

10 novembre 2022
Webinar ore 15.00-17.00

*Piano di marketing
per l'export e ricerca
di partner
commerciali, come
esportare in
sicurezza*



Dott. Marco Bertozzi

CHI SONO

Dott. Marco Bertozzi: export manager ed ora libero professionista da più di 20 anni si occupa di problematiche connesse con l'internazionalizzazione delle imprese collabora con università, business school, associazioni di imprese, camere di commercio, associazioni di camere di commercio, aziende speciali.

Analisi della domanda

Ricerca dei clienti

- Sito web in lingua
- Indicizzazione parole chiave in lingua
- User friendly
- Corretta comunicazione mercato estero (piramide di Maslow)

Analisi dei bisogni



Ricerca Attiva Clienti

Codici SIC (Standard Industrial Code)

NAISC (North American Industry Classification System)

<https://www.dataaxleusa.com/>

Ricerca Attiva Clienti

Type of Business | **Geography** | Size of Business | Other Selections | Review Criteria

Let's Start Your Search!

◀ Back ▶ Continue

▼ **Search for an Industry Type or Business Name**
Type in key terms or a company name

Search

Industry Type | **Business Name**

Enter 1 or 2 words that describe the type of business you want to reach (restaurant or tire dealers)

Search Only Primary Descriptions

Display SIC Codes Display NAICS Codes

▼ **Choose an industry category from a list**
Pick your business type(s) from an expandable list

Search Only Primary Descriptions

- Agriculture (01-09)
- Mining (10-14)
- Construction (15-17)
- Manufacturing (20-39)
- Transportation (40-49)
- Wholesale/Distributors (50-51)
- Retail (52-59)
- Finance, Insurance & Real Estate (60-67)
- Services (70-89)
- Public Admin (91-97)
- Nonclassified Establishments (99)

▶ **SIC Codes or Ranges**
Enter specific SIC Codes or Ranges

▶ **NAICS Codes or Ranges**
Enter specific NAICS Codes or Ranges

▶ **All Businesses**
Select all businesses in a particular geography

Try For **FREE**  Don't know who to target?
[Clone Your Best Customer](#)

◀ Back ▶ Continue

You Currently Have:

9,473,099 leads

Update Count

See Price

Selected Criteria

[Marketing Type](#)
Mailing

Type Of Business

Geography

Size Of Business

Other Selections

Save Search

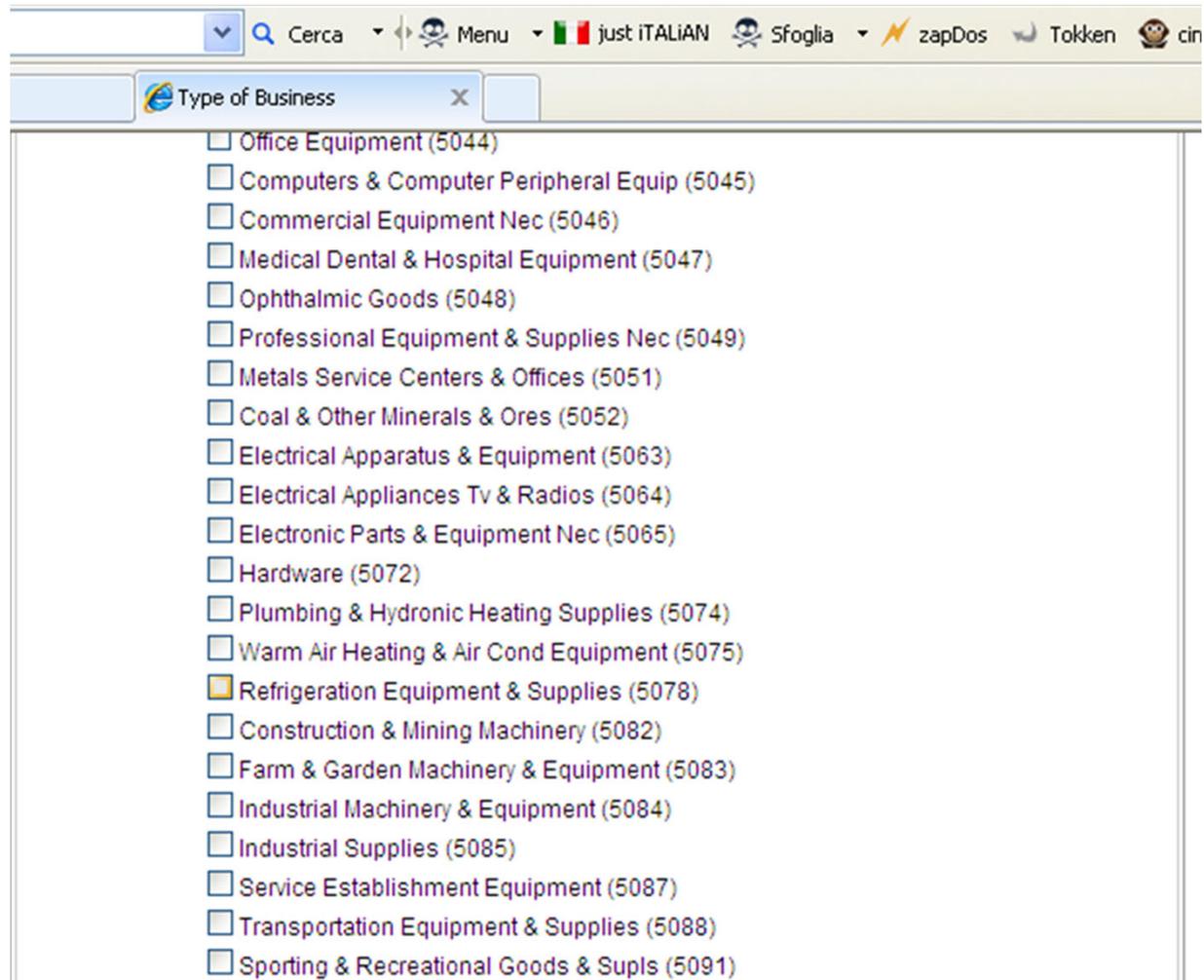
New Search

From Direct Mail to Email Campaigns, we handle it all! Give our full-service marketing solutions team a call today.

Ricerca Attività Clienti

<p>▶ Search for an Industry Type or Business Name Type in key terms or a company name</p>	<p>11,234,430 Leads</p> <p>Update Count</p> <p>See Price</p>
<p>▼ Choose an industry category from a list Pick your business type(s) from an expandable list</p> <ul style="list-style-type: none"><input type="checkbox"/> Agriculture (01-09)<input type="checkbox"/> Mining (10-14)<input type="checkbox"/> Construction (15-17)<input type="checkbox"/> Manufacturing (20-39)<input type="checkbox"/> Transportation (40-49)<input checked="" type="checkbox"/> Wholesale/Distributors (50-51)<ul style="list-style-type: none"><input type="checkbox"/> Wholesale Trade-Durable Goods (50)<input type="checkbox"/> Wholesale Trade-Nondurable Goods (51)<input type="checkbox"/> Retail (52-59)<input type="checkbox"/> Finance, Insurance & Real Estate (60-67)<input type="checkbox"/> Services (70-89)<input type="checkbox"/> Public Admin (91-97)	<p>Selected Criteria:</p> <p>Type Of Business _____</p> <p>Size Of Business _____</p> <p>Geography _____</p> <p>Other Selections _____</p>
<p>▶ SIC Codes or Ranges Enter specific SIC Codes or Ranges</p>	<p>Save Search</p> <p>New Search</p>
<p>▶ NAICS Codes or Ranges Enter specific NAICS Codes or Ranges</p>	
<p>▶ All Businesses Select all businesses in a particular geography</p>	

Ricerca Attiva Clienti



Case of Study Yacht

Dati associazionismo di imprese

- Malta
- GB
- Francia
- USA

Marinemax

1146 – Naples Florida

Case of Study Yacht

Type of Business | **Geography** | Size of Business | Other Selections | Review Criteria

Let's Start Your Search! ◀ Back ▶ Continue

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▶ **All Businesses**
Select all businesses in a particular geography

Try For **FREE**  Don't know who to target?
[Clone Your Best Customer](#) ◀ Back ▶ Continue

You Currently Have:
9,473,099 leads
Update Count
See Price

Selected Criteria

- [Marketing Type](#)
Mailing
- [Type Of Business](#)
- [Geography](#)
- [Size Of Business](#)
- [Other Selections](#)

Save Search
New Search

From Direct Mail to Email Campaigns, we handle it all! Give our full-service marketing solutions team a call today.

Case of Study Yacht



Quick Customer Cloner

1. Search For Your Best Customer

2. Find Your Best Customer

3. Review Cloner Analysis

Step 3: Review Cloner Analysis.

◀ Back

▶ Continue

Congratulations! We have 95 leads just like your best customer.

To find even more, use the links below to add prospects by type sales volume and geography.

[Refine Search](#)

Marine Max Inc

6th Ave S
Naples, FL, 34102

Number of employees: 20-49
Sales Volume: \$10 - 20 MILLION

Type of business

5551-04 Boat Dealers Sales & Service

Number of employees

[Add more employee ranges](#)

20-49

Geography

[Add more geography](#)

Florida

Ricerca attiva clienti

<https://www.seair.co.in/us-import-data.aspx>

The screenshot shows the SEAIR website interface. At the top left is the logo "SEAIR EXIM SOLUTIONS INFORMATION FOR BUSINESS". To the right are navigation links: "USA Data", "Global Trade Data", "HS Code", "Pricing" (highlighted with a blue underline), "Subscribe", and "Login". Below this is a blue breadcrumb trail: "Home > US Import > Flamigni". The main section is titled "Search Global Trade Data" and features a search form with a light gray background and a world map watermark. The form includes a dropdown menu set to "USA", a dropdown menu set to "Buyers", a text input field with an orange border, a "Product Name" label, and a blue "Search" button.

SEAIR EXIM SOLUTIONS
INFORMATION FOR BUSINESS

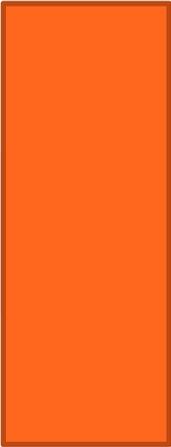
USA Data Global Trade Data HS Code **Pricing** Subscribe Login

Home > US Import > Flamigni

Search Global Trade Data

USA Buyers Product Name **Search**

Ricerca attiva clienti

DATE	HS CODE	PRODUCT DETAILS	WEIGHT IN KG	QTY / UNIT	COUNTRY / PORTS	SUPPLIER	BUYER
22-Oct-2022	180690	FOODSTUFF	5672.27	133 PKG	ITALY SAVANNAH GA		DAPRANO AND COMPANY
10-Oct-2022	940530	CHRISTMAS CAKES	736	70 CTN	SAO TOME AND PRINCIPE LOS ANGELES CA		GUIDI MARCELLO LIMITED
21-Sep-2022	160420	PANETTONE AND CAKES	6095	734 PKG	ITALY NEW YORK/NEWARK AREA NEWARK NJ		ITALIAN PRODUCTS USA INC

Case of Study Yacht

- Nessun contratto di Agenzia.
 - Nessun contratto di assistenza.
- Fallimento della attività di marketing.

Export Readiness

- Condizioni contrattuali
- Incoterms
- Fiscalità
- Dogane e documenti doganali
- Trasporti
- Pagamenti

Incoterms

- Termini di resa internazionali: non sempre qual che appare più facile (minori obbligazioni per l'esportatore) è la scelta migliore.
- Il 74% delle imprese vende EXW (dati fedespediti) o FCA (propri magazzini).

Fiscalità

- Articolo IVA.
- Prove di avvenuta cessione comunitaria (in base a chi paga il trasporto).
- Prove di avvenuta esportazione (in base al termine di resa).

Contrattualistica

Clausole contrattuali: sono presenti in azienda un dettato contrattuale che tuteli l'azienda.

- Legge applicabile.
- Foro competente.
- Tempistica di contestazione danni trasporto.
- Tempistica contestazione non conformità ordine
- Risoluzione
- Recesso

Dogane

- Prove di avvenuta esportazione
- Prove di avvenuta cessione comunitaria

Trasporto

- Differenza tra contratto di spedizione e contratto di trasporto.
- Problematiche connesse alla compilazione della lettera di vettura CMR.
- Shipper nella B/L

Case of Study

Azienda vende EXW principalmente verso paesi Est via camion.

Non è a conoscenza che le bollette doganali Eu tranne Italia non costituiscono prova di avvenuta esportazione

Sul controllo dell'agenzia della dogana è stata multata di un importo considerevole + denuncia penale.

Case of study

Mancata verifica titolo abilitativo del vettore da parte del committente L.190/2014

- Sanzione al committente Sanzione da 1.549 e sequestro della merce.

Errata compilazione del CMR

Sanzione Committente:

2.000 Euro Art. 46 comma 3 L.298/74

Ritiro della carta di circolazione per un massimo di 60 giorni.

grazie per l'attenzione