



PRESENTATION

edimotion^{it}

“*we build the reputation and create the opportunities
to provide a targeted and efficient promotion*”



Be Leading Players on the Markets that Count

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WHO WE ARE

Specialists in the promotion and strategic positioning of international clients in the design, furniture and architecture sector, we have been working in marketing and communication since 2009 with the aim of offering effective solutions to build identity and reputation, identify new opportunities and develop customized business models in the markets that count.

- **We develop communication strategies and manage marketing activities for major international organizations and trade fairs:** for almost 10 years we have been involved in the promotion of Koelnmesse, in particular the imm cologne, Orgatec and interzum trade fairs, and for over 15 years we have been responsible for the marketing and international communication of CIFI - China International Furniture Fair, the world's largest furniture exhibition held in Guangzhou and Shanghai, and CBD – China Building Decoration fair.
- **We create relationships, partnerships and find solutions for demanding clients:** we carry out market research; we develop positioning projects: we have promoted the entry into Italy of the German association of wooden house manufacturers and organized a showroom of top Italian brands in Shanghai on behalf of Citic Guoan, one of the main Chinese state-owned companies. We established The Italian Lounge, an experiential promotion platform celebrating the distinctive value of Italian design and lifestyle.
- **We design brand identity and online and offline communication tools:** we manage communication projects for design studios and furniture companies, including Narbutas, Sinetica, Sitland, etc.
- **We organize promotional events and conferences in particular in Italy, Germany, France, the United States and China:** we have promoted 2 art exhibitions in Shanghai dedicated to Warhol+Rotella and Pablo Picasso.
- **We create content and produce publications:** we have edited books for Progetto CMR, one of the leading Italian architecture firms, created editorial projects for the best magazines, including Ottagono, and developed marketing and commercial activities for major international media such as Architonic and Archiproducts.

IN WHICH AREA WE WORK

design | furniture | architecture | lifestyle

WHAT WE DO

we create the contents

publishing | storytelling | graphic

we make the communication tools

press releases | catalogues | websites

we release

mailing list

we search

products | professionals | partners

we build the relations

PR | B2B

we support the business activities

new markets | new clients

HOW WE WORK

we come up with the most suitable solutions customized according to each client's features and needs.

We establish the most effective working group, by drawing the valuable cooperation of our network of professionals selected in many years of experience.

We believe in integrated communication

意大利式创意定制营销

An immersive experience
to Italian Design and Lifestyle
the guests, engage the senses
and foster wellbeing



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SELECTED CLIENTS ...AMONG OTHERS

CFTE (China Foreign Trade Guangzhou Exhibition Corp.)

The most important exhibition company in Asia from China Ministry of Commerce (Canton Fair Group) - Guangzhou, China exhibitions:

CIFF (China International Furniture Fair) GUANGZHOU

The world's largest furniture exhibition (home + office + outdoor + homedecor + hometextile)

CBD (China Building Decoration Fair) GUANGZHOU

The world's largest building decoration exhibition (windows+flooring + smart home + custom furniture + materials + hardware)

CTME (China Foreign Trade Macalline Exhibition Co.)

Joint Venture between CFTE and Red Star Macalline - Shanghai, China exhibition:

CIFF (China International Furniture Fair) SHANGHAI

The world's largest furniture exhibition (home + office + outdoor + homedecor + hometextile)

KOELNMESSE

The most important exhibition centre in the world for organised exhibitions - Cologne, Germany exhibitions:

IMM COLOGNE

The German leading home furniture exhibition

ORGATEC

The world's most important office furniture exhibition

INTERZUM

The world's most important exhibition of materials and components for the furniture industry

SELECTED CLIENTS ...AMONG OTHERS

CITIC Guoan + D&T (Shanghai International Design & Trade Promotion Centre)

Shanghai, China

showroom:

Oenotria (Italian Design Center in Shanghai)

Shanghai Expo Trade

Shanghai, China

ResourceValley

Shanghai, China

art exhibitions:

Andy Wharol + Mimmo Rotella in Shanghai

Picasso in Shanghai

CSIL | Centre for Industrial Studies

The world's most important market research company in the furniture and lighting industry

Milan, Italy

Apex Brasil (Brazilian Trade Commission)

Brasilia, Brasil

international promotion project

Brasil S/A in Milano

SELECTED CLIENTS ...AMONG OTHERS

Progetto CMR

Leading Italian integrated design practice
Milan, Italy + Beijing, China

Sinetica

Office furniture brand
Oderzo, Italy

Narbutas

One of the largest European office furniture brand
Vilnius, Lithuania

Addo

Office furniture company
Istanbul, Turkey

MIG

Group of furniture companies
Vicenza, Italy

Debrah

Home furniture company
Guangzhou, China

Archiportale+Archiproducts+Archilovers

The world's largest portal for information and research in the field of furniture and design
Bari, Italy

Architonic

One of the top portal for information and research in the field of furniture and design
Zurich, Switzerland

Interdema

Portal for information and research in the field of furniture and design in the East Europe
Bologna, Italy + Kyiv, Ukraine

Ottagono

Design magazine
Bologna, Italy

Habitat Ufficio

Office furniture magazine
Milan, Italy

SELECTED PROJECTS & INITIATIVES

The Italian Lounge @ CIFF Shanghai 2025

concept and general organization



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SELECTED PROJECTS & INITIATIVES

international promotion of CIFF Shanghai events organization & PR



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SELECTED PROJECTS & INITIATIVES

international promotion of CIFF Guangzhou events organization & PR



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SELECTED PROJECTS & INITIATIVES

forums, press conferences, B2B, etc.
events organization & PR

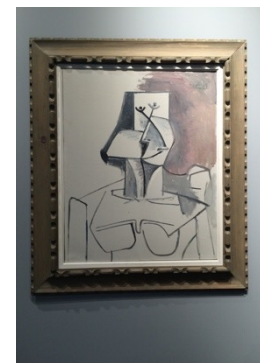
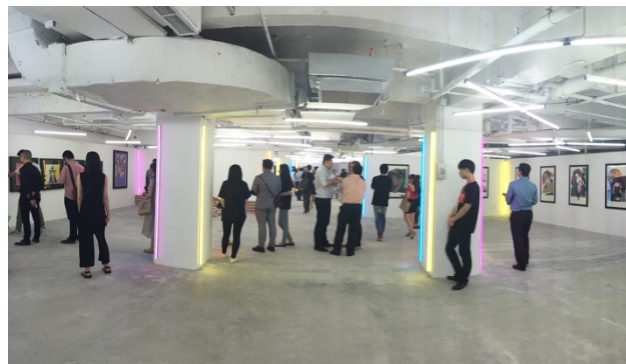


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SELECTED PROJECTS & INITIATIVES

Andy Warhol and Pablo Picasso art exhibitions in Shanghai

co-organization, marketing communications & PR



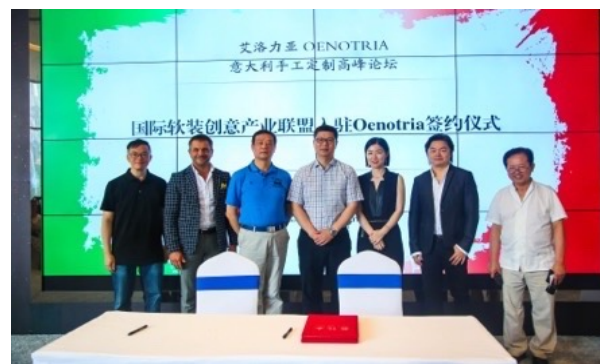
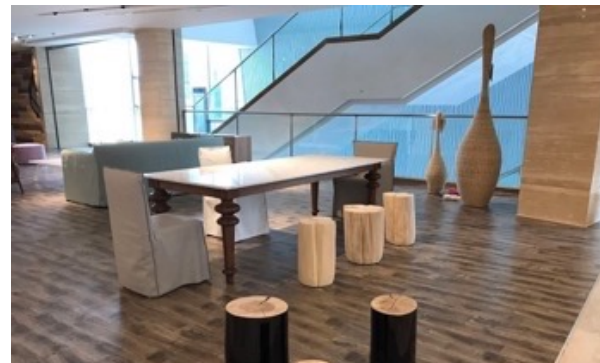
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SELECTED PROJECTS & INITIATIVES

Oenotria – Italian design center and showroom in Shanghai

concept, organization, coordination & promotion



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SELECTED PROJECTS & INITIATIVES

Corporate international promotion - events

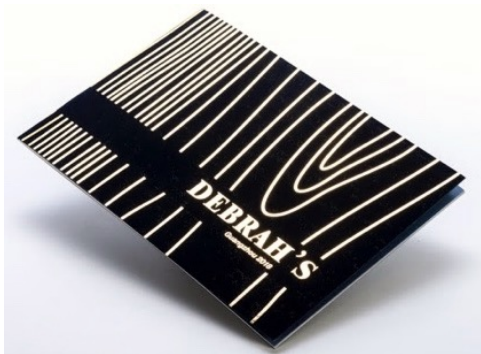
concept, organization & coordination



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SELECTED PROJECTS & INITIATIVES

Corporate international promotion – communication tools concept, organization & coordination



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谢谢