Septembre 24 - 2020

RAK CERAMICS' INNOVATION AT EXPO 2020 WITH THE ITALIAN PAVILION

RAK Ceramics will be taking part in Expo 2020 of Dubai as a Supporter sponsor of the Italian pavilion. In fact, the partnership agreement has been signed between the Company and the Commissioner General's Office for Italy, with the intent to strengthen the innovation and sustainability project promoted by our country with its participation in the Universal Expo scheduled to run from 1st October 2021 until 31 March 2022.

The partnership is perfectly aligned with the industrial strategy pursued by RAK Ceramics, which combines business with a keen attention to environmental issues within the framework of a development programme already in full swing, following its implementation several years ago, and centred on products and processes that are both innovative and sustainable. As a Supporter Sponsor, RAK Ceramics will be present at the Expo with its own lifestyle solutions for bathroom furnishings inside the Italian Pavilion, at the very heart of the first Expo organized in an Arab country of the ME.NA.SA. (Middle East, North Africa and South Asia) region.

The theme chosen for the Italian Pavilion at Expo 2020 Dubai, "Beauty connects people" has sparked the idea to link up the various industries in an interdisciplinary approach. Signed by Studio Ratti, Rota, Gatto and F&M Ingegneria of Turin, the project consists in an exposition area representing the best of Italian creativity which sets out to offer visitors a memorable experience, by providing an international showcase of our country's expertise, talent and eclectic flair, with a high potential to attract new training, professional and business opportunities.

RAK Ceramics has been selected as a supplier of top-notch components for constructions, systems, technology and design, thanks to the company's strong on-going commitment to sustainability in the circular economy and digital architecture.

The participation of RAK Ceramics is perfectly attuned to the values associated with good taste, lifestyle, sustainability and innovation, those same values forming the nucleus of the Italian project for the next edition of Universal Expo.

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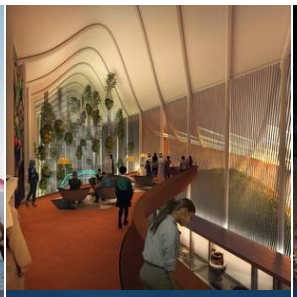
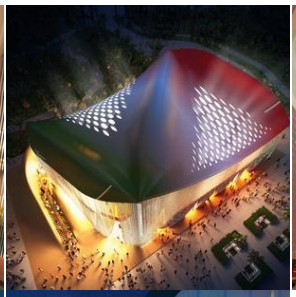

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