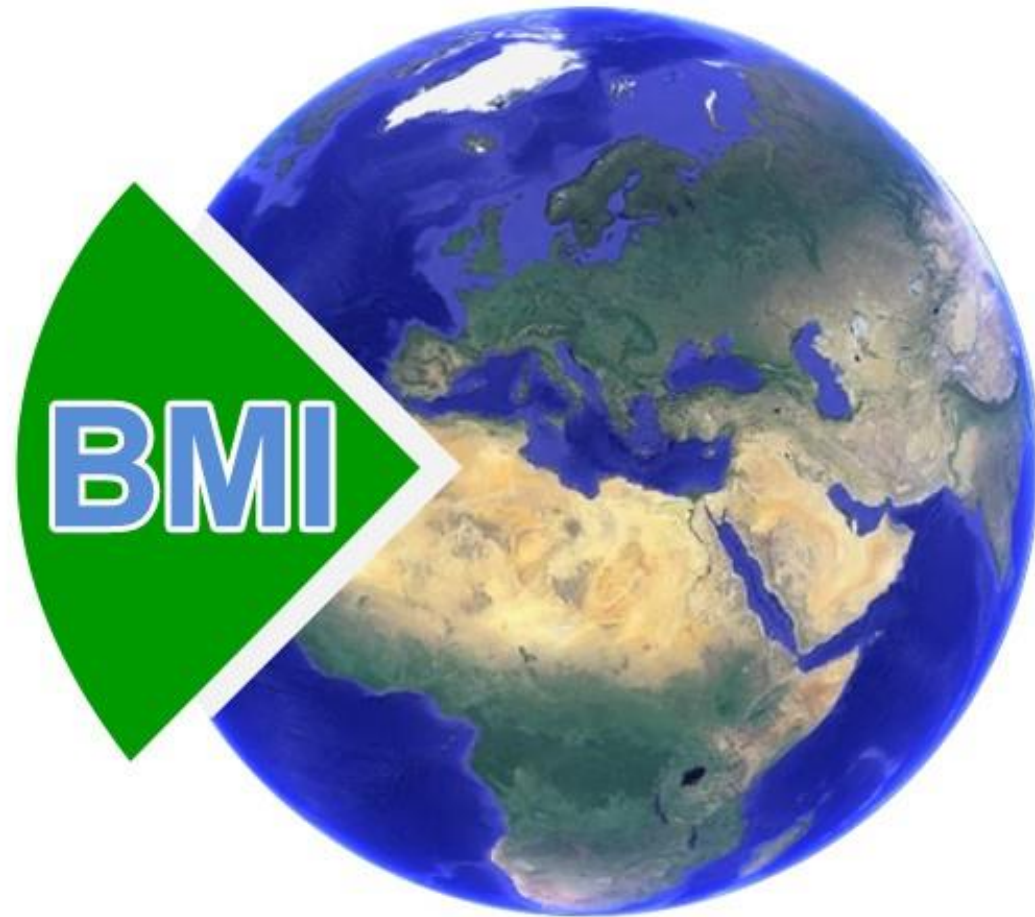


"BORSA MERCI INTERNAZIONALE[®]" PROJECT



BRIEF NOTES

Firenze, 5 February 2015

WELCOME LETTER



Giorgio Fiorenza

Dear Interlocutor,

I am the founder of the interactive digital platform that created the project called **“Borsa Merci Internazionale”**.

I am obliged to thank the Representatives of the 87 countries who attended the presentation of the Project that took place this past September 2014 and to the Representatives of the 42 countries that participated in the Project’s simulation event in January, both held in Rome. The philosophy of the Project has always been related to the speed of contact, to ease the operation of developing Countries, often without facilities for trade promotion and the centrality of the States, in the presentation of their Companies. There are no “magic” formulas in the system of operations. It was simply to make the products in "static" sites, more “dynamic”: there is no need to go looking for specific contacts in various sites, but to promote specific requests and offers you simply enter the data in the digital platform and wait, within just a few minutes there will be a response from the rest of the World. Access to and operation of the system is free. The only obligations are the accreditations by the State of origin and adherence to a set of objectives, to standardize the level of the participants, ensuring anonymity and the reliability of their interlocutors. The security of the system makes it virtually impenetrable. I am looking forward to navigating towards the future together... “Welcome aboard”. For questions of any kind, even seemingly trivial, I am at your complete disposal:

giorgio.fiorenza@progettobmi.it.

See you soon and good luck with your work.

THE MISSION

The “*mission*” of the **Borsa Merci Internazionale Project** is to create an operating environment tailored to create a possible match between the “requests” and “offers” of companies or promotional entities and business entities from different parts of the world.

The **Borsa Merci Internazionale Project** wants to be a point of reference for those countries and for those companies who want to enter foreign markets and find new opportunities for trade both for those already well established in the international trade scene, but also for those who are constantly looking for new partners and new business opportunities.



THE CHARACTERISTICS OF THE PROJECT

- **FREE PARTICIPATION**

For access to the platform, the participating company (seller or buyer) should not bear any cost of membership, activation, management, and technical information support or periodic subscription fee.

Only after the accreditation by the respective States of origin will the respective requests and offers be included.



Exclusively in the case of the successful conclusion of a transaction, thanks to the structural and legal technical support of the **Project BMI**, at the time of conclusion of the contract, will there be due by the seller and the buyer, a compensation contractually predetermined, in favor of the Project BMI for their work.

- **SAFETY**

The **Project BMI** offers high safety standards.

Security is intended, first, as “dependability” of the participating companies, which before being admitted into trading they must receive an “accreditation” quote directly from either their State of origin or from the Entity of trade and commerce of their State of origin.

The **Project BMI** implements the most advanced informational security measures currently available, ensuring the protection of the digital platform and infrastructure from external attack and guaranteeing safety at login, during the transmission and internal communication of data.



REFERENCE MARKET

The **Borsa Merci Internazionale Project** intends to offer its participants who want to join an absolutely innovative working environment and complementary in respect to a traditional one formed by the actual activity run by the Entities and trade Agencies already existing in many countries of the world.

The Entities and the Agencies will continue to do their work but may, if they deem it appropriate, also use this innovative tool to give visibility and transmit those requests and offers that sometimes can not be adequately spread through traditional channels. Therefore it's complementarity and not competitive. This is the strength of the Project: its openness to the *"world markets"*.



The technological system, the database and the team of operators of the **Borsa Merci Internazionale** will work 24 hours a day, 365 days a year; a constant and continuous presence that will continue the work done by the Entities and trade promotion Agencies even during the times and days these offices of the individual countries are closed.

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A WORLD OF OPPORTUNITIES...

...AN OPPORTUNITY FOR THE WORLD