



Bern Office
March, 13th, 2026

ITA – ITALIAN TRADE AGENCY
Bern Office
Expression of interest for FDI Analyst position

The Italian Trade Agency

The Italian Trade Agency (ITA) is the government body responsible for supporting the commercial development of Italian companies abroad and promoting foreign investment in Italy. In addition to its headquarters in Rome, ITA operates globally through an extensive network of offices located within Italian embassies and consulates, collaborating with local authorities and the business community. With a modern and dynamic structure, ITA provides information, assistance, consulting, promotion, and training services, particularly for Italian small and medium-sized enterprises.

Through its Foreign Direct Investment (FDI) Unit, ITA promotes the establishment and development of foreign companies in Italy by:

- Promoting investment opportunities;
- Assisting foreign investors in establishing, expanding, and consolidating their business operations, supporting them throughout the entire investment lifecycle;
- Providing specialized consulting services for strategic investments.

Role Overview

The position is designed to support efforts to attract direct investment from Switzerland to Italy, promote awareness of the Italian economic and regulatory environment, and assist foreign-owned companies interested in developing or relocating their production activities to Italy.

The position involves a one-year contract, with the possibility of extension subject to approval by ITA.

Main responsibilities

Under the supervision of the Director of the ITA Office in Bern and the Rome Headquarters, the successful candidate will support the Office's activities by performing the following duties.

Certificate N. 38152/19/S
ISO 9001 / UNI EN ISO 9001:2015



Lead Generation

- Identify, contact, and develop potential investment projects.
- Identify companies with potential interest in greenfield investments, expansions, mergers, and acquisitions in Italy.
- Generate and qualify leads through networking, referrals, event participation, and direct communications.
- Manage follow-up activities using a systematic approach, ensuring the maintenance and development of relationships with potential investors.

Investor Engagement and Support for Promotional Activities

- Manage relationships with potential and existing investors.
- Assist in the preparation of institutional presentations and promotional materials.
- Collaborate on the development and implementation of marketing campaigns, including institutional and business missions in Italy.
- Conduct industry analysis, competitive benchmarking, and market intelligence.
- Prepare executive reports on promotional activities and contact development.

Marketing and Outreach

- Collaborate with the ITA Office in Bern, the FDI Unit at Headquarters, and local institutions and businesses.
- Implement communication and promotional strategies in the region, including organizing events, public relations activities, and digital campaigns.
- Identify relevant conferences, trade shows, and opportunities for institutional engagement throughout Switzerland.

Operational Responsibilities

- Plan and participate in meetings with companies and organizations in Switzerland and Italy.
- Conduct research and collect data on target industrial sectors.
- Support ITA staff and institutional partners during missions and meetings aimed at promoting investment in Italy.
- Collaborate on promotional initiatives organized by the ITA Office in Bern.
- Manage follow-up on inquiries from potential investors.
- Assist the ITA Office in Bern in managing requests for investments and/or industrial partnerships within Switzerland.
- Develop and maintain relationships with investors through meetings, telephone calls, digital communications, or other methods identified by ITA.
- Identify and propose events, conferences, seminars, and opportunities for institutional participation.



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- Organize promotional events in accordance with the annual activity plan.
- Maintain systematic records of activities carried out and share them periodically with the Investment Coordination Unit at Headquarters.
- Update and maintain databases and CRM tools related to corporate contacts.
- Prepare structured quarterly reports, biweekly operational updates, and a final mandate report.

Qualifications and Skills

- Bachelor's degree in Economics, Finance, Political Science, or a related field.
- Professional experience in investment banking, export management, and/or investment promotion, gained in the public and/or private sector.
- Proven experience in generating leads and managing investor relations.
- In-depth knowledge of Foreign Direct Investment (FDI) dynamics and the Swiss economic and financial landscape.
- Good knowledge of the Italian industrial system.
- Excellent communication and analytical skills.
- Excellent command of Italian and English. Knowledge of German is a plus.
- Proficiency in IT tools and major financial and industrial databases.
- Good knowledge of professional social media.
- Strong organizational skills, ability to manage priorities, and operational flexibility.

Work Location

Headquarters: Zurich, with a willingness to travel to the Bern office approximately four days a month.

Work Hours

40 hours per week, in accordance with applicable regulations and the Agency's internal policies.

Duration and Compensation

A fixed-term contract with a duration of twelve (12) months is offered, subject to possible renewal pending approval by ITA.

Compensation, including any additional benefits, will be determined based on professional experience and subject to a successful outcome of the selection process.

Mandatory requirements for application

- Master's degree in Economics, Finance, Marketing, Political Science, or an equivalent degree. A postgraduate master's degree is preferred.
- Valid work permit for Switzerland and tax residency in Switzerland.
- Valid ID card or passport.





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- No criminal convictions or pending criminal proceedings.
- Excellent written and oral proficiency in Italian and English.
- Good knowledge of IT tools and the Microsoft Office suite.
- At least three years of professional experience in similar fields is preferred.

Only candidates who meet all the listed requirements will be considered.

Application Process

Applications must be sent exclusively to the following email address: selezione.berna@ice.it

Attn: Director Samuele Porsia

Subject: "FDI Analyst Position – ITA Office in Bern"

Required Documentation

- Updated resume (in Italian or English)
- Copies of academic credentials
- Copy of a valid ID
- Form 1, completed and signed
- Any language proficiency certificates
- Additional documentation relevant to the professional evaluation

Application Deadline and Selection Process

The deadline for submitting applications is **April 10, 2026, at 4:00pm**. Applications received after the deadline will not be considered. Candidates selected for the interview process will be contacted within 30 days of the deadline. The interview will be conducted in Italian and English and will include an assessment of technical skills and aptitude.

Evaluation Criteria

The interview will be designed to assess:

- Skills in attracting investment;
- Organizational skills in promotional contexts;
- Market intelligence skills;
- Communication, analytical, and interpersonal skills.

Notices

This procedure may be suspended or canceled at any time for reasons of public interest, without creating any obligations toward the candidates. ITA adheres to the principles of transparency, fairness, and equal opportunity, without discrimination of any kind.





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The ITA Code of Conduct is available at the following link:

https://ww2.gazzettaamministrativa.it/opencms/opencms/_gazzetta_amministrativa/amministrazione_trasparente/agenzie_enti_stato/agenzia_ICE/010_dis_gen/020_att_gen/2014/Documenti_1389874530679/

ITA applies the principles of non-discrimination and equal opportunity within its employment policies. In particular, discrimination based on age, gender, sexual orientation, marital status, disability, skin color, race, religion, or country of origin is not permitted at any stage of the employment relationship, including, by way of example and without limitation, the selection, hiring, training, professional development, and career advancement processes.

Without prejudice to the possession of the required qualifications in terms of educational background, skills, technical qualifications, and professional experience, the determining criterion for selection will be the candidate's proven ability to perform the assigned duties in accordance with the established terms of service.

Equal opportunities are guaranteed to all staff, in accordance with the principles of merit, professionalism, and competence.

Samuele Porsia

Director - ITA Bern

Attachment:

- Annex 1 – Self Declaration

