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BAKU PROJECT - AZERBAIJAN 2009-2010

This project was implemented by several companies that operate in the construction sector. They are:

- **BARDI COSTRUZIONI s.r.l.**, which operates in the housing sector.
- **KAPPA-CI s.r.l.**, which realizes aluminium, PVC and iron doors and windows for both private homes and factories.
- **FA-CE S.N.C. Di Lelli Romano & C.**, which produces both interior and exterior high-quality wooden doors and windows.
- **IMPRONTA S.R.L.**, which deals with the building of steel staircases and furnishings.

The main business objective of this project, which deals with the building of both private homes and factories, is that of receiving numerous requests concerning the realization of both buildings and luxury finishes in order to promote the considerable expertise and high professionalism of the included companies.

They aim at presenting themselves as so-called “Made in Italy” construction firms, and offer high-quality solutions for both private homes and public structures (hotels, premises, shopping centres).

They aim at obtaining the first recognition of qualified partnership as so-called Made in Italy construction firm, in order to give special contributions to innovative, sustainable projects. Not to be missed are important “institutional” meetings (Chamber of Commerce, Embassy, Local Authorities).

Project's goals

In order to achieve the stated goals, the involved companies strove to get specific results, that is to say:

- They relied on skilled consultants in order to acquire a deep knowledge of Azerbaijan and of its culture, usages and customs and housing sector.
- They collected indispensable information on the climate and the hydrologic, seismic and energy supply features of the territory surrounding the capital Baku;
- They gained detailed information on local regulations dealing with the construction sector, labour legislation, international tax and import/export measures and further similar provisions.
- They collected information about potential finance and bank partnerships, especially about Unicredit, that operates within the state boundaries;
- They gained information on Azerbaijan's transportation and logistics (ships and roads);
- They promoted the image of the group of Ati companies through institutional meetings and further planned meetings with companies and investors;
- They established the right way to work at the following phases of the project while realizing a capillary “follow-up” activity in order to define the successful factors which derived from this initiative and to arrange a temporary show room and a cycle of events and workshops to support the penetration of the local construction market.

Actions

✓ **Market research, sector analyses, business consultancy and partnerships**

This first analysis phase was carried out by an acclaimed consulting firm that has operated in the country for many years now. It has several objectives:

- It contributed to foster a deeper knowledge of Azerbaijan for those companies which were focused on the housing sector and the hotel contract sector;
- It detected a series of reliable business partners belonging to the construction and property sector and arranged targeted meetings with the companies of ATI group.
- It provided support during workshops and follow up activities.

✓ **Common planning of workshops and meetings**

The group of companies took part in a five-day mission which included several presentation workshops and plenty of targeted meetings. During these business meetings, the companies had the opportunity to meet an official of the local Chamber of Commerce and the Italian Ambassador.

✓ **Realization of a temporary show room**

The group of companies also arranged a small temporary show room in Baku, in order to exploit the contacts obtained during the meetings. This decision derives from the fact there isn't a representative trade fair for this sector.

✓ **Promotion on the foreign markets to foster cooperation**

The group of companies conceived a series of promotional tools which were used during their workshops, meetings and promotional campaigns. They include: brochures, catalogues, leaflets, website and samples. These materials were produced both in English and Russian language.

Images depicting the group of companies in Baku



