



CONSTRUCTION MADE IN ITALY

The new format for the promotion and enhancement of Italian technical components for the building case companies

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 - today on average under 10%.

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



Ministero dello Sviluppo Economico



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

In cooperation with



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: New feature in the sector!





ONE SOUL, ITALIAN QUALITY

- Different companies and association, 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 construction market.

A NEW AND ORIGINAL MULTI-CHANNEL FORMAT

- The most important international exhibition events recognized as a privileged platform for the meeting of different international operators.
- 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 associated companies, will be widely distributed not only during the trade fairs.



CASEITALY

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 emphasise the “Made in Italy” and the quality of its products.
- The first CASEITALY launch conference will bring together the leaders of the promoting associations and primary speakers to present CASEITALY purpose and programme. During each and every trade Fair a series of conferences, tailored on the different markets, will be organized. The entire conference programme 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, Stuttgart, February 27 - March 3, 2018 (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



CASEITALY

Via Brenta, 13
00198 Roma IT
caseitaly.it

Tel. +39 06 8555203
Fax +39 06 9559860
info@caseitaly.it

