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BOLOGNAFIERE: BIODIVERSITY PARK IS READY FOR EXPO EXPERIENCE THE WORLD OF NATURAL AND ORGANIC AT THE HEART OF EXPO

Bologna, 20 April 2015, Bologna - **Duccio Campagnoli, President of BolognaFiere and Maurizio Martina, Minister of Agricultural Policy**, have presented the **Biodiversity Park** and the **Organic Pavilion**, one of the large themed areas of EXPO that BolognaFiere has designed and developed in the huge venue in Milan. BolognaFiere is the **Official Partner** of Expo and the group's expertise organizing **SANA**, the leading event for the promotion of Italian organics, has also been recognised with agreements with the Italian Ministries of Agriculture and the Environment.

President Campagnoli

"We wanted to create this project mainly due to the strong commitment and responsibility that we felt as organizers of SANA, the fair that has brought together and accompanied the development of organic agriculture in Italy, together with FederBio, the Italian Federation for Organic Agriculture and Biodynamics, we wanted to **showcase the world of Italian agriculture and organic production at EXPO**."

The project for the Biodiversity Park creates a unique exhibition space within EXPO, a large green area that aims to represent **Italy's natural heritage and biodiversity, the biodiversity of the land and Italy's agricultural landscapes** and the experience and excellence of the new organic agriculture, the development of which is closely entwined with the safeguarding and regeneration of the value of this biodiversity."

In this area we aim to enable visitors to feel, experience and encounter the aromas, flavours and the culture of organic agriculture as if they were visiting an organic farm; most importantly we aim to enable **visitors to meet and talk at EXPO, through a six-month programme of events, about international and Italian experiences within the world of organics**: it would be impossible to discuss the key theme of EXPO, "Feed the Planet, Energy for Life!", without examining the path towards a new agriculture and a new food culture.

We are delighted to state that this project for innovation in organic and natural food production already involves a number of important participants, together with **FederBio** as partners of the project, playing a key role in Biodiversity Park and in the Organic Pavilion are: the **Italian Confederation of Agriculturalists**; the **Association for Biodynamic Agriculture**; the leading companies from the sector together with many others; such as **FederUnacoma** and **Cosmetica Italia**, representing the new developments in industrial agriculture and cosmetics with new technology appropriate to innovative agriculture for the natural production of products for beauty and well-being. Also participating will be **Legambiente** with many initiatives; **Nuremburg Fair**, which organizes **Biofach** and the most important fair network worldwide in the sector; **IFOAM**, the global organization for organics; the coordination of Italian Universities for EXPO and other important research centres. Together with these partners the Park will also aim to serve as a qualified centre for the



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elaboration of proposals to ensure that the development of the organic sector becomes a fundamental part of the proposals that emerge from the EXPO event."

Maurizio Martina, Minister of Agricultural Policy, Food and Forestry

"Italy is the home of biodiversity and within the context of EXPO we will be able to showcase our extraordinary experience in the field of organic production. The Italian agricultural model makes sustainability a distinctive feature and selling point. It is not by chance that our country already boasts one hectare in ten dedicated to organic agriculture and we are the leaders in Europe with over 52 thousand operators. The event in Milan represents the ideal occasion to showcase the progress made in recent years and to lay down the challenge on a global level to reduce the environmental impact of our productive models and respond to the increasing demand for food. Therefore, in September we will be promoting the international organic Forum at EXPO.

The year of EXPO is also the year of Italy's reforms to improve schools. To contribute to the campaign we have proposed that legislation be introduced to encourage school canteens to invest more in organic agriculture and the local Italian production chain. The Biodiversity Pavilion will be a location for education and raising awareness of the themes at the heart of the Milan Charter, the legacy that EXPO will leave to the planet with the aims of transforming the 20 million visitors to the event into 20 million ambassadors for the right to food."