

## **UK Trade & Investment Italy** **Helping your business to internationalise**

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**UK Trade & Investment (UKTI)** is the UK government organisation which promotes UK-based companies in the global economy and helps overseas companies bring their high quality investment to the UK's economy. UKTI offers expertise and contacts through its extensive network of specialists in the UK and overseas.

As of April 1, 2011 **Vic Annells** is HM Consul General in Milan and Director General for Trade and Investment in Italy on behalf of UK Trade & Investment. Before taking up his appointment in Milan, Vic Annells has worked as UKTI International Trade Director for the East of England since April 2008. Prior to taking up this role with UKTI Vic has gained a wealth of international experience from the private sector. He was responsible for starting and managing several successful companies in the Middle East, and also delivering a major project in South Africa.

The bespoke Overseas Market Introduction Service (**OMIS**) offered by UK Trade & Investment puts businesses directly in touch with UKTI staff in overseas offices, which can help access vital information and contacts, understand the market environment and identify opportunities. This can include relevant market research or contacting target customers or partners on customers' behalf and assistance with overcoming barriers. Thanks to UKTI, businesses can also access venues in embassies or consulates to hold meetings or host receptions and seminars.

UKTI teams deployed in British diplomatic posts in Milan, Rome and Naples offer their services and good knowledge of the Italian market to British-based companies of all sizes, the majority being SMEs. The fact Italian economy is also characterised by thousands of SMEs makes cooperation much easier.

Many **large scale events** are organised by the Italy-based team throughout the year, the most important being the UK-Italy Business Awards, which take place each year in January. The ceremony, held at Borsa Italiana (Italian stock exchange), represents a great opportunity to show UKTI's support to investors and a successful format to meet and influence high level decision-makers in industry. The Awards also attract a huge amount of media interest making it a perfect showcase.

Other recent events that obtained an overwhelming amount of media coverage in Italy were related to the participation at the Salone del Gusto in Turin in October 2010 and in 2011 at Milan's International Home Show MACEF in January, The Green Closet at Milano Fashion City in February, Vinitaly in Verona and designjunction during the Milan Design Week in April.

The Milan-based Communications Team, headed by Raffaella Previtera, offers a **Commercial Publicity service** that runs under the existing OMIS scheme and aims at generating editorial coverage in Italy for products, technologies or services. Over the years it has managed to raise awareness and capture the interest of agents, distributors and potential customers.

UKTI also cooperates closely with the British Chamber of Commerce for Italy and recognises the importance of perfecting the relationships between the two teams. Joint action and an effective use of resources is very important in today's challenging economic situation.

For more information on UKTI services please contact:

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Milan, 19 April 2011

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**Notes to editor**

UK Trade & Investment (UKTI) is the government department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit [www.ukti.gov.uk](http://www.ukti.gov.uk) or telephone +44 (0)20 7215 8000. For latest press releases, visit the online newsroom at [www.ukti.gov.uk/media](http://www.ukti.gov.uk/media).

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