



ITALIA

LA BELLEZZA UNISCE LE PERSONE

BEAUTY CONNECTS PEOPLE

الجمال يجمع الناس

Partner del Padiglione Italia a Expo 2020 Dubai

LA REGIONE LAZIO VERSO EXPO2020DUBAI

"INFORMAZIONE & FORMAZIONE 4.0" - CICLO DI DIGITAL MEETING



Bella

Webinar Lazio Innova

31 March 2021



My experience in the UAE



The idea that drove me to land in the UAE

- After 10 years in Italy
- After 11 years in London
- Dubai's potential in the wake of 11 September



Work experiences in the UAE

- Hilton – BICE
- Governor House
- Byblos Hospitality
- Roberto's DIFC
- Bella GMBB



Satisfaction achieved and personal results

The right decision
... 2019



GR8-Hospitality
YOUR MISSING PIECE



The growing interest for Italy and Made in Italy products (in general)



In 13 years, interest for Made-in-Italy products has been on a continuous uptrend ... All Made-in-Italy products:
FASHION
ELECTRONICS
LIFESTYLE

Investments in the Italian restaurant business



- Initially, we were only a "handful", with scant resources –
- Thanks to more sizable investments, the situation constantly changed for the better



The arrival of Michelin star-winning Chefs

- Through ITALIAN SUMMIT
- Investments on Michelin star-winning Brands

Bella



0.50% OF THE EARTH'S SURFACE

0.78% OF THE WORLD'S POPULATION



533 OLIVES

140 WHEATS



1,200 GRAPES

Agrifood products most in demand in the **UAE**

MAINSTAYS OF THE MEDITERRANEAN DIET

- ✓ OIL
- ✓ TOMATOES
- ✓ CHEESE
- PASTA

QUALITY



GR8-Hospitality
YOUR MISSING PIECE

EXCELLENCE OF MAJOR ITALIAN BRANDS

- ✓ COFFEE
- ✓ MINERAL WATER
- ✓ WINES

PILOT PRODUCTS

FRESH AND GOURMET ITALIAN PRODUCTS

- ✓ VEGETABLES
- ✓ MEAT AND FISH
- ✓ CHEESE
- WINES

GOURMET

BEST CHOICE

STAR-WINNING INVESTMENTS: TARGETED POINTS OF EXCELLENCE

- ✓ FASSONA BEEF
- ✓ BURRATE & SPECIAL MOZZARELLAS
- ✓ Italian CAVIAR

FRUIT AND VEGETABLE

VINTAGE WINES

OIL & VINEGAR

NOW

Bella

Our clientele's tastes

EXPATS

TRADITIONAL
MEDITERRANEAN
DIET

LOCALS UAE

- NON-MEDITERRANEAN
- HEAVY WITH SAUCES AND SEASONING

ISLAMIC WORLD

CURIOUS BUT STILL
PREFERS
TRADITIONALLY
NEUTRAL TASTES



INDIAN

VEGETARIAN

ASIAN

CLOSED CIRCUITS

RUSSIAN

SEAFOOD
FRESH FRUIT AND
VEGETABLES

ITALIAN

GOURMETS WITH FINE
TASTES
... MORE DEMANDING
CLIENTS

The choice of products to import

**ORGANIC / BIODYNAMIC /
BIO**



ITALIAN PRODUCTS
FROM EXCELLENT
FARMS

WINE



VINITALY

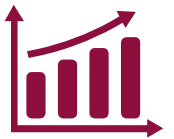


GR8-Hospitality
YOUR MISSING PIECE



GOURMET PRODUCTS

FLOUR
OIL
TOMATOES
CHEESE
FISH
WHITE MEATS



Bella

*INVESTING IN
EXPORTING ITALIAN
FOOD AND WINE IS
IMPORTANT*