

Continued from Page 18

The interest of Italian companies for Oman is very high - on April 18, 2013, Confindustria Assafrika & Mediterraneo (www.assafrika.it, info@assafrika.it) jointly with the Embassy of Italy in Muscat and the Embassy of the Sultanate of Oman in Rome, in collaboration with ICE (Italian Trade Agency) and with the support of FATA Group, organised in Rome the first country presentation of Oman in Italy in the last decade and this event has obtained the most highest level of participation of Italian companies ever obtained in such kind of country promotion initiatives.

Even if abroad Italy means 'quality', this is not the only matter. Italy means also small and Medium Enterprises. Italy is known for its high concentration of small companies and is particularly interesting - and in a way 'unique' in the European Union because of its large economy characterised by relatively high labor costs and high GDP per capita, accompanying its high incidence of micro and small companies. It is not well known, specially abroad, that Italy registers in manufacturing sector the highest EU percentage of SMEs. By means of this industrial model, Italy played and is still playing a central role in the global industrial framework.

The Italian model of SME has been the key-driver of the Italian renaissance after economic and social problems affecting Italy after the second World War.

Something very similar happened in the past two years - crisis affected Italy in terms of public debt, not in terms of private sector effectiveness.

Most of us are not aware of the fact that in 2011 Italian SMEs made the New Italian Economic Miracle. Economic data reveals with no doubt that Italian manufacturing sector export increased to 12.6 per cent in the first six months of the year and to 28.6 per cent in the second half of 2011, more than Germany that pointed out 25.6 per cent in the same period.

Italy not only has the second manufacturing sector in Europe after Germany, but also a very diversified one. In fact, Italy is among the five major exporters in the world of about 1,593 products among the about 5,517 items listed on the international tariffs table thanks to the 76,000 exporters of manufactured products. Therefore, Italian SMEs can offer to Omani counterparts a unique range of possible manufacturing partnerships.

All this elements express a huge potential for business partnership between Italian and Omani companies but also a great potential for Omani Investment Funds to be partner of Italian SMEs, which have a great know-how but still often a small capitalisation.

And talking about partnership, instead of stopping for a long time on figures and economics issues, we prefer to speak about working together,

taking advantages and sharing business opportunities and expertise for the joint development.

On behalf of a cluster and advanced business community in terms of internationalization, between Italy and foreign countries we prefer to speak about persons and personal ties. And sharing expertise and the model of Italian SME, which is all over the word considered a strategic 'driver' of economic development.

Still, we are all aware of the fact the business activity is a key factor of economic development. But institutions, Governments, civil society and companies are men and women working together.

Confindustria Assafrika & Mediterraneo is strongly committed to promote foreign countries and markets among Italian companies and is the gateway to foreign governments, institutions and companies to contact Italian quality companies in all industrial sectors, starting from those of our 'Business Community'. This is why Confindustria Assafrika & Mediterraneo is an important reference point to develop the economic cooperation between Italy and Oman and Italy-Omani industrial partnership. The Oman country presentation held on April 18, 2013 has been the first step. Now we have to continue to build a win-win Italy-Omani industrial partnership.

(Text provided by Confindustria Assafrika & Mediterraneo)



## Italy: A voyage of discovery

From time immemorial, Italy has been considered the cradle of history, art and culture.

Every region, from north to south, contributes to make the country unique and precious. From the architecture to the

landscapes, passing through good food and fashion, Italy provides to its visitors a show made of unforgettable tastes, colours and music. Not to forget, Italy counts 47 UNESCO World Heritage sites, the highest number

among the countries on the World Heritage list.

Art lovers have the opportunity to choose from among some of the most beautiful cities of the world. Starting from the romantic Venice, which with the Rialto

Bridge or San Marco's square (just to mention a few), take tourists' breaths away, and let them lose themselves in a timeless city with its candelated tiny streets.

Continued on Page 20

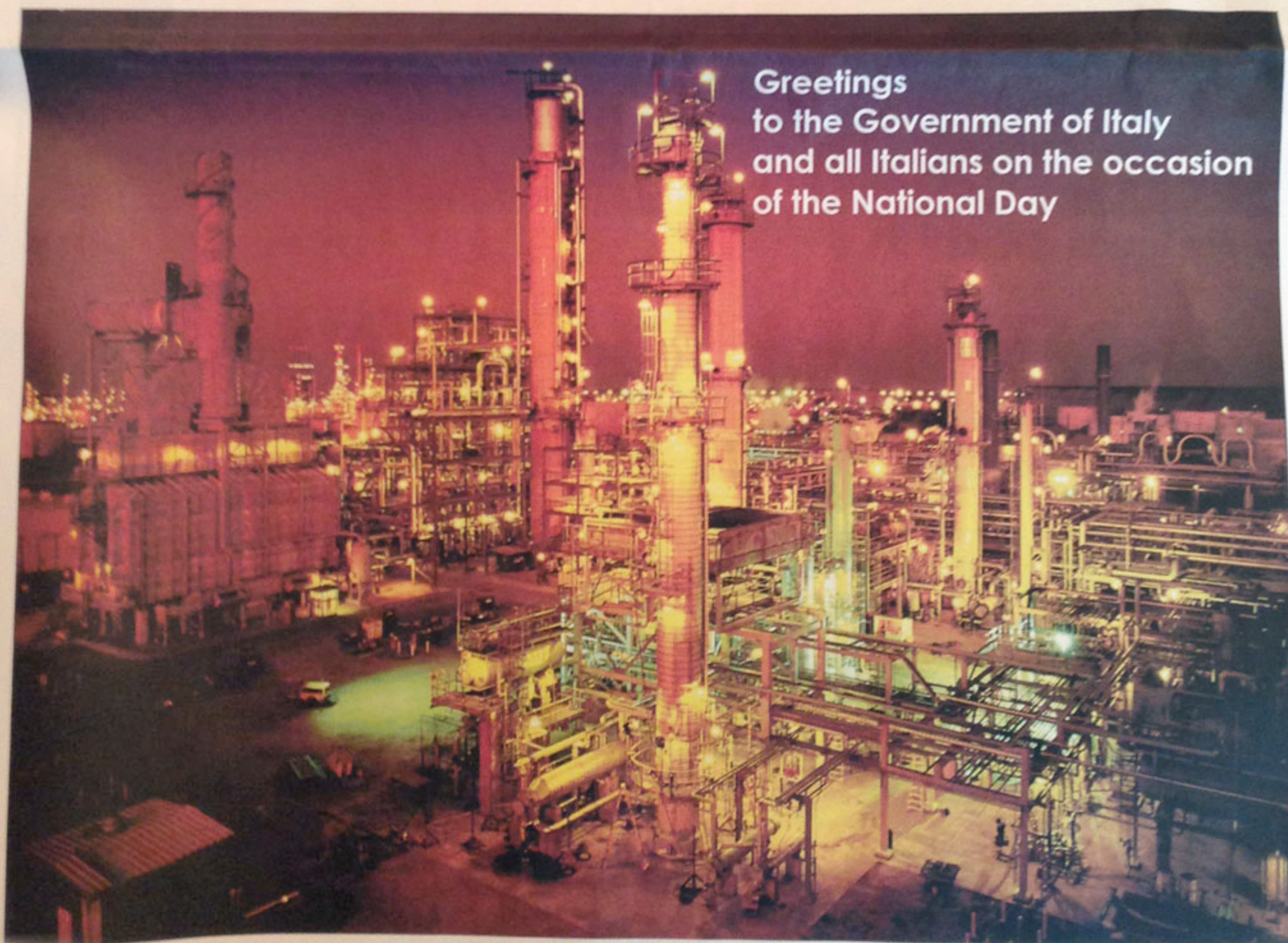
## Al Nahdha Group delivers quality services

Giovanni Piazzolla, the Italian director and partner of Al Nahdha Group, arrived in Oman in 2000. He was instrumental in promoting the group since its inception, and looking back, is proud of the phenomenal growth achieved by the Group.

Al Nahdha which started its operations in 2001 has grown from its humble beginnings to an internationally operating group of companies. The Oman-based group, with affiliates in India, UAE and Italy, offers a broad range of services in the field of civil, electromechanical, fabrication, erection and structural works, scaffolding, refractory, insulation, painting, rental of plant, machineries and equipment, trading and manpower.

Al Nahdha delivers quality services through strategically located offices and its affiliate companies with a dedicated team of over 1250 skilled and semi-skilled technicians, engineers and administrative staff, and over 160 plant holdings, Al Nahdha serves projects of national importance in oil & gas, petrochemicals and power sectors apart from others. The group's clientele list includes names like Orpic, Sohar Refinery, Shell, Sohar Aluminium, Vale, Larsen & Toubro, Oiltanking Odfjell, Fata Gulf, GS Engineering, C Steinweg and Petron Gulf.

Piazzolla stated that Al Nahdha Group will continue to be committed in contributing to the efforts and the Government of Oman in ensuring the welfare of its nationals by engaging more and more Omanis in all cadres. Al Nahdha Group already has engaged more than 300 nationals in its team and is bound to increase their presence in the near future.



## Greetings to the Government of Italy and all Italians on the occasion of the National Day

**ALNAHDHA**

"...Committed to serve beyond your needs"