



Empowering content

CASE HISTORY

**ICE**



WITHUB

BRAND IDENTITY E MATERIALI EVENTO

# ISTITUTO PER IL COMMERCIO ESTERO - ICE

Organizzazione - Ente



## CONTESTO

L'ICE, ora ICE-Agenzia, è l'ente pubblico italiano che si occupa di promuovere e favorire l'internazionalizzazione delle imprese italiane all'estero e di attrarre investimenti stranieri in Italia. L'Istituto ha varie sedi rappresentative nel mondo, tra cui una a Bruxelles, centro fondamentale per i rapporti con l'Unione Europea.



## OBIETTIVO

Proprio a Bruxelles l'ente ha organizzato la prima edizione degli Italian Defence Industry Days, un evento nato su input del Ministero della Difesa italiano e sviluppato con la collaborazione dell'AIAD, Federazione Aziende Italiane per l'Aerospazio, la Difesa e la Sicurezza proprio per creare un ponte tra il meglio delle aziende italiane e il resto dell'Europa.

Obiettivo: disegnare una brand identity e un messaggio riconoscibile insieme al materiale grafico a supporto dell'evento, senza ridurlo al tema «armamenti» e garantire supporto nella diffusione delle notizie legate all'evento



## SOLUZIONE

Elaborazione di un logo ad hoc in grado di rimandare al concetto di Made in Italy ed eccellenza italiana anche nel settore della difesa e declinazione di diversi materiali in abbinamento in particolare a uso social media e per l'evento concentrato in due giorni (10-11 dicembre 2024)



## RISULTATO

Logo e naming dedicati

Save the date e brochure/booklet personalizzata con l'elenco del meglio delle aziende partecipanti

Materiali a supporto (roll-up, pannelli, badge)

Video animazioni e video dell'evento

Landing page dedicata

Copertura giornalistica

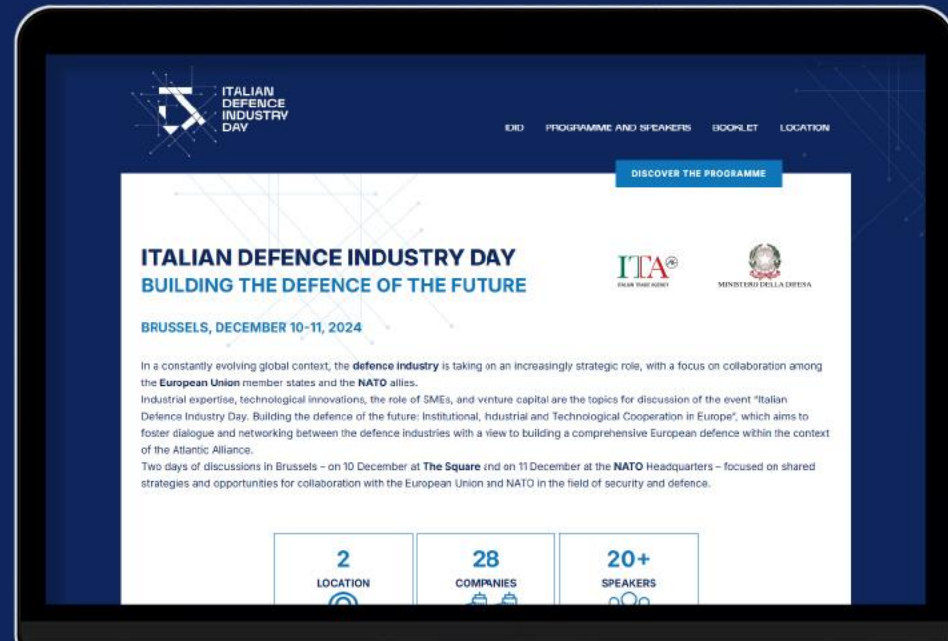


LOGO ANIMATION





## EVENT LANDING PAGE



### PROGRAMME AND SPEAKERS

Two days of talks to celebrate Italian excellence in the field of defence and explore new strategies for a European defence in collaboration with the EU and NATO.

09.00 REGISTRATION OF PARTICIPANTS

09.30

INSTITUTIONAL GREETINGS

**Amb. Marco Peronaci** – Permanent Representative of Italy to NATO

**Luisa Riccardi** – Italian National Armaments Director

**Tindaro Paganini** – Italian Trade Agency – Director of the Brussels Office

10:00

ITALIAN DEFENCE COMPANIES' SHOWROOM

A group of 28 Italian companies, ranging from large industrial groups to dynamic SMEs, will showcase their innovative products and services, highlighting their competitive potential. These companies represent key sectors including Land, Air, Sea, Cyber, and Unmanned technologies, with some operating across multiple domains. The Aerospace, Security, and Defense (AD&S) sector plays a vital role in Italy's economy, generating a turnover of 19 billion euros equivalent to 1% of Italy's GDP, the sector not only demonstrates remarkable adaptability in facing global economic challenges but also serves as a critical driver for both national and European development. The participating companies are:

• Aerea S.p.A.	• KNDS Ammo Italia S.p.A.
• Cela S.p.A.	• Laran Business S.r.l.
• Claren Tools S.r.l.	• Leonardo S.p.A.
• Digital Platforms S.p.A.	• LMAS.r.l.
• D-Orbit S.p.A.	• Marotta S.r.l.
• Elides S.r.l.	• MB Bettronica S.r.l.
• Elettronica S.p.A.	• MBDA Italia S.p.A.
• Eurocontrol S.p.A.	• OMAS.p.A.
• Fabbrica d'armi Pietro Beretta S.p.A.	• Page Europa S.r.l.
• FAE Group S.r.l.	• SIEL S.r.l.
• Fincantieri S.p.A.	• Telespazio S.r.l.
• GT Line S.r.l.	• Telsy S.p.A.
• GE Avio S.r.l.	• Thales Alenia Space S.p.A.
• It's Prodigy S.r.l.	• TMT International S.r.l.

12:00

FINAL CONCLUSIONS

**Admiral Dario Giacomini** – Italian Military Permanent Representative to NATO

12:30

NETWORKING LUNCH

MORNING SESSION

09.00 REGISTRATION OF PARTICIPANTS

10.00

INSTITUTIONAL GREETINGS

Amb. **Federica Favi** – Ambassador of Italy to Belgium 

 **Lorenzo Galanti** – General Director of the Italian Trade Agency (video message)

Rt. Hon. **Matteo Perego di Cremona** – Italian Undersecretary of State to the Ministry of Defence 

10:30 PANEL 1 – INSTITUTIONAL PANEL

THE ROLE AND RESPONSIBILITY OF THE DEFENCE INDUSTRY IN BUILDING EUROPEAN DEFENCE

11:20 PANEL 2 – SMES PANEL

INNOVATION AND SKILLS. SME EXCELLENCE IN EUROPE

12.10 LUNCH BREAK

AFTERNOON SESSION

13.20 COMPANIES' PRESENTATIONS

A cohort of 28 Italian companies, encompassing major industrial groups and dynamic small and medium enterprises (SMEs), is set to present their cutting edge products and services, underscoring their competitive edge. The Aerospace, Defense, and Security (AD&S) sector plays a pivotal role in Italy's economy, contributing €19 billion annually, which accounts for 1% of the national GDP. This sector not only showcases exceptional resilience in navigating global economic challenges but also acts as a crucial engine for growth at both national and European levels.

The participating companies are:

- Aeree S.p.A.
- KNDI Arimo Italia S.p.A.
- Celo S.p.A.
- Laras Business S.r.l.
- Claren Tools S.r.l.
- Leonardo S.p.A.
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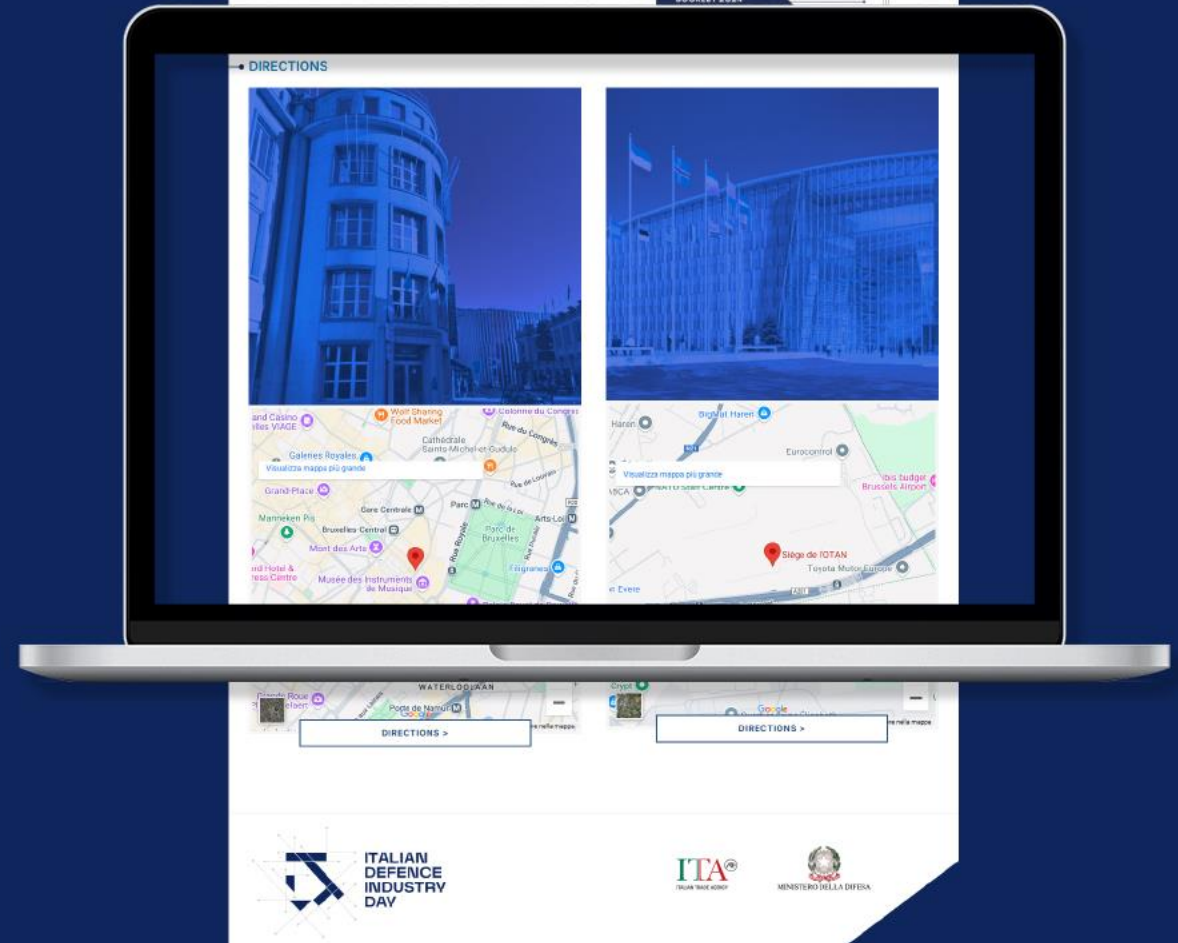
14:50 PANEL 3 – NATIONAL AND INTERNATIONAL VENTURE CAPITAL TOOLS

NATIONAL AND INTERNATIONAL VENTURE CAPITAL TOOLS

Here you will find the booklet, containing:

- data on scenarios related to the security and defence industry
- the programmes of the Italian Trade Agency
- the presentation of the companies, divided into 5 clusters

DOWNLOAD THE BOOKLET



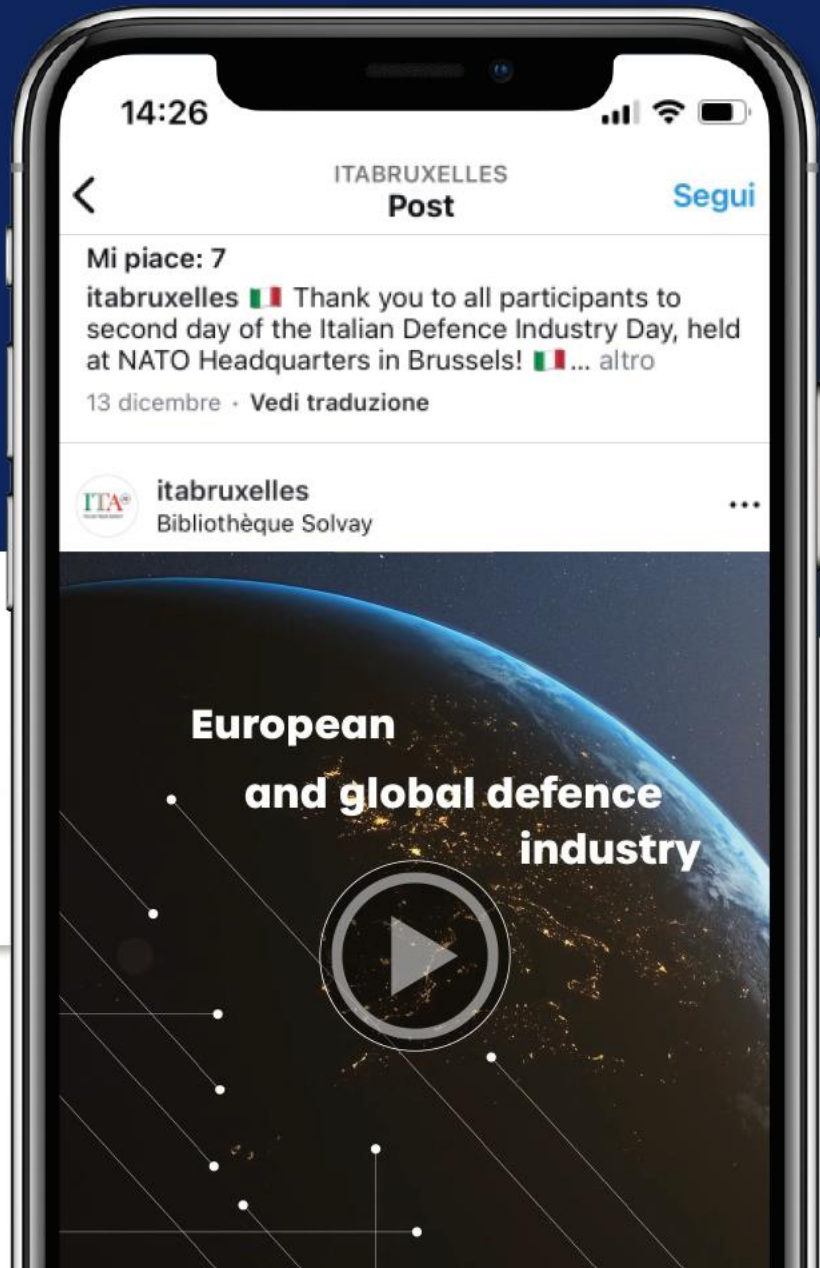
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# EVENT LANDING PAGE





 ITALIAN  
DEFENCE  
INDUSTRY  
DAY

**LEVEL 4**  
for plenary

 **ITALIAN  
DEFENCE  
INDUSTRY  
DAY**

**BUILDING  
THE DEFENCE  
OF THE FUTURE:**  
Institutional, Industrial  
and Technological  
Cooperation  
in Europe

**December 10<sup>th</sup> 2024**  
**THE SQUARE**  
Mont des Arts, 1000 Brussels

 **ITALIAN  
DEFENCE  
INDUSTRY  
DAY**

**PLENARY**  
09:00

**CATERING**  
12:30

BUILDING  
THE DEFENCE  
OF THE FUTURE:  
Institutional, Industrial  
and Technological  
Cooperation in Europe



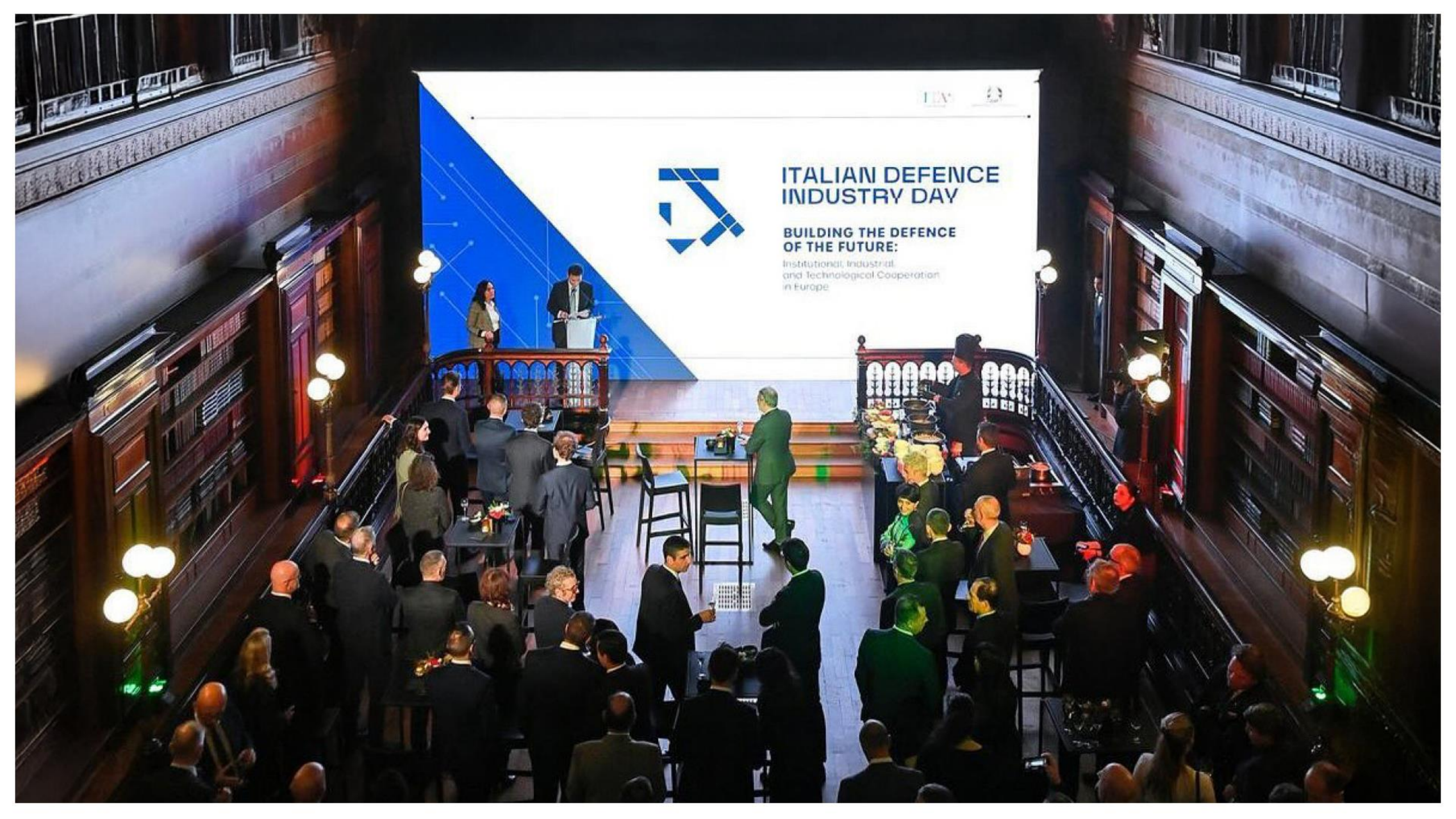




# ITALIAN DEFENCE INDUSTRY DAY

**BUILDING THE DEFENCE  
OF THE FUTURE:**

Institutional, Industrial,  
and Technological Cooperation  
in Europe





**Matteo Perego di Cremona**

Undersecretary of State for Defence



**Matteo Perego di Cremona**

Undersecretary of State for Defence



# BUILDING THE DEFENCE OF THE FUTURE

IN BRUSSELS





**GRAZIE**

