



PROTECTION AND PROMOTION OF MADE IN ITALY

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Protection and promotion of Made in Italy

In January, Federitaly and Confederazione Imprese Italia carried out initiatives aimed at protecting and promoting Made in Italy in the world.



Quaderni Confederazione Imprese Italia

CHI SIAMO

Il federalismo è un elemento di cultura che ha radici profonde nella nostra civiltà occidentale.

"Swiss Federalism" è una associazione internazionale che si prefigge la promozione a livello globale del modello federativo, politico ed economico svizzero, con particolare accento al modello specifico di federalismo elvetico.

Federitaly in brief

Federitaly is a non-profit Federation established to protect, promote and enhance "Made in Italy" and Italian companies worldwide. "Made in Italy" is not only a brand that distinguishes true Italian quality on the national and international market: it is also the expression of a lifestyle that the whole World envies us. FEDERITALY wants to be a bulwark of defense against Italian excellence in every area of manufacturing, agriculture, eno-gastronomy, technological innovation. All fruit of ancient knowledge and an expression of beauty, style, culture, authenticity and imagination. Through an extensive network of Foreign Delegations (we are present in 20 nations in the 4 continents), a qualified team of export managers, we facilitate the matching between Italian companies and companies from all over the world interested in our "Made in Italy". FEDERITALY is accredited with the European Parliament and Italian Parliamentary Institutions as a Employers' Federation.

[A Diamond for Italy: the digital dream of Adriano Ippoliti is a reality for Made in Italy](#)

[Lauro, a dynasty of the sea between tradition and innovation](#)

Confederazione Imprese Italia in brief

The Confederazione Imprese Italia, is a trade union and politically autonomous association based in Rome founded by a group of Italian entrepreneurs with the task of protecting entrepreneurs in the trade union, economic-financial, technological, and environmental spheres by ensuring their representation in dealings with workers' OO. SS., political-administrative Authorities, Bodies and Associations. For the Confederation of Italian Enterprises, SMEs are the main engine of Italian economic development, so the services provided provide the necessary tools to be competitive on the national and international markets.



photo meeting of the Confederation of Italian Enterprises at the Chamber of Deputies

Confederazione Imprese Italia meets with the Honorable Alberto Gusmeroli

On January 19, 2023, Confederazione Imprese Italia met at the Chamber of Deputies with the Honorable Alberto Gusmeroli, Chairman of the 10th Committee on Productive Activities, Commerce and Tourism, to analyze and debate on the work of a parliamentary fact-finding investigation dedicated to "Made in Italy" and the presentation of new ideas for innovative export of Italian SMEs. The Confederazione Imprese Italia is a National Employers' Association founded by a group of Italian entrepreneurs with the task of protecting entrepreneurs in the trade union, economic-financial, technological and environmental spheres, ensuring representation in dealings with workers' organizations, political-administrative Authorities, Bodies and Associations. For the Confederation of Italian Enterprises, SMEs are the main engine of Italy's economic development, providing the necessary tools to be competitive on the national and international markets. Participating in the meeting were Biagio Cefalo, President of Confederazione Imprese Italia; Carlos Sorrentino, Secretary General of Confederazione Imprese Italia; Domenico Letizia, Journalist and Press Office Resp.; and Pierluigi Testa, international relations expert. During the proceedings in Montecitorio, Confederazione Imprese Italia presented President Gusmeroli with the Confederation's first Notebook 2023 dedicated to promoting businesses abroad.

The issues addressed sifted through the concrete needs of small and medium-sized enterprises in relation to exporting and new ways of internationalization. Particular attention was paid to the role of Economic Diplomacy, with the presentation of some of the Confederation's ideas for the promotion of Italian excellence through Consulates and Embassies abroad. For the representatives of the Confederation of Italian Enterprises, even the foreign countries targeted for business activities must be carefully analyzed in order to allow companies to carry out activities within democratic contexts, respectful of human rights, workers and environmental sustainability.

Secretary General Carlos Sorrentino and President Biagio Cefalo emphasized the need to review foreign financing and promotion policies for small businesses, with special attention to be devoted to innovative companies and businesses in the South. Journalist Domenico Letizia and international relations expert Pierluigi Testa presented President Gusmeroli with the enormous difficulties in digitization, pressing the importance of new investments in ultrabroadband connectivity to be developed in the regions of Southern Italy, to revive those essential tools to digitize all the country's inland areas and smaller islands and revive digital export opportunities. Finally, Confederazione Imprese Italia will organize an event/meeting with entrepreneurs from Campania who will be able to discuss with President Alberto Gusmeroli, who gladly accepted the invitation to learn about the business reality of that region.