



U.S. Commercial Service
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SINGLE COMPANY PROMOTION (SCP) PROGRAM STANDARDS

Objective:

Through the Single Company Promotion (SCP), the US&FCS provides U. S. firms with an opportunity to launch or promote a product or service in Italy, to find new customers, to conduct a technical training program on their product or service, or otherwise get the word out about their capabilities. Using the logo and the meeting facilities of the U.S. Commercial Service in the U.S. Embassy and Consulates in Italy will usually create more attention and attract more participants to your promotional effort. The SCP can be ordered through any U.S. Export Assistance Center in the U.S. or directly from the U.S. Commercial Service offices in Italy.

Price:

Minimum fee \$750 for facility use (additional service costs vary according to resources required).

Single Company Promotion Overview:

You will receive:

- Assistance with developing a custom-tailored approach to arranging and promoting your company's event;
- Presentation/conference space for accommodating up to 50 people at the U.S. Embassy in Rome or at one of the U.S. Consulates in Milan, Florence or Naples, including provision of available audio/video equipment;
- Use of the U.S. Commercial Service logo on invitations to your event, assistance with having them printed and distributed, and with receiving RSVP's;
- Promotion of your event to relevant contacts in our industry sector databases;

Creation of mailing lists, postage, catering, interpreters, and other extra services are an additional cost to be negotiated.

Delivery Time:

To set up an effective SCP requires a minimum of four weeks from receipt of application and payment, subject to availability of the meeting facility. If a mailing list needs to be created or other non-standard services are required, delivery time may need to be extended accordingly.

U. S. Commercial Service Responsibilities:

- The Commercial Specialist receiving the request will confirm that your product or service qualifies for the SCP and that you are export-ready (e.g., you must be ready to fill orders for its products or services in a reasonable timeframe).
- Before accepting the order for the SCP, the Commercial Specialist will counsel you regarding all program logistics, including dates and locations available, required advance preparations and the availability of additional service.
- For additional services the Commercial Specialist will inform you of all fees up-front.

Client Responsibilities:

The most effective SCP results require substantial client involvement and follow-up. We strongly suggest that you work closely with your local Trade Specialist and/or the CS Commercial Specialist overseas to clearly outline the type of program that you believe will be most useful to your company and to establish an effective strategy for promoting your products or services in the Italian market. Your timely responses to email and/or other queries from the domestic or overseas specialists working on the SCP will ensure successful completion of the program.

U. S. Commercial Service Quality Assurances:

A domestic and/or overseas trade specialist will serve as your primary point of contact, and give timely responses to all inquiries;

- The Commercial Specialist in Italy receiving the request will immediately contact you to ensure that he/she has a complete understanding of your needs and expectations;
- The Commercial Specialist is responsible for counseling you and preparing the SCP in the best possible fashion to help you reach your goals in the Italian market.
- The domestic or overseas Commercial Specialist who takes the order will follow up with you to ensure satisfaction with the SCP, focusing on its relevance and results.

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The U.S. Commercial Service guarantees all of its products and services. If you have any questions or concerns, we will work quickly and effectively to ensure that your satisfaction is our top priority.

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The U.S. Commercial Service Customer Care Hotline is available for you to call toll free Monday through Friday, 9:00 AM to 6:00 PM EST at 1-866-482-8111, or email at CSHotline@mail.doc.gov.