



Felicitas Global Pte Ltd

Market Development | Professional Development



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Felicitas Global Pte Ltd

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THE COMPANY



COMPANY PROFILE

- Felicitas Global Pte Ltd is a **young and dynamic company** with a core team offering hands-on, in-depth experience in market and professional development areas.
- We provide a wide range of services to companies and institutions based on our detailed and wide-ranging **knowledge of Asian market conditions** in order to help our clients **develop new markets in Asia** including India & China.
- Our team members speak multiple languages including:
 - English
 - Mandarin
 - Hindi
 - Italian
 - Bahasa Indonesian
 - Tamil



OUR ACTIVITY

Our services are aimed at providing our clients with the following services to facilitate their entry into the Asian market:

**MARKET RESEARCH &
ADVISORY SERVICES to
enter any market in Asia**

**Distributor / Partner
search**

**Conceptualization &
execution of
PROMOTIONAL
CAMPAIGNS**

**Organization of TRADE
FAIRS AND
EXHIBITIONS**

**Organization of Country
or state level
DELEGATION VISITS**

**Organization of
seminars, conventions
and TRAINING
PROGRAMS**

**BUSINESS MATCHING
services for companies,
institutions, agencies,
associations**



OUR AREAS OF SPECIALIZATION

A. MARKET DEVELOPMENT PROGRAMS

- *Representation of Overseas Organizations in Asia for Market/Business Development*
- *Market Research & Consulting Services*
- *Distributor/Partner Search*
- *Delegation visits to various countries*
- *Business-Matching Sessions*
- *Trade Promotion Events*





B. PROFESSIONAL DEVELOPMENT PROGRAMS

- *In-house Corporate Training Programs*
- *Public Training Programs*
- *Lecture Tours/Workshops/Conferences*
- *Wine Master Classes*





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OUR PRINCIPALS



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**Solomon
Associates**

M³ — Measure. Manage. Maximize.®

SOLOMON ASSOCIATES

Dallas, USA

A leading performance improvement company for the global energy industry

***Benchmarking
studies in Oil &
Gas, Power,
Terminals &
Pipelines***



***Identification of
gaps at the end of
the benchmarking
studies for each
participating
company/organiza
tion***



***Performance
Improvement
Solutions provided
to fill gaps and
achieve
optimization of
Production
processes***



CSC TECHNOLOGY, Falls Church, Virginia, USA

A global leader in providing technology-enabled business solutions and services

CSC's services include:

- Cloud computing;
- Business process, software and platform as-a-service solutions;
- System design and integration;
- IT and business process outsourcing;
- Applications software development;
- CyberSecurity;
- Web and application hosting;
- Mission support and technical services;
- Management consulting.

INNOVATIVE SOLUTIONS
FOR YOUR COMPLEX
CHALLENGES





VERONAFIERE
Verona, ITALY

Veronafiere is one of Italy's largest trade fair organizers with internationally acclaimed fairs, such as:

- Vinitaly (wine&spirits)
- Metef-Foundeq (metals and foundry)
- Abitare il tempo (interior design, furniture and furnishings)
- Marmomacc (marble, granite, natural stones and related technologies)
- Samoter (earthmoving, road construction and infrastructure)
- Bus&Bus Business (transportation)
- Fieragricola (agriculture and related technologies)
- Agrifood and SOL (agri-food products and olive oil)

As the South East Asia representative of Veronafiere, Felicitas Global Pte Ltd organizes and manages **delegations** from **South East Asia** to visit their exhibitions in Italy and participate in B2B meetings.



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**SOME OF OUR PROJECTS IN
COLLABORATION WITH VERONAFIERE**



Felicitas Global Pte Ltd organized delegations from South East Asia to visit the following exhibitions organized by Veronafiere:



22-25 April 2015, 6-9 April 2014, 7-10 April 2013, 25-28 March 2012, 8-12 April 2011

International Wine and Spirits Exhibition, held in Verona, with more than 4000 exhibitors & more than 150,000 visitors from 110 Countries.



22-25 April 2015, 6-9 April 2014, 7-10 April 2013

Agrifood is a showcase of Made in Italy excellence, hosting quality Italian food products. SOL 2014 is an exhibition dedicated to olive oil, with exhibitors from several regions of Italy and leading olive oil producing regions abroad



24-27 Sept 2014, 25-28 Sept 2013, 26-29 Sept 2012, 21-24 Sept 2011, 29 Sept–2 Oct 2010

The leading global trade show for the natural stone sector.



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VERONAFIERE

VERONAFIERE



ABITARE IL TEMPO
FURNITURE / DESIGN / PROJECT / TRADE FAIR AND CONFERENCE

24-27 Sept 2014, 13-15 October 2013, 21-23 October 2012, 16-20 September 2010

Exclusive trade fair for interior design and decoration, architecture, furniture and furnishings, with exposers of the highest level.



11- 13 June 2014, 18-21 April 2012

A biennial show regarded as one of the world's most reputable fairs for the aluminum, technological metals and foundry sector.



8-11 May 2014, 2-6 March 2011

Samoter is a triennial international exhibition on earth-moving and building machinery, with a focus on sustainability.



6-9 February 2014, 2-5 February 2012

International Fair on agriculture and related technologies, with focus on zoo systems, bioenergy, services, new technologies.



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SOME OF OUR EVENTS IN ASIA



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GELATO WORLD TOUR

(Singapore, 20-22 March 2015)

This inaugural world-class competition was the first of its kind to be held in Asia, in Singapore, at the Marina Bay Sands Convention Centre. The event was supported by the Italian Ministry of Foreign Affairs and Economic Development, the Emilia Romagna Region and the Italian Embassy of Singapore.



BRUNELLO DI MONTALCINO - HISTORY, TERROIR AND WINE

(Singapore, 20 November 2014)

Brunello di Montalcino is one of Italy's most famous and prestigious wines from the Tuscany region. This group of wineries who showcased their wines for the very first time in Singapore, are one of the most well-known figures in the world for Brunello di Montalcino. With an overwhelming response from sectors like Trade, Ho/Re/Ca, media and Wine Lovers, the event was a big success.





GAMBERO ROSSO TOP ITALIAN WINES ROADSHOW

(Singapore, 12 March 2014)

Gambero Rosso (Italy) organized the 3rd edition of this high profile wine roadshow event, featuring about 60 Italian wine producers. Felicitas Global Pte Ltd managed and coordinated this event in Singapore and for the first time in Sydney, Australia.



SIMPLY ITALIAN GREAT WINES TOUR TO SINGAPORE

(Singapore, 13 November 2013)

A high profile wine event, held at Pan Pacific Hotel, that featured more than 30 top Italian wineries, bringing with them their prestigious wines to Asia.





ISTITUTO GRANDI MARCHI WINE TASTING

(Bangkok, November 2012)

Another successful event by International Exhibition Management, an Italian agency specializing in promoting Wines of Italy all over the world, in collaboration with our company, was organised, featuring 14 Italian wineries.

VISIT OF VINITALIA SOC. CONSORTILE

(Singapore, March 2011)

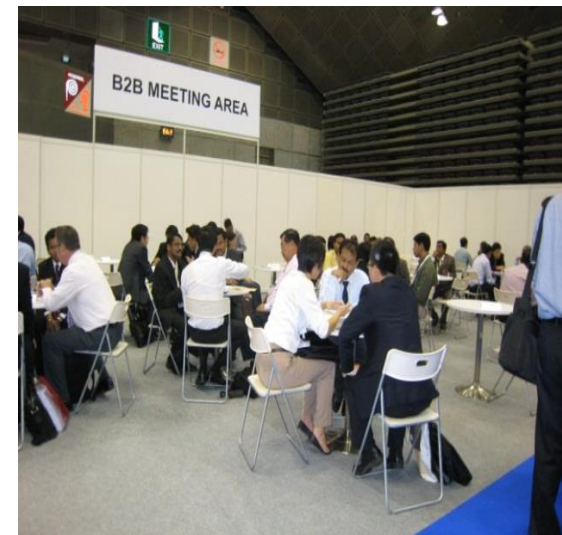
A consortium of Italian wine producers planning to enter the SE Asian market with a primary focus on Singapore. The consortium was interested to meet local importers/distributors and retailers of wines in Singapore, to explore possible partnerships and also look at expansion to other markets in SE Asia in a phased manner.



THE INDIA SHOW

(Singapore, 14-16 January 2011)

Felicitas Global Pte Ltd organised more than **285 B2B meetings** between Singaporean companies and over 56 Indian companies operating in different product and service sectors for the Confederation of Indian Industry, India (www.cii.in).





WINE TASTING COURSES

Organized by Felicitas Global in collaboration with wine importers and experts:

- Demystifying Bordeaux Wines: A masterclass to understand & appreciate the intricacies of Bordeaux wines
- Il vino italiano: Understanding and Appreciating Italian Wines
- The Wines of France: A masterclass to understand and appreciate various wines from France



AZIENDA AGRICOLA PUPILLO

(Singapore, 20-23 April 2010)

Felicitas Global organized and coordinated the participation of this Italian Wine producer at Food Hotel Asia 2010, Singapore.

VISIT OF INDIAN ENGINEERING DELEGATION TO SOUTH EAST ASIA

(Singapore, 22-26 March 2010)

Visit of 14 Indian Engineering companies to Southeast Asia , organized by EEPIC. The delegation visited Thailand, Indonesia, Malaysia and Singapore with the objective of finding areas of cooperation with local companies and institutions through **271 B2B meetings** set up and coordinated by Felicitas Global Pte Ltd.



VINITALY SINGAPORE

(Singapore, 21 January 2010)

Prestigious wine fair, for the first time held in South-East, with the participation of 25 Italian Wineries. Jointly organised by Veronafiere, Buonitalia & Italian Trade Commission, Singapore under the patronage of Embassy of Italy, Vinitaly Singapore was managed by IEM srl, Italy and Felicitas Global Pte Ltd.

VISIT OF ARGENTINE BUSINESS DELEGATION TO MALAYSIA & SINGAPORE

(Singapore and Kuala Lumpur, November 2009)

Organized by the Federal Investment Council, Argentina. Over **300 B2B meetings** were organized by Felicitas Global for the Argentine companies during their visit to Kuala Lumpur and Singapore. The visit in Malaysia was inaugurated with a seminar organized at the JW Marriott Hotel which was attended by 80 representatives from the Malaysian business community, media as well as government agencies and trade associations.



COORDINA | ENTRENAMIENTO | SERVICIOS | ASISTENCIA | ASISTENTE SOCIAL | ASISTENTE TECNICO | ASISTENTE ADMINISTRATIVO | ASISTENTE DE ATENCION AL CLIENTE | ASISTENTE DE VENTAS | ASISTENTE DE SERVICIO AL CLIENTE | ASISTENTE DE SERVICIO AL CLIENTE | ASISTENTE DE SERVICIO AL CLIENTE

COORDINA | ENTRENAMIENTO | SERVICIOS | ASISTENCIA | ASISTENTE SOCIAL | ASISTENTE TECNICO | ASISTENTE ADMINISTRATIVO | ASISTENTE DE ATENCION AL CLIENTE | ASISTENTE DE VENTAS | ASISTENTE DE SERVICIO AL CLIENTE | ASISTENTE DE SERVICIO AL CLIENTE | ASISTENTE DE SERVICIO AL CLIENTE

REGION CENTRO
Central Region
REPUBLICA ARGENTINA

INSTITUTIONAL AND TRADE MISSION OF THE
CENTRAL REGION TO MALAYSIA AND SINGAPORE
10 - 17 November 2009 - KUALA LUMPUR, SINGAPORE

PROVINCIA DE ENTRE RÍOS | PROVINCIA DE CÓRDOBA | PROVINCIA DE SANTA FE | CONSEJO FEDERAL DE INVERSIONES | CFI | CONSEJO FEDERAL DE INVERSIONES



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SOME OF OUR EVENTS IN ITALY



SIGEP

(Rimini, 17-21 January 2015)

Acknowledged as the world's most important in the artisan gelato sector, a primary European showcase for artisan Italian confectionery. Felicitas Global, in collaboration with Rimini Fiera, organized a delegation to visit the 36th edition of this exhibition.



FARETE

(Bologna, 8-9 September 2014)

FARETE was founded in 2009 as a social network of Unindustria: a project to connect associated enterprises, facilitating the meeting of supply and demand. It is a display window of entrepreneurship in the Bologna area and a meeting point where professionals can interact with each other, with areas for conversation, B to B opportunities, seminars on specific subject and focus sessions.





SAMOTER

(Verona, 8-11 May 2014)

Acknowledged as the world's most important in the artisan gelato sector, a primary European showcase for artisan Italian confectionery. Felicitas Global, in collaboration with Rimini Fiera, organized a delegation to visit the 35th edition of this exhibition.

TRADE MISSION TO TRENTO PROVINCE IN ITALY

(Trento, 8-9 June 2010)

Trentino Sprint, a government agency engaged in the internationalization of products and services from the *Provincia di Trento* (Italy), organized the visit to the province of a delegation from Singapore and Malaysia, coordinated by Felicitas Global Pte Ltd.





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SOME MARKET RESEARCH PROJECTS



MARKET RESEARCH FOR EXPRESSO CAP

(September 2014)

Espresso Cap, an Italian manufacturer of coffee machines and coffee capsules, planned to enter the South East Asian market with a primary focus on Singapore. They are currently producing 18 different and patented models of coffee machines and several models of coffee capsules.

MARKET RESEARCH FOR TREI S.p.A

(March 2014)

TREI S.p.A. is a leading player in the animal health and nutrition industry. The company was founded in 1968 and is now one of Italy's leading private equity firms since 2004. TREI was very keen to enter the Southeast Asian market with a primary focus on Indonesia. TREI S.p.A was looking for a local distributor or importer of their products in Indonesia.

MARKET POTENTIAL STUDY FOR SERIGRAFIA 76

(June 2013)

Serigrafia 76 is leading manufacturer of self-adhesive labels in Italy who would like to set up a production facility in India. Felicitas Global Pte Ltd conducted a market study focusing on the company's potential clients in the agriculture and construction sectors and an update on Indian economy's data which was provided in 2010's market report.



MARKET RESEARCH FOR PTC ITALIANA

(Apr 2013)

Leading firm in high-pressure pump manufacturing, in hydrodynamics maintenance and equipment supply for these sectors. Felicitas Global conducted a market research to look for potential distributors or importers for PTC Italiana's products in Singapore.

MARKET RESEARCH FOR EQUIPAGE SRL

(January 2013)

Equipage is a leading Italian manufacturer and exporter of men's and ladies' trousers, designed and produced in their factory, located in Parma. The company was interested to look for potential distributors or importers of their products in Singapore.

MARKET RESEARCH FOR A EUROPEAN SPECIALTY CHEMICALS MANUFACTURING COMPANY

(November 2012)

Interested to set up a manufacturing facility in Asia to expand their presence in the APAC market. Felicitas Global conducted a feasibility study by intensively focusing on the up-to-date state or potential of the chemical market segment in the target region.



MARKET RESEARCH FOR FILA INDUSTRIA CHIMICA SPA

(June 2012)

A leading Italian chemical manufacturing company providing surface finishing, maintenance and cleaning products for materials such as marble, natural stone, ceramic and porcelain tiles, terracotta, as well as wood. The firm was interested to look for potential distributors or importers of their products in Singapore.

MARKET RESEARCH FOR RIVERSIDE PRODUCTS, USA

(April – June 2011)

Felicitas Global conducted a market survey of companies dealing in metal recycling for the automotive sectors in Italy & Spain, in order to assess their interest level in the recycling equipment and tools offered by Riverside Products USA. This was followed by a visit to Italy with the client to meet the interested companies.

CANTINA SOCIALE DI GUALTIERI

(October 2010)

Market Research followed by the organization of the visit of an Italian wine producer to Singapore for B2B meetings.



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ONGOING AND UPCOMING PROJECTS



Safety & Security Asia (29 Sept- 1 October 2015, Singapore)

SSA 2015 will present an array of issues and challenges faced by the government and the civilians to increase awareness on the importance of maintaining security in numerous forms.



ArchXpo 2015 (29 Sept- 1 October 2015, Singapore)

SSA 2015 will present an array of issues and challenges faced by the government and the civilians to increase awareness on the importance of maintaining security in numerous forms.



Abitare Il Tempo (30 Sept-3 October 2015, Verona)

Exclusive trade fair for interior design and decoration, architecture, furniture and furnishings, with exposers of the highest level.



Marmomacc (30 Sept-3 October 2015, Verona)

The leading global trade show for the natural stone sector. The organisers have appointed Felicitas Global to once again organize a delegation from Southeast Asia to visit MARMOMACC 2013 and participate in B2B meetings, workshops and programmes planned for them.



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SOME OF OUR CLIENTS



OUR CLIENTS AROUND THE WORLD



Carpigiani



Cooperativa Laspiga Montalcino



Confederation of Indian Industries (India)



Engineering Export Promotion Council (EEPC), India



Lotus Exhibitions, India



Singapore Exhibition Services Pte Ltd



Images Multimedia Pvt, India



Conference & Exhibition Management Services Pte Ltd, Singapore



Federal Investment Council, Argentina (CFI)



Tradecon Inc., Philippines



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OUR ITALIAN CLIENTS



Serigrafia 76 Srl, Italy



IEM Srl, Italy



Trentino Sprint, Italy



Azienda Agricola Pupillo, Italy



Equipage Srl



BCS Spa



Gambero Rosso



Fruttital



Chelini Spa, Italy



Gualtieri La Cantina, Italy



Acropoli Srl, Italy



Vinitalia Soc. Consortile



Fila Industria Chimica Spa



Cantine Umberto Bortolotti srl



PTC Italiana



Rimini Fiera



SOME TESTIMONIALS FROM CLIENTS

"Many thanks for this great opportunity to go to Vinitaly!

*I really appreciate your **excellent organization**, I'm certain this will help us to boost our business, with new wineries and new great wine.*

Many thanks again and I wish you all and Felicitas global all the best!"

Gregoire de Boisse

Le Sommelier, Taiwan

Delegation - Vinitaly 2014, April

*"It was a **fruitful exhibition**. Able to gather multiple contacts and prices of products for future import purpose."*

Lim Wee Kiat

Hen Tick Foods Pte Ltd, Singapore

Delegation - SOL & Agrifood 2014, April

*"It was very well organized and fun. The trip was very useful in that I got to meet a lot of our existing suppliers. There were definitely some wineries to consider, so I look forward to keeping in touch and tasting samples with my colleagues. Thank you again for an **incredible trip** to Vinitaly! I had a wonderful time meeting suppliers, learning their wines, and mingling with other South East Asia wine companies."*

Lauren McPhate

Ginsberg+Chan, Hong Kong

Delegation - Vinitaly 2014, April



SOME TESTIMONIALS FROM CLIENTS

*" Thank you very much for selecting me to be part of the delegation. It **was very well organised**, truly an eye opening and enjoyable experience. Most importantly, **opportunity to explore less known wine regions**, establishing new business contacts".*

Raymond Tho - Peter&William Co. Pte Ltd,
Singapore

*"We would like to thank you for the **impeccable organisation** of the event which enabled us to know in a more concrete and detailed manner the Singaporean market. We felt that this market presents a very interesting prospect for our activities." -Ms. Federica Tarabra - MGM Mondo Del Vino SRL, Exhibitor*

*"...Keep up the good work!" - Mr. James Ching
- International Enterprise (IE) Singapore*

*"Thank you for organizing and giving us the opportunity to visit Vinality. It was **a great experience...**" - Iris Yeo Cellarmaster Wines,
Singapore*

*"Wanted to thank you both for putting such a wonderful trip together for us. I cannot believe **how well planned** every single minute of everyday was. I honestly don't know how you were able to coordinate this many people doing so many different things, from different countries and have it all work out. The trip wouldn't be possible without you both." Alexis Bell - Open3Wines*



SOME TESTIMONIALS FROM CLIENTS

*"...Congratulations! It was the best Italian wine event in the last 15 years in Singapore. It has been a pleasure to see the Wine industry excelling in some areas that we are not familiar and taken for granted. With people like you and I, **we can make the difference!**"*

Mr. George Wong - Wine Lovers Club,
Singapore

"The expo was fantastic! Thank you so much and Hope to you guys again next years Expo... Pls keep me in contact"

Eugene Tan, Ku De Ta SG

*"The Wine Seminar was **very successful!**
Everyone was very happy.
Look forward to doing more Wine Seminars
with you...."*

Dr. Michael Lim, The Travelling Gourmet
Travel, Food & Wine Writer/Editor/Educator

*"It was a pretty experience to see how wonderfully and **most efficiently** you handled the event on Monday, 24th, Oct. here at Mumbai's Land's end for Gambero Rosso,Italy. Thank you once again for the praiseworthy efficiency, warmth and cordiality you showed to all, specially to the press members."*

Sidd Banerji, Wine Writer



OUR PARTNERS



- Singapore Economic Development Board
- International Enterprise, Singapore
- Singapore Business Federation
- Singapore Tourism Board (STB)
- Singapore International Chamber of Commerce
- Singapore Indian Chamber of Commerce & Industry
- National Chamber of Commerce & Industry, Malaysia
- Kuala Lumpur & Selangor Indian Chamber of Commerce
- Associated Chinese Chamber of Commerce & Industry, Malaysia
- Embassy of Italy, Singapore
- Italian Chamber of Commerce, Singapore
- Italian Institute of Culture, Singapore



KUALA LUMPUR & SELANGOR
INDIAN CHAMBER OF COMMERCE
AND INDUSTRY

Est. 1928
KEY TO SUCCESS



SINGAPORE EXHIBITION
& CONVENTION BUREAU

UNIQUELY
Singapore
visitsingapore.com



ICCS
Italian Chamber
of Commerce
in Singapore



THE FEDERATION OF THAI INDUSTRIES



Embassy of Italy





OUR PARTNERS



- Federation of Thai Industries (FTI)
- KADIN (Indonesia Chamber of Commerce)
- Vietnam Association of Architects (VAA)
- Ho Chi Minh Association of Architects
- Penang Foundry & Engineering Industries Association (PENFEIA)
- SAMENTA (Small and Medium Enterprises Association)
- Thai Tool And Die Industry Association
- Association Of Indonesian Metal Foundry Industries (APLINDO)
- Indonesia Mould & Die Industry Association (IMDIA)
- Philippine Metalcasting Association
- Jon LIV



Indonesian Mold & Dies Industry Association



Felicitas Global Pte Ltd

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THANK YOU

