

SHANGHAI
2007

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made in
design

fifth step

Shanghai Duolun Museum of Modern Art

27 Duolun Road

Shanghai

November 10 - 27

2007

IKC - International Keen Corporation

IKC is a consulting and service corporation addressing to companies, agencies and privates that want to develop and/or increase their attendance and visibility in the international market, paying particular attention to the relationships between China and Italy. It's a channel of promotion and development for the cultural and economic cooperation among the two Countries.

IKC addresses to Italian privates, firms and agencies who need assistance in order to create, manage and/or boost their contacts with Chinese market, and to Chinese privates, firms and agencies who are demanding a trusting agency in order to develop, strengthen or increase their relationships with Italian market. IKC works in the cooperation and development sector between Italy and China, focusing on the economic and cultural sphere. It makes use of competences and knowledge in the Italian and Chinese market, but also of experiences in the cultural and social view of these two Countries.

The advice service that IKC proposes, which follow the customer during the several passages – from the exploring phase to the final realization – is based on a valid partnership net, recognized in the Italian and Chinese territory and full of experience and success in his competence area. IKC' advice will completely satisfy agencies' and entrepreneurs' needs, from logistics to communication, from accompanying and interpreting to bureaucratic services, through promotion and development of the China-Italy business and industrial activities; IKC works in carrying out events of national and international interest.

Thanks to the staff competences and experience, IKC can offer a large range of services. The well-established partnership net with important international agencies, the variety of plans, both realized and feasible, with the several competences make IKC qualified in many services. IKC is specialized in:

- business services (advice and support during the exploring phase)
- agencies services (assistance and logistics for the Italian and Chinese territory)
- linguistic services (translation, authentication, cultural and linguistic mediation)
- events organisation (promotional, cultural, artistic and sports events in Italy and China)

IKC works in planning, promoting and carrying out integrated plans, following the preparation up from the analysis, the study and the planning phases to the realisation and conclusion. IKC support is based on:

- planning and realization of cultural and representative events
- reception and accompanying service for companies and entrepreneurs in their business trips from and to China
- seminars and consultancies planning for firms, entrepreneurs and privates
- vocational training courses
- planning and editing of multimedial, editorial and advertising contents
- translations and interpreting services

IKC creates and keeps lasting and profitable partnerships between Italy and China in an operative, concrete and effective way.

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INTERNATIONAL KEEN CORPORATION