

博睿思投资管理咨询公司

一桥沟通中意 博采无限商机



YOUR BUSINESS WITHOUT CONFINES

About Us

BRICs Consulting is a strategy and management consulting firm based in Turin, Italy, specialized in rendering tailored consultancy services in **internationalisation of SMEs** as well as in **EU-funding** related projects and activities.

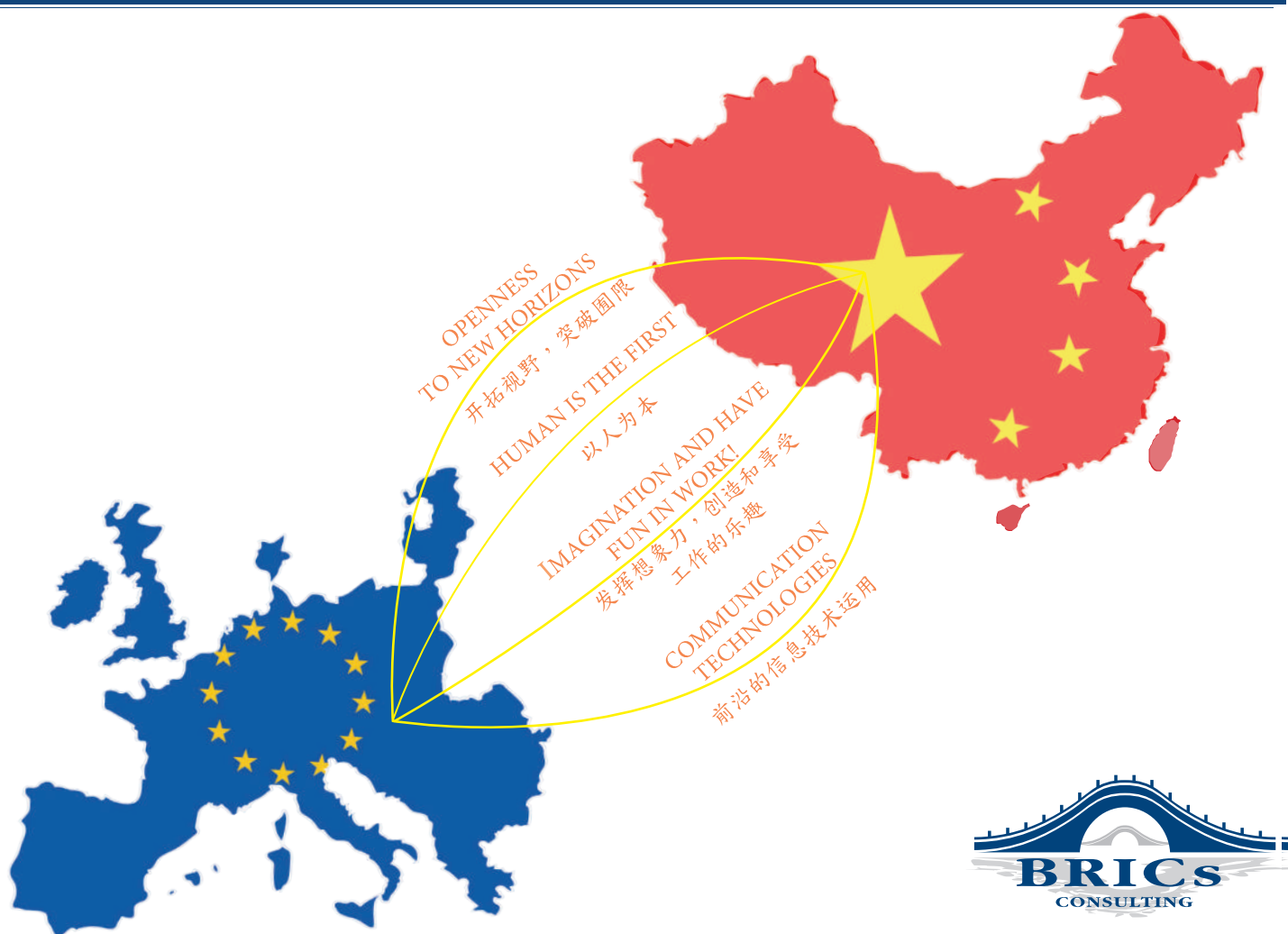
Founded in 2007 by Carlo Lingua, who worked with a leading Italian banking group in the overseas M&A sector, and Xie Ying, a Chinese business lawyer with years of experiences in prestigious international law firms both in China and in Italy, now BRICs Consulting has been developing into a hub of independent expert consultants both home and abroad in the fields of foreign direct investment (FDI), Project Management, international business law, accounting and tax, as well as cultural and social project development and event creation.

博睿思投资管理咨询公司致力于为 **中小企业国际化** 以及 **欧盟资金项目** 提供专业化战略和管理咨询服务，公司总部位于意大利都灵市。

公司创建于2007年，两位创始合伙人之一Carlo Lingua先生此前在一家意大利顶尖银行集团的法律部从事海外并购业务，另一位创始合伙人谢颖女士则拥有多年在国际知名律师事务所在中国和意大利办公室执业的经验。如今博睿思通过选择并整合意大利国内外的专业人士作为合作伙伴，构建起一个全方位业务平台，主要涉及外国直接投资、项目管理、国际商务法律、会计税务、文化和社会领域的项目开发和活动管理。

We accompany Chinese enterprises in expanding their business to Italy and/or other European countries. Our primary mission is to become the bridge to connect the Chinese business community and the Italian enterprises that are seeking investment and commercial partnership to revitalize the value and glory of “Italian Style”.

博睿思诚挚协助中国企业向意大利和/或其他欧洲国家拓展业务。目前意大利有为数众多的企业正在孜孜寻求外来投资和业务伙伴，以期重焕“意大利风格”的价值与光彩。博睿思秉承的使命是成为联结中国企业界与意大利的桥梁，在中国企业赴欧发展的道路上，与君同行，共铸辉煌！





Internationalisation

BRICs Consulting offers strategic analysis and practical assistances to our clients throughout all the steps needed to internationalise their business, from investment planning to implementation, from business creation to intercultural harmonization. Our unique strength lies on the high added-value we bring to our clients thanks to the specialized expertise and professionalism we have in legal matters, in addition to in-depth understanding of business culture, mentality and behavior characteristics of Italian entrepreneurs as well as those in Chinese circumstances.



国际化

博睿思为客户提供量身打造战略分析和实务协助，全面深入地伴随客户国际化的每一步，从投资规划到项目实施、从业务创建到文化融合。在洞悉中意两国商业环境和文化异同、思维和行为方式特性的基础上，我们的独特优势是能够运用在法律事务上的专业技能和水准，为客户提供高附加值的深度服务。



Our Services 我们的服务

Over years we have been accompanying numerous Chinese enterprises in doing business with Italians both in China and – in an increasingly significant way – in Italy and other European countries.

In particular, we offer a variety of consultancy and operational services on:

博睿思协助众多中国企业与意大利业界的商务交流和发展，既有意大利企业在华的项目，近年来更有日益增多的中国企业登陆意大利和欧洲其他国家所开展的业务。根据客户的具体情况和实际需求，我们可以提供广泛的咨询和运作服务：

Management of business relations with local partners and/or counterparts 与当地合作伙伴和/或对手的业务关系管理

- Identifying and selecting appropriate business partners in Italy and/or other European countries;
在意大利和/或欧洲其他国家发掘和甄选适宜的合作伙伴；
- Credibility investigation and due diligence;
背景和资信调查，商务和法律尽职调查；
- Creation of cross-border cooperation, joint-ventures, alliances and networks;
建立跨境合作、合资、业务联盟和网络；
- Contractual drafting and negotiations;
合同契约的起草和谈判；
- Settlement of controversies by mediation and/or in judicial way.
通过协商调停和/或司法途径解决争议。

Establishment and management of business presence in Italy and Europe

在意大利和其他欧洲国家建立运营商业存在

- Introduction on the legal framework, requirements and procedures for investing as well as information on specific topics;
投资法律框架、条件和程序介绍，就专项问题提供信息
- Assessment of most suitable option for first entry by choosing among representative offices, branches, subsidiaries and their respective legal forms;
分析评估最适宜的初次进入方式（选择建立代表处、分支机构还是子公司，以及相应的组织形式）；
- Merger & acquisition (M&A) both in form of equity operation and assets transaction;
并购（股权并购或资产并购）；
- Drafting and negotiations of all legal documentation;
起草和谈判全部相关法律文件；
- Coordination of work by other professionals engaged in the process such as public notary, accountants and so on;
协调和沟通项目进程所涉及其他专业人士（如公证人、会计师等）的工作；
- Relations with involved entities such as relevant public administrations, associations, trade unions, banks and so on;
协调与相关机构（如有关政府部门、协会、工会、银行等）的关系；
- Start-up and daily management;
运营初期和日常管理；
- Eventual closing and exit.
关闭和退出。





EU Funding

Each year the European Union allocates billions of euro that are available to enterprises – through participating bids or calls under various Community programs – for **competitiveness, innovation, research**, social cohesion and share of best practices. With a direct business entity established in Italy or in other member State of the EU, a Chinese enterprise would have the access to obtain such opportunities reserved only to Europeans.

BRICs Consulting may accompany you in the projects' entire lifecycle: from the conceiving of ideas to formation of partnership, from drafting and presentation of proposals to management of implementation.



欧盟资金的申请和管理

欧盟每年都会拨付数十亿欧元的专项资金，用以鼓励和扶持企业提高**竞争力、研发、创新**、增进就业、经验交流和推广。企业可以通过项目申请或招投标来获得这些资金。中国企业如果在意大利或其他欧盟成员国直接建立了业务实体，就有可能参与相关项目，争取获得这些仅仅提供给欧盟企业的资金和机会。

博睿思的服务可覆盖欧盟资金项目的全部周期：从项目创意的开发整理成型、到跨国合作团体的联系和构成，从资金申请文件的撰写和递交、到项目实施执行管理的复杂流程。

High-profile events creation, organization and management

Along with our aforesaid core business, over the years we have realized from the experiences and demands of our clients the fundamental importance of strategic marketing and communication in international projects. Consequently BRICs Consulting has developed – thanks to the collaboration with some high profile professionals in the sector – a network of communication and event service providers that are specialized in the creation and management of exclusive, highly personalized and stylized events, both for corporate clients (such as conference, ceremony for inauguration, anniversary, products presentation and etc.) and for private clients (such as wedding, birthday, anniversary, theme party and other special occasions).

高端活动创意策划和组织管理

除了上述核心业务之外，出于数年来服务客户的经验和需求，我们日益意识到策略营销和沟通传播在国际项目中举足轻重的作用。因此，借助于与一些高端专业人士和创意奇才的合作，博睿思建立了一个活动策划和相关服务供应商的业务网络，专为追求独一无二卓越独特体验的客户创作和组织高度个性化、艺术化的公关或娱乐活动，目标客户既包括企业（如年会、开业庆典、周年纪念、产品发布、招待酒会等活动），也涵盖个人（如婚礼、生日、周年庆、主题派对和其他私人聚会）。





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