



Doing Business in Europe Webinar Series: - ITALY

The U. S. Department of Commerce International Trade Administration Europe Team invites American exporters to join us for market briefings with our U.S. Embassy colleagues across Europe. Each session will cover the current status of the market, key target sectors, new procedures or guidelines, developing trends. Speakers include American government officials and private sector entities.

- March 18, 2021 Doing Business in Italy [REGISTER](#)

Italy, the 8th largest economy in the world and the 20th largest market for U.S. exports, is not only a gateway to the European Single Market but it is a strategic international logistics hub. With a tradition of R&D, innovation and design, coupled with a strong manufacturing base, Italy is a major economic force in Europe that is projected to register GDP growth of 3.4% in 2021.

Agenda/Speakers :

Opening Remarks and Market Overview: Isabella Cascarano, Senior Commercial Officer, American Embassy, Rome, Italy

U.S. Business Perspective: Simone Crolla, Managing Director, The American Chamber of Commerce in Italy

Understanding Regional Business Trends: Chiara Jacini, Head Internationalization & Competitiveness of Supply Chains Confindustria Lombardia

Case Study in Developing Sales Channels in Italy: Real world experience of a U.S. company in the Italian market, working with distributors and identifying customers.

U.S. Department of Commerce Resources: Ellen House, Deputy Director, Office of Western & Northern Europe, International Trade Administration, Washington D.C.

U.S. Government Funding for Export Promotion Activity: Eddy Mayen, Director – State Trade Expansion Program, Office of International Trade, U.S. Small Business Administration

Coming Soon!

- April 15, 2021 Doing Business in Germany [REGISTER](#)
- May 13, 2021 Doing Business in Russia [REGISTER](#)
- June 17, 2021 at 11:00am ET Doing Business in Ukraine [REGISTER](#)
- July 8, 2021 at 11:00am Doing Business in the United Kingdom [REGISTER](#)

Cost: \$25 per webinar Participants must register.

Contact Anastasia.Xenias@trade.gov