

Notiziario

Italy – UAE Business News

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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.

United Arab Emirates: required the Mark of Quality for bottled water

On 1 April 2014, the United Arab Emirates have adopted the Regulation no. 26/2013 for the protection of the quality of drinking water sold in bottles and products made from ice. According to the procedure set out in the Regulation, the product must be checked and approved by the Emirates Standardization Metrology Authority (ESMA), which attributes the Emirates Quality Mark.

The United Arab Emirates are among the first countries in the world in per capita consumption of bottled water, along with the U.S., China and Mexico. Given the opportunities that this market is for Italian producers of bottled mineral water, let's analyze the changes introduced by Regulation no. 26/2013.

The Emirates Quality Mark (EQM) for bottled water is a novelty even for local producers and importers of bottled water which must conform their facilities to the uniform standards and procedures established by ESMA. The certificate of conformity for the establishment within which it is bottled water is released only after the necessary checks.

The brand EQM - certification issued to the products in compliance with the national standards of the United Arab Emirates, regional standards and international ones - certifies that the products were obtained by a high-level management of the quality system. The consumers purchasing products with this mark are guaranteed to use products that respect high quality standards.

The certificate is valid for one year and is renewable one month before the deadline. The ESMA, national standardization body in the UAE, has the responsibility to write issue and adopt the rules related to the products that affect the health, safety and the environment.

Since April 1, 2014, bottled drinking water and ice-based products are required to have the EQM mark, proving that the products meet the standards set by ESMA to protect the health of the consumer.

Procedure for obtaining the mark.

Exporters of bottled water in the UAE are required to register before you can export to ESMA on the Arab market. Failure to comply may result in the application of fines from about 6,000 to 20,000 Euros (DH 30,000 DH 100,000), depending on the severity of the violation, in addition to the ban on commercialization of water in the UAE until it is re-granted EQM.

The new procedure monitors the entire process water bottling: the source, the treatment process and the material used for packaging. The regulation is aimed at achieving the following objectives:

1. To harmonize the procedures for drinking water testing in the UAE and standardize the procedures for the treatment of drinking water imported and locally produced.
2. Ensuring the quality and safety of drinking water for consumers and ensure that all drinking water in the bottle is labeled with the brand EQM.
3. Ensure that all equipment and materials used are made of a material compatible with food and all plastics used are biodegradable and do not harm the environment.

ESMA must also ensure the conformity of the factory is to FSMS (Food Safety and Management System) standard requirements (ESMA) and must also oversee the material used in the production process, such as coolers, bottles, containers, tanks and pipelines make sure that these materials ensure the proper preservation of the water and are environmentally friendly.

Finally, remember that the price regulation of bottled water is not under the responsibility of Esma, but is monitored by the Ministry of Economy.

(Source www.newsmercati.com)

LEGAL FRAMEWORK UNDERWAY FOR ENERGY SECTOR

The UAE government is developing a comprehensive legal framework to regulate the energy sector, according to Matar Hamed Al Neyadi, Undersecretary of the Minister of Energy.

“This framework will regulate and defined energy production, energy resources, waste recycling and energy saving and all other issues related to the energy sector,” Neyadi told media on the sideline of World Green Economy Summit which opened in Dubai on Tuesday.

“We are coordinating with all government entities across the UAE to develop these rules and regulations,” he added.

The energy committee which develop the energy policy in the UAE has recently define that 24 per cent of power should be produced by clean resource.

The committee also set rules to recycle 75 per cent of the country’s waste. Currently 90 per cent of the UAE’s waste is dumped, while only 10 per cent are recycled, Neyadi said.

Through a panel discussion at the World Green Economy Summit, Adnan Amin, Director General of IRENA, said that building a green economy is the best way towards clean environment and to improve the lives of the people.



This can’t be achieved without bringing together the public and private sectors, he added.

“By 2020 the world population will reach 8.5 billion; therefore, demand on energy will be increasing,” he said.

“We all have a stake in the green economy and one of the most sobering issues for me is that meeting the increasing demand for energy, as well as averting catastrophic climate change, is possible, but only if we act now and triple renewable energy deployment in the near term,” Amin said.

“People often ask why IRENA is based in a hydro carbon economy. This is because it is here, in the UAE, where the vision is,” he added.

(Source: Gulf News 2014)

**500,000 MANPOWER GAP
SEEN IN CONSTRUCTION AND REAL ESTATE SECTOR**

54% of companies believe that design engineering skills are lacking among mid-level professional. Dubai’s construction and real estate sectors are facing a combined manpower shortfall of up to 500,000 heading into 2015, according to the findings of the Workforce Planning Study, which was commissioned by Dubai International Academic City (DIAC) and conducted by Deloitte.

The study showed that building and construction project management skills are most lacking among senior levels, according to 43 per cent of companies surveyed. Likewise, 54 per cent of companies believe that design engineering skills are lacking among mid-level professionals, followed by civil engineering skills. Among entry level employees, health and safety skills were identified as most lacking.

“The growth in the property and construction sectors is driven by strong economic and demographic fundamentals, and robust government spending. Yet, high attrition rates among expatriate labour force and lack of skilled labour are causing an increased labour cost, which amounts to up to 25 per cent of construction costs.

Furthermore, new green building standards have been developed in the GCC, focused on increasing energy efficiency and environmental sustainability. The continued growth of the construction industry will depend on its ability to address skill gaps and invest in new talent required to support technological developments,” said Dr Ayoub Kazim, Managing Director of Dubai International Academic City and Dubai Knowledge Village.

Real estate project financing, property pricing and appraisal, real estate evaluation, property market analysis and brokerage are also cited as key skills in demand. The resurgent construction market has also provided a need for skilled trades such as HVAC, plumbing and electrical engineering.

Students and graduates

The Workforce Planning Study surveyed over 2,400 students across 17 markets in the Middle East, Africa and Asia, as well as a cross section of companies.

The study is aimed to help empower students and graduates by providing a better understanding of the employment prospects in the UAE market. The real estate and construction sectors contributed 21 per cent of Dubai's growth in the first quarter 2014, according to the Dubai Economic Outlook report, and accounts for 7.8 per cent of the Emirate's overall GDP. Dubai has concluded the year 2013 with real GDP growth estimated at 4.7 per cent according to the Dubai Economic Department (DED).



Current forecasts show that Dubai expects to add 100,000 new residents per year, according to the Dubai Statistics Centre, and annual tourist arrivals that are expected to more than double to at least 20 million under the tourism vision 2020.

Expo 2020

In addition, Dubai's winning the bid to host the Expo 2020 is expected to be a major catalyst for development across all segments. HSBC estimates that about 45,000 new hotel rooms will be needed for the event, at a cost of more than Dh31 billion. The total infrastructure works for Expo 2020 is estimated at Dh12.54 billion, producing a large demand for talent and skilled workers to decent on the UAE for job opportunities.

The influx of expatriate workers required to meet this demand would primarily affect the residential property segment, which has already seen a jump of 23 per cent year-on-year (YoY) in rental rates. In light of that, Oxford Economics estimates that securing the Expo will create more than 277,000 job opportunities in the UAE between 2013 and 2021; with the majority of the new jobs in the construction and tourism sectors.

(Source: Gulf News)

USE OF TRADEMARKS PROTECT PRODUCTS AND CONSUMERS

Trademarks play an important role in the marketing and advertising policies companies follow, whether for self-promotion, services or products.

As many as 110 cases of infringement on trademarks were registered at the Department of Economic Development (DED) in Dubai in the first quarter of this year. Of them, 42 per cent were of infringements on well-known trademarks.

Abdullah Al Shehi, Director of the Intellectual Property Rights Section at the DED, attributed this to the fact an increasing number of companies are approaching the DED's Commercial Compliance and Consumer Protection Division to protect their trademarks. On its part, the division takes quick action and solves the cases in 10 working days.

"It has become obvious that many companies which own famous trademarks believe that the DED has the experience and potential to take swift action and protect their trademarks, thereby guaranteeing the product and the consumer simultaneously," Al Shehi said.

The rising number of cases also point to the increase in the varieties of commodities and products available in the market.

The cropping up of similar products has prompted manufacturers to use trademarks to make their products known and identifiable and act as a testimony to the quality of their products.

"Moreover, trademarks play an important role in the marketing and advertising policies companies follow, whether for self-promotion, services or products, to appeal to the spending instincts of the consumer and achieve a competitive advantage by ensuring that they invest funds for maintaining quality to seal their reputation.

"Businessmen use trademarks to distinguish their products and services from similar others."

The most number of trademark violations were noticed among automobile spare parts, cosmetics, perfumes and mobile phones. Many companies infringed the trademarks of popular brands of these products because they are expensive."

“We believe there is a need for a form of legal protection for the owners of trade enterprises whose brands are vulnerable to imitation and duplication, and which are commercially exploited without having a prior consent. Consumers also required to be protected from confusing and misleading products and services.”



The Commercial Compliance and Consumer Protection Division follows a set of legislative procedures to streamline trademark protection. Infringement on trademarks is classified as piracy when an unscrupulous trader uses a trademark or branding design that is identical to that of a popular brand and stick it on his products and services without permission; or when someone uses a trademark which is not his for the purpose of advertising his products and services; or when someone falsely claims that a trademark is registered under his/her name.

These are at the local level. In the international market, some famous trademarks might be used by some others than their real owners as a vehicle for marketing their products or services through the modern communication channels such as the Internet. This requires special legal protection.

“Eventually, the trademark protects the interests of the producers, distributors, traders, consumers and the economy. It plays a key role in attracting the consumers and the clientele to the products and services that bear the brand name. The essential function of the trademark is to determine the origin of the product and the type of goods or service so that the consumer is reassured about what he/she buys.

Firms' social responsibility in the interest of consumer

A major commitment of a business organisation is its social responsibility towards the society where it functions in. This commitment originates from the reciprocal relationship a company shares with the society.

Social responsibility comes in various forms, and by all accounts, is a profound social dimension. We believe several social and humanitarian obligations come under the purview of organisations, specifically the ones which are in direct or indirect contact with the consumer. These obligations are based on laws governing the protection of the consumer, labour laws, human rights, tradition and values.

They are also means for a company to ensure transparency in the treatment of a consumer, and undertaking financial responsibilities which serve the consumer. As far as the companies are concerned, they should ensure that the consumer is aware of his/her rights.

In light of this, the concept of social responsibility in marketing, which is the latest philosophy in marketing thought, is in line with the challenges faced by the consumer today. The philosophy aims to protect the society in general and the consumer in particular. It is not an exaggeration when we say that the protection of the consumer and social responsibility are two sides of the same coin; in both these concepts, the eventual target is the consumer.

A company's social and ethical attitude determines the quality of their products.

Social responsibility has changed the outlook of the companies towards the consumer, who is no longer considered as just a source for making money. Today, companies aim to win the satisfaction and loyalty of its consumers.

(Source: www.khaleejtimes.com)

Fine art comes of age in the UAE

With over 60 galleries and museums, viewing and buying art is now part of Dubai’s cultural agenda

Dubai: The month-long art season in Dubai that concluded last week demonstrated the maturity and coming of age of the art market here, further establishing Dubai as the regional art hub. Several record-breaking auctions were conducted during the season. With over 60 art galleries and museums in the city, viewing and buying art has now become an established part of Dubai’s cultural agenda. The scope of this development over the last eight or nine years can be gauged from the fact that in a span of a month, Dubai now hosts an active art calendar with the Dubai art week, Design days and Sikka art fairs all happening simultaneously.

This synergy has attracted art curators and galleries from around the world to display and interact here. This has helped Dubai evolve into an attractive art trade market.

All major auction houses and art fund houses have opened offices here and have been doing robust business. This is proof that good art sells at a high price and there are as many buyers in the market here as sellers.



At one of the most prominent spring auctions at the leading international auction house Christie’s in Dubai — that accounts for more than 74 per cent of the auction market in the region — over 140 art works were sold for a total of \$10.64 million (Dh39.11 million), an increase of 65 per cent on last year’s sale total and most of them far higher than their estimated prices.

The Pharaoh’s Collection of Modern Egyptian Art, expected to sell for around \$1.4 million (Dh4.68 million) made \$3.89 million (Dh 14.03 million). The top lot of the sale, also from the Collection, was Abdul Hadi El-Gazzar’s (Egyptian, 1925-1965) Construction of the Suez Canal which sold for \$1.02 million, a new world auction record for the artist.

Another record was broken by Iranian contemporary artist, Ali Banisadr, whose *Black* painting sold for \$339,750 (Dh1,24 million).

Commenting on the active art market here and the surge in sales, Hala Khayat, Head of Sales at Christie’s and specialist for modern and contemporary Middle Eastern and Iranian Art, says: “When Christie’s opened in 2005 its regional office in Dubai there were maybe five galleries active, no discussion about an art fair or other auction houses to be seen on the horizon. It is phenomenal how Dubai developed into the art space in the past eight-nine years.”

Investment in art is in many ways a promising business, points out Kurt Blum, curator of the online art shop Swiss Art Gate. “Some years ago, people were talking about investment in high-priced work and internationally renowned artists only, and we remember more the high figures for artworks from auctions sold in the Eighties which reached around \$20 million up to the recent work sold for more than \$100 million, than the steadily growing buyers, who want to invest in smaller amounts. The reason is that more wealthy people around the globe like to grab a piece of art, hence the prices will rise.”

What is the profile of the buyer today?

The profile of an art buyer, according to field experts, is not of someone who is extremely wealthy with loads of disposable income. There are younger buyers who are looking to invest in art as a means to diversify their portfolio. The most important thing about the buyers and sellers alike is their knowledge about the international art market. They are people who travel to all art fairs, exhibitions, biennales and auctions and have a good idea of what sells and what needs to be bought and stored for some time before it becomes an asset.

This was amply demonstrated by Young Collectors Auction this year, an initiative by Ayyam Gallery in Dubai, where young art lovers snapped up a number of Middle Eastern masterpieces worth around \$650,000 (Dh2.3 million), more than a threefold growth from the \$200,000 raised in 2009, when the first auction was held.

Last year, nearly half (45 per cent) of Christie’s customers participating in global online auctions were newcomers. The London-based auction house recently lowered the price threshold of contemporary Middle Eastern art to as low as \$1,500 to attract the young generation.

The notion that only rich people buy high-worth artworks has slowly changed in recent years as nouveau art collectors now have the option of buying online and paying through credit cards, which facilitates new investments.

With Blum says there has been a slow and steady growth in the online art market in the last five years.

“Today, the ‘common’ art buyer likes to spend smaller amounts and put his money in more than one basket. It’s also more popular as people like to present to a friend an investment in the form of an artwork than just to show a piece of paper for just purchased stakes. The diversified strategy helps all, the young emerging artist, the gallery, which is encouraged to put young art in their showroom and the buyer, who has purchased a valuable and promising work as a future higher-estimated asset. For me, the support of an emerging artist is very important. He/she can grow and get a confirmation about his/her work, and continuously has the opportunity to create new quality work,” says Blum.

Art as an alternative source of investment

Let us look at how art has grown over the years as an alternative asset. The entire art market of the world is worth \$65 billion (Dh234 billion) of which about \$15 billion (Dh54 billion) is investible art, says Salma Shaheem, Head of Middle Eastern Markets, for the Fine Art Fund Group. The fund manages art portfolios for big business houses and high net-worth individuals from the Gulf and Levant region.

“Art is an alternative asset and does not replace traditional assets. It is used to alleviate the risk in your traditional financial portfolio. When stocks and bonds go down, art goes up. It is a very important and effective asset class,” says Shaheem, who says their fund estimates the growth on each realised asset is about 18 per cent per annum.

How are price tags calculated?

Auction houses, galleries and art fund managers all have different methods of assessment while buying or selling art. The most important thing is to first work out a rough estimate according to the market value of an artist which again is based on how rare his art works are and what is the kind of demand in the market. Khayat explains the method by which their auction house adds a price tag to an art work before an auction.

“At Christie’s, we sell in 80 different categories and each has its own specialist team. So, when a client bring in, let’s say, a painting by Ali Banisadr [Iranian, born 1976], for whom we recently achieved the new world auction record, the entire specialist team would inspect the work and agree on an estimate, which reflects previous prices achieved for works by the artists.”

There are many ways to assess the standing or worth of a piece of art. However, the best way to buy art is to go armed with some knowledge about the artists and the period you are interested in.

All curators and art fund managers alike advise the best way to buy art is to go for what appeals to you.

“The most important thing for a buyer should be the consideration that he likes quality artwork, and that the aesthetical moment is higher than the financial thinking,” says Blum. Khayat agrees that people have to like what they buy first and that is the best test for a good investment.



Should we consider the Return on Investment (RoI) factor?

Samawi thinks art should never be bought just keeping an eye on the kind of Return on Investment (RoI) it can fetch as art takes a longer time to appreciate than assets of other kinds such as commodities, shares or bonds.

“We don’t believe that people should buy art with the intention of making a return. Returns on art take a long time so people that want to speculate and flip art in two-three years will not see the same returns as people who buy art for passion and let their children sell their art. It is after a five to ten year horizon that one can see real great returns on art. The other thing to consider is the pleasure value of art. Stocks and bonds do not have this but there is value in the fact that art can give you great pleasure and fulfilment in itself.”

So if you love fine art and have a tidy disposable income, try to invest in art for a stable and steady return.

(Source: *Gulf News*)

FROM ITALY: NEWS, EXHIBITIONS, AND MUCH MORE

4 - 7 APRIL. COSMOPROF WORLD WIDE BOLOGNA

From the 4th to the 7th April 2014, Bologna host **Cosmoprof Worldwide Bologna**, the leading 360° worldwide event for the professional beauty sector and an international platform for the cosmetics and wellness industry.

The event offered a rich calendar of events, workshops and conferences, giving the opportunity to its visitors of being updated on the latest trends and innovations of the Beauty universe.

As expected Cosmoprof 2014 was a great success, **numbering 207.238 of visitors, 2.450 of exhibitors and 400 top buyers** from overseas.

For more than 45 years, vast numbers of exhibitors, visitors and buyers from overseas have turned this event into a proper international “hub” where professionals and decision makers meet to develop their business.

8 - 13 APRIL. II SALONE INTERNAZIONALE DEL MOBILE

From Tuesday 8 to Sunday 13 April, Milan host the 53rd edition of the “Il Salone del Mobile”, the global benchmark for the Home Furnishing Sector.



The program included hundreds of events and exhibitions in various parts of the city, mainly including Brera, Tortona and Lambrate and also the well-known event **Fuorisalone, aka Design Week**, the exhibition dedicated to new trends and creations of contemporary design.

An invaluable tool for the industry as well as an ongoing, quite extraordinary promotional vehicle, the *Salone* made its first appearance in 1961, designed to promote Italian furniture and furnishing accessories on the export market, and it has continued to do so impeccably, ensuring that the quality of Italian furniture is known to all four corners of the earth, and continues so to do, with half of all its visitors coming from around the world.

After the success of the 2014 edition – attended by **311.781 trade operators** – the Salone Internazionale del Mobile is reconfirmed as the acknowledged exclusive showcase for the latest in furnishing, with a vast range of top quality products in every conceivable style.

The next edition will be held on 14th-19th of April 2015.

28 APRIL. “MADE IN” LAW TO BE VOTED

While in the world Made in Italy is more and more requested and bought, the mandatory label is now facing its strongest obstacle: the vote of the Council of the European Union. Where, at the moment, there is no majority, because of the opposition of Germany and Northern Europe Countries, and, therefore, has to be created. In the past, the law was not approved because of a single vote.

For this reason it will be important that “Made In” final approval – just voted with a large majority at the European Parliament – happens during the Italian Semester and that there will be the direct effort of the Prime Ministers of the different Countries.

This law requires the obligation of point out the origin of products realized out of the EU: so, when the law will be effective, what is product in China will be “Made in China”, what comes from Vietnam will be “Made in Vietnam” and so on. The national brand can be placed by side.

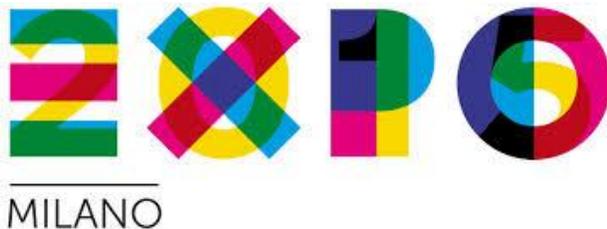
Europe is the only great area which does not require the mandatory label, required to exporters to USA or China. Its introduction will be a great step forward.

(Source: *CorriereEconomia*)

FROM ITALY: NEWS, EXHIBITIONS AND MUCH MORE

MILAN EXPO 2015. EXPRESSION OF INTEREST

Imagine a 110-hectare display area in which 130 countries will for six months take part in an exhibition a single theme: that of food. 21 million visitors are expected, attracted by the thematic clusters and their mouth-watering displays of an infinite array of ways of tasting the world's food – but where will all those who visit the site actually eat? Not only in the pavilions themselves, but also in the catering areas dotted around the exhibition district.



Expo has therefore published a manifestation of interest in order to identify leading catering firms and to single out one or more licensees to which the interior design, fittings and management of the retail catering areas will be awarded. The declared aim is to give the widest, most innovative overview possible of catering formats.

Four architectural typologies are envisaged in the technical specifications: 10 large "strip-like" buildings running at right angles to the Decumanus (the thoroughfare around which the site will be organised); two buildings at the East and West entrances; ten medium-sized "Service Unit" buildings, spread evenly over the site; and nine small buildings or "Kiosks", for takeaway food.

As for the type of service provided, the retail catering units awarded to the official licensees will be run as "Free Flow" self-service areas, Quick Service Areas (or QSAs) and Bars and will be divided into three sections: West, Central and East. Individual businesses or businesses that have temporarily grouped together took part in the manifestation of interest with a turnover of 70 million euros for the West and East Sections and of 100 million euros for the Central Section.

(Source: *host.fieramilano.it*)

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(Source: *CorriereEconomia*)

16 APRIL. MICROSOFT AND LA SAPIENZA UNIVERSITY : THE LABORATORY OF DIGITAL EXPERIENCE

Microsoft Italy and "La Sapienza" University (Rome) come together to offer free training to young people and small businesses.

The digitization program "to grow Digital" arrives in the capital and focuses on both the Cloud Computing Mobility is on two picks so essential as helpful to achieving a capillary SMEs, which, by themselves, forming almost 99% of companies on the Italian territory.

The Laboratory of Digital Experience (LED) wants to oppose the front of the digital divide by creating broad alliances between public and private appeals which have already responded to the Ministry of Education and Economic Development, the Italian Post Office Group, Unicredit and Intel.

(Source: *Il Sole 24 Ore*)

IICUAE ACTIVITIES: SEMINARS, WORKSHOPS AND CALLS

01.02.2014 - 04.02.2014

Mission and workshops of Marche agrifood companies

From the 1th to the 4th of February 2014, IICUAE organized, in collaboration with Sistemaeventi.it and on behalf of Marche Region, a business mission to Dubai involving Marche's companies specialized in the agri-food sector.



The mission was attended by 9 regional farms, engaged in business to business meetings with local operators, with the aim to promote their products and facilitate their entry into the UAE's and Gulf's markets. In preparation for the mission, IICUAE conducted market analysis for each company participating in the initiative, in order to assess their real potential and importers/distributors' interest on the products.

Furthermore, IICUAE also organized **two workshops** which resulted into **86 B2B meetings with 16 importers and 10 restaurants**, facilitated by the service of six interpreters. During the first workshop, at the Millennium Plaza Hotel, Marche's companies had also private meetings with the Emirati stakeholders.

On the second workshop, at the Italian restaurant "Donatello", Dubai WTC, **102 guests attended** and the Italian entrepreneurs had several meetings with leading restaurateurs and importers/distributors of Italian foods in the UAE.

Moreover, the local stakeholders had chance to test the products of the Italian companies, during a live cooking show, held by restaurant's chef under the supervision of Marche contractors.

The initiative was launched through IICUAE's magazine "Ospitalità Italiana", printed in 3,000 copies, distributed in over 100 restaurants in Dubai and Abu Dhabi, as well as in the main importers/distributors of food in the UAE.

Last but not the least, the Italian Consul Giovanni Favilli attended the event, among others, and sent the wishes of the Italian Ambassador in Abu Dhabi, Giorgio Starace, and the President of the Italian Chamber of Commerce Piero Ricotti.

(SOURCE: photo by @9Colonne)

5 FEBRUARY . SEMINAR WITH COSMOPROF

On 5th February 2014, at the Millennium Plaza Hotel, Dubai, IICUAE and representatives of Cosmoprof, the leading 360° worldwide event for the professional beauty sector, organized a seminar with the aim of promoting in the UAE the event 'Cosmoprof Worldwide Bologna', the international platform for the cosmetics and wellness industry.



The seminar also attracted potential new exhibitors and buyers from the UAE to the Italian event.

On this occasion, representatives of Cosmoprof provided the attendees with an insight on the event, highlighting the attractions available to the UAE operators interested in participating at the fair in Bologna.

08 MARCH 2014. IICUAE ELECTS ITS NEW PRESIDENT

The Italian Industry and Commerce Office in the UAE is pleased to announce the election of its new President, HH Sheikh Mohammed Bin Faisal Al Qassimi who was unanimously elected during the Board of Director's assembly, held in Sharjah, on the 08th of March 2014.



During the assembly, former President Piero Ricotti reminded the need to maintain continuity in Chamber's development policy which, over the course of its first 10 years of activity, reached a key role among the most efficient foreign Chambers. He also highlighted the need of a President with a high bond with the UAE, a distinguished person, taking into account upcoming offices' moving to Dubai.

Therefore, he proposed Sheikh Mohammed Bin Faisal Al Qassimi as new President, since he possesses all the above mentioned characteristics and has already been Vice President since Chamber's foundation in 2004. The attending Councilors applauded and unanimously approved the proposal.

On the same occasion, and following Ricotti's suggestion, the BoD also elected Roberta Calabre-

se as Vice President, being herself IICUAE'S Councilor since 2004. Moreover the new President suggested Councilor Roberto Granello to keep being part of the President Committee, seen his valuable efforts carried out in the past years in favor of the Chamber. Following the election, the President Sheikh Mohammed Bin Faisal Al Qassimi and the General Secretary Mauro Marzocchi gave to the former IICUAE's President, Piero Ricotti, a plaque, as praise for his 10 years of work. (photo).

The new Board elected:

H.E. Shaikh Mohammed Bin Faisal Sultan Al Qassimi

President
Chairman - Manafa LLC, Sharjah – UAE

Piero Ricotti

Vice President
Managing Director – Tecnosistemi, Dubai - UAE

Roberta Calarese

Vice President
Chief Legal Officer - Dubai International Financial Centre, Dubai – UAE

Mauro Marzocchi

Secretary General

Silvio Cattaneo
Franco Conzato
Gianluca Laliscia

Entrepreneur – Cattaneo Cravatte – Italy
Director – Padova Promex – Italy
Entrepreneur Sistema Eventi and Organizer of Endurance & Economic Forum Ita-UAE – Italy

Bhushant Gandhi
Giorgio Moretti
Silvano Martinotti
Giorgio Auguzzi
Roberto Granello
Luigi Landoni
Anthony Cerchiai
Marco Zucco
Luigi Giannini

Divisional Manager Food Service Division – Truebell Marketing & Trading LLC - UAE
Official Representative of Confartigianato – Italy
Entrepreneur – Italy
Official Representative of C.N.A. – Italy
General Manager – Kelmer Middle East – UAE
Head of Business – Intesa San Paolo Abu Dhabi Branch – UAE
GEB Area Manager, Assicurazioni Generali SpA – UAE
Lawyer - Meyer-Reumann Legal Consultancy – UAE
Vice President of Federpesca – Italy (to be approved)

President's Office:

H.E. Shaikh Mohammed Bin Faisal Sultan Al Qassimi	President
Piero Ricotti	Vice President
Roberta Calarese	Vice President
Roberto Granello	Entrepreneur
Mauro Marzocchi	Secretary General

**03 – 09 April 2014. China:
Meeting of the Secretary Generals of the Italian
Chambers of Commerce in Asia and Oceania (CCIE)**

Mauro Marzocchi, Secretary General of the Italian industry & Commerce Office in the UAE took part in the XV Edition of the Meeting of the Secretary Generals of the Italian Chambers of Commerce Abroad (CCIE) which was held in Beijing from the 03.04.2014 to 09.04.2014.

The Meeting was organized by Assocamerestero – the Association of all the CCIE - in collaboration with the Italian Chamber of Commerce of Beijing.

Representatives of Italian Institution and Chambers of commerce also participated in the meeting and interacted with the Secretary Generals present.

18 - 19 March 2014. Mission to Tuscany

Great success for the delegation of the Italian Chamber of Commerce in the UAE (IICUAE), following a visit in Tuscany, held on the 18th and 19th of March, during which sightseeing opportunities, investment and export in the oil rich monarchy were presented to Italian companies and institutions.

Many companies, in fact, have shown their interest in the Arab country, by contacting the offices of the Chamber of Commerce and providing business missions in Dubai and Abu Dhabi.

The meetings, organized with the support of International Walls and the Tuscany representative of the Italian Chamber of Commerce in the UAE, Sabrina Balestri, have seen the joint participation of some international institutions Italian, deeply committed to the promotion of Italy in the world.

In particular, the Consul General of Italy in the United Arab Emirates, Giovanni Favilli, the Secretary General of the IICUAE,

Mauro Marzocchi, and the Representative of ENIT Area Asia & Oceania – Dubai agency, Fabrizio Puglisi explained to entrepreneurs and local institutions, the vast potential of the UAE market.

Through the joint efforts of Walls International and Italian institutions, the Tuscany will play a prominent role in the coming months (and years) in the UAE, as a consequence, the whole area of the Gulf.

**04 and 05 April 2014. Tomirex International Summit 2014,
Abano Terme, Italy**

IICUAE Trade Analyst Jessica Scopacasa attended the “Tomirex International Summit 2014”, the third edition of a two days conference about the **internationalization of Italian companies**. Featuring 260 professionals coming from different countries, the conferences were held in Abano Terme on the 4th and the 5th of April 2014 and were recognized by the Board of Lawyers.

On behalf of the UAE - Chamber of Commerce, Jessica Scopacasa made a country **presentation about the UAE market**, legal, tax and corporate systems, Emirati free trade zones, incentives, risks and opportunities of doing business in the Arabic country. The IICUAE’s conference featured more than 30 professionals and represented a great opportunities for professionals and companies interested in starting a business in the Gulf region.

For more information about the Tomirex International Summit 2014, visit www.tomirexinternationalsummit.com.

**January - April 2014. Road show to Cosmoprof
Worldwide Bologna Exhibition**

The IICUAE promoted the most prestigious **‘Cosmoprof Worldwide Bologna’** exhibition held in Bologna (Italy), from the 4th to the 7th April 2014.

From January to April, IICUAE’S staff conducted a market analysis and a selection of buyers, also realizing direct interviews with local operators, in order to assess their real potential and interest towards the fair **‘Cosmoprof Worldwide Bologna’**.

According to Cosmoprof’s target, IICUAE created a database of local operators and media interested in the various sector of the beauty industry: **Perfumery and Cosmetics, Products equipment and furnishings for Beauty and SPA, equipment and furnishings for Hairdressers Products, Natural Products, Nails**. Also, IICUAE with the valuable support of Twister Dubai and ANSA boosted the event on the local media (the main sectoral magazine, daily newspapers and business).

21 – 24 April. ENIT Seminar.

“Naturally Italy”: the first Italian Natural Tourism Seminar in Dubai and Abu Dhabi



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ENIT Area Asia & Oceania – Dubai agency

c/o Italian Industry & Commerce Office in the U.A.E.
Email: dubai@enit.it / Tel: +971 6 5747099

facebook: **Italian Tourism Office - ENIT Dubai**
Antenna ENIT Dubai (enit.dubai)

On the 21st and 24th of April, ENIT Dubai (the Italian State Tourist Board) host “Naturally Italy”, the first certified seminar on the Italian Natural Tourism (Lakes, Parks, Volcanoes and Mountains). The seminar took place in Dubai at the “Millennium Plaza Hotel Dubai” and in Abu Dhabi at the “Hilton Hotel Abu Dhabi”, with the aim to improve Emirati tour operators and media’s awareness on Italy’s natural touristic attractions, still undisclosed to the Emirati public.

Being the first UNESCO World Heritage site, Italy is mainly known for its incomparable artistic treasures and its exquisite food. However Italy also features some of the most astonishing mountain landscapes of the world, with vertical walls, sheer cliffs and a high density of narrow, deep and long valleys. For examples, the northern Italian Alps host the Dolomites, awarded by UNESCO as unique world heritage and Sicily, the southern island, features mount Etna, the highest European volcano, a perfect location for alternative skiing holidays and unique trekking experiences.

For those who fancy a more fashionable thus relaxing vacation, Italian lakes will perfectly fit. Such as Lake Como, where Hollywood stars find an enchanted haven (see George Clooney and Brad Pitt) or Lake Garda, close to Gardaland, the biggest Italian amusement park.

Finally national and regional parks are spread all over the peninsula, covering mountains, seas, rivers and their banks, lakes and their environs, representing a suitable choice for customized Italian holidays.

On this occasion, ENIT Dubai also introduced the new Italian Tourism Promotional Campaign and the Italian destinations & Operators which will attend ATM 2014.

Last but not the least, an original ENIT knowledge certificate was issued to all participants.

For more information about The First Italian Natural Tourism Seminar in the UAE please visit www.enit.it or email to marketing.dubai@enit.it or www.facebook.com/enitdubai?ref=hl.

2 May. IICUAE selecting UAE companies for “Tech Agrifood”



IICUAE is looking for Emarati companies specialized in technologies and innovation in the fresh and processed fruits and vegetables, vine & wine, cereals sector. The selected companies will participate to “Tech Agrifood”, the Italian exhibition gathering partners from 14 countries to create exchanges and opportunities to develop business, scientific, technological partnerships.

Tech Agrifood will take place the 29th and 30th October 2014 in Parma, in the International context of [CIBUSTEC – FOODPACK](http://CIBUSTEC - FOODPACK) fair exhibition. Enquiries to info@iicuae.com.

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.

For membership enquiries please contact: exec@iicuae.com



**ITALIAN INDUSTRY & COMMERCE
OFFICE IN THE UAE**
Camera di Commercio Italiana negli E.M.C.
المكتب الإيطالي للصناعة والتجارة في دولة الإمارات العربية المتحدة

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