



Emirates and Italy

Emirates began operations to Italy in 1992 with the launch of three weekly flights to Rome. Since then, demand for Emirates flights has increased progressively and as a consequence, the number of frequencies and destinations have grown.

- 49 weekly** Emirates passenger flights to Rome, Milan, Venice and Bologna in 2019
- 7 weekly** Emirates passenger flights from Milan to New York JFK in 2019
- 56 thousand** tonnes of cargo carried on Emirates' flights to and from Italy in 2019
- 1.4 million** passengers on Emirates' flights to and from Italy in 2019
- €747 million** direct, indirect and induced GDP impact*
- 10,270 jobs** direct, indirect and induced, supported through Emirates' operations*
- €8.4 billion** trade between the UAE and Italy in 2020
- 736 Italian** nationals employed by the Emirates Group

*Frontier Economics report (2015); Emirates' Economic Impact in Europe

Operating with care throughout the COVID-19 outbreak

Emirates, along with all other aviation industry stakeholders, is navigating the exceptional circumstances caused by the COVID-19 outbreak. During this time, Emirates' foremost priority has been the health and safety of its customers, crew and communities. As the crisis intensified, Emirates temporarily suspended scheduled passenger operations in March 2020, including to Italy.

On 21 May 2020, Emirates resumed scheduled passenger operations including to Milan, followed by Rome in July and Bologna in November, and will restart its trans-Atlantic service between Milan and New York JFK on 1 June 2021. As demand for air travel recovers, Emirates will gradually resume its services to Italy to the pre-COVID-19 level of 49 weekly flights.

Emirates' significant socio-economic impact in Italy

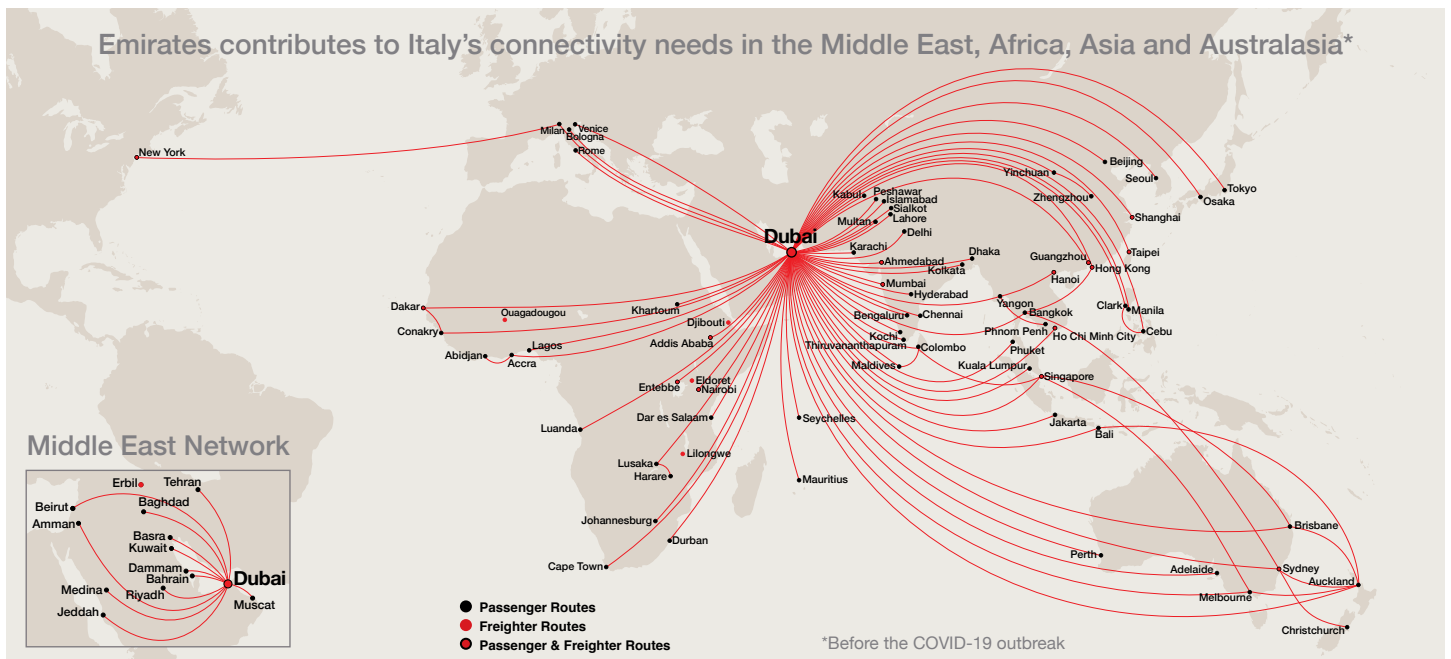
A 2015 study by Frontier Economics found that Emirates' services to Italy had a GDP impact of €747 million and supported more

than 10,270 direct, indirect and induced (DII) jobs in 2013-14. This number not only takes Emirates' staff in Italy into account, but also the supply chain employment such as ground-handling or catering jobs and induced employment through the economic activity generated by those direct and indirect employees.

Emirates' unique connectivity

In 2019, 1.4 million passengers flew on Emirates' flights to and from Italy, Emirates is the only airline operating direct flights between Italy and Dubai, making Milan, Rome, Venice and Bologna unique direct connections. Without Emirates' flights to Italy, passengers to Dubai would have to use at least a one-stop connection. According to Frontier Economics, Emirates' unique connectivity created a catalytic GDP impact of €30 million for the Italian economy in 2013-14.

Furthermore, the increased connectivity facilitates foreign direct investment (FDI) and international trade. In 2013- 14, Emirates' unique connections had a catalytic impact of €39 million on FDI and supported €59 million in trade.



Emirates' Dubai-Milan-New York JFK route

Emirates began operating so-called "Fifth Freedom" flights between Milan Malpensa and New York JFK in October 2013. The Italian Government saw a need in the marketplace for greater competitive choice and invited Emirates to operate Milan to JFK flights because of the limited supply and strong demand. Previously passengers had been forced to connect through other European hubs, often faced with inconvenient, two-stop connections.

To the Italian Government, the Milan region, Milan airport and the surrounding communities, existing flights did not meet demand and they concluded Emirates' entry into the Milan-New York market would significantly benefit consumers and the region's economy. Their conclusions were right, because within 12 months from the date Emirates commenced flights, the total market size increased by 79%, which has benefitted the airports, tourism and trade, and consumers, who now have better connectivity and more choice. Due to this strong demand from passengers Emirates up-gauged the type of aircraft operating on the route from a Boeing 777 to Airbus A380 in June 2015.

"Fifth Freedom" operations from Europe to the US are not unusual where market demand exists, and several other carriers are exercising such traffic rights, via Europe to New York in particular. However Emirates' flights between Milan and New York have been the focus of much attention from some competitor carriers, despite the fact that this flight has stimulated overall demand for the market and, along with Athens-Newark, Emirates' second Fifth Freedom flight, accounts for under 1% of total US-Europe capacity.

Growing Italian exports

Italy is the UAE's eight largest global trade partner and ranks number one among EU Member States with an overall trade volume of €8.4 billion in 2020, a growth of 53% over 2019. Italian exports accounted for €3.9 billion of the bilateral non-oil trade between the two countries in 2020. Italy benefits from a strong relationship with the UAE's largest city Dubai, which is an export centre for Italian designer luxury wear, home and office furniture, food and drink, as well as machinery.

In 2019, Emirates' freight to and from Italy amounted to 56,000 tonnes. Italian brands have a visible presence in Dubai, for example, Armani has established a hotel and residences in the world's tallest building, the Burj Khalifa; one of the largest property developers in the UAE, Damac Properties, has built apartments using designer interiors by Fendi Casa; and Versace has opened a hotel and residences - the Palazzo Versace.

A major supporter of Italian business

Emirates annually contributes over €234 million to the Italian economy via purchases of products and services such as fuel, catering, crew accommodation, airport and overflight charges, as well as advertising costs and sponsorships.

There are approximately 600 Italian companies present in various sectors in the UAE - most notably in the fields of construction, energy, consumer goods, security and defense, banking and insurance, as well as aerospace.



Emirates is also a proud sponsor of AC Milan, one of the most successful football clubs in the world, since September 2007. A new three-year sponsorship deal, extending the airline's presence on the club's shirts until the 2022-23 season was agreed on in July 2020, taking the total duration of the partnership to 17 years. In addition to being shirt sponsors, Emirates also has highly visible branding across San Siro Stadium, in addition to ticketing, hospitality and other marketing rights.

About Emirates

As of 2019, Emirates was one of the largest airlines in the world in terms of international passenger and freight carriage, with 268 aircraft in its fleet. Established in 1985, the company's growth has been measured in line with the demand for air travel. Prior to the COVID-19 pandemic, Emirates operated a global network of 157 destinations in 83 countries across six continents, independently of the three global airline alliances.

Since the early 1990's, Emirates has published independently audited financial accounts in line with International Financial Reporting Standards which are available on www.emirates.com.

Our planet

At Emirates, we recognise our responsibility in preserving the planet's resources and are fully committed to minimising the environmental impact of our operations across all business activities. Our environmental efforts are focussed on three areas – reducing emissions, consuming responsibly and preserving wildlife and habitats.

Reducing emissions

Reducing fuel consumption and maximising fuel efficiency is key to minimising carbon emissions from flights. An ongoing investment in future aircraft technology is Emirates' biggest commitment to reducing environmental impact. The new generation of Airbus A350 XWB, Boeing 787 and 777X aircraft that were recently ordered by Emirates, as well as its existing fleet of Boeing 777 and Airbus A380 aircraft that average under seven years in age (significantly lower than the industry average), provide greater fuel efficiencies compared to older generation aircraft. Emirates also has a comprehensive fuel efficiency program that looks into new ways to reduce fuel burn and emissions, where operationally feasible.

Consuming responsibly

Emirates is committed to reducing environmental impact through responsible consumption encompassing the life cycle of purchasing, sourcing, consuming and managed disposal of items. Where feasible, Emirates has phased out single use plastic items, taking into account hygiene requirements. In 2017, Emirates introduced blankets in Economy class that are each made from 28 recycled plastic bottles. Aircraft exteriors are cleaned using a pioneering dry washing technique that saves 11 million litres of water annually.

Preserving wildlife and habitats

Emirates is also committed to the preservation of fragile habitats and endangered wildlife. As a founding signatory to the 2016 Buckingham Palace Declaration, Emirates recognises its role in combatting the illegal trade of wildlife and has a zero tolerance policy on transporting banned species, hunting trophies or any products associated with illegal wildlife activities. Five of Emirates' Airbus A380s are painted with United for Wildlife decals.

