

CASEITALY



The new format for the promotion and enhancement
of the Italian manufacturers of technical products for
the building case

Stuttgart - R+T 2018, - March 1st, 2018



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|--------------|---|--|
| 16.00 | Opening Speech | |
| | Sergio Fabio Brivio | <i>Board Member FINCO</i> |
| 16.15 | The Building Casing in the Future _ Evolution & Innovation | |
| | Francesco Fiorito | <i>Associate Professor in Architectural Engineering
Polytechnic University of Bari</i> |
| 16.45 | Caseitaly Presentation | |
| | Nicola Fornarelli | <i>ACMI President</i> |
| | Fabio Gasparini | <i>ASSITES President</i> |
| 17.15 | Open questions | |
| | Angelo Artale | <i>General Manager FINCO</i> |
| | Moderator | |
| 18.15 | Italian Party | |

CONSTRUCTION MADE IN ITALY

International operators recognize and demand products **made in Italy** in the sector of building case, since they appreciate their quality, design and safety.

Most of these companies are small/medium business realities and therefore cannot properly promote themselves and take advantage of this opportunity.

This is the reason why **CASEITALY** was born: a new and innovative format that will foster the promotion of such companies with their values, products and services.

CASEITALY will be far more than the sum of associations and companies. It will be a way to reach international markets for hundreds of companies that will sustain each other in growing up and increasing their export share

CONSTRUCTION MADE IN ITALY

Four of the most representative Italian associations of the construction field, that are part of the **Finco Federation**, plan and promote a new format to internationalize their companies.



The CASEITALY initiative has been made possible by the support given to the project by the Italian Ministry of Economic Development (MISE) and the Italian Trade Agency (ITA).



Ministero dello Sviluppo Economico



ITALIAN TRADE AGENCY

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



CASEITALY

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ONE SOUL, ITALIAN QUALITY

- Different manufacturers associations and their companies, joined by the **need of promoting** their products and services in **international markets**.
- International markets that recognize the value of **Made in Italy**.
- “**Light construction industry**” at the center of the project:
“Light” because not structural but decisive key for the building construction.

A NEW AND ORIGINAL MULTI-CHANNEL FORMAT

- The most important **international exhibition events** recognized as a privileged platform to meet potential customers and others international market player.
- A central “island” of 250 square meters with a multimedia and innovative setting, to promote in the best way the associations’ contents.
- Daily conferences programme dealing with the most relevant topics for the construction market.
- Welcoming space and refreshment to express the Italian style approach not yet well known to international operators
- An alive space where to find the best operators of this sector.

WEBSITE & CATALOGUE

- The **CASEITALY website**, with editorial, corporate and product contents, will promote a daily exchange between international operators.
It will foster a reserved area for project members, a dedicated video channel and newsletters for a constant and effective market involvement
- The **CASEITALY catalogue**, containing an alphabetical list and description of all the associations and partner companies, will be widely distributed not only during the trade fairs.

VIDEO & CONFERENCES

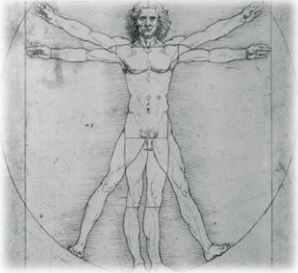
- An **original video** is being realized to promote the contents and values of Italian production of the sector. A tool to enhance and emphasize the “Made in Italy” and the quality of its products.
- During each and every trade Fair a series of conferences, tailored on the different markets, will be organized.
The entire conference program will be broadcasted on a large screen during the events and on CASEITALY website.

WHERE & WHEN 2018 - 2019

CASEITALY will be a protagonist at:

- **R+T 2018**, Stuttgart, March 1, 2018 (international launch event)
- **FENSTERBAU**, Nuremberg, March 21-24, 2018 (institutional “island”)
- **SIB**, Casablanca, November 21-25, 2018
- **BUDMA**, Poznan, January 2019
- **CONSTRUMAT**, Barcelona, May 2019
- **BATIMAT**, Paris, November 2019

WHY CHOOSE AN ITALIAN MANUFACTURER ?



... because the long tradition in design!

... because the high performing technology!



... because our passion for beauty!



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WHY CHOOSE AN ITALIAN MANUFACTURER ?

... or because sometime your garage is too small for your car!



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WHY CHOOSE AN ITALIAN MANUFACTURER ?

... or because your house doesn't have very ordinary windows!



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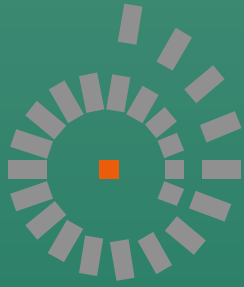
WHY CHOOSE AN ITALIAN MANUFACTURER ?

... or because you need people very expert in sun protection!



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CASE ITALY



We welcome those who ask us standard
solutions!

**We love those who ask us for unique and
creative solutions!**