

TESORI D'ITALIA network

Network for the promotion of Made in Italy in the world

The Network is based on an international, balanced and innovative program, capable of combining profit and non-profit activities. It operates through the **Tesori d'Italia Association**, which owns the Magazine of the same name, and **Tesori d'Italia Factory Srl**, the company that manages its commercial activities. It has a consolidated international network, particularly in Japan, made up of the **Tesori of Japan Association** of Nagoya and the **W'Japan Co. Ltd.** of Tokyo.

The strengths of the Network are:

- Development of projects in an international scope
- Collaborations and targeted interventions to support the tourism chain of our country
- Continuous communication of the cultural, artistic, entrepreneurial and touristic heritage of Italy
- Local promotion activities
- Selection and marketing of products of excellence from various Made in Italy supply chains, from food and wine to fashion and design.

Projects

Internationalization. Point of reference for all the activities to promote and enhance the country's cultural, tourist and artisanal heritage. Main scouting system for discovering companies which, with this program, enter a training course aimed at developing a structured approach to the international market.

TDI Brand Ambassador. Selection and co-branding program of products of excellence Made in Italy based on a precise marketing strategy, global communication and an already consolidated international distribution network, with a particular focus on Asian markets, which makes head at WJNetwork.

"Tesoro d'Italia" Certification. Selection of structures - accommodation and production - scattered throughout the country, evaluated and selected annually on the basis of a series of quality parameters with the aim of creating a heterogeneous and virtuous network, a point of reference for quality and reliability of Made in Italy.

Tesori in Rete. Cultural and entrepreneurial sharing program with which Tesori d'Italia activates its circuit of certified structures and selected partners, a network characterized by quality and reliability in which realities characterized by the ability to network and promote themselves converge and interact through the territory.

TDI Tour. Journey across the peninsula through which Tesori d'Italia aims to identify virtuous realities, promote them and generate a network to bring together people, businesses, institutions, national and foreign partners towards the construction of cultural, tourist and entrepreneurial projects and synergies of international scope.

Communication System

Tesori d'Italia Magazine. Publishing project founded in 2009 with the aim of promoting Made in Italy in the world, it was acquired and relaunched in 2016 by the WJNetwork; it consists of the periodic paper magazine in two languages and the online portal of the same name.

Tesori d'Italia Channel. Video channel that takes up and develops the themes of the Magazine through the audiovisual language and gives the possibility of using content on demand.

Trading System

Galleria Italia. International promotion format through which Tesori d'Italia coordinates activities on the various markets, presents and distributes the excellence of Made in Italy. It is divided into Corners and Showrooms, Concept Stores and E-Commerce, a set of integrated tools for the selection and sale of products selected by the Network.

Tesori d'Italia Network is a project from



www.tesoriditalianetwork.it | www.tesoriditaliamagazine.it

Email: info@tesoriditalianetwork.it