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Francesco Ronchi
CEO / Founder of Synesthesia



Synesthesia is a company based in Torino that specialises in the design and development of Mobile and Web applications, software solutions and digital communications. One of its main business lines is Mobile Apps, where it can boast years of experience and a solid portfolio, combined with consolidated know-how in the Web environment and in Social Media.

Web site: www.synesthesia.it

What are your main activities abroad?

Synesthesia has always focused on foreign markets, initially with the support/brokerage of partners and agencies, but subsequently developing its own network of contacts, which has enabled the company to focus on activities and solutions with a far-reaching international outlook. They include vertical web solutions: CMS, e-Learning, Web Applications, eCommerce, and corporate sites. On the Mobile front: apps for international sports and cultural events, training, multimedia and marketing.

What are the main benefits of your activities abroad?

Foreign countries are an important opportunity to grow, to enter dynamic markets and to meet customers ready to embrace innovation. The main foreign markets where we operate are in Europe (UK, France, Switzerland) and the Middle East (UAE, Qatar). In these countries we often note greater awareness of the value of the technologies we work with, and consequently a greater propensity to invest in digital technologies and in quality.

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

In some cases other foreign companies are more competitive economically because of lower labour costs of their countries.

Particularly in the Middle East, we encountered obstacles in communication, caused by cultural, linguistic and logistical differences. Many of these difficulties can be reduced or eliminated with the help of local partners, a valid tool also to overcome the initial diffidence of potential customers towards foreign companies.