

PRESS RELEASE

Italy feels 'extremely positive' about the future of the airport industry after successfully completing largest ever appearance at the Airport Show Hybrid+ 2021

Dubai, May 27, 2021 – The Italian Trade Agency (ITA) is delighted to announce that the Airport Show Hybrid+ 2021 was a tremendous success for all of the 24 Italian companies who exhibited. The three-day international fair, held from May 24 to 26 at the Dubai World Trade Centre (DWTC), provided Italian industry professionals with numerous opportunities to host productive business networking sessions, meet prestigious special guests, and collaborate with the most influential airport professionals from the Middle East and across the globe.

Attended by over 3,500 professionals, buyers and interested visitors and featuring 95 exhibitors from 21 different countries, the global event left all attendees with a fresh feeling of optimism about how the airport sector will recover from the COVID-19 pandemic. Renowned as the main international exhibition for airport development, the Airport Show Hybrid+ 2021 was intended to inspire new connections between international businesses, and further encourage them to share ideas, learn from each other and discover more about infrastructure projects in the UAE's airport sector and the wider area of the Middle East, Africa and Asia. In light of the pandemic, this year's discussions placed particular importance on certain issues such as personal security and health and safety. As the world continues to battle with COVID-19, these services will remain more vital than ever and the fair provided the ideal platform for them to be highlighted.

Indeed, for the ITA it was particularly successful, as working in collaboration with the Embassy of Italy to the United Arab Emirates and the Employers' Association for Italian engineering, architectural and technical economic consulting organisations (OICE), Italy proudly hosted more exhibitors than any other foreign country. With 11 of the exhibiting Italian businesses displayed in the Italian Pavilion, the ITA was able to powerfully showcase how Italian airport professionals are working towards creating a more sustainable world and tackling travel and climate issues.

The Italian Pavilion also had the honour of welcoming a number of special guests including His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, President of Dubai Airports, President and CEO of Emirates Airline and Group, H.E. Nicola Lener, Ambassador of Italy to the UAE, Giuseppe Finocchiaro, Consul General of Italy in Dubai, and Mr. Amedeo Scarpa, Trade Commissioner of the Italian Trade Agency-Dubai. During this landmark visit, the Ambassador had the privilege of introducing each of the participating companies to H.H. Sheikh Ahmed bin Saeed Al Maktoum, and explaining how they are working to develop innovative technologies.

Meanwhile, **Amedeo Scarpa**, ICE Director, Dubai said: *"As we conclude the Airport Show Hybrid+ 2021, the optimistic attitude amongst throughout the industry is a hugely encouraging sign. Of course, the sector has faced some challenges over the last year or so, but I firmly believe it will come back stronger than ever. Throughout the event, the 11 different companies in the Italian Pavilion have taken part in over 240 business networking meetings, and had the honour of hosting numerous representatives from as far afield as the USA, Germany, Zimbabwe, Bahrain, Saudi Arabia and Central Africa. Through nurturing and developing these new partnerships over the upcoming months and years, I'm sure we can go on to achieve great things. Having a dedicated ITA and OICE stand to welcome visiting buyers, journalists and guests at the Italian Pavilion worked brilliantly, and I know that all 24 of our featured Italian companies are returning home feeling freshly inspired and ready to work hard and make real change."*

The latest event follows a number of significant projects between Italy and the UAE. Following the opening on the region's first Italian Cultural Institute in Abu Dhabi, the UAE's first Italian international school is also set to open in the capital very soon. Of course, Italy's next opportunity to highlight its innovations, talents and efforts to promote a sustainable future to the region will be at Expo Dubai 2020. Themed around the idea that 'beauty connects people', the Italian Pavilion was one of the first to begin construction. This tribute to Italy's finest minds, talents and expertise recently made headlines when it revealed the striking, five-metre high, 3D replica of Michelangelo's David sculpture that will take centre stage in the pavilion when it opens to visitors from October 1, 2021 until March 31, 2022. As with Airport Show Hybrid+ 2021, Italy hopes to utilise Expo Dubai 2020 to create further opportunities to share knowledge, forge new and fruitful connections and shine a spotlight on its achievements in fields as diverse as technology, engineering and sustainability.

For more information about ICE Dubai, please email dubai@ice.it. For more about OICE please email international@oice.it or find them on social media @OICE.

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