

Company Profile



promuovItalia

Supporto per l'occupazione
e lo sviluppo dell'industria turistica

Who we are



THE COMPANY

Promuovi Italia S.p.A. is a technical assistance agency that operates under the Department for Tourism Development & Competitiveness of the Italian Prime Minister's Office. It provides support to public administration bodies in the management of initiatives aimed at developing economic activities and jobs, with prevalence given to the tourism industry and connected goods sectors.

Through the Ministry for Economic Development, the Agency participates in the implementation of programmes to develop Italy's competitiveness with special, though not exclusive, reference to the tourism, cultural and environmental sectors, in line with the policies pursued by the national and regional administrations.



MISSION AND STRATEGIC OBJECTIVES

Promuovi Italia's mission is, through exclusive support to public administration bodies, to contribute actively to improving and developing the tourism sector as a strategic area of the economic, social and cultural growth of the territory, and thus:

- **To furnish technical assistance together with operational and institution support activities to public administration bodies.**
- **To plan and implement programmes for sustainable economic development, both locally and nationally.**
- **To identify innovative strategic instruments for development.**
- **To establish active labour policies aimed at the continuity and quality of jobs and tourist facilities.**
- **To promote among public administrators awareness of successful ventures good practices that have been adopted in the tourist sector both in Italy and abroad.**

Consistent with this mission, Promuovi Italia's strategic objectives can be summed up as follows:

- **To support the efforts of Public Administration bodies, through technical assistance and other measures, in the various phases of implementation and development of projects and programmes aimed mainly at the tourism sector.**
- **To promote the growth and development of professional skills in the tourism sector, also in terms of innovation.**

VISION

Promuovi Italia furnishes technical assistance in order to plan, manage and monitor the policies and instruments for the development of tourism – to anticipate, interpret and support its needs.

We work to support public administration bodies in the development of investment and jobs, giving prevalence to the tourism sector and so contributing to the growth of one of the country's most important and strategic sectors.

Tourism is an industry that involves a wide range of sectors and is in the unique position of being able to integrate and connect up various areas of economic activity: accommodation facilities, food and drink, transport, attractions, arts and crafts, cultural services, accessorial services, construction, etc.

In order to be able to successfully manage the complex nature of the tourism industry network, streamlining, flexibility and speed are required, together with a capacity for strategic and operational adaptation to unforeseeable changes.

Promuovi Italia aims to be in a position to react quickly to non-repetitive situations, to respond to the competitive context by relying on its own human resources.

With this in mind, Promuovi Italia's supports public administration bodies in the process of innovation in methodologies by making the most of existing skills, accelerating innovative measures, establishing the tools required to evaluate and improve the quality of investments, infrastructure and employment in the sector.

ACTIVITIES & SERVICES

Promuovi Italia is intended to act as a partner for Public Administration bodies, whose task is to plan, manage, monitor and, above all, implement policies and incentives to develop the territory.

On behalf of these bodies, Promuovi Italia elaborates integrated plans for intervention by means of:

- **Analyses and feasibility studies for development projects**
- **On-the-ground and operational analysis**
- **Analysis of development policies**
- **Assistance in development strategies**
- **Assistance in development programmes and projects**
- **Evaluation of development policies/programmes**
- **Programme and project management**
- **Monitoring of projects**
- **Assistance and consultancy services in defining and/or redefining programmatic policies**
- **Assistance in establishing appropriate professional profiles**
- **Development of training programmes to boost the jobs market in the sector**



10 REASONS TO WORK WITH US

- A streamlined, rapid structure.
- Capacity for complex territorial and administrative analysis.
- Careful management of detailed projects.
- Experience on a national level.
- Ease of relations with both public and private sectors.
- Specific skills in the development of projects with a positive impact on the territory.
- Central position of best practices with regard to the active policies of Italian and European tourism industry and an ability to transmit them.
- Ability to sustain and foster the process of globalization on the one hand and decentralization and localization on the other – in other words, the phenomenon of glocalization.
- Ability to carry out project activities that can ensure the development of responsible, sustainable tourism.
- Ability to support and make the most of projects, thanks to efficient communication among other things.

Internationalization



INTRODUCTION

Promuovi Italia aims to undertake a policy of internationalization, in the conviction that the experience we have acquired over recent years on a national and international level enable us to act as a reliable partner for institutions and businesses in countries that are close to Italy geographically or culturally.



STRATEGIC OBJECTIVES & ACTIVITIES

Consistent with its mission to contribute to the improvement and development of the country and especially the tourism sector as a strategic area of economic and social growth, Promuovi Italia offers its services to both private and institutional partners for the planning and implementation of activities of international importance. In particular, we can:

- **Develop and participate – in partnership with other public and private bodies – in projects of international cooperation aimed at the development of sustainable, responsible tourism.**
- **Activate processes to exchange experiences and good practices with central and local public administrations and other organizations active in the tourism sector.**
- **Support foreign public administration bodies in the process of modernization and glocalization by furnishing technical assistance and operational support.**
- **Promote training and growth of human resources to the benefit of the tourism sector by guaranteeing technical assistance and ad hoc training programmes.**

Address and contact details

Promuovi Italia Spa
Via San Claudio, 61
00187 Roma
Tel: +39 06 6798883
Fax: +39 06 69295440
e-mail: info@promuovitalia.it
www.promuovitalia.it