

Il 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.

NEW FINANCIAL ZONE FOR ABU DHABI ON AL MARYAH

The official launch of a new financial free zone on Al Marya Island, Abu Dhabi will shortly take place. It will cover an area of 1,680,323 square metres, will be the emirate's fifth free zone and its aim is to anchor more investment in the city. – (Source : *The National*)

KEYCODE CROSSES THE EUROPEAN BORDER TO THE UAE

After the recent partnership with the London Holbi Datalink UK, KeyCode continues the process of its internationalization and now arrives in the UAE thanks to a new distribution agreement with the web agency ,Five Ocean Computers in Dubai.

Five Ocean Computer will handle the marketing of the three solutions of the Italian software house -WebHat, WebHat Newsletter and WebHat eCommerce- already used by more than 4,000 companies in Italy. – (Source : *Informazione.it*)

CHAMBERS OF COMMERCE WORLD CONGRESS IN QATAR 2013 AND IN TURIN IN 2015

The Torino Chamber of Commerce was present at the Doha World Chamber Commerce 2013, a congress which every two years brings together the chambers of commerce around the world, with a stand of 54 square meters, which looks as elegant as the stage of the Teatro Carignano.

The purpose of their presence is in view of Turin sponsoring the World Chamber Commerce 2015 in Turin. – (Source : *Eco di Torino*)

90 ITALIAN COMPANIES PRESENT IN 'PROJECT QATAR'

90 Italian companies were present at the construction trade fair 'Project Qatar'. Although, the country with even more companies at the fair will be UAE (100 companies), but Italy will be amongst the top five countries among all participants with 90 companies. – (Source : *ANSA*)

MOTORBIKES, PENS AND CHOCOLATES. WHAT DOHA LIKES ABOUT ITALY?

Some of the renowned Italian companies that participated in the recent World Trade Forum in Doha - Guido Gobbino's chocolate which represent the "Piemontese" tradition in this field, Aurora with its luxurious fountain pens made of precious metals and gemstones, GP design which produces customized motorbikes, Mabele with its new designs of furniture entirely made of steel and Fisico with its luxurious beachwear. – (Source : *La Stampa*)

UAE PARTICIPATION SET TO BE LARGEST AT 'PROJECT QATAR'

UAE hosted the largest national pavilion with the presence of 100 companies at 'Project Qatar 2013', the event which gathered buyers, suppliers and decision-makers from the construction sector.

The UAE pavilion represented the growing trade exchanges between the two countries in the last ten years. Project Qatar and IFP together with Dubai Export and the Sharjah Chamber of Commerce and Industry have become strong partners thanks to the yearly participation to the event. Some of the Emirati exhibitors were Emirates Steel, Valbruna Gulf FZE, Unique factories, SAYES, SIMCO, Hadelay, Gale Pacific and many others. – (Source : *Gulf News*)

SECRETS OF DUBAI'S EXPO PLANS REVEALED IN THE BID DOSSIER

The Dubai Expo 2020 bid document shows a wide range of subjects, such as budget, safety, location and entertainment. It is divided into 20 chapters covering a lot of themes like: Merits of the City and Region, Designing and Using the Expo Site, Approach to Sustainability and The Legacy of Dubai Expo 2020. The site is supposed to be 438 hectares where a calendar of continuously changing shows and events will take place. – (Source : *The National*)

NEED FOR A LOCAL PRESENCE TO CONTROL CONTRACTS AND PROJECTS

There are several opportunities that the region of the Persian Gulf can offer to international companies and also to Italian companies in the health sector. These opportunities include hospital building, supplies (95% of hospital equipment marketed in the Gulf countries are imported), health informatics (creation of a national health register in Qatar, UAE and Oman), training (agreements with hospitals and universities around the world) and facilities management (negotiation between Italy and Abu Dhabi for the construction of a centre for robotic surgery). – (Source : *Il Sole 24 Ore*)

PLANS TO BUILD FIRST-OF-ITS-KIND ROBOTIC SURGERY CENTRE IN THE UAE

Italian surgeon, Adolfo Panfili is planning to build a multimillion-dirham robotic surgery centre in the UAE. In the centre every kind of robotic surgery will be performed and there would also be a training centre for surgeons.

The Italian doctor is now in talks with Emirati investors as the cost of the centre is estimated at \$20 million. – (Source : *The National*)

ITALIAN PIANIST, CESARE PICCO, IN ABU DHABI FOR SOLO PERFORMANCE

The Italian pianist Cesare Picco and his performance *Piano Calling* will take place in Abu Dhabi on 6th May.

His last performance in UAE was last year at the Abu Dhabi Festival when he supported the Iraqi musician Nasser Shamma. Picco is famous for his improvisational technique. – (Source : *The National*)

TOURISM FROM THE UAE TO ITALY, TO RISE BY 5-7% IN 2013

Santino Adriano Berrino, president of the Italian Tourism Union on a business trip in the UAE, stated that it is expected to see an increase of UAE tourists to Italy by 5-7% in 2013.

Italy is the second most common tourist destination in the UAE for non-residents. He added that tourism from Middle East would benefit not only Italy but also Europe. – (Source : *Gulf News*)

HERITAGE OF MOTORING BRANDS IMPORTANT IN 2013

Recently held was an event organized by Aston Martin to celebrate its 100th birthday. The event was held at the Burj Al Arab with the performance of a stuntman and an helicopter.

It has been noted that the heritage of the motoring brands is important, and how brands such as Ferrari and Lamborghini have always given attention to praise their history. This strategy turned out to be really worthwhile. – (Source : *The National*)

ITALY-UAE SEES A GROWTH IN EXPORTS FOR 2012

The results of the Italian Export data in the UAE analysed by the Italian Chamber of Commerce in the UAE and ICE shows that 2012 as compared to 2011 has seen a sharp yearly growth by 16.56%. It focuses on the best performing products and the best performing Italian regions.- (Source : *Milano Finanza*)

ITALIAN BEEF ALLOWED BACK ON UAE SHELVES

The ban on Italian Beef and Beef products by the UAE Ministry of Environment and Water has finally been lifted. The ban was earlier imposed as a result of the mad cow disease which had spread throughout Italy in 2001.

To import Italian beef, there should be a valid and accredited veterinary certificate of origin and the Halal slaughtering certificate. – (Source : *The National*)

NEWS.....contd.

ITALIAN TRADITION CONQUERS THE UAE MARKET

In an interview with Mr. Antonio Ferraioli, President of Tradizione Italiana, an emphasis is thrown on the importance of Gulf food for Italian food operators as it has become a sort of a bridge between Italy and the Middle East. - (Source : *Il Denaro*)

PLACEMENT CENTRE IN DUBAI : CA` FOSCARI

The new project of Ca' Foscari University (Venice) is centred on a Placement Office in the UAE. This project aims at helping Ca' Foscari students find work experience in this country. The office will open in Autumn in the Italian Chamber of Commerce office in the UAE.

The staggers will search for Italian companies working in the UAE, which can be of interest for all the students. Mauro Marzocchi, Secretary General of the Chamber of Commerce in the UAE, states that there are a lot of opportunities in the UAE and it could be the ideal place for qualified workers. - (Source : *Corriere della Sera*)

A MEGA YACHT FOR THE SHEIKH

A mega yacht 'Sanlorenzo 40Alloy', produced by the Italian ship manufacturer Sanlorenzo, has been sold to Sheikh Mohammed bin Rashid Al Maktoum, ruler of Dubai. The ship was exposed at the Dubai Boat Show 2013. - (Source : *La Repubblica*)

LOCAL PRESENCE IS NEEDED TO FOLLOW PROJECTS

The region of the Persian Gulf offers several opportunities to international companies and also to Italian companies in the health sector. These opportunities include hospital building, supplies (95% of hospital equipment marketed in the Gulf countries are imported), health informatics (creation of a national health register in Qatar, UAE and Oman), training (agreements with hospitals and universities around the world) and facilities management (negotiation between Italy and Abu Dhabi for the construction of a centre for robotic surgery). - (Source : *Il Sole 24 Ore*)

THE CHAMBER – RECENT ACTIVITIES

A synopsis of the activities recently undertaken by the IICUAE with the aim of promoting Italian companies in the UAE and vice versa.

INSTITUTIONAL MISSIONS / EVENTS : During the period March - April 2013, IICUAE organized individual missions / events for Italian companies to the UAE/Qatar with the objective of building relationships between the operators of both countries.

02-06.03.2013 - UAE : Inbound Mission - Cosenza

A delegation from Cosenza visited UAE on 3rd & 4th March 2013. The delegation was comprised of personnel from the Cosenza Chamber of Commerce and the purpose of this mission was a sort of a scouting within the food and ICT sector in the UAE, in preparation for an outbound mission that will be organized to Cosenza in May 2013.

- 1) Ms. Anna Maria Sacco – Manager , Services to the firms for foreign markets
- 2) Mr. Gennaro Convertini – President, Association of Italian Sommeliers'
- 3) Ms. Silvana Bernardi – Project Manager, Services to the firms for foreign markets

The delegation had official meetings with the Italian Consul General, MMI and Truebell Marketing and as well as toured the Internet City, Dubai Mall and Mercato Mall to get an overview of the ICT and food sector in the UAE.

20.03.2013 - UAE : Seminar - ANSA

On the 20th March 2013, the Italian Chamber of Commerce (IICUAE) organized a meeting to present the latest figures of the Italian export to the UAE and the opportunities offered by ANSA, the Italian News Agency, to the Italian companies in the UAE. The event, held at the Millennium Plaza Hotel Dubai, saw the participation of over 20 Italian firms, in the presence of the Italian Consul General to Dubai, Mr. Giovanni Favilli, the Commercial Attaché of the Italian Embassy to Abu Dhabi, Ms. Viviana Caponi, the Director of the Italian Trade Commission, Mr. Ferdinando Fiore, the President and the Secretary General of the IICUAE, Mr. Piero Ricotti and Mr. Mauro Marzocchi. The Italian Chamber of Commerce disclosed the latest figures of the trade flow between Italy and the UAE, which show an increase of 16% on the Italian export to the UAE in 2012 compared to 2011, reaching a value of over 5.5 billion euro.

Ms. Nabila Zayaty, Project Manager for Middle East and North Africa of the ANSA, took then the floor to promote the new coverage opportunities offered by the News Agency to the Italian companies and institutional bodies in the UAE. ANSA has signed an agreement with Assocamerestero, the Association of the Italian Chambers of Commerce Abroad, in order to facilitate the spread of news related to the Italian business around the world through the platform put in place by Italy's leading news agency.



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20-21.03.2013 - ITALY : Outbound Mission – SEP Padova

On the occasion of the SEP tradeshow in Italy (www.seponline.it) dedicated to the environment, Padova Promex – Special Agency of Chamber of Commerce of Padua organized a workshop in Padua on the 20th & 21st of March 2013.

Within this apex, our Chamber was given the responsibility of selecting a buyer from the UAE to participate in the workshop. The company, DulSCO LLC, which was selected from UAE enjoyed an all expense trip to Italy and had the opportunity to meeting with over 25 Italian suppliers from the region of Padua , Italy.



15-16-04.2013 - UAE : Inbound Mission – Aeronautical Sector

The Italian Chamber of Commerce in the UAE under the auspices of the Italian Embassy to the United Arab Emirates, organized an institutional mission consisting of a delegation from Piedmont Region in the aeronautical sector. The delegation was in the UAE from the 15th - 17th April 2013, and met with various operators in the UAE aeronautical sector such as : Strata Manufacturing, Fincantieri, Dubai Airport Freezone, Dubai World Central, Al Ain International Aviation Academy, Mubadala, Finmeccanica and Dubai Air Show to explore possible business opportunities and future collaborations with the Piedmontese aeronautical pole.

Piemonte Region, in North-West of Italy, is home to an important aerospace and defence pole, concentrated in the area surrounding its capital city: Turin. Here five international players such as Alenia Aeronautica, Avio Group, Microtecnica, Selex Galileo and Thales Alenia Space, together with a group of 3,000 SMEs, register a 2.6 billion € turnover. The Piedmontese technical-productive specialisation, both in manufacturing and technical services, can be applied to the development of aircrafts, motors, propellers, satellites, infrastructures as well as ground and on-board control systems. The technical industrial services vary from project design to model making, from industrial design to structural calculation but also include the manufacturing of specialised software and the implementation of laboratory tests. A unique feature of Piedmontese aerospace and defence companies is also the ability to produce parts or carry out specialised works based on buyers' design and specifications.

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02-06.03.2013 - UAE : Verbano Velluti
www.verbanovelluti.it

Verbano Velluti Srl established more than **30 years** ago is specialized in the production of velvet ranging from furnishings to clothing:

- Velvets for **chairs, sofas, armchairs** (in cotton, wool, linen and dralon)
- Velvets for **cinemas, theatres, hotels, buses** (fireproof fibers)
- Velvets for **clothing** (cotton 100%)

08-11.04.2013 - UAE : Argiolas Formaggi Srl
www.argiolasformaggi.com

Argiolas Formaggi is a modern milk processing factory operating in the dairy field for the last 50 years. The company specializes in the production of typical Sardinian cheeses and dairy products derived from sheep and goat's milk of an exclusive local origin. Their cheeses can be classified as : soft, semihard, hard, spreadable, D.O.P., grated and Ricotta.

13-19.04.2013 - UAE : Casa Extra Clima
www.casaextraclima.it

Casa Extra Clima constructs wood eco-sustainable buildings with high energy efficiency. Their products are not classically designed as wooden houses, but as a modern edge that solves the problem of sustainability in the field of small houses or taller and bigger constructions.

14.04.2013 - UAE : Network Training

The company offers training services to companies in order to shape cross-sector skills. Over the course of the years, Network Training has developed a new and innovating application called the Learning Application which is a new way to carry out training and is targeted to companies willing to embrace innovation exploiting the potential provided by the latest generation of mobile devices. It is *mobile learning*, i.e. training supported by mobile devices (for example smart phones and tablets).

14-15.04.2013 - UAE : Rosmundo
www.finedreamjewels.com

Handmade jewellery in gold with diamond and precious stones.

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PROMOTIONAL & NETWORKING OPPORTUNITIES

IICUAE extended the support of its office in promoting Italy in the UAE through several promotional programs and meetings.

06.03.2013 – Aperitivo Italiano at Giannino



30.03.2013 – Juventus Club Meet

After the big success of Napoli vs Juventus, the Juventus Club DOC Dubai's Team organized another event on Saturday 30th of March for the Big Match Inter vs Juventus at Giolitti.

04-08.04.2013 – Asia Area Meeting

The Italian Chamber of Commerce in the UAE took part in the annual area meeting of the Italian Chambers of Commerce of Asia and South Africa (5-7 April). The 2013 meeting, held in Tokyo, focused on the theme of "Urban Sustainability". Urban sustainability has come to represent in fact a key-factor both in the (over) urbanized and the (rapidly) urbanizing world: an area where the needs of human society meet with the innovations of technology and the impoverishment of the natural environment. The importance of a conscious linkage between the three has been made evident by the outcome of recent events and calamities that represent a threat to the survival of our species. Within this frame, a seminar brought together world experts who addressed some of the most updated topics of sustainable architecture, renewable energy and green policies, as well the representatives of the Italian Chambers of Asia and South Africa, who discussed the situation in their countries and possible common projects on the theme. The Area Meeting in Tokyo was also an opportunity to develop collaboration within the network of Assocamerestero and coordinate the services provided in the respective countries.

13.04.2013 – Aperitivo Italiano at Rixos Hotel, Palm Jumeirah



UPCOMING TRADE FAIRS

A list of upcoming trade fairs both in UAE and Italy for the period March 2013

UAE

| Date | Place | Exhibition | Sector |
|---------------|-------|------------------------------|---|
| 28-30.05.2013 | Dubai | Beautyworld Middle East | <u>Cosmetics</u> : Beautyworld Middle East is a highly anticipated trade show cum exhibition in the offing dedicated to the sector of beauty and cosmetics. |
| 11-13.06.2013 | Dubai | Hardware + Tools Middle East | <u>Hand & Machine Tools</u> : Hardware+Tools Middle East is the region's only dedicated trade exhibition for tools, hardware, materials and machinery. |
| 11-13.06.2013 | Dubai | Automechanika Dubai | <u>Automobile</u> : Automechanika Middle East is one of the most eagerly anticipated automobile sector trade events in United Arab Emirates. |

ITALY

| Date | Place | Exhibition | Sector |
|------------------|---------|-------------------------|--|
| 25-29.05.2013 | Verona | SIAB Expo | <u>Agriculture & Forestry</u> : SIAB Expo is one of the most important European events dedicated to the sector of technologies and raw materials for production of bread, pasta, pizza, confectionery and ice cream. |
| 31.05-03.06.2013 | Veron | Vicenzaoro Italian Club | <u>Gems & Jewelry</u> : Vicenzaoro Italian Club is a four day event that will be held in Vicenza in Italy. This event plays a crucial role in the development of the jewelry industry of Italy. |
| 05-06.06.2013 | Bologna | Smau Bologna | <u>Computer</u> : Smau Bologna as an event that accumulates the best industrial decision makers and leaders in unison of ideas and expert knowhow connected to the information and communication technology field. |
| 15-18.06.2013 | Brescia | Expo Riva Schuh Italy | <u>Leather Products</u> : Expo Riva Schuh is a global event related to the leather sector. |

For a list of detailed exhibitions please visit the websites;

UAE - <http://www.biztradeshows.com/unitedarabemirates>
 ITALY - <http://www.biztradeshows.com/italy>

MEMBERSHIP

Membership Opportunities with the Chamber

We would like to welcome the following new members to our Chamber;

| <u>Company</u> | <u>Sector</u> | <u>Website</u> |
|--------------------------------------|----------------------------|--|
| ➤ Emirates Gourmet Trading | Food import & Distribution | www.emiratesgourmetdubai.com |
| ➤ Ms. Alessandra Chierogato | (Individual) | n/a |
| ➤ Verbano Velluti Srl | Textile | www.verbanovelluti.it |
| ➤ Ms. Giuliana Giormani | (Individual) | n/a |
| ➤ CAME Gulf FZCO | Automation | www.camegulf.ae |
| ➤ Nais Italian Kitchen JLT | Hospitality | www.naiskitchen.com |
| ➤ Giolitti Roma Dal 1900 | Hospitality | www.giolitti.ae |
| ➤ Donatello Lounge & Restaurant DWTC | Hospitality | www.donatello-hoteldubai.com |
| ➤ Massimiliano Mingolla | Marketing | n/a |
| ➤ R.Di Sienna Consulting JLT | Legal Firm | www.rds.ae |
| ➤ Perfetti Van Melle | Confectionery | www.perfettivanmelle.com |
| ➤ Ingeteam S.R.L | Renewable Energy | www.ingeteam.com |
| ➤ Argiolas Formaggi | Food | www.argiolasformaggi.com |
| ➤ Rosmundo di Rosmundo Giarletta | Jewellery | www.rosmundo.com |
| ➤ Casa Extra Clima | Construction / Engineering | www.casaextraclima.it |
| ➤ Giuseppe Carino | Wood ./ Furniture | www.cariinoporte.com |
| ➤ Scarimec Srl | Steel | www.scarimec.it |
| ➤ Giacomello SpA | Steel | www.giacomello.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 105 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: B2B@iicuae.com



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