

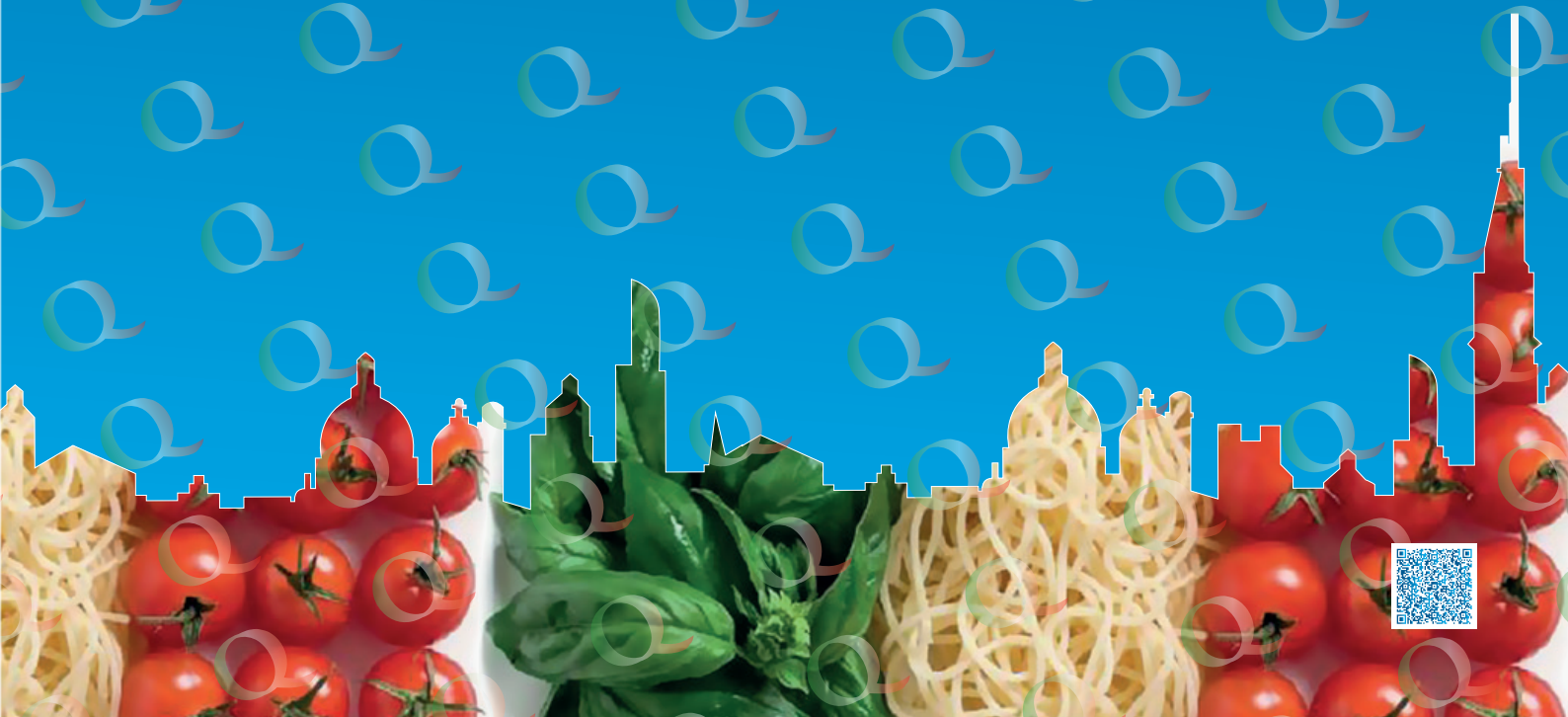


# OSPITALITÀ ITALIANA

QUALITY APPROVED



A MONTHLY MAGAZINE DEDICATED TO ITALIAN FOOD





## HI-TECH AND STATE-OF-ART

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**ITALFORNI**  
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## H. E. Giorgio Starace

A message to the readers from  
the Italian Ambassador to the UAE

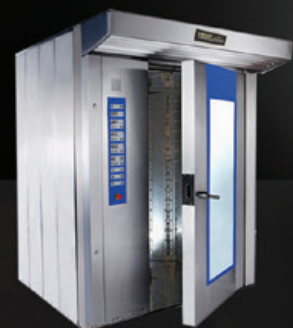
The "Ospitalita' Italiana" magazine of the Italian Chamber of Commerce in the UAE is an important tool to valorize the Italian gastronomic culture as well as the image of Italian Restaurants abroad that guarantee the respect of quality standards of the Italian Hospitality, promote our culture, and the excellence of Italian food production in the UAE. In 2012 the export of Italian food products to the UAE reached 153 million euro, with an increase of 39.5% compared to 2011. In 2013 the figures between January – June reached 66 million Euro, confirming the growing success of Italian culinary tradition in a strategic area, such as the United Arab Emirates.

The Ospitalita' Italiana project, implemented by the Italian Chamber of Commerce in the UAE, stands up not only as a way to defend the 'Made in Italy' quality but also to foster the economy. Promoting Italian quality restaurants, means fostering Italian food export to the UAE. Furthermore, it promotes tourism flows to Italy: our Country is famous worldwide for its gastronomic offer, so much so that its wine and food is able to attract by itself 7% of foreign people who decide to come to Italy.

The Italian Cuisine is the fruit of a secular historical process of our society, protagonist of significant moments of human civilization. Nowadays, the Italian food culture is a symbol of hospitality and welcome worldwide, taking on a value similar to art and music. 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.

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# ITALIAN FOOD EXPORT TO THE UAE

# THE ITALIAN CHAMBER OF COMMERCE IN THE UAE



## Our commitment to Made in Italy food

In 2012 the Italian export of food products to the UAE exceeded 153 million euro; food and culinary tradition are indeed one of the assets of Italian export in the World. Italian dishes and flavors are ambassadors of our culture, so much that 1 out of 10 people asked to think about Italy, relates it to “food” and “good eating”. This is why the Italian Chamber of Commerce in the UAE is committed to the promotion of Italian food through several tools and activities.

Apart from business missions in the food sector, we organize the participation of Italian companies to the Speciality Food and Seafex Exhibitions (Dubai, 17-19 November 2013), while implementing the Unioncamere “Taste of Italy in the UAE” and coordinating the Italian Food Importers’ Committee. The Ospitalità Italiana project is one of the main tools for the promotion of the Italian culinary tradition and the network of Italian Quality Restaurants in the UAE. In fact, our Chamber has been appointed by UNIONCAMERE and ISNART to select Italian restaurants in the UAE that can obtain the prestigious recognition of “Ospitalità Italiana”. This is an award that recognizes the authenticity of the Italian restaurants worldwide. The candidates need to apply to a strict list of criteria. Within the activities of the ‘Ospitalità Italiana’ Desk of our Chamber, we are proud developers and editors of the “Ospitalità Italiana” magazine – the first ever magazine dedicated to Italian food in the country.

Furthermore, the Chamber’s associated Juventus Club DOC Dubai Del Piero & Scirea is deeply engaged in promoting Italian culture and culinary tradition in the UAE through its events. Various Italian restaurants in Dubai have already been involved in the club’s activities: Stefano’s, Giolitti, Tiramisù and Cucina Mia. Due to the increasing number of fans, the Juventus Club is constantly looking for Italian venues for its events. In fact, thanks to an accurate Social Media strategy (Facebook, Twitter, Instagram, Blackberry, Hastag #juvedubai) from the foundation to the League celebrations, all the major events recorded an excellent presence of public, with peaks of 150 supporters. Restaurants which are interested in hosting one of the events of the Juventus Club DOC Dubai Del Piero & Scirea can contact us or [info@juveclubdubai.net](mailto:info@juveclubdubai.net) The “Ospitalità Italiana” magazine of the Italian Chamber of Commerce in the UAE is an important tool to valorize the Italian

The United Arab Emirates enjoys a variegated, modern and growing retail food sector and stands out as the first export market for Italian products to the Middle East. In a bid to overcome the difficulties in exporting to a weakened European market, the Italian policy of diverting to the Gulf is paying back in the long-run, yet reaffirming the strong ties linking the two countries.

The chart shows the variation in imports by the UAE for selected Italian products for the period January-June 2012, as compared to the same time span of 2013. The data reveal that the three top products recording the highest increase are prepared sauces (+42,3%), prepared or preserved fish (+39,2%), and pasta (+36,7%). Overall, such trend is best explained by the rising presence of Italians in the UAE, the ever growing initiatives to promote its culture, and the widespread appreciation of the Italian culinary heritage by Emiratis and UAE residents.

The number of Italians present in the country was barely 3.000 in the beginning of 2012. The report from Migrant-es Foundation shows the community hit a record high of 3.400 co-nationals at the end of the same year. Such an increase by 13% translates to an expansion of domestic demand for pasta products and its derivatives, among

which sauces and pre-packed seasonings score the highest. Demographics partly explain how such goods are worth 7.071.392 € in the first semester of 2013.

While on the one hand the Italians succeed in promoting their culture, on the other the UAE based consumer increasingly finds its cuisine attractive to the point it deserves to be consumed regularly. There are over a hundred Italian restaurants in the UAE, while new ones open up every year trying to satisfy the ever-growing demand for these exotic - yet delicious - dishes. As preserved fish products and caviar are commonly consumed in finer restaurants, the rise in these premises reflect in a 39,2% swell in exports for such mentioned goods.

Curiously – or not so anymore - the most exported good to the UAE is yet again chocolate, including all its derivatives. Indeed from January to June 2013 the sector accounted for 9.551.169 € in absolute value, reasserting itself as the most demanded good with a double-figure growth of 23,0% compared to 2012. The trend follows the same as the one generally observed in the Gulf market, turning this product to a “black gold” amongst its competitors in the food sector. As if to say, good taste does not know any crises.

| Products                                                                                                                             | 2012 in € | 2013 in € | Variation % |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-------------|
| 2103 - Preparation for sauces and prepared sauces, seasonings                                                                        | 980.172   | 1.394.824 | 42.3%       |
| 1604 - Prepared or preserved fish, caviar and caviar substitutes prepared from fish eggs                                             | 1.312.985 | 1.828.037 | 39.2%       |
| 1902 - Pasta, whether or not cooked or stuffed with meat or other substances                                                         | 4.150.439 | 5.676.568 | 36.7%       |
| 1806 - Chocolate and other food preparations containing cocoa                                                                        | 7.763.004 | 9.551.169 | 23.0%       |
| 2002 - Tomatoes, prepared or preserved                                                                                               | 2.716.511 | 3.327.760 | 22.5%       |
| 2201 – Waters                                                                                                                        | 2.291.736 | 2.763.110 | 20.5%       |
| 810 - Fresh strawberries, raspberries, blackberries, mulberries, currants, edible fruit incl. black currants, gooseberries and other | 2.958.481 | 3.407.504 | 15.2%       |
| 808 - Apples, pears and quinces                                                                                                      | 3.246.887 | 3.524.032 | 8.5%        |
| 1905 - Bread, pastry cakes, biscuits                                                                                                 | 6.630.507 | 7.010.755 | 5.7%        |
| 2106 - Other food preparations                                                                                                       | 3.191.793 | 3.161.942 | -0.9%       |
| 406 - Cheese and dairy products                                                                                                      | 3.315.482 | 3.175.013 | -4.2%       |
| 901 - Coffee, whether or not roasted or decaffeinated; coffee substitutes                                                            | 3.677.255 | 3.325.522 | -9.6%       |
| 2005 - Vegetables, prepared or preserved otherwise than frozen                                                                       | 4.235.143 | 3.685.389 | -12.9%      |
| 2204 - Wine of fresh grapes                                                                                                          | 4.312.583 | 3.677.610 | -14.7%      |
| 1302 -Vegetable saps and extracts                                                                                                    | 4.847.780 | 104.668   | -97.8%      |





## NEWS FROM ITALY



### *Fast Food? It's time for Slow food*

Slow food is a worldwide organization founded by Carlo Petrini in 1996 with the aim of preserving traditional and regional cuisines. During the years, Slow Food adopted innovative approaches in promoting ethical and organic farming, sustainable agriculture, food and taste networks as well as connecting producers with consumers.

The organization counts over 100.000 members in 150 countries around the world who are merging the pleasure for good food with a commitment to the environment and their community.

Slow food, headquartered in Bra, in northern Italy, organizes in Torino the "Salone del Gusto and Terra Madre" international fair, in collaboration with Piedmont Region and the Municipality of Turin. Furthermore, Slow Food organizes in Genoa the festival known as "Slowfish" and the biennial cheese fair in Bra called "Cheese".

Slow Food carries out several events around the world every day. The aim of these events is to celebrate all the producers who grow good quality food with care for the environment and people. These events include activities for children and adults providing an opportunity to convey the concept of good, clean and fair food.

Allais-Maré, who recently set up Slow Food Dubai, said to The National newspaper:

"It is not just about food, but about a whole lifestyle around it. People ask us, what is so slow food about Dubai? That is just why this place needs this movement. Everyone who comes to the UAE is caught up in this race and you think this is normal and good. It isn't bad but it is not sustainable in the long run.

Let us defend ourselves against the universal madness of 'the fast life' with tranquil material pleasure. Appropriately, we will start in the kitchen, with Slow Food. To escape the tediousness of 'fast food', let us rediscover the rich varieties and aromas of local cuisines."



Terra  
madre



## NEWS FROM ITALY



### *Pizza through the ages*

When we think about pizza many things come in our mind, first and foremost that "pizza" can really be considered a universal word. In fact, in every corner of the planet a mixture of flour water and yeast with at least tomato sauce on top is called pizza.

The history of this delicious Italian dish hides surprising origins. Did you know that pizza was a dish for poor people in the past? It was sold in the streets and was not considered a kitchen recipe for a long time.

In the late 19th century, pizza started its trip across the ocean with the Italians immigrants and become immediately an international success. Raffaele Esposito - considered by some to be the father of modern pizza - was requested to prepare a pizza for Queen Margherita of Savoy. He decided to prepare three different pizzas: one marinara with oregano, one pizza with basil and the last one with a combination of tomatoes, mozzarella cheese and basil to emulate the green, red and white of the Italian flag.

Queen Margherita, having never had pizza before, was so amazed by the pizza that Esposito decided to name the pizza as the Queen: Margherita.

### *Simply so good: Tiramisu*

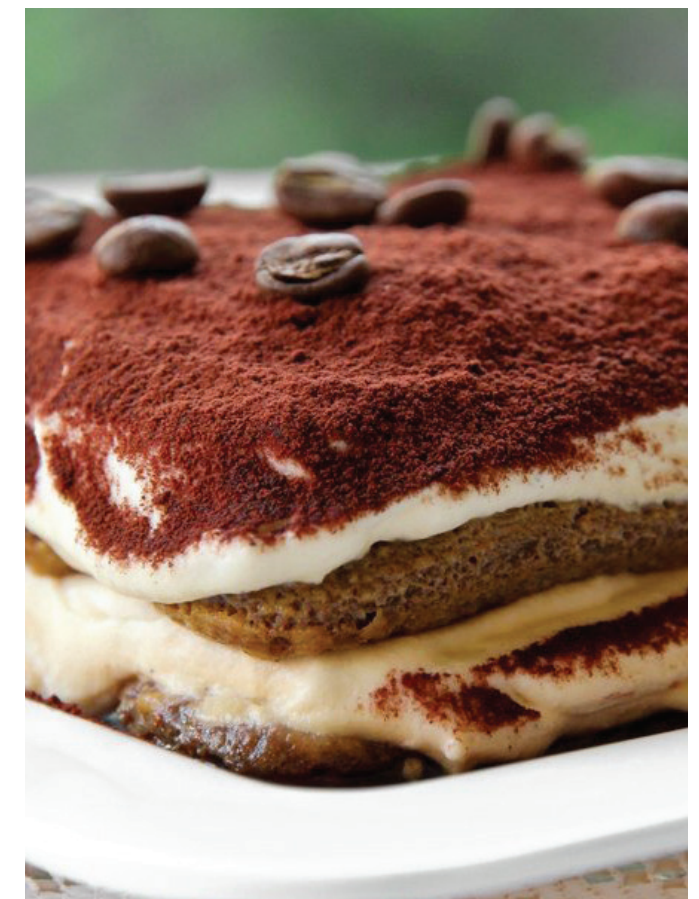
Tiramisu is an Italian dessert made of Savoiardi biscuits, espresso coffee, mascarpone cheese, eggs, sugar and cocoa powder.

The Italian translation for "tiramisu" is "pick me up" or "lift me up". There are two theories behind the meaning of its name. The first one says that "pick me up" is related to the two caffeinated ingredients present in the cake: espresso and cocoa. The second theory suggests that the taste of the dessert is so amazing that whoever tastes tiramisu feels like "lifting up".

According to some sources, the present version of tiramisu, considered one of the best Italian "Spoon Desserts", was created by Carminantonio Iannaccone in a small restaurant in Treviso.

Carminantonio, trained as a pastry chef in the southern city of Avellino, moved in his early years to Milan and then to Treviso, where he married with Bruna and opened the Pedigrotta Restaurant in 1969. Here he prepared a dessert based on the "everyday flavors of the region": strong coffee, creamy mascarpone, eggs, and Savoiardi; still, it took him two years to perfect the recipe.

Nowadays there are several variants of tiramisu; the best thing to do is to try them all!





# NEWS FROM ITALY



## Here's the secret to Italian longevity

Ospitalita' Italiana is proud to tell you one of the secrets that make Italy one of the top 5 Countries where people live the longest: its good quality food.

Italian cuisine offers in fact a delicious variety of dishes which are not just exquisite but also healthy. The Mediterranean diet is recognized as an important factor in Italian longevity.

A number of Italian ingredients can benefit your health in many ways. Several studies demonstrate that the Mediterranean diet reduces the risk of heart diseases. Moreover, according to a study published in the British Medical Journal, the Mediterranean diet provides an efficient protection against diabetes.

From November 2010, UNESCO deems the Mediterranean diet as a "cultural heritage" that needs protecting.

Here's what UNESCO says about the Mediterranean diet:

"The Mediterranean diet constitutes a set of skills, knowledge, practices and traditions ranging from the landscape to the table, including the crops, harvesting, fishing, conservation, processing, preparation and, particularly, consumption of food. The Mediterranean diet is characterized by a nutritional model that has remained constant over time and space, consisting mainly of olive oil, cereals, fresh or dried fruit and vegetables, a moderate amount of fish, dairy and meat, and many condiments, all accompanied by wine or infusions, always respecting beliefs of each community"

So now, why not come to try Italian culinary specialties in our partner restaurants? Check out our magazine for advices!

## Italian Sounding: A concrete threat for Italian quality lovers

The imitation of Italian food products, also known as "Italian sounding", has an annual turnover of about 60 billion euro. Fake products are marketed and named in a way to sound Italian, causing consistent economic damage to the Italian export.

The most profitable market for these false Italian products is the USA and Canada, where the damage to the Italian economy it is estimated at 6 million euro per hour. "San Francisco salami", "Real Asiago cheese" and "Grana Parrano" instead of "Grana Padano", are just some of the fantasy names used to cheat customers looking for high quality Italian products.

Italian flag may be printed on the packaging, but it masks a low-quality food representing a real threat to the "Made in Italy" reputation.

According to the article published on the European Parliament website in 2012, the phenomenon generate profits even within the European Union, with a turnover as high as 26 billion euro.

The "Italian Sounding" phenomenon doesn't only damage the Italian economy, but generates risks for the consumers as well. For instance, the norms that regulate the use of chemical substances on food products in some countries are much less strict than in Italy. Italian Institutions are deeply engaged in the fight against the "Italian Sounding", and warn consumers to pay attention in the choice of authentic Italian products.



DUBAI

ABU DHABI

# Ospitalita' Italiana: the certified Italian restaurants



**Al Fresco**  
Crowne Plaza  
Sheikh Zayed Road



**La Bussola**  
Westin Dubai Mina Seyahi  
Beach Resort & Marina, Jumeirah



**Bice**  
Hilton Dubai Jumeirah  
Dubai Marina



**Prego's**  
Media Rotana,  
TECOM



**Casa Mia**  
Le Méridien Dubai,  
Garhoud



**Rococo**  
Sofitel Dubai Jumeirah  
Beach, Dubai Marina



**Certo**  
Radisson Blu Hotel  
Dubai Media City



**Rosso**  
Amwaj Rotana,  
Dubai Marina



**Cucina**  
JW Marriott Dubai  
Deira



**Stefano's**  
Dubai Marina



**Frankie's Italian Bar & Grill**  
Oasis Beach Tower,  
Dubai Marina

**Amalfi**  
Le Royal Meridien Hotel  
Sheikh Khalifa Street



**Filini**  
Radisson Blu Hotel,  
Yas Island

**Amici**  
Yas Viceroy Abu Dhabi  
Yas Island



**Frankie's Italian Bar & Grill**  
Fairmont Bab Al Bahr,  
Bain Al Jessrain



**Bocca**  
Hilton Abu Dhabi,  
Al Khubeirah

## CERTIFICATION UNDER PROCESS



**Cavalli Club**  
Fairmont Hotel,  
Sheikh Zayed Rd.,  
Dubai Marina



**L'Olivo**  
Rixos The palm Dubai,  
The Palm Jumeirah,  
Dubai



**Nais Kitchen**  
Jumeirah Lakes Tower,  
Dubai



**Cucina Mia**  
Trident Gran Residence,  
Shop G05,  
Jumeirah Beach



**Giolitti**  
EMAAR Plaza, Tower 1,  
Mall Metro Link Corner,  
Dubai



**Ciao Pizza Ciao**  
Jumeirah Lakes Towers,  
Dubai



**Aldente**  
Byblos Hotel Tecom  
Dubai.



**Roberto's**  
Gate Village Building N.  
1, DIFC, Dubai



**Pizzaro**  
Emaar Boulevard, Old  
Town BurjKhalifa, Burj  
Res II, Dubai



**Positano**  
Amwaj Rotana,  
Dubai Marina



**Italianissimo**  
Mercato Mall,  
Jumeirah, Dubai





The Italian Industry & Commerce Office in the UAE is glad to announce the launch of the VIII edition of the Ospitalita' Italiana Award, an event specifically created to enhance media visibility of Italian Hospitality certified facilities.

The Award is divided in two phases: the first dedicated to the collection of customers' votes (up until February 28, 2014) and the second step dedicated to the selection of the finalists and the announcement of the winners during a gala party in Italy.

Last year's edition of the award was won by "Soffritto Italian Grill" restaurant in Newark (USA), while the Dubai based "Certo" at Blu Radisson Media City received the prize as Best Authentic Italian Restaurant in the Middle East, Europe and Africa.

Italian culinary tradition has always been an important tool to undertake the promotion of Italy and its culture. For this reason, Italian cuisine needs to be protected to preserve its quality and authenticity.

"Ospitalità Italiana" is an initiative which aim is to certify authentic and quality Italian restaurants all over the world.

The project is promoted by the Italian Chambers of Commerce Abroad in collaboration with Unioncamere, Federazione Italiana Pubblici Esercizi (FIPE) and with the support of Istituto Nazionale Ricerche turistiche (ISNART).

### ***The objectives of the project are:***

To develop and promote the traditions of Italian agricultural and food products and appreciate Italian gastronomic culture;

To value the image of Italian restaurants abroad which guarantee a respect of the standard of quality of Italian hospitality;

To create new opportunities and promotion for the restaurants of the Ospitalita' Italiana network.

### ***Requisites for certification***

The criteria for the evaluation of Italian restaurants abroad, are collected in specific rules and are valid all over the world:

- Identity
- Italian distinctiveness
- Menu
- Gourmet offer
- Recipes
- Wine list
- Extra virgin olive oil
- Italian cuisine experience and competence
- Promotion of products of protected origin
- Food and wine products having DOP and IGP designations

For further information on the Ospitalita' Italiana project and Award, please contact our office at: [tr\\_analyst@iicuae.com](mailto:tr_analyst@iicuae.com).

## The Chamber Restaurants



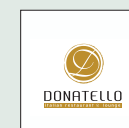
**Al Fresco**  
Crowne Plaza  
Sheikh Zayed Road  
Dubai



**Don Corleone**  
Metropolitan Hotel Deira  
Deira, Dubai



**Caffè Giolitti**  
EMAAR Plaza, Tower 1  
Mall Metro Link Corner  
Dubai



**Donatello**  
Sheikh Zayed Road  
Dubai



**CERTO**  
Radisson Blu Hotel  
Dubai Media City



**Nais Kitchen**  
Jumeirah Lakes Towers  
Dubai



**Dante**  
Grand Millennium Dubai,  
TECOM, Dubai



**Stefano's**  
Dubai Marina



**Pizzaro**  
Emaar Boulevard  
Old Town BurjKhalifa  
Burj Res II, Dubai

These restaurants have recognized the work of our Association in promoting Italian quality food in the UAE. For this reason they have decided to become Chamber members in order to help us growing and reaching our goals.

A common denominator comes along with these restaurants, an incredible sense of respect of the quality standards and of the atmosphere that has made the Italian cuisine loved in every corner of the world.

Stated this, each one has its own tasty offer that can satisfy any kind of appetite!

*So let's love Italian food!*

**Not to forget, these restaurants offer a 20% discount to the members of the Italian Chamber of Commerce in the UAE and the Juventus Club DOC Dubai**

## WHO WOULD LIKE TO BE NEXT??

*We are waiting for new restaurants to enroll in Ospitalita' Italiana!*





## ***HORECA expands operations with launch of new distribution centre in Abu Dhabi***

20 August 2013, Dubai - HORECA Trade, UAE's premier food service company, announced the official opening of its new distribution facilities and office in Abu Dhabi.

Conceived strategically, the launched HORECA Trade distribution centre and office is located in Abu Dhabi Business Hub - ICAD 1 at Musaffah Industrial Area. With their new Musaffah address, HORECA Trade will be able to conveniently straddle markets in both Abu Dhabi and the Northern Emirates.

The new HORECA Trade office in Abu Dhabi comprises two warehouses supported by a full team of personnel and trucks. It features VNA temperature-controlled dry store and completely mechanized loading and unloading systems. The facility also boasts of 822 ambient pallet positions storage capacity with allotment space of 420 for frozen and 48 for chilled.

Mr. Hisham Al Jamil, HORECA Trade's Managing Director explains, "Our newly established centre in Musaffah speaks of more than just our business expansion. More importantly, it is a testament to HORECA Trade's commitment to continually improve delivery service to our customers and be in an even closer coordination with our UAE partners."

He adds, "Having this unique location at Mussafah will definitely help us address new opportunities in the Capital. With a dedicated sales team at our new office, we are looking forward to offering greater service efficiency—giving our clients and stakeholders alike new levels of rewarding experience. Needless to say, our closer proximity to the market we serve will make us more responsive and at the same time can help effectively reduce our carbon footprint."

The opening of HORECA Trade's new distribution centre in Abu Dhabi comes on the heels of HORECA Trade's memorable launch of the Emerald Valley brand in

the UAE in April this year. The new product's entry into an already inimitable HORECA Trade's brand portfolio has further underpinned HORECA Trade's position as a regional leader providing the market with top quality and innovative food products.

On the significant correlation between the launch of their new office and HORECA Trade's growing portfolio, Al-Jamil stresses, "Our portfolio grows at such a fast pace. In fact, we already have many other brands in the pipeline. Launching our new centre is an assurance to our partners that we leave no stones unturned in giving all our brands at HORECA Trade faster market reach."

HORECA Trade's headquarters and main offices remain at Warehouse 4B, Belhasa Motor Compound, Al Quoz 3. Both the headquarters office in Al Quoz and the new distribution centre in Musaffah operate from Saturday to Thursday from 8am to 6pm.

### ***About HORECA Trade:***

HORECA Trade is a dedicated service company to the professionals of the foodservice channel. HORECA Trade offers front and back of house products with the ultimate objective of offering a foodservice solution which entails the right product, at the right price, with the best possible service. The company today represents iconic brands in the foodservice market, such as S. Pellegrino, Acqua Panna, Lamb Weston, Nestle Professional, Arla Dairy, Sweet Street, MRS Packaging, De Cecco, Masterfoods, Storm, Pacific West, Emerald Valley, Amaltal, and several other internationally recognized brands.

## **NEWS FROM THE UAE**



### ***Qantas and Emirates promote Dubai as culinary hub***

The cooking game show MasterChef Australia, was the setting this Summer for the promotion of Dubai as culinary hub by Qantas and Emirates airlines.

The cooking challenges took place at the majestic Al Waha Desert Camp and at the iconic Atlantis The Palm hotel from Sunday 11th August.

The two airlines awarded the growth of the food industry promoting Dubai as prime food destination. Qantas Group Executive Brand, Marketing and Corporate Affairs, Olivia Wirth said to GulfNews: "We have worked with our partners Emirates and Dubai's Department of Tourism and Commerce Marketing (DTCM) to support coverage of Dubai's wonderful food experiences and we look forward to doing more in future to promote Dubai as a hotspot for Australian travellers. The Middle East is a key international market for Qantas. Since launching services there in March this year, we have flown over half a million passengers between Australia and Dubai".

Furthermore, Boutros Boutros, Emirates' Divisional Senior Vice President, Corporate Communications, Marketing and Brand added: "Through our partnership with Qantas and MasterChef Australia, we have been able to showcase the hospitality and service that Dubai, our hub, is globally renowned for."

In fact, during the last years Dubai recorded a huge increase in the number of international restaurants, food becoming a key industry for the city. Outdoor dining, fresh ingredients and local festivals make winter the perfect season for food lovers to explore Dubai.

### ***Food industries developing in the UAE and GCC***

The Gulf Cooperation Council is a political and economic union of Arab states that counts about 42 million inhabitants and it is home to the world's richest oil and gas reserves. Nevertheless, the GCC countries need to import almost 90% of their food requirements.

According to Alpen Capital research published in May 2013, in the GCC area the UAE is the second largest food producer. Its production accounts for 12,1% of the total GCC production while its consumption accounts for 20,0% of the total food consumption in the region.

This means that UAE requires a large amount of food import to satisfy its domestic requirements. However, the UAE is recording the lowest CAGR (Compounded Annual Growth Rate) in the GCC in the food sector, with an increase of 0,03% since 2002. In 2010 the UAE produced 1,4 million tons of food, and currently only the 17,7% of its domestic consumption is covered by a domestic food production.

For these reasons, over the past few years the UAE has pursued trade liberalizing policies to diversify its economy. The area gradually turned itself into a world's leading rice re-exporter and a logistic hub for various other commodities such as tea, sugar and coffee.

Moreover, in order to promote local development and food production, the UAE is increasingly investing in the food manufacturing and processing sector. A key role in this process of development of the UAE's food processing sector is played by free zones such as the Khalifa Industrial Zone Abu Dhabi (KIZAD) and Dubai Investments Park (DIP) in Dubai.

**For more information:**  
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# NEWS FROM THE UAE

## A chat with: Chef Bernasconi

"It is all about the quality of the ingredients that you use and this is what sets Italian cuisine apart"

"The Italian dining scene in Dubai has become incredibly competitive as the city continues to grow and diversify its food and beverage repertoire"

**The Italian Industry & Commerce Office in the UAE interviewed Emiliano Bernasconi, Armani Restaurant's Executive Chef in Dubai.**



**When did you decide to become a chef?**

I was inspired by the sights, sounds and smells of the kitchen from a very young age. Food played a central role in family and community life when I was growing up in Western Lombardy, Northern Italy.

**Where were you trained and how difficult was your training?**

I had no formal training but started from the bottom, as a pot washer, and then learned and worked my way up to where I am today.

**You spent much of your career studying and working abroad in countries such as the UK and the UAE. How did traveling and working in such diverse regions of the globe become a critical part of your career?**

When I first went to the U.K I was very young and energetic. Everything was new to me and I understood that was an excellent chance for me to learn. When I came to the UAE I felt it a completely different world but based on the experience I had before I started building new relations and I have to say these two different regions will always be with me wherever I will go. It also helped me to create a better understanding of international guests' expectations, when it comes to Italian cuisine.

**When did you come to the UAE to start your Italian culinary career and what brought you over here?**

I came to Dubai in 2006; after 6 and half years in London. Dubai at that time was still growing and I thought this would be the perfect location to explore and useful for my career growth. Initially I was in charge of a restaurant of one of the best hotelier companies worldwide. Later on, I joined Armani Hotel Dubai in 2009 as Executive Sous Chef and was promoted to Executive Chef in 2011.

**What is it like to work at some of the finest Italian restaurants in Dubai?**

The Italian dining scene in Dubai has become incredibly competitive as the city continues to grow and diversify its food and beverage repertoire. When I first came to Dubai in 2006, there were just a handful of authentic Italian restaurants. Now there are some great restaurants on the local scene and it is becoming more challenging, but we fully embrace the challenge as it is adding to Dubai's reputation as an emerging destination for culinary excellence

**What is the preferred Italian dish in the UAE?**

Simple "un piatto di spaghetti al pomodoro", you never get tired of a classic.

**Could you tell us something about the local preferences in the UAE?**

I like to be very hands-on when it comes to creating new menus and will even head back to Italy to visit a specific region to seek out the right ingredients that I know will make a particular dish a standout culinary experience for the local preferences. I also work very closely with our local suppliers, so as to ensure that we always have the best products but I can say that taste is something personal and can change from

# NEWS FROM THE UAE

each and individual person. What I have learned throughout the years is that guests mainly enjoy the traditional dishes that made Italy famous for, like pasta, pizza and risotto.

**Have you noticed any change in the approach towards the Italian cuisine in the UAE?**

I would like to see the Italian dining scene grow and diversify even further. As one of the most popular cuisines in the city there is huge scope for development. I welcome the opportunity to continue to showcase my culture and my team's passion for Italian cuisine in order to ensure that Dubai remains one of the world's most competitive cities in terms of the quality of products and excellence in creating food and experiences that continue to excite, inspire and delight our diners.

**Are there any problems with cooking Italian dishes in the Middle East? (if yes...what kind of problems?)**

I would not call them problems but opportunities; opportunity to show that we can adapt ourselves to anything. An example is that cooking with pork and alcohol is limited. Certain traditional Italian dishes require the use of both of those ingredients, but when possible, we try to avoid them or we offer an alternative, such as beef, duck and veal.

**Have you ever adapted an Italian dish considering the local preferences?**

We do this every day, and we are happy to do it.

**What big changes have you noticed in cooking over the last 20 years?**

There is too little space to describe all the changes that had happened over the 20 years I have been in the culinary world. What I can say is that we are going back to a level of cuisine that is focused on the quality of the products.

**Which cuisine do you find the most exciting?**

It is all about the quality of the ingredients that you use and this is what sets Italian cuisine apart – our passion and commitment to using only the best quality, freshest and most appropriate ingredients in order to create a memorable dish; and this is the starting point for every Italian chef, home cook or food lover.

**What advice would you give someone interested in going to culinary school to learn how to cook and become a chef?**

I believe that becoming a Chef is like becoming a priest. You really need to feel that this is what you want to do, your calling. If you love what you do, you will never work a day in your life and that is a necessary requirement in this career. We are very passionate people and that is what sets us apart from each other.

**What is the Funniest kitchen incident that you remember?**

When I was just starting out as a chef I never knew what Wasabi was. Wasabi, a prominent ingredient used in Japanese cuisine, is green in colour and very spicy. My chef at the time asked me to taste the pea soup that we had on the menu, as he thought it did not taste as it should but instead of giving me pea soup to taste he gave me wasabi. I'll let you imagine on the rest went.

**What are your favorite cookbooks that you have learned from and would recommend every home cook to own and why?**

My personal preferences are many and varied but for beginners or people looking for inspiration I recommend Pellegrino Artusi, which is the first known Italian cook book dated 1891; as this book taught me how to use traditional Italian methods.

**When cooking at home, what do you like to prepare for yourself?**

I admit that when I am home I don't cook. I find I enjoy trying different restaurants around Dubai. This helps me to see what others are doing, what is happening on the food scene here in Dubai and ensures that I always have a fun time socialising with my friends.





## Meet the Guest Master Chefs at the Italian Cuisine World Summit

Dubai, 6th to 10th November 2013



**CLAUDIO SADLER**  
from  
SADLER  
MILANO\*\*



**MASSIMILIANO ALAJMO**  
from  
LE CALANDRE,  
RUBANO \*\*\*



**PATRIZIA DI BENEDETTO**  
from  
BYE BYE BLUES,  
PALERMO\*



**GRAZIANO PREST**  
from  
TIVOLI,  
CORTINA D'AMPEZZO \*



**OLIVER GLOWIG**  
from  
OLIVER,  
ROMA \*\*



**GIORGIO LOCATELLI**  
from  
LOCANDA LOCATELLI,  
LONDON \*



**SALVATORE BIANCO**  
from  
HOTEL ROMEO,  
NAPOLI\*



**MARCO SACCO**  
from  
PICCOLO LAGO,  
MERGOZZO (VERBANIA) \*\*



**TANO SIMONATO**  
from  
TANO PASSAMI L'OLIO -  
MILANO \*



**GAETANO TROVATO**  
from  
ARNOLFO, COLLE VAL  
D'ELSA (SIENA) \*\*



**SERGIO VINEIS**  
from  
IL PATIO VINEIS (BIELLA) \*



**FELIX LO BASSO**  
from  
ALPENROYAL HOTEL SELVA  
VAL GARDENA \*



**ANTONELLA RICCI**  
from  
AL FORNELLO DA RICCI, CEG-  
LIE MESSAPICA\*



**EMANUELE SCARELLO**  
from  
AGLI AMICI, UDINE \*\*

Check the program of the Italian Cuisine World Summit (pages 22 - 23)  
to learn about their appearance in Dubai!

ITALIAN INDUSTRY & COMMERCE  
OFFICE IN THE UAE

(Camera di Commercio Italiana negli EAU)  
www.licuae.com  
presents

06 November 2013 - 07 December 2013

# ITALIAN FESTIVAL WEEK<sup>s</sup> UAE

*"You may have the universe  
if I may have Italy"*  
- Giuseppe Verdi -

06 NOVEMBER  
07 DECEMBER

13



EVENTS  
IN ITALY

*The coming months are extremely popular in Italy for their food festivals: from Slow Food's International Food Event, to World Pasta Day, from fall food fairs to grape harvest celebration, the whole Country is just about good eating!*

EVENTS  
IN ITALY



Torrone Festival

16 – 24 November 2013, Cremona. Cremona claims to be the birthplace of torrone, Italian nougat. A document from October 25, 1441, indicates that torrone was made for a wedding banquet in Cremona. More than 60 initiatives, including games, entertainment, cultural events, food tasting will take place to celebrate the famous nougat in a magical atmosphere rich in history and traditions.



Alba White Truffle Festival.

From 12/10 to 17/11 2013 on Saturday and Sunday, in Alba, Piedmont Region. Besides the truffle market and fair, several events gladden the visitors: concerts, truffle world auction, white truffle walk for tourists, historical parades of the Alba flag-wavers group and Donkey race.

Eurochocolate festival – Perugia 2013

Eurochocolate, is one of the leading chocolate Festivals in Europe, taking place every year in Perugia, in the Umbria region in central Italy.

On the 18th-27th October 2013 visitors will have the opportunity to taste all types of chocolate while discovering the finest Italian productions. :“Evergreen, the sweetness of being sustainable” will be the official slogan for the next edition. The entrance is free and all the stands are open every day from 9am to 8pm. On Sunday the stands close at 11pm.

Did you know that the largest chocolate bar in the world – seven meter long and 2 meter high with a total weight of 5980 kilograms - was built at the Eurochocolate 2003 edition?

Italy and its festivals is waiting for you for a 10 days immersion in one of the most delicious products in the World: Chocolate! After all...who doesn't like it?!

Boccaccesca

21-22 / 28-29 September 2013, Certaldo, Tuscany Region. Locals describe the festival as a large public dinner; visitors describe it as “the unforgettable Boccaccesca”: it is a gastronomic fair held in Certaldo Alto, close to Florence, a perfect event for Italian food lovers. Boccaccesca celebrates Tuscany's tastes and flavours.



XXXI National Exhibition of white truffle and agri-food products of Gubbio.

From October 30 to November 3, 2013 in Gubbio, Umbria Region. Many visitors will walk among the booths, buy the delicious white truffle and the best of food products of ten Italian regions present at this exhibition. The white truffle is a niche product, but it raises the appreciation and curiosity of a growing number of foodies willing to move along a tourist route of taste between Gubbio and the Alto Chiasco.

Sagra della Castagna

Sagra della Castagna. A number of festivals are dedicated to chestnuts in Italy during the month of October. One of the most ancient and well known is the Sagra della Castagna of Soriano, in Lazio Region, a few kilometres north of Rome. Another popular one is the Chestnut Festival of Marradi, in Emilia Romagna. In southern Italy is worth mentioning the festival held in Summonte, near Avellino (Campania Region).





*Giovanni Rana*  
Maestro Pastaio



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Web: www.truebell.org  
The Food Specialists!!



## EVENTS IN THE UAE

ITALIAN INDUSTRY & COMMERCE  
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The Italian Industry & Commerce Office in the UAE  
is representative of the Speciality Food and Seafex Exhibitions in Italy.

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ITALIAN INDUSTRY & COMMERCE  
OFFICE IN THE UAE  
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Presents

# THE SPECIALITY FOOD FESTIVAL & SEAFEX

CELEBRATE THE CULINARY  
17-19 NOVEMBER 2013  
DUBAI WORLD TRADE CENTRE



POWERED BY



INCORPORATING



project realized with the contribution of the Fondo Intercommerciale di Intervento di Unioncamere

CELEBRATE THE CULINARY





# EVENTS IN THE UAE



The 5th edition of the Italian Cuisine World Summit is organized for the first time in Dubai with the support of the Italian Chamber of Commerce in the UAE, Italian Embassy and Italian Consulate. The Summit, held so far in Hong Kong, is a unique event which promotes Italian quality food and lifestyle, as well as Italian restaurants abroad.

## PROGRAM

[www.dubaisummit.itchefts-gvci.com](http://www.dubaisummit.itchefts-gvci.com)

WEDNESDAY 6 NOVEMBER

### SUMMIT OPENING GALA PARTY

JUMEIRAH EMIRATES TOWERS HOTEL – BOULEVARD TERRACE  
With the special appearance of Master Guest Chef MASSIMILIANO ALAJMO

Le Calandre, Sarameola di Rubano Padova - 3 Michelin stars And with the Italian Soprano, Monica De Rosa McKay, accompanied by pianist G.Vitali, performing classical Italian masterpieces

### THE BEST OF ITALIAN DESIGN AND FASHION

THURSDAY 6

### SUMMIT VIP & MEDIA DINNER

JUMEIRAH EMIRATES TOWERS HOTEL – ALTA BADIA RESTAURANT  
Master Guest Chef MASSIMILIANO ALAJMO from Le Calandre, Sarameola di Rubano Padova (Italy) - 3 Michelin stars

THURSDAY 7 NOVEMBER TO SUNDAY 10 NOVEMBER

### THE SUMMIT IN THE BEST ITALIAN RESTAURANTS OF DUBAI

ITALIAN RESTAURANTS OF DUBAI  
Guest Italian Master Chefs coming from Italy and the world  
INNOVATION AND TRADITION  
IN HIGH ITALIAN CUISINE  
DUBAI RESTAURANTS GUEST MASTER CHEFS  
VU'S  
JUMEIRAH EMIRATES TOWERS HOTEL MASSIMILIANO ALAJMO, LE CALANDRE, RUBANO \*\*\*  
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 SEYAH 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 EMA  
NUELE SCARELLO  
AGLI AMICI, UDINE \*\*

THURSDAY 7 NOVEMBER TO SUNDAY 10 NOVEMBER (6-10PM)

### THE SUMMIT IN THE DUBAI MALL

Showing Italian Michelin starred chefs, acrobatic pizza maker, food artisans, the Italian healthy eating

SATURDAY 9 AND SUNDAY 10

### MASTER COOKING CLASSES at

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT, DUBAI MALL AND MIELE SHOWROOM  
with Michelin starred Master Chefs coming from Italy and the world

### TASTE OF ITALY at BUSSOLA

TASTE OF ITALY at LA BUSSOLA  
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 – FINAL, PASTA WORLD CHAMPIONSHIP - UAE QUALIFYING, BEST ITALIAN PIZZA IN UAE CONTEST, SOMELIER ITALIAN WINE AWARDS, FAMILY FUN

GUEST MASTER CHEFS: CESARE CASELLA, 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

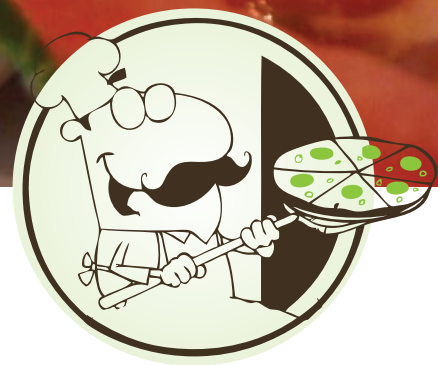
### ROCOCO' RESTAURANT – SOFITEL

IL PRANZO DELLA DOMENICA ALL'APERTO  
THE ITALIAN SUNDAY LUNCH  
ROBERTO'S RESTAURANT  
CLOSING OFFICIAL DINNER  
CLOSING OF THE 1st CONVENTION OF ITALIAN RESTAURANT MANAGER ABROAD - AIRM  
With a 3 Michelin star chef (to be confirmed)

### SUMMIT FAREWELL PARTY - ROBERTO'S RESTAURANT (FROM 11.00 PM)



## THE RECIPE OF THE MONTH



### Main Ingredients

- ✓ Tomatoes (400g)
- ✓ Mozzarella Fiordilatte (500g)
- ✓ Salt
- ✓ Olive Oil
- ✓ Basil

**For: 4 people**  
**Level of difficulty: 1/5**  
**Duration: 10 mins**

## Insalata Caprese

Wash and cut tomatoes into slices (1cm thick) and remove seeds. After that, cut fiordilatte mozzarella cheese in slices as you did with the tomatoes. The fiordilatte slices must have the same thickness of the tomatoes.

Wash and dry basil. Alternate tomato and mozzarella slices on a platter. Tuck basil leaves in between each slice. Drizzle the dish with a bit of olive oil and salt.

Insalata caprese is ready to be served. Enjoy!

*Taste Insalata Caprese at:*

### Filini Italian Restaurant

The Radisson Blu Hotel  
Yas Island, Abu Dhabi  
Tel: +971 (0) 2 656 2000

## JOB OFFERS

### L.L.C. 01

Born in 1990, he is a chef with 2 years of working experience. After attending the Advanced Italian Cuisine Technical Course, and starting the University course of Business Administration, he worked as chef de parties, chef-commis and chef de cuisine in a number of restaurants: Arco Antico, La Rosetta, Mirabelle, and Enoteca Barberini. Since January 2013, he has been part of the Junior Team of the Italian Federation of Chefs (Lazio). Currently, he is running some weekly demonstrations at "TG Insieme", on RAI TV Channel. He is highly motivated to develop his capabilities in the UAE, where he has already lived, in order to demonstrate his passion for the culinary art.

### A.S. 02

After obtaining a three-year qualification in catering and hospitality at the IPSSAR P. Artusi in Vicenza in 2010, he has been working as waiter from 2010 to October 2013 in different European countries: in Italy at Hotel Villa Michelangelo (Vicenza) and at Ristorante Guerrini (Milan), in Switzerland at Conca Bella (Vacallo), in France at La Voglia (Nice) and Bar Italia Brasserie (Paris). Since March 2013, he has worked as barman at Coffee Amaro in London, UK. He is now willing to make his skills available to restaurants in the UAE since he is really interested in working in this country.

### G.L. 03

Has 22 years of working experience. Starting as a waiter, he soon became Restaurant Manager, and worked in different restaurants all over the world: at Garga in Florence (Italy), at La Vecchia Signora in Copenhagen (Denmark), at Il Crostino in New York (USA), at Belgo in London (UK), at Utopia and Casa Tito in Goa (India), at Golden View in Florence (Italy). He also co-owned Pop Café and SeiDi-vino restaurants in Florence, worked as General Manager at La Cucina Del Garga at Florence and as Outlet Manager at Villa Romana, the Habtoor Grand Beach Resort, Dubai Marina. He is wishful to make his experience and his enthusiasm available to other restaurants in the UAE.

### E.M. 04

E.M., born in 1990, is a Chef with 8 years of working experience. After few years as cook's assistant he became Chef and worked in different well known restaurants in Italy and UAE such as: Millennium Hotel Abu Dhabi restaurant, Casa Giuffrè S.r.l., Ristorante Pizzeria "La Piazzetta". He's a an easy going person, hardworking and well organized. He's also highly motivated to start a Chef carrier in the UAE and demonstrate his aptitude for cooking.

### D.B. 05

D.B. has a Master's degree in Corporate and Public Communication. After a Marketing and Communications Trainee in Bratislava at Promoeuro s.r.o, she has been hired in the Corporate and Sales Team at Great Hotels of the World where she is in charge of promoting member hotels, supporting RFPs process, liaising with TMCs and arranging FAM visits corporate events. Her natural curiosity and passion for travel lead her to plan starting her career in the UAE. She is interested in hospitality and travel sector.



## PAST EVENTS

16.09.2013 – Launch of the Juventus Soccer School in Dubai by Club 5 Sports Management



**His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum**, Chairman of Culture and Arts Authority in Dubai with **Marco Isnardi**, Juventus Soccer Schools Manager and **Davide Fornaca**, Juventus Soccer Schools Head Coach Coordinator and **Abdulla Al Bishr**, CEO of Club 5.

18.09.2013 – Celebrations of "Certo" being awarded most authentic Italian restaurant in the Middle East, Europe and Africa 2013



The Italian Consul general, **Mr. Giovanni Favilli**, during the celebrations at Cert Italian Restaurant, Radisson Blu Media City, Dubai

## OCTOBER EVENTS

- 05.09.2013 – Aperitivo Italiano and official Launch of the "Societa' Dante Alighieri" in Dubai at Al Fresco Restaurant, Crowne Plaza Hotel Dubai.
- 07-08.10.2013 – Italian Institutional Delegation to the UAE. The Deputy Minister of Economic Development, H.E. Carlo Calenda will head a multi-sectorial business delegation of 130 Italian entrepreneurs from the sectors of Food, Medical, Hotel Contracting, Oil & Gas and Renewable Energy to the UAE. The IICUAE in collaboration with the Italian Embassy to the UAE and the Italian Trade Commission in Dubai will invite local Emirati companies to participate in round tables and B2B meetings. Moreover, the IICUAE will also assist in the organization of a meeting of Italian companies based in the UAE with H.E. Carlo Calenda.
- 08-11.10.2013 – Outbound Trade Mission to Padova of UAE operators etc
- 15.10.2013 – Country presentation at the Bari Chamber of Commerce in preparation for the outbound trade mission to Bari.
- 16.10.2013 – Seminar and Country presentation in Confindustria Padova in preparation of the BIG 5 exhibition.
- 18.10.2013 – Seminar on employee relations in the UAE and Country presentation in Venice Ca` Foscari.
- 21.10.2013 – Seminar and Country Presentation in collaboration with Sole 24 Ore & Twister in Milan.
- October – Progetto Matricole Rovigo, market researches on UAE and Qatar.
- 6-11 to 7-12 – Italian Festival Weeks : After the past successful editions, our Chamber once again will organize the Italian Festival Weeks 2013 which is aimed at enhancing and strengthening the cultural and socio-economical bond between Italy and UAE. The calendar of events will span from music to art, from culture to entertainment, from cuisine to tourism without forgetting business.

## FUTURE EVENTS

- 6/9.11.13 – Italian Cuisine World Summit
- 6.11.13 – Gala Dinner and Official Presentation of IFW13 in Dubai on the occasion of the Italian Chef Word Summit
- 9.11.13 – Aperitivo in Piazza Grande, Italian Chef World Summit in Bussola. Shows of Acrobatic Pizza, Coffee competition, Gelato and Fresh Pasta Making organized by the ICWSadd Coffee competition.
- 10-12.11.2013 – World Convention of the Italian Chambers Abroad.
- 11-15.11.2013 – The Italian Cultural Week organized by Italian Embassy and Italian Consulate. The best of Italian Cinema in Abu Dhabi Film Festival
- 17-19.11.2013 – Participation to the Speciality Food Festival, the largest fair of gourmet and niche food in the Middle East.
- 20.11.2013 – Theater "Le Amanti di Picasso" In Italian language with English libretto. Dubai
- 23.11.2013 – Maestro Mastrini Desert Piano Concert Baba Al Sham Resort. Dubai
- 29.11.2013 – Verdi and Puccini Opera Concert. Monica De Rosa. Emirates Palace. Abu Dhabi
- 28.11.2013 – Italy meets UAE Traditions, in collaboration with the Sheikh Mohammed Center for Cultural
- 24-28.11.2013 – Inbound Trade Mission from Como Chamber of Commerce.
- 25-30.11.2013 – Outbound Mission to Bari Chamber of Commerce with operators from the sectors of natural stone, furniture and home furnishings.
- 24-27.11.2013 – Inbound Trade Mission from Padova Promex (Matricole Rovigo Project).
- 01.12.2013 – Verdi and Puccini Opera Concert. Monica De Rosa DUCTAT. Dubai
- 04-05.12.2013 – Inbound Trade Mission from Padova Promex.
- 07-10.12.2013 – Closing Event of IFW13, Gala Dinner. Armani Restaurant. Burj Kahlifa. Dubai

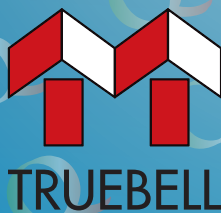




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