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## **New marketing areas for the Marcolin Group**

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*In October agreements were signed for the Persian Gulf and Japanese markets*

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For the Marcolin Group the event in Paris was a marketing success, where the company of the Veneto region, a producer of eyewear and listed on the Italian Stock Exchange, signed an important contract for distribution in Japan.

The agreement signed recently at the Silmo exhibition involves Marcolin's commitment, over the next three years, to the supply of optical frames and sunglasses to F&F Co. Ltd, a distribution company that is part of the consolidation area of the Japanese group Sunreeve Co. Ltd, which specialises in the eyewear market. The expected total turnover will be about 5 million Euro in sales for Marcolin S.p.A.

The Parisian agreement follows another important marketing contract for Arab countries signed at the beginning of October.

The terms of the latest agreement foresee the distribution, by the multinational JUMA AL MAJID EST EPS, of the main eyewear lines produced by the Marcolin Group in the countries of Saudi Arabia, Kuwait, Qatar, Oman, Bahrain, Egypt, Jordan and Syria. The agreement, signed by Mohamed Khaled, the legal representative of the Arab company, and by Maurizio Marcolin, the Style & Licensing CEO, foresees a profit for Marcolin S.p.A. of 6 million Euro.

The JUMA AL MAJID Group, founded in 1950 with head office in Dubai, is one of the main economic realities of the United Arab Emirates, employing 6,000 people in over 40 business units, each one being an independent profit centre.

According to the Sales & Marketing Director of the Belluno area company *"Marketing agreements signed in the last month confirm Marcolin's strong international propensity. For a Group of our size it is of fundamental importance to establish ourselves also in the Japanese area and the Persian Gulf. We believe"*, continued Salvatore Causa, *"that the foundations have been laid for the progressive extension of our operations in all those markets where there is a high propensity for consumption and a search for high quality fashion products"*.

The Marcolin Group is one of the leading companies in the production and marketing of optical frames and sunglasses and is listed on the Italian Stock Exchange in Milan. It has over 1,000 employees in its 4 production factories and 16 branches spread all over the world. In 2001 over 6 million frames were produced based on about 350 models.

The Marcolin Group is one of the leading companies in the production and marketing of optical frames and sunglasses. The product portfolio includes: Dolce & Gabbana Eyewear, D&G Dolce & Gabbana Eyewear, Roberto Cavalli Eyewear, Chloé Lunettes, Costume National, Montblanc Eyewear, Replay Eyes, Miss Sixty Glasses, Fornarina Vision Up, Mossimo Vision, Essence Eyewear, Unionbay Eyewear, Bob Mackie, Cover Girl Eyewear, FAO Schwarz Eyewear, NBA Eyewear and The North Face. Also including a wide range of its own brands such as Céb  (ski-goggles and sports eyewear).

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