

# PRESS RELEASE

At a time when many viewed the Gulf as a fast-moving opportunity, Valeria championed a slower, more strategic approach: that lasting success here is built on trust, consistency, and storytelling.

Over the years, Prima Classe has evolved into a multi-sector ecosystem spanning Food & Beverage, Beauty, Fashion, and Real Estate, offering clients an integrated model — from regulatory registration and logistics to brand positioning, market development, and institutional networking.

“True growth doesn’t come from exporting products — it comes from exporting culture, values, and authenticity.”

## **An Institutional Bridge for Italy in the Gulf**

Today, Prima Classe stands not only as a consultancy, but as an institutional platform of representation for Italian excellence abroad.



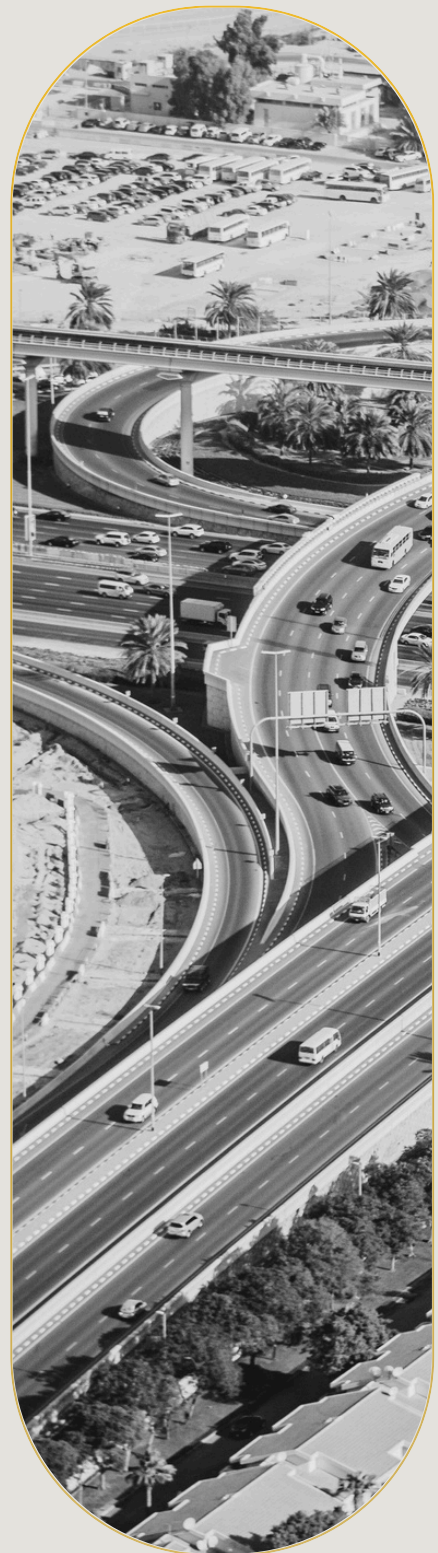
It serves as the official UAE office for CAAB – Centro Agroalimentare di Bologna and for the Rete di Imprese Emilia Romagna Mercati, two of Italy’s most respected public-private networks promoting the agri-food sector internationally.

In these roles, Valeria and her team act as the operational and institutional arm on the territory, guiding Italian producers, regional consortia, and chambers toward structured, compliant, and high- impact access to the Gulf market.

Her work has made Prima Classe a vital extension of Italy’s institutional presence in the region — a bridge where policy meets practice and vision meets execution.

### **A Strategic Partnership Years in the Making: The IICUAE Alliance**

After several years of close collaboration with the Italian Chamber of Commerce in the UAE (IICUAE), 2025 marked a decisive milestone in Valeria’s journey.



The long-standing relationship — built on mutual respect, tangible results, and a shared belief in the power of structured market presence — evolved into a formal strategic partnership.

Through this alliance, Prima Classe now acts as an extended operational partner of the Chamber, supporting its mission to promote Italian enterprise, facilitate market entry, and foster cultural exchange. Together, they combine institutional authority with on-the-ground expertise — ensuring that Italian excellence finds not just visibility, but longevity in the UAE and across the GCC.

“This partnership represents more than collaboration — it’s recognition.

It proves that when institutions and entrepreneurs move together, impact multiplies.”

The agreement has positioned Prima Classe as one of the few Italian-founded entities officially entrusted with institutional representation, operational execution, and business facilitation in the UAE — a unique example of public-private synergy abroad.



### A Career Rooted in Creativity

Before building Prima Classe, Valeria's professional journey began in luxury jewelry and design, working with renowned names such as Damas, Gitanjali Group, and Rivoli.

She launched her own fine-jewelry brand, Laurentia, and designed collections for Galeries Lafayette Dubai and luxury hotel boutiques.

These years honed her ability to unite emotion and elegance — a sensibility she later brought into Food & Beverage, collaborating with Choithrams, Al Maya Group, and Brands for Less to curate authentic Italian product lines and retail experiences.

Each project reinforced her conviction that when Italian authenticity meets Middle Eastern hospitality, commerce becomes culture.



## Resilience and Reinvention

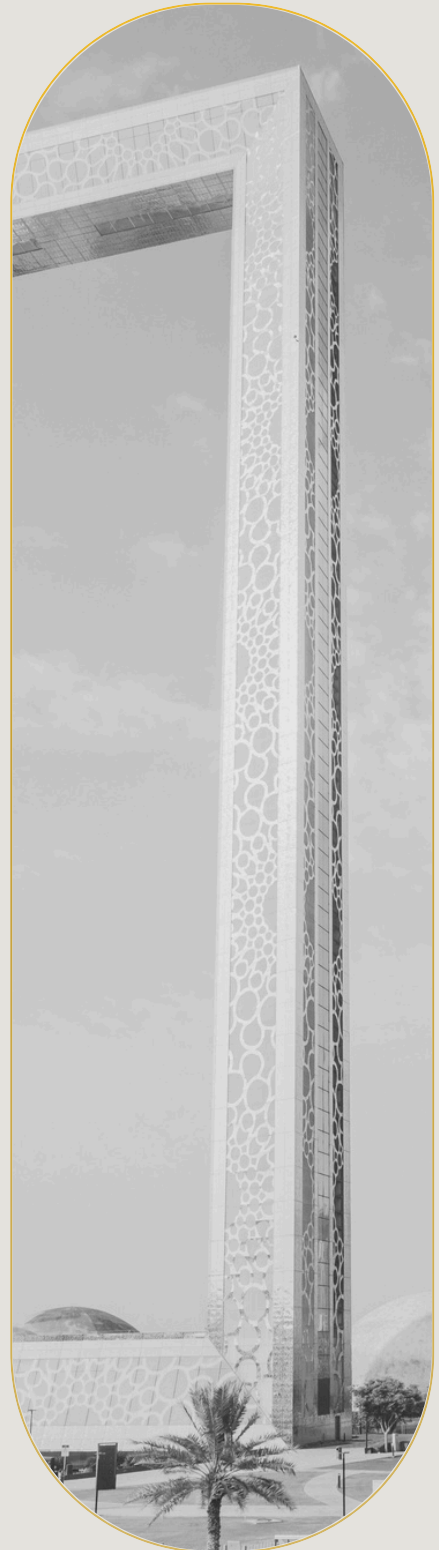
During the pandemic, as global supply chains faltered, Valeria redesigned the system itself. She created a consolidated export model enabling Italian producers to share logistics, reduce costs, and preserve consistency — transforming an emergency response into a sustainable framework still used today.

“Transparency and traceability aren’t trends — they’re the language of trust.

And in the Gulf, trust is the most valuable currency.” Leadership Through Connection. Valeria’s leadership blends empathy, precision, and diplomacy.

As F&B Sector Lead at the IICUAE and Official Technical Partner of the World Italian Cuisine Summit, she curates the Prima Classe Showcase, a prestigious platform connecting Italian suppliers with chefs, distributors, and investors.

Her work across institutional events, trade fairs, and business delegations has made her a key interlocutor between Italy’s producers and the Gulf’s markets — a voice of reliability and inspiration in both spheres.



### Looking Ahead

For Valeria, Dubai is not merely a market — it is a living crossroads, a place where culture and commerce evolve together.

Her forthcoming projects — the launch of Prima Shop, continued expansion of institutional partnerships, and the writing of her second book — all reflect her enduring belief in building bridges that last.

At home, her greatest legacy lies in the values she passes to her son — respect, curiosity, and courage — hoping one day he will carry Prima Classe forward into a new era, blending tradition with innovation.

### In Her Own Words

“The bridges we build are not made of steel or sand. They are made of trust, stories, and shared purpose. That is what Prima Classe stands for — and what I stand for.”

