



## NEWSLETTER

January, 2012

### **THE UNITED ARAB EMIRATES WANT TO STRENGTHEN INVESTMENT IN ITALY:**

The Minister of Foreign Affairs, Sheikh Abdullah bin Zayed Al Nayan, during a meeting with his colleague Giulio Terzi at the Foreign Ministry, said that the United Arab Emirates want to further intensify their investments in Italy, also considering the excellent trade performance between the two countries. In 2011, Italian exports to the Emirates grew by 26%, exceeding 4 billion Euros and UAE are now Italy's first economic partner in the Gulf. During the meeting, the two Ministers spoke about international topics, particularly about Middle East and Mediterranean, even in view of the North African capitals' tour that brought the Italian top diplomat in Tunis, Cairo and Tripoli.

### **GUGGENHEIM AND LOUVRE LAND IN ABU DHABI:**

The Abu Dhabi government, albeit without setting a precise date, announced the creation of the branches of the Louvre and the Guggenheim Museum in the emirate. The two museums, together with the Zayed National devoted to the history and traditions of the UAE, are being built in Saadiyat Island, the island-cultural district. Announced five years ago for an initial investment of 27 billion, this is part of a broader strategic framework for economic diversification of the Emirate. The Tourism Development & Investment Company (TDIC), the body in charge for the development of Saadiyat island in Abu Dhabi, announced indicative dates for the opening of the museums: the Louvre Abu Dhabi will open in 2015, the Zayed National Museum in 2016 and the Guggenheim Abu Dhabi in 2017.

### **EMIRATES CHOOSES "INC" AS P.R. AND FOR ITS COMMUNICATION STRATEGIES IN ITALY:**

Emirates, the international airline of the UAE, chose INC. for the management of its public relations and communication strategies in the Italian market. The Emirates Group, which currently owns a fleet of 168 modern and spacious aircrafts, serves 118 destinations across 6 continents (departing from the hub of the Dubai International Airport), employs 57,000 people divided among the 50 business units that compose it. Emirates represents for INC an extension of its offer to the large multinational brands within its portfolio. The agency, an historical brand in the Italian market of PR, has extensive experience in food & drink and in social communication. The INC staff who will deal with the communication for Emirates, will be coordinated by the partner Paola Canali and composed by Simone Silva (senior media relations) and Francesca De Rosa (media relations consultant).



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### **FROM OIL TO RENEWABLE TECHNOLOGIES, NOW UAE WANTS TO CLEANTECH FROM ITALY:**

Italy with its renewable energies conquers the United Arab Emirates. Here, where the amount of investments allows a focus on quality rather than quantity, the Italian technology is viewed with great interest for the development of sustainable projects. Between January and September 2011, in fact, Italian export of equipments for electricity distribution and control to the United Arab Emirates scored a +29.1%. By 2020, 7% of energy requirements in the UAE will be provided by renewable energy sources thanks also to the project of Masdar City, the first zero Co2 emission city in which an Italian company, participating at the 2011 Dubai Summit with the GSE, the energy services management, is involved as well. The development of clean technology ("cleantech") and renewable energy in the Gulf countries is secured by a period of sustained growth in the interest of both public and private sector. In this framework, Italy, thanks to the strong presence of mechanical companies on the national territory, serves over the 60% of the world market and is therefore a leader in the manufacture of electrical equipment, important for the production of eolic energy.

