



## PIAZZA ITALIA - A NEW MARKETING ECOSYSTEM FOR ITALIAN BRANDS

We are emerging from a crisis that has changed our personal and professional behaviors. Companies had to adapt quickly to new organizational needs by leveraging technology to optimize employees' safety and the continuity of their work. Smart working, e-commerce platforms and supply chain logistics took on an increasingly critical role because they were immediately able to overcome the mobility limitations that the COVID-19 pandemic imposed on people and goods.



In response to this unique climate, the IACC, rooted in its 130+ year history and in service to its mission, is excited to present a digital platform—Piazza Italia—that marries innovation and functionality to help strengthen commercial exchange between Italy and the United States. To gain access to the Piazza Italia platform, a company must be a member of their local Italian chamber of commerce. Members then gain

exclusive access to a new virtual marketplace that connects supply with demand and serves as a commercial hub for all things Italian while allowing companies to interact with one another.

The audience for this new service is comprised of 1) U.S. consumers and companies actively seeking collaborations with or products and services from Italian companies and 2) Italian companies that are interested in entering the U.S. market for the first time or in strengthening their existing presence by working with new business partners.

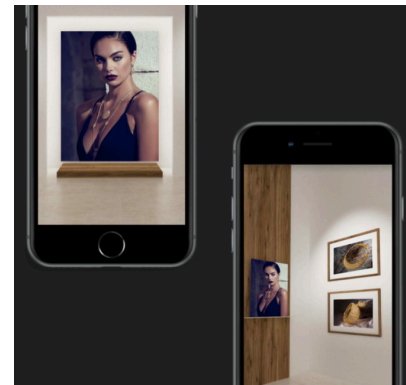
Piazza Italia will offer its members a series of strategic services such as live events, chat rooms and virtual showrooms where companies can present their products and services using photos and video. Matchmaking technologies will pair complementary partners with one another based on their specific needs and search parameters.

The advantages of this type of virtual marketplace are myriad:

- Participating companies immediately become part of a secure virtual community, monitored by and affiliated with the Italy-America Chamber of Commerce and other local Italian chambers of commerce.
- Because the marketplace is hosted on the chambers' platforms, there are no development or activation costs.
- The virtual showroom features a clean, elegant design and is versatile and intuitive.
- Companies benefit from a high level of customization and personalization which makes the tool easy to use and adaptable to a variety of needs.
- The marketplace tool allows companies to take orders, to exhibit their products in a virtual showroom and to have sales meetings with multiple audiences. Companies also gain access to industry-specific statistics and data.

Piazza Italia weds two aspects that we deem important for the future of business, particularly when considered through the lens of economic recovery:

- 1) Rather than thinking about returning to a “new normal,” we should be thinking about doing *better* than before. We can do this by making optimal use of the capabilities offered by new technologies in an environment that is curated, structured, and trustworthy.
- 2) Shortening the supply chain by acting on a logistics/production level, which allows for sales, import, and shipping procedures that make products available locally with greater speed.



Piazza Italia is slated to go live in the spring of 2021. To learn more about Piazza Italia's benefits, packages and pricing, please [contact our offices](#) today.