

# Il Notiziario

Italy – UAE Business News

A publication of the Italian Industry & Commerce Office in the UAE, Sharjah

Vol. No.5 – September 2012

**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.

## DUBAI MARITIME CITY AUTHORITY AND SHIP-TO-SHIP GLOBAL INDUSTRY LEADERS MEET TO DISCUSS TRANSFER OF OIL CARGO BETWEEN TANKERS

Dubai Maritime City Authority (DMCA) has the role to regulate and supervise the maritime sector in Dubai and to ensure sustainable growth and development to the marine industry. DMCA recently held its second annual Ship to Ship Forum (STS) which aim was discussing how the public and the private sectors can cooperate to ensure the protection of Dubai and the sustainability of its marine industry. The existing regulations are refined and renewed continuously to prevent pollution generated by ships. The Ship to Ship Key Performance Indicators Forum discussed new developments in the regional and international maritime industry, reaffirming Dubai's status as a global maritime leader. (ONLINE – AMEINFO)

## 'IL SALONE NAUTICO DI GENOVA SI PRESENTA A DUBAI'



On 10<sup>th</sup> September *Liguria International, Fiera di Genova* and UCINA, together with ICE Dubai, discussed at the *World Trade Center* of Dubai the organization of the 52<sup>nd</sup> edition of the *Salone Nautico Internazionale*, which will take place in Genova. *Liguria International* signed an agreement with *Fiera di Genova* in order to implement and promote this and other activities in foreign markets, such as the UAE. A similar agreement was signed also with UCINA. Thanks to the above mentioned agreements, the next edition of *Salone Nautico* will take place out of Italy in order to improve the presence of foreign buyers **coming from strategic markets such as the UAE. In fact UAE market records a growing interest in yachts, luxury liners and smaller ships and shows a deep interest in Made in Italy products.** (ITALPLANET NEWS)

## ABU DHABI SUSTAINABILITY WEEK TO ADDRESS KEY SUSTAINABILITY CHALLENGES

Abu Dhabi Sustainability Week (ADSW) will take place from January 13 to 17, as a key event for sustainability politics in the UAE. It will gather 30,000 participants and will prove UAE's leadership in sustainable development. Discussions during ADSW will work as a platform enabling governments, enterprises and organizations to provide possible solutions, partnerships and investments to reach important goals in matter of sustainability. Being one of the major global consumers of water and electricity, the UAE are aware of the necessity to diversify the sources of energy in order to enhance growth and development. This attitude of the UAE could be an important point of interest also for investments in the country. (ONLINE – AMEINFO)

**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.



## **JOB OPPORTUNITIES IN THE UAE**

From last year the job opportunities in the UAE has increased from 11% to 15%. This rate regards in a particular way tourism, hospitality and retail trade. After the Arab Spring tourism increased in the UAE and decreased in other regions and cities of the Middle East now considered no longer safe. On the other hand building industry, financial and banking sector still suffer the effects of global financial crisis of 2008. Opportunities are increasing also in the manufacturing sector, in engineering, in public health and education. (ANSAMED)



## **INDUSTRIAL, ENERGY SECTOR AMOUNT FOR MAJOR GIC INVESTMENTS**

Gulf Investment Corporation (GIC) contributed to around 60 investment projects in the six GCC countries, over the past seven years, with a value amounting to USD 30 billion, GIC CEO said in remarks public Monday.

The GIC was formed in 1983 by the six GCC governments (Bahrain, Kuwait, Qatar, Oman, Saudi Arabia and United Arab Emirates) to stimulate private enterprise by funding projects to encourage economic and social development. (KUNA)

## **SMALTO & CHALHOUB TOGETHER IN THE GULF MARKET**

Men's fashion brand *Smalto* recently signed a partnership with *Chalhoub Inc.*, a company of *Chalhoub Group* specialized in retail and marketing of luxury brands in the Middle East. Thanks to this agreement, *Chalhoub Inc.* will become the exclusive distributor of *Smalto* in the UAE and in other Middle Eastern countries. This choice of collaboration was made by *Smalto* Company in order to improve its presence and development in foreign market, especially in the Middle East. The development plan is to open 5 *Smalto's* shops in 2014 and increase the number of multi-brand. This partnership surely proves *Smalto's* great potential in the UAE and in the Middle East thanks to its high quality fashion collections. (PAMBIANCO NEWS)

## **UAE HAS THE LARGEST SHARE OF MENA CONSTRUCTION PROJECTS**

There is currently an estimated US\$4.2 trillion worth ongoing construction projects in the MENA region, with the UAE representing the biggest slice of that, at US\$698 billion . With sectors such as heating, ventilation and air conditioning (HVAC), expecting to see annual growth of nine per cent over the next three years, the opportunities being presented across the region continue to remain at the forefront of the world's construction industry.

With the GCC HVAC industry worth around \$6.4 bn it is not surprising that this sector represents the biggest at the event, Another sector with increased presence at the 2012 event is Kitchen, Bathrooms, with the UAE market size for these materials in 2012 reaching nearly \$1.2bn, a 3.5 per cent increase from 2010 . With the recent Euro Zone crisis, and a slowing down of industry across countries affected by these challenges, the Middle East's influence in construction has become a key focus for the world's industry and our exhibitors come here to do serious business.” (CA News Network)

**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.

## UNICREDIT OFFERING NEW SERVICES TO ITALIAN ENTREPRENEURS WISHING TO EXPORT

It's name is *UniCredit International* and it's the new line of services of *UniCredit* banking group dedicated to internationalization of enterprises. Since the start of global financial crisis, Italian export increased contributing significantly to Italian companies' turnover. The further growth of Italian exports will be crucial to reverse the downward trend of GDP and this will be *UniCredit International* project's mission. This new line of services is based on four main points: *Knowledge of markets, Search for business counterparts abroad, New dedicated products* and *Consultancy in Italy and abroad* ([WWW.01NET.IT](http://WWW.01NET.IT))

## GRAND SUCCESS OF THE RECENT CONFARTIGIANATO NOVARA MISSION TO THE UAE

Confartigianato continues to organize business missions in order to stimulate positive data resulted from Novara's economy export performance. Last mission took place in the United Arab Emirates and in Qatar. The project has been carried out by Italy Export and Italian Industry and Commerce Office in the UAE. This project gave to Italian companies the possibility to participate in many B2B meetings with local operators, thanks also to the financial help of Piemonte region aimed at internationalization. Intesa San Paolo Bank took part to the project and helped Italian Companies providing them offices in Dubai for their future business meetings. ([WWW.OKNOVARA.IT](http://WWW.OKNOVARA.IT))

## DUBAI'S DAMAC REPORTS REAL ESTATE GROWTH



Dubai's luxury developer Damac Properties has said in a recent report that it is outperforming, which suggests Dubai's prime property has experienced a 5.6 percent increase over the past six months.

Damac said in a statement that it was seeing strong interest from investors from Saudi Arabia, Russia and India who were 'looking to Dubai for sound investments'.

The latest report from global property consultancy Knight Frank, which tracks the top five percent of mainstream housing markets, showed that Dubai's market is continuing to see an upturn in real estate valuations in the luxury sector.

The report comes as the Dubai Land Department announced the highest number of unit sales and unit value recorded during any July on record, reaching more than AED 2 billion.

DAMAC Properties Senior Vice President, Niall McLoughlin says specific sectors are showing encouraging results. "Serviced apartments are seeing the biggest growth for DAMAC Properties in recent months with clients demanding the highest quality design and finishing."

"Confidence is coming back to the Dubai market and investors are looking to capitalise on some great offers. We are set to see an increase in valuations throughout the rest of the year and into 2013," he added.

According to the report, Dubai remains in the top performing 15 cities worldwide and number one in the Middle East throughout Q2 with buoyant Asian markets and resurgence in the main European capitals providing a stimulus for growth. – (CA NEWS NETWORK)

**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.

## **DIRECT ROME-ABU DHABI FLIGHTS AND EXPANDED ALITALIA CODESHARE**



Etihad Airways and Alitalia today announced that direct Rome-Abu Dhabi flights will commence on December 1, 2012. Subject to government approvals, Alitalia will operate the four weekly codeshare flights using an Airbus A330 aircraft. The flights, with seating capacity for 230 passengers, will operate on a split schedule, ensuring maximum connectivity over Etihad Airways' Abu Dhabi hub. Etihad Airways will place its 'EY' code on the new Rome (Fiumicino) flights, building on the daily service already operated to the northern Italian city of Milan.

## **NEW JV TO BUILD USD 400M OMAN STEEL PLANT**

Investors from the United Arab Emirates, Saudi Arabia and Oman have announced a new joint venture to build a steel plant in Oman with a total capital of \$400 million. The announcement of the joint venture – named Dhofar Steel – was made Sunday at the end of the Gulf Partnership and Investment Forum in Salalah, Oman, according to a report published today by Saudi Gazette. The shareholders include Al Suwaidi Group, Al Tuwairqi Group and Salalah Development Company.

The plant will produce one million tons of steel a year. –  
*(MENA FN)*



## 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.

### PROMOTIONAL & NETWORKING OPPORTUNITIES

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

#### 15-20.09.2012 - UAE / QATAR : INBOUND TRADE MISSION FROM CONFARTIGIANATO NOVARA

Our office in coordination with Confartigianato Novara organized a multi-sectoral incoming trade mission to the UAE and Qatar. The Italian companies from Novara had the opportunity of approaching the Emirati and Qatari markets to initiate business relations with the local operators.

Following the promotion of the initiative amongst the companies of Novara by Confartigianato of Novara, the IICUAE carried out a pre-indagine for each company in order to evaluate its potential in the local market and organized an agenda of 5-6 B2B meetings with local operators for each Italian company. The IICUAE also took care of the logistic organization of the mission (accommodation, car rental with drivers, interpreters, welcome briefing, networking dinner, etc). The Confartigianato of Novara coordinated the mission for the Italian part and accompanied the companies during the mission to the UAE and Qatar.

The delegation saw the participation of the following companies;

- 1) Casapiu` : Mosaic fine detailed countertops and surfaces for traditional or contemporary luxury bathroom environments.
- 2) Castano : Doors and Interior Furniture in Wood for shops, offices and warehouses of food companies.
- 3) Elka : Taps and bathroom accessories designed for navigation, caravan and camper.
- 4) Gioira e Redi : Sanitary faucets for bathrooms and kitchen
- 5) Legoplast : Plastic, PVC and Polypropylene packaging for the Clothing Sector
- 6) Magma di Paolo Guaglio : Machineries and plants to mix polyurethane, epoxy, phenolic resins, silicon resins, etc.
- 7) Mastro Cesare : Bakery products, BREADSTICKS (GRISSINI)
- 8) Pintonfond : Realization of large-scale projects - Artistic Forging in bronze, copper and brass
- 9) S.G.Srl : Ingenius - Production and sale of A revolutionary patented system with fast coupling valves connected to the water line
- 10) Verbano Velluti : Velvet, strictly made in Italy for furnishings & clothing.



## 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.

---

### 19.09.2012 - DUBAI, UAE : ITALO-ARABA CHAMBER OF COMMERCE VISIT TO THE UAE

On the occasion of the visit of an institutional mission from the Region of Sicily and in collaboration with the Italo-Arabo Chamber of Commerce and Oriens Consulting (Abu Dhabi), the Secretary General of the Chamber carried out a presentation with the representatives of the mission, which were comprised of Directors & Managers in charge of Foreign Affairs to provide them with an overview on the UAE market and the best practices followed in the UAE.

---

## UPCOMING EVENTS

Future Events of the Chamber

---



### 6<sup>TH</sup> TRIESTESPRESSO EXPO : TRIESTE, ITALY : 25<sup>TH</sup> – 27<sup>TH</sup> OCTOBER 2012

The **6th TriestEspresso Expo** will be held in **Trieste, Italy** from **October 25-27, 2012**

The world leading biennial B2B exhibition - organized by Aries Trieste Chamber of Commerce in cooperation with Assocaffè Trieste - is the leading international exhibition in the theme of the espresso coffee trade industry. This year's edition has over 200 exhibitors and the exhibition is an event that brings together all aspects of the coffee industry under one roof in an exhibition designed for international coffee industry professionals.

For further details on the events, kindly visit the following link: <http://www.triestespresso.it/eng/home.htm>

---

### 06-09.10.2012 - UAE : INBOUND TRADE MISSION FROM NOVARA

Our office in coordination with the Novara Chamber of Commerce will organize a multi-sectoral incoming trade mission to the UAE. The Italian companies from Novara will have the opportunity of approaching the Emirati market to initiate business relations with the local operators.

Following the promotion of the initiative amongst the companies of Novara by the Novara Chamber of Commerce, the IICUAE will carry out a pre-indagine for each company in order to evaluate its potential in the local market and will organize an agenda of 5-6 B2B meetings with local operators for each Italian company.

The IICUAE will also take care of the logistic organization of the mission (accommodation, car rental with drivers, interpreters, welcome briefing, networking dinner, etc). The Novara Chamber of Commerce will coordinate the mission for the Italian part and will accompany the companies during the mission to the UAE.

---

## 13-17.10.2012 - ITALY : WORLD CONVENTION OF THE ITALIAN CHAMBERS ABROAD

Participation of our Chamber at the World Convention of the Italian Chambers Abroad organized by Assocamerestero and Unioncamere. The convention is an opportunity for all those involved in the promotion of Italy to develop their network and also be a meeting point for the Chambers' delegates and local businesses.

---

## 19-21.11.2012 : SPECIALITY FOOD FESTIVAL AND SEAFEX EXHIBITION IN DUBAI

With pleasure, we would like to announce that our Chamber will be partnering with Gulfood – Dubai World Trade Centre for the organization of the Speciality Food Festival, the Region's only dedicated Gourmet Show and Seafex, the Middle East and Africa Seafood Exhibition which will take place from 19<sup>th</sup> – 21<sup>st</sup> November 2012 at the Dubai International Convention and Exhibition Centre.



Catering to the exclusive food and hospitality sector and specialist buyers of premium produce across the Middle East, **The Speciality Food Festival** delivers a new platform that provides qualified buyers with a taste and sampling environment commensurate with the quality of brands exhibited. The show brings speciality and fine food producers to one of the biggest markets in the world – the Middle East, boasting some of the world's finest restaurants and a head spinning array of international cuisine.



Powered by Gulfood, **SEAFEX** is the Middle East region's biggest showcase and international trade fair for the seafood industry. Held alongside The Speciality Food Festival, SEAFEX offers a bonus exposure to the emerging and developing fine and gourmet markets.

### Stand Costs:

Shell Scheme : AED 1,540 per m<sup>2</sup> (min 9m<sup>2</sup>)

A ready-to-exhibit, pre-built package that includes a carpet tiled floor, walls, name plate in English, 1 x 13 amp power point, 3 spot lights.

**For further enquiries please contact: [B2B@icuae.com](mailto:B2B@icuae.com)**

## MEMBERSHIP

Membership Opportunities with the Chamber

**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!!!!**

The bilateral trade between the UAE and Italy shows robust growth trends which will continue to rise with increased cooperation in various key sectors. Key statistics indicate that Italian exports to the UAE recorded a growth of 28.5 per cent in 2011 compared to 2010, while the UAE exports to Italy increased in the same period by 91.2 per cent. This clearly indicates UAE is the leading market for Italian products.



Since its foundation in 1999, IICUAE aims at facilitating the development of economic and cultural relationships between UAE and Italy, research commercial opportunities for Italian companies willing to start or increase their business in the UAE market and vice versa. IICUAE contributes to the internationalization of small and medium enterprises, providing them with a wide range of [services](#) :

**[Assisting UAE firms >](#)** We are devoted to helping companies achieve their economic objectives by assisting them in their exports and network opportunities. IICUAE connects Italian and UAE businesses to the wider community in the areas of trade, business, legislation, services and professional development – organizing events, seminars, missions and networking activities such as the Italian Festival Weeks, aperitivo parties and musical/opera concerts.

**[Assisting Italian firms >](#)** The Chamber assists Italian companies in accessing the UAE market and acquiring a better knowledge of its rules and regulations. We assist companies and individuals, target business partners and solve import/export issues.

Our strength lies entirely in our members, a network of people and organizations that gather together with a common goal to match the needs with the resources, the questions with the answers, building lasting partnerships and **we invite you to become a part of this network....**



By becoming a member of our Chamber, you will enjoy a number of special 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 UAE and Italy
- ✓ Assistance in a wide range of business areas, including: company trade lists, market studies, statistical information, organization of business-related seminars and conferences.
- ✓ Personalized searches for companies or partners interested in establishing business relations or setting up joint ventures with you
- ✓ Introductions to Italian companies in sectors related to your company
- ✓ Current news and information from the Chamber's newsletter
- ✓ Specialized invitations to the Chambers events such as trade missions, trade show delegations, business meetings, networking activities, the annual flagship event of the Chamber 'The Italian Festival Weeks' and other special events organized to promote specific Italian products, selected Italian Regions and Provinces or to promote "Made in Italy" in general. These events help both our members and Italian companies, build new business relationships and generate new business opportunities.
- ✓ Networking opportunities at the Chamber's business and promotional events which are attended by prominent members of the local and international business communities

**For membership enquiries please contact: [B2B@iicuae.com](mailto:B2B@iicuae.com)**



المكتب الايطالي للصناعة والتجارة في دولة الامارات العربية المتحدة

**Sharjah Main Office :**

**Suite # 903, 9th Floor, Al Batha Tower, Buhaira Corniche, P.O. Box 48558 - Sharjah**

**Tel : +9716.5747099 Fax : +971.6.5481100**

**Email: [info@iicuae.com](mailto:info@iicuae.com)**

**Web: [www.iicuae.com](http://www.iicuae.com)**

**Qatar Representative Desk :**

**P.O. Box 8434 Doha, Qatar. Tel: +974.66038648**

**Email: [qatar@iicuae.com](mailto:qatar@iicuae.com)**