

CHIC Group is an international company specialized in commercial solutions in the real estate, business consulting and brand management. CHIC offers personalized services which include strategic and urban planning, financial analysis, market research, design and special projects.

CHIC Group quickly consolidated its presence in China, operating with its branches in different provinces of the country: Shanghai, Xi'an, Nanjing, Chongqing, Ningbo, Tianjin.

One of the most important operational offices is located in Xi'an, a city of international resonance being the opposite pole to Rome on the Silk Road. Xi'an is also the promoter of the Belt and Road Initiative activities and of the "Made in Italy" and Italian lifestyle in the context of strong growth of the North-western Chinese market.

Chic Group, in Italy with its headquarter in Milan, has been collaborating for years with government agencies and associations such as Italy China Foundation, which the Founder and Executive Director of Chic Helen Tu is a member of the board of directors, to support the growth of Italian business strategies, marketing and operations in China.

Link: <https://www.linkedin.com/company/chic-investment-group/>