

Il Notiziario

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NEWS A selection of news articles that featured in official publications in UAE and Italy related to the business, economy and culture of the two countries.

Mohammed gives go-ahead for Dubai Expo-linked projects



1.10.15 - A number of developmental projects being undertaken by the **Roads and Transport Authority (RTA)** were given the go-ahead by **His Highness Shaikh Mohammed bin Rashid Al Maktoum**, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of the RTA, briefed Shaikh Mohammed about the projects when he visited the authority's office.

Shaikh Mohammed ordered commencement of the projects so that they are completed before the opening of **World Expo 2020**. The projects, he said, must be in line with the strategic plan of **Dubai 2021**.

Among others, Shaikh Mohammed was briefed on the **airport road expansion project**, which is aimed at absorbing the increase in the passenger traffic, projected to reach 95 million by 2020 and at easing congestion at the Shaikh Mohammed bin Zayed Highway.

Shaikh Mohammed approved the **designs of metro stations for Route 2020**, including the wing-shaped iconic station.

The 2020 route will pass through several densely populated localities and industrial zones on its way to the Expo 2020 site, including Discovery Gardens, Furjan, Jumeirah Golf Estates and Dubai Investment Park.

The other projects viewed by Shaikh Mohammed are **Expo 2020-related road expansions**, including Al Yalaisy Road, the Gardens parallel roads and the University City Road, as well as the progress of work in the Bluewaters Island project.

He reviewed the progress of the excavation works on the **water canal** to be dug under the bridge leading to the Deira Islands.

(Source: Khaleej Times)

Smart cities - a drive to improve quality of life

1.10.15 - Dubai aspires to be a pivotal hub in the global economy, a smart and sustainable city by **2021**



A recently-released white paper by KPMG illustrates how Dubai has adopted a unique approach to evolve into a **smart city** underpinned by three themes: **communication, integration and cooperation**.

According to His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, the goal is for the entire

city's services and facilities to be available on smartphones which will ultimately provide a better quality of life for all. Residents - nationals and non-nationals - should be **informed, engaged and connected**. Smart cities, encompassing technology, people and processes, depend on a process that captures, communicates and analyses data, before using that data to make decisions or **influence behavior**. Smart devices at ground level collect data, as far as possible in real time, sensors along roads collect information about traffic congestion and road conditions or smart meters in houses and offices track electricity consumption dynamically are just a few examples.

Dubai's smart city project involves eight key pillars - **telecoms, tourism, utilities, education, buildings, public safety, transportation and healthcare** - all of which are based on, and facilitated by, technology. Technology enables smart cities. There are other critical success factors - leadership and vision, policies and regulations, integration, innovation and agility, phasing and private sector partnerships - but without technology, the drive to improve infrastructure, sustainability, governance and quality of life may not achieve its full potential.

(Source: Khaleej Times)

Dubai confirmed as World Expo Host In 2020

26.11.15 - 168-member governing body unanimously endorses detailed plans for the mega-event His Highness Sheikh Ahmed Bin Saeed Al Maktoum: "Now is the time for us to translate our vision into reality."

The **158th General Assembly of the Bureau International des Expositions (BIE)** in Paris has officially confirmed **Dubai as Host City of the next World Exposition**. The meeting ratified the **Expo 2020 Registration Document**, which set out detailed plans for the delivery of the event.

Members of the Expo 2020 Dubai Higher Committee led by **His Highness Sheikh Ahmed Bin Saeed Al Maktoum** travelled to Paris for the historic announcement, which marks the start of the next chapter in Dubai's journey to 2020 and a new phase of increased activity. He paid tribute to the international support that Dubai has received, saying: "On behalf of the Expo 2020 Dubai Higher Committee and the people of the United Arab Emirates, I want to thank the BIE and the International Delegates for the great vote of trust they have bestowed upon our Nation."



His Highness went on to make clear the commitment to all future visitors and participants: "There is no time to rest. Now is the time for us to **translate our vision into reality**, as we deliver an Expo that will inspire the world to come together and begin to **solve some of our most pressing global challenges**."

The Expo 2020 Registration Document, which was officially submitted to the BIE for review in July, was the result of comprehensive research and rigorous planning, and provided detailed information about the mega-event, including the theme '**Connecting Minds, Creating the Future**', the site Master Plan, participant and visitor engagement strategies, communications and marketing, business operations, sustainability and the post-event legacy.

Opening its gates to the world on **20th October 2020**, Expo 2020 Dubai will be the **most international and inclusive event in World Expo history**, welcoming more than **25 million visits** and over **200 participants** over its six months duration. The vast majority of visitors (some 70%) are expected to come from overseas.

(Source: Expo 2020 Dubai)

NEWS FROM ITALY

Mohamed bin Zayed discusses bilateral ties with the Italian PM



6.10.15 - His Highness **Sheikh Mohamed bin Zayed Al Nahyan**, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces discussed with Italian Prime Minister **Matteo Renzi** ways to enhance relations between the two countries, as well as issues of mutual interest.

This came as the Italian Prime Minister received Sheikh Mohamed on 6th October, at Palazzo Vecchio, the town hall of Florence.

The Italian Prime Minister welcomed Sheikh Mohamed and expressed his confidence that his visit would contribute to strengthening relations between the two friendly countries and peoples.

The meeting touched on the ties of **friendship and cooperation between the UAE and Italy** and ways to boost them, particularly in political, economic and investment fields.

Sheikh Mohamed stressed the importance of a wider cooperation between the two countries and various partnerships among economic and investment sectors.

During the meeting attended by Foreign Minister H.H. Sheikh Abdullah bin Zayed Al Nahyan, Sheikh Mohamed said continuous meetings between the officials in the two countries would create opportunities to exchange views on topics of mutual interest. He added that the business sectors in the two countries have the potentials and expertise to grow cooperation through **joint economic and development programmes in all fields**.

(Source: WAM)

Turin Islamic Forum 2015



19-20.10.15 – The great success of the 2014 edition of the **Turin Islamic Economic Forum (TIEF)** has encouraged the **City of Turin**, in partnership with the University of Turin and the **Chamber of Commerce of Turin**, in collaboration with the **Association for the Development of Alternative Instruments and Innovative Finance (ASSAIF)**, in organizing a second edition of the forum, on the 19th and 20th October at the iconic University of Turin, Campus Luigi Einaudi, Main Hall.

The idea of promoting, for the second year running, an international event dedicated to the Islamic finance comes from the **increasing interest from the West in the unique Islamic economic system**.

During the two days, in the Main Hall of the Campus Luigi Einaudi, the 600 attendees had the chance to share ideas, learn from the case studies and examine the new tendencies of Islamic Finance and its fast growing market. The first session on October 19th introduced the audience to the **role that public institutions and private may play in the development of Islamic finance**: the Secretary General of the Italian Industry & Commerce Office in the UAE, **Mauro Marzocchi**, participated in the said session as speaker.

The afternoon has been dedicated to the **Food** and **Bhushant Ghandi**, manager of Truebell Dubai and Member of BoD of the IICUAE, presented his company's point of view as regards the **halal certification** system.

The second day was mainly focused on three topics: the development of the **Islamic retail banking** in the EU and Italy, the **crowdfunding** and the **fashion** sector.

The University and the Young Entrepreneurs sessions closed the Turin Islamic Economic Forum 2015.

(Source:TIEF2015)

Expo Milan 2015 - UAE National Day

20.10.15 - Expo Milano 2015 marked UAE National Day as Italy prepared to bring its World Expo to a close in just under two weeks' time. The occasion was particularly auspicious as the day is the start of a five-year countdown to the next World Expo, when Expo 2020 Dubai opens its gates.

The ceremony was attended by members of the Expo 2020 Higher Committee, as well as many members of the local and federal government sector. At the event, **Her Excellency Reem Al Hashimy**, UAE Minister of State and Board Representative of the Expo 2020 Dubai Higher Committee and Director General, Bureau Dubai Expo 2020, congratulated Milan on its successful hosting of the Expo and expressed gratitude for the opportunity given to showcase her nation to the world.

Universally admired, the superbly designed UAE pavilion at Expo Milano 2015 has attracted over **1,100,000 visitors**, providing the nation with the opportunity to talk with an international audience.

Reflecting on the success of the UAE Pavilion, **His Excellency Dr Sultan Ahmed Al Jaber**, UAE Minister of State, "It is a privilege to be present here today to commemorate the **UAE Day as part of Expo Milano 2015**, which will leave a tangible and valuable legacy through the theme of Feeding the Planet, Energy for Life. Since the Great Exhibition of 1851, World Expos have encouraged big ideas, seeded solutions to the world's toughest problems and propelled society forward. The UAE is extremely proud to be part of this crucial process in Italy and welcomes the opportunity to carrying it forward."

Commenting on the occasion Her Excellency Reem noted, "Exactly five years from today on October 20th, Expo 2020 Dubai will open its gates to the world. Coming at a time of our **Nation's Golden Jubilee** – it is particularly meaningful to have been chosen as the first Nation in our Region to host a World Expo. Today I would also like to pay a public tribute to the **success of the volunteers at the UAE's pavilion in Milan** for their efforts in representing the human face of the Emirates and to thank them for all their dedication and hard work."

The next few months will see a number of developments at Expo 2020 with official registration in November 2015. When Expo 2020 Dubai opens in five years, it is expected to be **the most international Expo in history, with 70% of the expected 25 million visits coming from abroad**. HE Reem Al Hashimy pointed to the opportunity the UAE had, "to excite, encourage, enthuse and enthrall millions of people from hundreds of countries not just in five years' time, but in the years that follow Expo 2020 Dubai."

(Source: Expo 2020 Dubai)



Dubai FDI bids to draw investors from Italy, Japan

27.12.15 - A delegation from the Dubai Investment Development Agency, or Dubai FDI, recently visited Italy and Japan to address investors and government officials and familiarise them with high-growth sectors and economic opportunities in Dubai.



"The emphasis on **innovation and knowledge in Dubai's new economic strategy** and the impending **Expo 2020** present vast opportunities for investors

worldwide, especially those with considerable expertise in developing cutting-edge technologies, services and infrastructure," said **Fahad Al Gergawi**, CEO of Dubai FDI. "For Dubai FDI, 2015 has been a hectic year as we stepped up our investor outreach with focus on strategic markets, industries and investors.

Our missions to Italy and Japan have helped us **break new channels for engagement and welcoming investors from critical industries to Dubai**," added Al Gergawi.

In Italy, the Dubai FDI team met with representatives of 30 companies from the healthcare, fashion, construction, information & communication technology (ICT), heavy engineering and electronics industries across four cities - **Rome, Ancona, Florence and Brescia**.

(Source: Khaleej Times)

IICUAE ACTIVITIES: SEMINARS, WORKSHOPS AND CALLS

19-21.10.2015

Outbound Mission to Como and Bergamo

On 19th and 21st October 2015 B2B meetings were held respectively in Como and Bergamo between **104 Italian enterprises** (32 from Como and 72 from Bergamo) and **6 buyers from the UAE and Qatar**. The meetings were arranged by **Bergamo** and **Como Chambers of Commerce** with the support of the IICUAE and of Qatar.

Enterprises working in the **furniture, building, Ho.Re.Ca.** (hotel, restaurants and catering), **textile** and **oil&gas** industries took part in the inbound mission, consisting in face-to-face business meetings held at the Fondazione Minoprio (Minoprio Foundation) on 19th October and at Bergamo Sviluppo on the following day.

The 21st October was the last appointment of an entire **week, fully dedicated to the opportunities for Italian businessmen in the UAE**. The week started with the meeting **'Business in Dubai. Gli Emirati Arabi: opportunità per professionisti e imprese** (Business in Dubai. The UAE: Opportunities for professionals and enterprises)' held in Rome on the 15th October, and continued with the **"Italy – United Arab Emirates Business Forum"** in Milan on the 19th October, the **"Turin Islamic Economic Forum (TIEF)"** held in Turin on 19th-20th October and the **'National Day of the UAE'** at Expo Milan 2015 on 20th October.

27-29.10.2015

Dubai World Trade Center - Speciality Food Festival



For the fourth year, the IICUAE organized the Italian corner at the **Speciality Food Festival (SFF)**, in partnership with the **Dubai World Trade Centre (DWTC)**. The Chamber has assisted companies of **PromoCatanzaro** (Catanzaro Chamber of Commerce), **CNA Viterbo**, and **Unindustria Lazio** with the organization of the exhibition. It also provided assistance during the days of the fair: interpreters service, b2b organization between the Italian and the

UAE companies.

Furthermore, the IICUAE also provided general assistance during the days of SFF to **Unioncamere Puglia** and the private companies connected to this public stakeholder.

27.10.2015-21.11.2015

Calabria in Dish on tour, Italian restaurants in the world



UNIONE EUROPEA



REGIONE CALABRIA



REPUBBLICA ITALIANA

Operazione cofinanziata con la linea di intervento 7.1.2.1 del POR-FESR Calabria 2007-2013



Calabria in Dish on Tour, Ristoranti Italiani nel Mondo is an initiative in the framework of EXPO 2015 – Action 4 – Calabria abroad.

Calabria Region and **Unioncamere Calabria** are the implementing bodies and partners of Action 4 Expo Calabria Abroad. In the United Arab Emirates they promoted together with the IICUAE the project Calabria in Dish on Tour, introducing to the Emirati business and consumer public, **the authenticity and goodness of Calabrian food & beverage products**.

For this purpose, three Restaurants holding the **Ospitalita' Italiana Award**, have been chosen by the IICUAE to be the representatives of the cuisine tradition of the Calabria Region: **Casa Mia**, **Positano** and **Bussola** have offered for 10 days to their guests a menu fully dedicated to the enogastronomy of Calabria and have set-up a promotional corner for Calabrian products to be tasted and/or bought by their customers.

30.09.2015 – 5.11.2015

Signa Maris – Where the sea speaks of Italy



Signa Maris is a project under the aegis of the **European Union** aiming at the enhancement of the tourism flows in Italy through a new strategy that envisages the port as a gateway to the beauties of the Italian territory.

Therefore it is dedicated to the promotion of the marinas located along the Italian coasts as a privileged access points to the innumerable cultural, historical, naturalistic and enogastronomic offerings of Italy. In particular, the focus of the initiative is the so-called “Ancient Greek Sicily” (Polo della Sicilia Greca), and namely the 4 Southern Regions of **Calabria, Campania, Apulia** and **Sicily**, the Convergence Regions.

Signa Maris has created a set of touristic itineraries to let tourists discover the excellences of the Convergence Regions, minor destinations in the Italian peninsula. The purpose of the initiative is to guide the possible tourist through the paths where art, nature, and culture collide with the Mediterranean Sea, thus integrating the nautical tourism to the traditional one.

In the United Arab Emirates (UAE) and in the Gulf, Signa Maris has arrived through the IICUAE which has carried out a one-month-lasting massive web communication campaign, without neglecting the importance of more traditional ways of promotion, such as newspapers and sectoral magazines. Also, a specific event had been conceived in order to present the initiative both to business operators (such as, tour operators and travel agencies) and to the potential end-user of the itineraries and the App: on the **5th November** at the exclusive location of Italian **Bice Restaurant** more than 100 attendees, including media, VIP, tour operators and representatives of the nautical sector, got in touch with the territories of the *Ancient Greek Sicily* through a delicious dinner: excellent Michelin starred Chefs delighted the palate of the guests with extraordinary dishes from the culinary tradition of Campania, Apulia, Calabria and Sicily.

The supporting institutions of the project are the Italian Ministry of Cultural Heritage and Activities and Tourism (Ministero dei Beni e delle Attività Culturali e del Turismo – MiBACT), General Secretariat - Intermediate Body for Cultural, Natural and Tourist Attractions (POIn ‘Attrattori culturali, naturali e Turismo’), line of action II.2.1, in the framework of the project called ‘Promotion, Promo-commercialization and Awareness on the areas of cultural attractiveness in the Convergence Regions also with minor airport access points’ (Promozione, Promo-commercializzazione e sensibilizzazione di aree di attrazione culturale delle regioni convergenza anche con vie di accesso aeroportuali minori). Moreover, the initiative is financed in the framework of the Interregional Operational Program ‘Cultural and Natural Attractors, and Tourism’ (Programma Operativo Interregionale ‘Attrattori culturali, naturali e Turismo’) 2007-2013, with the European Union (EU) resources coming from the European Regional Development Fund (ERDF).

1.11.15-07.12.15



The 9th Edition of the annual cultural, social and economic festival, the Italian Festival Weeks (IFWs) took place across the UAE from the 1st November to the 7th December. The recurring one-month-lasting event, organized by the IICUAE, was primarily conceived as a forum for the Italian community in the UAE, but it has evolved and changed, becoming a platform for the Italian expats to showcase their lifestyle and to strengthen Italy’s image in the UAE. The 2015 edition encompassed a wide range of events regrouped under three main core sections: Networking and Fine Dining, Arts and Culture, Business Section. Among the most successful event of this year, the Signa Maris dinner, the Italian *Apertivi*, the cultural dinner at the Sheikh Mohammed Centre for Cultural Understanding, the Fashion Show, the Award Ceremony for *Ospitalità Italiana*, the Gulf International Congress and the Closing Gala of the Festival to the sound of Mr. Mastrini’s piano. The IFWs ended a successful 2015 for the Chamber: the IICUAE has scored, among the 73 Italian Chambers of Commerce Abroad, the 3rd position for its performances on the project *Ospitalità Italiana* and the 13th position for its activity and quality of services, according to the new evaluation implemented this year by the Ministry of Economic Development.



6-7.12.15

Gulf international Congress Dubai: Towards Expo Dubai 2020

On the 6th and the 7th of December 2015, the IICUAE and Tomirex International LLC organized the Gulf International Congress, a two-day conference and training for high qualified Italian professionals, under the auspices of the Italian Embassy of the UAE.

The congress covered several topics of the UAE business context, such as the setting up of a company in the local market, the UAE fiscal and legal systems, the Free Zones system, the development of industrial projects, and so on.

The conference, held at the Burj Al Arab Hotel and at the Dubai Chamber of Commerce, was a great opportunity, for the 163 participants, to discuss with the speakers about the advantages and possibilities for their companies to be set up in the UAE market. Indeed, during the B2B meetings which took place at the end of the two days, the participants benefitted from the practical and successful experiences of Italian professionals already based in the UAE market.

Once this business know-how has been transferred from these experts to the Italian participants, the latter will then be awarded with the title of *“Italian Representative” of the IICUAE.*



MEMBERSHIP..... contd.

We invite all companies and private individuals who are linked or interested in doing business between UAE and Italy to join our growing network of members!!!!

At present the Chamber has enlisted more than 200 associate members, but this year in an effort to deliver more value and having implemented exceptional benefits to our members, we aim to increase our count by 50%.

Our strength lies in our members and having a large number of members under our apex, also enhances our relationship with the local government authorities, institutions, municipalities, etc. which thereby proves to be an additional asset.

Moreover in an endeavour to facilitate relationships with our members, we are pleased to inform you that our Chamber will shortly be relocating our office to Business Bay in Dubai.

Becoming a member of our Chamber, entitles you to the following privileges:

- ✓ Listing in the Members` Directory
- ✓ Access to the Chambers` extensive databases and various sources of information.
- ✓ Access to discounted rates for services and activities in the UAE and Italy. The holder of the membership card will enable them avail of discounts in almost 52 countries within the assocamerestero network. Upon registration, you will receive a membership card that will entitle you to the listed discounts.
- ✓ Assistance in a wide range of business areas, including: company trade lists, market studies, statistical information, organization of business-related seminars and conferences.
- ✓ Current news and information from the Chamber's newsletter
- ✓ Current news and information from the new newsletter of Ospitalita' Italiana
- ✓ Specialized invitations to the Chambers events such networking activities, the annual flagship event of the Chamber 'The Italian Festival Weeks' and Networking opportunities at the Chamber's business and promotional events which are attended by prominent members of the local and international business communities
- ✓ Assistance in meetings with UAE governmental authorities on matters of interest to the local enterprises and the community in general, such as the Dubai Municipality for customs, or on the inheritance laws in the UAE, banks, cultural associations of Bastakia, etc.
- ✓ Access to a comprehensive listing of associate partners offering discounts to all our members in the UAE (as attached herewith).

We look forward to welcoming you aboard and serving you in the coming year. Should you require any further clarifications on our Chamber, we would be more than pleased to provide you with the same.

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