

INTERNATIONAL MTC
we look ahead



Company Profile



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Mission

International MTC means to be the reference agency in Australian, New Zealand and Canadian markets. Thanks to an excellent teamwork and a vision for the future we offer a high-level service that allows our customers to face and solve the everyday problems. The person is at the centre of our job, the respect and the enhancement of relationships inside the company and towards all the stakeholders is what allows us to reach our targets.

About Us



What's different when you work with INTERNATIONAL MTC

For 25 years, International MTC has been supplying floor and wall tiles in the Australia and New Zealand markets.

Thanks to its head office in Italy, a logistics office in China, the presence of the two owners partners residents in Australia and an agent in Canada, it offers its customers a top level service.

The increasingly competitive market and the proximity of China to Australia have exasperated competition, making people believe that what matters is only the cost of the product.

We do not believe that this is the case. In fact, offering customers the solution to problems through excellent service is our goal, because today making a difference on the product is a utopia.

We at International MTC make the difference on the service, also thanks to the use of the latest web technologies available. This, in addition to a network of manufacturers created in 25 years of experience, **allows us to be among the most important traders from China to Australia, New Zealand and Canada.**

Our research is also aimed at products from Italy and India, thus offering a wide and always updated range of products with the most advanced technologies available and our will is to create a partnership with our customers, face with them the small daily challenges and win them together, because customer satisfaction is ours.

In addition, the choice to maintain our headquarters in Italy is largely rewarded by a wonderful service and dedication to work. Our staff has been with us for an average of 18 years and their knowledge and dedication are available to the customer every day.

To all this we add the desire to smile, having fun doing our job, trying to involve our customers in this by showing our being Made in Italy.



The company installs Salesforce, the 1st CRM in the world, and invests in an online platform that allows products to be promoted through the web, creating new leads and pursuing new sales channels.

SCAN THE QR CODE TO DISCOVER MORE ABOUT US



1989

2000

2014

2020

Our Story

1989

Roberto Gabusi founds MULTI TRADE CONSULTING, an agency representing Italian ceramic products for the markets of Australia, New Zealand and the Far East.

1995

Luigi Bianco joins MULTI TRADE CONSULTING that becomes INTERNATIONAL MTC SRL.

2000

International MTC starts working with Chinese companies for the Australian and New Zealand markets. With the participation at Cersaie, the marketing of Chinese products on the Italian market also began.

2007

International MTC starts exporting its products to Canada and, at the same time, increases and consolidates its presence in the markets of Australia and New Zealand.

2008

In Foshan, China, it opens a logistics office and a show room, managed by a Chinese staff.

2009

The Founder Roberto Gabusi leaves us, so Luigi Bianco starts leading the company, activating more and more important partnerships with Chinese companies.

2014

With the entry into the company of Stefano Mammi, resident in Sydney, the first office opens in Australia. International MTC consolidates its presence in that territory.

2017

The collaboration with Roberto Alzari begins and the Melbourne office opens. International MTC has two agents resident in the Australian market, who guarantee a strong presence in the territory. This organization has also made possible to invest time and resources in representing Italian ceramic companies.

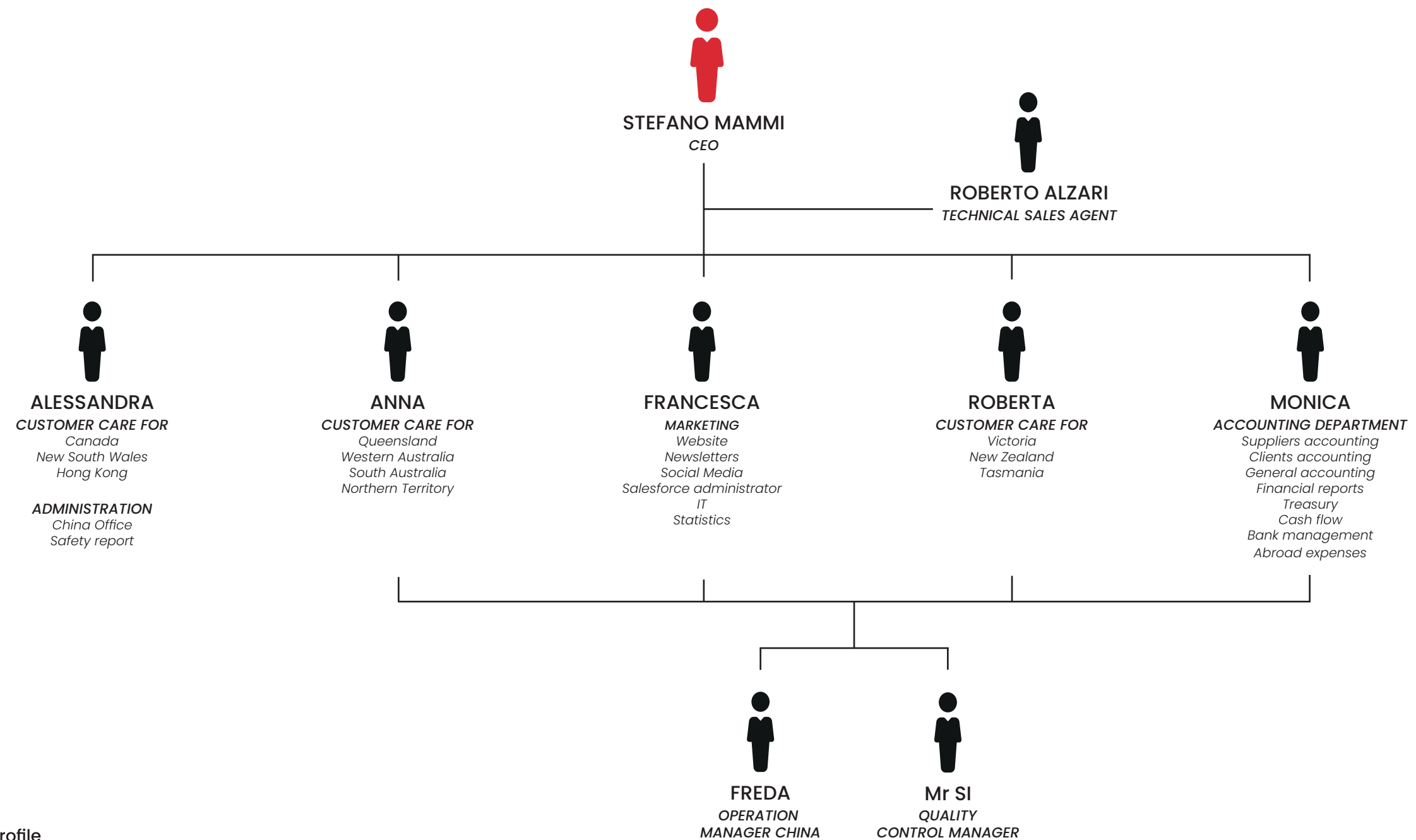
2020

After 25 years Luigi Bianco leaves the company to Stefano Mammi, who assumes the role of CEO leading International MTC into a new era, with the aim of creating a 4.0 company. The Italian office is relocated from Maranello to Sassuolo. The company installs Salesforce, the 1st CRM in the world, and invests in an online platform that allows products to be promoted through the web, creating new leads and pursuing new sales channels.

February 2020 COVID-19

INTERNATIONAL MTC finds itself fighting the most difficult moment in its history, a new and unexpected situation that the new management faces as a challenge to improve itself. The lockdown imposed in Italy forces the staff to work from home, with great dedication and willingness, also sacrificing family spaces and continuing to provide excellent customer service, despite the important organizational difficulties. The team working has been the key to continue to supply customers and allow the company to go through this difficult moment.

The future is waiting us



Numbers

+20

YEARS OF EXPERIENCE

+9mIn USD

SALES PER YEAR

+1100

CONTAINERS SHIPPED PER YEAR

+50

CLIENTS

+10

PEOPLE STAFF

Worldwide



“Working with *International MTC* it means working with the biggest agent in our markets”

Represented Companies

International MTC was founded 25 years ago as an agency for the Oceania and Asia market and, over the years, it has collaborated with some of the most important companies in the ceramic district of Sassuolo (MO).

The evolution of the market in Australia, which took place in the early 2000s, made us choose a different direction oriented more to the trading of Chinese products than to representation activities, concentrating our efforts on the Australian and New Zealand market first, and then opening the doors to the Canadian market in 2006.

The representation activity thus became marginal until 2014, when the office opened in Sydney. Thanks to the presence of a resident, International MTC returns to work as an agent for companies in the Sassuolo area and gives a further acceleration with the presence of a second resident in Melbourne, from 2017.

At the beginning of 2020 International MTC, thanks to the new company structure, undertook a path of radical innovation, seeing in customers the need for change and in the market the need to act differently from the past.

Attempting to sell with samples made by retailers and distributors alone cannot be the future of this sector, and, in addition to this, we at International MTC believe that there are some indispensable factors to be successful in the market in which we operate:

- presence in the territory through resident agents
- the use of technology for the promotion of products, the search for new leads and new sales channels

Australia and New Zealand import 69% of ceramic products from China and 9% from Italy, and thanks to the trading of Chinese products International MTC has about 80 customers.

This has been and still is a very important driving force to put the Made in Italy product in an otherwise reticent market.



Social Involvement

A note by our CEO

A company consists of people who are in turn part of a family and social fabric. That is why I believe that the company has an important social role. **It is the entrepreneur and company's responsibility to promote values to new generations offering them opportunities sometimes giving up the profit.**

International MTC is partner of Dynamo Camp as promoter of support for the more fragile children, thus contributing with concrete actions through their facilities to ease the life of hundreds of families.

The employees of International MTC have the ability to use their time as volunteers for Dynamo Camp or other non-profit organizations without voluntary work days being deducted from working hours, until two weeks per year. We are also proud to support ASD Virtus Ancora. It is in this way that International MTC means to help create a better society.



www.dynamocamp.org



facebook.com/ASDVirtusAncora



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