



INTERNATIONALISATION PROGRAM 2021

INTERNATIONAL SURFACE TREATMENTS 2021

A project by
La Rivista del Colore srl
Reconal Ediciones SL



AIMS

After a terrible 2020 regarding contact development, international expansion programs, “glocal” presence and the need to almost exclusively focus on a national market, it is expected that 2021 will allow the conditions to restart the activities of research, prospecting and business contacts in international markets that, before the ending of 2019, demonstrated the best economical and investment dynamics and the closest with a high industrialisation rate. The aim of the following program is to contribute to the recovery of the international promotional activities with a better structured presence of the countries stated here below through the organisation of direct and in person initiatives, along with other ones which are mediated by the most consolidated physical and digital supports for promotion.

IN PARTICULAR:

- Identification and involvement in specialized fairs (industrial and localized fairs, international events).
- Organization and active involvement in seminars in order to spread the sector's technical culture and final B2B meetings, even virtually.
- Technical promotion through reference publications in the superficial treatment field in the reference markets
Recubrimientos Industriales, Acabamentos Industriais
Verniciatura Industriale, Peinture Industrielle
Finiture Green
Verniciatura del Legno, Wood Finishing Magazine
Lavaggio Industriale, Lavado Industrial

The programs were developed to allow every firm to have access to public funds, if they are available, to support exportation.



MARKETS OF INTEREST

Latin America

COUNTRY	DATES	ACTIVITIES	MEANS	PRICE €
<u>Brazil</u>	5-7 October	Fair participation Technical seminar and B2B Advertising	<u>Ebrats</u> P&E Talks - Acabamentos Industriais - Recubrimientos Industriales - online: web package*	18.000
<u>Colombia</u>	21-25 June	Fair participation Technical seminar and B2B Advertising	<u>FIB</u> P&E Talks (FIB) - Recubrimientos Industriales - In linea: pacchetto web*	18.000
<u>Colombia</u>	26-31 October	Fair participation Technical seminar and B2B Advertising	<u>Expo Construcción/Expo Diseño</u> P&E Talks - Finiture Green - Recubrimientos Industriales - Barnizado del la Madera - online: web package* and Finiture Green	18.000
<u>Mexico</u>	8-10 June	Fair participation Technical seminar and B2B Advertising	<u>COATECH</u> P&E Talks - Acabamentos Industriais - Recubrimientos Industriales - online: web package*	18.000
<u>Mexico</u>	10-12 November	Fair participation Technical seminar and B2B Advertising	<u>Expo Plásticos</u> P&E Talks - Acabamentos Industriais - Recubrimientos Industriales - online: web package*	18.000

*web package: La Rivista del Colore e Reconal Ediciones; LinkedIn, Instagram, Facebook

MARKETS OF INTEREST

Europe

COUNTRY	DATES	ACTIVITIES	MEANS	PRICE €
Italy	7-8 July	Fair participation Technical seminar and B2B Advertising	<u>P&E 2021</u> P&E Talks - Verniciatura Industriale - Peinture Industrielle - online: web package*	18.000
Italy	5-10 September	Fair participation Specifier meetings Advertising	<u>Finiture Green</u> Finiture Green - Finiture Green - online: web package* and Finiture Green	18.000
Italy	7-9 October	Fair participation Conference Advertising	<u>GIS</u> GIS - Verniciatura Industriale - Peinture Industrielle - Industrial Coating - online: web package*	18.000
<u>Spain</u>	October	Fair participation Conference Advertising	<u>P&E 2021</u> P&E Talks - Recubrimientos Industriales - Acabamento Industriais - online: web package*	18.000

*web package: La Rivista del Colore e Reconal Ediciones; LinkedIn, Instagram, Facebook



FAIRS AND STANDS

*Modular stand (basic)
(m2: 9 - 12 - 16,
based on the minimum provided for every fair)*

Equipment included: walls, carpet, insurance, cleaning service, pass, authorisations, power sources and usage, a band with the name of the business and the brand, P&E mark, 1 electrical outlet, lighting, 1 table, 3 chairs, 1 reception desk, 1 stool, 1 50-inch monitor, 1 3.000x2000mm graph.

There are exceptions due to the peculiarity of the location for the Italian events:

- P&E 2021 (Le Cavallerizze, Museo della Scienza e della Tecnologia di Milano)*
- Finiture Green 2021 (Area Navigli, Milano) *

**see the technical form of the event*



SEMINAR AND B2B MEETINGS

our offer

- Program development
- Advertising
- Management of the participants (registration, data collection of the participants, B2B appointments). At the end of the event, the list of the participants will be available in digital format (with the exception of the Italian Finiture Green event).
- Catering service for the participants (coffee, water, “tapas” with local cuisine).
- B2B tables at the end of the seminar (with the exception of Finiture Green).
- Registration of the meeting (at the end of the event, the podcast will be available on the Rivista del Colore and Reconal Ediciones website and youtube channel).



ADVERTISING

- Advertising pages (4) that will be published before and after the event.
- Interview with the designated representative of the business; presentation of the firm (1 “technical” dossier).
- Reportage (storie di successo, 1).
- Web publication (www.larivistadelcolore.com , www.reconal.es , www.finituregreen.it , and, if it is possible, on the websites corresponding to each event) of the information regarding every event and every participant. Monthly update.
- Publication of a digital newsletter with the information regarding every event and business that will participate (it will be sent for the areas of the single event).
- Publication of the main information for each event and businesses involved on the main social networks ([LinkedIn](https://www.linkedin.com), [Instagram](https://www.instagram.com), [Facebook](https://www.facebook.com)).

Not included

*Journeys; hotel; restaurants; local businesses visits; free time;
everything that is not specifically included in the previous
points.*

*Travel organisation, hotel reservations and other activities:
please ask for an estimate of costs*

CHRONOLOGICAL CALENDAR

COUNTRY	DATE	EVENT
Italy	5-10 September	FINITURE GREEN
Mexico	8-10 June	COATECH
Colombia	26-31 October	EXPO CONSTRUCCIÓN - EXPO DISEÑO
Spain	October	P&E 2021
Italy	7-8 July	P&E 2021
Colombia	21-25 June	FIB
Brazil	5-7 October	EBRATS
Italy	7-9 November	GIS
Mexico	10-12 November	EXPO PLASTICOS



Costs and conditions :

1 initiative 18.000€+ VAT

For the involvement in more initiatives, since there are possible important promotional synergies, the prices vary based on the following scale:

- 2 initiatives : reduced by 25% (27000 euros)
- 3 initiatives : reduced by 35% (35000 euros)
- 4 initiatives or more: reduced by 40%

Payments: 30% when confirming the participation. The remaining payment in 6 monthly fees starting from the month after the confirmation.

Offer validity: November 30, 2020



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