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What is WILL DESK ITALIA?

WILL DESK ITALIA represents an important bridge between Italy and other foreign countries around the world. It offers professionalism of absolute relevance that is made available to companies and individuals. The main characteristic of the professionals who are part of Will Desk Italia is that they are based abroad but are fluent in both Italian and the foreign language of the country in which they are based.

Who are we at WILL DESK ITALIA?

WILL DESK ITALIA is an operational team with a contact person who acts as team leader and can draw on various professional skills to be able to support an Italian company wishing to operate in a foreign country or a private individual who has to juggle with foreign bureaucracy on a personal, family or professional basis.

The contact person is the hub who coordinates the local professional mix as a team leader, having as much knowledge of the language as of the local market and cultural traits.

The professional mix is the synergy developed between different experts selected and constantly monitored to deliver on the promise that WILL offers.

Each Italian-connected desk is characterised by its ease of dialogue with its Italian client: in fact, the desk contact person speaks **his or her mother tongue** but also speaks and writes **Italian** fluently. This allows the contact person to communicate in a direct and streamlined manner both with the Italian contractual counterparts with whom he has to interact to carry out the specific activities required and with the contractual counterparts in his home country.

Let us be concrete and focus on two examples:

Private Italian citizen

A private Italian citizen has to juggle with an inheritance in Germany. Through our German Desk, he and his Italian lawyer will be able to talk comfortably with our Desk contact person in Germany who is perfectly bilingual (Italian and German) and deals with family law.

This will streamline procedures and shorten processing times, providing enormous added value.

Italian enterprise

An Italian company has as a partner an Austrian company that assigns it the exclusive distribution in Italy of the standard product line and customised products for the Italian market. This scenario involves the help of an import-export expert and an international lawyer experienced in commercial law with a focus on NDAs, MoUs, distribution contracts, etc. Through the professionals at Desk Austria one can benefit from an extremely broad and timely experience in drawing up contracts to regulate this exclusive relationship and, in addition, from a package of sales and distribution consulting services to optimise their collaboration.

From these first two examples, it can be deduced that the strength of the Desks is hinged on three principles:

- The Italian language that makes all relationships fluid
- The vertical specificity of the Desk holder's competence
- Coordination of the Desk holder with other professionals who can put together the jigsaw puzzle of all the skills required to best support the private individual and/or business.

We all know that to operate abroad English is not always sufficient, but to be effective and productive it is absolutely advisable to speak the **local language** and it is imperative (even using a third language

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if necessary) to know the culture of the foreign country involved and the **business etiquette**, where the need is to settle commercial business or set up sales offices and companies.

The **added value** of Will Desk Italia's structure is precisely that of responding to these needs and finding a network of selected and trusted professionals who are accustomed to collaborating with each other and are ready to work with a team of professionals of different natures and from different countries. All with an exchange of communication also in Italian.

In fact, not only legal, but also commercial, tax, customs and other skills may be needed to support companies. The professionals at Will Desk Italia can help companies by offering them a complete integrated service.

In our Will Desk Italy column we will address the particularities of the different countries represented. We will offer a **country focus** through each monthly feature in order to better understand how each individual Desk can help the Italian or other country's audience and to understand what the main tips are for conducting business in a specific country.

We will have the opportunity to find out directly from our local Desks through the column **'Doing Business with Will Desk Italia'**.

Have a good trip around the world with our Desks! Stay tuned!