



Official Partner

## BOLOGNAFIERE AND EXPO 2015 A PARTNERSHIP THAT HAS CREATED BIODIVERSITY PARK AND THE NATURAL AND ORGANIC PAVILION

Milan, 12<sup>th</sup> February 2015. **Biodiversity Park**, the themed area at **EXPO Milan 2015** dedicated to **agricultural biodiversity** and **organic agriculture** was presented today at **Biofach**, in the presence of **Peter Ottmann**, CEO of NürnbergMesse, **Duccio Campagnoli**, President of BolognaFiere S.p.A., **Paolo Carnemolla**, President of FederBio, **Roberto Zanoni**, Director General of EcorNaturaSi and **Lucio Cavazzoni**, President of Alce Nero,

Biodiversity Park is the fruit of a partnership between BolognaFiere and EXPO Milano 2015. An exhibition space, where, from 1<sup>st</sup> May to 31<sup>st</sup> October 2015, the fundamental issues relating to the theme of "Feeding the Planet, Energy for Life" will be examined, developed and debated. Organic agriculture will play a leading role within the Park that will also host the Natural and Organic Pavilion, thanks to the collaboration of FederBio.

**Peter Ottmann**, Managing Director of NürnbergMesse.

"EXPO 2015 will certainly be one of the event highlights of the year. Of course, as event organisers of BIOFACH, the world's leading trade fair for organic food, we are particularly excited that BolognaFiere, with whom we have very close ties as a result of our mutual membership in the EMECA (the European Major Exhibition Centres Association), will address the topic of biodiversity at EXPO 2015. Biodiversity is currently an important issue for the organic food industry. We wish our friends from Bologna much success with this important project."

**Duccio Campagnoli**, President of BolognaFiere S.p.A.

"Talk of nutrition, the future of the planet, the global challenges to ensure food production and sustainable development must include clear reference to agricultural biodiversity, its evolution and its protection thanks to an agricultural approach, that of organic farming, that plays a fundamental role in the conservation of the environment and the implementation and safeguarding of biodiversity".

"The direction that BolognaFiere has chosen to undertake and the strong belief in the project has led to the creation of a strategic partnership with EXPO 2015. The objective is to showcase Italian excellence, in agriculture, business and environmental associations, allowing these stakeholders to take centre stage in a themed area that is a key feature of the Universal Exhibition. Biodiversity Park will be a journey through the many opportunities that biodiversity and organic agriculture have to offer in interpreting the central theme of "Feeding the Planet".

**Giuseppe Sala**, CEO of Expo 2015 S.p.A. and government commissioner for Expo Milano 2015.

"We are delighted to have BolognaFiere by our side for the development of Biodiversity Park. One of the key objectives for Expo Milan 2015 has always been to raise public awareness of important issues such as environmental sustainability and the defence of the agricultural resources of our country and the world. For this reason we have decided to offer the expected 20 million visitors the opportunity to learn more about these issues by creating a dedicated area. Biodiversity Park will offer visitors a unique and stimulating experience, thanks to the hundreds of cultivations and plants that will be located there. I am sure that through the collaboration with BolognaFiere, Expo Milan 2015 will be able to encourage reflection and inspire projects capable of rising to the challenge of the theme "Feeding the Planet, Energy for life".