

ITALIA
expo shanghai 2010
上海世博会意大利馆

INNOVATORS OF ITALY *Fact file*

1. The Commission of Italy for World Expo 2010, and the Ministry for Public Administration and Innovation have launched a contest to select and exhibit at the Italian Pavilion in Shanghai the latest innovations produced in Italy.

2. Minister Renato Brunetta and Commissioner General Beniamino Quintieri have agreed to offer a showcase to people and institutions who work on issues related to the quality of life and who contribute to strengthening the Italian industrial, service and manufacturing sectors.

With a view to enhance the awareness of the advancement of Italy in areas related to the Expo central theme, the contest will help select cutting-edge ideas that individuals, laboratories, universities, private companies and other entities are developing.

3. A jury of experts will choose the most innovative technologies recently conceived by Italians in two main sectors: urban development and citizens' life conditions, including all aspects linked to construction, management, organization, preservation and growth of cities; mobility; information; health; public safety; environment; e-government and public administration. The jury includes senior technocrats, experts and journalists like:

- Mr. Emil Abirasid, Director of "Innov'ation";
- Mr. Angelo Airaghi, Advisor of Finmeccanica, the main Italian industrial group operating globally in the aerospace, defense and security sectors, with a large production capacity in the energy and transport fields, one of the world's leading groups in the areas of helicopters and defense electronics and the European leader for satellite and space services;
- Mr. Pierinor Gauna, President of TRANSFIMA, a leader company in the field of engineering and transportation;
- Mr. Riccardo Luna, Director of "Wired" Italy;
- Mr. Renato Ugo, President of the Agency for Dissemination of Technology Innovation;
- Mr. Mario Zanone Poma, Chairman of Mediocredito, the leading bank in Italy and one of the largest in Europe for project financing, structured trade and export financing, and Deputy Chairman of the Italian Chinese Chamber of Commerce.

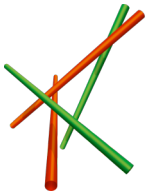
4. 500 applications were received from all regions of Italy. Projects were submitted mainly by companies and groups of companies (77%), but also by universities (10%), research centers (9%), science and technology parks or business incubators (4%).

Most of the participants are SMEs; nine out of ten companies have fewer than 250 employees and 48% have a yearly turnover of less than 500,000 Euros.

Proposals focus largely on construction and urban planning (with 83 projects and 18% of the total), but also on environmental technologies (with 68 projects and 15% of the total) and health (with 60 projects and 13% of the total). 59% of the applications came from Northern Italy, 27% from the Centre and 14% from the South. Statistics also confirm that the "hidden champions" who constitute the driving force behind Italian GNP are paying a lot of attention to the critical issue of uncontrolled urbanization and to consequent worsening of the quality of life.

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5. In conclusion, we believe that Expo Shanghai 2010 is the ideal platform for sharing the results of the exercise initiated by the Italian government with China and with the world. We hope the findings of the competition we initiated shall stir a debate on development plans that can help identify sustainable benchmarks for urban organization following the basic interest of all citizens and people.