

February 2015

**Livio Trucano**  
Chief Executive Officer **IDEST Srl**

---



Idest is a multinational engineering company that provides integrated services for the building and plant construction sector and specializes in supporting the client throughout the life-cycle of a construction project. The firm was founded in 1999, bringing together professionals with expertise in different fields, such as design, supervising construction sites and management of construction projects.

Idest's approach, which continuously evolves from the synergies of diverse and complementing competencies and resources, enables the company to operate successfully throughout the entire construction process.

<http://idestgroup.com/en/>

---

***What are your main activities abroad?***

For us, internationalization has always been an exciting challenge. In the past ten years, we have participated in projects located in South America, the Middle East and Eastern Europe, with excellent results. Today, we have permanent offices in Brazil and Serbia. Our staff is characterized by a strong international bearing. For a while, the common language for internal communication has been English.

***What are the main benefits derived from activities abroad?***

84% of the 2014 turnover was derived from activities abroad. Here, we found a very favorable environment for our business, allowing us to successfully export our know-how in the world. Currently, we are working on the Line 5 of the São Paulo Subway, the new FCA plant in Pernambuco (Brazil), and we are about to begin a project involving two business city centers in Africa.

***And what are the main difficulties that you have encountered on foreign markets?***

Fortunately, there were no language problems. Our staff, from 8 different nationalities is used to working and operating in 5 languages. Of course there were, in the first few months, some organizational and practical problems such as communication between different locations or different time zone, but all that has been resolved. Now our staff is used to keeping their suitcases unpacked!

***In these years have you used some of the services offered by Piemonte Agency?***

Piemonte Agency has always been a good reference point for us. With Piemonte Agency, we participated in the Expo Real 2013 with the project "Designing, Building, Living". We also hosted representatives from a Southern Kurdistan investment group and participated in many B2B meetings organized by Piemonte Agency, which have enabled us to be in touch with interesting partners, particularly in North Africa and the Middle East.

---