

CUBE BRAND COMMUNICATIONS GOES INTERNATIONAL: BRANCH OFFICE ESTABLISHED IN ITALY

Having already been active as an event organizer in South Tyrol for more than two years, CUBE brand communications, headquartered in Ingolstadt, Germany, has now established its first operating facility in Italy. This strategic step facilitates above all administrative and financial processes for the brand communications agency and also underpins its long-term business intentions in Italy.

Since 2019, CUBE brand communications has been the exclusive event partner and marketer of Safety Park Alto Adige, a unique driving experience and safety center in Bolzano. In addition to founding and establishing its brands Riding Experience Alto Adige and Driving Experience Alto Adige, which specialize in driving experiences and tours, CUBE brand communications has invested a lot of resources in the past few years, especially in building up infrastructure and distribution. The first milestones in terms of turnover and number of events have now been reached, reveals Frank Fichtner, founder and owner of CUBE brand communications. A physical presence on site is only the next logical step, Fichtner continues.

Since CUBE brand communications, as a German company, offers its services in Italy to international customers, especially from the DACH (Germany, Austria, Switzerland) region and Italy, accounting and tax law had become increasingly complex and time-consuming as the number of orders in this construct increased. Now, for example, the agency also has an Italian tax number and a postal address, "that alone simplifies many processes," says Fichtner and adds: "Our financial service provider INSTART consult advised us professionally here and implemented the most important steps for us.

For Dr. Michael Schilhaneck, Managing Director and co-owner of CUBE brand communications, the increased local presence not only has fiscal advantages, but he also sees the foundation as an increase in reputation and credibility: "With the branch office, we are easier to reach locally and better anchored in business. This underscores the long-term orientation of our business intentions in South Tyrol."

The Managing Director sees the next steps as primarily the expansion of events and cooperations, but also the development of new target groups. "Our goal for 2023 is to increase the volume, especially with regard to the number of events and group sizes. Here we are still in the build-up phase. On this path, the new facility represents another important step towards professionalization, which we are now very pleased about after almost six months of preparation. It also helps us to feel even more at home in South Tyrol than we did before," concludes Schilhaneck.



About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communication with a focus on brand experience and brand building. The agency was founded at the beginning of 2018, currently employs over 50 people and generates an annual turnover of over 3 million euros. Its clients are international automobile and motorcycle manufacturers as well as technology companies and service providers in the automotive industry. CUBE brand communications also belongs to an innovative group of companies. Under the claim "Develop future technology - experience future technology", five start-ups have joined forces to operate synergistically in the market. The group has a total of 200 employees at eight international locations and a sales volume of 22 million euros.

CONTACT

Julian Scholl

Mail: info@cube-bc.com

Phone: +49 (0) 162 / 134 06 14

CUBE brand communications GmbH

Dr.-Ludwig-Kraus-Str. 2

85080 Gaimersheim



Image 1: Frank Fichtner (l.) and Dr. Michael Schilhaneck – the managing directors of CUBE brand communications
(Source: CUBE brand communications)



Image 2: The Safety Park Alto Adige – a unique driving center, located directly at the highway exit Bolzano South
(Source: CUBE brand communications)



Image 3: Riding Experience Alto Adige, a brand of CUBE brand communications, has specialized on motorcycle trainings and tours
(Source: Armin Huber)



Image 4: Driving Experience Alto Adige, a brand of CUBE brand communications, is a new provider of driving trainings and experiences in Alto Adige
(Source: Driving Experience Südtirol)