



CASA ITALIA LIBIA SERVICES CATALOGUE

*Description and conditions
of main services*

INTRO

■ WHAT IS IT

CASA ITALIA LIBIA Services Catalogue aims to promote cultural relations between Libyan authorities, entrepreneurial realities and Italian and foreign companies on solid and clear bases.

The Catalogue describes the activities in support of foreign companies and defines the principles of management and dispensing. The Catalogue offers to companies an overview of the offered services. The costs will be estimated by the dedicated partner on customer's request. All services will be directly provided by our partners who have shared with CASA ITALIA LIBIA the association's targets.

■ WHO WE ARE

A story started in 1919 on initiative of Lombardy region entrepreneurs that has been cared for generations. Since from the beginning have been set direct partnership with local Libyan entrepreneurs, partnership that are still existing. With two headquarters located in Tripoli we offer support and assistance to Italian, European and Libyan companies looking for reliable partners in order to expand their business horizons. Our database includes local and foreign companies based in Libya and Italy, and Libyan companies interested to open exchange relations at any level. Our offices based in Italy (Brescia and Rome) and Libya (Tripoli) can provide useful information about contacts, laws and procedures related to the Libyan market. We support companies through our website, with social media campaigns and networking events.

■ HOW WE OPERATE

To achieve our goals, we operate with offices in Brescia and Rome in Italy and in Tripoli in Libya and we co-operate with different Italian and Libyan business realities. We co-operate with Regions authorities, Chambers of Commerce, Trade Associations, Fairs, Consortia, Cooperatives, Business Networks, Industrial Districts, Banks, Economic Departments for territory development.

■ OUR TARGETS

All services for a fee will be agreed by customers with our partners on the basis of rates previously negotiated with CASA ITALIA LIBIA or based on specific quotations.

We give assistance customers through services, starting from market's first approach information to specific strategic support to start and consolidate business of Italian and foreign companies on the Libyan market.

We organize events and match-making activities in a dedicated location of 3.000 m2, belonging to one of our Libyan partner, to offer the opportunity to meet Libyan counterparts with whom analyze proposals for productive, technological and commercial co-operation.

Promote and enhance Italian excellence, spreading its culture, peculiarities and know-how through business missions in Libya, or missions of Libyan companies and operators directly in Italy.

Provide expertise on how to operate in the country.

Organize unique events, where associates of CASA ITALIA LIBIA will participate exclusively with the aim to promote themselves on the market in a prestigious way.

Marketing activities, to promote our association activities on Libyan local media and Italian companies organizing unique and international events. Among these in co-operation with the Automobil Club Libya, the revival of TRIPOLI GRAND PRIX, event already studied in all details.

■ OUR PHILOSOPHY

To guarantee top quality services we committed ourselves to offer:

- Competence
- Clear agreements
- Courtesy
- Confidentiality
- Impartiality

Our support and services provided by our partners are based on:

- Satisfaction of all requests
- Timeliness
- Transparency of procedures

■ NOTE

- ✓ All services will be quoted by our partners.
- ✓ Services will be provided only upon written quotation acceptance.
- ✓ Any services not included in the Catalogue may be required to CASA ITALIA LIBIA that will check with its partners feasibility and related conditions.
- ✓ Any eventual legal charges will be reported on the final quotation.

SERVICES

All fee based services will be supplied by our partners.

1. MARKETING SERVICES

1.a Initial Market Orientation

- Market analysis Libya/sector
- Reports on local laws and regulations (customs, tax, incentives)
- Exhibitions and events information

1.b Country conferences / Country presentations / Webinars

2. EVENTI E COMUNICAZIONE

2.a Events

- gala dinner, networking events
- private business meeting events

2.b Communication

- Advertisement activities on local digital magazines and media
- Press conferences and media relations
- Media marketing campaigns (companies and products commercial launch)

3. BUSINESS CONTACT

- Research and selection of business partners (importers, distributors, suppliers and strategic partners) with business meetings organization.
- Organization of incoming-outgoing missions: B2B workshops
- Participation to exhibitions: Italian companies in Libya, Libyan companies in Europe

4. CONSULTANCY AND ASSISTANCE SERVICES

- Legal assistance
- Administrative and tax assistance
- Transports and Customs assistance
- Inspection and freight forwarding services
- Interpreting/translations
- Travel and transfers assistance
- Specialized assistance for market development (targeted sub-sector surveys, product surveys)
- Assistance to participate to EU or International business fundings developing programmes
- Set up of representative offices, project offices, branch offices and subsidiaries, temporary and permanent showrooms
- Operational support in all operational steps (start-up, logistic assistance, personnel research, real estate service)
- Company transactions such as joint ventures, acquisitions and mergers
- Foreign companies agency services
- Visa service
- Research of workers and technicians operating in Libya.

DESCRIPTION

The below conditions were negotiated between CASA ITALIA LIBIA and its partners.

1. MARKETING SERVICES

Market analysis Libya/sector
<i>Libya market research, statistical surveys to provide a first view useful to evaluate the concrete possibility to operate in the country.</i>
Service description
<ul style="list-style-type: none"> ▪ short economic and financial situation report of the country ▪ company sector analysis ▪ distribution network analysis ▪ competitors ▪ main local sector events
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ request acceptance within..... working days from its receipt ▪ quotation delivery within..... days from the first feedback ▪ provision of the service withindays. from order confirmation

Reports on local laws and regulations (customs, tax, public fundings)
<i>information files on custom duties , tax and companies public fundings</i>
Service description
<ul style="list-style-type: none"> ▪ short introduction to the topic of interest ▪ report of the legislation related to the argument with list of individual references (this does not include the translation of individual standards/laws) ▪ list of the main reference local authorities
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 5 days from request receiving ▪ provision of the service within 20 days from order confirmation

Exhibitions and Events informations
<i>information about the main fairs and events of national and international relevance related to a specific sector. This service can be provided either:</i> 1) <i>on demand of the Exhibitions Organizers interested to promote their activity.</i> 2) <i>on demand of companies interested to receive information on exhibitions.</i>
Service description
<ul style="list-style-type: none"> ▪ Short introduction to the event ▪ Report of the main local exhibitions and events with report – when available - of previous editions, indications on participation rules, organizers details and technical indications (total area of the event, area costs, basic stand staging, foreign countries participants and any eventual restrictions on foreign participants , total number of exhibitors (domestic and foreign), number of exhibitors and visitors of previous editions and their nationality of origin (in case of pre-existing Exhibitions).
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 15 days from request receiving ▪ provision of the service within 20 days from order confirmation

Country conferences / Country presentations / Webinars
<i>Country information workshops organization / country presentation dedicated to companies and authorities</i>
Service description
<ul style="list-style-type: none"> ▪ Contents definition ▪ Speakers selection ▪ Sponsor research ▪ Media management ▪ Invitations management (mailing-recall) ▪ Logistic organization ▪ follow up
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 15 days from offer request ▪ provision of the service within 30 days from order confirmation

2. EVENTS AND COMMUNICATION

Gala dinners - networking events
<i>Organization of events dedicated to companies and authorities to develop and improve networking for new business contacts.</i>
Service description
<ul style="list-style-type: none"> ▪ Contents definition ▪ Speaker selection ▪ Sponsor research ▪ Media management ▪ PR service ▪ Invitations management (mailing-recall) ▪ Logistic organization ▪ follow up
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ provision of the service within 10 days from enquiry

Private business meeting events
<i>Private events organization to promote company/sector/product etc.</i>
Service description
<ul style="list-style-type: none"> ▪ contents and event definition (exhibition, temporary show room, products show, etc) ▪ invitations management ▪ PR and media management ▪ Logistic organization ▪ follow up
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ offer forwarding within 10 days from enquiry ▪ provision of the service within 30 days from order confirmation

Advertisement activities on local digital magazines and media
<i>Marketing and advertising on Libyan newspaper, magazines and media</i>
Service description
<ul style="list-style-type: none"> ▪ Contents study definition ▪ Marketing and advertising tools identification and selection ▪ Marketing campaign contents planning and advertising campaign realization according to market targets
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 10 days from offer request ▪ provision of the service within 10 days from order confirmation

Press conferences and media relation
<i>press conferences organization and media relations management to promote the presence of foreign companies in the country or to publicise investment activities and commercial initiatives in Libya and Africa.</i>
Service description
<ul style="list-style-type: none"> ▪ Contents study and definition ▪ Media selection ▪ Communication strategy identification and definition (timing, modalities, tools) ▪ Press conference organization (journalists and media selection) ▪ Logistic service (venue, commercial documentation, hostess and interpretino service, catering) ▪ Press release services
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 10 days from offer request ▪ provision of the service within 15 days from order confirmation

Media marketing campaigns (companies and products commercial launch)
<i>Media campaigns management to promote companies or products in Libya</i>
Service description
<ul style="list-style-type: none"> ▪ Contents study and definition ▪ Media selection ▪ Communication strategy identification and definition (timing, modalities, tools) ▪ Communication strategy management (magazine, web, radio, press conferences organization) ▪ Press release services
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 10 days from offer request ▪ provision of the service within 30 days from order confirmation

3. BUSINESS CONTACTS

Research and selection of business partners (importers, distributors, suppliers and strategic partners) with business meetings organization
<i>Potential business and strategic partners scouting services to develop investments, Joint Venture, know-how transfer activities</i>
Service description
<ul style="list-style-type: none"> ▪ Contents study and definition ▪ Research and detailed report of verified potential local partners (max.10) : coordinates, main activity (agent, dealer, distributor etc) ▪ Partner selection ▪ Meetings organization (on demand)
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 5 days from offer request ▪ provision of the service within 10 days from order confirmation

Organization of incoming-outgoing missions: B2B workshops
<i>organization of incoming/outgoing business missions and B2B meetings between Customers and potential partners to develop commercial activities, investments, Joint Ventures etc. involving different local operators.</i>
Service description
<ul style="list-style-type: none"> ▪ Contents study and definition ▪ Research and check of potential local partners ▪ B2B meetings organization (definizione venue, orari agenda, supporto interprete) opp. ▪ workshop organization (definizione venue, individuazione moderatore, supporto interprete) ▪ follow up
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 10 days from offer request ▪ provision of the service within 25 days from order confirmation

Participation to exhibitions : Italian companies in Libya, Libyan companies in Europe
<i>Management, for individual or groups of companies, Italian and foreign, to participate to Italian and foreign exhibitions.</i>
Service description
<ul style="list-style-type: none"> ▪ Exhibition identification and participation modalities selection (single stand, collective stand or B2B meeting organization) ▪ Support for exhibition registration, stand rental and set-up, goods delivery and custom duties, B2B meetings organization, exhibition catalogue registration, promotional material realization, interpreter support. ▪ Logistic support (flight, transfers, accommodation, visa service) ▪ With collective stands representing Italian/European or local companies: selection and business contact service with local potential customers ▪ follow up
Service contact
Send an e-mail to info@casaitaliaLibia.com
Service timing
<ul style="list-style-type: none"> ▪ quotation delivery within 5 days from offer request ▪ provision of the service within 30 days from order confirmation

4. CONSULTANCY AND ASSISTANCE SERVICES

INTERPRETER SERVICE

SERVICE DESCRIPTION. AN ARABIC-ITALIAN LANGUAGE INTERPRETER IS AVAILABLE FOR 8 HOURS FOR YOUR BUSINESS MEETINGS (EXTRA HOURS WILL BE NEGOTIATED)

INVESTIGATION AND INSPECTION/EXPEDITING SERVICES

SERVICE DESCRIPTION. MULTIPLE RANGE OF INSPECTION SERVICES (THIRD PARTIES GOODS INSPECTIONS, PRE SHIPMENT INSPECTION, STAFFING, REMOTE INSPECTIONS, DRONE INSPECTIONS) AND EXPEDITING.

OTHER SERVICES

SERVICE DESCRIPTION.

- Legal assistance
- Administrative and tax assistance
- Transport and customs duties assistance
- Travel and transfer assistance
- Specialized marketing assistance for Libyan market penetration (targeted market, sectors, product researches)
- Assistance in public fundings research
- Local company set up (representative offices, project offices, branch offices and subsidiaries), temporary and permanent showrooms
- Operational support in all company set up steps (start-up, logistic assistance, personnel search, real estate services)
- Extraordinary operations such as joint ventures, acquisitions and mergers
- Agency service
- Visa service
- Research and selection of workers and technicians in Libya