italy trade hub
ESPORTIAMO LE ECCELLENZE ITALIANE

ITALY / EUROPEAN UNION

Italian excellence. New connections. New markets.

Sales intelligence, scouting and business development for B2B companies and supply chains.



PRODUCTS / SERVICES / SUPPLY CHAINS

- Industry and technology
- Food, beauty and lifestyle
- Businesses and professional channels

PRODUCT ORIGIN AND QUALITY

D.O.C. · D.O.C.G. · I.G.T.

01 / WHO WE ARE

Technology, data. Business development.

ItalyTradeHub is Dimensione Web's brand dedicated to partner research and business relationship development in Italy and abroad.

We help manufacturers and B2B companies define their addressable market, map distribution channels and qualify potential partners. We combine data analysis, scouting and direct contact in an operational programme agreed with the sales team.

01

B2B DATABASES

Companies and contacts selected against the Ideal Customer Profile. A structured foundation for your sales team.

- ACCOUNT
- ROLE
- SOURCE

02

TRADE CONNECT

Market-entry strategy, partner research, outreach and qualification through to sales opportunity handover.

- SCOUTING
- DIALOGUE
- HANDOVER

TWO SERVICES, TWO RESULTS

Database: target relevance. Trade Connect: direct dialogue and expressed interest to qualify.

02 / TARGETS AND MARKETS

Define the market. Select the channel.

The project starts with the product, distribution model and partner requirements. Geography is a commercial choice, not a list of countries.

01

Offering and value proposition

Applications, differentiation, supply capacity, positioning and available sales documentation.

02

Ideal Customer Profile and partner fit

Sector, size, product portfolio, customer segments, territory and technical and sales capabilities.

03

Channel mapping and account prioritisation

Map importers, distributors, wholesalers and integrators. Assess compatibility, portfolio overlap and local presence.

PRODUCT
Applications and value

CHANNEL
Partner's role

MARKET
Territory and coverage

Geographic scope
Italy and Europe, the UK and Ireland, the Middle East/GCC and the Americas. Countries and channels are selected for each assignment according to the offering and priorities.

03 / DATA INTELLIGENCE

A database built around your market.

Targeted databases and professional contact lists for prospecting, marketing and sales network development.

COMPANY	Company name, website, industry, activity and location.
SEGMENTATION	Country, territory, size and turnover, depending on source availability.
CONTACT	Role, named contact and available business details; individual or department contact.
TRACEABILITY	Source, observation date and distinction between published, inferred and verified data.
DELIVERY	CSV or Excel grouped by segment, with agreed fields and selection criteria.

Data enrichment on request
Firmographics, detectable technologies and business signals: new locations, team expansion, product or market initiatives. Signals guide selection; needs are verified through dialogue.

VOLUMES, COVERAGE AND DEPTH: TAILORED QUOTATION.

04 / FROM TARGET TO RELATIONSHIP

From market to dialogue. With a shared method.

1 **Discovery**

Shared objectives, offering, markets and qualification criteria.



2 **Scouting**

Research companies, roles and channels aligned with the project.



3 **Outreach**

Messages and sequences by role and market. Email, LinkedIn or telephone within the agreed scope.



4 **Qualification**

Replies, needs, interest, compatibility and willingness to discuss.



5 **Sales handover**

Handover to the sales team with contact, context, request and next step.



The process leads to a meeting or a request to discuss price lists, samples and supply terms. Negotiation, agreements and responsibilities are defined in the assignment.

05 / TARGET SPECIALISATION

Different products. Different criteria.

Qualification must reflect the sector's structure. Cross-sector examples show how we translate products and channels into research criteria.

INDUSTRY AND EQUIPMENT

Technical distributors and integrators

Applications served, brands represented, installation capabilities, after-sales support and territory coverage.

MEDICAL AND PHYSIOTHERAPY

Specialist importers and distributors

Product lines, access to clinics and practices, sales organisation and channel requirements set by the manufacturer.

FOOD, BEAUTY AND LIFESTYLE

Distribution and professional channels

Food, cosmetics, furnishings and consumer goods: assortment, positioning, customers served and distribution capacity.

The key question

Which attributes make a partner capable of selling your specific offering?

06 / HOW WE WORK

Visibility on activity. Context for opportunities.

We agree scope, messages, responsibilities and handover criteria before starting activities.

01

Brief and acceptance criteria

Markets, segments, exclusions, roles and minimum partner requirements. Project-approved materials and messages.

02

Pipeline and reporting

Companies selected, contacts made, replies and qualification status. Activity performed is distinguished from opportunities identified.

03

Sales handover brief

Company and contact, source, fit, expressed interest, request, points to verify and next action.

SALES HANDOVER STRUCTURE

ACCOUNT	CONTACT	INTEREST	NEXT STEP

STRATEGY AND EXPERTISE

Dr Matteo Pulega - Innovation Manager
Modena Chamber of Commerce no. 881/2024. Sales strategy and offering analysis.

07 / YOUR NEXT MARKET

Let’s start with your commercial priority.

A discussion of products, channels and territories helps define a practical research project and the right level of support.

01 Which product line should we develop?

02 Which markets and partners should we reach?

03 Which activities should support your team?

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