

**duerighe**

publishing, marketing, internationalization



UNITED STATES

CUBA

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ARGENTINA

IRELAND

FRANCE

SPAIN

TUNISIA

ALGERIA

ALBANIA

ITALY

GREECE

TURKEY

MACEDONIA

CHINA

JAPAN

ETHIOPIA

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Duerighe was founded in 2005, with the aim of accompanying Italian companies involved in internationalization projects. A new business idea based on opportunities for development and cooperation. An effective synthesis between research and profit, built on the application of an innovative business model and on a modern approach to the export approach.

A contemporary structure, able to design and implement a complete path, marketing, communication, set-ups, which has learned to adapt to fluid and changing contexts, such as the increasingly pervasive and global ones of the new emerging markets.

Museums, fairs, congresses, transport, agri-food, tourism, culture. Identity and dialogue together. Information and communication, but also reputation, penetration in international markets. Representation of the nature of the company, creation and management of spaces, business networks, clusters, both financial, industrial or services, even outside the establishments, beyond the institutional headquarters.

An autonomous and independent reality, which supports Italian excellence in the implementation of strategies for industrial expansion, to involve their traditional customers and approach new interlocutors, welcoming the plurality of needs.

## Fittings

Conceiving space in the best way. Use the most suitable materials. Design an effective overall architecture. A careful and linear aesthetic, supported in any case by specific technical characteristics and by the knowledge of the exhibition content, both of the industrial site and of the territory hosting it. Offer an optimal arrangement of the exhibition space and a harmonious balance between the creative aspect and the functional and operational one. A complexity of operations managed through the integration of numerous specialized skills. A complete organization to design, implement and monitor the various stages of set-ups for fairs, museums, concerts, congresses, large spaces and advertising systems. A global assistance, starting from creative design, to provide a defined product and constant assistance.

An effective synthesis between the image and the result. An application of a single methodology, arising from a process of integration between different points of view and different approaches that learn to dialogue.





CAMERA CON VIS  
L'UNIVERSITÀ DEL RINNOVAMENTO

10 settembre 2017



## Marketing

There is no effective strategy if you do not know the potential of the company interested in expanding its activities and the market in which to operate. Working with marketing means developing the analysis of the needs of consumers and businesses, determining the size of the market, the evolution of demand, the characteristics of consumers and the degree of competitiveness of the product. For this reason it's important to choose the segment or segments that the company wants to serve, as well as to map the perceptions of consumers to which the company refers. This is the only way to analyze consumers' perceptions by evaluating the gap with respect to competitors. It's at this stage that the creation of a reputation takes place, through communication actions through the media to amplify the propagation of its message, directing it towards the target audience. These operations make it possible to identify a development strategy capable of grasping the opportunities of the market, enhancing the resources and skills of the company, which guarantee an advantage in the competition with other companies.





## Internationalization

Bring Italian companies into emerging markets, increasing and improving their competitiveness abroad. Provide businesses with highly competent and sectorially specialized sales support to help them find customers and create commercial networks. Provide complete assistance for all phases of the process: from the analysis of new markets to the control of the commercial reliability of the partners. Consolidate the ability of companies to plan and implement integrated and sustainable intervention projects, with a medium to long-term perspective, aimed at developing initiatives aimed at promoting commercial and industrial penetration, through the implementation of international promotion projects that they provide a structured set of actions. From the participation in fairs looking for partners, from the management of common service centers to the organization of showrooms, from the search for sub-suppliers or technological partners, for the improvement of the quality and efficiency of internal production processes, to the realization of joint-ventures or commercial or industrial collaboration agreements.







## Customers

Aicai  
Alexandra Alberta Chiolo  
Ance Puglia  
Aneva  
Anti  
Arti Puglia  
BCC Castellana Grotte  
Chevrolet  
Computer Levante Engineering  
Demont Ambiente  
Deutsche Bank  
Confapi  
Confimi  
Emiliano Arredamenti  
Ferrotramviaria  
Fiera del Levante  
Gamma Marmitta  
GeaTecno  
Gruppo Serena Assistenza  
Harley Davidson  
Hotel Oriente  
Isiamed  
Leroy Merlin  
Lufthansa  
Multicinema Galleria  
Molitecnica Sud  
Peugeot  
Pietregiovani  
Saem  
Sites  
Smart  
Ssangyong  
Sviluppo Cina  
Technalia  
Tecnomec Engineering  
Unioncamere Puglia





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**Duerighe Srl**

Corso Italia n. 13, 70122 Bari - Italia  
tel. + 39 080 798 43 78 - [info@duerighe.it](mailto:info@duerighe.it) - [www.duerighe.it](http://www.duerighe.it)  
C.F./P.IVA Registro Imprese Bari n. 08316361008 REA n.1087110