

Business development abroad

EXPORT CONSULTANTS

Customer reviews: SNC (Italy)
 Activity: TRADING
 Products: PROMOTIONAL ITEMS
 Sector: **CLOTHING AND ACCESSORIES**
GADGETS AND GIFTS
BAGS AND UNIFORMS SPORTSOFFICIAL

Assignment: **SELECTION OF FOREIGN SUPPLIERS**
 Market target: **CHINA & HONG KONG**

Description	Meetings with potential suppliers planted in China and participation at trade fairs in Hong Kong and Guangzhou (2005)
Objectives	1) Developing partnership projects for the realization of customized and/ore "tailored" products = definition of related commercial agreements (quality control, delivery, payment) 2) Research and selection of new products/suppliers = request of samples, market/product testing, negotiations and commerciale agreements
Results	Trade agreements for production of branding products Supply agreements of customized products Meetings with suppliers for enforcing loyalty and searching of new products