

Marche in Dubai: Land of Excellence

#LOEMAGROUP

i-Mesh

ARISTON
GROUP

DSG

NUTRINSECT

tipicità

SPINOSI

SENIOR

to w net[®]
innovative company

ORCIANI

WIDER
BORN ELECTRIC

dgg
gruppo danza oggi

OMF.
CRUSHING PLANTS

KOMPLET.
NEVER ENOUGH

CANTIERE
DELLE MARCHE
engineer yachting starts here

l'Artista

HGM

OFFICINE MODELLI[®]

TOA

Distretto Biologico Marche
La biodiversità che ci unisce

Fileni

1870 COLLESI

GIOCOM
servizi per la comunicazione

SIMONELLI | GROUP

ARTISAN
EMOTION

SACE
COMPONENTS

GOLD
LINE
ITALIA

TORRICELLI

allGold

QUITTO

MARCHEGIANI[®]
arte orafa

FLY 3
MADE IN ITALY

Pignotti Ulderico
HIGH QUALITY WOMEN'S SHOES

GMI
FASHION
GIUNTA ITALIA

ISTITUTO DI ISTRUZIONE SUPERIORE
CambiSerrani
FALCONARA

meshcream

MYC
Marche
Yachting
& Cruising
CLUSTER OF SEA EXCELLENCE

DIATHEVA

UNIVERSITÀ
POLITECNICA
DELLE MARCHE

1506
UNIVERSITÀ
DEGLI STUDI
DI URSINO
CARLO BO

UNICAM
UNIVERSITÀ
DI CAMERINO

unIMC
UNIVERSITÀ DI MACERATA

AUD | AMERICAN
UNIVERSITY
IN DUBAI

Technology is
eletica
funny

Grottinilab

selfglobe
agri-food chain
independence

Med Store

innoliving

Sunday, February 20th 2022

TIME 19:00 - 23:00

The artisan of homemade pasta: dal seme agli spinosini

Company: SPINOSI SRL
Event: Showcooking



HOTEL SHANGRI LA
SHEIKH ZAYED
ROAD, DUBAI

Monday, February 21st 2022

TIME 10:00

Welcome and Grand Tour in the Italian Pavilion for the institutional delegation



PAVILION

TIME 11:00 - 12:30

Forum “Beauty and Sustainability” Presentation of the Marche Region and the regional program in the presence of the regional, national and Emirati authorities



AMPHITHEATRE
PAVILION

Discussed by:

Francesco Acquaroli President of the Marche Region

Mirco Carloni Vice President of the Marche Region

Roberto Luongo General Director ITA Italian Trade Agency

Gino Sabatini President Marche Chamber of Commerce

Massimiliano Polacco member of the council of the Marche Chamber
of Commerce

Giorgio Calcagnini president of Università degli studi di Urbino

Gianluca Caramanna Councillor of the President of the Marche Region
for tourism policies

Interview with Roberto Mancini Testimonial of the Marche Region

The signing of the Memorandum of Understanding between the Marche Region, the Marche Chamber of Commerce and the Dubai Chamber of Commerce and press conference

Visit to the Photo Exhibition: “Dubai and Marche, in the sign of an ancient and strong friendship”

TIME 12:45 - 13:30

Italian Dialog: “Unique Organic District of Marche”



AMPHITHEATRE
PAVILION

Introduces and coordinates:

Gian Luca Gregori President of the University Politecnica delle Marche

Discussed by:

Mirco Carloni Vice President of the Marche Region

Elena Viganò Università degli Studi di Urbino

Giovanni Battista Girolomoni President of the Organic District
of the Marche and Roberta Fileni of Fileni Alimentare SpA

Monday, February 21st 2022

TIME 13:00 - 15:00

Co-Creation Lab: “Production Realities and Settlement Strategy of Dubai’s Agricultural Communities”

Curated by Course of Study in Building Engineering and Architecture, Faculty of Engineering, Università

Politecnica delle Marche (UNIVPM)

Department of Architecture, School of Architecture, Art & Design, American University in Dubai (AUD)

Initial Greetings: Micaela Vitri Councilor of the Marche Region

Discussed by:

UNIVPM – Course of Study in Building Engineering and Architecture:

Gianluigi Mondaini, Università Politecnica delle Marche

Maddalena Ferretti, Università Politecnica delle Marche

Paolo Bonvini, Università Politecnica delle Marche

Cristiano Luchetti, Università Politecnica delle Marche

AUD – Department of Architecture:

Anna Cornaro, American University in Dubai

Mohannad Abu Suhaiban, American University in Dubai

Abdellatif Qamhaieh, American University in Dubai

UNIVPM – Department of Agriculture:

Andrea Osimani, Lucia Aquilanti, Cristiana Garofalo, Vesna Milanović,

Federica Cardinali, Elena Bitocchi, Nunzio Isidoro, Paola Riolo,

Sara Ruschioni, Marina Pasquini, Maria Federica Trombetta

UNIVPM – Department of Economics:

Maria Serena Chiucchi, Marco Giuliani

UNIVPM – Department of Sciences:

Acquaculture Group - Ike Olivotto and Giorgia Gioacchini

Biochemical group - Luca Tiano and Elisabetta Damiani

NUTRISECT Srl: Josè Cianni

With the presence and involvement of the students of Università Politecnica delle Marche and American University in Dubai

Signing of the Memorandum of Understanding between Università Politecnica delle Marche and American University in Dubai



ACADEMY
PAVILION

TIME 14:30 - 16:45

“Blockchain technology for agri-food supply chain traceability”

European Project Horizon 2020 “TRUST” digital TuRn in EUrope:

Strengthening relational reliance through Technology

Initial Greetings: Mirco Carloni Vice President Marche Region

Forum “Blockchain technology for agri-food supply chain traceability”

Introduces: Francesca Spigarelli, Università di Macerata

Coordinates: Massimo Meccarelli, Università di Macerata

Discussed by:

Emanuele Frontoni, Università di Macerata

Geert Deconinck, Catholic University Leuven

Francesca Spigarelli, Università di Macerata

Pamela Lattanzi, Università di Macerata

Critiano Venturini, impresa iGuzzini illuminazione

An international perspective: Spain and Israel

Maria Isabel Fortea, Jorge Gomez Torrez, Region of Murcia

Edna Pasher, Milly Perry, E.P. Ass.



AMPHITHEATRE
PAVILION

Italian Dialogue: Experience from the industry

Introduces: Domenico Ursino, Università Politecnica delle Marche

Discussed by:

Stefano Percaroli, Med Group – BP Cube (Italy)

Valerio Placidi, Grottini Lab (Italy)

Lee Shair, Safe and Sound (Israel)

Antonio Jara, Hopu (Spagna)

Manuel Mora González José Trigueros Pacheco, Odins (Spain)

Juan Celdran Alenda, Syscomed (Spain)

Fernando Negozi e Chiara Mansanta, Eletica (Italy)

Alice Conselmo, Senior (Italy)

Mario Natalucci, SelfGlobe (Italy)

Conclusions: Carlo Ciccioli, Consigliere Regione Marche

TIME 15:15 - 16:00

Italian Dialog “Future is in the GloCal Flow Typicality: endless experience”



Initial greetings: Guido Castelli Councilor for Budget of the Marche Region

Discussed by: Marco Ardemagni_RAI Caterpillar AM

Paolo Calcinaro - Mayor of Fermo

Angelo Serri - Director of Tipicità

Marco Moreschi - General Manager Banco Marchigiano

Silvia Costantini - Consul General of Italy in Montreal (Canada)

Stefano Papetti - Art expert (Italy)

Massimiliano Mandozzi - executive and private chef at the Kremlin (Russia)

Giorgio Nava - chef-entrepreneur in Cape Town, Italian Ho.Re.Ca. Style
(South Africa)

ACADEMY
PAVILION

TIME 16:15 - 17:00

Italian Dialog “Discovering wellness in one plate & one place: welcome to Marche Region”



Initial greetings: Micaela Vitri Councilor of the Marche Region

Discussed by: Flavio Corradini Università di Camerino

Elena Barbieri and Fabio Musso Università di Urbino Marco

Spinosi di Spinosi Srl

Davide Neri Università Politecnica delle Marche

Riccardo Massetti Cremini's Restaurant (NYC, USA)

Fausto Calabresi Member of the Marche Chamber
of Commerce Council

ACADEMY
PAVILION

TIME 17:15 - 18:00

Italian Dialog “Technology and Innovation in the coffee supply chain”



Coordinates: the company Simonelli Group Spa

Speakers:

Fabio Ceccarani, Mauro Parrini, Maurizio Giuli of Simonelli

Group SpA and Flavio Corradini of Camerino University

Conclusions: Mirco Carloni Vice President of the Marche Region

ACADEMY
PAVILION

Monday, February 21st 2022

TIME 18:45 - 19:30

Press Conference "The beauty of the Ships Made in Marche"

Opening greetings: Mirco Carloni Vice President of the Marche Region
Discussed by: Maurizio Minossi President of the Marche Yachting and Cruising Association
Moreno Bordoni President of TECNE Special Company
Chamber of Commerce of the Marche

AMPHITHEATRE
PAVILION



TIME 19:00 - 21:00

Meet & Taste Le Marche Style

Company: IMAGINA DI FRANCESCA SERRI SAS
Event reserved by invitation

RISTORANTE ITALIANO
BISTROT 90
C/O FAIRMONT HOTEL
SHEIKH ZAYED ROAD



TIME 19:00

Tour in the Italian Pavilion: the High School class V of the Istituto di Istruzione Superiore Cambi - Serrani di Falconara

PAVILION



Tuesday, February 22nd 2022

TIME 09:30 - 10:30

Visit of the Marche regional Delegation to the exhibition of the projects developed by the students of the Higher School G. Galilei from Jesi (Ancona) selected in the national contest of EXPO SCIENCES ASIA ESA

THE CULTURAL AND SCIENTIFIC
ASSOCIATION
AL RASHEED STREET D82 AL MAMZAR,
PO: 16133, DUBAI



TIME 11:00 - 12:30

Mastersense – Electronic nose for Detecting the freshness of food

Company: SENIOR Srl
Event: Workshop and liveshow

MEETING ROOM
IT CHAMBER OF
COMMERCE



TIME 11:00 - 15:00

Smartbox – Smart energy systems for Smart Cities

Company: TOWNET Srl
Event: Videos and demonstrations on energy systems and artificial intelligence

SHERATON MALL OF EMIRATES
SHEIKH ZAYED ROAD AL BARSHA 1,
MALL OF THE EMIRATES
DUBAI



TIME 17:00 - 21:00

TooA Gelato Experience. Artisan ice cream made with innovative technology

Company: TooA SpA
Events: Operation demo e testing

JUBILEE – PARCEL C
AL WASL PLAZA
EXPO DUBAI EXHIBITION
CENTER



Tuesday, February 22nd 2022

TIME 18.00 – 22.00

Regeneration of land and community: the organic circular pole of the Marche



Company: FILENI ALIMENTARE SpA
Event: Seminar and showcooking on bio

THE OPUS BY OMNIYAT
AL AMAL STREET
BUSINESS BAY
DUBAI

Wednesday, February 23rd 2022

TIME 10:00 – 13:00

Presentation of Floema Group acoustic solutions to the institutions of the United Arab Emirates



COMPANY: FLOEMA GROUP
Formal presentation and business lunch

ITALIAN CHAMBER OF
COMMERCE FOR UAE

TIME 11:00 - 14:30

Ariston Group, an Italian global story: technological and innovative solutions for sustainable energy and thermal comfort



Company: ARISTON THERMO SpA
Event: products presentation seminar,
business matching with buyer and operators, business lunch

EXPO DUBAI
EXHIBITION
CENTER

TIME 12:00 – 15:00

Reduce, riuse, riciclying on site: waste recycling machines from demolition



Company: KOMPLET SPA
Event: machine presentation with video and prototypes
support, B2B and aperitif

DEEWAN EQUIPMENT
TRADING LLC,
SHOW ROOM NO: 4,
DR. AL REDHA BUILDING
(DR. HUSSEIN AL
REDHA),
RAS AL KHOR
INDUSTRIAL AREA 2

TIME 17:00 - 19:00

Floema Showroom opening in Dubai



Company: Floema Group

AL QUOZ 3, STREET 4,
PLOT 358-555,
AL GHURAIR WAREHOUSE
COMPLEX, A3

TIME 18:00 – 21:00

Sustainable Streetwear



Company: MOODIS Srl
Event: B2B and show room with buyers
and trade press reserved dinner by invitation

FOUR SEASON HOTEL
DUBAI FINANCIAL CENTRE
MONOGRAM UNIT GV09
LEVEL OF GATE VILLAGE
BUILDING 9

Thursday, February 24th 2022

TIME 10:30 – 15:00	Ariston Group, an Italian global story: technological and innovative solutions for sustainable energy and thermal comfort OPEN DAY Company: ARISTON THERMO SpA Event: video projections and products show	 EXPO DUBAI EXIBITION CENTER
TIME 11:00 - 11:45	Italian Dialog: “The ideal city of the future - New paradigms and new codes of practice” Opening greetings: Mirco Carloni Vice President of the Marche Region Discussion: Lorenzo Rossettani, Roberto Di Giacomo, Aldo Emanuele Castellani Company HCOMM Srl	 AMPHITHEATRE PAVILION
TIME 12:00 – 15:00	Road into the quarry: machines and systems for the valorisation of aggregates Company: OMF Srl Event: video, B2B, prototypes presentation and aperitif	 DEEWAN EQUIPMENT TRADING LLC, SHOW ROOM NO: 4, DR. AL REDHA BUILDING (DR. HUSSEIN AL REDHA), RAS AL KHOR INDUSTRIAL AREA 2
TIME 12:15 – 13:00	Documentary Film Screening “Softness. I-MESH, designing the city” Directed by: Cristiana Colli and Francesca Molteni of MUSE Factory of Projects Srl With the contribution, among others, of: Kengo Kuma Architect, Benedetta Tagliabue Architect Ico Best Architect, Werner Sobek Architect Project by Cristiana Colli, directed by Francesca Molteni and produced by Sailmaker International Srl	 AMPHITHEATRE PAVILION
TIME 14:00 - 14:45	Forum: “Soft Architecture. An adaptive process for urban regeneration in pandemic time” Initial greetings: Guido Castelli Councilor for Budget of the Marche Region Discussion: Werner Sobek Architect Alberto Fiorenzi Founder of i-Mesh Maria Federica Ottone, Gabriele Mastriqli, Luca Garofalo, Dajla Riera, University of Camerino	 AMPHITHEATRE PAVILION

Thursday, February 24th 2022

TIME 14:45 – 15:30

**From animals to people:
the importance of virus surveillance.
Lessons learned from the Covid experience
and how biotech could help in developing
new testing methods**

Discussed by: Mirco Carloni Vice President of the Marche Region
Stefania Mariani Company DIATHEVA Srl



VIP BALCONY
PAVILION

TIME 15:30 – 16:15

Italian Dialog: “Floema Group and the acoustic wellness”

Initial greetings: Mirco Carloni Vice President of the Marche Region
Discussed by:
Mirco Pierucci CEO Floema Group
Stefano Ligi Head of Business Development Floema Group
Martina Parente University of Florence
Simone Micheli Architect in Florence
Francesco Strocchio Architect – Carlo Ratti Architects



AMPHITHEATRE
PAVILION

TIME 16:30 - 17:30

**Gran Tour acoustic installations
at the Pavilion**

Company: Floema Group
B2B event - Networking aperitif to follow



PAVILION

TIME 20:00 – 22:00

**Yachting Green: presentation of a new
model of electric catamaran**

Company: WIDER Srl
Event: Matching and one to one meeting and gala evening



DOWNTOWN
PALACE HOTEL
SHEIKH MOHAMMED
BIN RASHID
BOULEVARD
DOWNTOWN DUBAI

Friday, February 25th 2022



TIME 09:00

**Delegation of the Association
of regional Artisans with the Italian
Chamber of Commerce for UAE**

CENTARA MIRAGE
BEACH RESORT
DUBAI
DEIRA ISLAND FRONT
DUBAI



TIME 10:00 – 22:00

**World of Sensations - Multisensory / Immersive
Multimedia Room made in Marche**

Company: HCOMM Srl
Event: Continuous demos to make living spaces proactive
With the participation of the artist Vesa Kivinen

DUBAI
BOULEVARD
CRESENT, UNIT 1



TIME 16:00 - 19:00

Collesi – The first and only Craft Beer Therapy

Company: SORGENTE DI BIRRA
Event: product presentation to buyers and aperitif

RISTORANTE ISOLA
JUMEIRAH ISLANDS
CLUB HOUSE



TIME 17:00 – 20:00

Not the usual coffee

Company: L'ARTISTA Srl
Event: demonstration and tasting of coffee products

BISTROT 90
RISTORANTE ITALIANO
PRESSO FAIRMONT
HOTEL



TIME 17:00 – 23:00

Marche Excellence Fashion Show

Companies: CREAZIONI ITALIANE Srl,
PIGNOTTI ULDERICO Srl, OFFICINE MODELLI Srl
Event: Visit to the fashion show for the entire week
and aperitif "Made in Marche"

RISTORANTE ISOLA
JUMEIRAH ISLANDS
CLUB HOUSE



TIME 18:00 – 20:00

Marche Excellence at Expo Dubai

Companies: GENTE DI MARE Srl, DO QUALITY Srl, ALL GOLD
DI AGUZZI G. E TOPI F. SAS, GOLD LINE Srl, ARTE ORAFA
MARCHEGIANI SAS, MASH Srl, SACE COMPONENTS Srl
e WUDAWU Srl

Event: opening of the show room (until 31 March 2022),
performance by the Associazione Gruppo Danza Oggi

IMMAGINA
STYLE LLC
48 BURJGATE
TOWER
BURJKHALIFA
DISTRICT 10TH

Saturday, February 26th 2022

TIME 10:30 - 21:00

Beauty in the Beauty
Tradition and Innovation, from artisan creativity
to glo-cal connections in an immersive experience

Company: ASSOCIAZIONE GRUPPO DANZA OGGI
Event: video presentation of dance-typical products,
with show and tasting of products



GALLERY
FOUNDRY:
ART CENTER
(GALLERY 8)

TIME 11:00 – 14:00

Co-Creation Lab: “Oasis in the desert”
Designing new agricultural communities in Dubai
to imagine resilient rural-urban synergies

Presentation of the results of the workshop by the
students of the Università Politecnica delle Marche
and by students of the American University in Dubai

Comment on the results of the workshop results
produced by the students of the Università Politecnica
delle Marche in collaboration with the students of the
American University in Dubai:

Gianluigi Mondaini Università Politecnica delle Marche
Maddalena Ferretti Università Politecnica delle Marche
Anna Cornaro American University in Dubai
Mohannad Abu Suhaiban American University in Dubai
Abdellatif Qamhaieh American University in Dubai
Paolo Bonvini Università Politecnica delle Marche
Cristiano Luchetti Università Politecnica delle Marche



ACADEMY
PAVILION