

# KEY FACTS & FINANCIALS

## Successful networking for businesses and individuals

Many BAIA members and supporters have enjoyed tangible business value from their affiliation with BAIA. Examples include:

- ❖ Muvis, an Italian innovative lighting and technology design company was introduced to a pool of Venture Capitalists and technology enthusiasts at a BAIA-sponsored event in Stanford, CA. The event maximized visibility, feedback, and ROI at a minimum cost for the Italian entrepreneur.
- ❖ Maemura & Co., a CPA and Financial consulting company and a BAIA sponsor, sought and found an Italian manufacturing facility for a Japanese client. Through BAIA members' contacts, third-party manufacturing was identified, planned and sampled for a prospective purchasing budget of \$1million/year.
- ❖ Early Impact, a software developer and the maker of ProductCart, a popular shopping cart program for e-commerce, met its new master reseller for Italy, a company called NWEB, at a BAIA networking event. Today, Early Impact's e-commerce application ProductCart, is being marketed in Italy by NWEB, and Early Impact markets in the USA NWEB's MailUp e-mail marketing system.
- ❖ Italian BAIA sponsor **Diogene srl**, a human resources selection and recruiting agency, received support for its search for the Vice-President of Operations and General Manager of the US branch of one of their Italian clients. Through a BAIAroundtable, a customized service offered to members, Diogene identified and selected the ideal candidate for the position.