



ITALIAN TRADE AGENCY

**WEBINAR ICE - FEDERTERME
SCANDINAVIA**

Maria Ines Aronadio, Director of Made in Italy Export Promotion Department



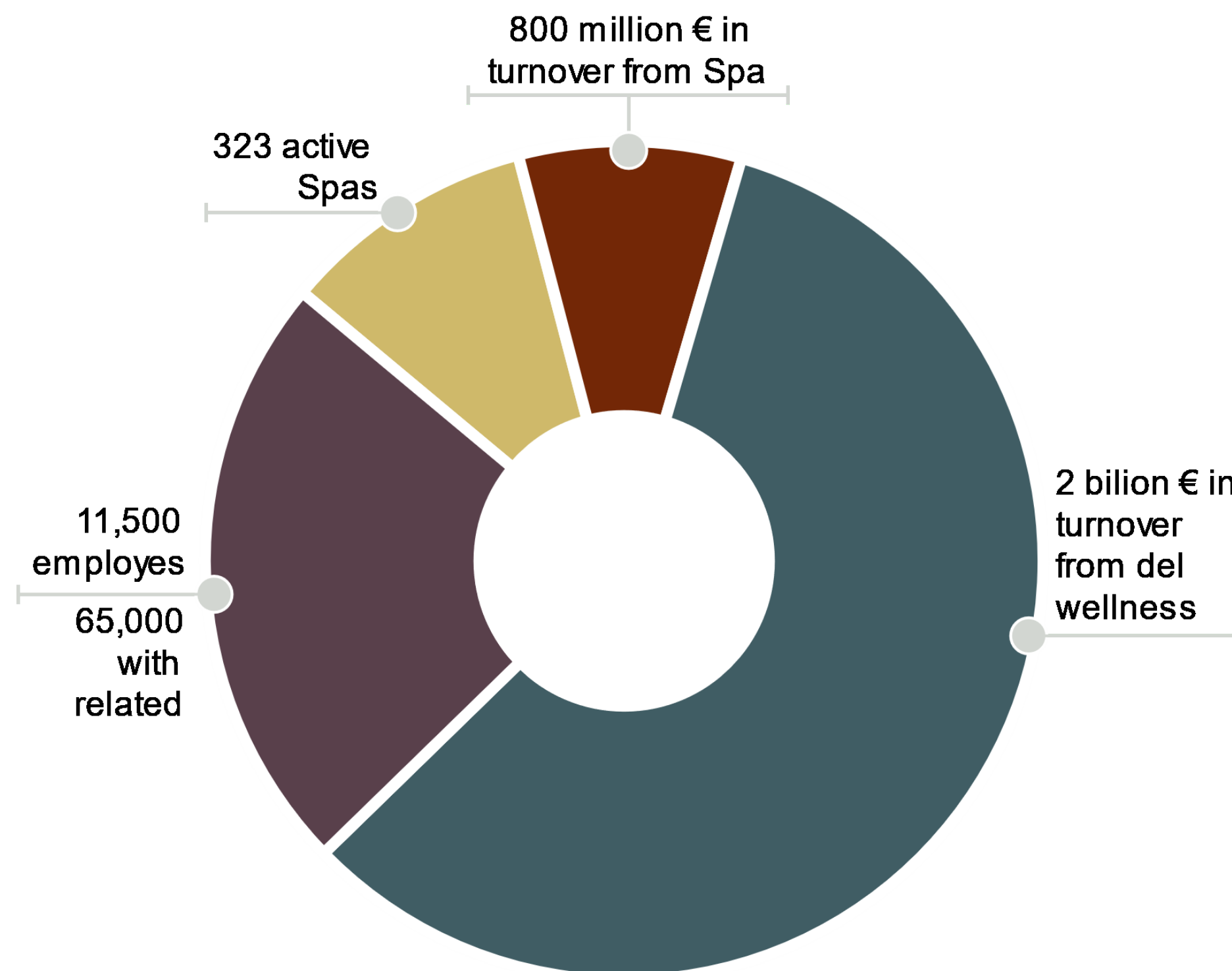
SCANDINAVIA

THE PROJECT IS PART OF THE ANNUAL PLAN FOR THE PROMOTION OF MADE IN ITALY 2019, PROMOTED BY ITALIAN GOVERNMENT

THE PROJECT AIMS TO ENHANCE THE DEVELOPMENT AND GROWTH FOR THE ITALIAN SPA SECTOR THROUGH AN ADEQUATE INTERNATIONALIZATION PROCESS



SPA SECTORS IN NUMBERS



PROJECT ACTIVITIES



CHANGING SCENARIO

Due to covid-19 health emergency the project changes:

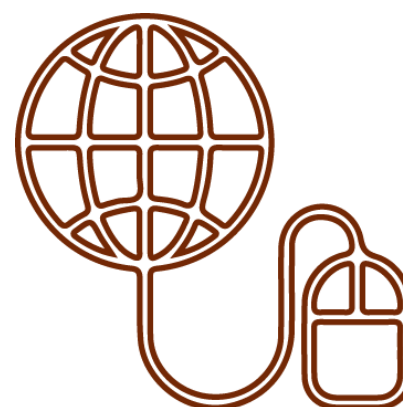
01

WEBINAR FOR
SELECTED
COUNTRIES



02

ONLINE
TRAINING



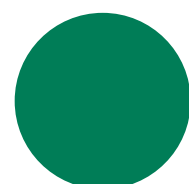
03

DIGITAL
COMMUNICATION



CHANGING SCENARIO: WEBINAR

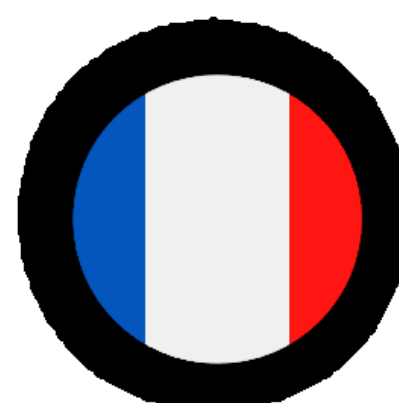
TARGET COUNTRIES



SWITZERLAND



AUSTRIA



FRANCE



GERMANY



SCANDINAVIA



THANK YOU

For info: webinar.termiteitaliane@ice.it