

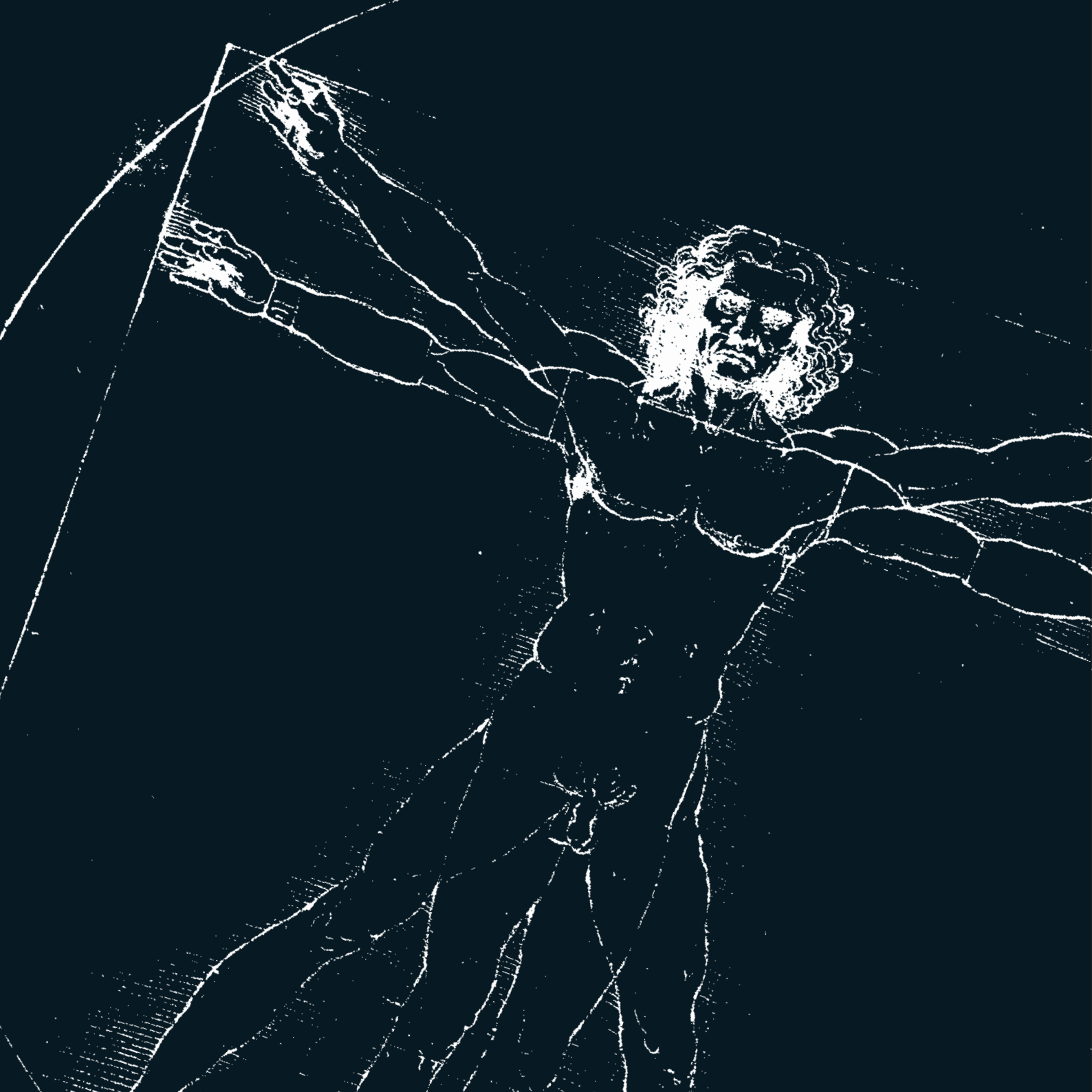


Presents

MITIN *Italy*®

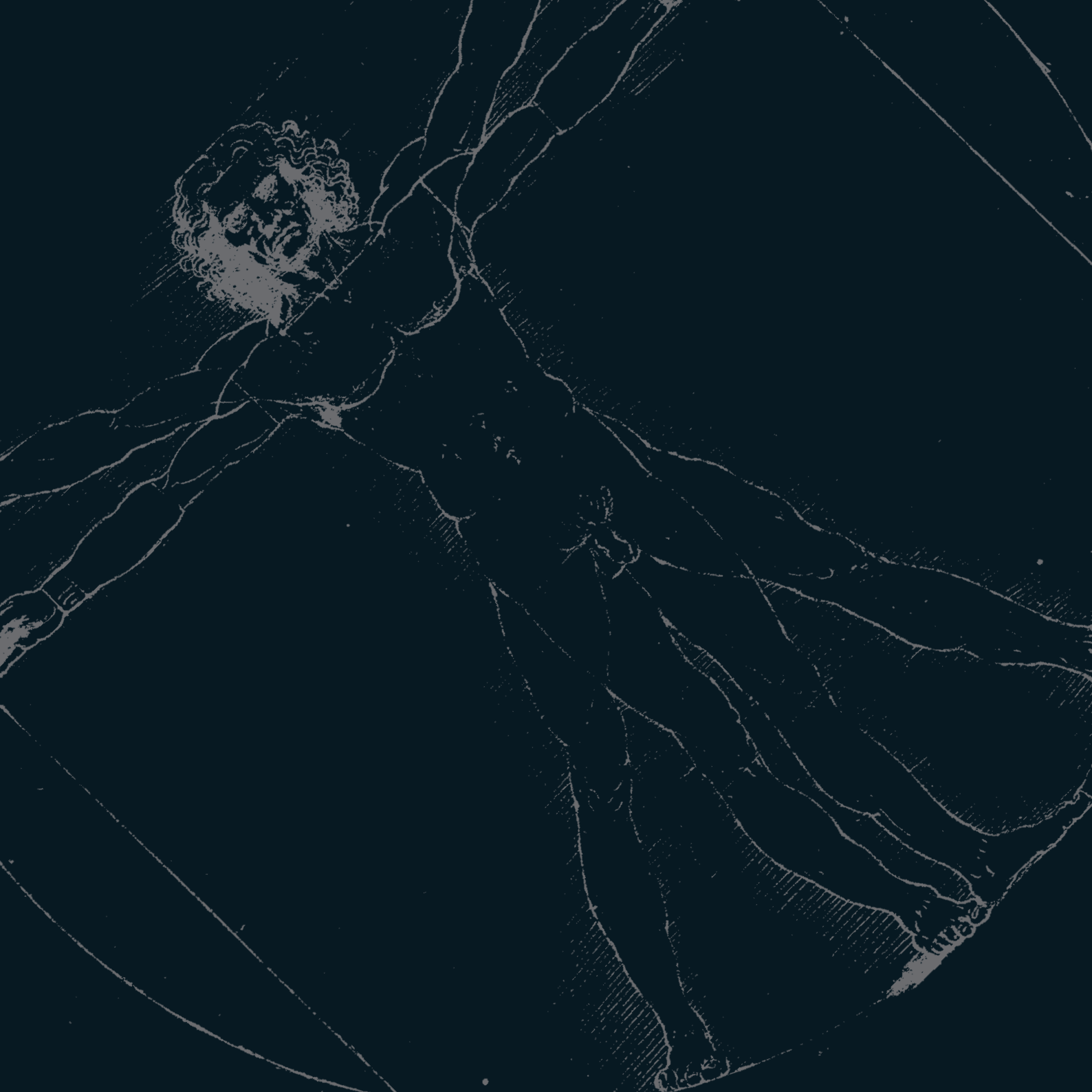


MYTHS - MADE IN ITALY



ITALIAN PRODUCTS PAR EXCELLENCE IN TAIWAN







lovesmark

Made in Italy is a lovesmark: tradition, innovation, creativity, allure.

An irresistible brand, generating positive sensations worldwide, among those who wish to be emotionally involved in the experience of unique products and services.

- Wine and Food
- Textiles, clothing and fashion
- Furniture and design
- Antiques
- Art
- Crafts
- Health and Wellness

Excellencies unique.

A diversity of products sharing the passion of their creators.



Mitinality – Myths made in Italy

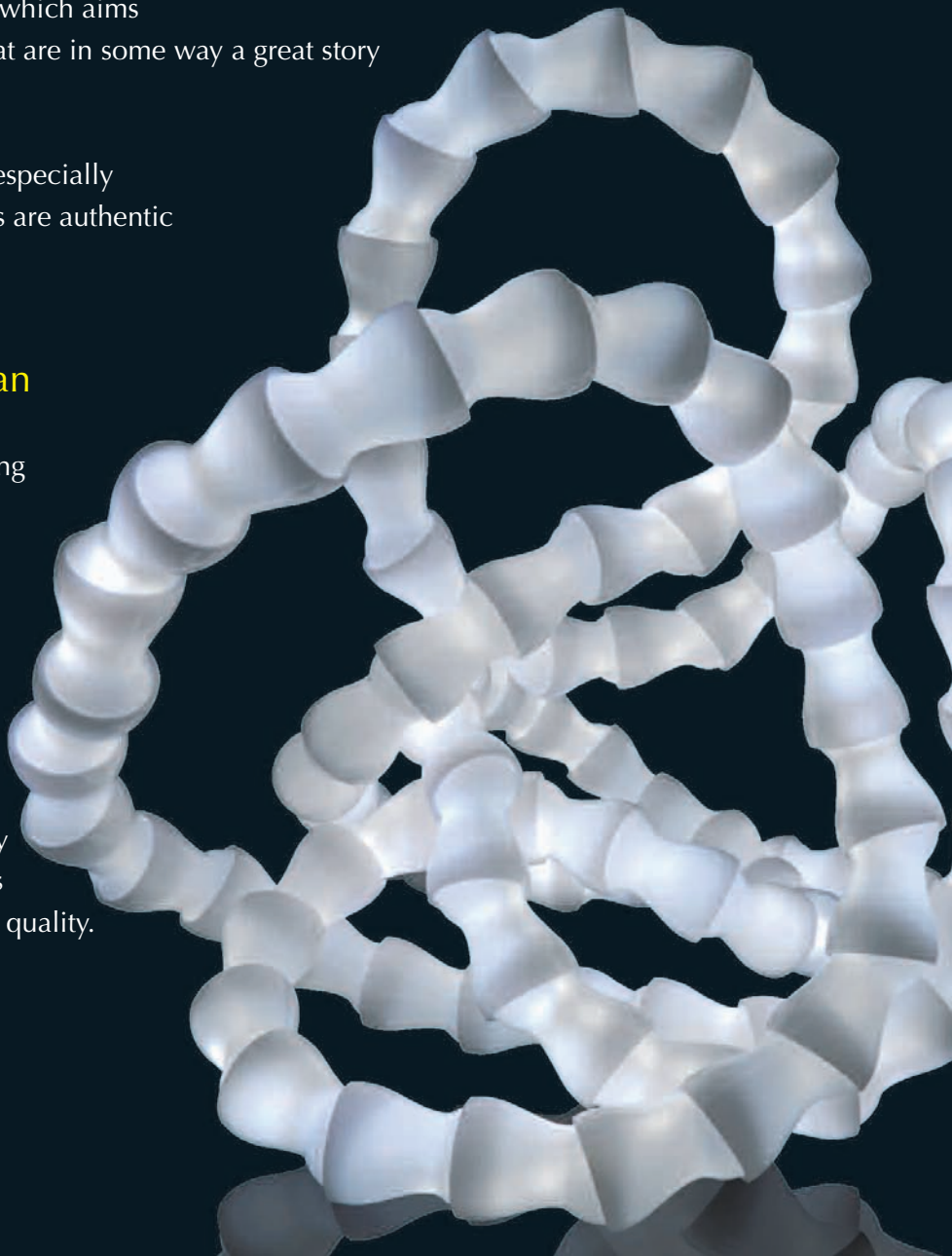
The celebration of the myth (from the greek μῦθος: fable, story) is the core of our communication project, which aims to involve only those Italian companies that are in some way a great story of our country.

Products and services of high quality, but especially men and organizations with their creations are authentic expression of Italian ingenuity.

The italian excellences in Taiwan

From the partnership with Itawan Consulting (www.itawan.it) was born the project The italian excellences in Taiwan.

In Taiwan our goal is to promote understanding of products made in Italy that are truly representative of history and Italian culture; also create opportunities to meet with citizens, business men and institutions of Taiwan to bring two very different countries in culture and traditions but so close to innovation and attention to quality.



MAD

CULT SHOP 
MADE IN ITALY

The Italian Cultshop

In the heart of Taipei, a permanent showcase of the best Made in Italy. An exclusive network of big Italian companies who expose themselves in a full program of events at theme.

Only high-end products for an audience of elites. A multifunctional and highly technological place where the visitor can enjoy the Italian lifestyle in a multimedia journey into Made in Italy.

And not just business. Cultural events, exhibitions, fashion shows, wine tasting tours, art classes.

Technology and innovation on a virtual tour in the Made in Italy



Examples of multimedia screens and areas for exhibitions and demonstrations.



The Made in Italy Cultshop is innovative marketing solution that makes available to Italian companies, partners of Itawan and Mitinitaly, an all-inclusive package of location and business services, organizational and communication. In addition to the purely commercial activities will be undertaken cultural initiatives that aim to make the store a real cult place internationally.

Business services

- A dedicated area within the Cultshop for periods of time.
- Exclusive merchandise.
- Coordination of the image in the form Mitinitaly: hostess, packaging, advertising material.
- Support commercial and logistics.

Customers of Cultshop can buy products made in Italy packed in an exclusive packaging that enhances the individual brands through the model Mitinitaly.



The Environments

- Modern design.
- Architecture hi-tech with vintage items.
- Few specimens and in combination.

The Environments will be characterized by a substantial use of technological tools that allow visitors to experience virtual excellence of Made in Italy.

- Implementation of the website
- Installation of interactive holographic screens
- Product exposure in virtual 3D
- Multilingual communication
- Activities and cultural events
- Territory and nature
- Tourism
- Art and music

Products & Packaging

In Cultshop will be exhibited and sold to the public all goods of product categories listed above.

The innovative marketing idea is to propose various products in the same space united by excellence of the brand and representative of Italian style. Each product will be accompanied by a communication form that describes the "fairy tale".

Hostesses employed in the sale will suggest the best combination of product on the basis of:

- Taste / needs of buyers
- Territory of origin of goods or of Italian firms
- Stories and myths
- Corporate identity
- Harmony of flavors



Examples of dedicated area for wine tasting and relaxation.



Models of shopper, brochure and box MadJ'



MITINItaly®



YES, WE'RE ITALIANS

Parallel to Mitinitaly Cultshop - centered on a selected target customers - will be offered in large distribution channels those typical Italian products characterized by high quality standards and production at low cost.

Yes, we're Italians! as saying Delicious&Congruous where the delicacy of the product marries the convenience or Veritable&Possible where the authenticity is accompanied accessibility.

Our project is ambitious but we're sure to have the passion and the skills necessary to achieve the goals we have set ourselves.

Examples of personalized communication for companies.



Above, example of brochure and graphical of collar for bottles of wine.



Right, products exposure in GDO.

Conrner modular for any fitting needs





Rome - Italy
www.mitinitaly.com
www.itawan.it