



Ambasciata d'Italia a Riad



Ministero dello Sviluppo Economico



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Section of the Italian Embassy

GIELLE
INDUSTRIES

STAND
3B22

ITALY at **Saudi Elenex & Saudi Aircon 2018**

Riyadh
May 7-9
2018



with the support of





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Ufficio Coordinamento Promozione del Made in Italy
Nucleo Grafica

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Ambasciata d'Italia a Riad

Dear Visitor,

I wish to warmly welcome you to the Italian Pavilion at Saudi Elenex and Saudi Aircon 2018, which both take place in Riyadh in May, 7-9th, at the Riyadh International Convention & Exhibition Center.

Electricity, lighting and heating together represent the bulk of Italian export goods to Saudi Arabia. Italy is represented this year by six companies participating in Saudi Arabia's 21st edition of Elenex and to Saudi Aircon 2018.

The Kingdom of Saudi Arabia is the key market in the Gulf Region and our main trade partner. After a recession in 2017 (GDP -0,7%), analysts project growth to be restored in 2018, which will positively affect Italian exports in coming years.

I look with great interest at the unprecedented programme of economic and social reforms enshrined in the Vision 2030. Economic diversification and reduced oil dependence is a necessity, but also an opportunity to fully exploit the wealth of this country, including the entrepreneurial spirit of its young and talented people.

The Embassy of Italy in Riyadh, the Consulate General in Jeddah and the Italian Trade Promotion Agency in Riyadh are ready to support the Government's new Vision which aims to achieve a growing and prospering economy by thoroughly improving its manufacturing value chain.

Enjoy your visit at Saudi Elenex and Saudi Aircon 2018!

LUCA FERRARI

Ambassador of Italy to the Kingdom of Saudi Arabia



Dear Visitor,

As Director of ITA, the Italian Trade Promotion Agency in Saudi Arabia, I am pleased to welcome you to this edition of the Saudi Elenex & Saudi Aircon 2018.

The Italian exhibitors at the ITA pavilion will present to international visitors their original and forefront Italian quality products in the sectors of renewable energies, rationalization of consumption, cooling systems, air conditioning, ventilation and lighting.

The Italian Trade Agency is the government agency that supports the globalization of Italian firms, under the strategies of the Ministry of Economic Development. ITA helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SME, their associations and partnerships.

ITA sustains Italian firms in their internationalization processes and promotes worldwide the marketing of Italian goods and services, Italian investments, as well as the image of the "Made in Italy" products around the world.

ITA provides also information, support and consultancy to Italian companies on foreign markets, promoting and fostering expertise and cooperation in all areas with the end of increasing and making more effective their presence on international markets. ITA works closely with the Italian Regions, the network of the Italian Chambers of Commerce, business organizations and other public and private entities.

ITA headquarters are in Rome, with a large network of offices around the world, which are the Trade Promotion Offices or Sections of the Italian Embassies or Consulates in each country.

Giuseppe Lamacchia
ITALIAN TRADE AGENCY- RIYADH OFFICE
DIRECTOR

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ICE - ITALIAN TRADE AGENCY

RIYADH Office

Trade Promotion Section of the Italian Embassy
in Saudi Arabia Embassy of Italy - Diplomatic Quarter

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www.italtrade.com/saudi Arabia
Contact: Giuseppe Lamacchia | riyadh@ice.it

Italian Pavilion | Hall 3
Stand n. 3B 23 - 3F 24



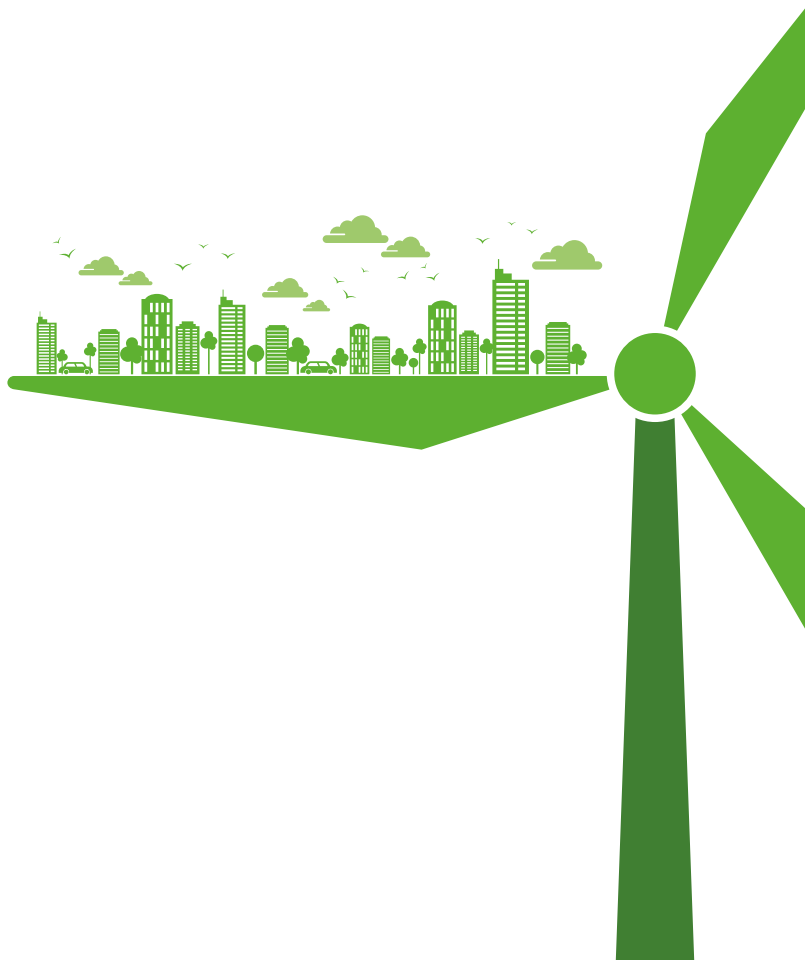
ITALIAN TRADE AGENCY

ICE - Italian Trade Commission
Trade Promotion Section of the Italian Embassy

The ICE - Italian Trade Agency is the government organization which promotes the internationalization of the Italian companies, in line with the strategies of the Ministry of Economic Development. ICE provides information, support and advice to Italian and foreign companies. In addition to its Rome headquarter, ICE operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates, and works closely with local authorities and businesses.

ICE provides a wide range of services overseas helping Italian and foreign businesses to connect with each other, among which:

- Identification of possible business partners
- Bilateral trade meetings with Italian companies
- Trade delegation visits to Italy
- Official participation in local fairs and exhibitions
- Forum and seminars with Italian experts



ANIMA CONFINDUSTRIA MECCANICA VARIA

Via Scarsellini, 11 | 20161 Milano
T +39 02 45418 500 | F +39 02 45418 545
www.anima.it
Contact: Alessandro Durante
internazionalizzazione@anima.it

Italian Pavilion - Hall 3
Stand n. 3B 23 - 3F 24



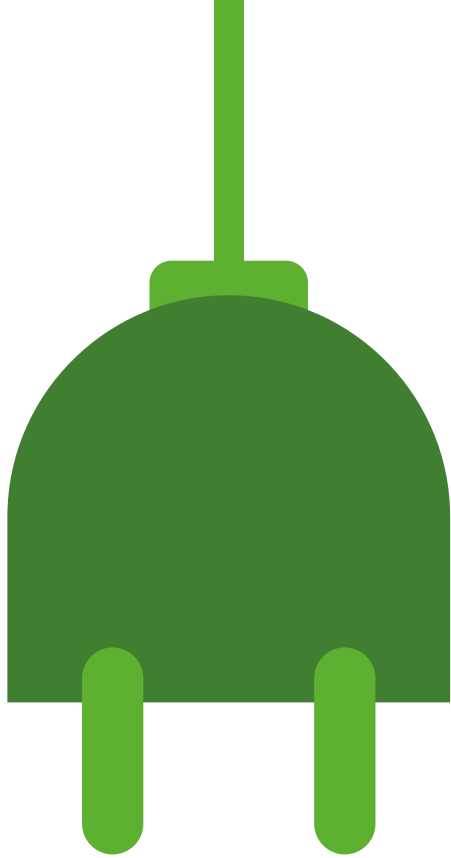
ANIMA[®]
CONFINDUSTRIA
MECCANICA VARIA



ANIMA - Federation of Italian Associations of Mechanical and Engineering akin - Is the industrial organization which within Confindustria represents companies of me-chanics, which employ 212.000 employees for a turnover of more than 47 billion Euro and export share / turnover of 58% (January 2018).

Born in 1914, The Federation numbers within its organization as well 60 Associations e product groups and it has more than 1000 associated companies, Among the most qualified in their respective sectors. ANIMA macrosectors can be summarized in: machines and plants for the production of energy and for the chemical and oil industry - assembly of industrial plants; logistics and goods handling; water and food technology and equipment; technologies and products for the industry; plants, machines for the building industry; machines and systems for human and environmental safety; metallic constructions in general.





ITALIAN COMPANIES

B.F. SRL

Strada Selvagrossa, 2 | 61010 Tavullia (PU)
T +39 0721 201111 | F +39 0721 203302
www.bfilluminazione.it
Contact: Gianluca Barroni
info@bfilluminazione.it

Italian Pavilion - Hall 3
Stand n. 3B 29



Historical reality been active for 30 years in the Italian lighting industry, BF guarantees quality and reliability in the lighting products, constantly improving the performance of equipment designed, produced and marketed.

Specializing in LED light, lamps for furniture, kitchen, cabinets, bathroom, BF also produces customized lighting products. In the course of its history, BF has added to the series production also the realization of project products, developing customized products for the customer, brings the company to a particularly demanding customer and represents a real strong point.



CESTARO FONDERIE SPA

Via dell'Artigianato, 34 | 36050 Bressanvido (VI)

T +39 0444 460400 | F +39 0444 460460

www.fonderiecestaro.it

Contact: Donato Lorenzin

info@fonderiecestaro.it

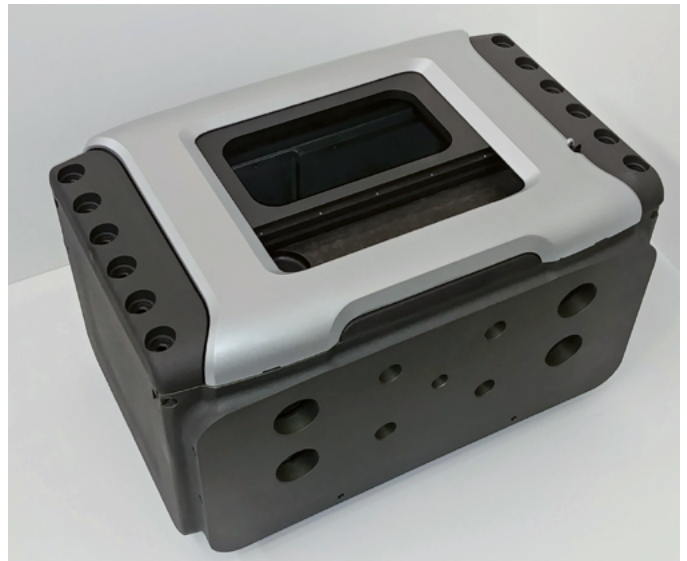
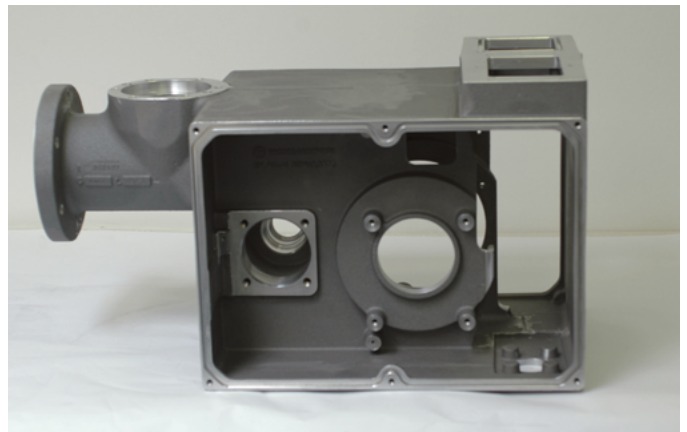
Italian Pavilion - Hall 3

Stand n. 3B 20



CESTARO FONDERIE®
ALUMINIUM SAND CASTINGS

Cestaro Fonderie has been set up in 1963 as a family company but with the choice on the best practice and high-grade technology. Due to the family style company, our development has always been sensible to the human values and the competence development of each employee, such as making it as a strength. Qualified and specialized technology has always been a company characteristic, so as Cestaro Fonderie have been specialized in aluminum alloys since the beginning, later it has chosen to produce more and more high grade castings such as power transmission component, and air compression devices during years 80's, finally from years 90's High Voltage component and condensing heat exchangers. During all these years Cestaro Fonderie has gained high level competence in producing aluminum sand castings for a lot of international customers. But at the same time, it has developed more and more customer service and flexibility.



GIELLE SRL

Via del Gelso, 30 | 70022 Altamura (BA)
T +39 080 3118998 | F +39 080 3101309
www.gielle.it
Contact: Antonio Ruggieri
info@gielle.it

Italian Pavilion - Hall 3
Stand n. 3B 22

GIELLE
Antincendio dal 1965

GIELLE buys, recycles, sells and provides strategic banking services for critical end-users who require long term availability of reclaimed F-GAS. We have been in the F-Gas banking business for over 35 years working in countries all over the world. The mission is to bridge the gap between companies in the process of eliminating F-Gas from their operations and so-call Critical Users who still require reliable supplies of quality recycled F-Gas.

GIELLE has nurtured strong business relations in these fields based on our responsible handling of our "banked" halons, quality of our products timeliness of our work and the overall conduct of our business worldwide. We work closely with the U.S. Environmental Protection Agency (EPA) and other environmental agencies worldwide.

"GIELLE" is also closely allied to the Carbon Credit market and has ready access to F-GAS destruction facilities if it is determined that the F-GAS collected should be destroyed.



NAIZIL SRL

Via Pontarola, 17 | 35011 Campodarsego (PD)

T +39 049 9203600 |

www.naizil.it

Contact: Giulia Lucisano

info@naizil.com

giulia@naizil.com

Italian Pavilion - Hall 3

Stand n. 3B 24



With more than 50 years of experience in the PVC coated fabric industry and after a deep renewal stage, Naizil S.r.l. updated its technology during 2017 in order to meet today and future needs for new applications of PVC coated fabrics. Naizil S.r.l. is the Italian leading producer for PVC coated fabrics for architectural textile, membranes, solar PVC, sun awnings, truck covers and drinkable water tanks. It also boasts a fully automated stocking system which is an important time-saver in the loading and unloading operations. Naizil S.r.l. introduced a new version of business, for which customers are treated as business partners.

The company mission is to better meet their demands to satisfy their requests. The new management adheres to sustainable and ethical business standards by fully controlling the supply chain and the entire product development process from manufacturing to the delivery to the consignee.



UL

Via Delle Industrie, 1 | 20061 Carugate (MI)

T +39 02 92526 663

www.ul.com

Contact: Valeria Zappalà - Ahmad Chok

valeria.zappala@ul.com - ahmad.chok@ul.com

**Italian Pavilion - Hall 3
Stand n. 3B 28**



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The UL Mark engenders trust enabling the safe adoption of innovative new products and technologies.

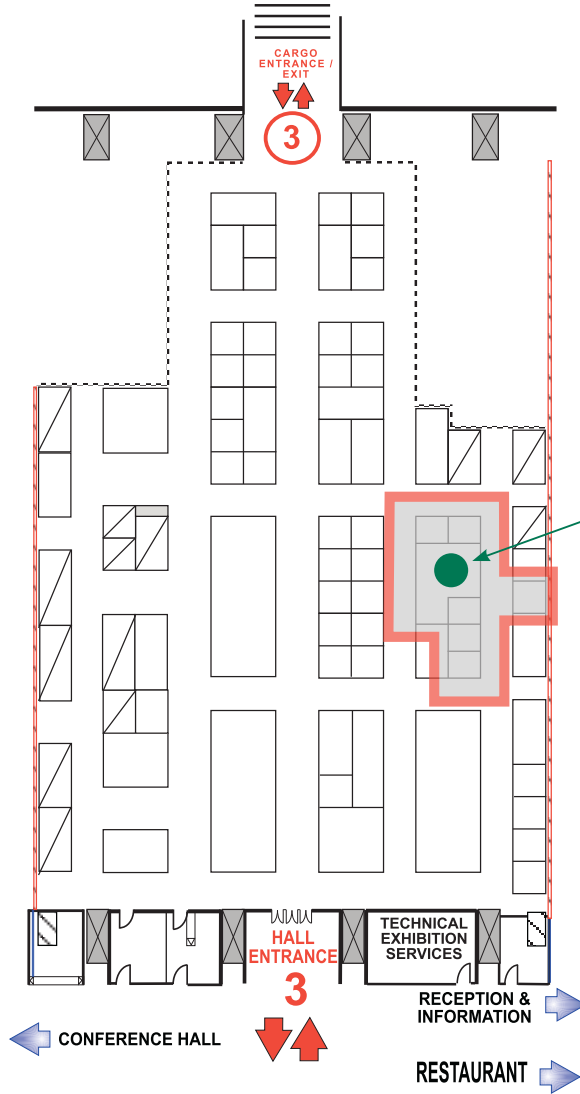
Everyone at UL shares a passion to make the world a safer place.

We test, inspect, audit, certify, validate, verify, advise and train and we support these efforts with software solutions for safety and sustainability.

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HALL 3



معرض الكهرباء السعودي
SAUDI ELENEX  معرض التكييف السعودي
SAUDI AIRCON 

7 - 9 May 2018

Riyadh International Convention
& Exhibition Center (RICEC)

Italian Pavilion | Hall 3

B.F. SRL

Stand n. 3B 29

UL

Stand n. 3B 28



Stand n. 3B 23 - 3F 24

Stand n. 3F 24

NAIZIL SRL

Stand n. 3B 24

GIELLE SRL

Stand n. 3B 22

**GEROS
2C10**

**CESTARO
FONDERIE SPA**

Stand n. 3B 20



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ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Section of the Italian Embassy

Italy

7-9 May 2018
Riyadh International Convention and Exhibition Center
RICEC

The 21 Int'l. Trade Exhibition for Electricity, Alternative Energy,
Water Technology, Lighting & HVAC for Saudi Arabia

معرض الكهرباء السعودي
SAUDI ELENEX 

معرض التكييف السعودي
SAUDI AIRCON 

“MADE IN ITALY” will be present at the 21st Edition of SAUDI ELENEX & SAUDI AIRCON 2018 in Riyadh with a dedicated Pavilion.

Italy has always been a world leader in the sectors of renewable energies, rationalisation of consumption, cooling systems, air conditioning, ventilation and lighting, and holds a major share on the Saudi Arabian market for energy and electricity technologies.

Italian energy and electricity products and solutions are considered as a prime product in the Kingdom.

The total market share of Italy only for the export of lighting systems was in 2017 approximately 9,5% of the Saudi market. The upcoming Red Sea and NEOM projects, along with the governmental positive economic policies under the Vision 2030 will mark an historical progress with the Saudi Arabian economy.

Italy is ready to share its knowledge and expertise with its privileged potential Saudi partners.

ICE Agency takes the occasion to invite all Saudi interested parties to visit the Italian Pavilion at this edition of the SAUDI ELENEX & SAUDI AIRCON 2018 and to meet their Italian counterparts, who will be presenting their latest solutions, products and technologies.

The **Italian Pavilion at SAUDI ELENEX & SAUDI AIRCON 2018** is held by ICE Agency - the Trade Promotion Section of Italian Embassy - with support of ANIMA - Federation of Italian Associations of Mechanical and Engineering akin, that will be present at the Exhibition with an Info Point at the Stands 3B23 and 3F24.

ITALIAN PAVILION AT SAUDI ELENEX & SAUDI AIRCON 2018

List of Italian Companies



BF SRL
www.bfilluminazione.it
Stand 3B29



CESTARO FONDERIE®
ALUMINIUM SAND CASTINGS
FONDERIE CESTARO SPA
www.fonderiecestaro.it
Stand 3B20

GIELLE
Antincendio dal 1965

GIELLE SRL
www.gielle.it
Stand 3B22



NAIZIL SRL
www.naizil.it
Stand 3B24



UL INTERNATIONAL ITALIA SRL
www.ul.com
Stand 3B28



Info Point
www.ice.gov.it
Stand 3B23 - 3F24

with support of



ANIMA
CONFINDUSTRIA
MECCANICA VARIA



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