

Maria Luisa Meroni on Italy-Romania business relationship

Good morning I am Maria Luisa Meroni, I am an entrepreneur in the engineering sector, in the Lecco area, who has succeeded in internationalizing an SME in Bulgaria. My company, Meroni Fratelli, has been involved for over 60 years in the design and construction of molds, cold stamping sheet metal and assemblies for different sectors ranging from automotive, motorcycle, gardening, fitness and others in addition to having started our own brand under the name MyTech, which directly manufactures motorcycle accessories, particularly top cases. Alongside my business activities, there are also my institutional commitments. I currently hold the position of President of Confindustria Est-Europa, the federation of 11 international representations of Confindustria, which aims to make the Italian presence in this area integrated and effective, offering the Confindustria system a new regional approach in an area that is becoming increasingly important and of strategic proximity. I am also Past President of Confindustria Bulgaria, member of the General Council of Confindustria Lecco and Sondrio, member of the General Council of RetImpresa and, most recently, Vice President of the Chamber of Commerce in Bulgaria. The close synergy and collaboration between Italian and foreign associative realities is a pivotal point on which I immediately focused my presidency. In fact, the implementation of the Romania desk, which was inaugurated with an event in Treviso on February 21st, is also part of this perspective. This project was possible thanks to the collaboration between Confindustria Veneto Est and Confindustria Romania, which is one of the most structured representations in our network. This result is also natural and consequent to the stages of our Roadshows, which we held in the main Italian Confindustrias like Confindustria EstEuropa. This is a comprehensive package of consulting and support services to the 5.000+ companies members of Confindustria Veneto-Est and are used to seize new business and investment opportunities in the Romanian market. The interchange between Veneto and Romania in the first 9 months of 2022 has reached over 3 billion with a growth of over 600 million with respect to 2019 and with an opportunity for companies

to be more involved in the RRP of over 29 billion in 3 years and over 1.4 billion from the European Commission's REPowerEU plan. The added value is also given by operating directly in Romania, reducing delivery times, mitigating on costs and energy increase and raw material costs, ensuring to support companies in their internationalization processes in a more direct, immediate and concrete way.