UfficioICE di Baku

İtalyanMüəssisələrininTəşviqivəBeynəlmiləlləşdirilməsiTəşkilatı

İtaliyaSəfirliyiƏlaqələrininİnkişafıÜzrəDepartament

Data:16.12.2022

COD.TA N.1/2022

WRITTEN EXAM N.1

(TOPICS)

**A - CURRENTECONOMIC EVENTS(GEORGIA).**

Economictrends,Georgiaimportandexport(volumeandmainpartners), Georgiaeconomicstructure,

commercial relationbetweenItalyandGeorgia.

**B - ITALIANPROMOTION:MAINACTORSCHARACTERISTICS,ROLEANDACTIVITY.**

PactforExport(<https://www.esteri.it/mae/en/politica_estera/diplomaziaeconomica/patto-per-l-export.html>).

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Ministry ofForeignAffairs andInternational Cooperation-<https://www.esteri.it/mae/en>;

ICE-ItalianTradeAgency-<https://www.ice.it/en/>;

CDP(SACE–SIMEST) -<https://www.sacesimest.it/en/homepage>

**C - INTERNATIONALMARKETINGANDTRADE:**

**1- Howtochooseatarget market:**

(a) Collectinginformations (whatandwhere):

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internal informationandmarketresearch;

externalinformations:Italiansources(ICE-SACE-ISTAT,Embassies,ChambersofCommerceecc),

International organization(UN,OECD,World Bank,IMF).

(b) Relevantinformations:

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characteristicsofthe market;

macroeconomics indicators (GDP,FDI,balanceoftradeetc);

costofdoingbusiness:DoingBusinessranking(WorldBank);GlobalCompetitivenessIndex(Wef);

Economic Freedom (HeritageFoundation);

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tariffsandnontariffsbarriers (custom duties andother taxes;quotaandrestrictiontoimportecc);

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risk ofdoingbusiness (Country Risk)(<https://www.sacesimest.it/mappe#/mappe/export-map>);

logistic andtransports;

governmentplans andprojects etc.

**2- Howtoenteranewmarket:**

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directsales:importer;distributors;enduser (e-commerce,salesnetwork);

indirectsales:agents,dealers,brokers,exportmerchant;tradingcompanies;

permanentpresence:representativeoffice,subsidiarycompany,jointventure;doubletaxation

agreements;financial support(SACE,Simest).

**3–contractualand technicaltopics:**

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terms ofdelivery:Incoterms;

transport:typeof transportandrelevantdocuments;

termsofpayments:formofinternationalpayments,characteristics(cash,banktransfer,Billof

Exchange/Promissorynote,DocumentAgainstPayment,DocumentagainstAcceptance,Letterof

Credit);

