

GULF NEWS SPONSORED SUPPLEMENT

ITALY

AT EXPO 2020

Monday, September 20, 2021

PASSING THE MANTLE

After successfully hosting Expo 2015 in Milan, Italy seeks to take its involvement with the world fair to the next level





“I am confident that Expo 2020 Dubai will provide a great opportunity to make a further leap forward in our bilateral relations”

Message from His Excellency **Nicola Lener**, the Ambassador of Italy to the United Arab Emirates



As the first global event after the outbreak of the pandemic, Expo 2020 Dubai is expected to be a platform of extraordinary value to reflect on the role of cooperation as a key factor to enhance the resilience of our societies and our capability of addressing global challenges, through innovation and connectivity. The Universal Exhibition will also confirm the strong role of the UAE as a commercial, financial and logistics hub for the wider MENASA (Middle East, North Africa and South Asia) Region and the success of its development model based on diversification, attractiveness and projection towards the future, in a year that will mark the Golden Jubilee of the Federation.

For Italy, the participation in Expo 2020 Dubai will be the main promotional project in the last six years, not only for the entity of the investment made by the govern-

ment to build and run an amazing Pavilion (in keeping with its role as “incumbent” after the success of the Expo Milan in 2015), but also for the deep commitment from all the main public and private entities to bring to Dubai the best of the Italian capabilities to create, innovate and network in order to contribute to enhance the recovery and resilience of our societies.

“Beauty connects people” is the Italian theme statement at Expo 2020 Dubai. Beauty, though, as a classical concept, encompassing not only what is aesthetically pleasing, but also what is right and useful to mankind, which today means also inclusive and sustainable. This is the beauty that permeates the unique Italian landscapes and architecture, but also the Italian manufacture and innovation in the most advanced sectors (from renewable to waste management, water treatment, aerospace, sustainable mobility, life sciences, artificial intelligence

and agritech). By showcasing the beauty of Italian technology, indeed, the Italian Pavilion will highlight the contribution that Italy is providing to the global effort to improve the life of our people, to protect our planet and to increase our prosperity in an inclusive and sustainable way, in keeping with Italy’s priorities as current presidency of the G20.

In doing so, Italy will also build on its deep and wide relations with the UAE in all fields, from security to trade, from science to culture. Indeed, Italy and the UAE maintain a strategic dialogue on the main international and regional files at Foreign Ministers’ level; feature a dynamic trade exchange (in 2020 the UAE was the 1st market for Italian export in the MENA region, while Italy was the 2nd supplier of the UAE in the EU and among the first 10 globally); cooperate increasingly on research and technology (around 70 Italian scientists work today in

the UAE Universities and research centres); and share a strong commitment to developing the cultural dialogue (as confirmed by the establishment in Abu Dhabi of the first Italian Cultural Institute in the GCC).

I am confident that Expo 2020 Dubai will provide a great opportunity to make a further leap forward in our bilateral relations, through the number of initiatives, projects, meetings, experiences that will involve our companies, our institutions, our research centres and our societies, and that will outlast the Universal Exhibition.

The Embassy, together with the Consulate General in Dubai, the Italian Trade Commission Office, SACE and the Italian Cultural Institute, and in close cooperation with the Office of the Italian Commissioner General for Expo, are keen to facilitate and support all these activities and their follow ups.

A GULF NEWS PUBLICATION

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ITALIA
LA BELLEZZA UNISCE LE PERSONE
BEAUTY CONNECTS PEOPLE
الجمال يجمع الناس



Italy was one of the worst affected when the effects of the pandemic were first felt by the world last year, but has since bounced back superbly. Considering Italy attracts a lot of tourists from the UAE, how prepared is the country to kick start tourism again and what are the precautions in place?

Indeed, last year Italy was the first Western country to be hit by the Covid-19 pandemic and, thanks to the measures adopted by our Government that also paved the way to other countries' containment policies, we managed to get the outbreak largely under control by the summer. In light of the importance tourism plays in our bilateral relations, and as acknowledgment of the effective anti-Covid measures adopted by the UAE Government, tourists from the United Arab Emirates have been allowed to travel to Italy on the so-called 'Covid-tested flights' as of June 1 this year. With over 73 per cent of the eligible Italian population fully vaccinated and all necessary safeguard measures in place, Italy succeeded to reopen shops, theatres, restaurants, cinemas and museums so tourists have been enjoying a return to a largely normal way of life.

■ How has the Italian Consulate helped Italian residents here in the UAE during the pandemic months?

The Covid-19 pandemic has posed unprecedented and sudden challenges to the entire Italian public administration, both in Italy and abroad, as all public offices had to rethink and reinvent different ways of providing assistance to their compatriots. Since the very first phase of the pandemic under my predecessor, this Consulate General had to swiftly find a balance between the need, on one hand, to ensure the continuity in the provision of essential consular services and, on the other hand, to safeguard the health of our employees and customers alike, strictly in line with the anti-Covid regulations introduced by both Italy and the United Arab Emirates. Consequently, the pandemic has catalysed the digitalisation of the consular services, with an increasing number of them now available online, but has also often demanded a shift of human resources to emergency consular assistance tasks in order to help those fellow citizens affected by Covid-19 and in dire situations for different reasons. In this regard, I would like to commend the extraordinary work done by the Consulate's staff.

■ The Italian Pavilion will be one of the most visited venues at Dubai Expo 2020. What are the

We expect to trigger a new flow of 'experiential tourism'

Giuseppe Finocchiaro, Consul General of Italy, on how the EXPO 2020 will help visitors discover less known, but beautiful and rich territorial identities from across Italy



attractions that the pavilion has lined up?

A number of media have been anticipating the 'once in a lifetime experience' visitors will enjoy at the Italy Pavilion, with its architecture providing a creative and very innovative presentation of the key theme of our Pavilion "Beauty that Connects People", where Beauty is intended as competence, innovation and a conduit for knowledge.

As remarked by the Commissioner General for Italy at Expo 2020, Paolo Glisenti, who heads the office in charge of organising and implementing my country's participation at the world event, the Italy Pavilion will be an innovation hub with a structure inspired by the most advanced elements of sustainability and circular economy demonstrating the height of Italian ingenuity.

The exhibition route of the Pavilion will take the visitor on a spectacular journey across the Peninsula through the storytell-

ing conceived by Oscar-winning Italian director Gabriele Salvatores. At the beginning of the impressive journey, visitors will bask in the beauty of the finest Italian landscapes then continue on to narrative architectures that express Italy's talents, competence and beauty: from cinema to theatre, from landscapes to innovative enterprises, from cutting-edge technologies to sustainability. The Pavilion aims at highlighting the importance of history, tradition and memory in sparking innovation and creativity, while paying tribute to the seafaring peoples that have populated the Mediterranean basin through history. Let us recall that Italy has always been a bridge, above all with the Mediterranean and the Arab and Middle Eastern world, which have nourished our culture and shaped a common cultural heritage. During the semester, the Italian Pavilion will host hundreds of very interesting events.

■ How big a part will an event such as the Dubai Expo 2020 play in helping boost Italy's tourism quotient here in the UAE and the Middle East?

Dubai Expo 2020 will represent the first major global event after the pandemic and, therefore, it will be a great opportunity to relaunch international relations between countries and peoples. For Italy, it will undoubtedly be a great opportunity for the internationalisation of our economic system, the relaunch of our exports and the attraction of direct investments also towards our small and medium-sized enterprises and innovative start-ups. As to the tourist sector more specifically, the Italy Pavilion will showcase our excellence not only at national, but also at regional level. With Italian Regions playing an important role as full-fledged partners at Expo 2020, visitors will have the opportunity to discover less known, but not less extraordinarily beautiful and culturally rich, territorial identities across Italy, which are definitely worth visiting. Along with a more traditional form of tourism, we expect to trigger a new flow of 'experiential tourism' where people wish 'to experience' Italy and its Regions by engaging with our unique history, people, culture, food and environment.

■ How much did the lockdown affect the trade balance between Italy and the UAE?

Italy is very much loved in the UAE as it is synonymous with culture, art, refinement in fashion, design, technology and high quality food. This is also thanks to the work of the Italian entrepreneurial community in the UAE that is made up of over 600 companies, including those operating through local agents.

In spite of the constraints imposed by the pandemic, the Italian Trade Agency in Dubai, in close cooperation with the Italian Embassy in Abu Dhabi and the Italian Consulate General in Dubai, continued to facilitate business opportunities for Italian companies through the organisation of business missions and participation in the most important trade fairs.

Notwithstanding the slowdown in global trade brought by the pandemic, in 2020 Italy became the first commercial partner of the UAE in terms of total bilateral trade and the second commercial partner as to exports to UAE (among European Union Member States). We are glad that the first quarter of 2021 confirmed such a positive trend with an increase of 43.44 per cent of the total trade with the UAE.



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FIRENZE MILANO ABU DHABI

INNOVATION TO THE FORE

The Italy Pavilion will be a hub for innovation, inspired by advanced elements of sustainability and circular economy and showcasing the best of Italian ingenuity

For Italy, participation in Expo 2020 Dubai is more special than it is for other countries. Having successfully hosted the previous Expo in Milan in 2015, Italy comes into the Dubai Expo in the special role of incumbent. That is one of the reasons why the country has gone all out with its preparations for the world fair, including a pavilion that promises to offer visitors a 'once in a lifetime experience'.

The Italy Pavilion embodies the key theme, which is "Beauty that Connects People", where Beauty is intended as competence, innovation and a conduit for knowledge. The Italy Pavilion will be positioned as a hub for innovation with a structure inspired by the most advanced elements of sustainability and circular economy that showcase the best of Italian ingenuity.

Visitors to the Italian Pavilion will experience a journey that has been conceptualised by Oscar-winning Italian director Gabriele Sal-



vatores, taking them through the finest that Italy has to offer, with the narrative demonstrating the country's talents, competence and beauty: from cinema to theatre, from landscapes to innovative enterprises, from cutting-edge technologies to sustainability. Galleries lined with gilded Byzantine-style

mosaics will lead to the ultimate masterpiece of excellence of Italian culture and art — Michelangelo's David! A real size 3D copy specially produced in Florence to be displayed at the Expo 2020 Dubai, the David statue symbolises how the extraordinary historical legacy of Italy meets the future of advanced



technologies.

Apart from showcasing what the country has to offer, the Italy Pavilion will also give equal representation to the different regions within the country, with Italian Regions playing an important role as full-fledged partners at Expo 2020. Officials expect the Expo to prompt a new stream of 'experiential tourism' where people wish 'to experience' Italy and its regions by engaging with the country's history, people, culture, food and environment.

For more details and the full calendar of activities, visit the official website www.italyexpo2020.it.

PROMOTING ITALIAN LANGUAGE AND CULTURE

The Italian Cultural Institute will be organising several events including concerts within Expo 2020

The Italian Cultural Institute in Abu Dhabi (IIC), one of the 83 Institutes around the world, part of the Diplomatic Network of MAECI (Italian Ministry of Foreign Affairs and International Cooperation), is the Cultural Section of the Embassy of Italy to the UAE and the only Institute in the GCC.

The IIC promotes the Italian language and culture, mainly through the organisation of cultural events, also in collaboration with UAE and Italian Authorities and Institutions.

Among the several upcoming projects of the IIC, the most notable will be the concerts organised within Expo 2020, in collaboration with the Embassy of Italy and the Italian Commissioner's Office at Expo:



Il Nabucco, conducted by Maestro Riccardo Muti; the Oscar-winner composer Nicola Piovani; Orchestra di Piazza Vittorio; the 100 international cellists with

Giovanni Sollima; Paolo Fresu jazz Trio.

The IIC programme also includes exhibitions such as *Drop by drop life falls from the sky*, *Water, Islam and*

Art, in collaboration with Sharjah Museum Authority and Fondazione Torino Musei, *DIVA! The Italian Glamour*, Italian fashion jewellery, in collaboration

with MAECI and Politecnico di Milano, *Plessi's Digital Splash* by the celebrated artist Fabrizio Plessi, *Older than love*, by artist and photographer Martina Zanin.

Worth mentioning is the collaboration with Cinema Akil, Dubai, and Cinema Space, Abu Dhabi, for the retrospectives dedicated to directors Federico Fellini and Pupi Avati.

Other activities and projects include those in the fields of Italian language promotion and teacher training, science, and literature, such as the celebration of the Italian poet Dante Alighieri, to mark the 700th anniversary of his death, as well as publishing (in collaboration with Sharjah International Book Fair), photography, fashion, and design.

ITALY-UAE

GROWING BILATERAL TRADE

First quarter of 2021 shows positive trend with an increase of 43.44 per cent in total trade



AMEDEO SCARPA
Italian Trade
Commissioner to the
UAE and ITA Dubai
Director

In 2020, besides the pandemic, the total balance trade between Italy and the UAE stood at more than 8.4 billion Euros, out of which 3.9 billion of Italian export and 4.5 billion of Emirati export (0.6 billion Euros of surplus for the UAE), and Italy became the first European commercial partners of the UAE in terms of total bilateral trade.

Italy represents the 9th supplier of the UAE, with a market share increasing to 2.9 per cent during pandemic, compared to the 2.5 per cent of previous years. United Arab Emirates instead ranked 18th position among Italy's suppliers (market share: 1.23 per cent).

First quarter of 2021 confirms such a positive trend with an increase of 43.44 per cent in total trade (out of which Italy's export saw growth of 22 per cent and Emirati export saw growth of 183 per cent due to the growth of gold and precious metal exported towards Italy).

By value, main products from Italy to the UAE are:

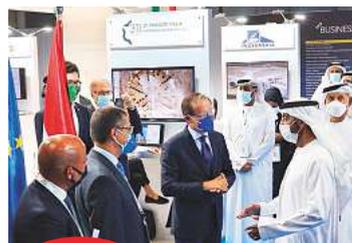
- jewels and precious stones
- machinery and mechanical apparels
- electrical machinery
- vehicles
- furniture
- cosmetics
- optical and medical instruments
- clothing
- boats and floating structures

These data prove a large win-win complementarity between the two export systems (i.e., first imported items by Italy are gold and precious stones while the most exported one is by far jewelry, made by such gold and precious stones) and huge margins still to be caught from both sides.

ITA – Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

On occasion of Expo Dubai, more than 800 Italian companies, including SMEs, will be involved in the promotional activities which will be carried out by ITA together with the Embassy of Italy in the UAE, the Italian General Consulate in Dubai and the Republic of Italy Pavilion Expo 2020.

The special Promotional Program, ap-



Italy represents the 9th supplier of the UAE, with a market share increasing to 2.9 per cent during pandemic

proved and supported by the Ministry of Foreign Affairs, will include Innovation Talks on Italian sustainable products and technologies, B to B meetings at Italian Pavilion, sponsored business incoming delegations, B to B meetings at the 20 collective Italian participations

at the most relevant trade fairs which will happen during the Expo semester, with dedicated focus on Italy of innovation and startups ("InnovItaly UAE") and e-commerce projects to promote "Made in Italy" also on main Emirati e-marketplaces.

For more info, write to dubai@ice.it

FACILITATING BUSINESS GROWTH AND DEVELOPMENT

SACE, through its office in Dubai, focuses on sectors of excellence for Italy, such as agrifood, infrastructure and oil and gas

sace 
gruppo cdp

SACE is the Italian ECA specialised in supporting the growth and development of businesses and the national economy through a wide range of solutions to improve competitiveness in Italy and worldwide.

Since 2016, SACE is present in the UAE, a major strategic market for the Italian companies, through its office in Dubai, which largely focuses on sectors of excellence for Italy, such as agrifood, infrastructure and oil and gas.

SACE can facilitate Emirati buyers to obtain medium/long-term loans at competitive terms both through Export Credit products as well as untied financing. The latter is pursued by SACE also through a proactive approach known as "Push Strategy pro-



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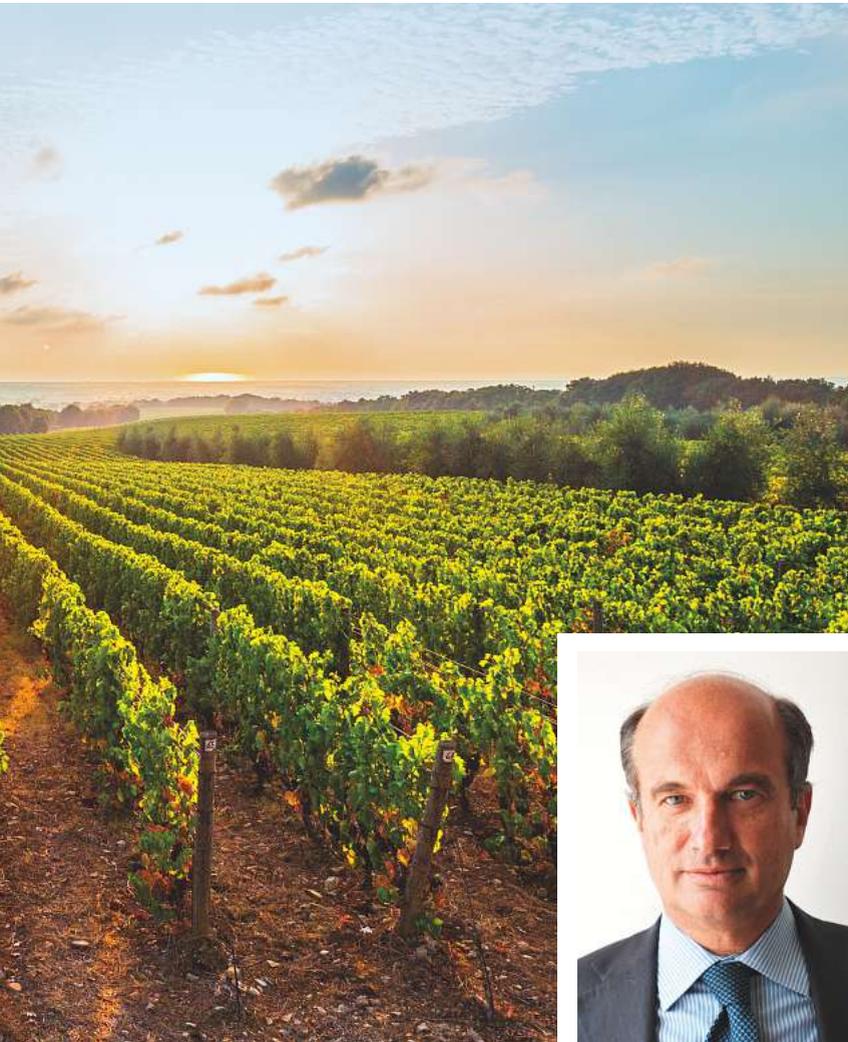
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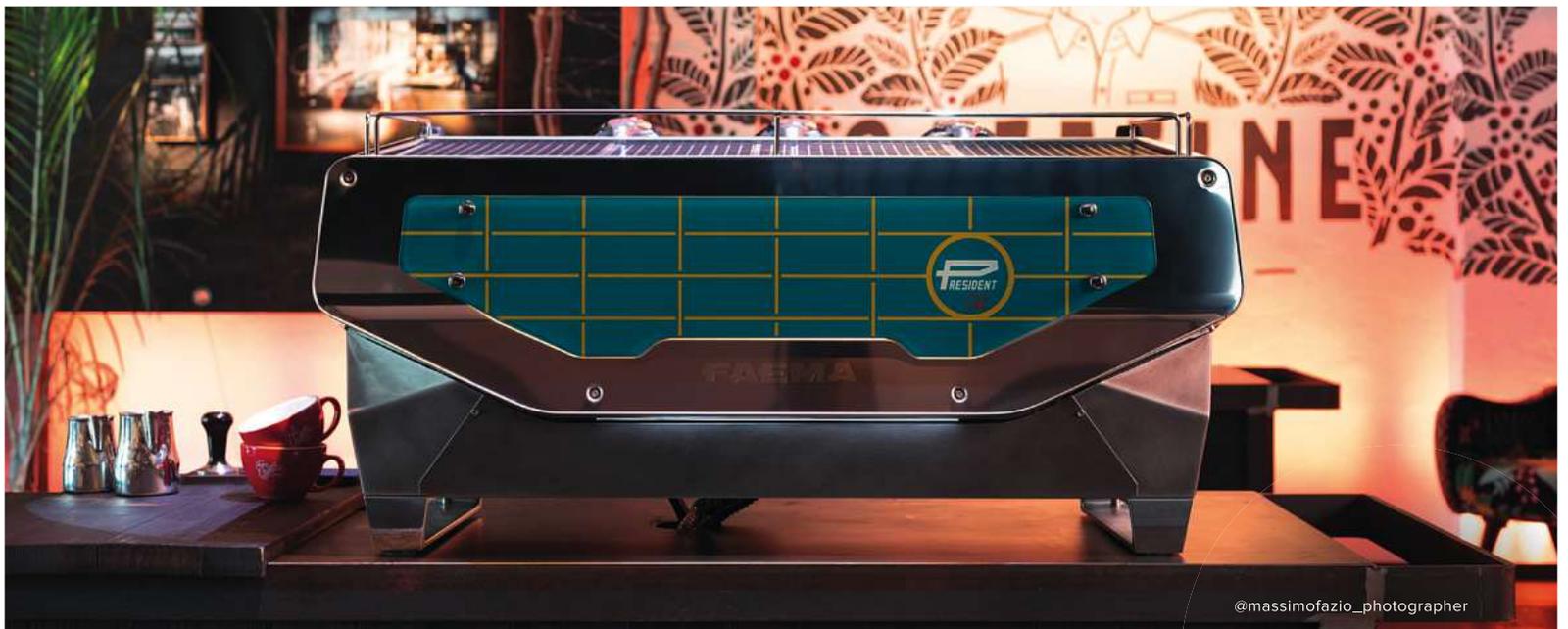
gramme”, which aims to promote Italian exports among local buyers by organising business match-making events with potential Italian suppliers.

In line with one of the main theme of Expo 2020 Dubai, sustainability is an essential component of SACE’s mission, recently reinforced with the specific mandate of the Government for the application of Italian Green New Deal. This commitment is reflected in the

SACE Dubai office activities aiming at identifying projects which can benefit of the SACE support under green and sustainable financing.

In the context of EXPO Dubai 2020, SACE is willing to further facilitate the already excellent trade relations between UAE and Italy by implementing various initiatives, such as, providing dedicated conditions for Italian SMEs interested in doing business in the area, and cooperating with the Italian Institutions based in the UAE for the organisation of fairs and match-making events between Emirati buyers and Italian exporters.

◀ Maurizio d'Andria, Head of SACE Dubai Office — Responsible of Middle East & North Africa



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Casinetto is a homegrown business that started with a mission to transform the UAE's culinary scene bringing rich, fresh Mediterranean flavours from all around the world. Being Italian farmers themselves, they understand the importance of sustainable agricultural practices and fresh local produce.

Whether it is exquisite blue cheeses, fresh tomatoes from Sicily or truffles from Umbria, Casinetto's mission is to provide their customers with authentic real food. They work with local fishermen and farmers, with artisan producers and craftsmen and women from around the world.

Maybe you've already tasted their products? For years, Casi-

netto have proudly worked with some of the UAE's most loved restaurants, whose chefs count on their ingredients to bring their menus to life. Now you can bring these vibrant flavours to your kitchen, too.

Casinetto never compromises on the quality and taste of natural food that has been crafted lovingly.

Order online at www.casinetto.com and choose from thousands of delicious authentic Italian and Mediterranean products today.




GRUPPO CIMBALI

Global leader in the design and production of professional espresso machines

Gruppo Cimbali is a leader in the design and manufacture of professional machines for coffee and milk-based drinks and coffee bar equipment.

The continuous search for innovative solutions, attention to detail, and a particular focus in design have allowed the brand to bring passion, tradition, design, quality, and coffee culture into the world of the barista and coffee lover since 1912.

The Group, which comprises the brands La Cimbali, Faema, and Slayer, has three production plants in Italy and one in the U.S. (in Seattle, where Slayer brand machines are made), two Italian operational branches and ten outside of Italy, with a total of more than 700 employees.

The company also relies on a distribution network that currently covers more than 100 countries and accounts for 700 distributors who share the passion and experience of Cimbali



with the world. Thanks to extensive research, revolutionary technical developments, and distinguished design elements, the group offers the widest range of solutions that continuously support the advancement and quality of coffee throughout the industry.

Gruppo Cimbali inaugurated its representative office in Dubai in February 2019. In 2021, the brand opened a further operational showroom/experience lab at Fortune Executive Tower, JLT. Schedule a visit on me@grup-pocimbali.com and have some great coffees with the team.



Claudio Torresan, General Manager, Gruppo Cimbali, DMCC Branch

M+N ARCHITECTURE

More than a decade of architectural excellence in the region

M+N Architecture is an Italian firm specialised in architecture and interior design with a presence in the UAE, with its office in Abu Dhabi, since 2010.

The services offered by M+N span from architectural design to master planning and from interior design to project management and supervision, all within the framework of the latest industry's standards and sustainable design.

The company, which has recently celebrated its 10th year of operations in the Middle East, has made a name for itself by delivering over 200-plus high-profile projects, characterised by innovation, creativity and sustainability, with an extensive range of

completed projects, in the educational, hospitality, residential and commercial sector.

M+N has received several regional and international design awards and has diversified its portfolio with private developments and governmental buildings, among which are the almost-complete residential development Al Raha Lofts, the new beach bar and wave pool for the Radisson Blu Hotel on Abu Dhabi Corniche, the interiors for the new Ministry of Human Resources and Emiratization in Dubai, a new office building for the Ministry of Interior in Abu Dhabi and several commercial interiors like the new Provisic/Khidmah HQ (awarded LEED Platinum) inside Yas Mall, the new Flash Entertain-



Lorenzo Zoli,
Managing
Director, M+N
Architecture

ment HQ, the new Cyber Security Department of NYUAD and several branches for Abu Dhabi Commercial Bank.

Eager to continue its legacy in the UAE and the MENA region,

M+N Architecture is the partner of choice for all clients who expect high-quality services and customized solutions in the field of design, with a touch of Italian style.

MAPEI CONSTRUCTION CHEMICALS LLC

A blend of Emirati flair and Italian culture at the Expo

Mapei Construction Chemicals LLC, the world's leading manufacturer of chemical products for construction industry and the fully owned subsidiary of the MAPEI Group, is a Premium Partner of Italy Pavilion at Expo 2020 Dubai. Mapei has supplied over 30 products, weighing over 100 tonnes, that helped turn the Pavilion into a state-of-the-art structure.

The Italian building solutions provider recreated real sand dunes and coated the suspended walkway within the pavilion through the use of coffee beans and a special powder made from orange-peel, bringing to life a unique blend of Emirati flair and Italian cultures into it. MAPEI's Technical Services Division team provided the resin and concrete flooring to

install ceramic and marble, decorate and finish off walls and various waterproofing solutions, giving it full 360-degree involvement from initial conception of the project with its cutting-edge works of engineering.

"We can't wait for the world to see an astonishing finish of the Italian Pavilion made possible through the collaborative efforts of MAPEI's Research and Development team, using only top-of-the-range products to ensure intact and accurate delivery of the structure and colors as per the blueprint from our respected engineers and lead project architects. We take pride in calling ourselves the official partner of Italy, bringing the Italian flair to Expo 2020", concludes, Stefano Iannacone, Director for Middle East and Africa, MAPEI Group.



Stefano Iannacone,
Director for Middle East
and Africa, MAPEI Group

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