2019
1	China	48.08%
2	Germany	6.39%
3	United States	5.95%
11	Italy	1.58%
12	France	1.19%
17	Netherlands	0.63%

**Enel Green Power awarded 190 MW of wind power in Gujarat in India**

**Enel Green Power wins tender for 420MW solar project in India**

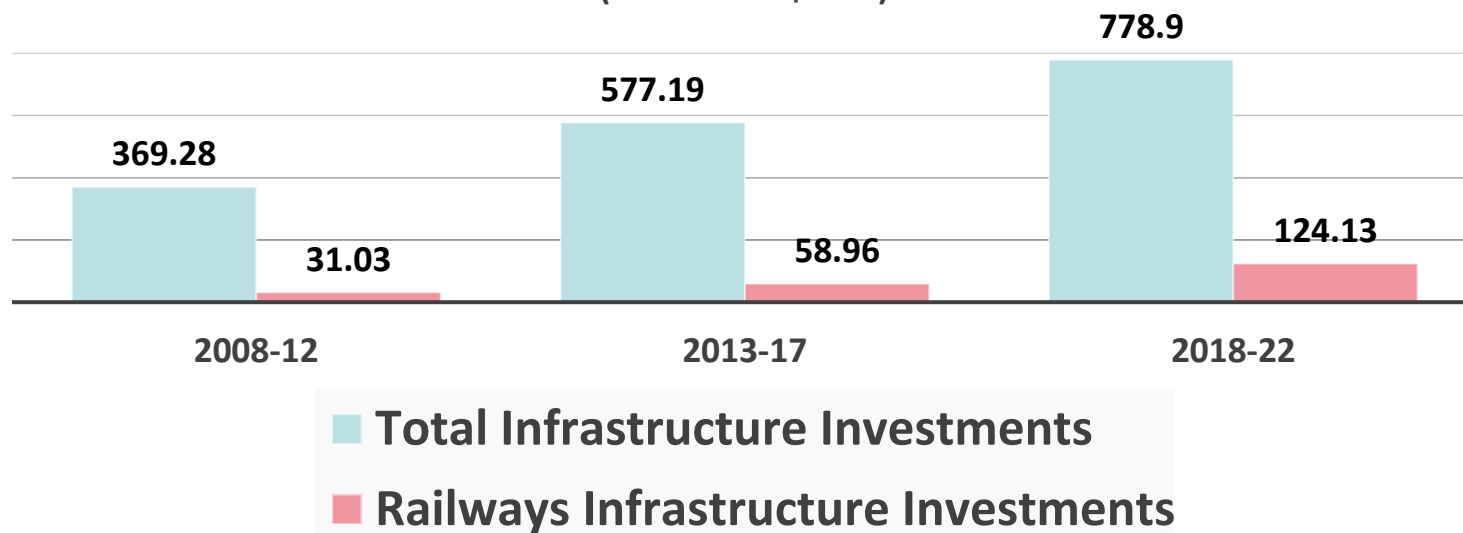
**To give an idea of the size of the renewable energy market, India adds each year by the same total installed capacity of that of Enel Green Power worldwide. (The first amongst the listed companies) - i.e 48000MW**

**The Tender is worth €200 Mn with the rights to supply energy for 25 years.**

**Easy Loans For Roof Top Solar Projects**

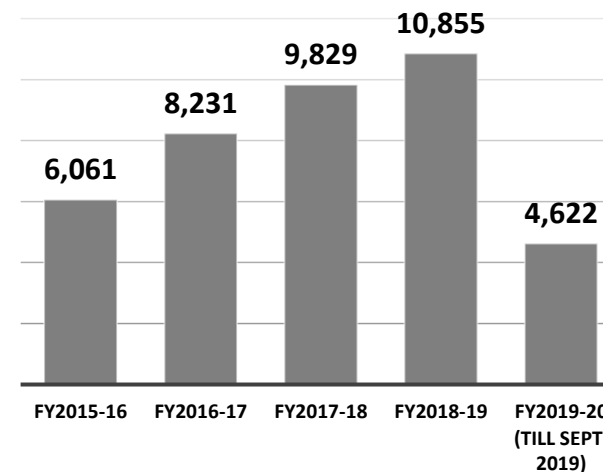
## Investimenti Indiani in infrastrutture

(Valori in US\$ Mld)



## Costruzione Autostrade In

India  
(in km)



Source: Ministry of Commerce & Industry, India

**10 Indian cities are working on metro railway projects worth \$7.7 Bn**

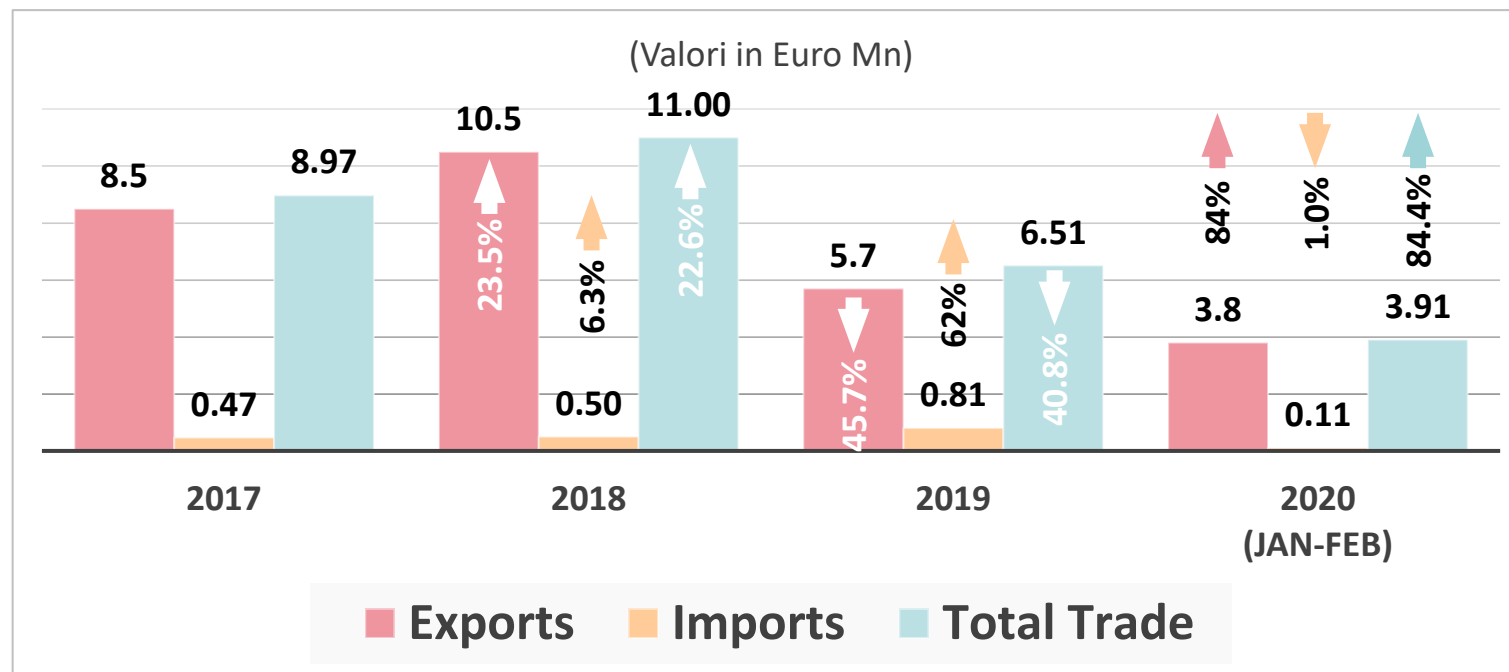
**10-year tax holiday to companies engaged in developing & operating ports**

**Smart Cities Mission aims to develop 100 cities with an investment of \$30 Bn**

**India plans to spend US\$ 1.4 trillion on infrastructure in the next five years**

**Italy's Atlantia manages parts of National Highways – NH44 & NH45 (in Tamil Nadu & Telengana)**

**Astaldi To Build The Versova – Bandra Sea Link Project in Mumbai. Total Value of the Project equals 780 Mn Euros**



Source: Ministry of Commerce & Industry, India

**Quota di mercato dei principali fornitori**

CLASSIFICA	PAESE FORNITORE	2019
1	China	37.36%
2	Germany	20.35%
3	United States	14.78%
7	Netherlands	1.42%
8	France	1.42%
12	Italy	1.17%

## Prossimi progetti delle ferrovie Indiane

- M-ticketing and E-ticketing
- Conversion of conventional trains to semi-high & high speed passenger trains.
- Setting up of a modern signaling equipment facility at Chandigarh
- Dedicated Freight Corridor – Eastern & Western: : Target of 10,000 km by 2027
- Invites private players to run 151 trains

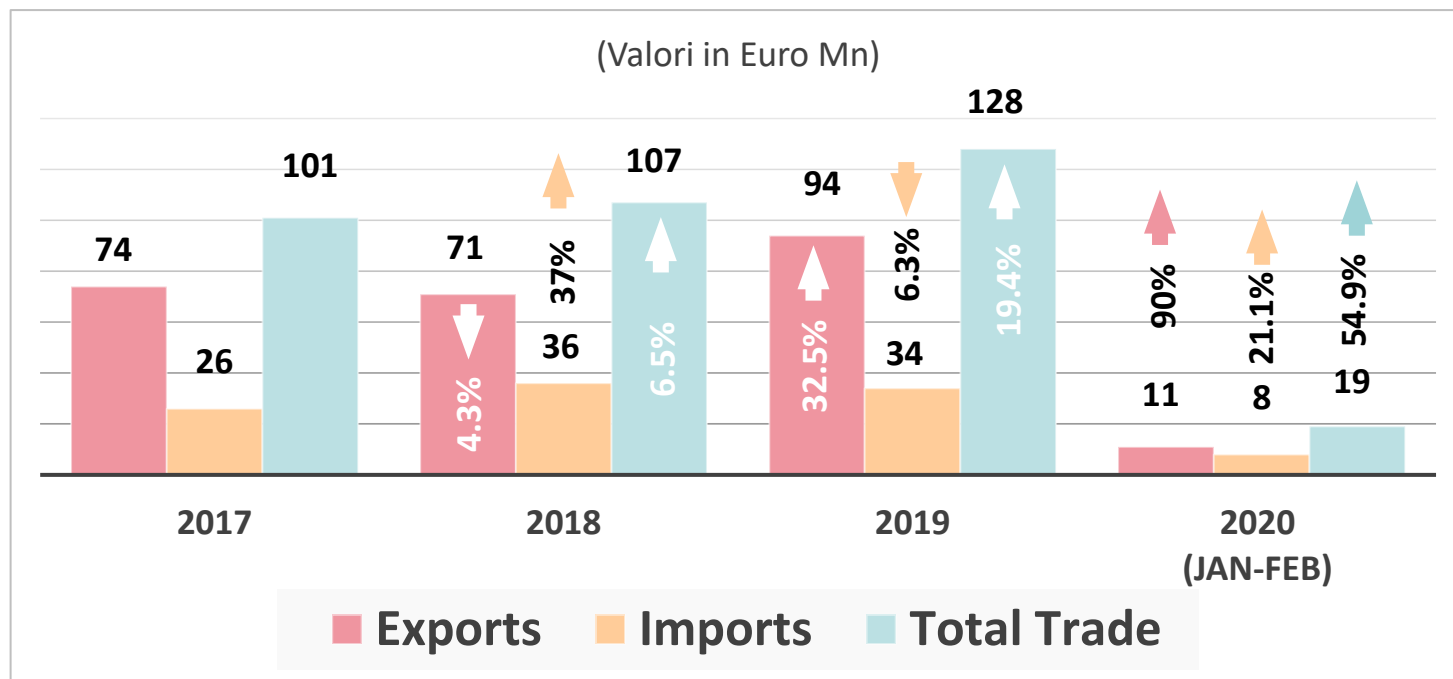
## Partecipazione Italiana nei progetti ferroviari Indiani

- The Anji-Khad Bridge Project
- Mumbai Metro Line 2B & 7
- Eastern Dedicated Freight Corridor
- Construction of the "Himalayan Tunnel"
- Delhi-Meerut Corridor Project
- Kanpur & Agra Metro's General Consultancy
- Training program for Indian Railways (IR) Officials
- High Speed Railway Corridor Pune-Mumbai-Ahmedabad

## Recenti Partecipazioni Italiana a Progetti Ferroviari Indiani

S.No.	NAME	DETAILS
1	<b>The Anji Khad Bridge Project</b>	<b>Italferr</b> was awarded the contract for designing and supervising the works to build the 750 m long Anji Khad Bridge, which has a central span of over 260 metres and is suspended over a gorge of over 200 m. running on the slopes of the Kashmir Valley to the Pakistani border.
2	<b>Mumbai Metro Line 2B &amp; 7</b>	As part of a consortium, <b>Italferr</b> will be assisting the Mumbai Metropolitan Region Development Authority (MMRDA), to develop two new metro lines in the Mumbai metropolitan region. The consortium will be working alongside MMRDA as a General consultant, with supervisory, control and project manager duties for all activities (design, construction and procurement).
3	<b>Eastern Dedicated Freight Corridor</b>	<b>Italferr</b> , being a part of a special purpose vehicle company of Indian Railways (for building new dedicated freight corridors) - have entered into a contract for the provision of "Quality & Safety Audit Consultancy Services for - Sahnewal-Khurja-Dadri Section Eastern dedicated Freight Corridor".
4	<b>Construction of the "Himalayan Tunnel"</b>	<b>The engineering company of the FS Italiane</b> Group has been awarded, in joint venture with Lombardi SA, a contract for the planning and management of the construction of the "Himalayan Tunnel", the first 12 km stretch (almost entirely in tunnel) of the Rishikesh - Karnaprayag railway line, in the State of Uttarakhand. The economic value of the contract is more than 5 million euros. The entire line (total length 125 km) runs parallel to the river bed of the Ganges at the foot of the Himalayan mountain system, and is characterised by a demand for religious tourism transport.
5	<b>Delhi-Meerut Corridor Project</b>	A consortium including <b>Italferr</b> was awarded a General Consultancy contract by Delhi government for the Delhi-Meerut Corridor Project that will have a total length of 82 km and will include a total of 24 stations (of which 16 will belong to the RRTS - Regional Rapid Transport System line) and of which 6 will provide a modal interconnection with the Metro line and 2 depots. Approximately 65 km of the total 82 km of the line will be raised above the ground, approximately 14 km will be below ground, and approximately 3 km will be at ground level. This Regional Rapid Transit programme that will bring a 180 km/h railway service into the city with the aim of connecting a region that has 48 million inhabitants.
6	<b>Kanpur &amp; Agra Metro's General Consultancy</b>	<b>Italferr</b> S.P.A as a part of JV with a Spanish company won the General Consultant (GC) contract to assist Uttar Pradesh Metro Rail Corporation (UPMRC) with the execution of the 32.385 km Kanpur Metro and 29.40 km Agra Metro's phase 1 projects.
7	<b>Training program for Indian Railways (IR) Officials</b>	<b>Italferr</b> provided Technical Assistance to 72 Indian Railways Officials for Skill Transfer and Training Program on modules such as - Rail Technologies, Energy and Electric Traction systems, Infrastructure, Freight and Passenger Operation Strategies of the Railway System, through a Study Tour in Italy, involving middle and senior management officials selected by Indian Railways.
8	<b>High Speed Railway Corridor Pune-Mumbai-Ahmedabad</b>	<b>Italferr</b> , amongst other companies, was appointed as a consultant to conduct a feasibility study on the functional and technical specification and standards for the future Indian High Speed Rali (HSR) Network System Pune - Mumbai-Ahmedabad for the following specifications. (A train running speed of 350 km/h, Design Speed of 350 km/h, Line electrified and equipped with ERTM 2 bi-directional signalling).





**Quota di mercato dei principali fornitori**

CLASSIFICA	PAESE FORNITORE	2019
1	USA	13.15%
2	Belgium	12.56%
4	Germany	9.72%
5	China	7.95%
6	France	6.05%
7	Italy	4.5%
8	Netherlands	4.46%

Source: Ministry of Commerce & Industry, India, HS Code: 30

**Imports**  
about **70%** of  
**API**  
requirement

**3rd largest**  
pharma  
industry  
(By volume) &  
**71% share of**  
**Generic Drugs**

**62%**  
of global  
demand for  
**vaccines**

Italy is the largest  
supplier of UV &  
Infrared Ray  
Apparatus & 8<sup>th</sup>  
largest for Ultrasonic  
Scanning Apparatus  
to India

**Pharma**  
**Vision 2020**  
(making India an  
end-to-end drug  
discovery and  
innovation  
destination)

**Key market**  
for **Medical**  
**Devices and**  
**Diagnostics**

# LA QUOTA ITALIANA NEI SOTTO-SETTORI CHIAVE DEL PRODOTTI FARMACEUTICI E DISPOSITIVI MEDICALI

## MEDICAL PRODUCTS

Ranking	Country	2017	2018	2019
1	SWITZERLAND	8.4	17.15	16.43
2	USA	16.72	16.38	13.72
3	GERMANY	14.45	12.87	12.92
<b>8</b>	<b>ITALY</b>	<b>7.08</b>	<b>4.96</b>	<b>4</b>

## ULTRAVIOLET OR INFRARED RAY APPARATUS

Ranking	Country	2017	2018	2019
<b>1</b>	<b>ITALY</b>	<b>9.19</b>	<b>1.14</b>	<b>45.04</b>
2	USA	49.39	67.5	37.34
3	FRANCE	0.38	0.64	3.25
4	BULGARIA	0	0	2.57

## IMMUNOLOGICAL PRODUCTS

Ranking	Country	2017	2018	2019
1	BELGIUM	7.58	16.59	16.3
2	USA	18.19	13.54	13.3
3	FRANCE	11.93	12.93	11.8
<b>7</b>	<b>ITALY</b>	<b>1.35</b>	<b>3.76</b>	<b>6.2</b>

## MEDICAL EXTRACTS & SALTS

Ranking	Country	2017	2018	2019
1	CHINA	89.93	84.27	79.57
2	USA	1.23	7.81	14.7
3	BELGIUM	0.86	5.04	4
<b>4</b>	<b>ITALY</b>	<b>1.49</b>	<b>2.03</b>	<b>0.93</b>

## ULTRASONIC SCANNING APPARATUS

Ranking	Country	2017	2018	2019
1	CHINA	28.64	22.67	21.94
2	SOUTH KOREA	22.14	20.86	20.82
3	USA	20.39	19.96	17.94
<b>8</b>	<b>ITALY</b>	<b>3.74</b>	<b>3.12</b>	<b>2.98</b>

## BANDAGES & ARTICLES

Ranking	Country	2017	2018	2019
1	USA	24.66	23.63	22.61
2	UK	11.29	10.02	13.31
3	NORWAY	12.41	14.22	12.69
<b>13</b>	<b>ITALY</b>	<b>0.3</b>	<b>0.43</b>	<b>0.95</b>

# PRESENTAZIONE PROGETTO ECOMMERCE IN INDIA COLLABORAZIONE AGENZIA ICE - FLIPKART

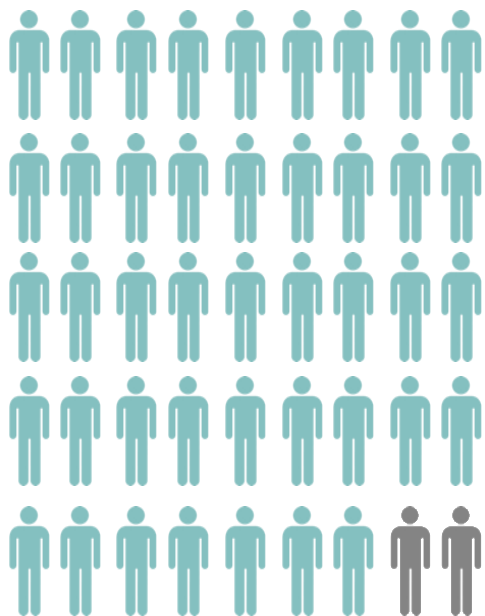


**Flipkart**



# Dimensioni del mercato

## Numero di Utenti

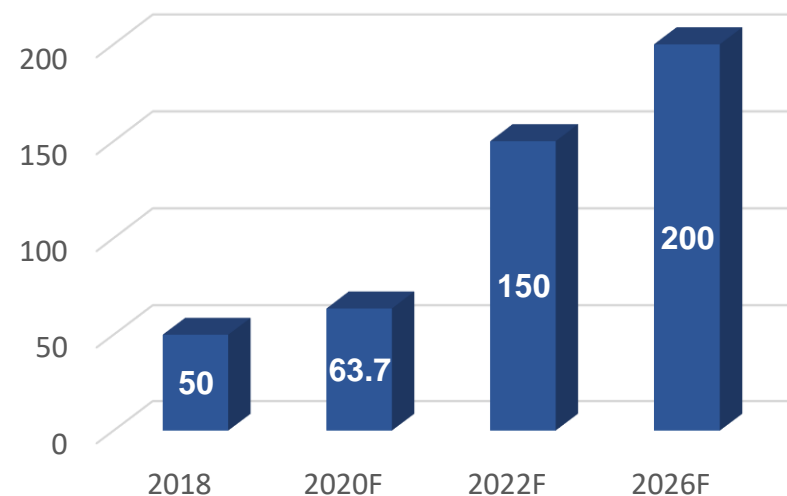


**665 milioni**  
**Utenti Internet**  
835 milioni previsti nel  
2023

**80%**  
**Mobile**

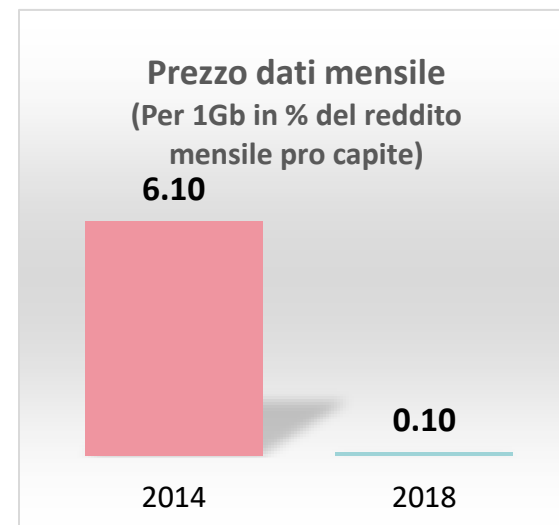
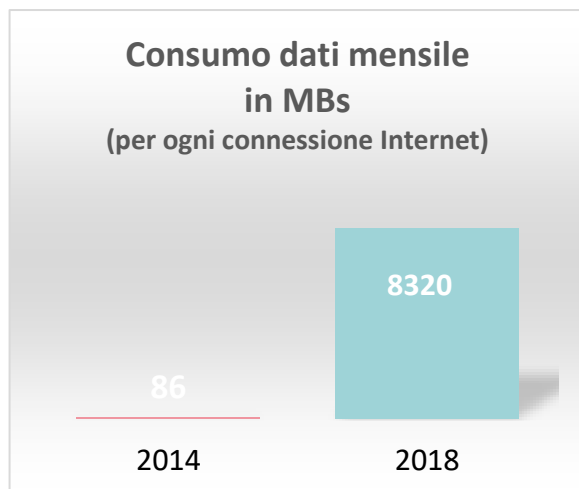
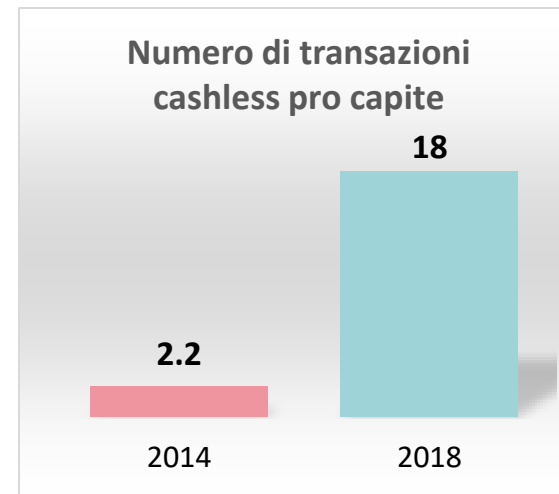
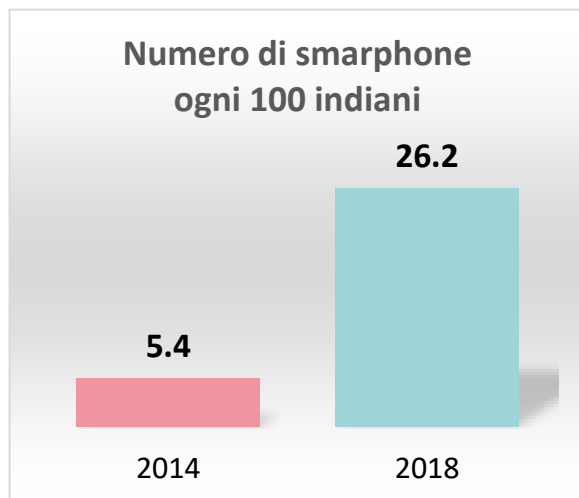
## Mercato e-commerce India

Valori in miliardi di Dollari



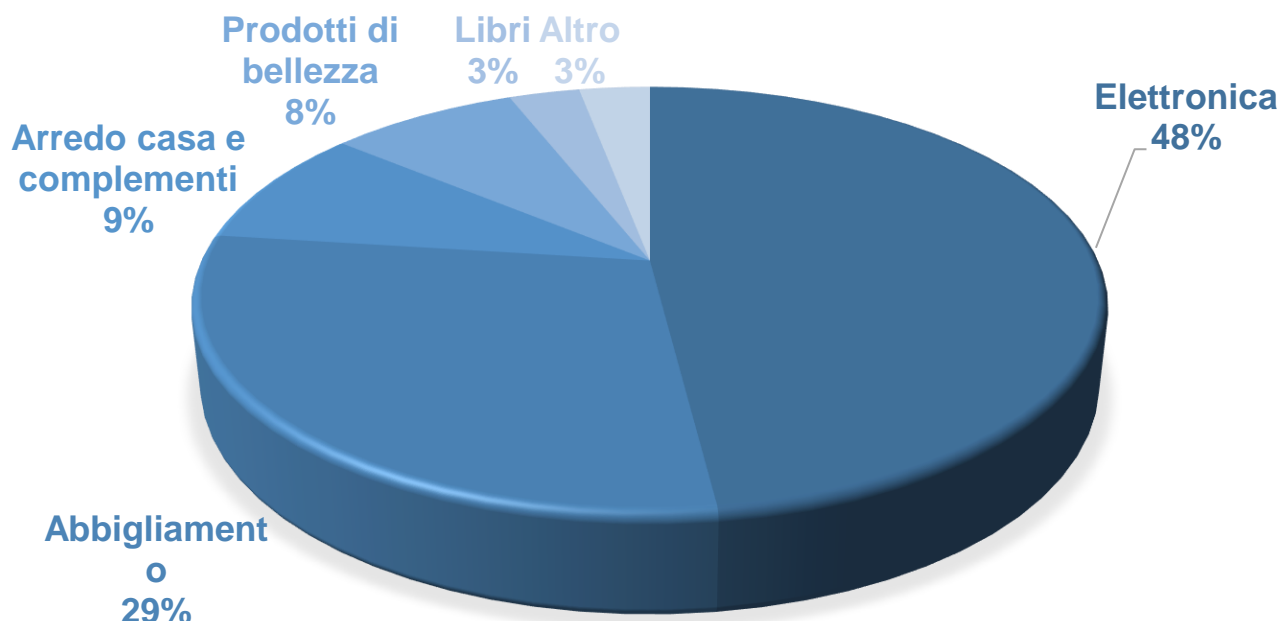
**Secondo mercato mondiale e-commerce nel  
2034 (dietro a Cina e davanti agli USA)**

# Key Data



# Segmentazione del mercato

## Vendite online 2019



**Maggiori transazioni** online nelle principali città (Bangalore, Mumbai e New Delhi)  
**Maggiori prospettive** di crescita nelle città meno importanti (Tier II e III), ma con la presenza di consumatori con grandi aspirazioni e minori possibilità di accesso ai brand di tendenza



Quota di mercato online in crescita rispetto al mercato tradizionale. **25%** nel 2019, previsto al **37%** entro il 2030



**Spesa media** per consumatore nel **2019** di **183,14** dollari, prevista in crescita a **359,67** dollari entro il **2030**



Fascia d'età **15-34 anni** maggiori consumatori ed acquirenti online

# Il progetto in breve



**ITALIANMALL**  
MADE IN ITALY STORE

Agenzia ICE ha elaborato il progetto di collaborazione con Flipkart Internet Private Limited, proprietaria dell'omonimo marketplace, allo scopo di favorire la presenza delle aziende italiane nei canali del commercio online in India



## ITALIAN MALL

Marketplace ufficiale di Agenzia ICE dedicato al *Made in Italy*, ospitato sul portale Flipkart.com



## INTERNATIONAL LOUNGE

Sezione del marketplace dedicata alle aziende internazionali, che ospiterà anche *l'Italian Mall*



## STORYTELLING & BRANDING

Storytelling per i settori focus del progetto con la supervisione di professionisti locali della comunicazione e possibilità di campagne marketing aggiuntive sul brand



## MARKETING

Lancio di campagne di *digital advertising* nel marketplace altamente profilate e mirate al consumatore indiano; campagne promozionali su riviste specializzate e *lifestyle* per la promozione del *Made in Italy* e *dell'Italian Mall*



## VENDITA

Canale di vendita, attraverso l'individuazione di un importatore, con i consumatori indiani che verranno indirizzati verso *l'Italian Mall* con le digital campaign

# REQUISITI

L'accesso avviene sulla base di requisiti di partecipazione studiati per selezionare le **aziende produttive di prodotti Made in Italy** in grado di sostenere la sfida del mercato digitale indiano

-  **PRODOTTI AMMESSI**  
I prodotti devono rientrare nelle categorie ammesse (*positive list*)
-  **PERSONALE DEDICATO**  
Avere almeno una risorsa umana dedicata al progetto
-  **MADE IN ITALY**  
Aziende produttive con sede legale e stabilimenti produttivi in Italia, con prodotti conformi alla normativa Made in Italy
-  **SPEDIZIONI GARANTITE**  
Garantire le spedizioni verso l'India entro i termini stabiliti dagli standard Flipkart e/o secondo quanto previsto dai singoli accordi con i propri importatori





# CATEGORIE INCLUSE

**PELLETTERIA**



**DESIGN E COMPLEMENTI  
D'ARREDO**



**MODA**



**AGROALIMENTARE**



**GIOIELLERIA**



**OCCHIALERIA**



**ARTICOLI PER LA CASA**



**CURA DELLA PERSONA**



## SERVIZI COMPRESI NEL PROGETTO

Le aziende aderenti usufruiscono di servizi di assistenza da parte della rete di uffici in India dell'Agencia ICE



### RICERCA IMPORTATORE

Ove l'azienda ne fosse priva, il progetto prevede l'Assistenza da parte degli uffici ICE per la ricerca di importatori locali. Come previsto dalla normativa indiana in materia di commercio elettronico, solo l'importatore locale potrà aprire e gestire l'account aziendale nel marketplace



### VETRINA PRODOTTI

Attraverso il proprio importatore, creazione del profilo e della vetrina virtuale sul marketplace *Italian Mall*, con una gestione illimitata di prodotti



### MEDIAZIONE CULTURALE

Assicurato dalla collaborazione tra Agenzia ICE, importatori e team Flipkart per assicurare l'aderenza del prodotto e del suo Prezzo al modello culturale, alla stagionalità e ai *trend* di consumo indiani



### CATALOGAZIONE PRODOTTI

Spese finanziate da Agenzia ICE, da realizzarsi con il supporto dell'importatore e conformemente agli standard Flipkart



### CAMPAGNE PROMOZIONALI E STORYTELLING

Campagne di comunicazione altamente profilate all'interno di Flipkart per l'intero periodo di attività (12 mesi), campagne pubblicitarie sulle riviste specializzate nei settori focus nel progetto e sulle riviste lifestyle e storytelling sul Made in Italy, all'interno *dell'Italian Mall*, totalmente finanziate da Agenzia ICE

## MODALITA' E CONDIZIONI DI PARTECIPAZIONE

Il progetto è stato concordato come un unicum di formazione e promozione a favore delle aziende interessate e azzerato nei suoi costi di accesso grazie agli investimenti previsti per l'e-commerce nel Piano Straordinario per la promozione del Made in Italy e all'accordo con Flipkart

- Invio domanda di partecipazione
- Ricezione comunicazione di ammissione al progetto da Agenzia ICE
- Finalizzazione accordo con importatore
- Apertura account su Flipkart
- Selezione e catalogazione prodotti da vendere sul marketplace
- Inizio vendite online

**La partecipazione  
all'iniziativa non prevede  
costi di accesso e di  
apertura dell'account**



ITALIAN TRADE AGENCY

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**PROMOZIONE SUI MARKETPLACE**  
**Progetto di collaborazione Agenzia ICE - Flipkart**  
**[www.ice.it/flipkart](http://www.ice.it/flipkart)**

**CONTATTI IN INDIA**

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**GRAZIE!**

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**Trade Commissioner: Alessandro Liberatori**  
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