



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Office of the Italian Embassy

Ufficio ICE di Baku

İtalyan Müəssisələrinin Təşviqi və Beynəlmilləşdirilməsi Təşkilatı
İtaliya Səfirliyi Əlaqələrinin İnkişafı Üzrə Departament

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WRITTEN EXAM N.1 (TOPICS)

A - CURRENT ECONOMIC EVENTS (AZERBAIJAN).

Economic trends, Azerbaijan import and export (volume and main partners), Azerbaijan economic structure, commercial relation between Italy and Azerbaijan.

B - ITALIAN PROMOTION: MAIN ACTORS CHARACTERISTICS, ROLE AND ACTIVITY.

Pact for Export (https://www.esteri.it/mae/en/politica_estera/diplomaziaeconomica/patto-per-l-export.html).

- Ministry of Foreign Affairs and International Cooperation - <https://www.esteri.it/mae/en> ;
- ICE-Italian Trade Agency - <https://www.ice.it/en/> ;
- CDP (SACE – SIMEST) - <https://www.sacesimest.it/en/homepage>

C - INTERNATIONAL MARKETING AND TRADE:

1 - How to choose a target market:

(a) Collecting informations (what and where):

- internal information and market research;
- external informations: Italian sources (ICE-SACE-ISTAT, Embassies, Chambers of Commerce ecc), International organization (UN, OECD, World Bank, IMF).

(b) Relevant informations:

- characteristics of the market;
- macroeconomics indicators (GDP, FDI, balance of trade etc);
- cost of doing business: Doing Business ranking (World Bank); Global Competitiveness Index (Wef); Economic Freedom (Heritage Foundation);
- tariffs and non tariffs barriers (custom duties and other taxes; quota and restriction to import ecc);
- risk of doing business (Country Risk) (<https://www.sacesimest.it/mappe#/mappe/export-map>);
- logistic and transports;
- government plans and projects etc.

2 - How to enter a new market:

- direct sales: importer; distributors; end user (e-commerce, sales network);
- indirect sales: agents, dealers, brokers, export merchant; trading companies;
- permanent presence: representative office, subsidiary company, joint venture; double taxation agreements; financial support (SACE, Simest).

3 – contractual and technical topics:

- terms of delivery: Incoterms;
- transport: type of transport and relevant documents;
- terms of payments: form of international payments, characteristics (cash, bank transfer, Bill of Exchange/Promissory note, Document Against Payment, Document against Acceptance, Letter of Credit);