



## **THE GLOBAL EXPANSION OF MIXER S.P.A.**

The Mixer S.p.A. project concerns participation in international events, in order to increase its global expansion.

In particular:

- WIRE San Paolo, October 2017
- CABLE & WIRE India, October 2017
- WIRE Dusseldorf, April 2018

These events are strategic for their geographical position. These are specific for the target market of Mixer S.p.A., located in relevant countries for the company. Commercial and communication objectives have pushed Mixer S.p.A. participation in these exhibitions: searching for new partners and customers, consolidating existing relationships and promoting Mixer brand.

The participations in the fairs has allowed Mixer S.p.A. to increase contacts with new customers and new development projects for new applications. The results obtained, therefore, are consistent with the commercial and communication objectives that have been set.

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