



Valdani Vicari & Associati

COMPANY PROFILE

VVA · Our History

*“Managing the Present
to plan the Future”.*

Valdani Vicari & Associati
was founded in 1992 by
Enrico Valdani and **Salvatore
Vicari**, Professors at Bocconi
University in Milan.

Since then, VVA has helped
companies understand the
market as a sea of
opportunities to explore,
exploit and succeed in.



Valdani Vicari & Associati



VVA · Our Numbers

Milan



6

BUSINESS
UNITS

2

OFFICES
MILANO · BRUXELLES

100 %

OWNED BY
MANAGING PARTNERS

Bruxelles



30

YEARS OF
ACTIVITY

1000+

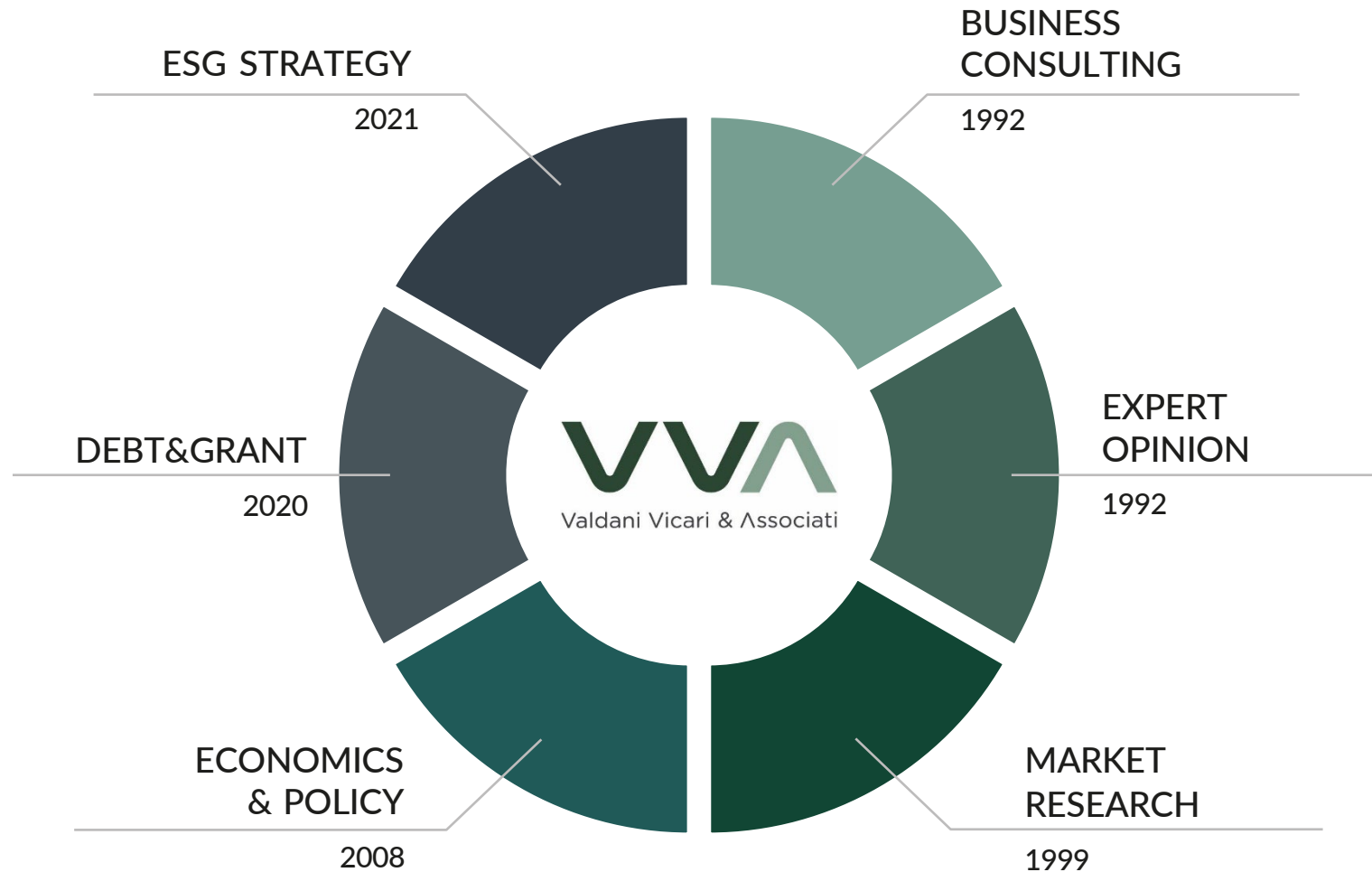
ITALIAN AND
INTERNATIONAL CLIENTS

100+

PROFESSIONALS
FROM 20 COUNTRIES

VVA · Our Group









VVA Group consists of 7 Business Units working together to support our Clients in the proactive management of their respective Markets.



VVA · Business Consulting

VVA Business Consulting supports the development of their Clients (turnover and profit). We work with our Clients like partners and colleagues to improve their business processes.

SECTORS

-  **FOOD**
-  **RETAIL**
-  **LUXURY**
-  **AUTOMOTIVE**
-  **TOURISM**
-  **SERVICES**
-  **LOGISTICS**
-  **PHARMA**

SOLUTIONS

-  **BABY FUTURE**
Identification of future consumption trends.
-  **NEW BUSINESS SCOUTING**
National and International search for New Business opportunities.
-  **CUSTOMER NETWORKING MANAGEMENT**
Growth in turnover, loyalty and enthusiasm, through both traditional and digital tools.
-  **VALUE ADDED**
Strategy and growth of corporate value.
-  **DESIGN THINKING**
Idea generation, design and implementation of new products and services.
-  **AGILE MANAGEMENT**
Process and organisational innovation to anticipate and manage changes in the competitive arena.
-  **IMPACT MARKETING**
Innovation in marketing processes to align profit objects, satisfaction and environmental sustainability.



VVA · Expert Opinion

VVA Expert Opinion, also in partnership with the most important national and international law firms, supports and advises Italian and international groups in the complex field of Value Measurement.

SERVICES



COMMERCIAL LITIGATIONS

We successfully manage Commercial Litigations and we value economic damages.



VALUATIONS AND INTANGIBLES

We determine corporate and intangibles value.



TRANSFER PRICING

We define the arm's length remuneration for intercompany transactions



TRANSFER PRICING EXPERTISE



APA, BAPA & MAP MANAGEMENT

We negotiate agreements between Tax Administrations and Groups.



BUSINESS RESTRUCTURING

We design the structure most suitable to business and we measure its tax impacts.



TP AUDITS & LITIGATIONS

Methodological rigour and responsiveness in dealing with tax litigation



TP POLICY ASSESSMENT, DESIGN & IMPLEMENTATION

We design and implement custom-tailored TP policies that are robust and flexible.



COUNTRY FILE, MASTER FILE & CBC REPORTING

A quality approach to tax burdens: not only Compliance.



PATENT BOX

We evaluate Company Intangibles and the benefit deriving from tax incentives.

VVA · Market Research

VVA Market Research provides added-value market research supporting our Clients' Marketing Strategies.

EXPERTISE



PRODUCT & SERVICE INNOVATION

We provide you insights on your innovation process.



LOYALTY & CUSTOMER EXPERIENCE

We help you understand and improve the relationship with your stakeholders.



MEDIA & BRAND COMMUNICATION STRATEGY

We check the status of your brand and we help you optimise your communication activities.



SOCIAL MEDIA RESEARCH

We monitor the web, intercepting content, behaviours and opinions, searching for new insights on brands and products.



RETAIL AND SHOPPER EXPERIENCE

We support your selling processes by analysing consumer needs and behaviours

TOOLS



QUANTITATIVE STUDIES

Detection tools for data collection and statistical analysis methods.



QUALITATIVE STUDIES

Cross-disciplinary research methods.



DIGITAL

Innovative, platform-aided approaches to web listening and decoding.



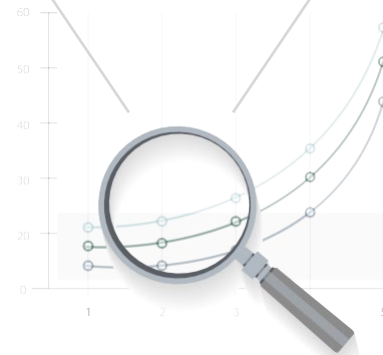
CUSTOMER DATA ANALYSIS

Geomarketing, estimation models of geographic potential, customer base segmentation.



INTERNATIONAL STUDIES

International Partners for both qualitative and quantitative surveys.



VVA · Economics & Policy

VVA Economics & Policy – based in Brussels - is one of the leading public policy consultancies in Europe. All our projects contribute to the development of an effective and efficient European public policy system that delivers a better life for European citizens.

CORE SECTORS



TELECOMS, DIGITAL & SPACE

We support the assessment of markets, policies and impacts to foster the successful uptake of the European Space, Digital and Telecommunication programmes.



CONSUMER & THE SINGLE MARKET

We support the completion of the Single Market for the benefit of Consumers, Industry and Society.



RESEARCH & INNOVATION

We help the EU deliver on its ambitious growth and jobs targets by fostering Europe's innovation and entrepreneurship potential.



SOCIAL POLICY

We help building and evaluating Equal Opportunities Policies, correct Working Conditions and Social Protection.



SOCIAL EXPERTISE

We have a keen knowledge in the fields of Energy, Transport, Environment and Agrofood.

TOOLS



IMPACT ASSESSMENT

We analyse the impact of policy, regulatory and technological change for business, society and public authorities.



MARKET ASSESSMENT

We analyse markets, from the definition of the value chain and of the competitive environment to the quantification of its potential.



COST BENEFIT ANALYSIS & ECONOMICS

We help quantify the costs and benefits, and more in general the economic impact, of policy actions.



LEGAL ANALYSIS

We provide legal services to private and public sector clients..



POLICY & MARKET MONITORING

We advise on policy design & implementation to ensure objectives are met.



VVA · Debt&Grant

VVA Debt & Grant is a Financial Advisory service providing screening of grant opportunities (Regional, Governmental, EU and Supranational) and innovative finance alternatives (Minibond, Private Debt, Basket Bond) to support corporate growth plans, especially targeted to R&D, Internationalisation and Sustainability/Environment.

FINANCIAL AWARDS



REGIONAL AND GOVERNMENTAL TENDERS

Calls for Tenders from either Regional Financial Bodies or MISE, MIUR, MEF to support investments in R&D, Internationalisation and Growth.



EU AND SUPRANATIONAL TENDERS

Calls for highly innovative projects or projects to enter less developed countries. Direct and indirect financing from EIB and the World Bank.



SACE-SIMEST

Medium-to-long-term, close-to-0% financing, for international commercial projects or foreign manufacturing expansion



BASKET BOND

Issue of alternative bonds in the form of «Basket» (collegial) of selected companies with amortisation period of 8/9 years.



MINIBOND & PRIVATE DEBT

Alternative Bond Issuing, typically for 5 years, mainly targeted to SME, or loans subscribed by alternative investors.

SERVICES



PRE-FEASIBILITY STUDY

Analysis of corporate financial need and of the best available Debt & Grant financial opportunities



BUSINESS PLANNING

Valuation and Financial Modelling of the investments within the context of the stand-alone industrial plan.



INFORMATION MEMORANDUM

Drafting and delivery of the entire dossier needed to obtain the financing from the financing body



DUE DILIGENCE

Management of the evaluation phase of the plan by the financing body.



REPORTING

Drafting and management of the documents for post-approval project reporting.
















VVA · ESG Strategy

VVA ESG STRATEGY is the VVA Group's Business Unit that supports companies in implementing the "Roadmap to ESG", to be used to evaluate responsible investments under the financial management point of view and with reference to the Environmental, Social and Corporate Governance international best practices.

EXPERTISE

-  ESG STRATEGY
-  CLIMATE STRATEGY
-  SUSTAINABLE FINANCE
-  CARBON RISK
-  ENVIRONMENTAL IMPACT & GHG
-  DIVERSITY & INCLUSION
-  SOCIAL IMPACT ON LABOUR & HUMAN RIGHTS
-  GREEN PROCUREMENT
-  SUSTAINABLE SUPPLY CHAIN
-  GREEN MARKETING
-  LIFECYCLE THINKING
-  CIRCULAR ECONOMY TRANSFORMATION

TOOLS

-  SUSTAINABILITY ASSESSMENT
-  STAKEHOLDER ENGAGEMENT
-  INTERNAL CARBON PRICING
-  ESG SCORING
-  SUSTAINABILITY REPORTING (GRI)
-  GHG PROTOCOL (ISO 14064:2018)
-  EPD, PEF, OEF
-  CIRCULARITY ASSESSMENT
-  WASTE REDUCTION & REUSE
-  ECODSIGN & PACKAGING REVOLUTION
-  ZEROPLASTIC
-  GOVERNANCE & RISK ASSESSMENT ESG
-  DUE DILIGENCE FOR M&A



VVA · Our Contacts

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ESG STRATEGY

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VVA · Some of Our Clients



PRADA



brosway



ALFAPARF
GROUP

Salvatore Ferragamo

SHISEIDO



DEDAR
MILANO



oice

VOLKSWAGEN
GROUP ITALIA S.P.A.





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BUSINESS CONSULTING



Valdani Vicari & Associati
EXPERT OPINION



Valdani Vicari & Associati
MARKET RESEARCH



Valdani Vicari & Associati
ECONOMICS & POLICY



with CLAUDIO CALVANI
DEBT & GRANT



Valdani Vicari & Associati
ESG STRATEGY

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