





Who We are

In front of the scenario that modernity traces, today a close up role is played by the internationalization processes.

In years, Sp service took the different market realities to one organizational unit through its missions with private and institutional partners.

The program of our operations is finalized to the economical development of local companies fostering promotion and commercialization of their products in the E.A.U., Saudi Arabia and Qatar markets.

We give consultancy and planning, information, know-how and most of all our experience ripened in the commercialization, marketing essential to operate in the new markets.

We are official partner of Khaleja International Trade of Dubai (E.A.U.), of the Arabian Link for trading (Saudi Arabia) and of Maia International Co. Ltd (Sudan). We also organized mission in partnership with the Italian Chamber of Commerce in U.A.E., that is in the emirate markets since 1999.

Since 2006 we have also promoted the resources and heritage of our territory by participating in events very high profile such as, for example, the Arabian Travel Market, which represents one of the most important events in the United Arab Emirates and throughout the Pan Arab region to intercept the flows of tourist/cultural people coming from the Middle East, since thousands of sector operators converge there. Also since 2006 we have developed new partnerships in Qatar, aimed at the inclusion of groups of Italians on that market for the construction of works and infrastructures, and also aimed at creating the right conditions for foreign investors who intend to industrialize in one of the territories that to date it has the highest GDP in the world.

Sp Service, gives customized consultancies for companies and personalized programs in order to guarantee to the companies and the businessmen an immediate profit on their investments. Our consulting policy encloses marketing strategies in order to promote the brand and the products of our customers on the international markets through communications activities that enclose the creation of commercial relationships with partners of our markets of reference; a match making program.

Sp Service International with the assistance of a highly qualified staff, can sustain and direct companies in their expansion on international markets using the ability and the experience of its network.

Globalization is a great challenge, most of all for the small and medium companies that instead of the big companies, do not have suitable resources to front an internationalization process in a successful way.

In order to catch the opportunities of the international markets, it is important to lead companies to invest consciously in suitable activities.

All kinds of institutions and companies turn to Sp Service International: they can find solutions to their investments with suitable action projects and development plans.

Our Mission

After the entry of the emerging economies in the world market, entrepreneurs have to deal now with a rapidly changing scene and to compete with companies capable of producing at a lower cost. To resist and compete now the key issues are speed, innovation ability, the research of new markets and international cooperations.



It is now unthinkable for Sicilian companies having their home garden as the only perspective. They need to change attitudes, to understand and explain that, in order to grow, they have to get innovation, aim at excellence, internationalize and find alliances, look at new scenes, exploiting the best opportunities of the markets of the U.A.E., Saudi Arabia and Qatar, which today, in its vastness, are and will be for many years the bridges of the business world. Relocate does not mean to steal development

opportunities from our land, rather it means to give the company more competitiveness and so more chances to succeed in the market.

The boost action towards these arab countries must have a direct impact on and cross our territory and aim at the strengthening of the brands "Made in Sicily" and "Made in Italy", exporting products, services and know-how, in order to import results.

Our vision

In order to support the local production activities and cultures, we believe that is extremely important to come out of the economic immobility and cultural barriers.

Our main considerations are the following:

- the importance of the integration of the services offered to the companies and the local administrations;
- the connection between different territories aiming at the creation of sensitivity and opportunities for the local development;
- the use of knowledge in order to take advantage from the local products and plan new forms of interaction;
- the development and the participation of different commercial, cultural and social realities.

Our Services to the companies

Sp Service International in cooperation with its qualified staff, creates thought customized meetings, a concrete chance to commercialize products, detect interest buyers, checking the real chance to make business with the company. Sp Service international fronts its job with commitment and efficacy; doing so we can have the certainty to avoid loss of time and start immediately from an edge position over the competitor companies.

Sp Service international organizes business contacts selected through a multiplicity of functions smooth the way to concrete trade negotiations. Companies will be monitored for an year.

Before to start with any internationalization process, it is important to put the company in an archive where it will stay for 12 months, a kind of registration. Consultancy network makes the registration active instead of passive, because immediately allows to get benefits by a positive and exclusive advertising, giving immediately visibility to the company brand. In one word an open window. An additional service with a unique concept that allows us to achieve our goals against an investment affordable to everyone.



We will aid the companies under different aspects:

- Strategic and operative marketing
- Incoming activity
- Recruitment of potential buyers and comparative analysis
- Planning and positioning strategies
- Arrangement of economic scenarios depending on make or buy choices
- Forecast of outsourcing problems
- Economic/financial analysis joined to outsourcing
- Arrangement of selling/buying plans joined to productive plan

Our assistance is also extended to:

- Detection and management of best trade marketing contexts
- Commercial network arrangement
- Partnership detection
- Productive/commercial joint ventures assistance
- In loco diagnosis for foreign companies, potential candidates for outsourcing resources process.
- Chance to make customized rules for business users
- Performance and sales variation
- Follow up of commercial business contacts in order to close negotiation

This monitoring service is an important passage for these markets and needs a careful method in order to avoid the risk to lose the negotiation in progress.

The main objective for SP Service International and its international partners is to determine in the U.A.E., Saudi Arabia and Qatar, due to the proficiencies and excellences of the Made in Italy and Sicily, the right condition for the positioning and also find suitable partnerships to start combined activities and cooperations in such areas because the social-economic-civil exchange, marketing, tourism, culture, sale, logistics, professional training, research, commercialization and everything else which could be useful and deserving for the development of the different Made in Italy and Sicily commercial sectors in these markets.

Corporate network and areas of expertise

The SP Service International employs a vast network of companies to ensure a turnkey service, from design to realization to meet all customer requirements.

Working together with the manufacturers everything is achievable, customizable and the realization of the target can vary from medium, high and top range, all strictly made in Italy.

Areas of expertise:

- design
- construction
- supplies (doors, windows, glass, bathrooms, furnishings, sofas, lighting)
- turnkey interior supplies
- furnishings for offices, hotels, residences
- floors and marbles
- gardens and furniture for offices and swimming pools.



Mission in countries of interest

The entrepreneur or the authority can use the Sp Service International experience in order to make travels and missions to meet potencial partners; moreover , in order to start first business negotiation, he can be assisted by our local bilingual consultants with a deep knowledge of local economy.

The businessman or the authority can make use of an interpreter support and of other secretariat services.

Durign the mission, Sp Service International can organize meeting with local auythorities as Chambers of Commerce,banks, chartered accountants, law offices ecc.

"Internationalization" implies a wide and articulated strategy: the companies are widely stimulated to be in international markets with stable productive and/or commercial reality on the territory. But it also implies for the entrepreneur the need to overtake several difficulties in approaching the country of interest for linguistic, bureaucratic or technical reasons.

For all of this SP Service International offers, beyond its business scouting activity, also its qualified assistance, according to each client profile, and guarantees its active presence during the following steps:

- making a web of useful relationships for the company in order to operate in the foreign territory;
- finding possible partners for the foreign activity;
- solving possible bureaucratic and administrative problems concerning the foreign investment;
- following the activity of the company in the foreign countries;
- placing the entrepreneur side by side during the cognitive missions abroad;
- managing the relationship between the parties as the privileged interlocutor between the same.

Internationalization of public authorities

SP Service International gives to public authorities a consulting service and assists them in identifying the objects of internationalization strategies. Through these strategies SP Service International cooperates with the authorities to arrange addressing documents, to define territorial marketing strategies, to develop relationships with international authorities, institutions and organizations, to promote cooperation projects and relationships between local institutions in national, european and international areas.

SP Service International is able to give a contribution to the local authority aiming at the creation of an organizational unit of service meant to give assistance for:

- the development of international relationships;
- the promotion and managing of projects in partnership;
- the supplying of information useful for the economic operators, the social and cultural associationism about politics, the programmes, the opportunities of the internationalization processes.



SP Service International stands next to the administrators, managers and civil servants of the local authority, developing interventions of consulting, training and professional retraining in order to promote the growth of the technical and managerial skills.

Among the local authorities which can be assisted by SP Service International there are:

- the **associations of companies of Public Utility** which want to promote and stimulate its associates in defining internationalization and development strategies;
- the **consortiums of improvement of a local product/service**, which aim to improve the competitive capacity of the associated companies;
- the **local authorities interested in developing its territory** through the definition and the implementation of effective strategies of internationalization;
- the **local authorities interested in developing co-financed projects of cooperation with other local authorities on an european and international level** in order to promote the exchange of good practices and the transfer of the know-how;
- the **local authorities interested in creating organizational structures** aiming at the development of internationalization strategies;
- the **association of local authorities which wants to promote and stimulate its associates** in defining and developing the internationalization strategies;
- the **association of local authorities which wants to develop and set relationships with similar realities of other areas** (on a national, european and international level).

PRESS RELEASE

La Sicilia 09 Luglio 06

DOMENICA 9 LUGLIO 2006

LA SICILIA

Catania .41

Sotto il patrocinio del Ministero delle Attività Produttive, della Camera di Commercio e del Comune di Catania Assessorato allo sviluppo si è svolta a Dubai, presso l'Hotel Hyatt Regency, l'esposizione dei prodotti siciliani, organizzata da Pripol di Salvatore Privitera e Maria Grazia Poli, partners ufficiali di Khaleejia International trade del Ministro Saqer Al Marri che unendosi in società fondano Khaleejia Pripol International.

All'esposizione hanno partecipato varie imprese che hanno presentato prodotti di eccellenza, a testimonianza della vivacità dell'imprenditoria Catanese.

La visita del Ministro Saqer Al Marri (nella foto con i promotori siciliani dell'iniziativa), ha rappresentato il momento più saliente dell'esposizione. Il Ministro ha manifestato vivo apprezzamento per i prodotti Siciliani esposti ed ha personalmente discusso con i singoli imprenditori, assicurando il suo diretto interessa-



mento volto a favorire la penetrazione dei prodotti in Dubai, negli Emirati Arabi e nei Paesi limitrofi.

Grazie all'impegno della società Khaleejia Pripol e degli imprenditori si è quindi realizzato un primo importantissimo passo per la presenza Siciliana e Catanese in particolare in mercati di indiscussa potenzialità economica finalizzato a favorire la crescita economica delle nostre attività produttive.

Il bilancio dell'iniziativa, che ha richiesto oltre un anno di contatti internazionali, trattative, energie, impe-

gno e presenza frequente in Dubai è certamente positivo ed ha permesso una migliore definizione delle strategie commerciali per il posizionamento e la vendita dei ns. prodotti nel mercato Arabo.

Pertanto la Khaleejia Pripol insedierà i propri uffici di rappresentanza a Dubai costituendo una vetrina permanente dei prodotti siciliani in terra d'oriente, ed organizzerà in Novembre una seconda edizione con altre linee commerciali in sinergia con le esigenze del mercato Arabo.

Provincia Regionale di Catania » Informazioni » Comunicati Stampa
http://www.provincia.catania.it/informazioni/comunicati_stampa/default.aspx?cs=16484



Missione istituzionale in Dubai

Categoria: **Politiche Comunitarie**



The provincial councilor for Community Policies, Giuseppe Marletta, together with the regional parliamentarian Fausto Fagone (member of the 1st Institutional Affairs Commission of the EU), was on an institutional mission to Dubai. During the trip he met in Abu Dhabi, the capital of the United Arab Emirates, the Italian ambassador Paolo Dionisi, the president of the I. I. C. (Italian Industry and Commerce) Pietro Ricotti, and some exponents of the financial and business world. Collaboration agreements have been launched to promote initiatives linked to new commercial exchange relationships between the Sicilian and Emirati markets. The mission was organized by SP Service International, represented by Maria Grazia Poli, which intends to promote the marketing of Sicilian products. During the meetings, ample light was shed on the vastness of the Emirati market which is unable to cope with internal demand and must import 80% of goods from abroad, supporting the high level of spending with oil revenues. Having become aware of these data, it was decided, also at the suggestion of Ambassador Dionisi, to launch all initiatives to establish a Sicily Region desk in Dubai. It will be a real permanent showcase of Sicilian activities. The desk will be created in collaboration with SP Service International, which will provide the staff on site and will take care of the territorial promotion of Sicily. "We are certain - said Marletta and Fagone - that this institutional mission of ours opens, in fact, a new horizon for a cultural and economic role of the Sicily Region and in particular of the regional Province of Catania as a point of reference for the Arab countries".

Catania, 18/06/2007

a cura:

dell' **UFFICIO STAMPA**

Centro Direzionale Nuovaluce

Via Nuovaluce, 67a - Tremestieri Etneo CT

[Provincia Regionale di Catania](#) » [Informazioni](#) » Comunicati Stampa

http://www.provincia.catania.it/informazioni/comunicati_stamp/default.aspx?cs=16413



Presentate le iniziative della Provincia per l'internazionalizzazione delle imprese etnee negli Emirati Arabi.

Categoria: **Politiche Comunitarie**

After the establishment of a weekly charter flight, the first direct to Dubai; after participating in the "Mission Sicily" in the Middle Eastern city; after an institutional mission, to establish commercial relationships with the local economic and productive realities; the commitment of the regional Province of Catania continues for the internationalization of Sicilian companies, and in particular those of Etna, in the United Arab Emirates.

The councilors of the Lombardo Administration, Giuseppe Marletta (Community Policies) and Gioacchino Ferlito (Economic Development) illustrated the results of the mission in the Middle East and the advantages that could derive for the many local entrepreneurs who decide to broaden their commercial horizons., during the conference organized at the Nuovaluce business center on the theme: "Marketing in the United Arab Emirates market".

The initiative is carried out by the two departments with the collaboration of another councilor of Palazzo Minoriti, Salvo Torrisi (Agricultural policies). In addition to the representatives of the Lombardo Council, the meeting was attended by the manager of the Economic Development Service of the Province, Sebastiano Messina, the manager of SP Service, Maria Grazia Poli, the hydraulic engineer and designer from Catania in Dubai, Claudia Giarrusso, and numerous representatives of the Sicilian industrial, artisan and entrepreneurial world.

"The United Arab Emirates, and in particular the city of Dubai - said councilor Marletta - certainly represent fertile ground for the Sicilian market, where our products are appreciated for their high quality. It is an atypical Middle Eastern country , much more open to Western culture and commercial exchanges. For this reason, the Lombardo Administration immediately started close cultural and political relationships to facilitate those entrepreneurs who want to export their productions".

In fact, it was Councilor Marletta who went to Dubai in recent months to meet the Italian ambassador, the director for foreign trade and numerous representatives of Arab companies. In the Emirates, in particular, a new law has been enacted which allows you to be 100% owner of a business, there are no rigid customs duties like in other Middle Eastern countries and labor costs are lower. All factors that can facilitate the marketing of local products.

"In the context of globalization - reiterated councilor Ferlito, who also holds the role of councilor for crafts - the quality of the products exported is increasingly important and we are convinced that Sicilian productions have nothing to envy of other international productions. However, it is necessary to speed up the processes of establishing brands of controlled origin and provenance, as a certification of Etna quality".

Illustrating the growing sectors in the Emirates market was Maria Grazia Poli, who explained how "from urban furnishing to the hotel sector, from the construction of tourist facilities to the healthcare and paramedical sector and with the current construction of the healthcare citadel, There are many fields in which our entrepreneurs can focus."

Among the most interesting aspects is the development of the nautical centre, with the objective expressed by the Arab Government of wanting to double the berths, currently estimated at 50 thousand. Added to this are important data and percentages, such as the 80% of consumer goods that the Emirates purchase abroad. The high levels of spending are supported thanks to the presence of oil.

Catania, 12/07/2007

a cura:

dell' **UFFICIO STAMPA**

Centro Direzionale Nuovaluce

Via Nuovaluce, 67a - Tremestieri Etneo [CT]

MERCOLEDÌ 20 GIUGNO 2007

LA SICILIA

Catania. Calendario | **.37**

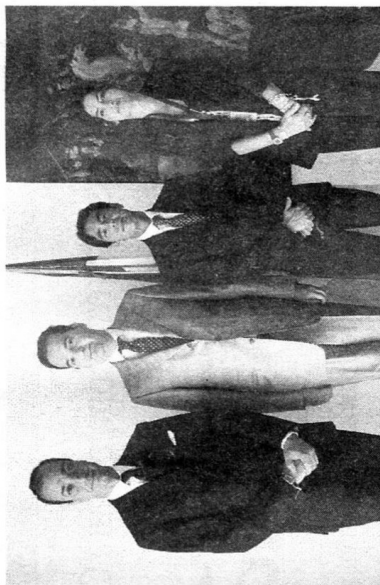
FRUTTUOSA MISSIONE DELL'ASSESSORE PROVINCIALE MARLETTA E DELL'ON. FAGONE Vetrina permanente per lanciare i nostri prodotti negli Emirati Arabi

L'assessore provinciale alle Politiche comunitarie Giuseppe Marletta e il parlamentare regionale Fausto Fagone, in occasione di una missione istituzionale a Dubai, hanno incontrato a Abu Dhabi, la capitale degli Emirati Arabi Uniti, l'ambasciatore italiano Paolo Dionisi, il presidente dell'Italian Industry e Commerce Pietro Ricotti e alcuni esponenti del mondo finanziario e imprenditoriale.

Sono stati avviati accordi per promuovere iniziative legate a nuovi rapporti di interscambio commerciale tra il mercato siciliano e quello degli Emirati. La missione è stata organizzata

dalla Sp Service International che intende favorire la commercializzazione dei prodotti siciliani.

Nell'occasione è stata fatta ampia luce sulla vastità del mercato emiratino che non è in grado di far fronte alla domanda interna e deve importare l'80% dei beni dall'estero, sostenendo l'alto livello di spesa con gli introiti petroliferi. Pertanto si è stabilito di avviare tutte le iniziative per istituire uno sportello della Regione Sicilia a Dubai come vetrina permanente delle attività siciliane. Il desk sarà realizzato in collaborazione con la Service International.





Activities SP Service International 2006 - 2018

June 2006

Mission "Sicily in Dubai", organized by SP Service International, in collaboration with Khaleejia International, in favor of made in Sicily.

September 2006

Private mission of Sp Service International in Qatar for in-depth analysis of country dynamics and research of potential local partners.

November 2006

Second private mission in Qatar by Sp Service International to select the most suitable local partners (partner selection was successful after two months of on-site study).

March 2007

Mission to Qatar by Sp Service International aimed at signing the first partnership.

June 2007

Institutional mission to the UAE, organized by SP Service International and the Chamber of Commerce Italian in the UAE, for the Sicilian Region, represented by the Hon. Fagone, and Regional Province of Catania, represented by the Ass. Marletta (see Press Review 18 June 2007).

November 2007

Mission in Dubai sponsored by the municipality of Castelvetro, SP Service International organization and Italian Chamber of Commerce in the UAE, with local companies representing the food sector.

November 2007

The Regional Province of Catania commissions SP Service International to draft a report on the "Acquisition of alternative and derivative finance/models and methodology compared between the United Arab Emirates and Regional Province of Catania". The report is prepared in Dubai by SP Service International e Italian Chamber of Commerce in the UAE.

December 2007

Commercial mission to the UAE sponsored by the Regional Province of Catania, organized by SP Service International and Italian Chamber of Commerce in the UAE, with companies from different sectors commercial. In particular food and lava stone.

May 2008

Organization of SP Service International and Italian Chamber of Commerce in the UAE. for the presentation in ATM (Arabian Travel Market), world tourism exchange, of the Regional Province of Catania.

October 2008

Commercial mission to the UAE, organized by SP Service international, Chamber of Commerce Italian in the UAE and Khaleejia International for the Regional Province of Catania, in favor of development of Italian companies.

November 2008

Mission in Dubai, SP Service international organization and Italian Chamber of Commerce in the UAE, with various companies for their inclusion in the IFW 2008 (Italian Festival Week), a rich calendar of cultural events and commercial opportunities with the aim of promoting the image of Italy in the United Arab Emirates.



April 2009

Commercial mission to the UAE organized by SP Service international, Chamber of Commerce Italian in the UAE and Khaleejia International.

April 2009

Institutional mission to the UAE of the Sicilian Region, represented by the Hon. Fausto Maria Fagone (ARS Sicilia), SP Service international organisation, Italian Chamber of Commerce in the UAE, for cultural exchange and promotion of the Sicily Region.

Institutional meetings organized by IIC: Vice President of IICOUAE, H.H. Sheikh Mohammed bin Faisal Sultan Al Qassimi Head of the Tourism Department of the Sharjah Museums Department government body, Ms. Conny Boettger Director of Business Development of the Government Business Development Agency Cultural, Mr. Ahmed Al Qaseer Responsible for the promotion of the Government Agency for the Development of Tourist Relations and International Commercials, Mr. Bobby Thomas Koshw.

May 2009

Business scouting activities of SP Service International in the UAE, chaired by the owner of SP Service International, Mr. Privitera Salvatore, aimed at strengthening relationships established with Emirati buyers during the course of the last mission.

July 2009

Business scouting activity of SP Service International in the U.A.E. moderated by the person in charge of the Public Relations of SP Service International, Mrs. Poli Maria Grazia, through the institutional partner and Khaleejia International, aiming at starting new business relationships with foreign partners.

July 2009

Promotional operation aiming at the improvement of the sicilian historic-artistic heritage.

December 2009

New partnership for Sudan signed with Maia International Company Ltd.

December 2009

Business mission in the U.A.E. for the building sector organized by SP Service International, Maia International Co. and Khaleejia International.

February 2010

A new partnership for Saudi Arabia signed with Arabian Link for Trading (ALT).

February 2010

Mission of SP Service International aiming at perfecting the partnership between SP Service and Arabian Link for Trading for business operations in favour of Made in Italy and Made in Sicily.

March 2010

Business mission for the building sector organized by SP Service International with its partners Maia International Co., Arabian Link for Trading and Khaleejia International, in order to reinforce the relationships already undertook during the mission in December 2009.

September 2010

Business mission with Arabian Link for Trading (ALT) for piling company (Dubai)

December 2010

Work desk in Dubai with Khaleejia, Jwan Holding Co. e Sp Service for evaluation of infrastructural works in Saudi Arabia.

**January 2011**

Arrangement mission for sicilian piling company in Saudi Arabia ,Ryad, in patnership with Jwan Group.

March 2011

Work desk in Dubai for a company from Venice in order to realize residencial buildings in Saudi Arabia.

May 2011

Work desk for a company from Venice and evaluation projects of Jwan Group.

June 2011

- Meetings arrangement for Pizzarotti Group in Dubai.
- New Qatar parthnership with Miss Khoury. Starting with negotiations for potencial cooperation with Doha Enterprise Co., qatar holding.

July 2011

Arrangement meeting for partnership Pizzarotti - Al Rajhi in Saudi Arabia.

September 2011

Agreement Pizzarotti – Poli – Khaleejia – Antonia Tremamunno – Sp service – Arabian Link Walid Mulla.

November 2011

Arrangement Mission in Dakar for diggin works by friulian companies .

December 2011

New partnership with The German Architects – Wolf Group..

February 2012

Preparation for mission in Senegal (Dakar) for a sicilian group specialized in piling and groupo specialized in streets installation.

March/April 2012

Mission in Dakar with sicilian group specialized in pillings.

April 2012

Arrangement for partecipation to Made in Italy Exhiibition (Doha) for a company from Venice.

May 2012

Made in Italy Exhibition and fringe activities.

September 2012

Mission of SP Service International in Qatar to seal the second local partnership.

January 2013

Mission in Qatar to strengthen relations with Qatar partners.

May 2013

Organization for participation in the Project Qatar in synergy with the local partner, for the promotion and development of a group of companies from north Italy.

September 2013

Conclusion work for companies of northern Italy.

**December 2013**

final positioning of the group of companies in the North Italy.

February 2014

Qatar summit with new partner for inserting new companies in Qatar construction industry and gardens and subsequent management of supplies.

September 2014

successful transition for the construction group treated in February 2014 with a new partner.

December 2014

Partnership with Arnagee Construction Development Company Trading & Contracting.

May 2015

Preparation for the insertion of new companies made in Italy companies, for supplies through Arnagee Company.

December 2015

Mission for supplies into the new airport in Qatar from companies in southern Italy.

January 2016

management of supplies in Dubai by companies made in Italy.

March 2016

Mission to corporate constitution for a new company owner of the project of a clinical medical-dental.

June 2016

Implement business for airport supplies of Doha and residential compound.

June 2016

management of supplies for towers in the Pearl residence.

September 2016

multi-sector mission to inclusion of construction projects, and to continue the work for the clinic in Doha.

September 2016

Continue negotiations to management of supplies for the new Doha museum, and new contract for supplies at the airport.

October 2016

Continuation of work for the realization of restaurants and pasty shops in franchise with a local sheikh.

October 2016

Works for the opening of a new office by Sp Service International aimed at promoting and implement acquisition orders for the Made in Italy in the sector of buildings.

December 2016

Negotiations for new supplies to Doha airport.

February 2017

Mission to promote new companies.

**April 2017**

Mission for partnerships in the agri-food sector.

October 2017

Definition of Doha airport supplies.

December 2017

Doha-Qatar airport supplies.

January 2018

Mission to evaluate museum and palace works in Doha.

March 2018

Negotiations for works and supplies to the museum and palace.

