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TO WHOM IT MAY CONCERN

Dear Sir or Madam

INSTITUTE OF EXPORT: “DOING BUSINESS IN ITALY GUIDE”

The UK's Institute of Export (IOE) is producing a “Doing Business in Italy Guide”. UK Trade & Investment Italy is supporting and contributing to this project. The purpose of my letter is to encourage your involvement.

The IOE has been working with British Embassies, High Commissions, Consulates and International Chambers of Commerce throughout the world for a number of years. Their work has helped to identify efficient and effective methods for British-based companies to trade with, and invest in, opportunity-rich business markets.

The planned IOE “Doing Business in Italy Guide” will provide a comprehensive overview of how to do business in Italy and offer an important resource for businesses interested in Italy. It will contain information on key market sectors and business opportunities, as well as useful contacts and links.

The “Doing Business in Italy Guide”, produced as a hard-copy brochure, online website and as a downloadable smartphone/tablet app, will be distributed in the UK through the IOE's network of 500+ distribution outlets, including UK Trade & Investment's International Trade Advisers, plus overseas British Chambers of Commerce, Trade Associations and industry governing bodies. Copies will also be available at relevant seminars, conferences, exhibitions and trade missions throughout 2016 and beyond.

I hope you will consider supporting this project when approached by the IOE.

Yours faithfully

T C F Flear

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