

# Il Notiziario

*Italy – UAE Business News*

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

Vol. No.2 - May 2012

## UNITED ARAB EMIRATES



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

## ITALIAN STYLE GRACES ABU DHABI MOSQUE



An Abu Dhabi mosque is being adorned with beautiful new mosaics - thanks to some traditional Italian craftsmanship. The Sheikh Zayed Grand Mosque is first and foremost a place of worship, but in less than five years it has become synonymous with the Emirate of Abu Dhabi. Enrico Fantini is a fourth-generation Italian mosaic artisan who was recruited to work on the vast exterior ground and key parts of the grand interior. "We are very proud to have an Italian tradition - the mosaic started in the Byzantine world, the Roman world," Fantini told CNN's John Deferios. Fantini Mosaici has built a reputation in the Middle East and has trained craftsmen from South Asia to bring to its workshop in Abu Dhabi. Under a United Nations development program, the company trained Pakistani nationals from Lahore and then brought them to the Emirate. Today, they sit side by side with other South-Asian craftsmen after word spread of expansion. Another huge project for the company, the Palazzo Versace complex, is underway in neighboring Dubai. - *Abu Dhabi (CNN)*

## DUBAI - NEW GUINNESS WORLD RECORD

Guinness World Records has officially recognized Tameer's Princess Tower as the world's tallest residential building, towering over the Dubai Marina skyline at 414m from base to tip. The prestigious Dubai Marina development stands a staggering 107 stories tall and encompasses six basement floors, one ground floor, 100 above-ground levels and 8 retail stores. The tower occupies a land area of 37,410 square feet, housing 763 luxury apartments, including one, two, three and four bedroom apartments in addition to penthouse apartments overlooking Palm Jumeirah.



"This is one instance when saying we feel on top of the world is completely justified," said Federico Tauber, President of Tameer. "This is a very proud moment for Tameer and for the city of Dubai, which now holds the twin distinction of being home to the world's tallest building and the world's tallest residential building." - *(CA News Network)*

## DUBAI INTERNATIONAL JEWELLERY WEEK SIGNS PARTNERSHIP AGREEMENT WITH LEADING ITALIAN JEWELLERY ORGANIZER 'FIERA DI VICENZA'.



Dubai International Jewellery Week organisers visit Vicenza (Italy) to participate in the World Jewellery Forum 2012 organised by Fiera di Vicenza and VICENZAORO. The partnership marks the confluence of vision, aspiration and goodwill of both Dubai World Trade Centre and Fiera di Vicenza, one of world's largest and most influential jewellery event brands, in ratcheting up the positive experience of their clientele in Dubai International Jewellery Week and VICENZAORO respectively. The VICENZAORO 2012 Spring exhibition alone draws more than 1,400 exhibiting companies from 30 foreign countries and the main Italian gold districts. The event is a business hub for international producers and buyers from over 70 different countries, including a large following from the Middle East. The Dubai International Jewellery Week is the Middle East's most established international trade and retail jewellery event which is now in its 17th year and takes place from 21<sup>st</sup> - 24<sup>th</sup> November at the Dubai International Convention and Exhibition Centre. "The partnership between Fiera di Vicenza and Dubai World Trade Centre marks a further significant step of our networking strategy on a global level as per the business plan FDV 2011/15, launched one year ago. I do believe that the cooperation with the Dubai World Trade Centre will create new business opportunities to the industry", said Corrado Facco, Executive Director of Fiera di Vicenza. - *(Ame Info.com)*

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## DUCATI CAFFÈ – ITALIAN PASSION AND TASTE OPENS IN DUBAI

Ducati Caffè’s innovative “concept restaurant and lounge bar” opened in the heart of Dubai on Friday, 25 May, 2012 with Ducati Team rider, Nicky Hayden, making a special guest appearance.



Prominently situated in the Dubai Mall and set to become the desirable destination for breakfast, lunch, Italian-style “aperitivo” and dinner, the latest opening is the result of Ducati’s partnership with United Arab Emirates-based, AD Group. With Ducati Caffè already opened in Rome, Shanghai and Bangkok, Dubai now presents the perfect premium location for the latest opening, where the world of Ducati will combine with Italian gastronomy to deliver the same “Made in Italy” style that characterizes the world-famous motorcycle manufacturer. “We are very excited to expand the Ducati Caffè concept into the UAE with the AD Group and delighted that the first location is Dubai,” said Lucio Attinà, Apparel & Brand Development Director at Ducati Motor Holding. “This city is vibrant and sophisticated and the perfect environment for a premium brand like Ducati. We are proud to be here as ambassadors of “Made in Italy” excellence, and very happy to launch this new adventure with such an accomplished partner.” Passion, excellence and Italian tradition are the values that contribute highly to Ducati’s worldwide success, a simple, winning recipe now applied to a series of activities that further distinguish the sophisticated brand. (ANSAméd)

## EMIRATES: ITALY PRESENTS INVESTMENT OPPORTUNITIES



Reasons and methods of investment in Italy have been featured in a session dedicated to the country during the Investment annual meeting, an initiative of the Ministry for Foreign Trade of the United Arab Emirates (UAE), underway in Dubai. Quality and flexibility skills, public finances under control, regions among the most industrialized in the world, strategic geographical position, are some of the advantages of investing in Italy that have been illustrated by the Italian delegation, composed of the diplomatic adviser of the Ministry of Economic Development, Ambassador Daniele Mancini, President of ICE Riccardo Monti and the Director of Foreign Investment Invitalia Giuseppe Arcucci, to potential investors in the region. Trade relations between Italy and UAE keep strengthening, a growth of 26% for a volume of 4 billion euros, but the 19 million already invested in Italy by the petroleum Emirate have potential and space to increase. In the presence of the ambassador in the UAE, Giorgio Starace and the Italian financial and business community leaders in the UAE, the delegation presented the most significant available investment opportunities, starting from ITC to logistics, from the more traditional tourism infrastructures to the most innovative eco-technologies. (ANSAméd)

## MADE IN ITALY CONQUERS THE UAE

The company, which was founded by the husband and wife team Leo and Silvia Condemi from Milan, along with the minority shareholder Pietro Rampino, offers a lesson in fusing authenticity with locality. They make fresh curd cheese the Italian way, using ingredients from the UAE. All the machinery and tools at the factory in Hamriyah Free Zone have been shipped over from Italy. Andrea Pelati, the manager of production, hails from the north of the country and has a degree in dairy science, and Alessandro Nicotra, his deputy, was born in Naples and has been making mozzarella since he was 14 years old. The provenance of the milk they use is much closer to home though: all of it comes from dairy farms in Al Ain. When the company launched in April last year, it had just one customer. It’s testament to the quality of its product that today it supplies more than 40 different businesses and hotels in the region, is in talks with a major airline about featuring on its in-flight menu, counts members of the Royal Family among its fans and has recently sent samples out to Bahrain and the Seychelles.



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## ITALIAN HAUTE COUTURE FASHION & INTERIOR DESIGN SHOW BRINGS ‘LA DOLCE VITA’ TO DOHA



Qatar's status as an emerging global fashion hub was confirmed with the launch of a special two-day series of Haute Couture fashion shows and interior design exhibitions. For the first time in Qatar, some of the most prestigious high fashion, jewelry, luxury car and yacht, private bank, and interior design brands from Italy participated in a unique event, including two fine Gala Dinners by Italian Chef from the St. Regis Rome, organized by MD International. The event was supported by the Commercial Bank of Qatar, which is one of the leading Qatari institutions working to encourage the development of the growing fashion business industry. Invited guests had the opportunity to meet and mingle with top Italian haute couture fashion and interior design houses such as Renato Balestra, Curiel Couture, Gattinoni, Antonio Grimaldi, Sarli Couture, Provassi, Baldi, Molteni, Seguso Gianni, Villari, Vetrerie di Empoli, Arnolfo di Cambio, Roberto Cavalli Casa, Blumarine Casa and Versace Home at glamorous events that were held at the St. Regis Doha. Speaking at the launch of the event, Abdulla Saleh Al Raisi, Deputy CEO of Commercial bank, said: "Commercial Bank strives to facilitate Qatar's vision to establish itself a growing fashion business industry in the region through initiatives such as the prestigious Italian Haute Couture event. By supporting this event, we hope to support Qatar's growing fashion industry by exposing it to some of the world's most admired, Italian fashion brands." – (AME.INFO)

## MOFT PROMOTES UAEP-BASED INVESTMENT OPPORTUNITIES IN ITALY



A delegation from the Ministry of Foreign Trade, invited by the “Gianni, Origoni, Grippo & Partners Law Firm”, the largest law firm in Italy accompanied by the Italian Ambassador in the UAE, met with a number of Italian investors and showcased investment opportunities present in the UAE market. Mr. Mohammed Nasser Hamdan al Zaabi, the Director of the Trade Promotion Department at the Ministry, stressed in a presentation he delivered on the UAE economy, that the UAE encourages business sectors from all over the world to invest and develop their resources in the UAE and that the country provides foreign investors with different forms of support through its economic policy that is based on the principles of a free market economy. Al Zaabi added that the UAE enjoys an advanced infrastructure and logistical services and a number of competitive free zones, which have encouraged many of the world's leading companies to set up their regional headquarters in the UAE. The UAE delegation's tour included visits to a number of main Italian economic centers such as Rome, Bologna and Milano, during which meetings were held with officials from the Italian Ministries of Foreign Affairs, Economic Development and Agriculture. The delegation also met with local authority representatives and visited BolognaFiere's Bologna Expo Center, which is the second largest expo center in the South European country. Mr. Al Zaabi added that talks with the Italian officials and businessmen centered on inviting small and medium Italian enterprises to expand their operations and investments in the UAE, and to benefit from the many investment opportunities that the UAE business environment offers in many fields such as the food, packaging, waste management, advanced technologies and automobile-related sectors. Mr. Giallombardo – Primary partner of Gianni, Origoni, Grippo & Partners also commended the Ministry of Foreign Trade's efforts to promote the UAE and create business links between the business communities of both countries. There are over 2255 registered trademarks, 403 business dealerships, and 75 Italian companies in the UAE today. (UAE – Ministry of Foreign Trade)

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## MADE IN LAZIO AT THE HOTEL SHOW IN DUBAI



“Together, against the crisis”, is the answer from 40 Lazio companies which formed a network, and seized the great opportunity presented by the Dubai Hotel Show to get their message across. The Dubai Hotel Show is a showcase of international relevance and allows small companies, over the span of three days, to exhibit the best of made in Lazio products under the Hospitality name, which represents the network. In Dubai, the companies exhibited side to side with the biggest international brands in the presence of important buyers from all over the world. The Italian stand, in which a Hotel was recreated where each company could exhibit its own products, received great acclaim among the audience and registered visits record. Like many other Lazio companies that have subscribed network contracts (22 of them being inter-regional), the 40 small companies who embarked in this UAE mission believed in this project, proving that belonging to a network improves production, sales, orders and income. (ANSamed)



## MORELLI'S GELATO HITS DUBAI

Gourmet Gulf Company has brought Morelli's delicious gelato to the Middle East operating outlets in Dubai, Abu Dhabi and Saudi Arabia. The Morelli family has been making gelato for five generations that lead to a trademark recipe that was introduced in 1907. Morelli's fresh gelato has a very different consistency to industrial ice cream, which is deep-frozen and generally has a one year shelf life. Milk-based gelato is also a healthier product as it is less heavy and contains much less fat than American-style ice cream, making it easier to digest and not so filling. Morelli's menu boasts of fresh gelato sundaes and healthy frozen yoghurt, imaginative toppings, specialty coffees and toasted Paninis, among other beverages and snacks to choose from. (KhaleejTimes)

## QATAR AIRWAYS STRENGTHENS ITS NETWORK

Qatar Airways launched a second daily flight from Milano airport Malpensa to Doha, enhancing its Italian network and confirmed the Sea managed Milan stopover's prominent role. Following this enhancement, weekly Qatar Airways flights from Malpensa jumped up to 35, compared to the 14 flight available at the beginning of 2011. “This growth fits in the context of a global expansion strategy that goes on despite the difficult economic situation most countries are living”, says Morena Bronzetti. As a matter of fact, the 2012 expansion program will add 14 new destinations: Baku, Tblisi, Kigali, Zagreb, Perth, Mombasa, Helsinki, Gassim, Zanzibar, Yangon, Belgrad, Erbil, Baghdad and Kilimanjaro. “Among these – further explains Qatar Airways director – Yangon, Perth, Mombasa, Kilimanjaro and Zanzibar are of particular interest for the Italian market”.

## QATAR – GDP UP BY 14% SINCE LAST YEAR

The economy of Qatar has grown by 14% in 2011, thanks to natural gas exportations, confirming one of the highest growth rates of the world. Nevertheless, it was below expectations (17,5% predicted by Reuters and 18,7 by FMI) and lower than its 2010 performance, when Qatar growth was registered as 16,6%, according to FMI. For 2012, a 6,6% growth is expected, as Qatar decided to limit the exploitation of its natural resources in order to preserve them. In any case, it remains the highest growth rate registered among the Gulf Nations. (ICE Dubai)

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## SHARJAH INVESTMENT ARM SEEKS \$1 BN. FOR ECO-TOURISM

In a groundbreaking move, the Sharjah Investment and Development Authority (Shurooq), in collaboration with the Environment and Protected Areas Authority (EPAA) in Sharjah, has announced the launch of an eco-tourism project, which will be implemented in Kalba City in the Emirate of Sharjah.

The investment arm of the Sharjah government, Shurooq is seeking to raise Dhs1bn in private investment to help fund the Kalba eco-tourism project, 15km south of Fujairah city on the UAE-Oman border, Gulf News has reported.

The three-phase project will develop a natural reserve, protect heritage sites, revamp the creek and construct a hotel complex in Khor Kalba. Work on the first phase is set to begin next week and is expected to be completed in six years, said Marwan Bin Jasem Al Sarkal, Chief Executive of Shurooq. (*Ameinfo.com*)



## TAYSEER & TANMIA DUBAI LAND PROGRAMS

The Dubai Land Department (DLD) developed two programs to help resume building and complete those towers that were put on hold due to financial problems or were just abandoned projects. The first program, Tayseer, aims to sustain said projects thanks to a financing agreement between local UAE banks. Tanmia, on the other hand, is an initiative of a specific section of the Land Department, REPIMC (Real Estate Investment, Promotion and Management Centre), aimed at reducing the number of incomplete projects and revitalizing the real estate market, resuming stalled projects and giving Dubai a better appeal to attract foreign investments.

## NEW INTERNATIONAL TRIBUNAL FOR COMMERCIAL CONTROVERSIES LAUNCHES IN DUBAI

As per Law n°16/2011 the Ruler of Dubai has radically redefined jurisdiction and powers of the independent tribunal of DIFC – Dubai International Financial Centre Free Zone. The tribunal will now apply the English language and will apply common laws to solve civil and commercial controversies, given how the judges working under the tribunal are Anglo-Saxon. Before the introduction of Law n°16/2011, jurisdiction of DIFC was recognized only if the disputing companies were based inside the DIFC itself or if the controversy was connected to the Free Zone. Following the introduction of the new law, the jurisdiction of the tribunal has been extended to civil and commercial disputes between companies based outside the Free Zone, and connection to the Free Zone is no longer a requirement. The only condition for the power to solve the controversy to be granted to the DIFC tribunal, is that all the involved parties have expressly written down their decision to delegate the resolution of the quarrel to this tribunal. Moreover, the decision can be expressed before or after the dispute has begun. This way, the DIFC Tribunal loses its status of Special Tribunal for the Free Zone only, effectively allowing companies from all over the region to resolve their disputes. The advantages for the middle-eastern business communities are countless. In fact, many if not all of the commercial contracts stipulated in the region are in English. English is the language most commonly used for business communications and correspondence. Many businessmen operating in Dubai and the Emirates speak (only) English, and usually do not speak or understand Arabic. To them, the opportunity to appeal to the English “speaking” tribunal of DIFC means and easier access to justice and much more transparency during the court case.

## 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.

### INDIVIDUAL MISSIONS

For the month of May 2012, several individual missions were organized by the Chamber both in the UAE and Qatar to help Italian companies in their endeavor to doing business in both countries. Selected local operators were contacted and as a subsequence, B2B meetings were organized.

#### 01-03.05.2012, Qatar : MGM

MGM is an Italian company designing, manufacturing and supplying marbles, stone and onyx for top level clients. MGM Marmi follows every work phase, from on-site inspections to after-sales service, guaranteeing that, at all times, the Client feels he is assisted by someone who can understand and implement his requests. Their product range includes : Stone/marble/onyx cut-to-size items to internal/external cladding & decoration: floorings, wall & stairways claddings, balustrades, fountains, statue, shaped windows/door frames, pools etc.

#### 23.05.2012, UAE : Cascina San Cassiano

Within the project of the Consortium of Italian Quality Food, our Chamber organized B2B meetings for Cascina Srl on their visit to Dubai on 23<sup>rd</sup> May 2012.

**Cascina San Cassiano** was born in **Piedmont**, in the heart of **Langhe hills**, the fascinating land of **white truffles** and unique wines such as **Barolo** and **Barbaresco**. **Cascina San Cassiano** produces high quality food through a strict selection of **Italian raw materials**. Their production goes from vegetables in olive oil, starter, ragout, sauce, to sweet delicacies such as fruit in syrup, jam, sweet cream and many more.



#### 27-28.05.2012, UAE : Edili Srl

Within the project of Umbria Export and subsequent to the mission organized in April, the Chamber organized the individual mission of Edili Srl to the UAE from 27<sup>th</sup> – 28<sup>th</sup> May 2012. Edili Srl is leader in the market for the production and sale of high-tech building products. The company has three different production lines: Wooden products / Plasterboard products and waterproofing/protective products, insulating products and coverings.



### ASSISTANCE

IICUAE offered assistance to the following companies in their venture for scouting for new business in the UAE / Qatar.

#### Geosyntech – (www.geosyntech.it)

An Engineering company who has been providing services both locally in Italy and abroad for decades. Geosyntech srl operates in both the public and private sector in the field of Geology, Geotechnical and Environmental Engineering, Oil&Gas; offering services on a variety of levels including surveys, studies, designs and project management. Geosyntech srl assists customers by offering integrated and coordinated studies, surveys, designs and projects with professionalism and quality, that is guaranteed by an ISO 9001:2008 certified Quality Management System.

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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.

#### 02.05.2012 : ENIT Desk – Europe Day

Antenna ENIT – Dubai took part, with its own personalized stand, in the European Day at Paris-Sorbonne University Abu Dhabi on May 2nd 2012.

The event, organized by the E.U. Head of Delegation in UAE, the Ambassador of Denmark in Abu Dhabi, and the University of Sorbonne, welcomed 300 among Ambassadors, Personnel from Embassies and European consular networks in UAE, a delegation from the Council of Europe, members of the European Parliament along with university students.

The highlight of the evening was a “panel discussion” during which various personalities, including prominent Emirati experts, exchanged views and discussed issues facing both the E.U. and the Gulf Cooperation Council. The panel was followed by the inauguration of an exhibit of great photographs from E.U. countries, three pictures per nation. Various nations took part with their own specialized stands, staff and distribution of information material.

The Paris-Sorbonne University Abu Dhabi dedicated a stand to ENIT to promote Italy, distributing material Antenna already had in stock. Similar stands were set up for other E.U. nations. This was an important opportunity to distribute promotional material to influential people residing in UAE and other nations, including numerous local opinion leaders and young graduates from Paris-Sorbonne University Abu Dhabi.



#### 12.05.2012 : Aperitivo Bussola

The mezcla is the creative force that arises from the spectacular diversity of unexpected overlays; mezcla is a way of life that feeds on different languages and colors, a unique energy, engaging, the surprising result of the union of elements several facts to be mixed. The mezcla, in its purest essence, is a declaration of freedom, a demonstration of how you can overcome the boundaries between things and people to experience the best of all, culturally, socially and personally...

Keeping in line with the above setting, our Chamber assisted in the promotion of the ‘Aperitivo Blanco’ at the Bussola Restaurant which saw a good turnout of guests.



#### 17.05.2012 : Guns n Roses Tribute by Nice Boys

Our Chamber was proud to provide its patronage to Rock Nation and Coast 103.2 who presented the Official Guns n’ Roses Tribute Night with the Italian band **Nice Boys** at the Irish Village.



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### 31.05.2012 : Italian Embassy Celebrates the Italian National Day

On the occasion of the 66<sup>th</sup> Anniversary of the Republic of Italy, which falls on the 2<sup>nd</sup> of June, the Italian Embassy to the UAE organized a grand celebration on 31<sup>st</sup> May 2012 at the prestigious St. Regis Hotel Sadiyat Island Resort in Abu Dhabi.

The evening was set amidst the splendid ambience of typical Italian music and food and saw the attendance of high profile dignitaries such as Sheikh Nahyan bin Mubarak Al Nahyan - Minister of Higher Education and Scientific Research, Sheikha Lubna bint Khalid Al Qasimi - Minister of Foreign Trade as well as several other representatives from the Emirati and Italian local community. The reception was also attended by a number of foreign ministry officials and members of diplomatic corps accredited in the UAE.

The celebration symbolized an occasion to strengthen relations between Italy and the UAE as well as to raise a funding campaign in favor of the Emilia Romagna region, recently hit by the dramatic effects of repeated earthquakes.



نهيان بن مبارك وابنى القاسمي يحضران حفل استقبال سفارة ايطاليا



### 31.05.2012 : ENIT's participation at the Italian National Day Celebration by the Italian Embassy

ENIT – the Italian State Tourism Board attended the celebrations of the 66<sup>th</sup> Anniversary of the Italian Republic organized by the Italian Embassy to Abu Dhabi at the St. Regis Hotel Saadiyat Island Resort, Abu Dhabi on the 31<sup>st</sup> May.

The ENIT Desk was offered a desk at the hotel, thereby providing a platform to distribute and circulate information and promotional material on Italian destinations, raising awareness on Italy and its touristic offers amongst the numerous distinguished guests present.



## MEMBERS

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

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

➤ **MGM Srl ([www.mgmstone.com](http://www.mgmstone.com))**

MGM is an Italian company designing manufacturing supplying marbles, stone and onyx for very high top level clients. MGM Marmi' range of products comprise of Stone/marble/onyx cut-to-size items to internal/external cladding & decoration: floorings, wall & stairways claddings, balustrades, fountains, statue, shaped windows/door frames, pools etc.

➤ **Esolutions Europe Srl ([www.esolutions-europe.com](http://www.esolutions-europe.com))**

eSolutions Europe operates on the IT market since the year 2000, as a consulting company with diversified competence in the areas of Business Competence; Business Intelligence; eBusiness; eCRM; DWH; IT Security; eLearning.

➤ **Edili Srl ([www.edilisrl.com](http://www.edilisrl.com))**

Edili Srl is a leader in the market for the production and sale of high-tech building products and has three different production lines : wooden products, plasterboard products and waterproofing / protective products, insulating products and coverings.

➤ **ADMMI ([www.admmi.com](http://www.admmi.com))**

Established in 1981, ADMMI is a 100% locally owned company providing full services distribution and local market knowledge for major international brands across a wide spectrum of products and services. The ADMII group primarily comprises of five operational ideas : distribution of FMCG brands, distribution of alcoholic beverages, industrial product supply & services installation, retail & corporate travel services, internal and 3<sup>rd</sup> party logistics.

➤ **Pullman Mall of Emirates ([www.accor.com](http://www.accor.com))**

Pullman Mall of Emirates is a part of the famous group Accor, which is **the world's leading hotel operator and market leader in Europe** and present in **92 countries** with **more than 4,400 hotels** and **530,000 rooms**.

➤ **Tre D Srl ([www.lenticolare.it](http://www.lenticolare.it))**

Tre D was founded in 1998 and is specialized in the production of lenticular prints. Thanks to their own H3D System, we are able to provide high quality 3D prints of an extraordinary impact With lenticular technique we can reproduce short movies on a postcard or create a realistic 3D experience on maxi posters, limitless.

## 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)**

## UPCOMING TRADE FAIRS

A list of upcoming trade fairs both in UAE and Italy for the period June – July 2012

### Italy

Date	Place	Exhibition	Sector
16-19.06.2012	Centro Fiera del Garda, Brescia,	Expo Riva Schuh Italy	Expo Riva Schuh is an international show dedicated to the footwear industry. The show will be presenting the new collection of the shoes for every season.
23-27.06.2012	Fiera Milano, Milan	Milano Moda Uomo	Milano Moda Uomo is a spectacular international event showing ready-to-wear collections and fashionable accessories for men by renowned designers from Italian fashion industry.

### UAE

Date	Place	Exhibition	Sector
04-06.06.2012	DWTC, Dubai	Hospital Build Middle East	Hospital Build Middle East is one of the prestigious trade shows for the health care community.

For a list of detailed exhibitions please visit the websites;

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

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



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