



fimago

FIMAGO ACTIVITY

FIMAGO provides consultancy and assistance services to export oriented companies that want to enhance their business potential on foreign markets. With the support of local experts in areas of interest, Fimago is able to provide »tailor-made« solutions for specific problems the companies may face when entering the Italian, the Slovenian and the emerging markets of South Eastern Europe.

TRADITION: since 1996

FIMAGO EMPLOYEES: 3 senior consultants, local partners in foreign countries of interest

AREAS OF INTERVENTION:

- TARGET MARKET ASSESSMENT
- BUSINESS OPPORTUNITIES AND PARTNER RESEARCH
- MARKETING STRATEGIES, ANALYSES AND PLANNING
- ASSISTANCE IN THE INVESTMENT PROJECTS

KEY REFERENCES FIMAGO D.O.O. - last 3 years

EXPORT CONSULTANCY

Period:	September 2011
Client Company:	GONZAGA d.o.o., Slovenia
Sector:	Office furniture
Target market:	Italy
Period:	July - September 2011
Client Company:	SERENI ORIZZONTI S.P.A., Italy
Sector:	Management of elderly nursing facilities
Target market:	Slovenia

Period:	March 2011
Client Company:	ELPA S.r.l.
Sector:	Agricultural equipment
Target market:	Slovenia, Croatia, Serbia
Period:	February 2011
Client Company:	ABF D.O.O. Slovenia
Sector:	Employment services and workforce solutions
Target market:	Italy
Period:	December 2010
Client Company:	Kovinoplastika Bajt, Slovenia
Sector:	Plastic products
Target market:	Italy
Period:	November 2010
Client Company:	ISKRATEL ELECTRONICS D.O.O., Slovenia
Sector:	Electronics Manufacturing Systems
Target market:	Italy
Period:	November 2010
Client Company:	Tecnoblend S.p.a., Italy
Sector:	Production of raw materials and additives for ice cream industry
Target market:	Slovenia, Croatia
Period:	September 2010
Client Company:	GOAP d.o.o., Slovenia

Sector: Solutions for "intelligent" buildings (hotels, commercial, residential and industrial buildings and cruise ships and oil platforms, ...)

Target market: Italy

Period: May 2010

Client Company: **Informest, Italy (SILVER CAR S.r.l., Italy – final user)**

Sector: Equipments for industrial vehicles

Target market: Croatia, Serbia

Period: April 2010

Client Company: **SAOP d.o.o., Slovenia**

Sector: Business computer solutions

Target market: Serbia

Period: March 2010

Client Company: **ISKRA TELA d.d., Slovenia**

Sector: Production of measurement systems, antennas, batteries, industrial electronics

Target market: Italy

Period: February 2010

Client Company: **Informest, Italy (SIMA S.r.l., Italy – final user)**

Sector: Supply of LPG (Liquefied Petroleum Gas)

Target market: Slovenia

Period: November 2009

Client Company: **Informest, Italy (C.D. S.r.l., Italy – final user)**

Sector: Manufacture of professional cosmetics for SPA and beauty center

Target market: Croatia, Serbia and Montenegro

Period: October 2009

Client Company: **Informest, Italy (METELLI S.p.a., Italy-final user)**

Sector: The production of brake discs

Target market: Slovenia, Croatia

Period: September 2009

Client Company: Informest, Italy (LAURA B S.r.l., Italy – final user)

Sector: Manufacture of women's fashion clothing

Target market: Slovenia, Croatia

Period: July 2009

Client Company: Informest, Italy (PROJECT CAR S.r.l., Italy – final user)

Sector: Manufacture of compression containers for municipal waste

Target market: Slovenia, Croatia

Period: June 2009

Client Company: Informest, Italy (BUGATTI S.p.a., Italy – final user)

Sector: Production of water pumps for the automotive sector

Target market: Serbia

Period: May 2009

Client Company: Informest, Italy (CITTADINI S.p.a., Italy –final user)

Sector: Production of twisted yarn

Target market: Slovenia, Croatia, Serbia

Period: February 2009

Client Company: Informest, Italy (EMMEPI UTENSILERIA S.r.l., Italy – final user)

Sector: Production of hard metal cutters

Target market: Slovenia

Period: December 2008

Client Company: Informest, Italy (EDEXON S.r.l., Italy – final user)

Sector: Platform for e-learning

Target market: Slovenia

Period: June 2008

Client Company: Informest, Italy (IN.I.T. S.r.l., Italy – final user)

Sector: Software solutions for public administration

Target market: Slovenia

Period: March 2008

Client Company: **Informest, Italy (CIDIESSE S.r.l., Italy – final user)**

Sector: Manufacture of conveyor and sorting technology for the food industry

Target market: Slovenia, Croatia

Period: January 2008

Client Company: **Informest, Italy (POZZEBON S.a.s., Italy – final user)**

Sector: Construction and finishing works with the "turnkey" system.

Target market: Slovenia

MARKET RESEARCH

Period: April – November 2011

Client Company: **Informest, Italy (Venice Port Authority, Italy – final user)**

Description: Analysis of potential demand for a new RO-RO transpotation line

Target market: **Croatia**

Period: November 2010

Client Company: **SVP Deutschland AG**

Description: Market research in the field of sewage treatment plants

Target market: Slovenia

Period: October 2010

Client Company: **Fair company, Longarone Fiere, Italy**

Description: Analysis of the Slovenian and Croatian ice-cream market

Target market: Slovenia, Croatia

Period: April – May 2010

Client Company: **MANICA S.p.a., Italy (final user)**
INFORMEST Service and documentation centre for international economic cooperation,

Italy (client)

Description: Market research in the field of hydroelectric power plants

Target market: Bosnia and Hercegovina

Period: february – march 2010

Client Company: **SIMA S.r.l., Italija** (final user)
INFORMEST Service and documentation centre for international economic cooperation, Italija, (client)

Description: **Analysis of the LPG market in Slovenia** (legislation, taxes, the current state of the sector in the Slovenian market, tax regime for new business ...)

Target market: Slovenia

Period: November 2008 – February 2009

Client Company: **UCIMU, Italian association of manufacturers of machine tools, Italy (final user)**
ICE Italian Institute for Foreign Trade - government institution, Ljubljana (client)

Description: Market research in metal processing industry »Project Balcani: Analysis of industrial development and metalworking machine tool demand in Slovenia (2008)«

Target market: Slovenia

Period: May – August 2008

Client Company: **TECNEST S.r.l., Udine, Italy**

Description: Analysis of the Slovenian and Serbian market information solutions ERP

Target market: Slovenia, Serbia

Period: May – July 2008

Client Company: **GONZAGA PRO d.o.o.**

Description: Analysis of the prices of office furniture on the Italian market

Target market: Italy

Period: April 2008

Client Company: **MARTONI S.p.a., Italy**

Description: Analysis of the general economic environment, tax and other legislation to estimate the potential productive investments in the Croatian market

Target market: Croatia

Period: October 2007

Client Company: REVENGE S.r.l., Italy

Description: Analysis of the Croatian ICT market

Target market: Croatia

Period: March 2007

Client Company: Comer S.p.A., Italy (final user)
INFORMEST Service and documentation centre for international economic cooperation, Italy, (client)

Description: Research of the Russian market of agricultural machinery

Target market: Russia

INTERNATIONAL PROJECTS

Period: August – Novembre 2011

Client Company: Fair company, Longarone Fiere, Italy

Project: MIG 2011, International exhibition of ice cream

Description: - official promoter of the 52ND MIG Fair on the Slovenian, Croatian and Serbian market
- assistance in participation on the CONBAK FAIR, Serbia

Target market: Slovenia, Croatia, Serbia

Period: November 2010

Client Company: Fair company, Longarone Fiere, Italy

Project: MIG 2010, International exhibition of ice cream

Description: - official promoter of the 51st MIG Fair on the Slovenian and Croatian market
- organization and conduct of workshop on the topic
"The Slovenian and Croatian ice cream market - opportunities and challenges"

Target market: Italy, Slovenia, Croatia

Period: January – September 2010

Client Company: INFORMEST, Italy

Project: »The Acquis Communautaire in the Municipalities of the Balkans– ACQUIS 2«, 2010

Description:	Full support for the organization, processing and preparation of information materials for the working group of the target areas
Target market:	Croatia, Serbia, Bosnia and Hercegovina in Montenegro
Period:	January – May 2010
Client Company:	INFORMEST, Italy
Project:	»Project »PROMOGEL«
Description:	The first phase of the project: research of business partners in the Croatian, Serbian, Bosnian and Montenegrin markets for Italian enterprises in the food industry (confectionery, ice cream) The second phase of the project: organization of workshop and B2B meetings between Italian companies and enterprises from Croatia, Bosnia, Serbia and Montenegro (Longarone, Italy)
Target market:	Italy, Croatia, Serbia, Bosnia and Hercegovina and Montenegro
Period:	May – October 2009
Client Company:	Friuli Venezia Giulia, INFORMEST
Project:	»House of Friuli Venezia Giulia in Vojvodina«, 2009
Description:	The first phase of the project: market analysis of agriculture, metal processing industry, IT and construction sector in Vojvodina (Serbia). The second phase of the project: establishing direct economic contacts between the Italian and Vojvodinian companies involved in the project
Target market:	Italy, Serbia
Period:	June – October 2008
Client Company:	INFORMEST (European Commission)
Project:	»European-Asian integration in sustainable tourism management (ASIAN-TOUR)«
Description:	Market analysis of tourism in Mongolia - a theoretical and empirical study, whose purpose is to identify social, economic and environmental dimensions of local tourism concept. The analysis gave guidelines for the implementation of pilot projects in tourism, which will be developed in Mongolia (in accordance with good scratch European partner countries)
Target market:	Mongolia, Italy, Slovenia
Period:	April – June 2008
Client Company:	INFORMEST, Service and documentation centre for international economic cooperation, Italy
Project:	WOOD INDUSTRY IN MONTENEGRO "project to promote the development of wood and wood-processing industry in Montenegro,"in cooperation with Italian companies
Description:	Market analysis of wood and wood-processing sector in Montenegro. Design of a concept for the improvement of cooperation with Italian companies and organization of business meetings

of the business delegations in Montenegro and Italy.

Target market: Montenegro, Italy

Period: April 2008

Client Company: **INFORMEST**, Service and documentation centre for international economic cooperation, Italy

Project: **»New Markets«, " project to promote cooperation between Italian and Croatian companies from the nautical sector.«**

Description: Organization of business meetings between Croatian and Italian companies in the nautical sector (Udine, 22th of April, 2008)

Target market: Croatia, Italy

Period: November 2007

Client Company: **INFORMEST**, Service and documentation centre for international economic cooperation, Italy

Project: **»Project Asia Invest TECHFOOD UE-ASIA CN/Asia-Invest-036 (128-010)«**

Description: Analysis of the qualitative level of technological equipment of the food processing industry in Italy.

Target market: Italy

Period: May – June 2007

Client Company: **INFORMEST**, Service and documentation centre for international economic cooperation, Italy

Project: **OPPORTUNITY SLOVENIA II "economic promotion in support of cross-border cooperation among small and medium-sized enterprises" INTERREG IIIA Programme Italy – Slovenia«**

Description: Organization of business meetings between Italian and Slovenian companies in the industry sector, boaters and bio-construction

Target market: Italy, Slovenia

Period: January – March 2007

Client Company: **INFORMEST**, Service and documentation centre for international economic cooperation, Italy

Project: **OPPORTUNITY SLOVENIA II "economic promotion in support of cross-border cooperation among small and medium-sized enterprises" INTERREG IIIA Programme Italy – Slovenia«**

Description: Market analysis entitled: "Analysis of support to cross-border cooperation". The purpose of the study was to assess the economic attractiveness of Gorizia and the Coastal-Karst region and the search for synergies with the Veneto region.

Target market: Slovenia, Italy

MARKETING STRATEGIES

Period: July – September 2011

Client Company: GONZAGA d.o.o., Slovenia

Description: Planning of marketing strategy for the efficient entry on the Italian market.

Period: from May 2009 till today

Client Company: AXEL Centro Cucine, Brugnera, Italy – production of furniture

Description: Planning of marketing strategy for an efficient entry on the Slovenian market.
Advice on the establishment of Slovenian society.

Period: From March till May 2010

Client Company: ARTIGIANI VENEZIANI S.r.l., Venezia, Italy – production of leather goods

Description: Planning of marketing strategy for an efficient entry on the Slovenian market.
Counselling on employment activities.

Period: October 2004 till today

Client Company: SIRAM S.p.a., Milan, Italy - integrated management of energy systems in the public sector and industry

Description: Planning of marketing strategy for an efficient entry on the Slovenian market.
Continuous advice on marketing.

Period: June 2008 – April 2009

Client Company: POZEBON S.a.s., construction and finishing works

Description: Planning of marketing strategy for an efficient entry on the Slovenian market.
Business start-up procedure management and consulting in the field of selection of human resources.

Period: February – March 2008

Client Company: OLIMPIAS S.p.a. - Group BENETTON, Italy, textile industry

Description: Feasibility study for implementation of manufacturing investments in Serbia

Period: September 2007 – March 2008

Client Company:

»Consortium Slovenia and Croatia II – Italian Companies: Veneto Marmi, Versan Italia, Rasotto, construction sector

Description:

Formulation of the strategy of market penetration on the Slovenian and Croatian market.
Assistance in identification of business partners and organization of business meetings
