

The Salone del Mobile.Milano and the Commission for Architecture and Design of the Ministry of Culture of Saudi Arabia sign a Memorandum of Understanding to promote design and architecture between Italy and Saudi Arabia

On the occasion of Italian Prime Minister Giorgia Meloni's official visit to Saudi Arabia, Federlegno Arredo Eventi S.p.A. and the Commission for Architecture and Design of the Ministry of Culture of Saudi Arabia signed a Memorandum of Understanding (MoU) in Alula. The agreement marks an important step in the collaboration between the two countries for the promotion of the furniture and design sector.

On the occasion of the signing, Maria Porro, President of Salone del Mobile.Milano had this to say: *"Saudi Vision 2030 is an idea of the future, in which design, in its many different dimensions, is a key element. Because design is a builder of worlds. For over 60 years, the Salone del Mobile.Milano has also been playing this strategic role. It connects Made in Italy with over 150 countries. It is an accelerator of corporate competitiveness with three key words summarising know-how: quality, innovation, sustainability. The Salone spearheads a chain of over 66,500 companies, equal to 14.8% of the national manufacturing industry; 300,000 employees, 8% of the national manufacturing workforce, a turnover of 52.7 billion euros, of which exports account for 38%, or 20 billion euros. These are the figures for a supply chain that has affirmed the success of Made in Italy design at global level. Today we are here to contribute with our experience, we are here to start a proactive dialogue for the organisation of a Salone del Mobile in Saudi Arabia with the aim of throwing open not just new business opportunities but also new opportunities for cultural dialogue, putting companies, industry professionals and also universities and young talents at the centre. The Salone has - always- been able to combine business and vision, to speak to the world, and to integrate past and future. It is a source of pride to be able - now - to envisage designing a page of the future of living together, both in its domestic dimension as well as on the larger scale of urban design, thanks also to the support of the Government and the Ministry of Enterprises and Made in Italy".*

The agreement - signed by **Maria Porro, President of the Salone del Mobile.Milano** and **Sumayah Al-Solaiman, CEO of the Architecture and Design Commission** - envisages **the development of joint initiatives**, including the organisation of design and furniture exhibitions, to highlight the excellence of the creative and manufacturing sectors of both countries. The agreement aims to pave the way for ambitious projects that strengthen the role of Italy and Saudi Arabia as global leaders in the design sector.

*"This Memorandum," **Maria Porro** concluded, "represents an extraordinary opportunity for the Salone del Mobile.Milano to create a cultural and commercial bridge between Italy and Saudi Arabia. Through our collaboration, we aim to valorise Italian design and foster a fruitful exchange of skills and creativity with the Saudi context."*