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The Italian way

La via italiana

意大利方式

Gateway to Italian services in Shanghai

Portale d'accesso ai servizi italiani a Shanghai

通向在沪意大利服务供应商之道



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

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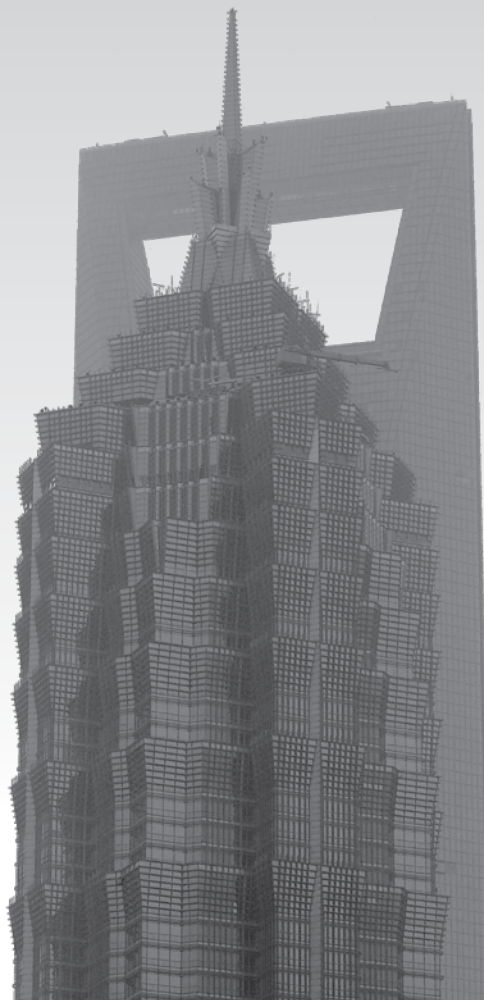
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foreword prefazione

前言



COMMISSIONER OF ITALY APPRAISAL

The Shanghai World Expo 2010 represents an important opportunity to reinforce the bilateral commercial relationships between Italy and China, especially in view of the global economic recovery in which China will play a leading role.

On this aspect, the Italian presence in Shanghai is not only meant to serve as a showcase of excellence for the manufacturing, technological and industrial integrated system of our country, but also aims at offering a privileged launch platform to those enterprises that plan on approaching this market in the occasion of the Expo.

I am therefore grateful to the China-Italy Chamber of Commerce, for their contribution will favour the accomplishments

MESSAGGIO DEL COMMISSARIO ITALIANO EXPO

L'Esposizione Universale di Shanghai del 2010 costituisce un'occasione importante per il rafforzamento dei rapporti commerciali bilaterali tra l'Italia e la Cina, soprattutto nel contesto della ripresa economica globale di cui la Cina sarà una protagonista centrale.

In tale ottica, la presenza italiana a Shanghai non soltanto vuol servire da vetrina alle eccellenze produttive, tecnologiche e di sistema del nostro Paese, ma si propone anche di offrire una piattaforma di lancio privilegiata alle imprese che intendono affacciarsi su quel mercato in occasione dell'Expo.

Sono quindi grato alla Camera di Commercio Italiana in Cina per il contributo che essa potrà offrire allo sforzo messo in atto delle

2010年 上海世博会 意大利政府 总代表的来信

2010年上海世博会为增进中意双边贸易提供了一个重要的机遇。尤其是在中国起主导作用的全球经济背景下。

纵观全局，意大利的出席应不仅是我国制造、科学和工业综合体系在上海的一次卓越展示，同时也旨在为有志于借世博之际进入中国市场的企业家们提供优越的平台。

因此，我非常感谢中国意大利商会在上海世博会期间作出的贡献，以及作为意大利机构为支持希望走“中国之路”的意大利企业所作出的努力。更具体地说，我要感谢中国意大利商会发行了此本手册，它涵盖了其在沪从事服务领域

of the Italian Institutions in Shanghai during the Expo in supporting those Italian companies interested in undertaking a "Chinese path". In particular, my gratitude goes to the China-Italy Chamber of Commerce for publishing this useful guide which includes some of their Members based in Shanghai specialized in the delivery of services, to which our business operators in Italy can refer and address their specific operational necessities.

See you all in Shanghai in 2010, with my best wishes to those enterprises who intend on appearing at this extraordinary event that is the Shanghai World Expo 2010!

Prof. Beniamino Quintieri
Commissioner General of Italy for
Shanghai World Expo 2010

istituzioni pubbliche in occasione dell'Expo con l'obiettivo di accompagnare le imprese italiane interessate ad avviare un "percorso cinese". Più in particolare, ringrazio la Camera per la pubblicazione di quest'utile strumento di orientamento tra alcuni dei propri associati fornitori di servizi che sono presenti a Shanghai ed a cui i nostri operatori potranno rivolgersi per le proprie esigenze operative in loco.

Arriverdoci a tutti a Shanghai nel 2010 con i migliori auguri di successo alle aziende che intendono affacciarsi allo straordinario palcoscenico dell'Esposizione Universale!

Prof. Beniamino Quintieri
Commissario Generale per
l'Esposizione Universale di
Shanghai del 2010

的部分会员。意大利企业可以此作为参考，来解决自己在上海运作的需要。

我将最美好的祝愿送给希望登上2010年上海世博会大舞台的企业家们。祝你们马到成功！2010年上海见！

贝良米诺·昆迭里 教授
2010年上海世博会意大利
政府总代表

foreword prefazione 前言



ITALIAN TRADE COMMISSION PRESIDENT APPRAISAL

The Italian Trade Commission (ICE) has had a presence in China for more than 43 years and currently has offices in 7 major cities covering the whole territory, which are: Beijing, Tianjin (North), Chengdu (West), Shanghai, Nanjing (East/Centre), Guangzhou and Hong Kong (South).

The activities carried out by ICE continue to grow and expand along with the opportunities in the China market. Every year ICE provides business assistance to more than 6,000 Italian enterprises, organizes more than 200 promotional events, reaching more than 40,000 Chinese entrepreneurs.

As part of our mission to assist Italian enterprises, we welcome this brochure published by the

MESSAGGIO DEL PRESIDENTE ICE

L'Istituto nazionale per il Commercio Estero – ICE, e' presente in Cina da 43 anni con una rete di 7 Uffici che copre l'intero territorio: a nord Pechino e Tianjin, ad ovest Chengdu, al centro Shanghai e Nanchino, al sud Canton e Hong Kong.

Le grandi opportunit  offerte dal mercato cinese trovano risposta nell'attivit  svolta annualmente dalla rete ICE in Cina che raggiunge numeri elevati: 200 iniziative promozionali, assistenza a 6.000 imprese italiane, coinvolgimento di oltre 40.000 imprenditori cinesi.

La nostra missione a favore delle imprese ci ha indotto ad accogliere con favore questo opuscolo della Camera di Commercio Italiana in Cina volto a facilitare l'incontro fra l'offerta e la

意大利对外贸 易委员会主席 的来信

意大利对外贸易委员会在中国开展业务已有43年, 共有7个办事处: 位于北部的北京和天津、西部的重庆、东部的上海和南京以及南部的广州和香港。

中国市场所涌现的机遇在由ICE驻华办事处每年所组织的活动中得到了充分的回应: 200场贸易促进会、为6000家意大利企业进行协助服务、同时吸引超过40000中国企业家的参与。

我们的目标是帮助更多的意大利企业。我们热烈欢迎由中国意大利商会策划发行的这本刊物。因为其旨在为2010年世博会期间前来参观的意大利企业的

China-Italy Chamber of Commerce in order to facilitate the match between the demand and the supply of professional services by Italian enterprises in light of the 2010 World Expo.

In 2007, ICE set up a Help Desk in order to assist Italian enterprises identify and capitalize on opportunities related with the Expo: as many as 220 bids and 1,000 targeted news released, 100 Italian companies assisted, allowing many of them to finalize agreements for supplying their products and services.

ICE will ensure a remarkable contribution to the Italian participation to Expo 2010, thanks also to the agreements with the Italian Commission for Expo 2010 as well as with the attending Cities – Venice, Bologna – by holding together highly qualified events.

Amb. Umberto Vattani
Presidente
Italian Trade Commission

domanda di servizi delle aziende italiane in vista dell'Expo 2010.

Data l'importanza di questo appuntamento, l'ICE ha aperto gi  nel 2007 presso l'Ufficio di Shanghai un Desk di Assistenza alle Imprese per aiutarle a cogliere le opportunit  d'affari collegate all'Expo: ad oggi sono state segnalate 220 gare, diffuse circa 1.000 notizie mirate ed assistite individualmente un centinaio di aziende italiane, consentendo a molte di esse di concludere accordi per la fornitura di beni e servizi.

L'ICE assicurer  un forte contributo alla partecipazione italiana all'Expo 2010, grazie anche alle intese stipulate con il Commissario di Governo e con le Citta' partecipanti - Venezia e Bologna – in base alle quali verranno realizzate iniziative comuni di grande rilievo.

Amb. Umberto Vattani
Presidente
Istituto nazionale
per il Commercio Estero

服务供需交流提供更为便利多服务。

鉴于此次活动的重要性, ICE于2007年就在其上海办事处开设了企业服务台, 帮助意大利企业把握与世博会有关商机: 至今ICE已宣布过220场竞标活动, 公布了约1000条信息, 为上百家意大利企业提供过服务, 帮助企业成功签订服务协议。

ICE将为确保意大利成功参与2010年世博会做出有力贡献, 同时也要感谢世博会意大利总代表办公室一系列协议的支持, 以及参与城市威尼斯、博洛尼亚共同支持此项重大活动。

翁贝尔托·瓦塔尼 大使
主席
意大利对外贸易委员会

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foreword prefazione 前言



CICC CHAIRMAN APPRAISAL

The purpose of the China-Italy Chamber of Commerce is to direct determined entrepreneurs onto the path of success.

Expo 2010 is an excellent opportunity for countries to experience and learn about economic, technological, social and cultural perspectives.

In order to favour Italian private companies and public organizations which are looking at China and at the Expo as an opportunity to approach the local market, we have compiled essential data of Italian service suppliers based in Shanghai into a pocket guide, so that overseas users can efficiently locate from Italy all they need, right now, here in Shanghai. The Italian way is an intelligent tool to ease off the tension that

MESSAGGIO DEL PRESIDENTE CCIC

L'obiettivo della Camera di Commercio Italiana in Cina e' indirizzare imprenditori determinati sulla strada del successo.

L'Expo 2010 rappresenta un'ottima opportunita' per ogni paese di approfondire le proprie prospettive economiche, tecnologiche, sociali e culturali sul resto del mondo.

Aziende pubbliche e private in Italia stanno guardando alla Cina e all'Expo come una opportunita' in termini di tempo strategica per apprezzare il mercato locale: rivolgendoci a loro, abbiamo raccolto in una guida tascabile i dati essenziali di fornitori di servizi italiani a Shanghai, affinche' l'utente dall'Italia possa efficacemente localizzare tutto cio' di cui ha bisogno, qui a Shanghai, ora. La via italiana e' uno strumento

中国意大利 商会主席的 来信

中国意大利商会的首要宗旨是引导有远大目标的企业家走向成功之路。

2010年上海世博会是世界各国交流和学习经济、技术、社会以及文化观点的绝佳机遇。

意大利的私营企业以及公共组织正关注着中国，将本次世博看作是进入当地市场的契机。为帮助他们抓住这一机会，我们编写了这本袖珍指南。书中涵盖了在上海的意大利服务供应商的详尽信息，以迎合海外意大利企业在上海的多元化需求。意大利方式是一本智能手册，海外投资过

each company inevitably encounters when investing abroad. This instrument not only delivers convenience to the user, but also facilitates communication and results via a natural transfusion of cultures: the service suppliers listed in this book are Italian invested or managed companies in Shanghai, which wish to self-advertise their services seizing the unique opportunities that the Expo will attract into Shanghai. Their added value lies in bringing together Italian expertise and local experience.

The Italian way is the gateway which brings your Italian business to Shanghai and China: with this guide, a business deal is only a phone call away.

Mr. Davide Cucino
Chairman
China-Italy Chamber of Commerce

intelligente per sollevare le aziende dalla tensione che inevitabilmente incontrano nell'investire all'estero. Non solo questo strumento agevola l'utente ma facilita anche la comunicazione nel realizzare risultati di successo, attraverso un naturale processo di trasfusione culturale: i fornitori elencati in questa guida sono infatti aziende investite o gestite da italiani a Shanghai, che hanno espresso un particolare interesse a promuovere i propri servizi – il cui valore aggiunto sta nella combinazione tra professionalita' italiana e esperienza locale – massimizzando le opportunita' che l'Expo attirera' a Shanghai.

La via italiana e' il portale di accesso per il tuo business a Shanghai e in Cina: sfoglia la guida, basta una chiamata e l'accordo e' fatto!

Dott. Davide Cucino
Presidente
Camera di Commercio Italiana in Cina

程中不可避免的问题，借助它便可迎刃而解。我们的目标不仅仅是为用户提供便利，无形之中的文化传播使沟通变得更为轻松，成功更加唾手可得：书中所列的服务供应商实际上都是上海当地由意大利投资或者管理的公司，这些公司希望通过自我宣传抓住2010年世博会带给上海的难得的机遇，并将意大利的专业特长与上海的当地经验有效结合。

意大利方式是帮助意大利企业进入上海乃至中国市场的通道：拥有指南，成功近在咫尺之遥！

大卫
会长
中国意大利商会

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ARCHITECTURE & DESIGN

建筑工程、室内图形设计 / ARCHITETTURA & DESIGN

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意梵美家具(上海)有限公司

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since '04 we promote Italian companies / institutions in China

我们自2004年起在中国推广意大利公司、机构和产品

dal 2004 promuoviamo aziende ed istituzioni italiane in Cina

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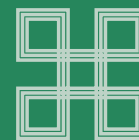
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Can you help me? / Mi puo' aiutare? / 您能帮我吗 (nin neng bang wo ma)

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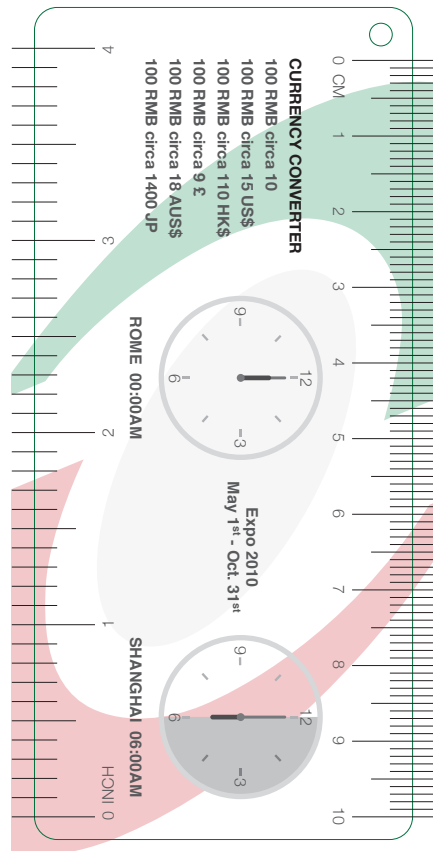
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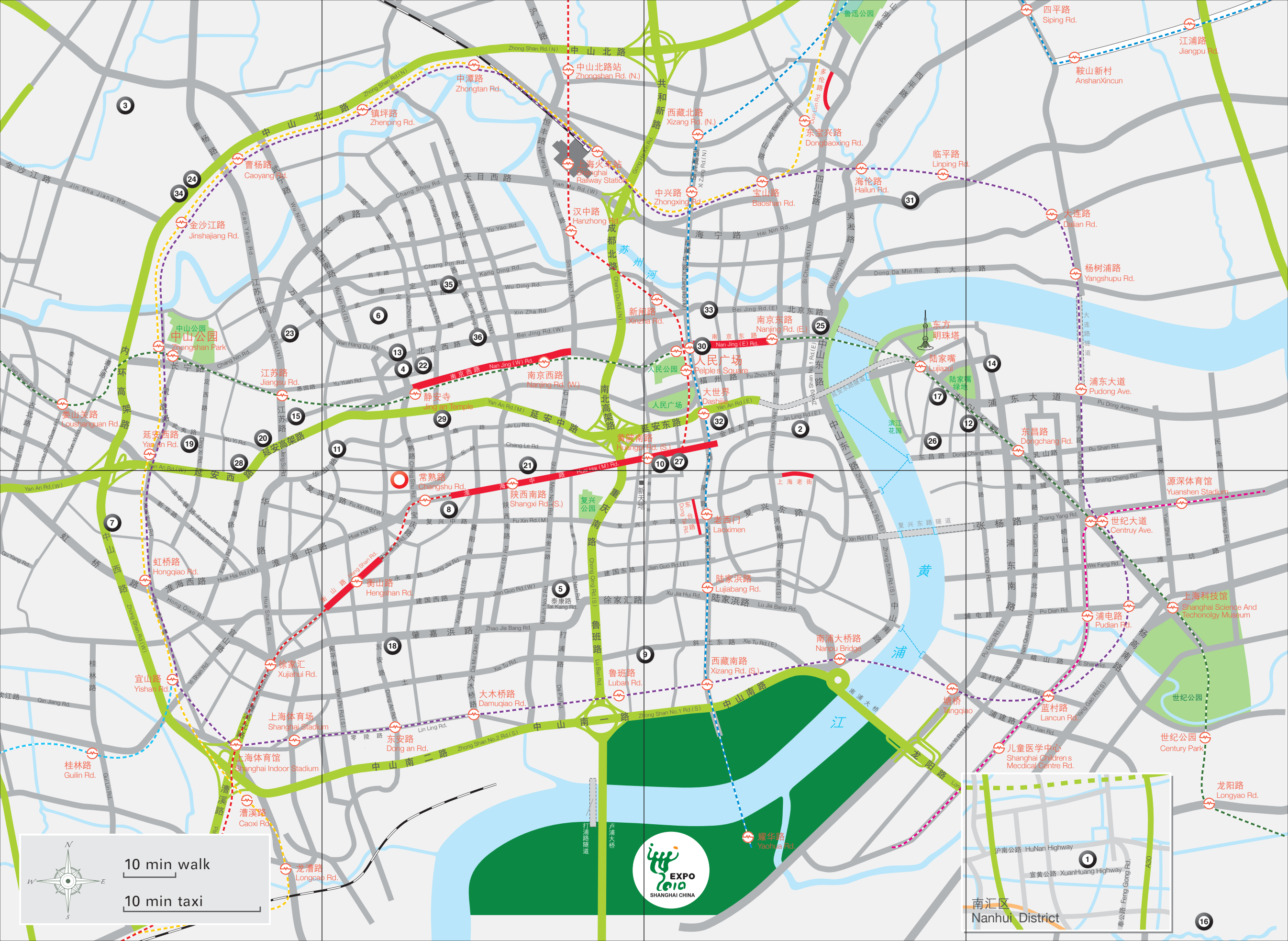
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