



**Sicilgesso®**  
GESSO. MALTE TECNICHE.

A COMPANY OF  
**mgigroup**  
SINCE 1948

**Sicilgesso Spa** SS 113 KM 335,700 - Alcamo Diramazione - 91013 Calatafimi Segesta (TP) IT  
T +39 0924 505446 - F +39 0924 505449 - sicilgesso@sicilgesso.it - www.sicilgesso.it  
CF/P.IVA 00060760816 - CCIAA Trapani n. 37956 - Registro Imprese Trapani n. 1547 - Cap. soc. €837.000 i.v



## PRESS RELEASE

### SICILGESSO RECONNECTS WITH THE MIDDLE-EASTERN CONSTRUCTION INDUSTRY.

- From 5 to 8 December. The Big 5. World Trade Center Dubai (United Arab Emirates).

**Calatafimi Segesta, 15 November 2022.** Sicilgesso is among the 4 companies selected to benefit from the **mission in Dubai voucher** (The Big 5 Exhibit) from 6 to 8 December 2022. The voucher is part of the tools made available by the ICBuild project of which Ecodomus is a partner, and is an opportunity to underline **Sicilgesso's** commitment to research and development of innovative, quality and long-lasting products that contribute to the creation of sustainable works.

The construction sector is booming in the Middle East: in the Emirates, Saudi Arabia but also in Egypt, Lebanon, Jordan, Iraq and Syria. A market full of potential for many Italian companies: the export of finished products to this market, in the first half of 2021, recorded a growth of around 40% (Euro16.5 million) compared to the same period in 2020. **The Big 5 is the main trade fair dedicated to construction in the Middle East, Africa and South Asia, this year it takes place in Dubai** and will have around 2,000 international exhibitors and over 50,000 visitors. The meeting point for designers, companies, applicators and customers in which to see first-hand the main innovations of an area that puts its strength in the combination of quality materials, well-made installations and less impact on the environment.

Sicilgesso - as a member of the **Ecodomus Cluster** focused on sustainable construction, energy saving and technologies powered by renewable sources - therefore participates in this specialized event with the delegation of the **ICBuild project** to meet the staff of the **Kermel Group**, an international reality that operates in the company consultancy sector in order to assist entrepreneurs in commercial and corporate expansion projects abroad. Objective: to make known its consolidated history in the professional building industry, from the production of gypsum-based products to the most recent cement solutions, technical mortars and adhesives, borrowing the skills and professionalism acquired over years of research and experimentation and aiming at **continuous improvement of environmental performance**.

*"We have long been active in supporting environmental sustainability throughout our supply chain. Gypsum-based products in particular are those that have written the history of Sicilgesso which, from the beginning, has believed in this material by investing in high-end innovative solutions with high performance. Gypsum is 'organic' by its nature and represents the ideal choice for modern and eco-friendly constructions" says Alberto di Cristofalo, General Manager. "Construction in the Middle East is a highly developed sector and also favoured by the government which places few limits on what can be built. In this context, where Dubai is famous for its excesses, in terms of luxury but also in terms of construction, and the United Arab Emirates have updated their climate goals, committing to reduce internal emissions. **There is a fairly profound change that we want to intercept by bringing all of Sicilgesso's expertise in 'gypsum', 100% ecological, 100% natural, excellent in terms of performance and durability over time. We are therefore proud to present ourselves at a specialized trade fair that brings together the best international suppliers, creating great opportunities for generating contacts and exploring new commercial opportunities"**.*

Certificazioni



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## ICBUILD CONSORTIUM

Aims to increase the cross-border collaboration of European construction and building industry clusters. The ICBUILD Consortium supports the internationalization of complex circular solutions integrated into the construction value chains and has identified five third countries outside Europe that will be targeted by the project activities over the next three years: Canada, India, Mexico, United Arab Emirates and Brazil. The clusters of the consortium and the target SMEs are active in the following sectors: construction, construction systems and services, ICT, bio-sector, eco-innovation, sustainable construction.

## ECODOMUS CLUSTER

Operates in the sustainable building and energy saving sector covering the entire supply chain, from the design of the sustainable building to the disposal of construction waste, passing through the sustainable extraction and production of raw materials, their marketing, construction and maintenance of the "building" product. The objective of the Cluster made up of Sicilian companies is to undertake and participate in actions aimed at decarbonising the construction chain of buildings in the Mediterranean area by exploiting the ancient and wise knowledge of bioclimatic Mediterranean architecture to propose new models of passive cooling of the building and favouring the introduction of eco-innovative technologies in the production context, the development of local intelligent networks (smartgrids).

## KERMEL GROUP

The Kelmer Group is an international company active in business consultancy in order to assist entrepreneurs in commercial and corporate expansion projects abroad. **Kelmer Group has become the ideal reference point for internationalization.** A real one-stop-shop that provides a wide range of dedicated and personalized services. Founded, with the opening of its first office in London, it has increased its presence in the most strategic world markets, such as the United Kingdom, Ireland, the United Arab Emirates and China.

## SICILGESSO

Healthy, long-lasting and safe: these are the main characteristics of 'gypsum', a material with low environmental impact. **It is non-toxic, fire resistant, ductile and flexible.** The life cycle of gypsum-based products is sustainable as in each of the transformation processes, it uses little energy and only releases water vapour during heating; moreover, these products, being natural, are completely recyclable. Thanks to the many advantages (compactness, durability, hygiene and safety) it is widely used for dry construction systems, plasters and finishes. Furthermore, gypsum is an economic natural resource widespread in Sicily since ancient times, where a significant culture linked to this material has been created. Sicilgesso has important **deposits of its own**, therefore it has highest quality Italian plaster. The heating process of the gypsum stone owned by Sicilgesso, together with the continuous checks carried out by the internal laboratory on keeping the product within the established ranges, guarantees a high quality raw material with constant characteristics which increases its workability, resistance and thermal performance. The Sicilgesso products in the **NATURALI line, all gypsum-based and therefore environmentally friendly**, promote the healthiness and comfort of environments thanks to their high breathability and hygroscopicity, and their low thermal and acoustic conductivity. Strengthened by its fifty years of experience in the production of gypsum-based building products, for about thirty years Sicilgesso has also established itself in the market of **cement-based solutions** that ensure reliability and ease of application. The development of high quality standards as an integral part of the corporate DNA has projected Sicilgesso to also enter the sector of **technical mortars and adhesives**, which complete the ranges by also including building renovation. Perfectly coordinated **renders and adhesives**, suitable for both mechanical and manual application, offer innovative technologies to ensure excellent performance and durability.

Sicilgesso is part of the MGI Group, a solid industrial reality specialized on a global basis in four main sectors, including stone, construction, wine-making and social. Each with high levels of expertise and a dedicated unit. There is strength in numbers, which is why the partnership integrates best practices from very different business models, developing and cultivating precious innovation assets on the international scene. The creation of a unique synergy allows each company within the MGI Group to generate virtuous economies in terms of investments, agility, efficiency and time-to-market.

Seguici: FACEBOOK | YOUTUBE | LINKEDIN @Sicilgesso - Gruppo MGI

Ufficio Stampa - Stefania Bacchini T +39.351.6857.240 s.bacchini@marmiegraniti.it

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Associazione Produttori Italiani Gesso