



WORLD TRADE CENTER®
MILAN



Qatar Sheikh was at the WTC Milan to present “Brand Italy” in Doha

On June 25th 2014, **Sheikh Thamer Ali Bin Thani**, entrepreneur and member of Qatar’s royal family presented the Italian products exhibition **Brand Italy** at the **World Trade Center Milan**.

The multi sector event will be held at the *Qatar National Convention Center (QNCC)* in Doha, from November 10th to 12th, 2014.

Brand Italy is the first trade fair of this kind for promoting *made in Italy* products and Italian lifestyle in the Middle East. It aims to create a cooperation between Italian companies and Qatar businessmen.

The exhibition is aimed at those companies and institutions that symbolise the excellence of the *Made in Italy*, in the fields of culture and tourism, furniture and design, construction, sports facilities, green economy, luxury, food, restoration, catering and hotel industries.

Brand Italy is organized by **L.I. for Exhibition**, a company owned by Sheikh Thamer Ali Bin Thani, who is the majority shareholder, and by other Italian partners.

The Italian companies participating at this event through the World Trade Center Milan will have special advantages and the opportunity to get in touch with more than **30,000 visitors** (mainly investors from the Arabian Gulf).

The **World Trade Center of Milan** collaborates with the **World Trade Centre in Qatar** - a partner of Brand Italy - for the promotion of the exhibition in Italy.

WTC Milan and WTC Qatar are member of the **World Trade Centers Association** based in New York, which includes more 300 World Trade Centers in 100 countries. Its main objective is to promote new business opportunities at the international level.



For further information:

marketing@wtcitaly.com - +39 02 73983231