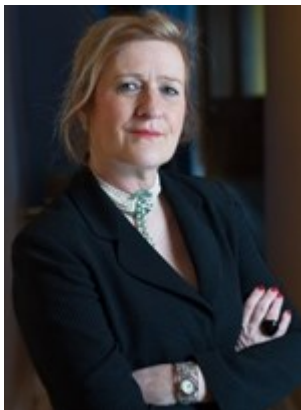


# Welcome from Lesley Batchelor OBE, FIEEx (Grad) - Director General, Institute of Export & International Trade



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**This Doing Business in Italy guide will help UK businesses to look again at this great market that we have been trading successfully with for many decades. Italy is second only to Germany in terms of manufacturing in Europe which gives British**

business great scope to sell to or collaborate with Italian businesses. Like the UK, Italian small and medium sized enterprises are in the process of globalising which will require professional services – good news for our service sector.

Italy is an advanced economy with a modern infrastructure and a high level of entrepreneurship. It hosts many of the great world trade exhibitions and is often used as a gateway to Mediterranean and Middle Eastern markets. This is particularly useful as the lifting of Iranian sanctions could release a possible €3bn of potential exports over the next 4 years.

The Institute can help any business to learn the complexities of international trade and we have a technical helpline that will make sure your business complies with the regulations as the shape of our relationship with EU becomes apparent.

Good luck or ‘in bocca al lupo’,

**Lesley Batchelor OBE, FIEEx (Grad) Director General - Institute of Export & International Trade** [www.export.org.uk](http://www.export.org.uk)

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