

# UAE to come calling to Italy this week

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DUBAI — It will be a heady mix of business and sports between UAE and Italy at Toscane Endurance Lifestyle 2015 scheduled to be held at Tuscany from August 20 to 24.

A high-powered 500-member UAE delegation comprising officials, captains of industry and horse riders will create relevant economic synergies between the two countries.

The annual event — the first edition of which was held in 2000 — has managed to merge business, sports and international relations within its ambit over the years. Apart from the business perspective, the event will feature endurance races wherein UAE riders will make a strong bid for the title.

It will kick off with a business initiative in the form of UAE Days in Toscane, providing ample opportunities to businesses under the patronage of the UAE Ministry of Economy.

The exercise helps UAE top managers, representatives from the

government and the Khalifa Fund get in touch with Tuscan companies. One of the highlights of this exchange will be the international symposium entitled “How to make business in UAE”.

Business-to-business meetings and visits in the industrial districts for the food and beverage sector will further bolster ties between UAE and Tuscany. The focal point of this programme is the attention that the UAE economy gives towards the production and excellence of the “Made in Tuscany” tag and the strong predisposition for Tuscan exports.

Tuscany is the second Italian region having a trade turnover of €1.3 billion with more than 300 of its operators having constant business with the UAE companies.

Tuscany has more to offer to UAE: the GDP of Tuscany provides a seven per cent contribution to the national economy, boosted by the presence of more than 360,000 companies employing 1.5 million people, and “Made in Tuscany” exports between 2008 and 2014 have grown by 25.4 per cent, four times compared to the Italian one.

Prospects are equally important



**The Toscane Endurance Lifestyle 2015 event will create relevant economic synergies between UAE and Italy. — Supplied photo**

and suggest that Tuscany is heading faster out of the crisis with GDP growth in 2015 expected at 1.2 per cent against a national growth of 0.7 per cent.

After the completion of the business initiative, the focus will be on the seven endurance rides, including the Meydan Nation’s Cup

CEIOYJ2 120-kilometre race. The UAE riders, more than 45 in numbers, will compete with competitors from 12 countries on a completely flat, shaded and ventilated track, entirely inside the Regional Park of Migliarino San Rossore Massaciuccoli.

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