

# Project4U

*"Only those willing to risk going too far  
can possibly find out how far one can go."  
- T.S. Eliot*

**a marketing and business development firm**

**Project4U USA**

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**Project4U EU**

Via Antonio Maffi, 10  
20162 Milano - Italy  
Tel. +39-349-458-3963

# about us

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**Project4U** is a marketing and business development firm. We specialize in market entry and expansion services for:

- European enterprises targeting North America
- North American enterprises targeting Europe
- Founded in 2002 as a spin-off of a multinational company
- 2 partners
- 2 offices (USA and Italy)



## EUROPE to USA

We assist European enterprises to promote and market their products and services in North America.



## USA to EUROPE

We assist North American enterprises to promote and market their products and services in Europe.

**Project4U**

# our vision statement

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The global economy is a web of business opportunities where the keys to success are:

- Competitiveness
- Quality
- Access to local know-how
- Access to commercial and strategic partnerships

# opportunity for our clients

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- Competitive pricing structure
- Low initial start-up cost
- No set-up time (ready to go)
- Access to existing resources (human and logistic) all across the US and Europe
- Access to already established business contacts and to a DB of potential clients
- Scalable solution (autonomous presence in the future)

# team

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## Gianluca Grechi

Former Managing Director of Vitaminic Usa Inc, brings 15 years of management experience in sales and marketing matured in leading companies such as Seat, Olivetti, RCS. Prior to joining Vitaminic, he was Director of the Internet Business Unit at Seat Pagine Gialle and before then Editorial, Marketing and Communication Director at Italia Online (Olivetti). Gianluca graduated in Business and Economics at Bocconi University (Milan) and holds an MBA from the Haas Business School at the University of California at Berkeley. He is a regular contributor from Silicon Valley for Sole24Ore, LabItalia, Soprattutto, RadioClassica (MilanoFinanza).

- Radio Classica Milano Finanza: Il punto su piazza Affari  
LIVE every Friday at 6:15PM Italian Time at <http://www.radioclassica.fm>
- Gianluca's blog on new media <http://www.mediarun.it/>

Email: [gianluca@projectforyou.com](mailto:gianluca@projectforyou.com)

## Stefano Caccia

Prior to joining Project4U, Stefano was New Market Development manager at Italbiz (Seat Pagine Gialle) based in Los Angeles. Stefano brings to Project4U his experience of product development, marketing and international trade from former positions at Ottavia.com and ItalBridge International. Stefano holds a BS in International Business and an MBA from the McLaren School of Business and Management at the University of San Francisco.

Email: [stefano@projectforyou.com](mailto:stefano@projectforyou.com)

# the market

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## Made-in-Italy

In 2006, Italian companies have exported goods and services to the US for US\$32.6 billion (+5% from 2005); proof that demand for products made-in-italy is still on the rise despite the penalizing weak dollar. Some of the most prominent sectors are that of home design (+3%) food and wine (+12.6%), ICT (+9%), and instrumental mechanics (+5%).

made in italy

## Made-in-USA

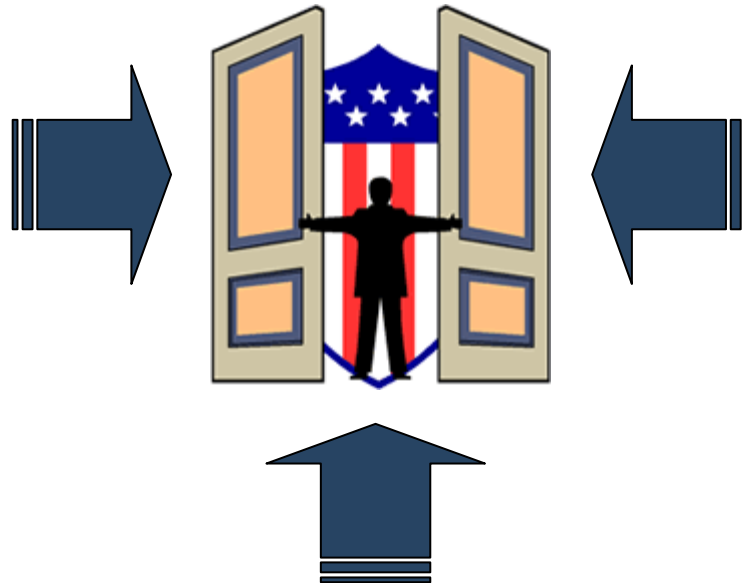
US companies have exported US\$ 12.5 billion to Italy in 2006 (+9% from 2005).

made in usa

# services: north america

## Small/Medium size Enterprises (SME)

Project4U assists SME's to scout new markets, find distributors, highlight partnerships and develop a presence in the US market with sustainable and scalable costs.



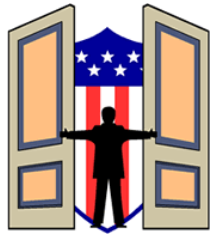
## Public Administration and Industry Associations (PA/IA)

Project4U organizes delegations and trade missions and acts as the international hub for Public Administration and Industry Associations. See what services are offered to internationalize your offerings to the public and/or member companies.

## Trade Shows (TS)

One of our key offerings is the promotion and representation of Italian trade shows for the US Market. Project4U is the official US agent for world renowned trade shows such as the [SMAU](#) technology show, the [MACEF](#) gift and houseware show, and the [EXPODENTAL](#) dental products show.

**Project4U**



# services: north america

## Small/Medium size Enterprises (SME)

- Market Analysis
- Strategic Planning
- Business Development
- Sales Development
- Logistics
- Localization
- Product Scouting
- Legal Services
- Public Relations
- Conferences and Tradeshow
- Local Recruitment
- Virtual Office

## SME Clients (sectors: home, giftware and technology)





# services: north america

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## CASE STUDY 1: Small/Medium size Enterprises (SME)

### **DirectMolaro**

Question: we are a manufacturer of high quality wood windows and doors and we look at the US as a potential lucrative market. How can we enter?

### MatchMaking:

- Organization of business meetings with dealers and distributors during the Builders Show in Las Vegas
- Attendance of business meetings in loco with DirectMolaro Representatives
- Screening of interest and support in preparation of contracts and offers

### Conclusion:

Successfully developed sales in the Western United States





# services: north america

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## CASE STUDY 2: Small/Medium size Enterprises (SME)



### LocalEyes

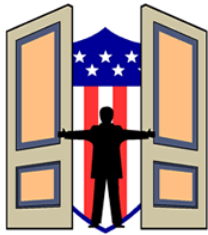
Question: we are a multilingual localization company with offices throughout Europe. We are looking to enter into the United States and offer our localization, translation, and globalization services. How can we enter?

### Open US Office:

- Custom Market Research to evaluate market potential for localization services in the United States
- Launched US office (LocalEyes USA) in January 2006 to develop US business
- Currently managing US business development and account management office

### Conclusion:

Successfully developed a business development and account management office that is generated 75% of new sales revenue for LocalEyes.



# services: north america

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## Public Administration and Industry Associations (PA/IA)

Project4U organizes delegations and trade missions in the US to PA/IA with the goal of creating learning journeys to initiate local knowledge transfer and improve service offerings to our clients' member base.

Identifying and constantly monitoring US "centers of excellence" is a key activity offered by Project4U.

Our Clients have taken advantage of a number of effective market entry and market presence services offered by Project4U.

### PA/IA Clients





# services: north america

## CASE STUDY: Public Administration and Industry Associations (PA/IA)



### Provincia di Milano

Question: we are the largest metropolitan area in Italy administering the needs of almost four million people who live in work in the district. In our effort to better support our local businesses to compete in the global economy, we look to Silicon Valley to understand what key success factors are present in the territory that make this the home of the technology industry. How can you help?

### Trade Mission:

Organization of an institutional and business delegation from the Province of Milan. The heart of the initiative was to be a "learning journey" where a Milan institutional and business delegation visited California, in particular the San Francisco and the Silicon Valley areas, sharing experiences in technology transfer, business development, finance and research. The delegation consisted of 20 people: 9 business representatives and 11 institutional representatives from the Province of Milan.

### Sportello Milano-SiliconValley:

The launch and management of a physical office in San Francisco to support the internationalization needs of Milan based small-medium size companies interested in promoting their products and services in the United States. Support to these companies is provided in the form of custom market analysis, business matchmaking services, local office incubation, webcasts, business development, and direct marketing.

### Conclusion:

Created a presence in San Francisco for the Province of Milan internationalization office since 2004. Successfully assisted Milan based companies in building a presence in the United States through sales network and/or subsidiary office launch.



# services: north america

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## Trade Shows (TS)

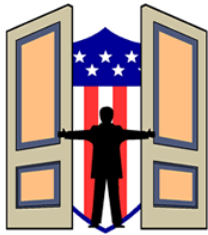
Project4U promotes Italian trade shows on the US market and recruits both exhibitors as well as visitors/buyers.

Our services to the Trade Show Industry are:

- Promotions at US Trade Shows
- Direct Marketing (mail, email, phone)
- Event Planning and Promotions
- Sale of Exhibiting Space
- Buyers Recruiting
- Identifying and Promoting Special "Buyer Packages"
- PR Aimed at local Industry Associations
- DB Creation and Management

## Trade Show (TS) Clients:





# services: north america

## CASE STUDY: Trade Shows (TS)



### Macef Home Show – Fiera Milano International

Question: we are one of the worlds most important trade shows for the home. Since our visitor presence is predominantly European, we want to increase the awareness of our show to the US market. We need to attract more US buyers for housewares to attend Macef.

#### US Buyers Program:

Developed the Macef buyers program for the United States. The program identifies key US buyers in the retail, wholesale, and distribution world and offers VIP invitations to attend the show. We manage:

- DB Creation and management
- Direct marketing actions via mail, email, phone
- Buyers recruiting
- Identifying and promoting special “Buyer Packages” to recruit show visitors
- Buyers assistance during trade-show
- Promotions at US trade shows
- Event planning and promotion in the US
- PR aimed at local Industry Associations

Each edition of Macef Project4U will accompany the buyers to Milan and will assist them during the show, facilitating contacts between them and Macef exhibiting companies.

#### Conclusion:

Since 2003 Project4U is the official representative of Fiera Milano International (FMI) for Macef’s US Buyer Program. We screen, select, and recruit US buyers entitled to Special BUYER PACKAGES for Macef Spring/Fall editions. Buyer selection is processed through requirements and current priorities identified by FMI representatives.

**Project4U**



# services: europe

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## **Small/Medium size Enterprises (SME)**

We are dedicated to assist North American companies in all European Market Entry plans. Below are some of our most commonly used services:

- Market Analysis
- Strategic Planning
- Business Development
- Sales Development
- Logistics
- Localization
- Product Scouting
- Legal Services
- Public Relations
- Conferences and Tradeshows
- Local Recruitment
- Virtual Office

# clients



Project4U

# locations

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Our San Francisco office is located in front of the Transamerica Pyramid, in the San Francisco Financial District.

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Our Milan office is located close to the tangenziale nord freeway (cormano exit)

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