



**& PARTNERS**

With your  
business  
in the world

Global marketing



**IC**  
**& PARTNERS**

 **LE FONTI  
AWARDS**  
**WINNER 2016**

# IC&Partners

*We lead the overseas expansion of companies abroad.*



IC&Partners is a consulting company that works at the side of companies to support their internationalization process.

Characterized by a wealth of expertise and solid experience gained over time by working alongside companies and business people, IC&Partners operates in a number of sectors and markets, where it is present through its subsidiaries. It offers its clients a wide range of consulting services on international marketing as well as on tax and legal issues, and support in the accounting, administrative and labor-law fields.

- **Fashion**
- **Food Industry**
- **Wood and Furniture**
- **Mechanics and Automotive**
- **Pharmaceutical and Medical Products**
- **Chemistry**
- **Electric power, Natural gas, Oil**
- **Finance**
- **Banks and Insurance**
- **Transports and Logistics**

*One single partner. Wherever you wish to go.*

IC&Partners offers companies its diverse experience, well established over many years of activity, a direct presence through its subsidiaries in countries with high business potential, a comprehensive work approach that allows the company to have one single partner to accompany it in its process of growth abroad.

The same quality standards and operational methods, shared by all offices, have made it the reference partner for any company investing on global markets.

*Approach*  
*one stop shop*

*A team*  
*with solid experience*

*Methodologies*  
*uniform methodologies and standards*

*Direct presence*  
*on foreign markets*

*Specialization*  
*sector-specific and functional*

*Speaking Italian*  
*in any country*

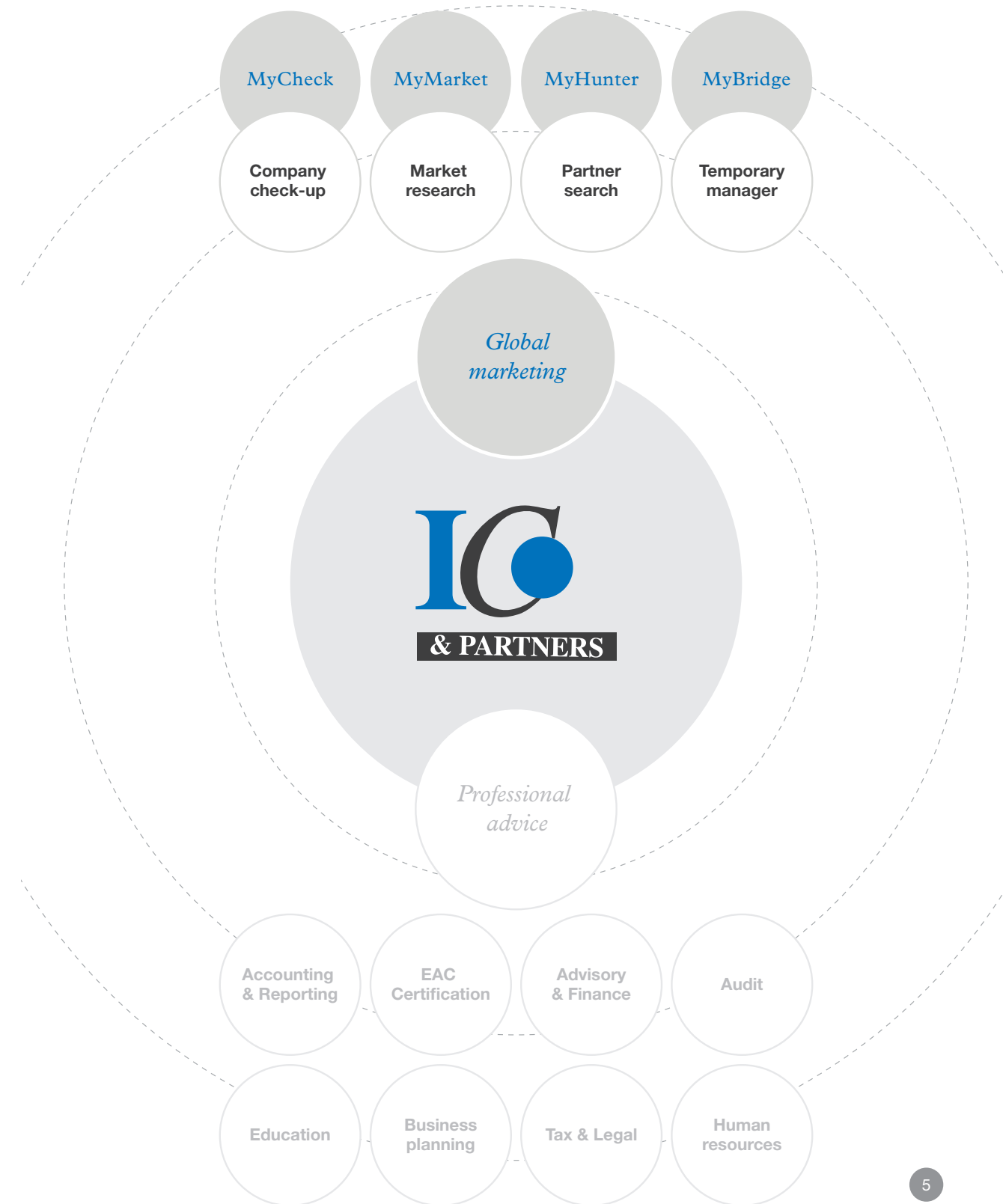
# Global marketing

*Tailored international marketing consulting.*

IC&Partners has developed a broad and structured consulting offer, which takes into account all the diverse needs of a company that undertakes a path to do business abroad.

**Global marketing** concerns international marketing consulting and encompasses various kinds of services to effectively meet the development expectations and goals of an international company.

The **Global marketing** activity is performed in different sectors and at many levels, starting from identifying the most suitable target markets for the company, thanks to a thorough, in-depth analysis of all dynamics of a market. The selection of business partners follows, and finally the presence in the foreign market is ensured through an on-site temporary manager, or a specially-appointed resource from outside.



## Are you looking abroad?

*We show you the best horizon.*

### MyCheck

**MyCheck** offers the company an objective assessment of its internationalization propensity and indicates the most suitable market, which it should address to undertake its path of growth abroad in line with its objectives, and the ways in which such objectives can be achieved.

Knowing the resources on which a company can count permits to define realistic business objectives and suitable strategies to achieve them.

**MyCheck** is based on an analysis model that evaluates a company in its relevant dimensions, from the organizational structure to the offer system, so as to bring out its specific elements, strengths and weaknesses to be addressed.

Based on this information, **MyCheck** identifies the target market that is most consistent with the company's objectives and abilities, and moreover, it offers the company initial advice on how it should operate and what means should be used to undertake a successful growth path.

## Are you ready?

*We will introduce you to the target markets.*

### MyMarket

**MyMarket** helps the company understand the characteristics of the reference foreign market, providing targeted and detailed information on the main trends and dynamics of each sector.

Facing international markets means going into unknown contexts, with business dynamics that are new, different from the experiences made on the national territory. A successful strategy must rely on the awareness of the company's competitive advantages and on the knowledge of the reference context.

**MyMarket** explores a market in detail, starting from the analysis of the country in its relevant macroeconomic aspects, to reach the focus of the reference product sector of the company. Characteristics and dimension of the sector, trends, business potential, analysis of the competitors and of their positioning are the cornerstones of the analysis, on which the company's entry and enhancement strategy should be based.

## Growing abroad. With whom?

*We find suppliers, customers  
and partners for you.*

### MyHunter

**MyHunter** is the consulting service that allows a company to find the most suitable partners to successfully operate on foreign markets.

A company does not operate alone on the market, but with local partners who can begin to lead it toward success: a targeted selection of partners in line with the company's needs and with the business objectives is key to establish the company's presence on the market.

**MyHunter** is the service that helps a company find the most suitable partners — suppliers, distributors, customers — for its own needs, to firmly position itself in a certain competitive context. The service is comprised of several operational steps, starting from the definition of the profile of the ideal partner, to arrive to the selection and mapping of the names up to the identification of a short-list of contacts in line with the target identified by the company. The service can be completed with activities of promotion, contact and introduction of the company to the potential partner and assistance during business missions.

## Are you looking for on-site support?

*Our temporary managers  
are ready to help you.*

### MyBridge

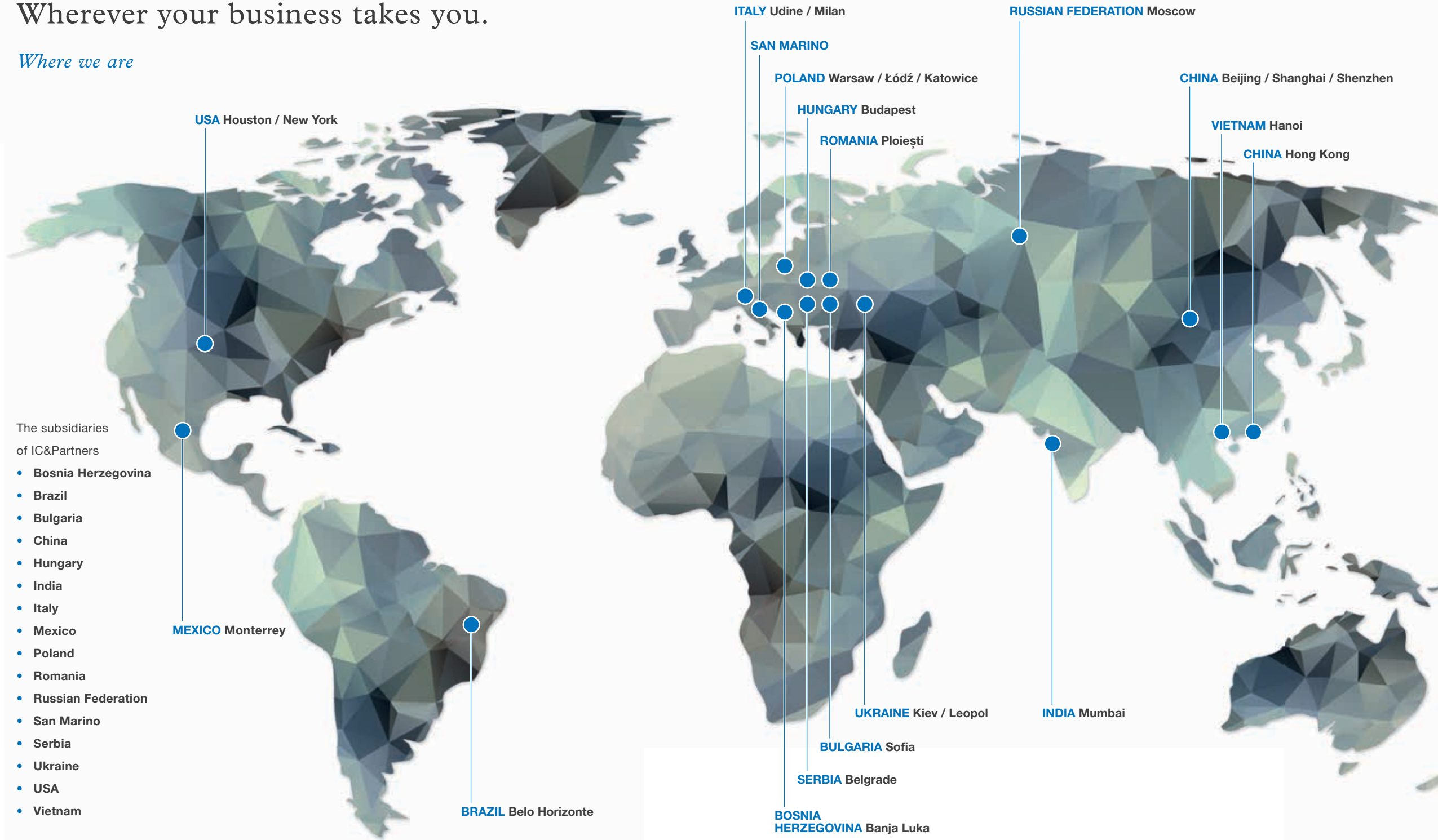
**MyBridge** offers continuing monitoring of the foreign market thanks to the on-site presence of a professional expert. The company can thus count on a manager who, through cooperation in outsourcing, knows and operates directly on the territory.

The key to success of a business abroad is knowing the specific characteristics of the market and creating direct contacts both upstream, with suppliers, and downstream, with distributors.

**MyBridge** puts an expert at the disposal of a company who operates on the foreign market and represents the company, combining expertise and direct presence with the typical flexibility of temporary management. The service meets the need for continuing monitoring of a market over a certain period, usually one year. The relevant contents are defined pursuant to the company's needs on account management, business promotion and development, and business mission assistance. The service includes reports on the activities carried out on a monthly basis.

# Wherever your business takes you.

*Where we are*



# Contacts



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