



Promoting Italian Exports

ITALIAN INDUSTRY & COMMERCE OFFICE

Promoting Italian exports

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THE Italian Industry and Commerce Office in the UAE (IIC) is a non-profit organisation that offers consistent assistance to Italian enterprises in their survey and approach to the bustling UAE market. This year IIC celebrates the 10th anniversary of its presence in the UAE and its activities.

IIC was established in 1999 in Sharjah as a result of a venture developed by the Turin's C.N.A (Confederation of Small and Medium Enterprises) and supported by the Piedmont Region and the Italian Trade Commission. In 2002 IIC extended its know-how to the entire Italian national territory and in 2004, Confindustria joined the project.

During these years, over a 1700 select local operators were put in contact with Italian companies, proving networking to be the core of IIC's business.

In 2003, IIC developed the concept of the "Italian Lifestyle in the Emirates", the only Italian trade fair in the entire Gulf. The first edition was held in 2004 in coordination with the Sharjah Expo Centre and ArteX Firenze. This event became part of the Italian Trade Commission's national plan and gained the patronage of the Italian Ministry of International Trade, the Italian Embassy to the U.A.E., C.N.A. and Confindustria.

In November 2006, IIC commenced the process of acknowledgment by the Italian Government as an authorised overseas Italian Chamber of Commerce.

The Italian Festival Week

In May 2007, under the patronage of the Italian Ministry of International Trade and the Italian Embassy to the UAE, IIC launched the 'Italian Festival Week', a combination of cultural and



Paolo Dionisi, Italian Ambassador to the UAE awards Piero Ricotti, President of Italian Industry and Commerce Office with the silver plate from the Presidency of the Italian Republic

business activities held in the three main Emirates (Abu Dhabi, Dubai and Sharjah) aiming to reinforce and emphasise the cultural and commercial bond between Italy and the UAE.

The festival featured several events, such as the Italian ski contest, where the magnificent Italian Demo Team entertained the crowd of Ski Dubai with spectacular performances of synchronised and acrobatic skiing. More cultural activities followed, such as the Italian Film Festival and, last but not least, two memorable concerts of the "Magna Grecia" Orchestra that brought the classical soul of Italy into UAE.

During this event, IIC was awarded by the Presidency of the Italian Republic in recognition of its services and activities to promote and assist the Italian companies in the UAE.

The Italian Festival Week is the first initiative of this kind in the whole Gulf region and is meant to become an important yearly appointment in the UAE's calendar of events.

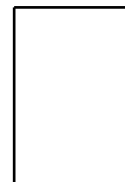
The Mission and the Activities

In the past two years IIC has assisted nearly 10 thousand enterprises on several enquiries related to the UAE and Italian markets.

IIC plays an active role in organising product exhibitions and international trade fairs, B2B meetings, and seminars to promote knowledge-sharing between the two countries. IIC also coordinates and manages business and institutional delegations, which stimulates both the Italian and UAE markets. It is mainly due to these activities that IIC has developed strong ties within the UAE and in Italy, primarily with sectorial associations, public and governmental bodies and well known figures within the industrial and local media sectors.

Among the most prominent initiatives, besides the Italian Life Style exhibition and the Italian Festival Week, we would like to highlight the realisation of several other ventures such as the "Think Up" project for the development

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of the Piedmont ITC sector in the UAE. This project was sponsored by the Turin Chamber of Commerce, supported by the funds of the Piedmont Region and held in cooperation with the Piedmont Agency for Investments Export and Tourism, Torino Wireless and CSI-Piedmont.

In collaboration with Padova Promex (Special Agency of the Padua Chamber of Commerce for International Activities) IIC managed the "Progetto Hotelleria", a project financed by the Veneto Region for the promotion of the Padua enterprises in the UAE hotel contracting sector. Another important venture for the furniture sector was the one promoted and financed by the Lombardy Region and managed by IIC in collaboration with CLAC.

Last but not least is the project for the Centre of Italian Nautical Excellence in the UAE which will be completed in 2008.

The staff

IIC's staff currently presents a team of seven qualified professionals who provide ongoing services to firms and companies in order to undertake various business opera-

tions and to guarantee a constant support to the companies of both countries. The wide variety of services provided by IIC range from the research of potential buyers or partners to the organization and logistics for collective and individual trade missions, market researches to legal consultancy, on-site logistics for the major exhibitions to the organization of multiple types of events.

Board of directors: Piero Ricotti : President and Managing Director – Sirti FZ LLC, Dubai.

Shaikh Mohammed Bin Faisal Sultan Al Qassimi : Vice President and Chairman - Manafa LLC, Sharjah.

Mauro Marzocchi : Secretary General
Giuliano Lengo : Director : Foreign Centre Piedmont Region Chamber of Commerce - Italy.

Filippo D'Andrea : National Director - Export CNA - Italy.

Ernesto Testa : Official Representative – Confartigianato and Businessman - Italy
Anna Casale : Businesswoman – Rocca Sedici - Italy.

Silvio Cattaneo : Businessman – Cattaneo Cravate - Italy.

Franco Biagi : President - Artex & Vice President Confartigianato Tuscany - Italy.

Mirella Calvano : Director - Piedmont Region Export Sector - Italy.

Roberta Calarese : Legislative Counsel - Dubai International Financial Centre.

Fabio Zucchelli : Regional Manager – Intesa San Paolo, Dubai.

Mohammed Al Shorafa : Sr. Exec. Vice Chairman – United Eastern Group, Abu Dhabi.

Accounts Revisers: Paola Manzato - Middle East LLC, Sharjah.

Mohammed Zameer - Al Rostamani Group, Dubai.

Legal Representative: Giovanna De Pasquale Studio Legale De Pasquale - Italy.

Special invitees

H.E. Paolo Dionisi : Ambassador – Italian Embassy, Abu Dhabi.

Ferdinando Fiore : Director – Italian Trade Commission, Dubai.

Roberto Vagni : Consul General – Italian Consulate, Dubai.

Pasquale Della Penna : Responsible for relationships with the Gulf countries, Sharjah.

Daniele Vaccarino : CNA Rome - Italy
Gian Maria Rizzi : CONFARTIGIANATO Rome - Italy. ■