

مَرْحَبًا

MARHABA ITALIA[®]
SERVICES

COMPANY PROFILE

WHO IS MARHABA ITALIA?

Marhaba Italia is the first and only Italian Tour Operator exclusively addressed to the Arab World.

Located in the heart of the historical center of Rome, it was founded after 20 years of experience in the Travel Services and Customer Care Industry, developing throughout the years a deep knowledge and love for the Arabic Culture.

It holds exclusive offers, crafted uniquely and creatively in order to meet VIP client's specific requirements and desires.



MISSION & VALUES

In the homeland of hospitality, Marhaba Italia mission is to please travelers who seek the ultimate luxury experience as the perfect customized journey, guaranteed by the best high-end services and a deep knowledge of the incoming culture.

Marhaba Italia creates unforgettable travel experiences, planning meticulously every detail: from creating engaging itineraries to managing logistics, ensuring clear communication, prioritizing safety and enhancing cultural knowledge.

The **Company's daily mission** is always the one of exceed customer expectations, while fostering a positive impact on the destination.

The **Company's life time mission** is to revolutionize the way and the feeling of Arabic travelers, helping their culture and habits to deeply penetrate and mix with the European Society in order to promote an authentic cultural exchange.

A persistent work always accomplished respecting our values: imagination, willpower, transparency and devotion.

*“The concept of quality reflects our unique way to deliver services
and our vision for the future World Society.”*

Cit. Camilla Indice, CEO/Founder

HISTORY

Marhaba Italia born thanks to the endless love of her founder Camilla towards the Arabic Culture. It is the first outcome after 20 years dedicated to learn the Society from different points of view and experiencing it in several ways.

“No snowflake ever falls in the wrong place” and so it has always been in this incredible life experience that converted into today’s Company.

Marhaba Italia came after the sincere desire of offering her homeland Italy, in the best possible way, always trying to meet the challenging expectations of the Arabic clientele.

Each challenge and every single client’s request is for Marhaba Italia an exceptional occasion of learning, improving and increasing the quality of delivering services.

“Since my very first time to an Arabic country - when I was a young 14 years old, thanks to my father - I have always felt that this side of the world belongs to me, and even if I can surely call myself a citizen of the world, when I am in the Region, I feel at Home.”

Cit. Camilla Indice, CEO/Founder



PRODUCTS & SERVICES

TOURISM

LUXURY EVENTS

BUSINESS SERVICES PROVIDER

PROPERTY MANAGMENT



TOURISM

Each Marhaba Italia journey is an unforgettable experience thanks to a close connection with our VIP customers and an exceptional network of top quality suppliers all over Italy and Europe.

Services can be divided into the following:

- ◆ Exclusive Airport Meet and Greet with luggage assistance, fast track through security, passport and custom's control with comfortable premium lounge awaiting clients.
- ◆ Experiencing the true definition of hospitality thanks to the cooperation with the highest ranking Hotels, Villas, Resorts, Chalets and Historic Residences.
- ◆ 24/7 assistance throughout the journey to always guarantee support and stress-free holidays to clients.
- ◆ Chauffeur services to offer the perfect way to get to either business or social events thanks to an extensive fleets of executive cars and vehicles.
- ◆ A large fleet of luxury yachts for chartering: Marhaba Italia is a specialists on crewed motor and sailing charter yachts and on assisting clients throughout the selection process, offering full-package holiday in any Mediterranean ports.
- ◆ Luxury shopping experience to provide advice, guidance, and buying iconic items to customers looking for exclusive and rare products.
- ◆ Private ground excursion for cruiser passengers through exclusive paths away from the crowd.

*“The unconventional luxury journey is our key to full-fill
the dreams of our esteemed clientele.”*

Cit. Camilla Indice, CEO/Founder

MARHABA ITALIA ATTENDANCE AT INTERNATIONAL TOURISM EXHIBITIONS

- ◆ ATM - Arabian Travel Market, Dubai 2017
- ◆ JTTX - Jeddah Intl. Travel & Tourism Exhibition, Jeddah 2018
- ◆ ATM - Arabian Travel Market, Dubai 2018
- ◆ ATM - Arabian Travel Market, Dubai 2019
- ◆ SATTE - South Asia Travel & Tourism Exhibition, Delhi 2023
- ◆ ATM - Arabian Travel Market, Dubai 2023
- ◆ BIT - Borsa Internazionale del Turismo, Milano 2024
- ◆ ATM - Arabian Travel Market, Dubai 2024
- ◆ JOURNEYS - Digital Meetings 2025
- ◆ BIT - Borsa Internazionale del Turismo, Milano 2025
- ◆ ATM - Arabian Travel Market, Dubai 2025





ROAD SHOW

- ◆ Dubai - November 2016
- ◆ Jeddah - February 2017
- ◆ Riyadh - March 2020
- ◆ Riyadh - October 2021
- ◆ Dubai - October 2021
- ◆ Doha - February 2024
- ◆ Dubai - April 2025



EXCLUSIVE EVENTS

From incentive and business meetings to weddings and anniversaries, Marhaba Italia designs and delivers extraordinary luxury events that brings clients' vision to life.

A comprehensive planning service resulting in an event above and beyond expectations.

Furthermore, Marhaba Italia is an exclusive ticketing provider for the most popular venues and sports events offering discounted rates, priority purchase, access to VIP lounge and buffet.

Marhaba Italia clients will always be on front row seats!

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“Love for beauty and elegance is in the DNA of our Country and People.”

Cit. Camilla Indice, CEO/Founder



ITALY AS A DESTINATION WEDDINGS

Italy is a popular destination for weddings, offering a diverse range of locations and settings.

Each region has its unique charm and can be tailored to suit various styles and budgets.

From luxury grand weddings to intimate celebrations, Marhaba Italia offers a wide range of selected venues, superior catering, customized and unique settings to always ensure elegant and unique ceremonies.

A long dining table is set for a traditional celebration. The table is covered with a white tablecloth and features ornate, patterned placemats. Each place setting includes a blue and white plate, a glass of water, and a glass of wine. The table is decorated with several ornate, golden lanterns and small floral arrangements. The background shows a dark building and trees, with a canopy of warm white string lights hanging overhead, creating a festive atmosphere.

TRADITIONAL CELEBRATIONS

Thanks to the deep knowledge of the Arabic Culture, Marhaba Italia reveals its undeniable expertise in organizing cultural events to foster expat communities engagement, celebrating diversity and promoting cultural understanding.

Marhaba Italia Signature Events

Roads of Arabia - Opening ceremony

Diocleziano Baths - Rome

From the 28th of November 2019 to the 1st of March 2020

Royal Commission of Al-Ula - Journey Through Time

Opening ceremony - Rome

26/02/2020

Royal Commission of Al-Ula - Closing ceremony of Giro d'Italia with the attendance of Javco team Al-Ula.

Saudi Arabia Embassy - Rome

28/05/2023

Marhaba Caffè at Saudi Village

Casina Valadier - Rome

From the 25th to the 29th of September 2023

Marhaba Italia Iftar for the Arabic Embassies in Rome

Palazzo Vilon - Rome

22/03/2024

Marhaba Italia Iftar

Private Residence of Saudi Arabia Embassy - Rome

18/03/2025





BUSINESS SERVICE PROVIDER

Businesses can rely on Marhaba Italia to handle or improve specific process or customer facing services offering specialized skills and knowledge.

The most valuable services are:

- ◆ Legalization of documents
- ◆ Visas
- ◆ Certified translations
- ◆ Administrative papers
- ◆ International shipping
- ◆ International schools, university and post-graduate enrollment process
- ◆ Digital Italian language school for foreigners
- ◆ Security and body guards



EMBASSY DELEGATIONS

Marhaba Italia is a reference point on assisting Embassy Delegations from the Arabic Countries. The key aspects of the provided services are:

- ◆ Protocol and VIP Treatment: airport pick-up, dedicated welcome, dress code adherence, and all the necessary arrangements.
- ◆ Logistical Support: arranging transportation, accommodation, catering, and other logistical needs.
- ◆ Security and Safety: providing security measures to ensure the delegation's safety and well-being.
- ◆ Cultural and Social Programs: arranging cultural events, tours, and social activities to enhance the delegation's experience.



PROPERTY MANAGEMENT

Marhaba Italia is the expert oversight of residential and/or commercial real estate.

It manages routine tasks in order to preserve the value of the property, striving to maximize profits following accurate market evaluations.

The experience in the tourism field contributes to offer owners an updated overview over the market, choosing the right strategy to guarantee the highest market placement.

The most valuable services are:

- ◆ Screening potential tenants
- ◆ Drafting, signing, and renewing contracts on behalf of property owners
- ◆ Collecting payments
- ◆ Maintenance
- ◆ Setting up and adhering to budgets for property maintenance
- ◆ Strategic consulting on local laws and regulations
- ◆ Marketing properties
- ◆ Handling taxes

CLIENTS & PARTNERSHIP

Marhaba Italia fosters business partners to grow profitably in respective countries, through intensive market analysis and continuous products development.

Sharing goals and opportunities throughout strong relations is the milestone for a reliable, profitable and long-term business growth.

PARTNERS

INSTITUTIONS

Royal Embassy Saudi Arabia in Rome, Royal Embassy of Kingdom of Bahrain in Rome, Embassy of Sultanate of Oman in Rome, Royal Embassy of Kingdom of Bahrain in Madrid, Royal Embassy of Kingdom of Bahrain in London

BUSINESSES

American Express Saudi Arabia, Istituto della Enciclopedia Italiana - Treccani SpA

CRUISES

Explora Journeys, MSC Cruise, Royal Caribbean Arabia

HOTELS

Bulgari Hotels, Rocco Forte Hotels, Mandarin Oriental, Hotel Hassler, Dorchester Collection, Belmond, Marriott, Baglioni Hotels, Eleganzia Hotels & Resort, the Gritti Palace, Il Borro Relais & Chateaux, Borgo dei Conti Relais & Chateaux, Shedir Collection, Hilton Hotels, Sheraton Hotels & Resorts, Starhotels, InterContinental Hotels Group, Melia Hotels International, Augustus Hotel & Resort, NH Collection, UNA Hotels and more...

EVENTS

Enoteca La Torre, Magnolia Eventi, Preludio noleggio, Light N Sound, Emergenze Sonore

FASHION BRANDS

Valentino - Dolce&Gabbana - Fendi - Prada - YSL - Bottega Veneta - Etro - Emilio Pucci - Loro Piana - Marina Rinaldi - Missoni - Fabiana Filippi - Tod's - Antonio Marras

JEWELRIES

Bulgari - Cartier - Carlo Eleuteri - Gioielleria Bonanno

THE TEAM

A team of Arabic speaking, professionals with decade of experience in the Travel Industry, culture sensitive and gender specific staff with the passion to excel, will provide the highest level of assistance allowing Arabic clients to enjoy the true essence of their journeys.

“Marhaba Italia is the perfect intersection to connect two sides of our world where knowledge is the key to pursuit a society based on mutual tolerance and respect.”

Cit. Camilla Indice, CEO/Founder

We believe in real human relationship. Discover Us.

MARHABA ITALIA SERVICES

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