

ITALIAN INDUSTRY & COMMERCE
OFFICE IN THE UAE

(Camera di Commercio Italiana negli EAU)

www.iicuae.com

presents

06 November 2013 - 07 December 2013

ITALIAN FESTIVAL WEEK^S UAE

06 NOVEMBER
07 DECEMBER

13

*"You may have the universe
if I may have Italy"*

- Giuseppe Verdi -



Ministry of Economic Development



Embassy of Italy to the UAE

06 NOV.

SUMMIT OPENING GALA PARTY – OFFICIAL PRESENTATION OF IFW13

This year for the first time Dubai will host the fifth edition of The Italian Cuisine World Summit. The world's most prestigious Italian food, drink and lifestyle event will be held in Dubai from 7-10 November, under the auspices of the Italian Embassy in Abu Dhabi, in collaboration with the Italian Industry & Commerce and with the special appearance of Master Guest Chef Massimiliano Alajmo, 3 Michelin stars. A tasty networking opportunity for the Italian business community living in the UAE and their international network of friends. Press conference on the IFW13.

For further information please visit: www.itchefts-gvci.com.

Time : 7:30 PM

Venue: **Boulevard Terrace, Jumeirah Emirates Towers Hotel, Dubai**

By invitation only – Priority privilege for IICUAE members



NETWORKING AND FINE DINING

06 - 10 NOV.



THE SUMMIT IN THE BEST ITALIAN RESTAURANTS OF DUBAI

The 5th edition of the Italian Cuisine World Summit is being organized for the first time in Dubai. Guest Italian Master Chefs coming from Italy and the world, innovation and tradition in high Italian cuisine: this is a unique event which promotes Italian quality food and lifestyle.

ALTA BADIA, Jumeirah Emirates Towers Hotel

BICE, Hilton Dubai Jumeirah Hotel, Claudio Sadler - Sadler Milano**

BICE Mare Patrizia Di Benedetto, Bye Bye Blues, Palermo*

CASA MIA, Le Meridien Graziano Prest, Tivoli, Cortina D'Ampezzo *

BUSSOLA, Westin Dubai Mina Seyahi, Oliver Glowig, Oliver, Roma **

CAVALLI CLUB, Fairmont Hotel, Marco Sacco, Piccolo Lago, Mergozzo (Verbania) **

RONDA LOCATELLI ATLANTIS, Giorgio Locatelli, Locanda Locatelli, London *

L'OLIVO, Rixos The Palm Hotel, Tano Simonato, Tano Passami L'olio - Milano *

POSITANO, JW Marriot Hotel, Salvatore Bianco, Hotel Romeo, Napoli*

ROBERTO'S, Gaetano Trovato, Arnolfo, Colle Val D'elsa (Siena) **

ROCOCO', Sofitel Jumeirah Beach, Sergio Vineis, Il Patio Vineis (Biella) *

CERTO, Radisson Blu Hotel, Felix Lo Basso, Alpenroyal Hotel Selva Val Gardena *

SICILIA, Movenpick Ibn Battuta Gate Hotel, Antonella Ricci, Al Fornello Da Ricci, Ceglie Messapica*

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT, Emanuele Scarello, Agli Amici, Udine **

CENTER CUT RESAURANT, The Ritz Carlton Hotel DIFC, Emanuele Scarello, Agli Amici, Udine **

The wines of Gianni Gagliardo

For information please visit: www.itchefts-gvci.com

07 NOV.



SUMMIT VIP & MEDIA DINNER

Master Guest Chef MASSIMILIANO ALAJMO

from Le Calandre, Sarameola di Rubano Padova (Italy) - 3 Michelin stars

Time : 8:00 PM

Venue : **Alta Badia Restaurant, Jumeirah Emirates Towers Hotel, Dubai**

By invitation only (For information please visit: www.itchefts-gvci.com)

07, 09, 10 NOV.



MASTER COOKING CLASSES

With Michelin starred Master Chefs coming from Italy and the rest of the world.

Venue: **Emirates Academy of Hospitality Management, Dubai Mall and Miele Showroom**

By invitation only

09 NOV.



PIAZZA GRANDE FOOD SHOW – TASTE OF ITALY FESTIVAL

A one day Festival Celebrating in style the Taste of Italy: tasting and sale of Italian Fine Products, Shows of Acrobatic Pizza, Gelato and Fresh Pasta Making, Lavazza best espresso coffee competition, Pasta World Championship – UAE qualifying, best Italian pizza in the UAE contest, sommelier Italian wine awards, Family Fun.

Guest Master Chefs: Cesare Casella (New York), Salumeria Rosi (New York), Donato De Santis - Cucina Paradiso (Buenos Aires), Paolo Monti - Gaia (Hong Kong), Pietro Rongoni – Aromi (Moscow). Other guests: Pasqualino Barbasso (Acrobatic Pizza World Champion), Simone Fracassi (Master Butcher).

Timing: from 1:00 PM to Midnight

Venue: **La Bussola, The Westin Dubai Mina Seyahi Beach Resort & Marina, Dubai**

Free access

10 NOV.



THE ITALIAN SUNDAY LUNCH WITH SERGIO VENEIS

Il pranzo della domenica all'aperto - The Italian open-air Sunday lunch

Time : 12:30 PM

Venue : **Rococo' Restaurant – Sofitel Dubai Jumeirah Beach**

By reservation only (tel: 04 448 4848)

10 NOV.

**SUMMIT FAREWELL PARTY DINNER**

Italian Chefs World Summit Closing Event: dinner at Roberto's Restaurant. Closing of the 1st convention of Italian Restaurant Managers Abroad –AIRM with a 3 stars Chef.

Time : 8:00 PM onwards

Venue : Roberto's Restaurant, Gate Village 1, Dubai International Financial centre, Dubai

By reservation only (04 386 0066)

05 & 10 NOV.

**JUVENTUS CLUBDOC DUBAI DEL PIERO & SCIREA EVENTS**

During IFW 2012, dozens of Juventus UAE residents gathered to celebrate the foundation of the Juventus Club DOC Dubai. During this year, the Juventus Club's social network strategy made possible the organization of a number of events in several Italian restaurants in Dubai, with hundreds of attendees.

**Juventus Vs Real Madrid**

Date: 5th November

Time : 11:45 PM

Venue : Shoufi Mafi Restaurant, Jumeira Beach Road 1, Dubai

Free access

Juventus Vs Napoli

Date: 10th November

Time : 11:45 PM

Venue : Stefano's Restaurant, Marina Walk, Dubai

Free access

03 NOV.

**INAUGURATION OF THE JUVENTUS SOCCER SCHOOL DUBAI**

Juventus has opened its first soccer school in the Middle East, in collaboration with Club 5, a leading sports management company and the Dubai Sports Council (DSC). The opening was announced at a special ceremony at InterContinental Festival City, which saw representatives of IICUAE and Juventus Club DOC Dubai Del Piero & Scirea.

Venue : Dubai Municipality Sports Club

For information please visit: www.jssdubai.net

11 NOV.

**OFFICIAL PRESENTATION OF IFW13 IN ABU DHABI – OFFICIAL OPENING ITALIAN CULTURAL WEEK**

A traditional get-together for the Italian business community living in the UAE and their international network of friends, in collaboration with the Italian Embassy and CICER –Italian Cultural Association Abu Dhabi. Cocktail party and commencement of the Italian Language Week in the world.

Time : 7:30 PM

Venue : Hilton Abu Dhabi

Free access

14 NOV.

**ITALY MEETS UAE TRADITIONS**

A traditional Emirati dinner will be served at the Sheikh Mohammed Center for Cultural Understanding for the Italian community living in the UAE. A unique opportunity to meet and to acquaint oneself with the culture and the people of the country hosting us.

Time : 8:00 PM

Venue : Bastakiya

RSVP only (100 AED per person); Priority privilege for IICUAE members. For further information call 06.5747099

16 NOV.

**CALABRIA NIGHT IN THE UAE**

In collaboration with Promo Catanzaro, the Italian Chamber of Commerce organizes the first Calabria Night in the UAE, an aperitif with tasting of typical Calabrese products and welcome cocktails. The Catanzaro Chamber of Commerce will give a presentation on the value of the Mediterranean Diet.

Time : 8:00 pm

Venue : Al Fresco Restaurant, Crowne Plaza Hotel Dubai.

By invitation only – Priority privilege for IICUAE members

04 DEC.

**ITALIAN AND RUSSIAN WOMEN IN DUBAI INTERCULTURAL DINNER**

In collaboration with the group "Donne Italiane a Dubai" and the "Russian Women Association" an intercultural Italian dinner will be served to women associations of Dubai: an agreeable occasion to meet and share experiences and advices for everyday life in the United Arab Emirates. The dinner will be followed by the presentation of the book by the Italian writer Ms. Debora Maria Montella.

Time : 08.00 pm

Venue : Certo Restaurant, Radisson Blu Hotel, Dubai Media City

Gruppo Facebook "Donne Italiane a Dubai"

01 - 03 DEC.

**CAVOUR – AIRCRAFT CARRIER IN ABU DHABI**

The Italian Embassy to Abu Dhabi, with the support of the Italian Industry & Commerce Office in the UAE, will host a special event onboard the "Cavour" aircraft carrier to collect charity funds for the relief of disadvantaged children in Africa in collaboration with Fondazione RAVA. The Italian Navy's "Cavour" carrier, in its strategic 6 month-long mission for the promotion of Italy and its excellences in the Gulf area and Africa, will stop in the port of Abu Dhabi to become a "floating fair" displaying stands of Italian companies and exhibitions. The event will also take place in Dubai from 26th December to 2nd January. For further information, please visit the Facebook pages of the Italian Embassy to Abu Dhabi and the Italian Chamber of Commerce in the UAE.

Venue : Port of Abu Dhabi

07 DEC.

**GALA DINNER: CLOSING EVENT OF THE IFW13**

Closing event of the IFW13, wherein the most successful Italian entrepreneur and Emirati personality of the year 2013 will be awarded with a prize from the Presidency of the Italian Republic. Our Chamber will also announce the Italian Restaurants certified with 'Ospitalita' Italiana' during the year 2013, and ENIT, the Italian State Tourism Board, hosted in the UAE by the IICUAE, will promote Italy through an info-point, the distribution of promotional material and the display of videos.

Time : 7:30 pm

Venue : Armani Hotel, Dubai

By invitation only - Priority privilege for IICUAE members

27 NOV.

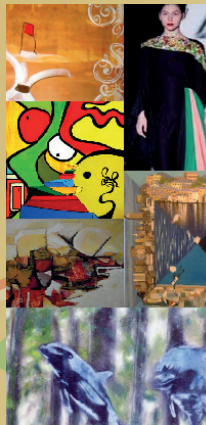


OFFICIAL OPENING OF TRAVELLING ARTISTS EXHIBITION BY SECOLO GALLERY SHARJAH

For the third year in a row, Secolo Gallery in collaboration with the Italian Industry & Commerce Office in the UAE, organizes an art exhibition under the apex of the Italian Festival Weeks 2013, dedicated to contemporary Italian artists. Art Director: Houda Oueslati.

Time : 7:00 PM
Venue : Hilton Hotel, Sharjah
 Free access

27 NOV.



TRAVELLING ARTISTS' LIVE ACTIVITIES

Art Director: Houda Oueslati

1. Extempore workshop with Italian Abaya Art Designer - Valeria Franchi

Live demonstration of Abaya Paintings by Valeria Franchi and display of 5 hand painted abayas. Her paintings are present in various private collections in Italy and abroad. For further information please visit: www.valeriafranchi.blogspot.ae.

2. Extempore Workshop of painting by Maestro Predrag Szilvassy

Live Painting Demonstration by Maestro Predrag Szilvassy. Artworks from 'As, I see you, Leonardo' - "Be yourself no matter what they say ... Sting". Design and production of unique items and business gifts.

3. Extempore Workshop of painting by Enzo Gobbo

Live Painting Demonstration by Italian artist - Enzo Gobbo.

Time : 7:30 pm onwards
Venue : Hilton Hotel, Sharjah
 Free access

27 NOV. - 27 DEC.



TRAVELLING ARTISTS (ARTISTI IN VIAGGIO) EXHIBITION

Art Director: Houda Oueslati with Ms. Raffaella Ferrari Critique

Display of the works by the following Italian Artists: Antonella Presson, Enzo Gobbo, Valeria Franchi, Angela Barra, Luigi Drago, Predrag Szilvassy, Tina Lattarullo, Luigi Masin, Toto Melita, Maria Carla Prevedello, Ezio Cipriani, Alpini Gionatam, Serena Coma

Venue : Hilton Sharjah
 Free access

29 NOV.



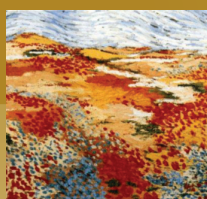
ITALIAN FESTA

TRADITIONAL Food Music Cultural show

Le Méridien Hotel Abu Dhabi, with the support of the Italian Industry & Commerce Office in the UAE, is celebrating the Italian Festa on Friday 29th November. Le Meridien Village Festival will showcase the diversity and the richness of Italy, ranging from art exhibits, gastronomic presentations and music performances.

Time : from 1:00pm to 6:00pm
 Free entrance

30 NOV.



LUIGI MASIN - SOLO EXHIBITION

Splashes of color among the wheat fields of our plains, with skies as background. Long strokes lost in our childhood memories, where nature has indulged tenderly.

Time : 8:00 PM
Venue : Shoufi Mafi Restaurant, Jumeirah Beach Road 1, Dubai
 Free access

23 NOV.



MAESTRO MASTRINI DESERT CONCERT

Il Maestro Maurizio Mastrini is a unique and accomplished classical and contemporary pianist/composer and the only pianist in the world that plays classical masterpieces and original compositions in reverse. One of the most innovative pianists on the international scene, he also performs in unusual and amazing places such as the slopes of Etna Concerto del Fuoco, under the



snow of Folgaria, to the temples in Agrigento. For the first time in the UAE, the Italian Pianist will delight the audience with a unique and spectacular open air performance in the suggestive desert of Dubai. With media coverage from Rai and Sky Italian TV channels. Free entrance upon booking and dinner at Al Fursan Restaurant by reservations.

For further information please visit: www.mauriziomastrini.com

Time : 7:00 PM

Venue : Bab Al Shams Desert Resort & Spa, Dubai

Free access / reservation only

29 NOV.



OPERA CONCERT MONICA DE ROSA IN ABU DHABI

Verdi & Puccini Opera Gala - A Bicentenary Celebration

The concert, under the patronage of the Italian Embassy and the Italian Industry and Commerce Office in the UAE, is one of the key events in the calendar of the Italian Festival Weeks, the annual cultural, social and economic festival organized by the Italian Industry & Commerce Office in the UAE. The most beautiful opera arias and duets from two of Italy's most celebrated composers, Giuseppe Verdi and Giacomo Puccini, all performed in one magical evening. "Trovatore, Otello, Rigoletto, Boheme, Madama Butterfly, Turandot" performed by the soprano Monica De Rosa McKay, the tenor Gian Luca Pasolini and the baritone Daniel Giulianini, Italian artists of international reputation. Accompanied by acknowledged pianist Vitali Mihailiuc, and narrated by Prof. Alessandra Priante, the Italian Cultural Attaché for the Gulf Region.

Time : 8:00 PM

Venue : Emirates Palace Auditorium - Abu Dhabi

Tickets available through: www.timeouttickets.com

01 DEC.



OPERA CONCERT MONICA DE ROSA IN DUBAI

Verdi & Puccini Opera Gala - A Bicentenary Celebration

With reference to the event in Abu Dhabi, Monica de Rosa McKay will be performing at an Italian opera gala at the Ductac theatre in Dubai.

Gala - Cocktail Reception at Ossigeno restaurant upon invitations.

Time : 8:00 PM

Venue : Ductac Theatre Mall of the Emirates, Dubai

Tickets available through: www.timeouttickets.com.



ITALIAN CULTURAL DAYS

organized by the Embassy of Italy to the U.A.E.

Italian Day at Paris Sorbonne Abu Dhabi

Date: 11th November

Venue: Paris Sorbonne Abu Dhabi

Restricted Access

Giuseppe Verdi scores' exhibition

To celebrate the Bicentennial of the birth of Giuseppe Verdi and on occasion of the concert by Monica De Rosa "Verdi & Puccini Opera Gala - A Bicentenary Celebration" at Emirates Palace, there will be an exhibition of the musical scores of Giuseppe Verdi in a digital version.

Date: 29th November 2013

Venue: Emirates Palace

Free access

Italian Language Open Day

Event organized in collaboration with Dante Alighieri and ITALICON, to promote the Italian language and e-learning courses.

Photographic exhibition- Margherita Lazzati

Exhibition of photographs of the series "Hunter of mirages" carried out between Dubai and Abu Dhabi in the period 2008-2012. The artist focused on unusual places such as construction sites, metro and long uncrowded beaches managing to recreate, through the use of reflected images, a unique and alternative atmosphere.

Concert of the Carabinieri Marching Band- Banda dei Carabinieri

For further information please contact: Prof. Alessandra Priante, Italian Cultural Attaché for the Gulf Region. Mail: culture1.abudhabi@esteri.it

03 - 07 NOV.



OUTGOING MISSION

In collaboration with Confartigianato, operators from the UAE and Qatar will participate to a mission in Italy to meet with Italian companies in Udine, Vicenza and Terni and establish business relations.

Venue: Terni, Udine, Vicenza - Italy

17 - 19 NOV.



SPECIALITY FOOD FESTIVAL 2013

IICUAE is glad to announce its partnership with Gulfood – Dubai World Trade Centre for the organization of the Speciality Food Festival. In only four years, The Speciality Food Festival has grown by 300%, making it the fastest growing event for the fine food & gourmet sector in the region. The IICUAE will print a brochure for the Italian Exhibiting companies, as part of the "Taste of Italy in the UAE" project, realized with the contribution of the Fondo Intercamerali Intervento di Unioncamere. Thanks to IICUAE's promotion of the food and seafood exhibitions in Italy, 10 Italian companies will be exhibiting for the first time in the UAE. For further information, timings other policies, please visit: www.speciality.ae

Venue: Dubai International Convention and Exhibition Centre

19 NOV.



SEMINAR ON THE MEDITERRANEAN DIET

In collaboration with Catanzaro Chamber of Commerce, Ms. Giovanna Ceccherini will present to the public of Dubai the value of the Mediterranean Diet, introducing some of the Calabrese culinary traditions. On 17th November 2010, the fifth session of the UNESCO Inter-Governmental Committee for the Safeguarding of the intangible cultural heritage of mankind enrolled the Mediterranean Diet in the prestigious list of intangible cultural heritage of mankind. The Mediterranean diet constitutes a set of skills, knowledge, practices and traditions ranging from the landscape to the table. This important award allows for the accreditation of the wonderful and balanced example of cultural and natural contamination represented by the Mediterranean and hence Italian way of life as a world excellence. The seminar on the Italian Cuisine will take place during Speciality Food Festival & Seafex Exhibition.

Time : 12:00 PM

Venue : Seafex Summit Conference Room, Hall 4, Dubai International Convention and Exhibition

24 - 27 NOV.



INCOMING BUSINESS MISSION FROM ROVIGO

In collaboration with the Rovigo Chamber of Commerce, Italian companies from several sectors, as their approach to the UAE market will meet selected local operators to establish business scopes.

Venue: Dubai, Abu Dhabi, Sharjah

25 - 28 NOV.



STAND SICILY REGION AT THE BIG 5

The Big 5 is the largest building and construction event in the Middle East, bringing together every year 60,000+ construction professionals. IICUAE will attend the event with a stand, in collaboration with Sicilia Region. For further information please visit: www.thebig5.ae.

Venue: Dubai World Trade Centre

Free access

04 - 05 NOV.



INCOMING BUSINESS MISSION FROM PADOVA

In collaboration with the Padova Promex, Italian companies from several sectors, in their approach to the UAE market will meet selected local operators to establish business scopes.

Venue: Dubai, Abu Dhabi, Sharjah

07, 08 & 09 DEC.



INCOMING BUSINESS MISSION FROM BERGAMO

In collaboration with the Bergamo Chamber of Commerce, Italian companies from several sectors, in their second approach to the UAE market will meet selected local operators to establish business scopes.

Venue: Dubai, Abu Dhabi, Sharjah

24 NOV.



TWISTER SEMINAR - DUBAI OFFICE LAUNCH & RESEARCH PRESENTAION

Cocktail party for the presentation of Twister Communications Middle East (www.twisterme.ae). Twister is the first Italian PR company in the Middle East offering result oriented PR plans that include Media Relations, Events and Digital PR. Twister Communications Middle East is an active partner in the Italian Cuisine World Summit, providing the Communications and Public Relations of the event. The event will also celebrate the agreement with the Italian Chamber of Commerce.

Time : 7:00 PM

Venue : Roberto's Restaurant, Gate Village 1, Dubai International Financial centre, Dubai

By invitation only



INCOMING BUSINESS MISSION FROM COMO

In collaboration with the Como Chamber of Commerce, Italian companies from several sectors, as their approach to the UAE market will meet selected local operators to establish business scopes.

Date: TDB

Venue: Dubai, Abu Dhabi, Sharjah



CULTURE - FASHION - FOOD -SPORT

ENIT Dubai will promote Italy as a tourist destination during the main events of the IFW13, taking advantage of the combination of culture - fashion - food, Italian excellences increasing in vogue in the world's tourism trend. ENIT Dubai will have a stand with promotional brochures and videos and will introduce its Facebook and Skype accounts and the QR application, which will support the office's activities. Since June 2010, ENIT Dubai is hosted by the Italian Industry & Commerce Office in the UAE.

Italian Chef World Summit

Date: 9th November, 13.00 hrs

Venue: La Bussola, The Westin Dubai Mina Seyahi Beach Resort & Marina, Dubai

Juventus vs Napoli

Date: 10th November, 23.15 hrs

Venue: Stefano's Restaurant, Marina Walk, Dubai

Official Presentation of IFW13 in Abu Dhabi - Official opening Italian Cultural week

Date: 11th November, 19.30 hrs

Venue: Hilton Abu Dhabi Capital Grand

Calabria Night In the UAE

Date: 16th November, 20.00 hrs

Venue: Al Fresco Restaurant, Crowne Plaza

Italian Festa

Date: 29th November, 19.30 hrs

Venue: Le Meridien Abu Dhabi

Gala Dinner: Closing event of IFW13

Date: 7th December, 19.30 hrs

Venue: Armani Hotel Dubai

10 - 17 NOV.



TOUR OPERATORS MISSION & MARKET RESEARCH

ENIT Dubai will visit the main Tour Operators of the UAE, promoting Italy as a tourist destination with particular focus on the Italian mountains. On the occasion ENIT will distribute promotional brochures and video and will introduce the brand new Skype account, Facebook page and the QR application. A tourism market research will be carried out.

Location: **Tour Operators Head offices**

13 NOV.



TRAINING FOR EMIRATES HOLIDAYS AGENTS

ENIT Dubai will hold training sessions for the agents of UAE Tour Operators. With the aim of increasing the tourist flow to Italy, ENIT will give an extensive presentation of the Italian tourist offers as well as useful information on Italy for the travel agents.

Time : **9:00 AM and 10:00 AM**

Venue : **Emirates Holidays Head Office**

By invitation only

21 NOV.



ITALY PRESENTATION AT ZAYED UNIVERSITY

In collaboration with Italian Club in Zayed University, ENIT Dubai will present Italy's touristic offer to the students of the Zayed University in Abu Dhabi. With the aim of increasing the awareness of Italy as unique destination, ENIT will give an extensive country presentation providing useful information on Italy for the local students.

Time: **12.00 hrs**

Venue: **Zayed University, Abu Dhabi**

04 - 05 DEC.



ENIT DUBAI AT HOST CITIES

ENIT Dubai will attend Host Cities 2013.

Presented by Emirates, Host Cities is a two day summit where industry leaders will cover topics from the Olympics to major international sporting events, expos and festivals, identifying how emerging nations can both successfully bid for as well as create their own, homegrown large scale events that leave a positive legacy and maximize social and economic impact.

Venue: **Park Hyatt, Dubai**



JOURNALIST FAM TRIP TO CORTINA D'AMPEZZO

Cortina d'Ampezzo: December

With the aim of promoting the Italian mountains, ENIT Dubai, in collaboration with Cortina Promozione, will organize a Fam Trip to Cortina for Lonely Planet Traveller Middle East, with the aim of creating a six page insert on the next edition of the famous tourist Magazine.



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: +971.6.5747099

Facebook

: Italian Tourism Office - ENIT Dubai

Skype

: Antenna ENIT Dubai (enit.dubai)



Our Esteemed Partners



06 November 2013 - 07 December 2013

06 NOVEMBER
07 DECEMBER

13

ITALIAN FESTIVAL WEEK^S UAE

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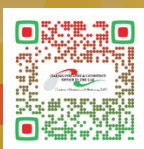
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