



AJELLO & PARTNERS

global business
consulting

INDEX

ABOUT ME 03

MISSION 06

HOW WE WORK 07

OUR SKILLS 08

SERVICES OFFERED 11

OUR MARKETS 12

OUR TRADE SECTORS 13

OUR CLIENTS 17

GLOBAL BUSINESS CONSULTING

ABOUT ME

THE BEST PARTNER TO DEVELOP YOUR BUSINESS

I am Massimo Ajello, from Ajello & Partners, an expert in Asian markets, with over twenty years of solid experience in the Indian market, gained through roles as Business Development Manager and Sales Director within structured international environments.



Ajello&Partners

Not just a consultant, but a business developer with managerial and executive responsibilities, strongly results-driven and focused on sustainable growth. A specialist in corporate internationalization, supporting companies in strategic development processes, market entry, and long-term consolidation in foreign markets.

- ✓ 20+ Years of Experience
- ✓ Top-Rated Consultancy
- ✓ Certified Professionals
- ✓ Accredited member FEBI febi.co.in

STRATEGIC PARTNERSHIP

Success is built through strong strategic partnerships and a structured organization. FOURUP operates through a team of experienced professionals with complementary expertise, capable of supporting clients across all stages of business development. This integrated approach enables the delivery of comprehensive services, combining strategy, operations, marketing, and execution to generate sustainable and measurable results.



GUIDING
BUSINESSES AT
EVERY STAGE
TOWARD STRATEGIC
SUCCESS

MISSION

EXPLORERS BY NATURE

The goal is to support you in international markets through a structured and proven working method and a strong network of qualified operational contacts.

Our approach is two-way, starting from Italy and returning to Italy, according to your specific needs. This country, strongly oriented toward internationalization, has enabled us to build relationships, open channels, and create solid bridges with foreign markets.



HOW WE WORK

TRANSPARENT. COLLABORATIVE. RESULTS-DRIVEN.

We offer tailor-made, collaborative solutions that helps you set up, get going and sell better.

01 Discuss with our experts to understand your priorities.

02 Create business models that suit you.

03 Meet with prospects, specialists, policy makers.

04 Finalize and execute plan: hire staff, executives, train...

05 Extend go-to-market plan for steady state operationalization.

OUR SKILLS

THE BEST PARTNER TO DEVELOP YOUR BUSINESS

We support companies in their growth paths, combining strategic vision, operational expertise, and deep market knowledge. Our approach is pragmatic and results-oriented, designed to create sustainable value. We work side by side with our clients to transform opportunities into concrete business results.

Business consulting

Marketing, sales & retention

Operations management

OUR SKILLS

Business consulting

We provide **international strategic and operational consulting services** to support companies operating in complex business environments and in **internationalization, market entry, and foreign market expansion projects**, with a specific focus on **Europe, India, Asia, and the Middle East**. Our integrated expertise in **business consulting, market analysis, strategic planning, and commercial development** combines in-depth local market knowledge, managerial capabilities, and a hands-on operational approach. This support enables organizations to make informed decisions, optimize processes and organizational models, reduce risks in international expansion projects, and achieve sustainable and measurable long-term growth.

Marketing, sales & retention

We provide **strategic and operational marketing services, B2B commercial development, and customer retention strategies**, supporting companies in **internationalization, export development, and market entry projects**. Our approach integrates **market analysis, competitive positioning, sales strategy, and sales network structuring**, with a strong focus on measurable performance and tangible results. Extensive experience in **distribution network development, qualified lead generation, international business development, and foreign market expansion** enables the creation of concrete and sustainable business opportunities. Services include direct negotiation support, sales performance optimization, and customer loyalty strategies, driving scalable and long-term business growth.

Operations management

We provide **operations management services in international markets**, with a specific focus on **Europe, India, Asia, and the Middle East**. We support companies in **market entry projects, foreign branch setup, local team coordination, and operational structure development in target markets**. Our approach is based on direct local presence – a true **“boots on the ground” model** – ensuring on-site operational control, hands-on execution, and continuous performance monitoring. This reduces risk, optimizes resources, and guarantees operational continuity in complex international environments.

SERVICES OFFERED

OUR WORKING APPROACH

Management

Management of the “Incubator” project, designed to facilitate companies’ entry into international markets, with a specific focus on the Indian market, supporting businesses from multiple industry sectors.

Commercial Network

Proven experience in setting up local branches, including direct selection and training of commercial, administrative, and technical staff.

Negotiation

Management of negotiation activities and development of intercultural skills when dealing with high-profile contacts. The service enables effective communication, trust-based relationships, and the achievement of sustainable agreements in complex international environments.

Human Resources and Procurement

Selection of local consultants, chartered accountants, and professional partners, along with coordination of related activities in close alignment with Italian headquarters.

Problem Solving

KAM – Key Account Management and the development of a strong, long-term trust-based relationship with the customer, focused on effective issue management and the achievement of shared objectives.

Strategy

Strategic planning and budgeting focused on sustainable growth and performance control. The service supports companies in defining objectives, efficiently allocating resources, and developing structured financial plans aligned with growth strategies and the operational requirements of target markets.

Contracting

Definition and structuring of agency and distribution contracts, with a focus on legal, commercial, and operational aspects. The service supports the creation of clear and effective agreements, aligned with business objectives and compliant with the regulatory frameworks of target markets.

Marketing Planning

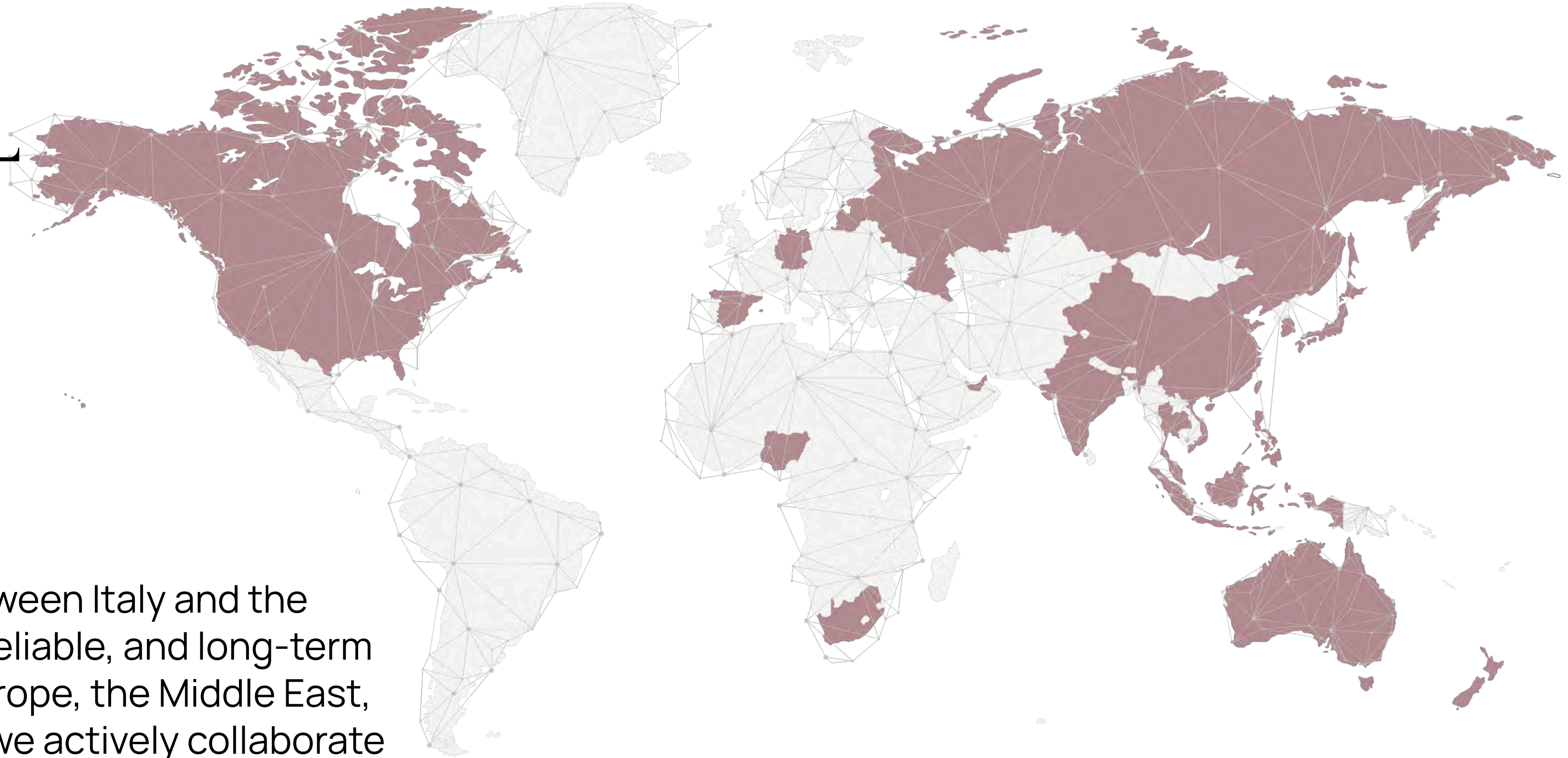
Marketing activity planning and management, organization, and participation in trade exhibitions and industry events, including seminars and professional meetings. The service supports goal definition, operational coordination, and effective brand presence to maximize visibility, qualified leads, and business opportunities.

MARKETS & TRADE SECTORS WE SPECIALIZE IN

Ajello&Partners operates across selected markets and industry sectors, providing targeted expertise, operational support, and strategic insight to help companies grow and expand internationally.

OUR MARKETS

INTERNATIONAL CONNECTIONS, ITALIAN ROOTS



Our network operates continuously between Italy and the world's leading markets, building solid, reliable, and long-term relationships. We are present across Europe, the Middle East, Africa, India, and North America, where we actively collaborate with companies, distributors, and industrial partners.

We support Italian businesses throughout their internationalization journey while also assisting foreign companies seeking to enter the Italian market. A constant bridge between cultures, expertise, and opportunities, built on direct presence, market knowledge, and mutual trust.

Canada	South Africa	Indonesia
United States	United Arab Emirates	Philippines
Spain	India	China
Germany	Thailand	South Korea
Baltic States	Vietnam	Japan
Russia	Malaysia	Australia
Nigeria	Singapore	New Zealand

OUR TRADE SECTORS

LENDING OUR EXPERIENCE

Our network operates continuously across multiple international markets, with a direct and consistent presence and an average stay of approximately 4–5 months per year. This approach ensures an in-depth knowledge of local contexts and concrete support for companies in their development and internationalization processes.

ALLUMINIO TECHNOLOGY

ALUMINUM WINDOW AND DOOR INDUSTRY

BUILDING AND CONSTRUCTION

AEROSPACE AND SOLAR

FURNITURE AND INTERIOR DESIGN

INDUSTRIAL PLANTS AND MACHINERY

AUTOMOTIVE

AGRICULTURAL MACHINERY

MECHANICAL ENGINEERING

PLASTIC TECHNOLOGY

ENVIRONMENTAL TECHNOLOGY

PACKAGING



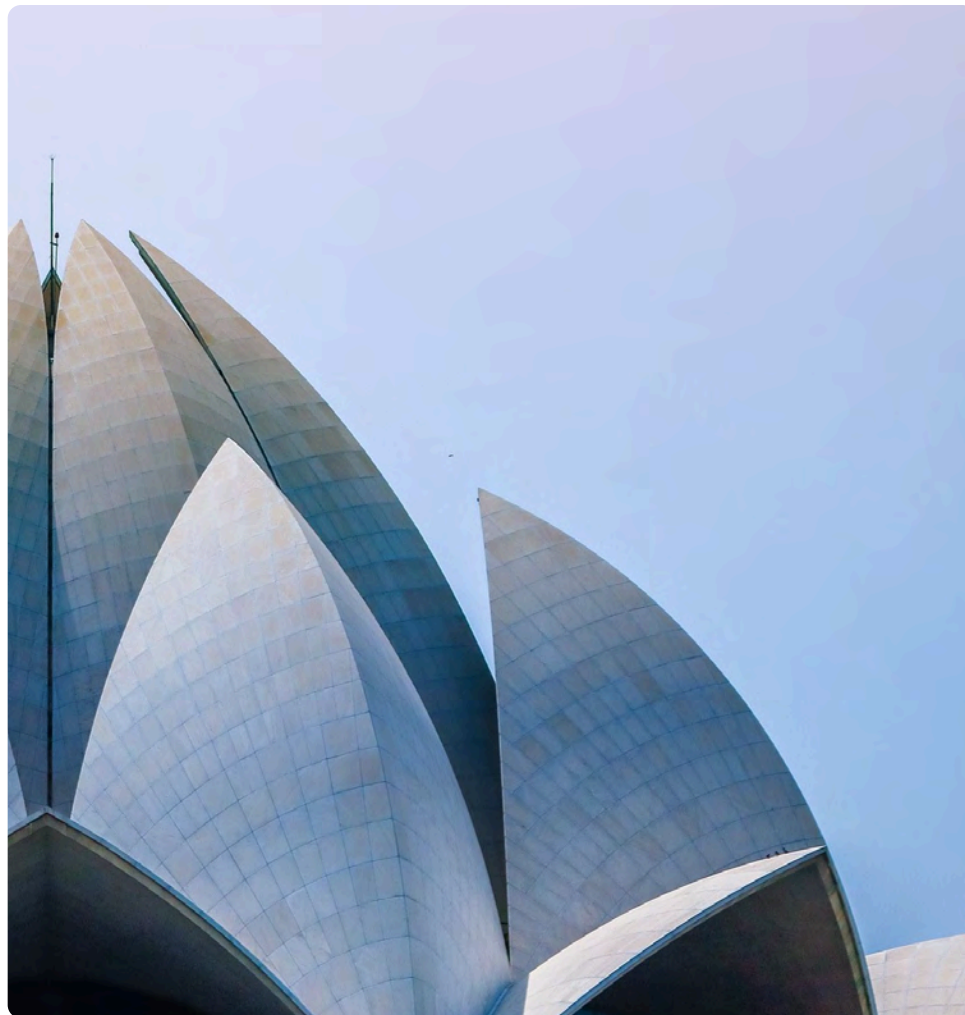
ALLUMINIO TECHNOLOGY

Aluminum Technology includes advanced industrial machinery, production plants, and technological solutions for aluminum processing, such as extrusion presses, anodizing plants, powder coating systems, and integrated production lines.

Support extends to international business development for manufacturers of aluminum industry equipment, surface treatment technologies, and process optimization solutions.

ALUMINUM WINDOW AND DOOR INDUSTRY

Specialized support for companies operating in the aluminum window and door sector, focused on commercial development and international expansion, with strong expertise in both technical and production-related aspects. Extensive experience within the aluminum value chain enables support not only in foreign market growth but also in the structuring and optimization of manufacturing processes. The service includes technical assistance related to the supply of machinery and production plants for window and door manufacturing, as well as solutions for aluminum processing, including cutting lines, CNC machining, assembly systems, and finishing technologies. In-depth knowledge of technical standards, product certifications, and international distribution channels enables the creation of concrete business opportunities, the structuring of effective sales networks, and the development of reliable partnerships across the entire aluminum window and door supply chain.



BUILDING AND CONSTRUCTION

Specialized support for companies in the construction sector, focused on commercial development and international expansion. Strong experience in foreign markets, local regulations, and distribution channels enables business opportunities, structured sales networks, and reliable partnerships across the construction value chain.

AEROSPACE AND SOLAR

Strategic and operational support for companies in the aerospace and solar sectors, characterized by high technological complexity. Deep knowledge of international supply chains, technical requirements, and decision-making processes enables market access, industrial partnerships, and integration into global value chains.



FURNITURE AND INTERIOR DESIGN

Consulting and operational support for furniture and interior design companies targeting international markets. Expertise in contract, retail, and project-based channels enhances brand positioning, design value, and craftsmanship, supporting long-term commercial relationships and sustainable growth.

INDUSTRIAL PLANTS AND MACHINERY

The Industrial Plants and Machinery sector includes production lines, industrial plants, automated machinery, and advanced manufacturing solutions serving multiple industrial industries. We facilitate international business development, foreign market entry, and the structuring of specialized distribution networks, with particular attention to Europe, India, Asia, and the Middle East.

AUTOMOTIVE

The Automotive sector is a highly technology-driven industry characterized by structured supply chains, strict quality standards, and complex decision-making processes. Support is dedicated to companies operating in automotive components, mechanical and electronic systems, plastic technology, advanced materials, and mobility solutions. Extensive experience within international automotive supply chains, including OEM and Tier 1–Tier 2 dynamics, enables effective foreign market entry, particularly in Europe, North Africa, India, Asia, and the Middle East. Services include commercial development, distribution network structuring, industrial negotiation, and integration into global value chains, ensuring sustainable growth and long-term competitive positioning.



AGRICULTURAL MACHINERY

The Agricultural Machinery sector includes farm equipment, agricultural machinery, and components for modern mechanized farming, designed to improve productivity, efficiency, and sustainability. It is a strategic and rapidly evolving field driven by technological innovation and precision agriculture. Support focuses on international business development, foreign market entry, and the structuring of specialized distribution networks, with particular attention to India, Asia, and the Middle East, enabling local partnerships and integration into agro-industrial supply chains.



MECHANICAL ENGINEERING

The Mechanical Engineering sector includes industrial machinery, mechanical products and components, machine tools, automation systems, and engineering solutions serving multiple manufacturing industries. It is a technology-driven field where quality, precision, and innovation are key competitive factors. With particular attention to Europe, North Africa, India, Asia, and the Middle East, enabling industrial partnerships and integration into global supply chains.

PLASTIC TECHNOLOGY

The Plastic Technology sector includes machinery, technologies, and products for plastic processing, such as injection molding, extrusion, thermoforming, and advanced polymer solutions. Support focuses on international business development, foreign market entry, and the structuring of specialized distribution networks, with particular attention to Europe, India, Asia, and the Middle East.



ENVIRONMENTAL TECHNOLOGY

Environmental Technology includes solutions, plants, and systems for environmental management, water treatment, waste management, recycling, and circular economy applications. Active participation and networking at leading international trade fairs such as Ecomondo and IFAT enable strong industry positioning and international business development. The approach combines technical expertise, knowledge of global environmental regulations, and the development of specialized distribution and industrial partnerships.

PACKAGING

The Packaging sector includes packaging machinery, automated production lines, primary and secondary packaging solutions, and technologies for industrial and food packaging. Support focuses on international business development, foreign market entry, and the structuring of specialized distribution networks, with particular attention to Europe, India, Asia, and the Middle East.

OUR CLIENTS

TRUSTED COMPANY

Our clients choose us for reliability, experience, and a hands-on approach. Long-term relationships are built on trust, direct presence, and measurable results, supporting companies across international markets with continuity and professionalism.

+100

More than 100 companies trust
Ajello & Partners



GET IN TOUCH

I would be pleased to connect with you in person, by phone, or by email, and you can reach me anytime through my website. I look forward to learning more about your needs and exploring how I can support your business.

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