

SHAPE YOUR NETWORK



*«Digital support services for exporting SMEs»
MED MSMEs regional event, 20th June 2023
Riccardo Honorati Bianchi, CDP*

**Meet Italian partners
to grow your business.**

Cassa Depositi e Prestiti

GUIDING ITALY TOWARDS THE FUTURE SINCE 1850



National Institute of Promotion and Financial Institution for Development Cooperation



Joint-stock company with public-private governance



Institution at the service of the sustainable development of businesses and territory



Long-term partner for Italian private investors and savers

Our mission

We promote Italy's **sustainable development** using responsibly the savings to promote **growth** and **employment**, supporting **innovation** and **competitiveness** of businesses, infrastructures and territory.



485

TOTAL ASSETS ²



38

EQUITY INV. & FUNDS ¹



36

CONSOLIDATED INCOME ²

Our shareholders

16%
Bank Foundations

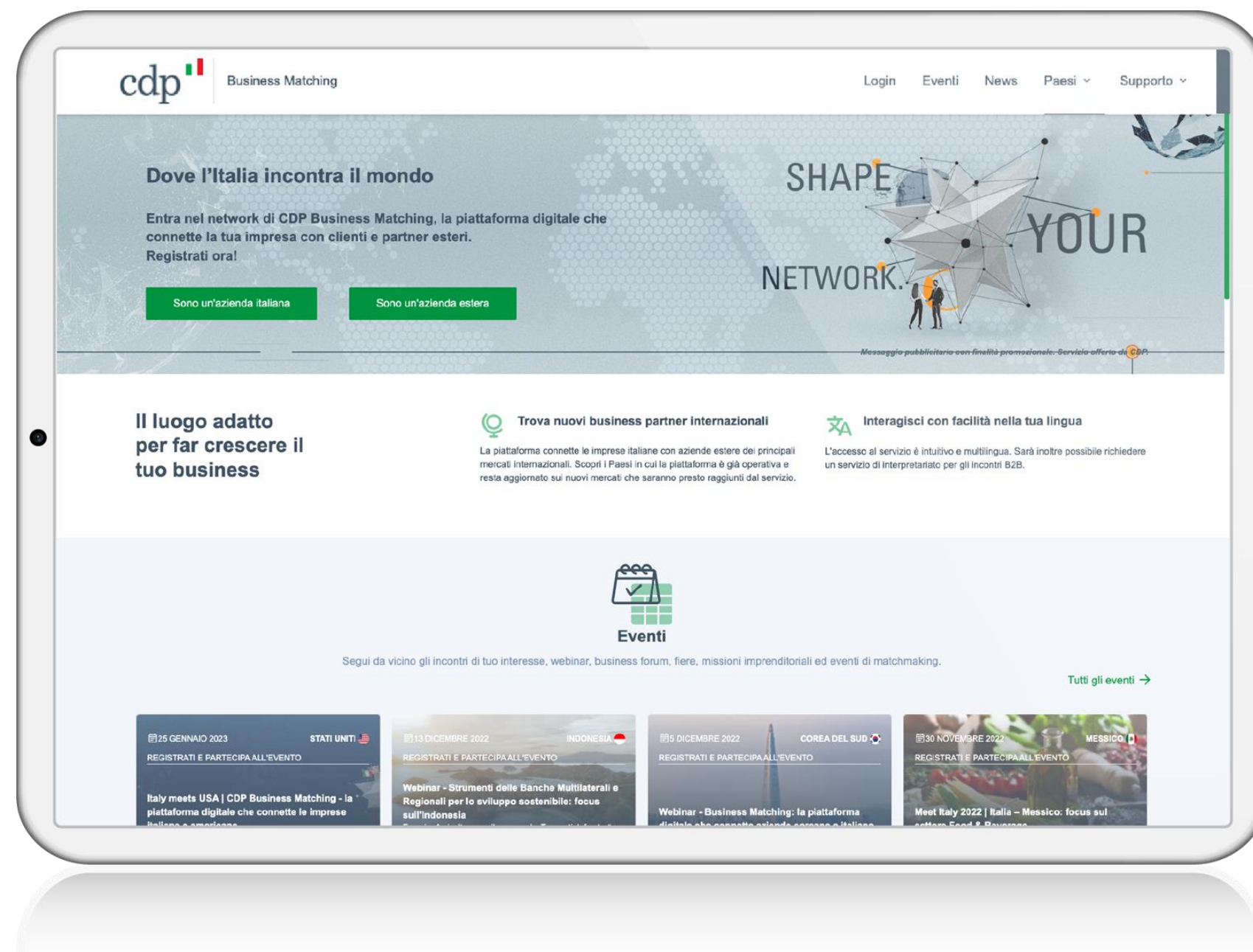
84%
Ministry of Economy and Finance



CDP Business Matching Platform

Scope of the initiative

The tool is aimed at supporting the export and internationalization of Italian companies, particularly **SMEs**, facilitating their **access to international markets**.



This innovative digital tool is capable of creating quality networks between Italian and foreign companies, facilitating the start of business relationships within a **safe, reliable and functional environment**.

Focus countries





One year after its launch, the tool is already active in nine countries and its operation will be progressively rolled out to other priority geographical areas for the export and internationalization of the Italian economic system.





Tool launch

-  India
-  Japan
-  China

Expansion of focus countries

-  Indonesia
-  Mexico
-  Morocco
-  South Korea

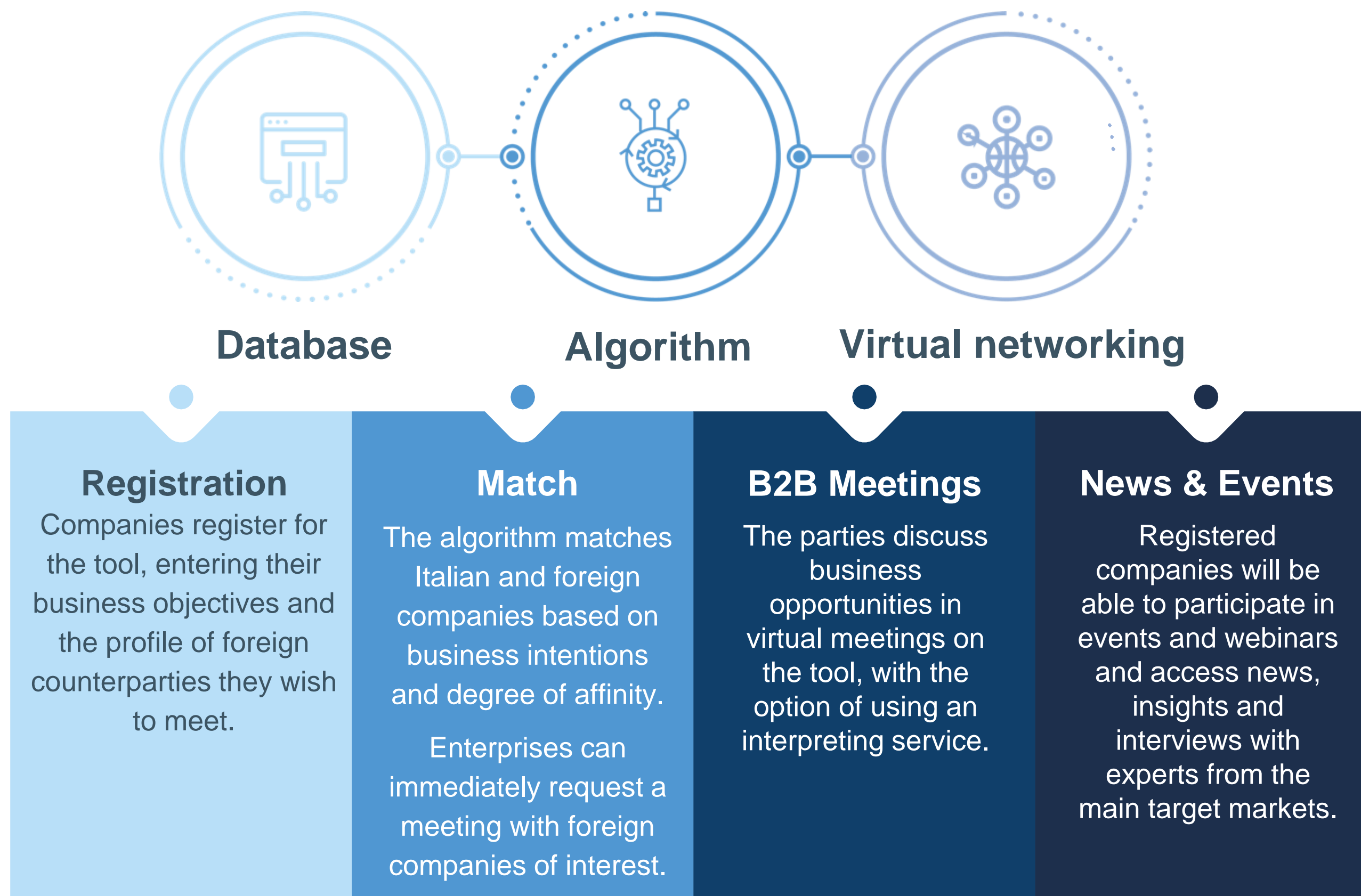
Evolution in other priority areas

-  USA
-  South Africa

...roll out to new Countries

- 
- 
- 

Features



Registered companies will be able to count on the support of CDP and the network of institutional partners in Italy and in the focus countries.

Benefits for SMEs

NETWORKING

- Access to a network of selected foreign companies thanks to a network of institutional partners in the focus countries

ANALYSIS AND DATA

- Access to analysis and data on target countries and opportunities offered by Multilateral Development Banks (e.g. Business Matching Tenders)

FEATURES

- Easy, secure and intuitive
- Usable through a dedicated app
- Also accessible via SPID
- Available in 9 languages
- Free of charge

ASSISTANCE

- Customer service
- Dedicated team for finding new partners, organizing B2B meetings and participating in events
- Interpreting service for B2B meetings

EFFICIENCY

- Reduced travel costs related to the start of business relationships and participation in digital events and fairs

INSTITUTIONAL PARTNERS

- In case of commercial agreements, to facilitate business development, companies can request services and tools offered by CDP and the project partners (SIMEST, SACE, ICE, CONFINDUSTRIA)



Main results of the first year of operation

Thanks to numerous events and engagement initiatives, registrations for the tool exceeded launch expectations in its first year of operation.

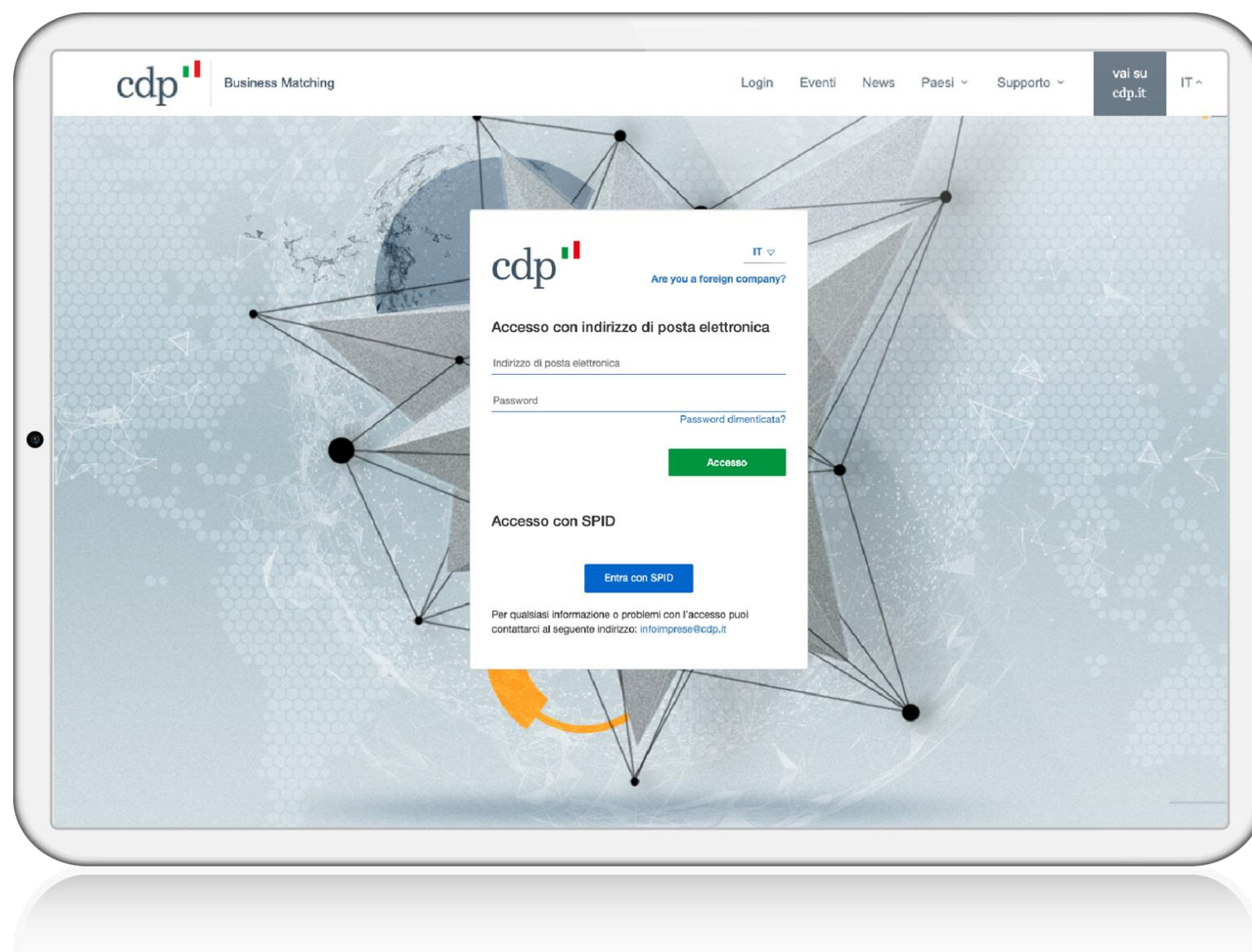


As of May 2023

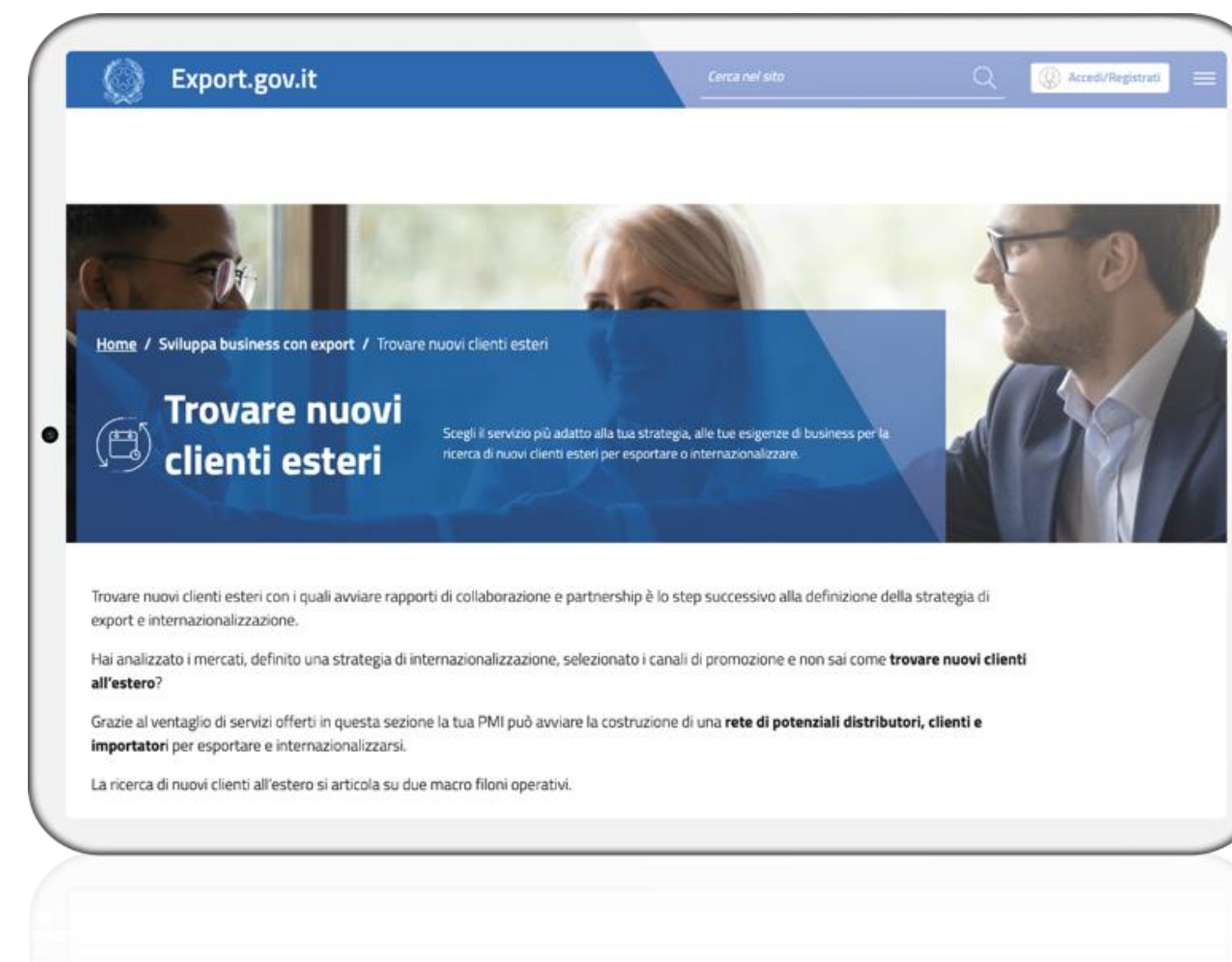


Access to the tool

➤ From the CDP website
businessmatching.cdp.it



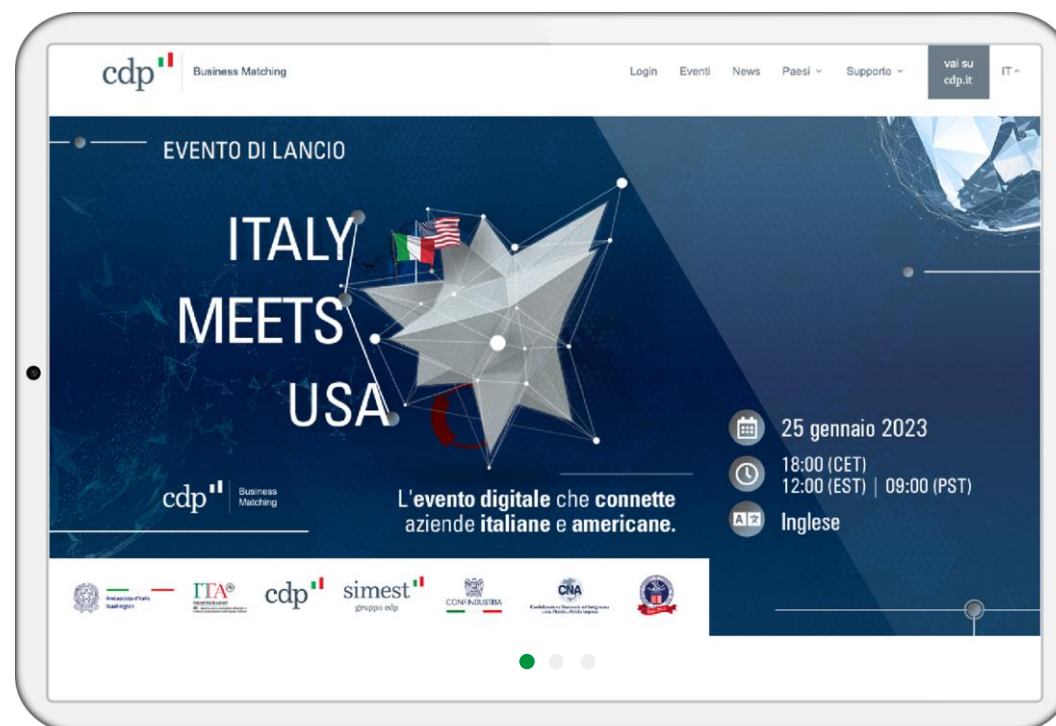
➤ Through Export.gov.it
which brings together all the initiatives of the Italian system to support export and internationalization.



Digital events

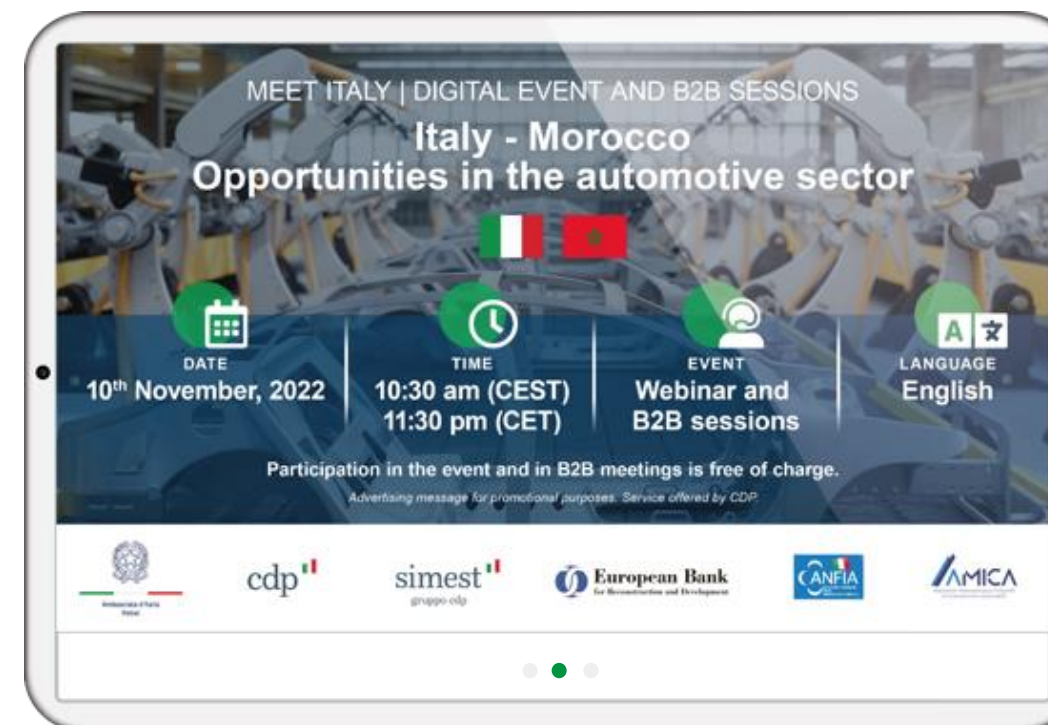
The tool hosts free digital events with sessions for B2B meetings between Italian and foreign companies. In 2022, 16 events were organized: 8 launch, 5 thematic and 3 cross-cutting.

Launch events in focus countries



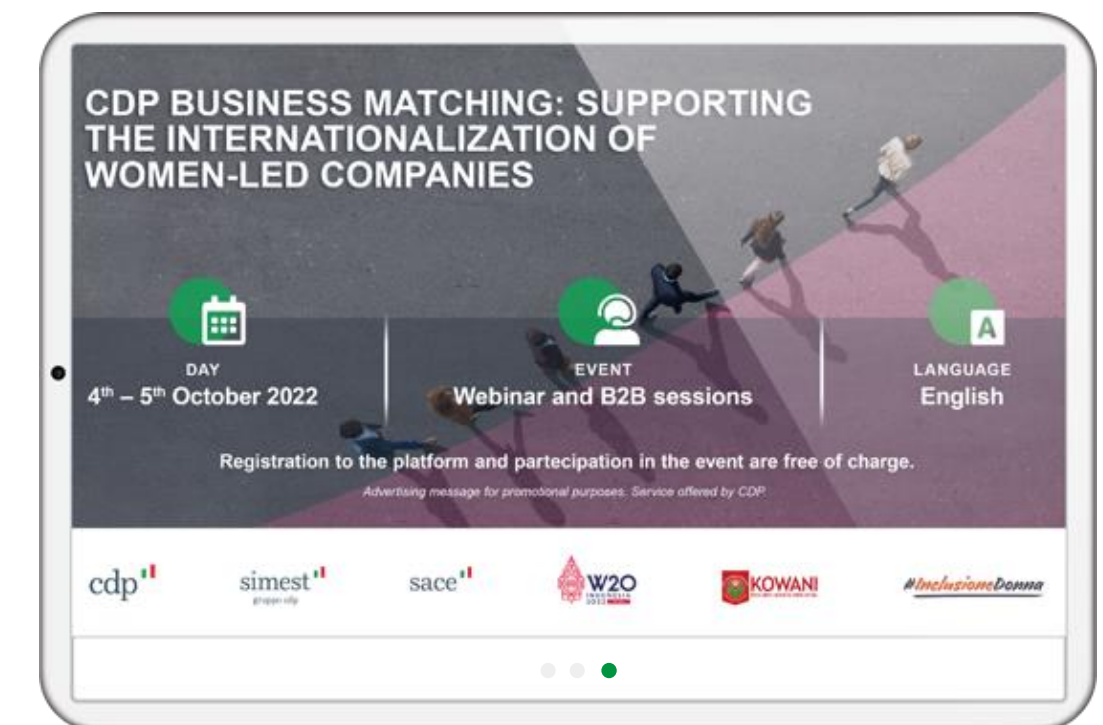
Presentation events for the tool on its launch in new focus countries.

Thematic events "Meet Italy 2022"



Industry events in specific countries, followed by B2B meetings between Italian and foreign companies to foster new international business relations.

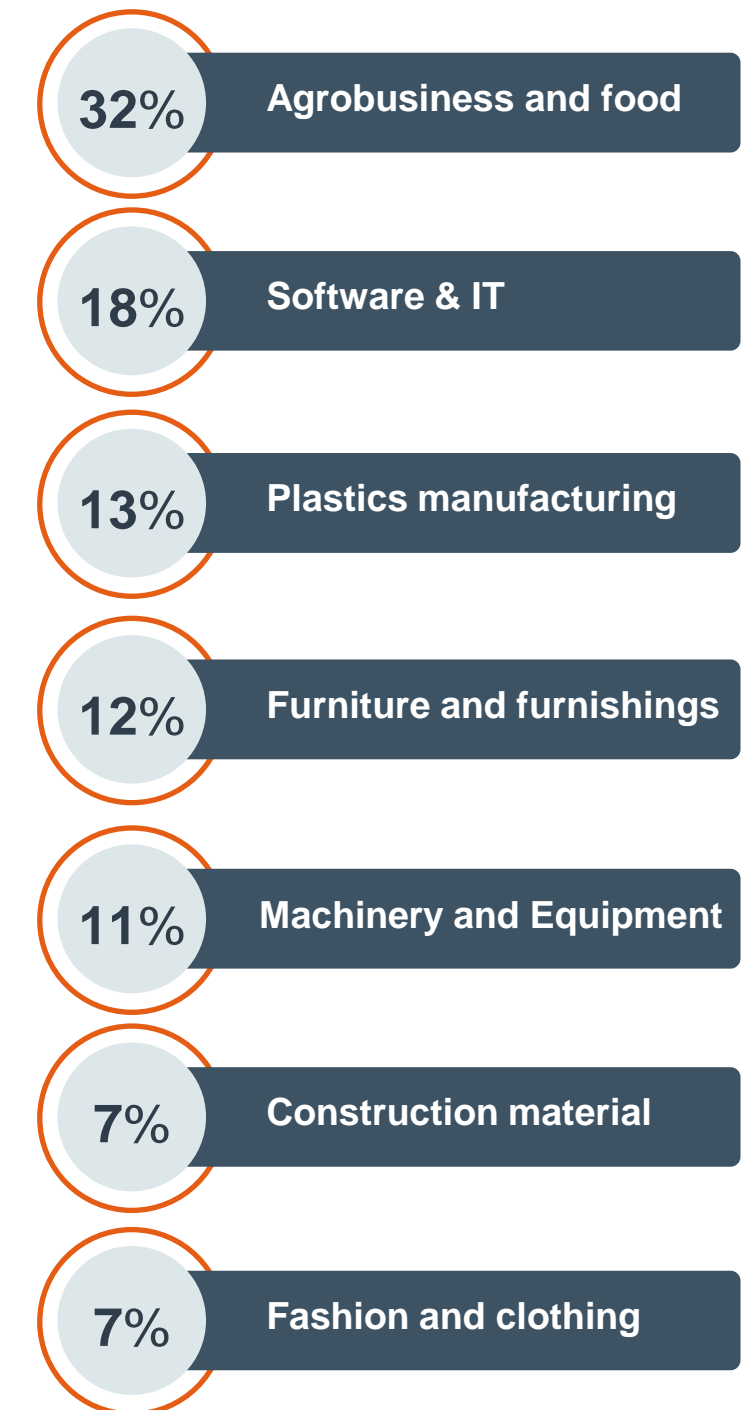
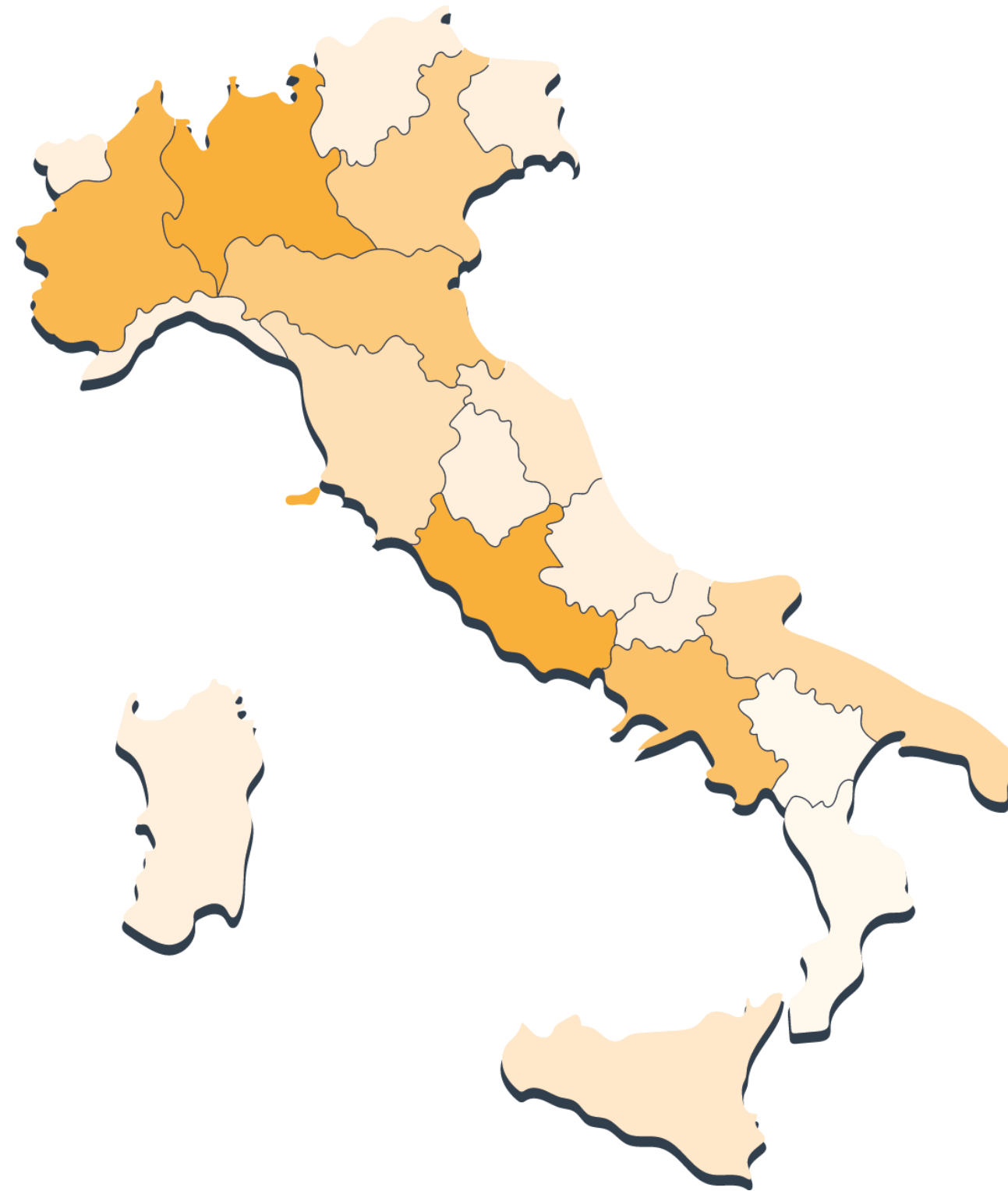
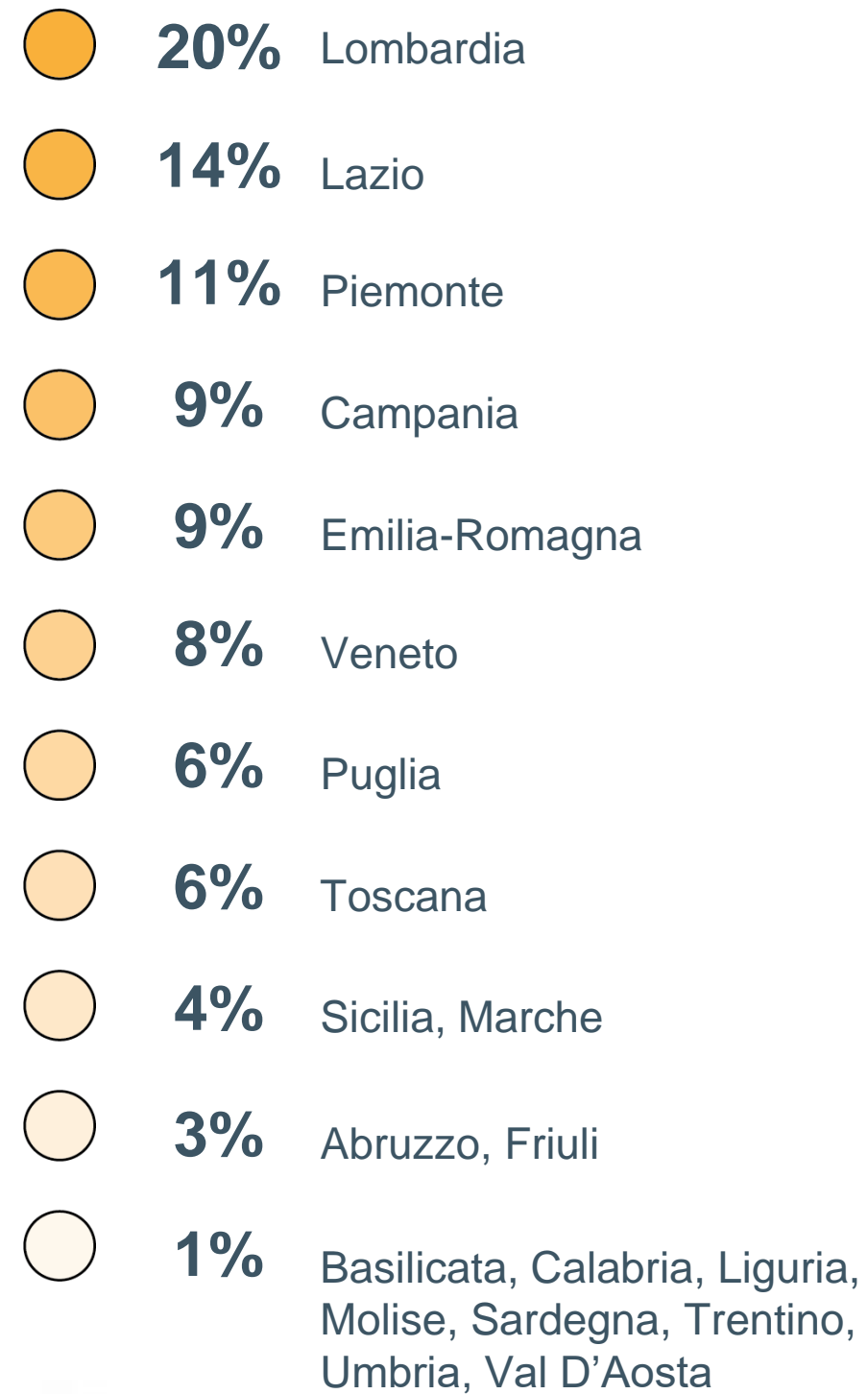
Cross-cutting events



Events on cross-cutting areas of interest followed by B2B sessions for the development of new international partnerships in innovative and inclusive areas.

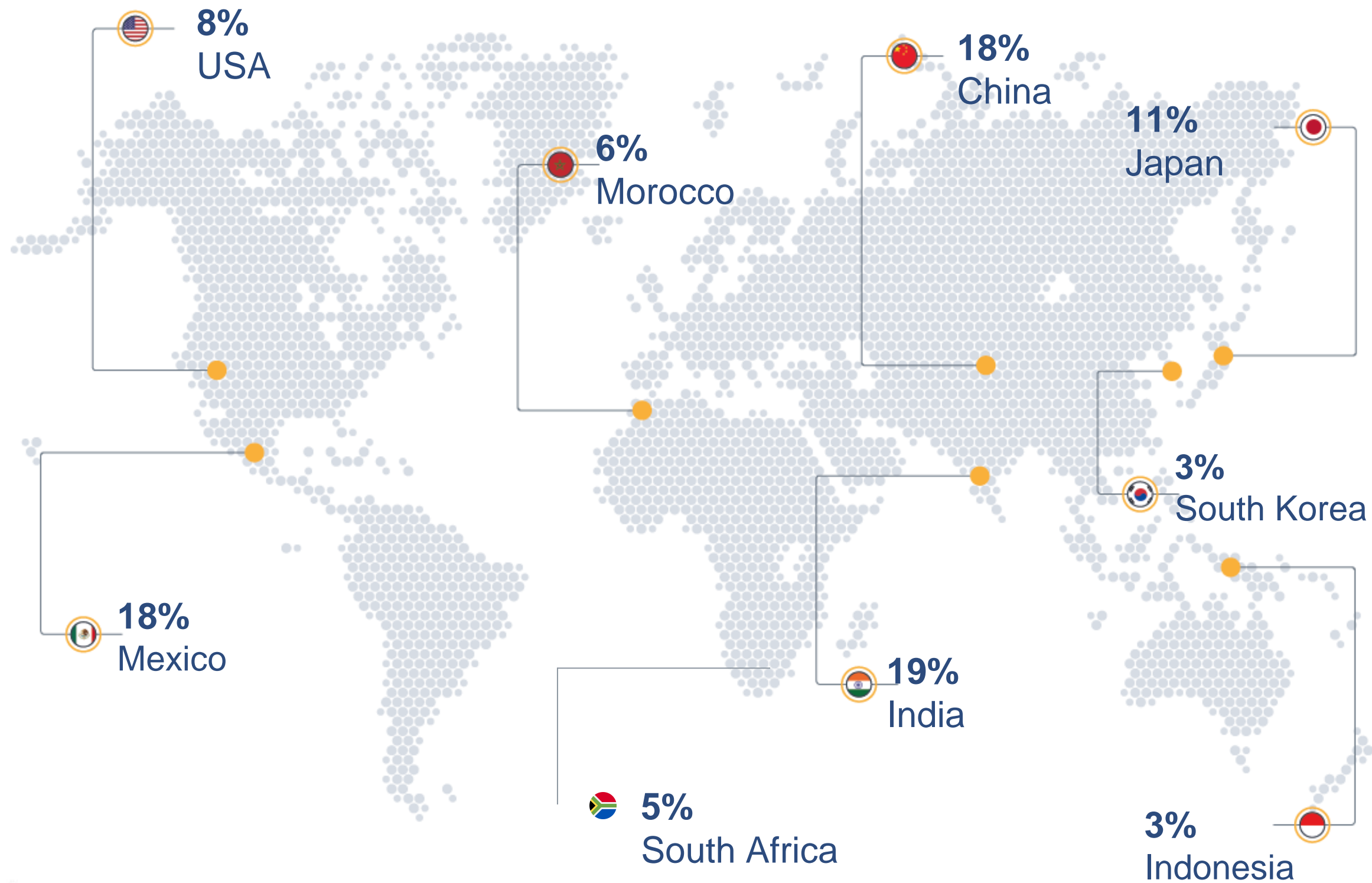
Italian companies using the tool

Today the platform counts on **2,700** registered Italian companies, of which **95%** are **SMEs**.

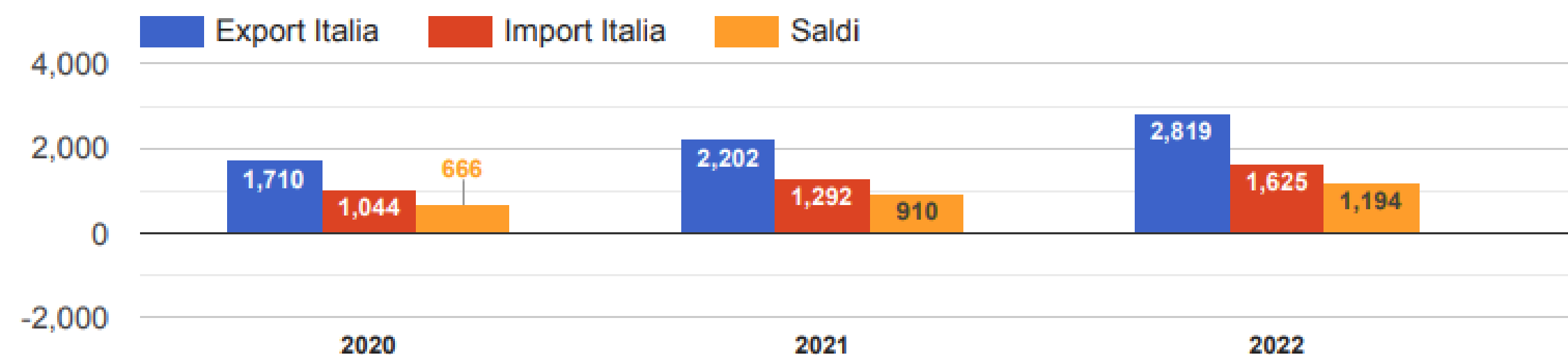


Foreign companies using the tool

There are **1,900** registered foreign companies, a number that is constantly growing thanks to the network of institutional partners in the countries where they operate.



Case Study: MOROCCO



Commercial inter-exchange with Italy (values in €/mln); source: infoMercatiEsteri.it

Morocco is a strategic country for Italy because of the favorable forecasts of economic growth and the several opportunities for companies in terms of investment.

In 2022, the Italian export towards Morocco raised 2.819 mln of Euros.

Italy is the 4th most important destination market for Moroccan exports and Italy is the 6th supplier of Morocco.

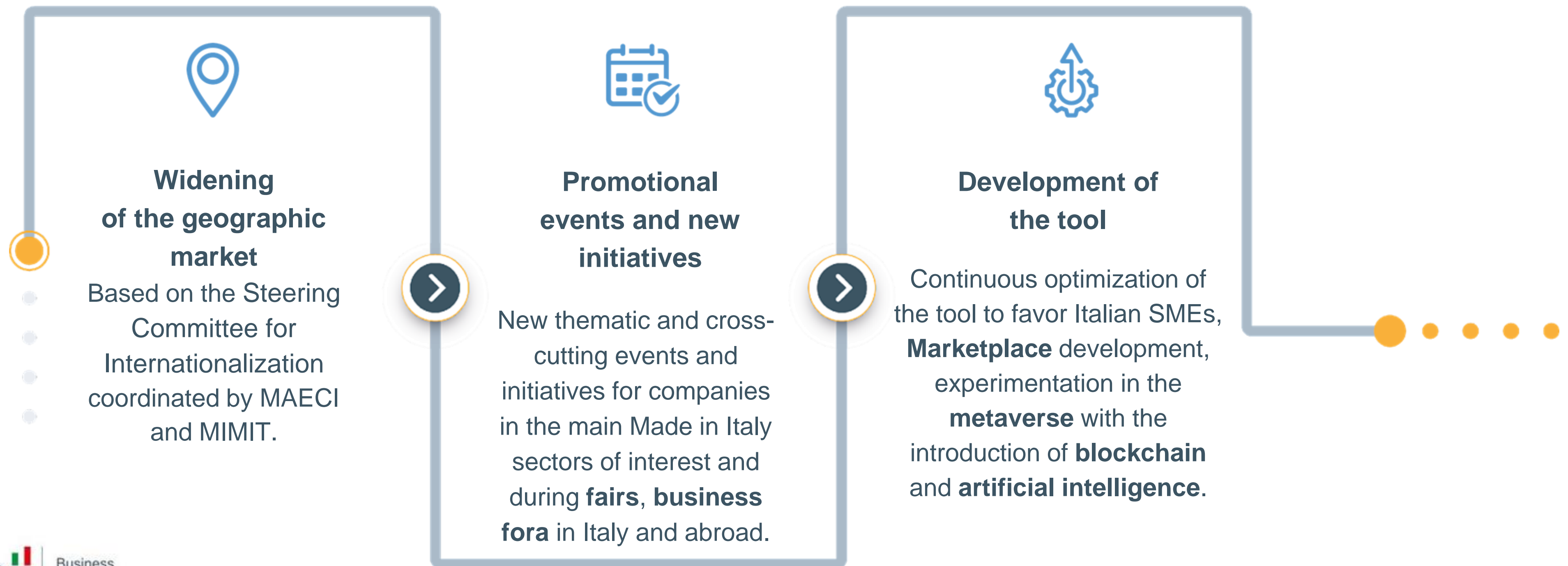
CDP Business Matching Platform's launch in Marocco and event on automotive sector

On 23 May 2022, the Italian Embassy in Rabat and Cassa Depositi e Prestiti (CDP) organized the webinar "**Italy-Morocco: Italy-Morocco: business opportunities and instruments for companies**" to promote trade relations between Italian and Moroccan companies. During the event, the financial instruments made available to companies by the main actors of the "Country System" were presented. **187 companies** participated in the event.

Then, **Cassa Depositi e Prestiti and SIMEST**, in collaboration with the **European Bank for Reconstruction and Development (EBRD)**, organized on 10 November 2022 a webinar followed by online B2B meetings between Italian and Moroccan companies active in the **automotive sector**. **99 companies** participated in the event.

Next steps

The tool is intended as a reference channel for the promotion of commercial relations, consistent with CDP's strategic priorities and in line with the Steering Committee for Internationalization.



CUSTOMER SERVICE

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Business
Matching



Export.gov.it

Thank you

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In collaboration with:



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



simest
gruppo cdp



Confederazione Nazionale
dell'Artigianato e della Piccola
e Media Impresa

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