

# ITALIAN ENTREPRENEURSHIP AT ECOBUILD 2015

## The Innovation of Made in Italy

The Italian Chamber of Commerce for the UK is proud to present the **Italian Pavilion** at **Ecobuild 2015**, the most important event in the field of green building, alternative energy and energy efficiency that will take place in London at the ExCel Exhibition Centre from **3<sup>rd</sup> – 5<sup>th</sup> March**.

## Ecobuild 2015

Last year, Ecobuild UK saw an incredible 45,000 visitors and 900 exhibitors. The fair is an important showcase for participating companies as it offers excellent visibility on an international level, as well as the perfect opportunity to present a wide range of innovative and environmentally friendly products to a highly qualified audience. Not only this, but visitors can attend educational programmes with many interactive attractions and free seminars, all led by world-renowned speakers.

Thanks to its reputation and growth in recent years, Ecobuild has become an ideal meeting point for local authorities, architects, professionals, companies and entrepreneurs from around the world.

## The Italian Pavilion

For this year's edition, Italy will have its own pavilion, which will host 24 leading companies in the field of design and development of innovative and sustainable solutions. In spite of economic conditions, the Italian presence at Ecobuild demonstrates the determination of the companies to consolidate and develop their position within the global market, and the evident high quality of the "**Made in Italy**" brand, not only in terms of design, but also in terms of efficiency and performance of the products in reducing environmental impact.

The Italian Chamber of Commerce for the UK, in collaboration with UBM, a

global leader in event organisation, has as its main objective to promote and coordinate the participation of Italian companies at Ecobuild UK. Through a wide range of standard and customized services, the Chamber promotes the development of business contacts and meetings with potential buyers and industry professionals.

The total area devoted to the Italian companies is approximately 500 square meters, divided up by their respective stands, companies participating in the ICE Pavilion, and exhibitors in the Italian Pavilion (*Consorzio Pimar, SmartdHome, Energy Glass, QM Power, Pres Block*). Companies come predominantly from central and northern Italy, apart from those situated in the ICE Pavilion that also has companies from the southern Italian regions (Puglia, Calabria, Sicilia and Campania).

The Italian Chamber of Commerce Pavilion is situated in a prime location, next to the Arena and North Practical Installer area, a multi-platform, dedicated to training and demonstration activities.

Inside this space, an area will be exclusively dedicated to workshops, seminars and networking events. Visitors will have the opportunity to meet the speakers and special guests, and discover new projects and studies in the field of architecture, energy and sustainable design. You can also see a plastic model for a project of passive house ("*Sood House Concept*"), developed by a young group of researchers at the University of Bari.

Expo 2015 Milan-Italy Pavilion is the main attraction at the Italian Pavilion. The project is the result of an international design competition, won by **Nemesis & Partners**, in collaboration with **Proger, BMS Projects** and **Professor Livio De Santoli**. This project is of considerable interest because of its sustainable approach and use of innovative technologies, as

well as the use of a unique design that recalls the concept of an “urban forest”.

The Italian Pavilion is sponsored by the following well-established Italian entrepreneurial companies:

» **Caffè Cagliari** has been producing coffee for four generations and is a leading supplier of quality coffee and related products in Italy and in 47 other countries worldwide: [www.cagliaricoffee.co.uk](http://www.cagliaricoffee.co.uk)

» **Green Network Group** operates in the electricity and gas market. It is the fourth Italian supplier on the free market and accounts for 10% of sales of energy in Italy. Trading activity was initially developed in Italy and gradually extended to new markets such as Switzerland, France, Austria, Germany, Slovenia, South-East Europe and the UK:  
[www.greennetworktrading.co.uk](http://www.greennetworktrading.co.uk)

» **Ferrarelle Spa** bottles and distributed mineral water, both nationally and to international markets. It is currently the fourth largest producer of sparkling water in the Italian market, with a share of 8%. The Ferrarelle brand is exported to more than 40 countries, particularly in the United States and the United Kingdom:  
[www.ferrarelle.it](http://www.ferrarelle.it)

» **Deluxen Ltd** specialises in the creation, development, sale and installation of high interior and exterior design. All products are made in Italy, in collaboration with leading architects, interior designers and landscape professionals, and craftsmanship:  
[www.deluxen.co.uk](http://www.deluxen.co.uk)

It is also the distributor of Aircharge for the Italian market, which offers the most recent wireless charging solutions for offices, homes and public spaces:  
[www.air-charge.com](http://www.air-charge.com)

» **SAGSA** has been active since 1922 in the market of steel furniture, with an emphasis on quality and design. Caring for products is always combined with the development of services, ranging from space planning to complete projects. The SAGSA collection is 100% made in Italy, and includes office systems, workstations, cabinets, chairs and walls, in collaboration with a group of reliable partner companies:  
[www.sagsa.net](http://www.sagsa.net)

» **Task Systems** is an innovative company specialised in the design and manufacturing of exclusive office solutions. It has been providing quality furniture for over 30 years.  
[www.tasksystems.co.uk](http://www.tasksystems.co.uk)

Ecobuild will start Tuesday **3rd March at 10:00 am** with an opening speech by the *President of the Italian Chamber of Commerce for the UK*, **Leonardo Simonelli Santi**. The *Italian Ambassador for the UK*, **H.E. Pasquale Terracciano**, will also be present, along with *Sales Director for Ecobuild-UBM*, **Martin Hurn**. Over the course of the three days, interesting seminars related to the field of green building and renewable energy will also be taking place.

**For more information, please contact:**

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PLEASE VISIT THE LOUNGE HALL OF THE ITALIAN PAVILION -  
STAND N5131

# ECOBUILD 2015 ITALIAN PAVILION

## Seminar programme

Tuesday 3<sup>rd</sup> March

**12:00 – 13:00**

Welcome drinks.

- Leonardo Simonelli Santi, President of the Italian Chamber of Commerce and Industry for the UK;
- H.E. Pasquale Terracciano, Italian Ambassador in the UK;
- Martin Hurn, Sales Director at Ecobuild - UBM.

**14:00 – 14:30**

The Italian Pavilion at Milan Expo 2015: design, architecture and sustainability.

- Stefano Bracciantini, Exhibition & Design Manager for the Italian Pavilion at Expo Milano 2015.

**15:30 – 16:00**

Eco-sustainability in construction: Wooden houses.

- Marco Vanucci, UK representative for Federlegno.

**16:30 – 17:00**

The new power and energy-efficiency integrated proposal: “Secured Negawatt-hour”.

- Pasquale Ionta, Technical Director at Energy Source Department Green Network Group.

Wednesday 4<sup>th</sup> March

**11:00 – 11:30**

Sustainability in Industry: a reminder of why we do it.

*An interactive session where key drivers of the sustainability debate are discussed and the business case for industrial sustainability clarified.*

- Paolo Taticchi, Principal Teaching Fellow in Management and Sustainability at Imperial College Business School.

**15:30 – 16:00**

“Sood House Project”: a new Mediterranean eco-friendly house concept.

Francesco Errede, Architect.

