

Italian Trade Agency Debuts First National Pavilion at Dubai Derma 2026 as Exports to UAE Hit Record Highs

The Italian Trade Agency's inaugural collective pavilion amid continued growth in Italian exports to the UAE

DUBAI, DUBAI TRADE CENTRE, UNITED ARAB EMIRATES, September 4, 2026 /EINPresswire.com/ -- As Italy participates as the official Guest of Honour at the 25th landmark edition of [Dubai Derma](#) (8–10 September, Dubai World Trade Centre), the Italian Trade Agency (ITA) is establishing the country's first national pavilion.

Expanding beyond previous individual company participation, ITA's unified delegation brings together leading Italian manufacturers and solution providers spanning regenerative biotechnology, electro-medical aesthetics, pharmaceutical dermatology, specialised clinical formulations and medical infrastructure support under one collective banner.



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Valerio Soldani, Trade Commissioner

By presenting a consolidated national presence, ITA provides regional clinical buyers, dermatologists, aesthetic centres and medical distributors with direct access to Italy's broad dermatology and dermo-cosmetic supply chain. The pavilion showcases advanced biotechnological solutions, precision electro-medical devices, pharmaceutical topical treatments and specialised skincare formulations developed for professional medical and

therapeutic environments.

“The UAE is a key market for dermatology and aesthetic medicine, with strong demand for innovative, high-quality solutions. Dubai Derma provides an important platform to expand trade opportunities between Italy and the UAE in these sectors, while further strengthening scientific and business ties between our countries”, said Lorenzo Fanara, Ambassador of Italy to the UAE.

Italian exports to the UAE within the dermatology and skincare-related product categories reached €165.4 million (approximately AED 660.0 million) in 2025, according to Trade Data Monitor, up 7.4% year-on-year from €154.0 million in 2024. Within this segment, specialised clinical skincare accounted for €61.4 million (approximately AED 245.0 million) in exports from Italy to the UAE, increasing 11.3% from €55.2 million in 2024.

On the demand side, Euromonitor International data indicates that UAE consumer spending in the specialised dermocosmetics category reached AED 440.4 million (€110.4 million) in 2025. The broader UAE skincare market is also expected to expand through 2030, with retail skincare sales projected to grow at approximately 7.0% CAGR over the forecast period. Alongside this development, the UAE dermatology devices market is projected to reach USD 205.4 million by 2030, growing at an 8.8% CAGR from 2025 to 2030 reflecting continued demand for advanced dermatological treatment and diagnostic technologies.

“Dubai Derma serves as an essential strategic bridge for the global dermatology, laser technology and aesthetic medicine industries. Italy’s inaugural national pavilion reflects the full breadth of our medical manufacturing capability. Italian companies excel across the spectrum—from pioneering regenerative biotech and precision electro-medical devices to biopharmaceutical formulations and strict European safety compliance. As Middle Eastern demand expands for clinically proven therapies and advanced aesthetic hardware, the Italian pavilion demonstrates the technical mastery defining the Made in Italy standard”, said Valerio Soldani, Trade Commissioner, Italian Trade Agency.

The national pavilion is underpinned by Italy’s strong industrial and research base. The Italian cosmetics industry generated €16.5 billion in turnover in 2024, up 9.1% year-on-year, while exports reached approximately €7.9 billion. Beyond finished products, Italy represents a cornerstone of global dermo-cosmetic production, with Italian contract manufacturers producing approximately 60% of the world’s specialised cosmetics and advanced formulations. Extending beyond formulations, Italian companies bring specialised expertise in non-surgical aesthetic equipment, medical diagnostics, regenerative technologies and clinical-grade compliance, reflecting the full breadth of Italy’s advanced healthcare ecosystem.



Through this participation, ITA aims to foster long-term commercial ties, facilitate distribution partnerships across regional healthcare networks and strengthen Italy's position as a technology and clinical partner for the Middle East's evolving healthcare and dermatology sectors.

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