Valdani Vicari & Associati

COMPANY PROFILE

VVA · Our History

"Managing the Present to plan the Future".

Valdani Vicari & Associati was founded in 1992 by **Enrico Valdani** and **Salvatore Vicari**, Professors at Bocconi University in Milan.
Since then, VVA has helped companies understand the market as a sea of opportunities to explore, exploit and succeed in.

VVA
Valdani Vicari & Associati

VVA · Our Numbers

Milan

Brussels

7

BUSINESS UNITS

2

OFFICES MILAN · BRUSSELS

100%

OWNED BY MANAGING PARTNERS

28

YEARS OF ACTIVITY

1000+

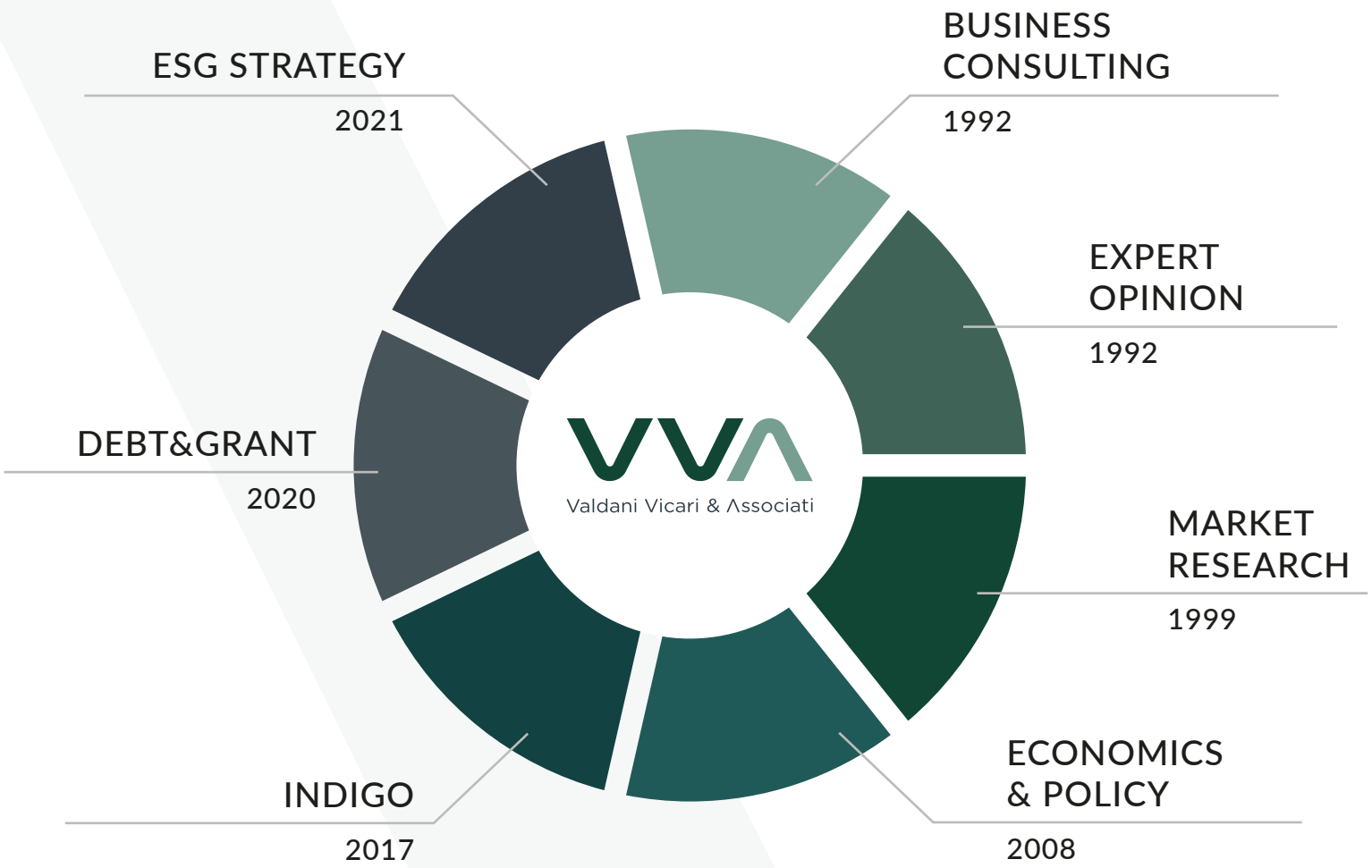
ITALIAN AND INTERNATIONAL CLIENTS

100

PROFESSIONALS FROM 20 COUNTRIES

VVA · Our Group

VVA Group consists of 7 Business Units working together to support our Clients in the proactive management of their respective Markets.



VVA · Business Consulting

VVA Business Consulting supports the development of their Clients (turnover and profit). We work with our Clients like partners and colleagues to improve their business processes.

SECTORS

- FOOD
- RETAIL
- LUXURY
- AUTOMOTIVE
- TOURISM
- SERVICES
- LOGISTICS
- PHARMA

SOLUTIONS

BABY FUTURE
Identification of future consumption trends.

NEW BUSINESS SCOUTING
National and International search for New Business opportunities.

CUSTOMER NETWORKING MANAGEMENT
Growth in turnover, loyalty and enthusiasm, through both traditional and digital tools.

VALUE ADDED
Strategy and growth of corporate value.

DESIGN THINKING
Idea generation, design and implementation of new products and services.

AGILE MANAGEMENT
Process and organisational innovation to anticipate and manage changes in the competitive arena.

IMPACT MARKETING
Innovation in marketing processes to align profit objects, satisfaction and environmental sustainability.

VVA · Expert Opinion

VVA Expert Opinion, also in partnership with the most important national and international law firms, supports and advises Italian and international groups in the complex field of Value Measurement

SERVICES

COMMERCIAL LITIGATIONS

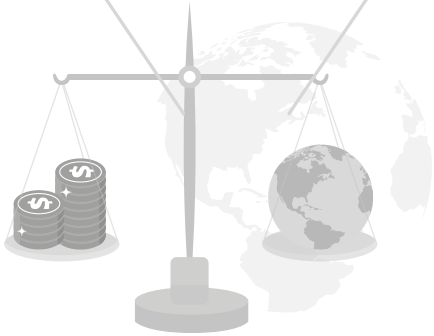
We successfully manage Commercial Litigations and we value economic damages.

VALUTATIONS AND INTANGIBLES

We determine corporate and intangibles value.

TRANSFER PRICING

We define the arm's length remuneration for intercompany transactions.



TRANSFER PRICING EXPERTISE

MANAGEMENT OF APA, BAPA & MAP

We negotiate agreements between Tax Administrations and Groups.

BUSINESS RESTRUCTURINGS

We design the structure most suitable to business and we measure its tax impacts.

TP AUDITS & LITIGATIONS

Methodological rigour and responsiveness in dealing with tax litigation.

TP POLICY ASSESSMENT, DESIGN & IMPLEMENTATION

We design and implement custom-tailored TP policies that are robust and flexible.

COUNTRY FILE, MASTER FILE & CBC REPORTING

A quality approach to tax burdens: not only Compliance.

PATENT BOX

We evaluate Company Intangibles and the benefit deriving from tax incentives.

VVA · Market Research

VVA Market Research provides added-value market research supporting our Clients' Marketing Strategies.

EXPERTISE

PRODUCT & SERVICE INNOVATION
We provide you insights on your innovation process.

LOYALTY & CUSTOMER EXPERIENCE
We help you understand and improve the relationship with your stakeholders.

MEDIA & BRAND COMMUNICATION STRATEGY
We check the status of your brand and we help you optimise your communication activities.

SOCIAL MEDIA RESEARCH
We monitor the web, intercepting content, behaviours and opinions, searching for new insights on brands and products.

RETAIL & SHOPPING EXPERIENCE
We support your selling processes by analysing consumer needs and behaviours.

TOOLS

QUANTITATIVE STUDIES
Detection tools for data collection and statistical analysis methods.

QUALITATIVE STUDIES
Cross-disciplinary research methods.

DIGITAL
Innovative, platform-aided approaches to web listening and decoding.

CUSTOMER DATA ANALYSIS
Geomarketing, estimation models of geographic potential, customer base segmentation.

INTERNATIONAL STUDIES
International Partners for both qualitative and quantitative surveys.

VVA · Economics & Policy

VVA Economics & Policy – based in Brussels - is one of the leading public policy consultancies in Europe.
All our projects contribute to the development of an effective and efficient European public policy system that delivers a better life for European citizens.

CORE SECTORS

TELECOMS, DIGITAL & SPACE

We support the assessment of markets, policies and impacts to foster the successful uptake of the European Space, Digital and Telecommunication programmes.

CONSUMER & THE SINGLE MARKET

We support the completion of the Single Market for the benefit of Consumers, Industry and Society.

RESEARCH & INNOVATION

We help the EU deliver on its ambitious growth and jobs targets by fostering Europe's innovation and entrepreneurship potential.

SOCIAL POLICY

We help building and evaluating Equal Opportunities Policies, correct Working Conditions and Social Protection.

SOCIAL EXPERTISE

We have a keen knowledge in the fields of Energy, Transport, Environment and Agrofood.

SERVICES

IMPACT ASSESSMENT

We analyse the impact of policy, regulatory and technological change for business, society and public authorities.

MARKET ASSESSMENT

We analyse markets, from the definition of the value chain and of the competitive environment to the quantification of its potential.

COST BENEFIT ANALYSIS & ECONOMICS

We help quantify the costs and benefits, and more in general the economic impact, of policy actions.

LEGAL ANALYSIS

We provide legal services to private and public sector clients.

POLICY & MARKET MONITORING

We advise on policy design & implementation to ensure objectives are met.

VVA · Indigo Ai

Indigo AI is part of the Group Digital Business Unit and deals with Artificial Intelligence. It's a conversational AI studio, based on natural language processing (NLP) and artificial intelligence.

SECTORS

- CHAT BOTS
- ARTIFICIAL INTELLIGENCE
- MACHINE LEARNING
- MARKETING PLATFORMS
- CONVERSATIONAL MARKETING

TOOLS

ARTIFICIAL INTELLIGENCE

A proprietary AI platform built for continuous improvement. State-of-the-art AI models, a strong focus on data quality, privacy by design and powerful integrations make Indigo AI Platform capable of tackling any challenge.

AUTOMATED CHAT

A Platform designed to offer a dedicated and always available assistance: fully automated chat and customized messages, ready to answer 24h, 365/year.

VVA · Debt&Grant

VVA Debt & Grant is a Financial Advisory service providing screening of grant opportunities (Regional, Governmental, EU and Supranational) and innovative finance alternatives (Minibond, Private Debt, Basket Bond) to support corporate growth plans, especially targeted to R&D, Internationalisation and Sustainability/Environment.

FINANCIAL AWARDS

REGIONAL AND GOVERNMENTAL TENDERS

Calls for Tenders from either Regional Financial Bodies or MISE, MIUR, MEF to support investments in R&D, Internationalisation and Growth.

EU AND SUPRANATIONAL TENDERS

Calls for highly innovative projects or projects to enter less developed countries. Direct and indirect financing from EIB and the World Bank.

SACE-SIMEST

Medium-to-long-term, close-to-0% financing, for international commercial projects or foreign manufacturing expansion.

BASKET BOND

Issue of alternative bonds in the form of «Basket» (collegial) of selected companies with amortisation period of 8/9 years.

MINIBOND & PRIVATE DEBT

Alternative Bond Issuing, typically for 5 years, mainly targeted to SME, or loans subscribed by alternative investors.

SERVICES

PRE-FEASIBILITY STUDY

Analysis of corporate financial need and of the best available Debt & Grant financial opportunities.

BUSINESS PLANNING

Valuation and Financial Modelling of the investments within the context of the stand-alone industrial plan.

INFORMATION MEMORANDUM

Drafting and delivery of the entire dossier needed to obtain the financing from the financing body.

DUE DILIGENCE

Management of the evaluation phase of the plan by the financing body.

REPORTING

Drafting and management of the documents for post-approval project reporting.

VVA · Our Contacts

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VVA · Some of Our Clients

Valdani Vicari & Associati

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BUSINESS CONSULTING

Valdani Vicari & Associati
EXPERT OPINION

Valdani Vicari & Associati
MARKET RESEARCH

Valdani Vicari & Associati
ECONOMICS & POLICY

with CLAUDIO CALVANI
DEBT & GRANT

indigo.ai

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