

# Il Notiziario

*Italy – UAE Business News*

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

Vol. No.3 – June 2012

## UNITED ARAB EMIRATES



### ORGANIC VEGETABLE MART TO OPEN IN JULY IN DUBAI



The Dubai Municipality and Ministry of Environment and Water recently announced the launch of the first market for organic vegetables in the country which will open before the holy month of Ramadan, which begins next month on July the 21st.

Obaid Al-Marzouqi, Head of Markets Department at Dubai Municipality, said work is currently in full swing to complete the project which includes eight stands with a cost of Dh1.5 million. He added, that the market will be open to the public on Fridays and Saturdays from 7am to 1pm, and from 3pm till 7pm. He also revealed that the market is located exactly in front of the fish market.

Dr. Mariam AL-Shenasi, Undersecretary of Ministry of Environment and Water, said the organic farms in the UAE have increased to 30 with a total area of 1,394 acres.

"The UAE supports this expansion, given the importance of organic agriculture in the production of healthy food, free from pesticides." - (EMIRATES 24/7)

### SAADIYAT ISLAND TO GET ITALIAN ARTS CENTRE

According to Gianfranco Conte, the president of the finance committee in the Italian Chamber of Deputies, an Italian cultural centre and an Italian school will open in the future in Abu Dhabi. The centre, called Palazzo Italia, will be probably established on Saadiyat Island.

The Palazzo Italia will be a cultural centre that will host museum exhibits, art shows, fashion shows and everything Italian. This will benefit the UAE as it will give it a tourism boost, and will help Italian artists and exhibitors to showcase their talents in the UAE. More than 4,000 Italians live in the Emirates, about 80 per cent of them in Dubai, according to the Italian Embassy. - (THE NATIONAL)



### CHOCOLATE NEEDLES SALE SPARKS HEALTH WARNING



Over the last days a somewhat odd promotional message has been going around through social media sites and smartphones, displaying chocolate packed in needles.

Although Nutella seems to be the brand that has come up with the promotion, the company did let it be known that it is not associated with the products whatsoever, and the products are fake.

In the context of the promotional offer the Food Control Section of Dubai Municipality sent out a press release on Monday, warning of the product.

Khalid Sherif, Director of Food Control Department announced that this product is unlicensed, and that the needles used to pack the chocolate are the same as the needles manufactured for medical purposes, hence people should not use it in any case.

"The Ministry of Health confirmed that the medical needles are not clean or sanitised and might be used in hospitals to take blood or inject medicine. Therefore, we strongly advise the public to purchase food products from authorised establishments only as they get approval for all food items, apart from to the periodical check up by the civic body," Khalid said.

"There is apparently somebody promoting these products. When you call him, he tells you that it requires payment online. We have received the promotional message, but we have not received any complaints from people who purchased the product," said Bobby Krishna, Senior Food Inspector. - (EMIRATES 24/7)

### "UAE DAYS NELLE MARCHE" HITS THE TARGET

The interest and importance of the event "Marche Endurance Lifestyle" goes far beyond the mere sporting scenario. The Marches have in fact attracted the attention of institutional and economic delegation of the highest level, who accompanied the visit of Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai and Minister of Economy UAE, Sultan Bin Saeed Al Mansouri. To confirm the vivid interest of the UAE to the Marches, the delegation was composed by leading members of political institutions and firms in UAE:

HE Amb. UAE Ambassador Al Shamsi UAE in Italy

HE Al Shehhi, Undersecretary of the Ministry of Economy

Dr Hassan El Jaouine, Senior Advisor to the Minister of Economy

Mr. Yaqub al Bouloushi, Head of Communications of the UAE Government and the Minister of Economy

Mr. Ahli, Director of Communications, Minister of Economy

HE Hisham Abdullah Al Shirawi, Vice President of Dubai Chamber of Commerce

Mr. Hassan Al Hashimi, Director of External Relations of the Dubai Chamber of Commerce

The UAE industrial sector was also represented at the highest levels, as part of the delegation were representatives of major financial groups, including Al Lootah, Al Otaiba, Kalifa Fund. There were also 14 companies by sector:

6 companies specialized in the retail and food industry

3 large distribution companies specialized in the fashion industry, personal care and luxury goods

1 company of renewable energy, solar photovoltaic

1 company in the telecommunications and IT

1 pharmaceutical company, 1 company in the biotechnology sector

1 company in the field of electrical engineering.

The economic meetings with regional companies were characterized by a visit to the manufacturing districts of the footwear and fashion, home automation and health products, shipbuilding, logistics (airport), the chain of preservation of food and agriculture products, household appliances.

At the Hotel Fortino Napoleonico 158 B2B meetings between the Marche and UAE companies, took place : 80 meetings in the food retail sector, 51 meetings in the field of fashion, footwear and accessories, 12 meetings in the renewable energy sector, 6 meetings in the pharmaceutical and healthcare and 9 meetings in the field of electro-mechanical production.

These meetings have involved a total of 68 firms. To these must be added an additional 48 meetings between the local firms and 16 UAE Funds together with the Dubai Chamber of Commerce. Altogether more than 300 meetings were held in different locations. The conclusion of the above events, was held at the Auditorium IGuzzini in Recanati, the Economic Forum "Possible future between Italy and the United Arab Emirates" with the presence of the Secretary for Economic Development Hon. Massimo Vari, Italian Ambassador in Abu Dabi Giorgio Starace, Director of the internationalization dept. at the Ministry for Economic Development Pietro Celi and Giancarlo Innocenzi Botti President of Invitalia.

### "UAE DAYS NELLE MARCHE" HITS THE TARGET

Contd....

The forum was attended by about 150 entrepreneurs from regional firms. The UAE delegation has shown considerable attention and interest to the regional economy and has expressed a strong desire to give effect to the economic events related to the Marche Endurance Lifestyle, which therefore can not be considered episodic, but the contact phase from which important opportunities will develop economic cooperation in the UAE market and the ones related to this important gateway to the Middle East. In particular, the exponents of Kalifa Fund (Investment Fund specializes in financing activities of small and medium enterprises) have agreed with the Marche region the opportunity to develop a profitable follow-up meetings, encouraging the study of initiatives and projects of joint ventures, development of economic cooperation and opening new business opportunities in the markets of the UAE. The representatives of the Chamber of Commerce in Dubai have also expressed their willingness to intensify forms of collaboration with the Marche Region, already in place with the Agreement signed in 2009, aimed at encouraging the development of cooperation between the two realities. Aimed at these the Internationalization service and the President's Cabinet will trigger an Observatory for technical assistance, coordinated by Valentino Torbidoni, for the collection of economic projects and their proposition to the UAE market. In virtue of the results achieved, also the Director of MISE, Dr . Pietro Celi, has proposed to build on the good practices of the events of "Marche Endurance Lifestyle" for the future development of economic relations between UAE and Italy.



### FOURTEEN UAE RIDERS AT THE CONERO ENDURANCE CUP 2012



Fourteen riders of the UAE were at the start of the Conero Endurance Cup on Saturday, June 16th. They were led by H.H. Sheikh Mohammed bin Rashid Al Maktoum. Together with Sheikh Mohammed, at the start were two of his sons - Sheikh Hamdan bin Mohammed Al Maktoum and Sheikh Majid bin Mohammed Al Maktoum - and many other UAE top riders. They challenged other good riders from Italy and Europe, which resulted in a victorious win of Sheikh Mohammed bin Rashid Al Maktoum in the test on 160 km of Conero Endurance Cup. – (MARCHE ENDURANCE LIFESTYLE WEBSITE)



### AL MANSOURI HAILS UAE-ITALIAN ECONOMIC AND TRADE RELATIONS

Sultan bin Saeed Al Mansouri, Minister of Economy has hailed the level of economic and trade cooperation between UAE and Italy.

In a statement to "WAM" and Agenzia Giornalistica Italia (AGI), the Italy news agency, the minister declared UAE as an important trade partner of Italy and said that relations between the two countries are distinguished in nature and progressive.

He said that bilateral trade value between the two countries in 2011 stood over US \$ 5 billion and we are hopeful that the final figures will surge this year. Referring to the growth in the trade exchange that climbed up to more than 20 % during the first quarter of this year he indicated that the trend will continue during the year and trade relations will grow in general.

Meanwhile addressing businessmen and industrialists participating in the UAE-Italian Economic Forum" at Marche Province, Italy the minister called the Italian businessmen and economists to deal positively with the current economic crises who has threaten world in particular the Euroz – (UAE CABINET)

### GREEN LIGHT FOR 1,500 MW ABU DHABI POWER PLANT

Abu Dhabi's Executive Council decided the construction of a new large power plant in the town of Mirfa.

The plant will generate 1,500 MW of electricity and 53 million gallons of desalinated water per day.

The project was based on the growing electricity demand which rose by 11% during the last year. In general the Abu Dhabi metropolitan area is under pressure to develop the utility sector. Abu Dhabi is investing billions of dirhams to improve living standards and infrastructures status in the northern areas. The industrialization of the emirate will result in increasing numbers of factories and plants connected to the power grid. The project realization will consist in a public-private partnership between Adwea (the Abu Dhabi Water and Electricity Authority) and overseas international power operators responsible for constructing and operating the plant. The project will include the previous Mirfa power plant demolition. – (THE NATIONAL)

### IT'S ALL MADE IN THE UAE

The recently opened pizzeria Rosso Vivo seems to have gained the Italian community approval.

A lot about the Rosso Vivo pizzas is from Napoli: the craft, the chef Raffaele Medaglia and the bricks building up the oven. One exception is the cow mozzarella coming from the Italian Dairy Products factory, situated 40 kilometers far from Dubai.

According to Mr Stefano d'Orazi Flavoni, Rosso Vivo's owner, they decided to opt for a locally produced mozzarella because the milk's origin for cow mozzarella is not as important as for the milk for buffalo mozzarella, which they source from Campania in southern Italy. When dealing with cow mozzarella the texture and the freshness are more important than the origin.

Sensing an opportunity to supply the local markets with freshly made cheese, three Italian partners set up Italian Dairy Products in 2009 and started operating in 2011.

McCourtie, the managing partner of Admirals Trading, which distributes Italian Dairy Products' cheeses in the local market, agrees that there is definitely an opportunity to increase local food production.

### UAE TOURISM FORECASTS ANNUAL GROWTH OF 6.5% UNTIL 2021

According to a study by the World Travel and Tourism Council (WTTC) the UAE's tourism and shopping sector is expected to grow by 6,5% per year until 2021. This forecast seems to support the UAE's leisure and shopping destinations future success. The study includes an analytical review of tourism spending revealing that the leisure activities class accounts for the 74,7% of the total. The UAE's tourism and shopping sector skyrocketing is probably due to the wide and diversified offering addressed to people from all over the world.

Abdullah Al Dah, CEO of the company responsible for the Al Shaab Village development, expressed his satisfaction for the study findings considering them as a confirmation for the Al Shaab Village successful launch. – *(Travel Daily ME)*

### ABU DHABI'S NEW DH 10 BN AIRPORT TERMINAL

The Abu Dhabi International Airport's new Midfield Terminal construction will start in 2012 third quarter according to the Dh 10,8 billion contract signed in the last days.

The construction will be realized by a joint venture made up of three companies from Turkey, Greece and the UAE. The project was based on traffic high growth expectations for the future. The terminal construction seems to provide related business opportunities since the project will include extensive development of the area surrounding the new terminal.

The building will be constructed using steel, concrete, steel and glass cladding and natural stone flooring. A wide area will be provided for duty free retail stores, restaurants and cafes.

Construction is expected to be completed in four years, followed by a nine-month assessment period. – *(THE NATIONAL)*

### SHARJAH CULTURAL DAY KICKS OFF IN ITALY



From left: Abdullah Bin Mohammad Al Owais, Director-General of Sharjah's Department of Culture; Abdul Aziz Bin Nasser Al Shamsi, UAE Ambassador to Italy, and Nicola Sodano, Mayor of Mantua, along with senior officials in Mantua, Italy.

The activities and programs of the "Sharjah Cultural Days" have been launched in Italy on Saturday, June 23, 2012, under the title of "Mantua Welcomes Sharjah". The international event, organized by the Sharjah Department of Culture and Information, is part of the grand Sharjah Cultural Project; which was launched and established in the early 1980s by His Highness Dr. Sheikh Sultan Bin Mohammed Al Qasimi, Member of the UAE Supreme Council and Ruler of Sharjah.

The new event is part of the "Sharjah Cultural Days Program" and comes upon the invitation extended by the Italian city of Mantua, famous for its unique cultural, geographical and historical status. Mantua; which is situated between Venice and Milano, is known for the great attention it gives to folklore and folk heritage. The event underlines the cultural contributions made by Sharjah in Italy throughout the past decade.

Through organizing such programs, Sharjah aims to strengthen comprehensive cultural communication with the peoples and nations of the world and introduce them to the unique cultural activities of Sharjah and of local, Arab and Islamic culture in general, due to the great role played by culture in promoting understanding and tolerance among different nations.

The "Sharjah Cultural Days in Mantua" includes various historical, geographical and art exhibitions such as: an exhibition of historic maps of the Arabian Gulf from the collection of His Highness Dr. Sheikh Sultan Bin Mohammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, an Arabic calligraphy exhibition, traditional and contemporary plastic arts exhibitions, traditional folkloric performances, in addition to a number of seminars and workshops. – *(GULFNEWS)*

## 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.

#### 01.06.2012 : ITALIAN OPERA RECITAL



On the occasion of the Italian National Day, a magical Italian Opera Recital on Friday, 1<sup>st</sup> June 2012 was organized by The First Group Theatre at Madinat Jumeirah under the patronage of the Italian Embassy to the UAE and our Chamber.

Tales of unforgettable romance and powerful drama, expressed as timeless masterpieces by Mozart, Bizet, Puccini and Verdi, were told in celebration of Italy's national day.

Some of the most famous arias from works including Mozart's *Le Nozze di Figaro*, Bizet's *Carmen*, Puccini's *La Bohème* and Verdi's *Rigoletto* were interpreted by artists such as the Dubai-based soprano Monica De Rosa McKay and was joined by the baritone Giuseppe Deligia, from the Royal Opera House Muscat and the Moldavian pianists Vitali Mihailiuc and Larisa Capatina.



#### 01.06.2012 : FORMATION OF ASSOCIATION OF ITALIAN CHEFS IN THE UAE



As part of the Ospitalita' Italiana project promoted by Unioncamere and ISNART, our Chamber organized a meeting on 12<sup>th</sup> June 2012 with Italian restaurateurs and Chefs to form an Association of Italian Chefs in the UAE.

Participants to the meeting comprised of the following hotels : Romantico, Bice – Hilton Jumeirah, Cucina – Marriott JW, Cucina – Courtyard by Marriott, Dante – Grand Millenium, La Bussola, Prego's, Pax – Dusit Thani, Roberto's, Rosso and Stefano's.

Unioncamere, together with the Ministry of Agriculture and Forestry, activated a project on "**Dissemination of tools for the promotion, protection and correct information on food products with designation of origin through the network of Italian restaurants in the world.**" The initiative aims to raise awareness and educate international consumers on the value of our productions, the functional link with their geographical origin and the meaning of the Community protection trade mark, synonymous of authenticity and warranty.

The initial part of the meeting was dedicated to the presentation of the Italian Hospitality project and the certification process. Following which, a discussion was held on issues commonly encountered by Italian restaurateurs and chefs in the UAE (particularly concerning import and buying of Italian food farming products) which the Chamber, through the Italian Hospitality desk also, has offered to analyze and possibly resolve. Finally, a proposal to establish an Italian Chefs Association in the UAE, concerning the promotion of authentic Italian cuisine and hospitality, was positively met.

## 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.

### 14-17.06.2012 : MARHCE ENDURANCE LIFESTYLE 2012



The Marche Endurance Lifestyle 2012 was conceived, organized and realized as a big container of many others events. The leitmotiv was the horse, a charming and unique link which connects and binds two different cultures and people as those of Marche and United Arab Emirates. These two realities, through Marche Endurance Lifestyle, created opportunities of meeting and comparison starting from the equestrian endurance, the spectacular horse marathon on long distances, going towards business, culture and valorization of the territory. It was an extraordinary opportunity for the Italian national economic system, in order to set up new contacts and strengthen international partnerships both financial and productive. The United Arab Emirates is one of the fastest growing countries in the world and interested in the manufacturing sector: this means for Italy a great partner, especially in this phase of recession for the European and Italian economy. There were entrepreneurs in the fashion, mechanic, electronic, shipbuilding, furnishing and food processing industry and a really important presence of representatives of the 7 sovereign funds in the UAE. From the Chamber, Mr. Mauro Marzocchi – Secretary General and Mr. Silvano Martinotti – Board Member participated to all the events with great enthusiasm. The Marche Endurance Lifestyle that took place in the region of Marche was very important both from an economic, touristic point of view, as well as for the visibility it offered to the region.

### 26-28.06.2012 : SEMINAR – APPROACH TO THE UAE/QATAR AND MELBOURNE MARKETS

With the endeavour of helping small and medium enterprises from the region of Taranto and Lecce in their venture of expanding their business to international markets, the Italian Industry & Commerce Offices of UAE and Melbourne in collaboration with C.N.A Taranto, C.C.I.A.A. LECCE, Confindustria Lecce & Taranto, and other public entities and associations jointly organized seminars to promote the markets of UAE and Australia in Taranto and Lecce from 26<sup>th</sup> – 28<sup>th</sup> June 2012. The seminars had an extremely positive outcome not only towards the matter discussed but also on the overall attendance.

Mr. Mauro Marzocchi, Secretary General of our Chamber and Mr. Luca Bottallo, Secretary General of the Australian Chamber, highlighted the opportunities available to the firms in UAE, Qatar and Australia. The attendance saw firms from various industrial sectors – oil & gas, mechanics, constructions, food, tools, machineries and wine.

Since the local firms expressed training needs about the internalization issues, Stefania Lo Cascio, Puglia's referent for the two mentioned offices, will remain at their disposal for support and assistance. All firms present, declared to be interested in a possible multi sectorial commercial mission to be organized shortly.



## MEMBERS

Subscription of new members to the Chamber during the month of June 2012

---

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

➤ **EATALIA GOURMET FOODS ([www.baharinvestments.com](http://www.baharinvestments.com))**

**EATALIA GOURMET FOODS** is a Dubai based entity owned and managed by Italians, and the core nature of their business is the importation of fine food products from Italy. Driven by a passion for the finest Italian food produce, since its formation in the U.A.E over 6 years ago, **Eatalia Gourmet Foods** - the Food Division of Bahari Investments LLC - started supplying the best in Italian food products to some of the finest restaurants and hotels in Dubai, Abu Dhabi and around the U.A.E. **Eatalia Gourmet Foods** offers a tremendous variety of high quality Italian Gourmet food, sourced directly from various regions in Italy and made with the finest of ingredients. Our product range for the Restaurant/Catering Sectors includes Fine Cheeses (such as Plain Burrata, Burrata with Truffle, Mozzarella Bufala D.O.P, Smoked Mozzarella, Asiago, Tallegio, etc), Black and White Truffle products, Dried Porcini Mushrooms, a large selection of Italian Extravirgin Olive Oils and Aged Balsamic Vinegars, Antipasti in Oil, Specialty Bakery Products, Fresh and Dry Handmade Pasta, Traditional Italian Cakes, Amaretti biscuits and Risotto Rice varieties - to name but a few product types from our extensive range.

➤ **TRUEBELL MARKETING & TRADING LLC ([www.truebell.org](http://www.truebell.org))**

Truebell has earned respect as a leading Importer & Distributor in the United Arab Emirates making a mark for itself in the lucrative export markets across the MENA region and the islands of the Indian Ocean. The company has diversified business interests in Beverages, Luxury goods, Health care products, Shipchandling, Duty Free shops, Institutional supplies and Food service products with a turnover in excess of 500 million Dirhams.

➤ **AL MAYA GROUP ([www.almayagroup.com](http://www.almayagroup.com))**

Initial success came by choosing 'food' as its main trading commodity, and Al Maya continues to specialise in the retail food trade. The Al Maya Group has kept abreast with the fast-paced marked evolution by meeting and surpassing expectations at every turn.

## MEMBERS

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)**