

PRESS RELEASE

Elica gets stronger in the Middle East.

For the second time, Elica participates in Downtown Design: held in Dubai from the 27th to 30th of October 2015.

Elica, world leader in the production of kitchen hoods, with 19 million units produced and distributed over five continents, continues to invest in international growth, by focusing on high potential markets, such as the Middle East, for which Dubai represents an important window.

For the second year in a row, Elica is showing at the third edition of the [Downtown Design](#) trade show, which takes place during the Dubai Design Week for the first time. Elica's participation in the event represents another step ahead in its internationalization process, which in 2015 has already led to the participation in other events held in the most important international cultural and design centers, including: Paris, Shanghai and Barcelona, where a new showroom has been inaugurated, as well as Milan, at the Expo.

The Middle East plays an important role in Elica's business strategy. Revenue in the Middle East rose over 22% in the first six months of 2015. In particular, distribution in the United Arab Emirates is already widespread: not only are Elica products available in the leading kitchen studios, but the entire collection is on display in Dubai and Abu Dhabi in the MVP Appliances dealer showroom. In addition, especially interesting and rich in opportunity is the construction sector, which is in constant growth. A sector where Dubai represents a leading market, thus making it a springboard for the entire region.

“Our goal is to satisfy consumers needs by best interpreting their demands and desires – says Mr. Francesco Casoli, President of Elica Group – Meanwhile, it is essential to foresee their needs, by envisioning features and innovative products, as well as creating new trends. At this moment, more than ever, it is necessary to focus on quality and design, in order to continue being a leading company”.

At this event held in Dubai, Elica will present some of the highlights of its collection, including the hoods: Nuage, Om Air, Edith, Star, Top Class, Glass Out, Filo, Cloud Nine, Adagio and



also **Snap**, the revolutionary system of 'controlling' household air which, through a wifi connection with the hoods, constantly monitors the living space, activating air exchange to restore air quality, thus guaranteeing wellness and comfort.

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The **Elica Group**, presided over by the Chairman, Mr. Francesco Casoli, and managed by the CEO, Mr. Giuseppe Perucchetti, has been operating in the kitchen hood market since the 1970's. Today it is the world leader in terms of units sold, in addition to boasting a leadership position at a European level for the design, production and commercialization of electric motors for hoods and heating boilers. With 3,500 employees and an overall annual production of over 19 million pieces, Elica can boast a production platform consisting in eight factories based in Italy, Poland, Mexico, Germany, India and China. Extensive experience, great attention to design, high quality, refined materials and state-of-the-art technologies, guaranteeing maximum efficiency and reduced energy consumption, are the reasons why Elica Corporation stands out in the reference market. Thanks to these key factors, Elica has also been able to revolutionize the traditional image of kitchen hoods: not just simple accessories, but unique design objects that improve the quality of your life.

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