



## “Facilitate the SME’s approach to internationalization processes for the growth of the entrepreneurial class and businesses”

Bashar Jabban, President of IBG

The past year has witnessed profound changes in the society and economy of Saudi Arabia. Many have been caught by surprise by the sudden shift in Saudi Arabia’s policies, and within this context, enterprises and their stakeholders need to nurture their ability to adapt. Adaptation becomes an increasingly essential skill to survive in a market that is abruptly trying to align with European and international ones.

The processes of internationalization of companies is now a reality supported by political and economic directives from both the Italian and Saudi Arabian governments. IBG has long been engaged in seeking the collaboration of institutional and professional bodies that work to bring Italian and Saudi SMEs closer to the internationalization process.

For IBG, internationalization means activating synergies and entrepreneurial collaborations of high substance among matching Italian and Saudi partners. Mutual collaborations and the sharing of annexed strategies can and will result in the efficient exchange of know-how and the growth of the company’s performance. The above-mentioned benefits may be achieved through clear and well-structured accords among the parties and the stakeholders, with the result of enriching the mutual entrepreneurial culture. One of the goals of IBG is to reach out to young Saudi entrepreneurs and provide

them with the necessary information about internationalization, with examples of successful case studies and the expertise on how to effectively implement the processes at the level of SMEs and startups.

One of the means by which IBG is nurturing the trend of Internalization is the agreement with Studio Righini, a legal and business consultancy firm in Verona. Studio Righini specializes in internationalization processes and is connected to a high-end professional network throughout Italy. This first step taken by IBG has enabled a valuable offering to its members with the opportunity to engage with a highly reliable and knowledgeable partner.

I also want to mention the meeting that was successfully organized by IBG with SACE in September 2017. It was another breakthrough; the essential message about internationalization was delivered, but it was also obvious that it is necessary to continue working in this direction to deliver a clear and tangible plan of action.

Lately, I have also closely followed for IBG the re-activation of the Saudi-Italian Business Council, and we have welcomed the appointment of Mr. Mazen Saleh as its president.

In October, I attended the first Italian-Arab Business Forum, which took place in Milan and was organized by the Italian Arab Chamber of

Commerce (JIAC). JIAC has recently been recognized by the Italian government.

In December, I also attended the Italy-Saudi Arabia Business Forum organized on the sidelines of the inter-governmental bilateral commission.

All of this constitutes a further signal and a push toward more active cooperation between the two countries in promoting and supporting the internationalization processes.

The commitment of IBG for this year will continue in this sense, with networking business meeting projects on internationalization that see at its core young entrepreneurs together with involved professionals and personalities, both Italian and Saudi.

At the same time, and despite an inevitable market slowdown, we will continue our commitment to promoting the “Italian” businesses of our members despite being aware of the difficulties of the moment.

I renew my thanks to HE Elisabetta Martini for her commitment to the Consulate General of Jeddah and to all IBG members for their trust and support.

Wishing all of you a positive and productive year.



## at Assila Hotel with the participation of HE Elisabetta Martini, IBG Honorary President

The IBG Annual Assembly & Reception took place this year despite an unexpected delay due to the numerous activities and events.

It was held at the recently opened Assila Hotel by RoccoForte, who was welcomed by the IBG family as a new member, together with Distretto Design, IKK Group, Murano, Mutabagani Group, Universal Motors, and many others.

The meeting was hosted in one of the elegant and fully equipped Assila meeting rooms.

HE Elisabetta Martini, as the IBG honorary president, welcomed the members and gave an interesting speech about the recent guidelines from the Italian Ministry of Foreign Affairs regarding the development of the Italian network system, which is committed abroad to sustaining and promoting Italian industries and brands' cooperatives. She described the internationally launched initiative, #vivereallitaliana (living Italian style), which will be the framework of the

project, and mentioned Altagamma, the Italian association of prominent Italian companies in the luxury sector of various industries, which is a partner of the project.

Dr. Rossella Rossi, Second Secretary and Head of Economic & Commercial Affairs at the Embassy of Italy in Riyadh, conveyed the Ambassador's salutations to IBG members and confirmed the Embassy's interest in IBG activities as well as the general support of Italian diplomacy toward policies aimed at developing the Italian business network abroad.

Dr. Jabban, IBG President, briefly illustrated the positive results achieved over the past year and confirmed the implementation of the COM Co-Marketing Project in collaboration with Mr. Martin Yofre, KSA Managing Director for Ogilvy, and invited the members to actively join the project, which promises to be an interesting marketing tool to cope with the general market crisis.

He then illustrated the relevant

professional characteristic of Studio Righini, a major studio of consultants, lawyers, and chartered accountants that is highly specialized in the internationalization process of Italian companies willing to do business in Saudi Arabia and vice versa. Studio Righini is an IBG member and active collaborator.

The following reception was hosted in the Assila cozy coffee lounge, and numerous guests joined the IBG gathering. An elegant cocktail was served, specially designed by Assila chefs and inspired by the tradition of Italian cuisine.

Among the many friends of Italy, HE Matthias Mitman, General Consul of USA; HE Ziad Atallah, General Consul of Lebanon; Mazen Tamimi; Adel A. Alhosta; Hasan Aljabri; Nasser Farouki; Tarek Fakieh; Mrs. Enas Hashani; and Motasem Khashoggi were present.

A Maestro Vincenzo Provenzano piano performance accompanied the reception.

## **What is your personal background?**

Born in Damascus and raised in Beirut, I was exposed to the Italian and European culture influence since my teenage years and developed an artistic sensibility. My father, Ibrahim, was in the fashion textile business and used to bring me with him on his business trips to Italy, Switzerland, and France. My father's business relations with Saudi Arabia date back to the sixties, and even today, I often meet Saudi businessmen that remember him with esteem.

At 19, at the start of the Lebanese civil war, I moved to Switzerland to continue my studies, and soon after [moved] to Como, Italy, where my father had a commercial base. Afterwards, I earned an MBA in construction from the University of Manchester.

## **What are your relations with Italy?**

I settled in Italy in 1979, working as an entrepreneur and consultant in the construction, real estate, and Information technology industries. Professional commitments often took me to Saudi Arabia, the United States, and other European countries. I obtained Italian citizenship in the nineties, married a woman named Alessandra Serafini, and raised our two children in Italy.

## **And what about your relation with Saudi Arabia?**

My professional relationship with Saudi Arabia has continued after more than 25 years, and in 2009, I moved to Jeddah with my family. In recent years, I worked as an internal consultant in a central position for relevant Saudi companies, remaining in close contact with the local managerial reality and applying my integrated and reflective management and consultancy experience in the construction, real estate, and information technology industries, accumulated through years of work and study at the international level. I am firmly

convinced that timely control of project results is the prerequisite to effective organization management, which led me to designing an innovative system to allow real-time control of a project and to retain the control chain through the project lifecycle, resulting in cost, cashflow, and service efficiencies.

## **How did the idea of IBG matured?**

The same proactive mindset driving my professional vision led me to co-found the Italian Business Group (IBG) in 2013 together with the then Consul General in Jeddah, Dr. Simone Petroni. Italy was, at that time, the only major European country with a consular office in Jeddah not counting on a business group to support and work alongside the Consulate.

## **What is IBG, its mission and activities?**

IBG is a non-profit association operating under the patronage of the Italian Consulate and the JCCI with the mission of strengthening the ties of mutual interest, friendship, and cultural exchange of business and professionals operating in Saudi Arabia and Italy.

Among IBG members are primary businesses that represent famous Italian brands in the fashion, design, automotive, pharma, architecture, construction, and gastronomy industries, among others.

With the indispensable and invaluable support of the Consul, HE Elisabetta Martini, and the Italian Embassy in Riyadh, IBG liaises with other bodies and associations of the Italian network system (Sistema Italia) for the promotion of Italy's image through business-oriented events and initiatives.

## **What are future IBG projects?**

In collaboration with other institutional bodies, both Italian and Saudi, operating on Italian territory,

IBG plans to organize short trips to specific areas of Italy to explore potential businesses and investment opportunities and the exchange of industrial and manufacturing know-how.

Projects in the pipeline that IBG is also working on include:

An innovative project of collaborative partnership marketing that brings together, under the umbrella of "Italianity," the various local activities that have the excellence of "Made in Italy" as their main objective.

The creation of the Friends of Italy network in collaboration with IBG members.

## **Considering the historical challenging moment KSA and the region are passing through and the KSA 2030 vision, what is your vision for yourself and IBG?**

New industry trends and the transformation process imposed by the demanding economic environment that Saudi Arabia and the region are facing require project-centric organizations, such as real estate and contracting businesses, to adopt new strategies and innovative approaches to achieve efficiency and strong control over their operations, and that calls for talented managers, who know how to deliver a turnaround in an effective, agile, and non-invasive way. I am confident that I fit this profile.

As IBG president, I believe the National Transformation Plan and Vision 2030 is an important opportunity for Italian companies to invest in Saudi Arabia. IBG will contribute in this direction by strengthening the flow of entrepreneurial culture, with the essential and invaluable support of our members and all Italian institutions embodied in the "Sistema Italia," primarily our consulate in Jeddah and the Riyadh Embassy.



## at Tujjar Jeddah

IBG held a meeting at Tujjar Jeddah to introduce a co-marketing communication platform designed to support the marketing cooperation of different brands. The end goal is to improve efficiency and produce better results for IBG members' marketing activities.

The meeting was chaired by the Italian Consul General HE Elisabetta Martini, IBG president Dr. Bashar Jabban, and Mr. Martin Yofre. Among the attendees were Al Ghassan Motors, Rubaiyat, Fast Auto Technic, Assila Hotel, Linea Progetti, Messina, Trevi, Distretto Design, Murano, and Kgroup.

### What is Co-Marketing?

- Strategic partnerships between brands can be a highly effective way

to build a business, boost brand awareness, and break into new markets.

- The whole point is that the success of one brand will bring success to its partner brands too. However, for a partnership to truly work, it must be a win-win for all players in the game.
- The value perceptions, target audiences, and promotion channels for each brand need to match.

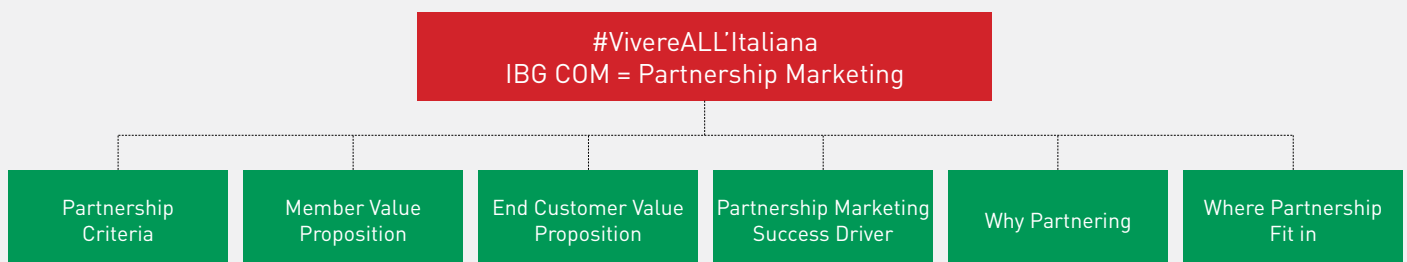
### Where is the Value?

- Co-marketing helps brands build a new audience and get a new type of content in front of their audience.
- Collaboration brings new ideas, different resources, and additional expertise.
- It benefits your brand to leverage relationships to expand your product's

reach.

Successful co-marketing partnerships don't only exchange promotional content. They also exchange useful knowledge and thought leadership. Furthermore, IBG will connect the co-marketing partners with "#VivereAll'Italiana" (living Italian style), an innovative strategic campaign for the integrated promotion of Italy abroad realized and supported by the Italian Foreign Affairs Ministry, and with the Altgamma Foundation, which unites top Italian companies that are acknowledged across the world to be the best representatives of the Italian style.

## Program Structure





## With the participation of Distretto Design, Studio 65 by Franco Audrito, Linea Progetti, Archiade, Vincenzo Provenzano for Urban Design, and the Italian Lab

On the occasion of the celebration of the Italian Language Week in the World, the Italian Consulate in Jeddah, with the collaboration of IBG, proposed the two-day event, "Parlare Italiano. Progettare Italiano," to highlight the link between design, architecture, and language with the exhibition of four Italian architects working in the region (Studio 65 by Franco Audrito, Linea Progetti, Archiade, and Vincenzo Provenzano for Urban Design Group) and a series of roundtables with industry experts.

The exhibition was hosted at the Italian Cultural Section, and the professional setup was curated by the architects' team. The concept behind the exhibition was that Italian is not only the language of art and music but also the language of creativity and is embedded in the know-how and expertise, which are the added value of Italian professionalism.

Italian architects represent the bulk of the Italian community in Jeddah, some of them having resided here for more than thirty years, and they have always been highly appreciated for their work on projects of both private villas and resorts as well as industrial installations.

As ambassadors of Italian culture in terms of beauty conjugated to functionality, Italian architects introduced Jeddah to original architectural style concepts as well as innovations in lifestyle, making it more open-minded and functional. They largely contributed to the modernization of the country in different areas, such as in energy saving.

Four architects of different ages, fame, and provenance (Milan, Turin, Rome, and Palermo) exhibited their projects in Saudi Arabia, showing the creative process starting from the

idea throughout the design and finally the realization phase.

Interactive workstations have supported the visualization of the creative process.

The four architects were joined by B & B Italia (distributed in Jeddah by Distretto Design) and by an Italian company that specialized in outdoor design furniture (Vivan - the Italian Lab), which have chosen some of their most iconic pieces to exhibit, showing the process of realization from the sketch to the industrial chain.

"Parlare Italiano. Progettare Italiano" was a great occasion to put one of the best parts of Italian culture under the spotlight and to bring together professionals, business people, students, teachers, and all lovers of beauty under the umbrella of #vivereallitaliana (living Italian style).



## Sponsored by Sharbatly Fruit and Saudia and with the participation of Hilton, Park Hyatt, Intercontinental, Rossopomodoro, Sharbatly, Manuel, Sitaf, and Italian Mall. Special Guest Chef Marco Martini

From Monday, November 21 to Sunday, November 27, 2016, Jeddah experienced a full-week festival of original Italian cuisine brought to Jeddah by the Italian Consulate with the collaboration of IBG.

"Our aim is to promote the philosophy that the Italian lifestyle is simple but exclusive," said Elisabetta Martini, Consul General of Italy in Jeddah. "We want to promote our brand, but we also want to promote our philosophy of having a healthy diet, as it is very important when it comes to places like Saudi Arabia, where people suffer from diabetes and obesity."

The opening of the festival, which was sponsored by Saudi brands Sharbatly Fruit and Saudi Airlines, hosted special guest chef Marco Martini from Rome. Chef Marco is the owner of the Corner restaurant, and in 2013 he was named the best emerging chef in Italy.

The opening event was dedicated to Italian street food, with more than 300 guests, all enthusiastic Saudi food lovers. The Italian Cultural Section became the location of an original Italian Piazza during the traditional yearly village celebrations, with many small kiosks illuminated and offering Italian street food specialties prepared for the occasion by the chefs from Hilton, Park Hyatt, Intercontinental,

and Rossopomodoro. More kiosks were run by Sitaf (Italian gastronomy food importer), Italian Mall (Italian table and kitchenware), Manuel supermarkets, and Sharbatlyfruit.

Among the many visitors who attended on the first day was HE Matthias Mitman, the Jeddah-based Consul General of the United States. "Italian food is very popular in the United States," he commented, "and I think it's going to be very popular with Saudis as well. I think food helps open people's minds up to different tastes, different experiences, and they have a better appreciation of other cultures when they sample and try their foods."

Several social media celebrities made it to the opening day, including members of Foodies KSA, a Saudi Arabia-based group of food lovers who review restaurants, share recipes and healthy tips, and cover food events. Baraa Al-Khateeb (food consultant and photographer at the Food Links Magazine, known for giving English lessons on Instagram and Snapchat under the name "Teacher Muhammed") said he thought Italian Cuisine Week was a "brilliant" initiative. "I think the place was fantastic, the food was amazing... I have had the chance to try new dishes and some new pasta recipes," he said. "In my opinion, Italian food is the best

on Earth, and today's experience proved my point!"

Mrs. Al-Khateeb stressed that despite the language barrier, food and music can bring people together—something seen later in the evening with a musical performance by pianist Vincenzo Provenzano and singer Azad Iqbal.

The Italian cuisine continued throughout the week with different events boasting Chef Martini and other delicious Italian recipes as protagonists: three exclusive cooking lessons for amateurs and meetings with the international chefs working at the prominent restaurants and hotels to share professional knowledge regarding the preparation of the Italian menus that the involved restaurants were offering during the week as well as visits to supermarkets and food-related stores.

Chef Martini also had the occasion to propose his most innovative preparations at the special Gala Dinner held at the Italian Cultural Section on Wednesday the 23rd for the members of Chaine des Rotisseurs, the relevant international gastronomic association that was also a sponsor of the initiative.

# Italian Frigate FREMM Carabiniere Visit in Jeddah

CONSULATE EVENT  
IN COLLABORATION  
WITH IBG  
Dec 31 2016



The Italian Frigate FREMM Carabiniere visited in Jeddah from December 27, 2016, to January 1, 2017.

For the occasion of the stop in Jeddah of the Italian Frigate FREMM Carabiniere, IBG, with the patronage of the Italian Consulate, organized a reception at the Italian Cultural Section on Saturday, December 31. French and American Business Groups were involved and collaborated toward the

success of the event.

Special guests were all the officers on board the frigate, and commander Francesco Pagnotta, who were pleased to have the occasion to meet with the international community in Jeddah.

The Italian anti-submarine warship Carabiniere has made Jeddah its first and only stop in the Gulf on a route

that will take it to Singapore and Australia. The visit, billed as a sign of friendship between the Kingdom and Italy, will help to strengthen bilateral ties in the naval and maritime sectors within the framework of international naval cooperation. The stopover of this ship will also enable Italy to showcase FREMM's design and capabilities, with the frigate being a candidate in Australia's SEA 5000 Future Frigate program.



## with Distretto Design

Following the initiative of the Italian Consulate, Italian Design Day came for the first time to Jeddah, accompanied by the international initiative launched by the Italian Ministry of Foreign Affairs to celebrate and promote Italian excellence in the design industry all over the world. The main sponsors of the initiative are La Triennale and Salone del Mobile di Milano.

In collaboration between the Italian Business Group and Distretto Design of Jeddah, Italian Design Day showcased Italian-made products under the umbrella of the Italian Consulate General and Jeddah's Chamber of Commerce.

The Italian Cultural Section in Jeddah hosted the three-day exhibition and

the related workshops, which were held by the representatives of 11 Italian interior brands showcased and exclusively distributed in Jeddah by **Distretto Design**.

Founder and Chairman of Distretto Design **Yusef Al Hammouri's** exceptional commitment made it possible to present in Jeddah some of the most iconic pieces made by prestigious Italian brands, which managed to ship them directly from Italy for the occasion.

The opening event took place on Sunday, March 12 in the presence of the Ambassador of Italy in Riyadh, HE Luca Ferrari, and the Italian Consul in Jeddah, HE Elisabetta Martini. The special guest of Italian Design Day was the dean of the Design Institute

of Urbino, Professor Leonardo Romei, as Ambassador of Italian Design for the event.

In his introductory speech to the exhibition, Prof. Romei gave a theoretical approach to promote and encourage collaboration among universities in terms of student exchanges between KSA and Italy.

Bashar Jabban commented on the initiative, highlighting how its objectives are fully shared with IBG values to foster the exchange of culture, knowledge and expertise between our two countries as the main way to promote business.

Among the companies showcased were **B & B Italia, Slamp, Alessi, and Italprogram Plus**.



# Networking Lunch for the Italian Delegation at BIG 5

CONSULATE EVENT  
IN COLLABORATION  
WITH IBG  
Oct 24-25 2016



With 14,000 visitors and more than 400 international exhibitors, the Big 5 Saudi has become the most important construction event for the region.

The Italian representation of exhibitors was numerous and covered many sectors of the building industry, from marble to the finest stone for coatings, wood and ceramic manufacturing, fixtures, technology products for hydraulic and energy saving, technical equipment, and accessories.

The Italian delegation, led by Dott.

Giuseppe Lamacchia, Italian trade attaché from the Trade Promotion Section of the Italian Embassy in Riyadh, ITA (Italian Trade Agency), was hosted at the Italian Cultural Section for a networking lunch, in collaboration with the Italian Consulate and IBG. Dr. Pietro Bentivegna, Deputy Consul, welcomed the guests.

The meeting gathered together Italian producers, potential local consumers, and professionals in the construction sector, giving them the

opportunity to exchange information and knowledge as well as tighten business relationships.

Among the participants were Stefania Nardo (Casal SRL), Roberto Maci (Bianco Cave), Massimo Della Valle (Profil Pas), Alessio Cloni (Caleffi), Sami Labib (Messina), Ola Abid (Ola Abid Int. Design), Roberto Liuzza (Bin Ladin Group), Ahmaed Raghab (Impregilo), Samir Munla (Al Mada Marble & Ceramics), and Hisham Kashoggi (Italian Lab).

# Maimouna Guerresi “The Journey of the Sparrowhawk”

CONSULATE EVENT  
Dec 13 2016



In collaboration with the Italian Consulate, the Hafez Gallery in Jeddah presented the first solo exhibition in Saudi Arabia for the Italian multimedia artist Maimouna Guerresi.

Maimouna's work has been extensively exhibited in solo and group shows all over Europe, the United States, and Asia. She has participated in the Italian pavilion at the Venice Biennale

and displayed her works across the Middle East and North Africa in places such as Morocco, Dubai, Sharjah, and Bahrain.

The endorsement of the Italian Consulate of the artist was motivated by the unifying value of her work with respect to the cultures of the two countries, Saudi Arabia and Italy.

Maimouna's art draws inspiration from Islam while maintaining close ties with the artistic tradition of the Italian Renaissance. It has been highly appreciated by Jeddah's audience, although it represents a clear break from the classical patterns of Islamic art, which does not envisage the representation of female figures.

# IBG Corporate Members



## Sponsors



## Media Sponsors



## Useful Info

The Italian Ministry of Foreign Affairs:  
<http://www.esteri.it>

The Italian Consulate in Jeddah:  
 00966.12.642.1451  
[consolato.gedda@esteri.it](mailto:consolato.gedda@esteri.it)  
<http://www.consgedda.esteri.it>

Jeddah Chamber of Commerce and Industry:  
 00966.12.651.0869  
[info@jcci.org.sa](mailto:info@jcci.org.sa)  
<http://www.jcci.org.sa>  
 Jeddah Economic Gateway  
<http://www.jeg.org.sa>

The Saudi Embassy in Rome:  
 0039.06.844.851  
<http://www.arabia-saudita.it>

Italian International School of Jeddah:  
 00966.12.606.4335

Italian Cultural Center in Jeddah:  
 00966.12.643.2376



The Maison Boucheron celebrated the grand opening of its first boutique in Riyadh on March 7. Showcasing its unique Parisian-style design, the boutique is located on Prince Muhammad Bin Abdulaziz Road and facing Centria Mall, home to major luxury Maisons. Boucheron has also been available in Saudi Arabia, in Jeddah at El-Khayat Center, since October of 2015.

### The Boucheron Hôtel Particulier: A Tribute to Light

With its 130 square meters, it is one of the largest Boucheron boutiques in the entire Middle Eastern region. The boutique is a tribute to Boucheron's historical Hôtel Particulier on Place Vendôme (1893). The light marble façade, along with the white and champagne-colored setting, highlights the exceptional luminosity of a Parisian boutique.

### The Boucheron Creations

Emblematic timepieces will be presented alongside iconic jewelry creations, from the graphic Quatre collection and the Serpent Bohème collection to the Animaux de Collection pieces, all celebrating the savoir-faire

of the Maison's craftsmen. A refined selection of high jewelry pieces is also offered to the country's clientele.

### "Five-Star Services"

Renowned for the excellence of its hospitality for almost 160 years, the Maison Boucheron welcomes its customers as it would welcome friends. Over all these years, it has forged very strong ties with them by offering unique creations to accompany them in celebrating the most important moments in their lives.

In the finest tradition of French high jewelry, Boucheron also offers a special order service with exceptional and experienced professionals guiding the client through every step of the creation.

### Boucheron Boutique

Prince Muhammad Bin Abdulaziz Rd, Al Olaya

### About Boucheron

It was in 1893 that Frédéric Boucheron chose to move from the arcades of the Palais Royal to number 26 Place Vendôme. By doing so, he became

the first jeweler to establish himself there.

His choice of this address was no coincidence. Number 26 is on the corner of the square, which is where the light is most beautiful. This has always been of utmost importance to the Maison Boucheron. This jeweler, with facets as numerous as those of a diamond, has known how to impress its clients for 157 years, ranging from crowned heads to world-famous writers and artists.

The secret of this longevity lies in the astonishing capacity of the Maison Boucheron to pass down its savoir-faire from generation to generation while continuously developing its creations, innovations, and work with the most precious materials, particularly gold and diamonds. Each and every collection draws upon these memories. Each and every jewel is nourished by new experiences.

There are currently more than 50 Boucheron boutiques across the world. Boucheron is part of Kering, a worldwide leader in luxury and lifestyle.



Fashion Forward Dubai, in coordination with Rubaiyat, presented 12 regional designers for the first time in the Kingdom of Saudi Arabia at its FFWD EPIC Pop-Up shop. From June 5 to June 25, during the holy month of Ramadan, an impressive line-up of 12 regional designers showcased their Ramadan and/or SS 17 apparel and accessory collections in Saudi Arabia's leading department store, Rubaiyat, at Stars Avenue Mall in Jeddah.

This Pop-Up was part of FFWD's Empowerment Program through Industry Collaboration (EPIC), endorsed by the Dubai Design & Fashion Council (DDFC) and

supported by Dubai Design District (d3), which is dedicated to supporting regional talent to attain commercial success and widen their reach into new markets.

"The FFWD Pop-Up, under the EPIC program, in the prestigious Rubaiyat, was an excellent opportunity for regional designers to attain customer visibility in a new market. We are thrilled to partner with Rubaiyat to present some of the best designers from the region and extend further support for their brand's development," said Ramzi Nakad, COO and co-founder, FFWD.

The labels that were available at the Pop-Up were as follows:

Apparel:  
AMIRA HAROON  
ARWA AL BANAWI  
GHUDFAH  
HESSA FALASI  
JELENA BIN DRAI  
NASIBA HAFIZ  
POCA & POCA

Accessories:  
AMAL HALIQ  
MADISO  
RULA GALAYINI  
SARAH'S BAG  
VANINA

# Fast Auto Technic Reveals State-of-the-Art Ferrari & Maserati Showroom in Riyadh



Fast Auto Technic, the official importer of Ferrari and Maserati luxury sport automobiles in the Kingdom of Saudi Arabia, opened its largest-ever showroom yesterday in Riyadh. The state-of-the-art Ferrari and Maserati facility is the largest of its kind in the Middle East, reinforcing the company's ongoing commitment to better serve clientele in the Kingdom.

The spacious showroom accommodates eight Ferrari vehicles on display and ten Maserati vehicles, showcasing the widest range of both models. Seamlessly aligned with the global standards of both brands, the showroom has a total built-in area of 2,100 square meters and welcomes visitors with an impressive interior, giving off a true sense of the brands' persona and unique craftsmanship capabilities through its exceptional décor. A 700-square-meter mezzanine floor is also designed to further fit five pre-approved vehicles for each brand, with a dedicated car lift.

The new facility is the first in the region to welcome visitors into a gallery lounge where they can network, relax, and educate themselves about the

history of both brands through the artwork and timelines on display. Guests can also experience the dedicated configuration rooms for each brand, providing clients with the opportunity to tailor their preferred vehicle in a comfortable setting.

Reiterating the company's pledge to international quality standards and benchmark criteria in the automotive service industry, the new showroom is staffed with a highly skilled team dedicated to providing supreme service quality to clients.

Sheikh Mohammed Wajih Sharbatly, Chairman of Fast Auto Technic, commented, "We are proud to announce the opening of the region's largest Ferrari and Maserati showroom in Riyadh. Across the years, our robust relationship with both brands has been reflected through incomparable offerings and services in the Kingdom, catering to a growing demand in the market despite the overall fluctuations of the industry. As with our latest showroom, our expansion plans continue to grow in line with the demand for both Italian brands."

## Fast Auto Technic Celebrates Ferrari's 70th Anniversary – on April 15, 2017



IBG attended the celebrations organized at Assila Hotel in Jeddah by Fast Auto Technic for the 70th anniversary of Ferrari.

Fathy Allam, general manager of Fast, said that the Ferrari logo and cars have a strong appeal in KSA and rely on a following of loyal fans that grows year after year. Among the numerous events celebrating Ferrari in KSA, Mr. Allam mentioned the "Cavalcade Classiche" of various Ferrari models to tour Jeddah and Riyadh.

# Assila Hotel by Rocco Forte Soft Opening February 15, 2017



ASSILA HOTEL  
JEDDAH  
A ROCCO FORTE HOTEL



**HOTEL DE RUSSIE**  
ROMA



**BROWN'S HOTEL**  
LONDON



**HOTEL SAVOY**  
FIRENZE

**Rocco Forte Hotels Team**  
&  
**ANTONIO GRIMALDI**

**Request the pleasure of your company for a ladies Cocktail party on**  
**Wednesday 15<sup>th</sup> of February 2017 at 4pm at Il Caffè Lounge**  
**Assila Hotel by Rocco Forte Hotels**

RSVP Adel Soukah +966563026775 or +393337122714  
Tarek Sayed Ali +447795641877

**ROCCO FORTE**  
**HOTELS**





Established in 1996 by the Italian-British hotelier Sir Rocco Forte, the Rocco Forte Hotels chain includes prestigious hotels all over Europe, such as Hotel de Russie in Rome,

Hotel Savoy in Florence, Brown's Hotel in London, Hotel de Rome in Berlin, and many others.

With the opening of the Assila Hotel in

the heart of Jeddah's most fashionable district, on Thalia Road, travelers will be able to experience the exclusive Rocco Forte hospitality for the first time in the Middle East.

# Murano Glass Artisans



Murano Glass Artisans Gallery launched in the year 2016 to stage alluring Murano artwork.

A collection of vibrantly exquisite glasswork embodies years of experimentation and supremely gifted talents, where Venetian maestros combine modern with traditional techniques to craft art in divine forms.

Each concept is the sole diverse interpretation of a distinguished glassblower coupled with passionate inspiration to produce exclusively dazzling objects.

These captivating and flawless artifacts are intended to complement elegant interiors and are explicitly produced for distinctively sophisticated clientele.

We look forward to welcoming you to our Murano Gallery, located at Prince Sultan Road, Nama Center, adjacent to Samba Bank/ATM.

Opening Hours: -17:00 & 14:00-10:30 22:00

Tel: 2929-690-12, Ext. 177; Mob: 055 4654-355

[www.muranoglassartisans.com](http://www.muranoglassartisans.com)



# The Window into the Best Contemporary Italian Design in Jeddah



Yousef Al Hammouri has a long and special relationship with Italy, which began a long time ago with the family business, MCC, founded in 1978 by his father, Mr. Mohammed Al Hammouri.

Yousef has capitalized on his deep knowledge of the Italian market and his personal relations by opening a store in Jeddah that represents the best of Italian interior design production. Distretto Design is continuously showcasing the newest

Italian contemporary interior design and displaying iconic pieces from the most recent collections of prestigious Italian brands, such as B&B Italia, Artemide, Flos, Foscarini Alessi, Slam, and many others.

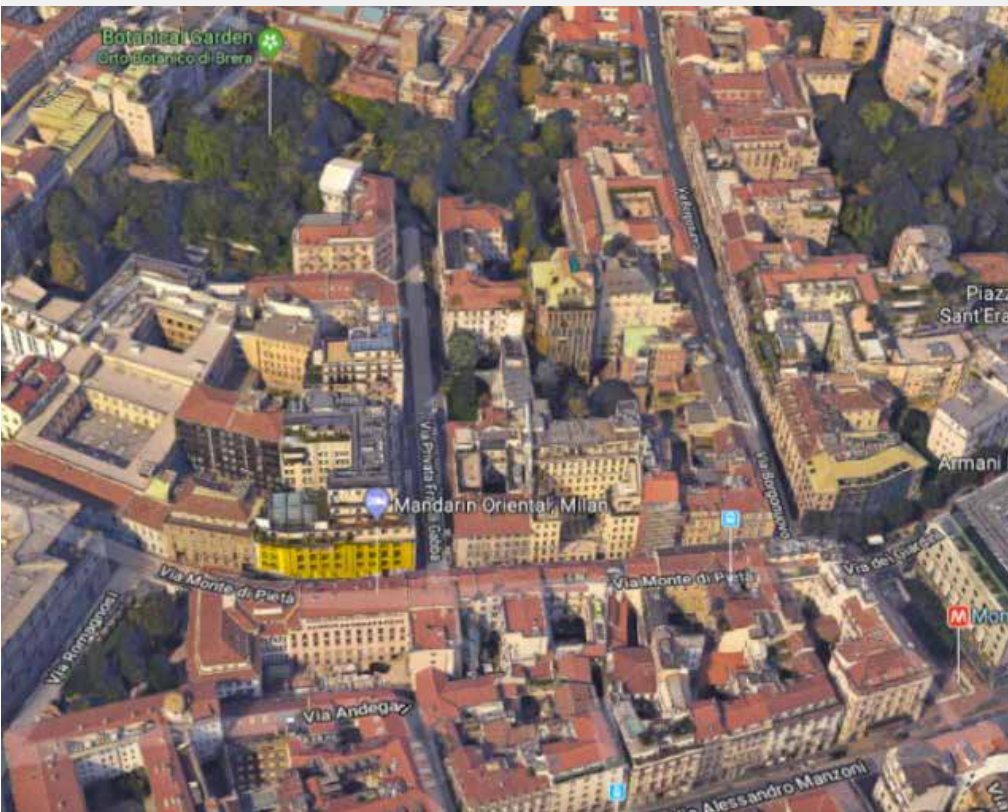
The professional team delivers impeccable service, from design planning to the installation, including high-tech services for home automation.

Distretto Design has demonstrated

its professional skills by organizing, along with the Italian Consulate and IBG, the recent successful events for Italian Design Week in the World and has sponsored the renovation of the Billiard & Cigar room at the Italian Club of Jeddah.

To Distretto Design, IBG and the entire Italian community appreciate the great job you have done.

# The New Prestigious Studio Righini Address in Milan



via Monte di Pietà', facing the Mandarin Hotel and a few steps from Montenapoleone, in the heart of the Fashion Quadrangle

Beginning in January 2018, Studio Righini is taking a new step in its development and growth path, marked by a strong, innovative drive and a clear international vision.

The partners wanted to give a greater boost to the international area by transferring the previous Milan office to a new location in Via Monte di Pietà 19 in the vital center of the city.

Alberto Righini, head of the International Department, has taken over the new Milan project right from the start thanks to his experience in the international arena since 1988 as a member and founder of the JPA International Network, a worldwide network of business advisors, chartered accountants, and auditors, whose goal is to ensure international services to a wide range of clients.

The international activity of the firm is developing not only in Europe but also in the Middle East and Latin America. Indeed, Studio Righini is a member of IBG (Italian Business Group), and Bashar Jabban has been Studio Righini's partner and reference person for Middle Eastern operations since 2017. Studio Righini has also been a partner of ITALAM since 2016, a consultancy company whose aim is to guide those Italian entrepreneurs who wish to broaden their horizons through joint ventures with Latin American entrepreneurs, supporting them in becoming global competitors.

With its new headquarters in Milan, Studio Righini strongly believes in and is investing more and more in the international arena.

## Focus on the New Italian Tax Regime for High Net Worth Individuals

Italy has introduced an attractive tax regime for high net worth individuals who transfer their tax residency to Italy. This regime introduces an annual flat tax equal to 100,000€, regardless of the amount of foreign income realized. This special regime can be extended to relatives by paying an additional 25,000€ for each applying family member.


This special flat-tax regime introduces the following effects:

- Exemption from Italian taxes on foreign-sourced income
- Exemption from the Italian inheritance tax on foreign assets
- Exemption from real estate property tax on foreign assets
- Exclusion from the foreign assets reporting obligations

Qualifying individuals can benefit from the regime for up to 15 years. Eligible taxpayers opting for the special regime are individuals and their family members who transfer their residency to Italy according to the Italian tax law and who were not a resident in Italy for tax purposes for at least 9 of the past 10 years preceding the application.

For more information, you may contact Studio Righini at [studiorighini@studiorighini.it](mailto:studiorighini@studiorighini.it).

# IBG Events



**IBG gathering**

- Attract Prospects for IBG/ IBG Members
- Involve & Motivate Audience
- Exchange idea's on pre defined topics of common Business Interest

## Events

2017 - 2018

Annual Assembly Reception  
Italian Cuisine Week  
Italian Design Day  
Italian Language Week  
Discover Italy  
Design & Culture  
Networking Events

## IBG Social Media



### Public Page

Used to promote Italian culture, heritage, relevant news and sport events. Announcement of upcoming events



### Account

Used to promote IBG events and upcoming functions, displaying selection of event pics, short videos and material



### Private Group









Used to display albums and videos of events and functions and as a planning and information hub to all our members and sponsors



### Channel

Used to post events and functions videos

## Contact IBG

-  [ibg.jeddah](https://www.facebook.com/ibg.jeddah)
-  [ibg\\_jeddah](https://twitter.com/ibg_jeddah)
-  [ibg\\_jeddah](https://www.instagram.com/ibg_jeddah)
-  [italian-business-group](https://www.linkedin.com/company/italian-business-group)
-  [goo.gl/kd4rYP](https://www.youtube.com/watch?v=kd4rYP)
-  +966 53 906 0078
-  [Info@italianbusinessgroup.net](mailto:Info@italianbusinessgroup.net)
-  [italianbusinessgroup.net](http://italianbusinessgroup.net)

