

## Assolombarda, Fiera Milano and Regione Lombardia focus on Dubai for the growth of the Design and Food international interchange

- *On Monday February 14th, Assolombarda and Fiera Milano organize a Networking Cocktail with innovative leading companies, buyers and media in the Design and Food sectors*
- *The event confirms the importance of Dubai for Assolombarda, Fiera Milano and Italian companies as a junction between the most dynamic markets of Europe, Asia and the Middle East*
- *The interchange between Europe and GCC in the sectors represented at HostMilano and TUTTOFOOD will amount to 7,790.7 million euros in 2025, with an aggregate growth of 6.7%. Saudi Arabia, Kuwait and UAE the markets with the largest increases.*

Milan/Dubai, February 14, 2022 - The very best of Made in Italy work together to present themselves on one of the most dynamic international markets, the Gulf Countries (GCC) and the Emirates in particular. At Expo 2020, **Assolombarda is organizing a multi-sector mission from February 12th to 15th**: companies from the **Furniture & Lighting** and **Food & Food Processing/Equipment** sectors, the latter in collaboration with **Confindustria Lombardia**, will be present in Dubai to explore new bilateral business opportunities.

**The mission is an extraordinary showcase for many of the best of Lombardy and Italian to enter and consolidate their business in extremely interesting markets such as the United Arab Emirates**, a country that thanks to Expo 2020 has given a further boost to its link with innovation. The Emirates are proving to be open and interested in strengthening ties and cooperation with the Italian and Lombardy industrial system, based on ingenuity and creativity. For this reason, **visits and meetings are being planned to pave the way for further collaboration in various sectors that have always been highly appreciated by the Emirates market.**

**Thanks to Regione Lombardia, on February 14th at 6.30 pm**, at Innovation House in Dubai, **Assolombarda and Fiera Milano are organizing a Networking Cocktail event to support professional hospitality, agribusiness and design.** The event will be attended by **Nicola Lener**, the Italian Consul General in Dubai **Giuseppe Finocchiaro**, Assolombarda Vice President **Gianni Caimi**, ICE Dubai Director **Amedeo Scarpa** and SACE Dubai Director **Maurizio D'Andria**, together with **Paolo Pizzocarò**, Food, Tech, Travel & Industry Director Fiera Milano SpA.

Assolombarda will promote networking opportunities between local companies and Lombardy's leading companies in their respective industries and distinguished by innovative products and processes. Fiera Milano will involve local and international media and present the 2023 editions of TUTTOFOOD, one of the leading international platforms for Food & Beverage, and **HostMilano**, world leader in Food Equipment and products and services for professional hospitality and out-of-home use.

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The attendance of innovative companies, top institutional representatives and senior management confirms the importance of Dubai for Assolombarda, Fiera Milano, and for Italian companies, as a hub for the growth of international trade on the most dynamic markets between Europe, Asia and the Middle East and reinforces the role of the business system and the trade fair system as instruments of industrial policy and internationalization.

An importance also confirmed by economic data. According to Export Planning surveys, the interchange between Europe and the Gulf Cooperation Countries (GCC) in the sectors represented at **HostMilano and TUTTOFOOD** is already worth **5,925.7 million euros** today, which will become **7,790.7 million** in 2025 with an aggregate growth rate (CAGR) of **6.7%**. Trade between **Italy** and GCC countries is currently equal to **741 million euros**, expected to grow with a CAGR of **+5%** up to **925.4 million** in 2025.

The most dynamic countries in terms of trade with Europe include **Saudi Arabia (up 7.8%)** and the **UAE (up 6.8%)** in the Food Equipment segment, whilst in the Food segment the **UAE (up 9.2%)** and **Kuwait (up 6.9%)** stand out.

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