

## Innova Marketing Association

Date: 17/06/2019

To: Mr. Alireza Rastegar  
IFIA President  
Address: Rue Du 31-Décembre 8,  
1207 Geneva / Swiss

Dear Mr. Alireza Rastegar,

On behalf of Innova Marketing, I would like to request for an approval to join the membership of IFIA for Italy. We are a non-profit organization that undertakes communication and marketing initiatives suitable for the enhancement and consolidation of an ecosystem for innovation in Italy, Europe and beyond, promoting economic, social, cultural and civil growth.

We plan to responsible to encourage the advancement of a culture of innovation and its dissemination, by facilitating the exchange of know-how between members and by exploiting their talents and skills.

Our membership is open to all and some of its benefits: we offer strategic support in the areas of marketing and communication, to inventors, innovative SME and young innovative companies in their determination to start up or scale up.

I truly believe that by joining IFIA we can pave the way for the inventors of different nations to collaborate and share the innovative knowledge. We look forward to future cooperation. Your consideration is highly appreciated.

Sincerely Yours,

Letizia Giugliano

  
Associazione Professionisti  
Marketing per l'Innovazione  
C.F. 95176020657  
Il Presidente



### IFIA Membership Request Form

General Information		
<b>Official Name of the Association</b>	in English: Innovative Marketing in the native language: Innova Marketing	
<b>Abbreviation of Association</b>	in English: IM in the native language: IM	
<b>Date of constitution</b>	19/02/2019	
<b>Headquarters Address</b>	Via Scavata Case Rosse snc – 84131 - Salerno	
<b>Web site</b>	www.innovamarketing.it	<b>Contact person:</b>
<b>e-mail</b>	info@innovamarketing.it	<b>Full name:</b>
<b>Phone</b>	+39 089 38 32 58	Letizia Giugliano
<b>Fax</b>	\	<b>Email address:</b>
<b>Head of the association</b>	Letizia Giugliano	letiziagiugliano@gmail.com

If the contact details of the applicant changed, he/she shall keep IFIA office informed.

#### 1. Briefly summarize the objectives and missions of your institution

**Innova Marketing is a non-profit organization that undertakes communication and marketing initiatives suitable for the enhancement and consolidation of an ecosystem for innovation in Italy, Europe and beyond, promoting economic, social, cultural and civil growth.**

#### 2. Briefly summarize the activities of your institution

**The Association offers strategic support in the areas of marketing and communication, to inventors, innovative SME and young innovative companies in their determination to start up or scale up.**

#### 3. Briefly summarize both national and international projects already implemented in the field of invention and innovation?

**The Association, in collaboration with its media partner The Patent and the project Makerstarts, is in the process of scouting for inventors and talents at the main national and international events: from the CES in Las Vegas to the Global Grad Show in Dubai, from the Bixpo in Korea to the Geneva Invention Show and the Maker Faire in Tokyo, Rome and Prague.**



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**4. Briefly describe both national and international projects you plan to implement in the field of invention and innovation**

Innova Marketing wants to undertake communication and marketing initiatives suitable for the enhancement and consolidation of an ecosystem for innovation in Italy, Europe and beyond.

**5. Indicate if your institution maintains close contacts with other international organizations? If so, with which ones? What kind of relation?**

No, the Association does not maintain contact with other international organizations.

**6. Briefly detail the internal structure of your institution (Full name/Position)**

**Founding members**  
Letizia Giugliano - President  
Giovanni Sapere - Vice President  
**Ordinary members**  
Marco Cicalese  
Mario De Chiara  
Luca Esposito  
Edda Guerra  
Marco Notari

**7. Number of the individual members of your institution**

10

Date: 17/06/2019

Head of the association's Signature:

Letizia Giugliano

  
Associazione Professionisti  
Marketing per Innovazione  
C.F. 95178020657  
Il Presidente

## IFIA Membership Request Form

Please return this form, duly completed with a membership request letter addressed to IFIA President, Mr. Alireza Rastegar to: [info@ifia.com](mailto:info@ifia.com)

In case your membership request is approved by IFIA Executive Committee, you are required to submit a photo of the president, a copy of statutes, and a logo of the institution to be uploaded on IFIA official website.

(You can find a sample of membership request letter in the same page)

For additional information  
Section for External Relations - IFIA  
Email: [lale.arab@ifia.com](mailto:lale.arab@ifia.com)