



MARCO POLO EXPERIENCE
GLOBAL VIEWS & BUSINESS STRATEGIES

www.marcopoloexperience.com is our place to share with you the most interesting and challenging news from around the world.

Our **Global Views & Business Strategist** attitude relies on the experience and services we offer to grow your company internationally in terms of markets, network hubs, public affairs, business reputation, brand awareness, PR, media relations, and events (MARCO POLO Services).



More about us ...

MARCO POLO Services Team count experienced and qualified professionals, men and women from different countries, speaking many languages, with unique skills, used to work together, and able to deliver success in any challenging project.

Founder and chairman **Patrizia Marin** is the mind behind this concept.

She is the modern version of fellow Venetian Marco Polo and of his adventurous life.

Indefatigable traveller, her curiosity and passion led her down her own Silk Road.

Entrepreneur, business strategist, journalist, university lecturer, international speaker and coach.

She has a degree in Political Science and International Law, with expertise in marketing and communications, and she is fluent in many languages.

Creative in her storytelling and strategic in her applied analytical skills, she has matched business opportunities and culture, advising some of the best leading international companies.

*I spend my all life travelling the world,
working with amazing talented powerful people,
high end companies and teaming with the best professionals everywhere.
I built a solid international network and important strategic partnerships.*

Patrizia Marin





CLIENTS & PROJECTS

Few of our clients, past and present:

OdontoApp - Online Marketing Per Odontoiatri - MiglioriImpianti - Iperdent
Bolognadent - Naturlife Dental Mendrisio - Freepharma - Hiltonpharmainternational - Felipharma
Pnei Cosmesi - UnideaBeauty - Atlantia - Infrastructure-Channel - Autorità Portuale Venezia -
Beni di Batasiolo - Brioni - Dubai Sport Council - E. & J. Gallo Winery -
EXPO DUBAI 2020 - EXPO MILANO 2015 - Fondazione Italiana Sommelier - GETRA - ISWA
Salone Nautico Internazionale di Genova - Sevitek - Terlato Wines
Uninettuno University - Villa Sandi - 1000 Miglia - CANALI System



KERATONINA

SONNO & BELLEZZA

Sevurin thiocular



Sevitek ODONTO APP



Melatonina
FORMULA RELAX

Prost HEALTH

Detokal



ONLINE MARKETING
PER ODONTOIATRI

BOLOGNADENT



And more..



MARCO POLO SERVICES

Marco Polo Experience through his **Marco Polo Services** team will create for you a customized strategy in order to achieve the best results in terms of business opportunities, market growth, branding awareness, media coverage, etc..

We'll plan together:

Objectives, Strategies, Targets, Timelines, Activities, Tools, KPIs, Budget,
and everything else you need to succeed...

MARCO POLO SERVICES quick list:

Business Strategy,
Market Research & Events Management,
Communication & Media Relation,
Design and Branding,
Digital Marketing.





MARKET RESEARCH & EVENTS MANAGEMENT

MARCO POLO will help you approach the market in the Middle East Region with an analysis of the real opportunities and the competitors' positioning. MARCO POLO also organizes events for you, or we support your events in the following areas: participation in Exhibitions, Conferences, Forum, B 2 B meetings, and any other gathering and network opportunity.

Our Services:

- Trade analysis on different sectors
- Market surveys on proposed products/services
- Organization of inbound and outbound trade and scouting missions,
- Organization of focused B2B meetings with prominent local operators
- Identifying local operators (distributors, buyers, agents)
- Marketing & logistics support to exhibitors for trade fairs and workshops
- Organization of sector-oriented seminars and workshops,
- Organization of promotional and networking events
- Hostess, Stewart, Translator, Photographer, Video operator, etc





COMMUNICATION & MEDIA RELATIONS

At Marco Polo Services, our expertise helps by assessing a brand's current reputation and designing a bespoke communications strategy to meet the desired targets.

We help bring authority and credibility to your relevant market, with strategic messaging in leading local and global publications.

Our Services:

- Public relations strategy and implementation
- Press release generation and content creation
- Interview development and management
- Seeding feature articles and column development
- Press briefing development and organization
- Campaign creation and execution
- Media monitoring and analysis
- Internal communication and incentive plans
- Copywriting
- Media and crisis management training
- CSR Program Development
- Arabizing content and copy
- Reporting and strategic analysis





DESIGN & BRANDING

Our Design Team will create visual content that leaves lasting impressions on target audience members that lead to positive brand associations. The ever-changing nature of consumers' needs, perspectives and beliefs along with the importance of creating content that truly impacts these consumers helping your brand to breakaway from competitors is our mission.

Our Services:

- Branding and Rebranding
- Creative Design
- Photography
- Video Production
- Graphic Design
- Website Design
- UX and UI Design
- Indoor and Outdoor Branding
- Promotional Items
- Brand Strategy and Development
- Digital Illustration
- Corporate Presentations



*...so, if you love the idea of exploring new opportunities in **Middle East**
and walking your own Silk Road,
let's plan and strategized together the perfect way to reach your goals!*





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