

**PROCEDURA DI ASSUNZIONE DI UN IMPIEGATO A CONTRATTO DA ADIBIRE AL
SERVIZIO DI COLLABORATORE AMMINISTRATIVO NEL SETTORE TRADUZIONE –
INTERPRETARIATO**



Embassy of Italy
Kuala Lumpur

**TRADUZIONE SCRITTA, SENZA L'USO DEL DIZIONARIO, DI UN TESTO D'UFFICIO
DALL'INGLESE ALL'ITALIANO, PER LA QUALE IL CANDIDATO / LA CANDIDATA
DISPONE DI UN'ORA DI TEMPO**

TRACCIA N. 3: "Made in Italy and the Diplomacy of growth"

In the global economy, the "Made in Italy" label has become a symbol of excellence, creativity, and quality. It is not only associated with fashion, design, and food, but also with advanced technology, sustainable innovation, and high-value manufacturing. Promoting Italian products abroad means enhancing the image of the country as a whole and strengthening its competitive position in international markets.

The diplomacy of growth represents a strategic tool in this context, as it integrates foreign policy with economic promotion. Embassies, consulates, and trade offices play a crucial role in supporting Italian companies, facilitating access to new markets, and fostering partnerships with local stakeholders. Cultural diplomacy, too, contributes to this effort by linking tradition and innovation and by reinforcing the reputation of Italy as a creative and reliable partner. Opportunities for growth are particularly significant in regions with expanding demand for quality products, such as Asia, the Middle East, and Latin America. Italian enterprises can leverage their know-how and distinctive brand identity to meet the needs of a diverse and sophisticated global consumer base. At the same time, collaboration with international partners can drive innovation and increase competitiveness.

However, challenges remain. Global competition is intense, and issues such as counterfeiting, protectionist measures, and sustainability standards require constant attention. To succeed, Italian companies must combine creativity with strategic vision, and institutions must continue to provide coordinated support through policies, incentives, and international agreements. In the end, "Made in Italy" is not only a mark of quality, but also a driver of economic growth and a key instrument of soft power. By investing in the diplomacy of growth, Italy can further consolidate its role as a global leader in sectors where excellence and innovation are the foundation of success.

