



Building an Isagenix Business in
ITALY



Italy OVERVIEW

- Italy is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Italian purchasing power stands at €31,027 (\$33,431) per capita.
- Italy is the world's 8th largest economy. The city of Milan is the country's main financial centre, and also one of the world's major fashion capitals.
- Population of 60.36 million with approximately 60% between the ages of 18 and 65 years old.
- Italy is world famous for its sports car designs and is home to iconic brands such as Ferrari, Lamborghini and Maserati.
- Italy has the most Unesco Sites in the world. Rome is almost 3,000 years old!
- Pizza was invented in the city of Naples around 1860.
- Italy consists of the Italian Peninsula and the islands of Sicily and Sardinia situated off the east coast. The country stretches from the Alps in the north down to the warm Mediterranean sea in the south.

Italy is a Mediterranean country located in South-Central Europe and shares its borders with four other Countries.



Italy

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

- Address people by “Signor...” (Mr.) or “Signora...” (Mrs.) or title if they have one, plus surname. Use first name only if invited to.
- Greet your business contacts with a gentle handshake and do not cross arms.
- Appearance is key. Your attire will be perceived as a reflection of your success.

LOCAL MENTALITY

- Important decisions and changes may need time for consideration.
- Italian society is quite traditional and they hold great respect for the elderly.
- Eating with family and friends plays a big part in Italian lifestyle and culture.

Italy CONSUMER CONCERNS

Jobs

63%

Environment

37%

Health Care System

25%

Security

24%

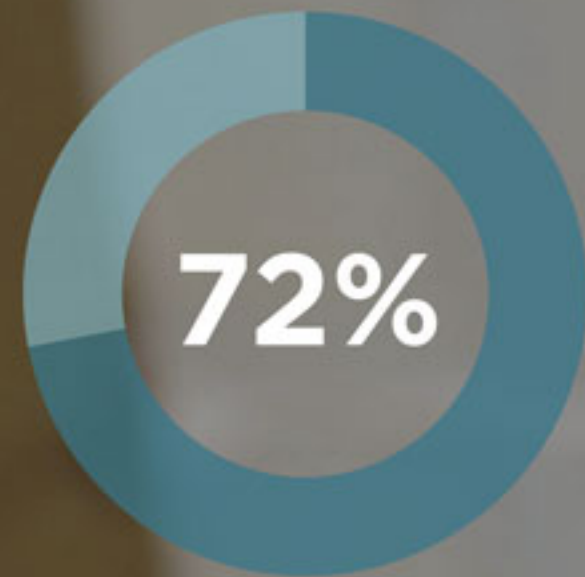
School System

24%

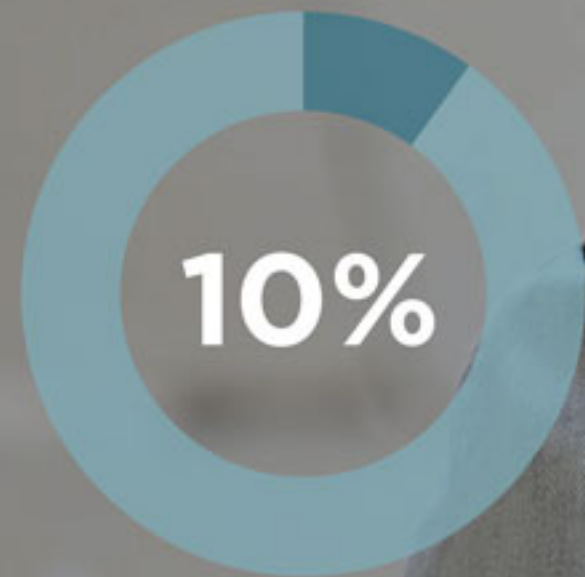
Italy COMMUNICATION

CONSUMER SOCIAL MEDIA

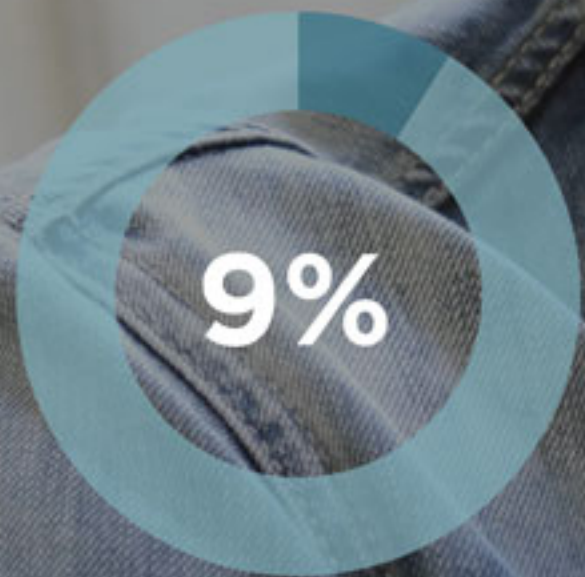
FACEBOOK 



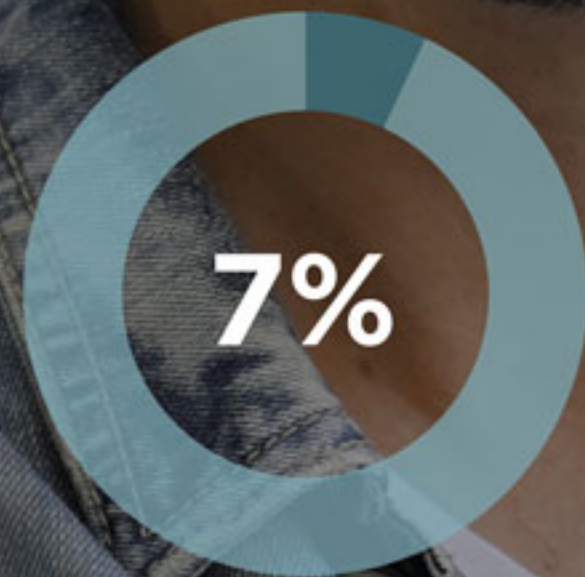
INSTAGRAM 



TWITTER 



PINTEREST 



YOUTUBE 



LANGUAGE BASICS

Ciao | Hello

Buongiorno | Good morning

Buon pomeriggio | Good afternoon

Buonasera | Good evening

Arrivederci | Goodbye

Per favore | Please

Grazie | Thank you

Mi scusi | Excuse Me

Io non capisco | I don't understand

*Upon meeting and leaving, people wish each other good day or good evening (buongiorno, buonasera); ciao isn't used between strangers.

