



Focus Group Impatto Covid-19

Aprile 2020

Filiali Aziende Italiane in Canada



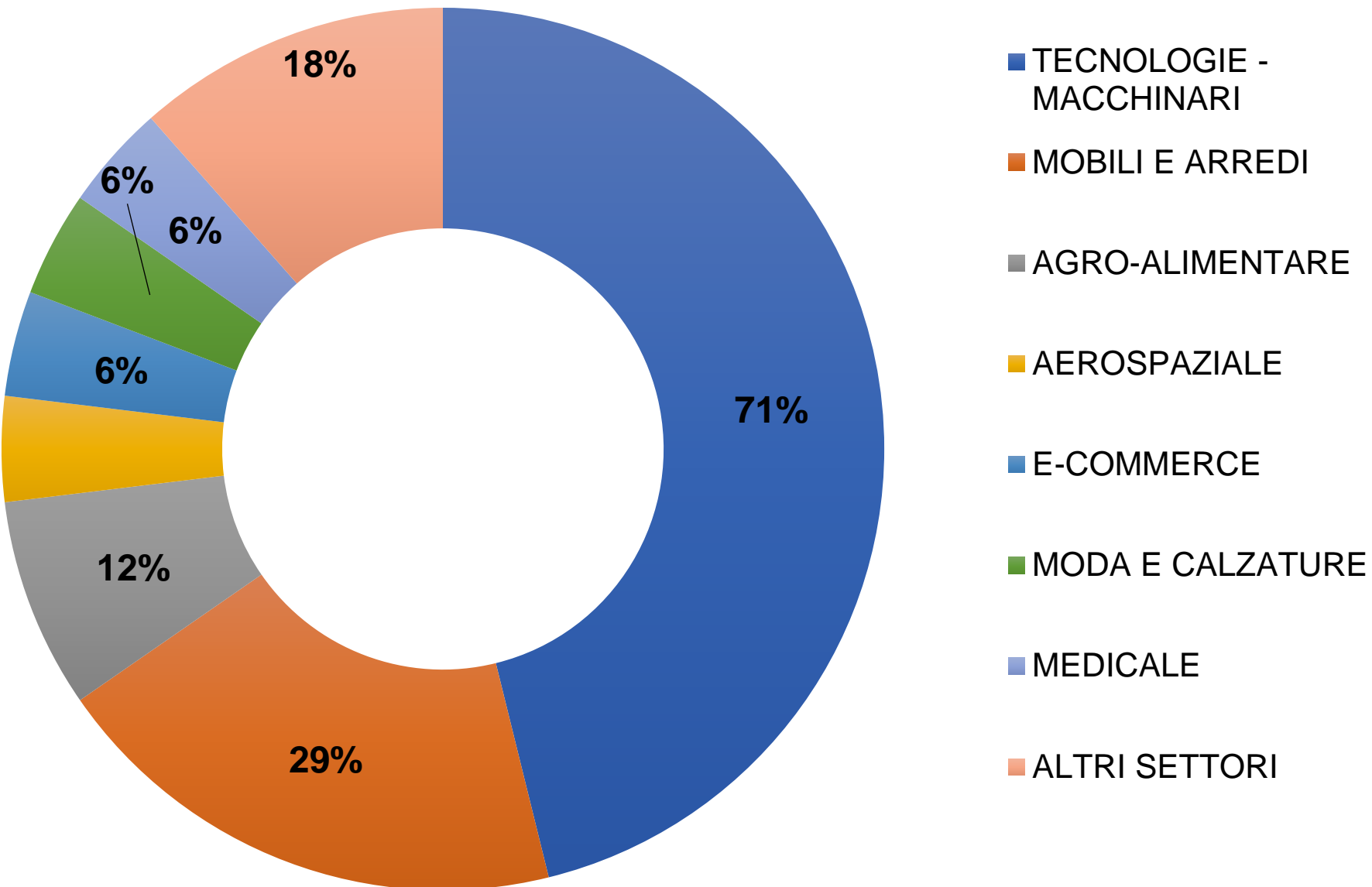
Focus Group COVID19

Obiettivi e Metodologia

L'Ambasciata d'Italia e ITA Toronto, quale seguito ad uno dei webinar organizzati, hanno sottoposto un questionario ad una selezione di 20 aziende italiane con filiali / investimenti in Canada, per comprendere meglio l'impatto dell'emergenza Covid-19 sulle loro attività', sulle loro relazioni con l'Italia ed eventuali problemi di accesso alle misure di assistenza attivate nel paese.

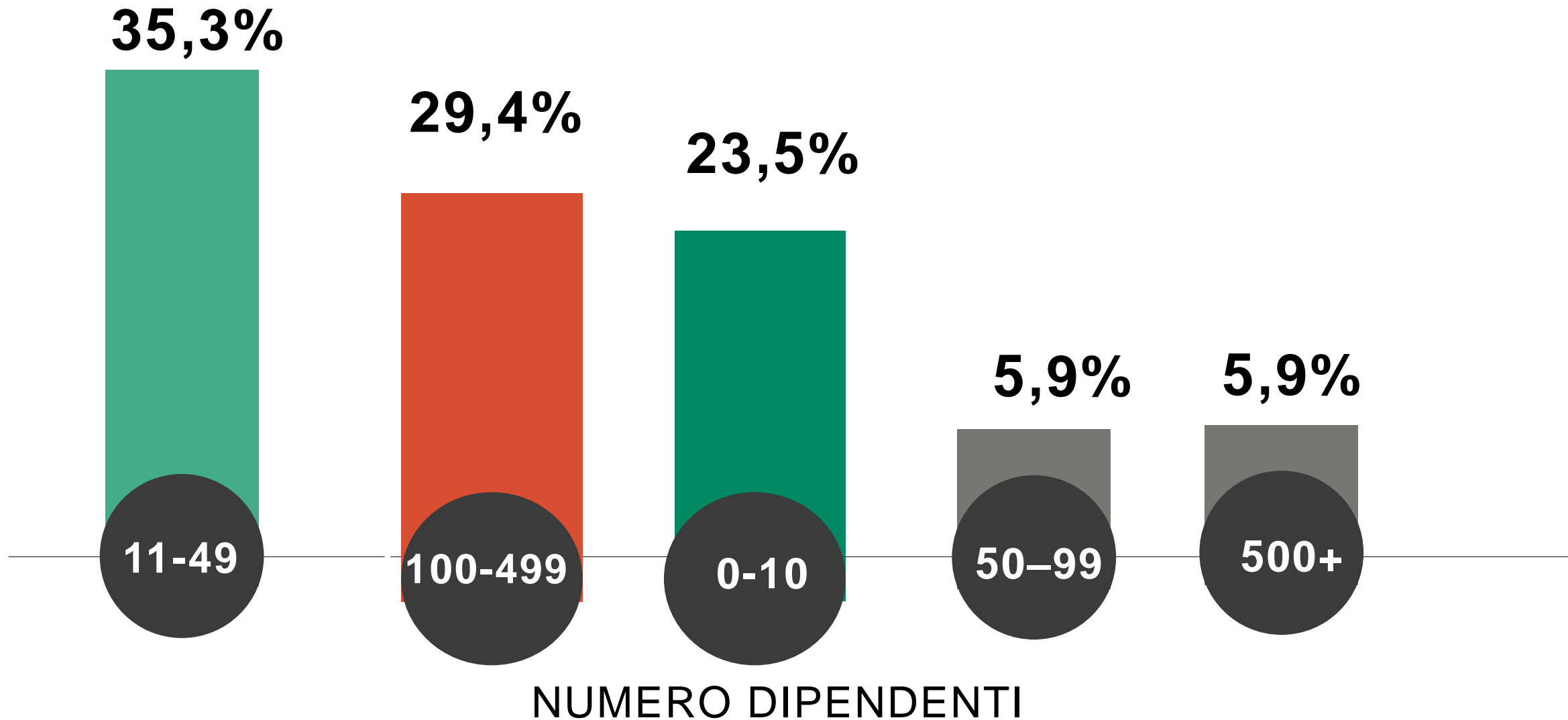
SONDAGGIO COVID19

Settore Aziende intervistate



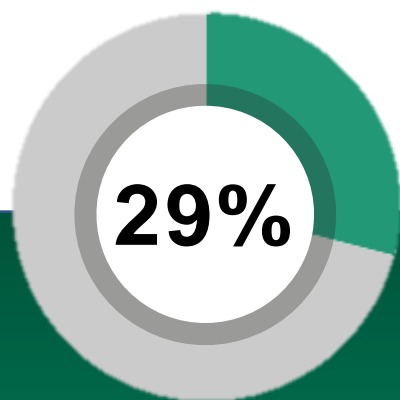
SONDAGGIO IMPATTO COVID19

Profilo Aziende Intervistate

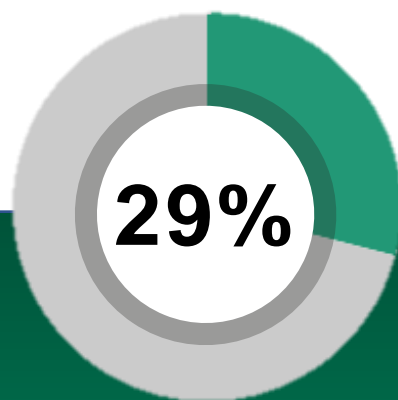


SONDAGGIO COVID19

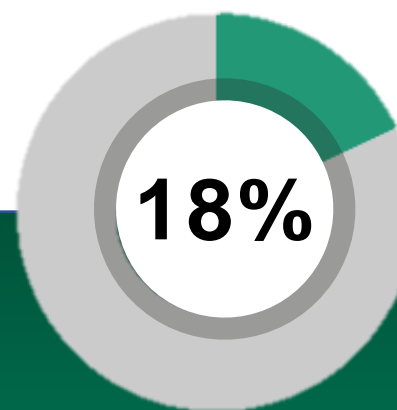
Durata Effetti Covid



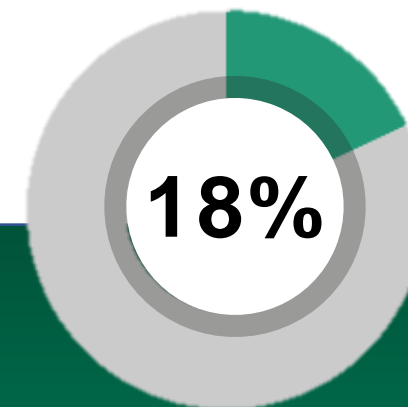
4 – 6 mesi



6 – 12 mesi



1 – 3 mesi

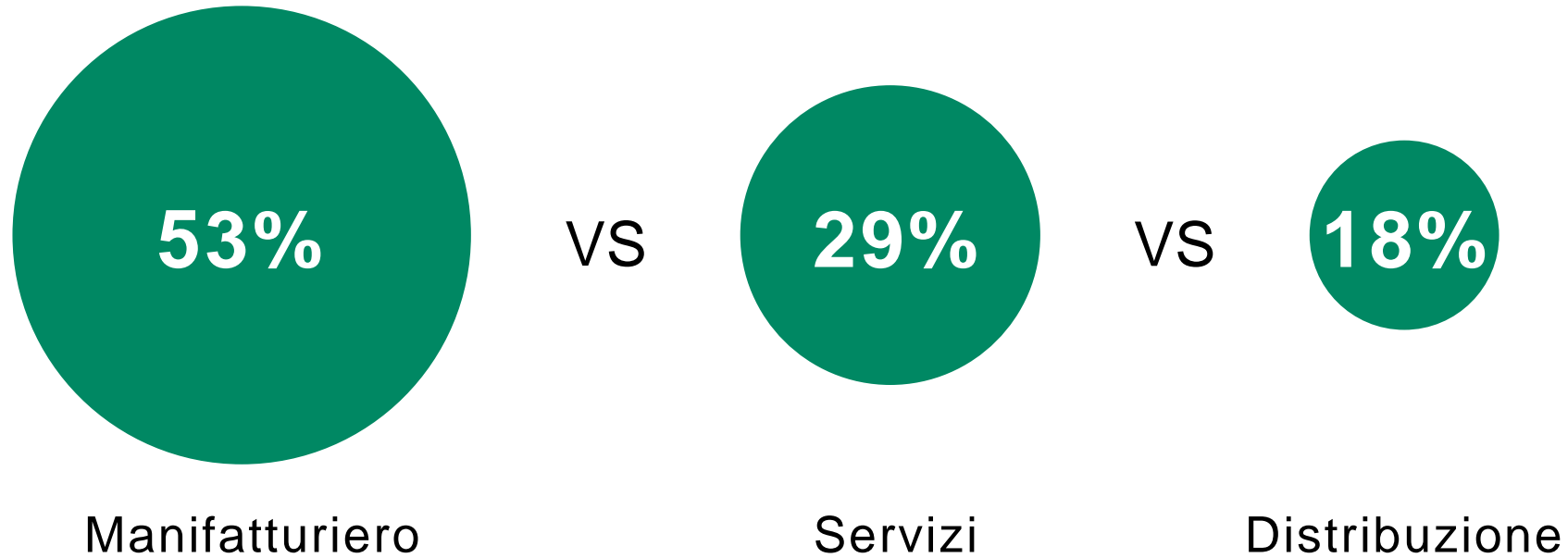


Oltre 12 mesi

Non in grado di prevedere durata: **6%**

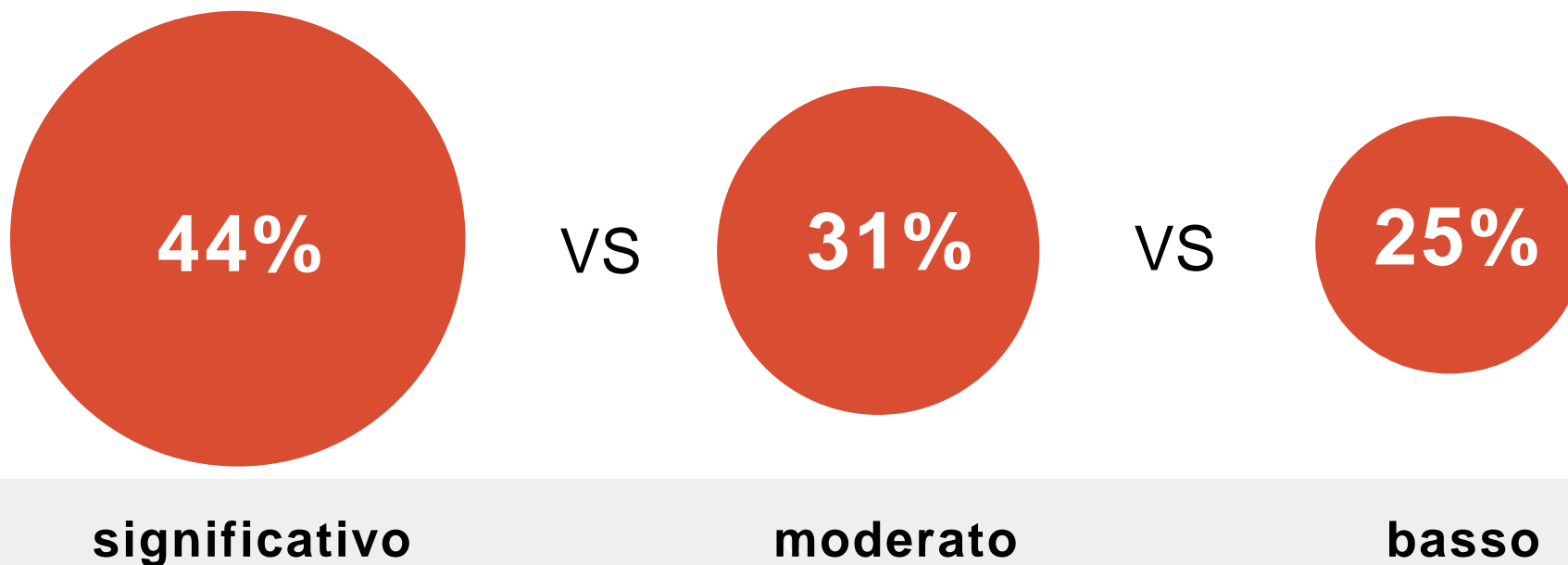
SONDAGGIO COVID19

Profilo Aziende Intervistate



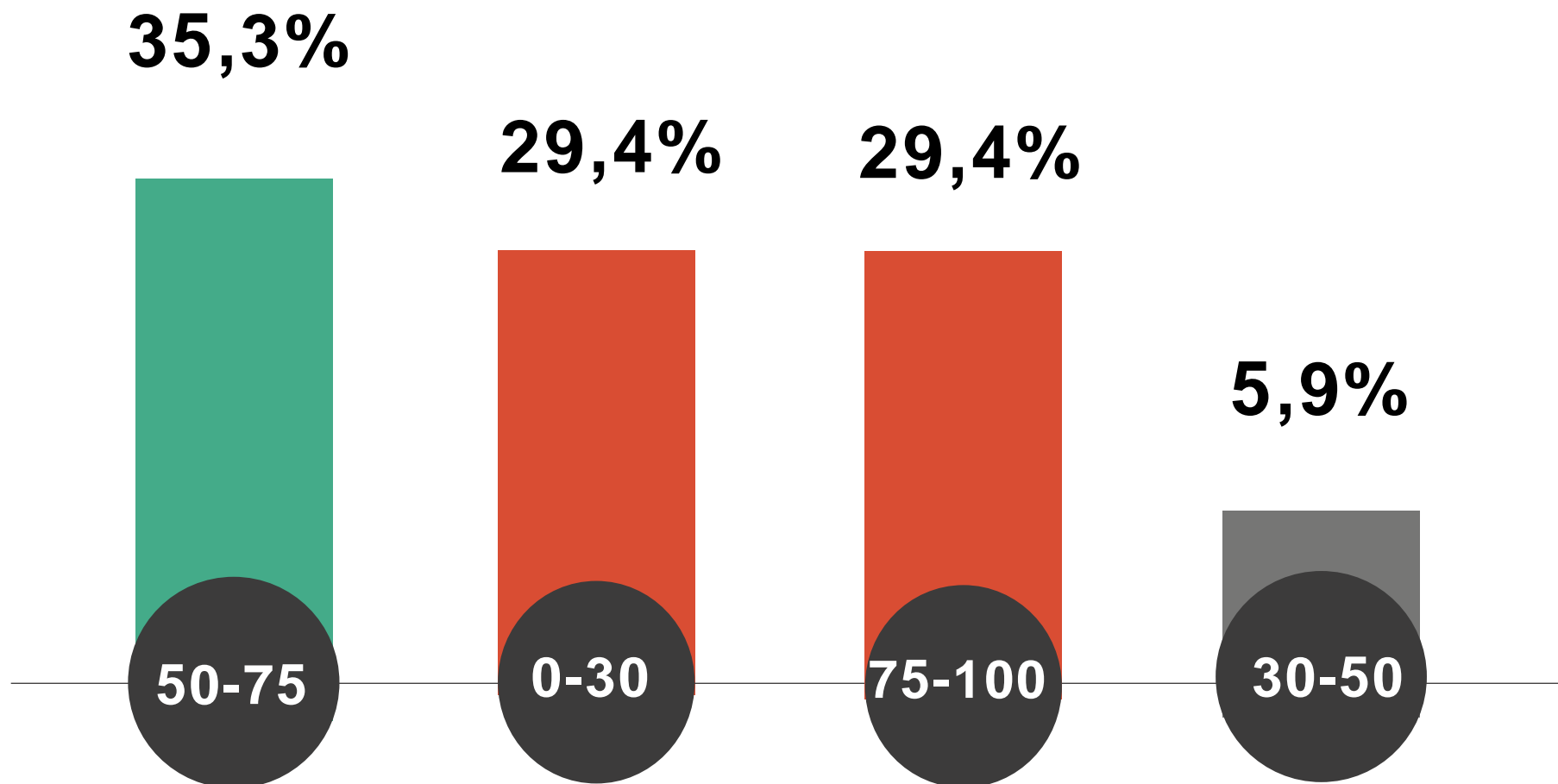
COVID19

Impatto sull'azienda



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Impatto Operativita'

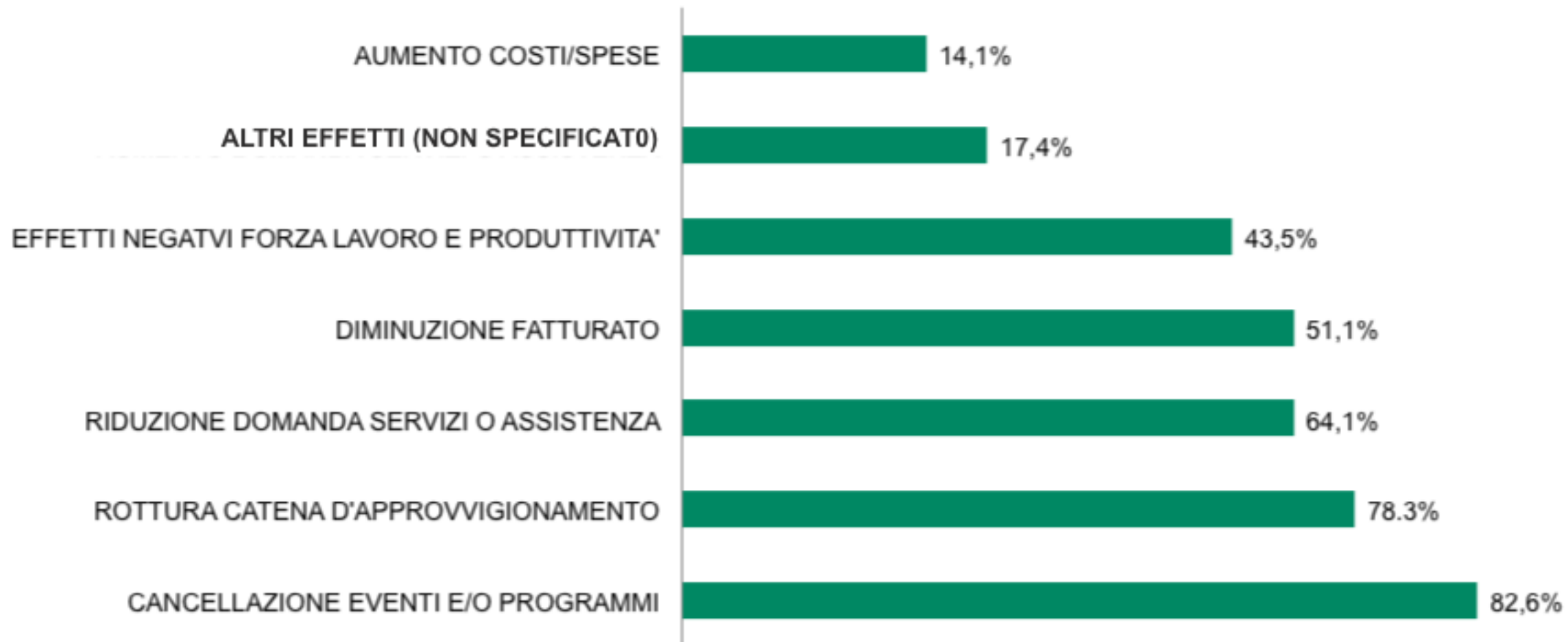


% LIVELLI DI OPERATIVITA' ATTUALI

COVID19

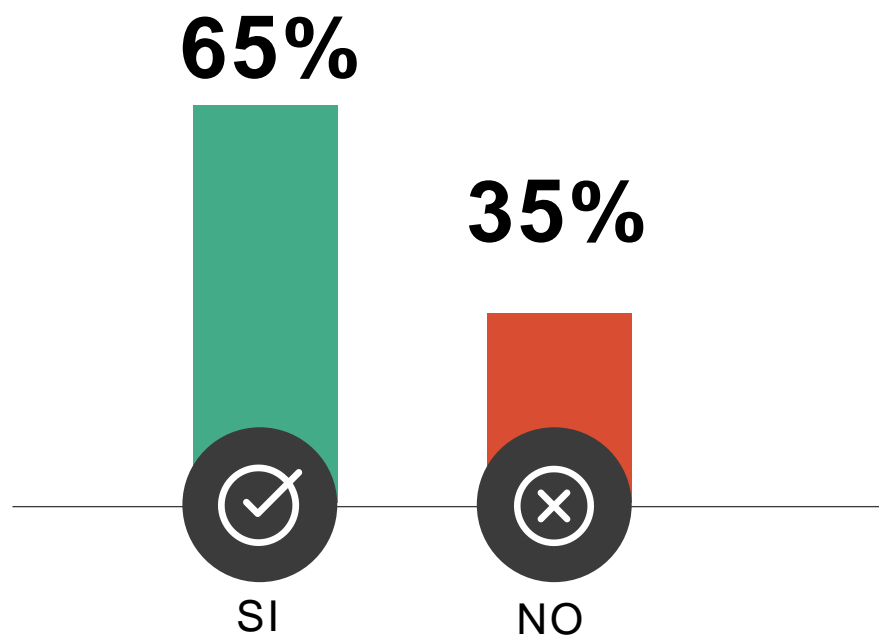
Principali effetti

EFFETTI COVID 19



POST COVID19

Pensate che le vostre importazioni/vendite di prodotti italiani rimarranno invariate?



Pensate che la domanda/consumi di prodotti italiani rimarranno invariate?

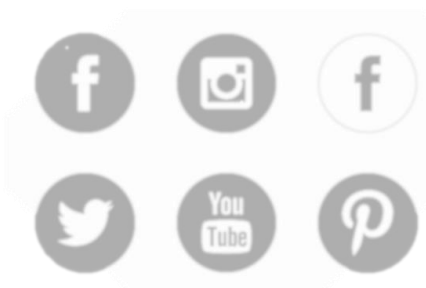


COVID19

Cambio Strategie

56%

- AUMENTATO SOCIAL MEDIA ENGAGEMENT



33%

- ADATTATO I CANALI DI VENDITA
(E-COMMERCE, CONSEGNE A DOMICILIO)



11%

- ALTRO

COVID19

E-COMMERCE SCELTA PREFERITA DEI CONSUMATORI POST-COVID 19?

82%

SI

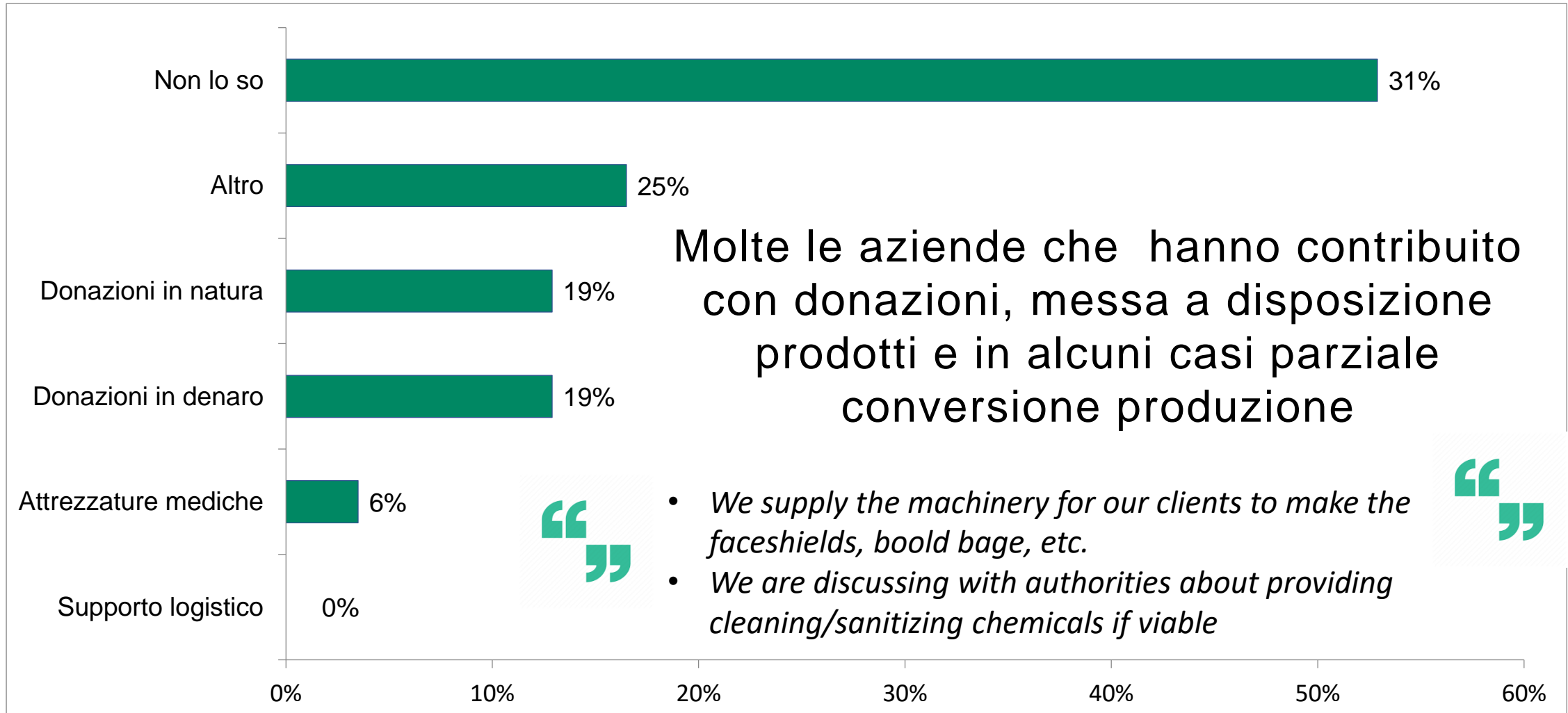
NO

18%



COVID19

Avete contribuito a support degli sforzi governativi canadesi?



COVID19

AVETE FATTO RICORSO ALLE MISURE DI SOSTEGNO CANADESI

Nessuna delle aziende che ha utilizzato le misure di supporto delle autorità canadesi ha segnalato problemi nell'accedervi

31%

SI

NO

69%

FOCUS GROUP COVID19

Commenti



- We will need Trade Subsidies to alleviate Transport Costs from Italy
- You should consider promoting the success of Italian ingenuity now.
- We need Public transportation enhancement.
- Every country is thinking along the same line. I believe we need to demonstrate, how well the Italian technologies and processes helped reduce the impact of the virus on the world. Showing our successes.
- We are providing wind energy generation and our business will be mostly impacted by the green energy strategy implemented by Canada. Supporting clean energy transition is what will have the greatest long term benefit for our company.
- While currently some increase in demands with B2B customers with strong eCommerce presence...concerned over reopening of companies and their status, ability to pay and expect many smaller business not to survive the year as a result of covid impacts.
- We are an engineering services business and as such are very capable of working from home. Our biggest risk comes from overall contraction of demand in key markets worldwide and the difficulty of marketing overseas in a time of travel restriction



SONDAGGIO IMPATTO COVID19

Commenti

- You should consider promoting the success of Italian ingenuity now.
- Publicize Italian contributions to recovery from the crisis
- Focus in the high quality of Italian products
- Transparent communication about Italian productivity
- Referral services
- Provide financing for export goods
- Refer inquiries you receive from Italian firms to Ital- Canadian companies. Provide a B to B service to Italian companies
- Every country is thinking along the same line. I believe we need to demonstrate, how well the Italian technologies and processes helped reduce the impact of the virus on the world. Showing our successes.
- Marketing and education campaigns on manufacturing/production and emphasizing return of strengths in sectors





GRAZIE!

ITA Canada (Toronto e Montreal): toronto@ice.it