



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

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COMUNICATO STAMPA

Press Communiqué No. 7/09 ExpoGreen 2009: The Science of Green

Italy's international fair of outdoor activities was inaugurated today and will be open until Sunday evening, offering on the first day demos and high-level technical meetings on green planning and management. Organised with the Foreign Trade Institute, the event has attracted a number of foreign delegations.

A triumph of plants, gardens and natural environments welcomed visitors to ExpoGreen 2009, Italy's international event devoted to gardening and the outdoors. The fair opened this morning and will close on Sunday evening. Organised by UNACOMA Service, striking presentations give the right tone for a vast range of exhibits: all kinds of product relevant to the event's main theme, the equipment needed for gardens and green areas, swimming pools, multi-functional farm machines and household pet accessories.

"Putting together an event which covers the whole green universe," said Guglielmo Gandino, UNACOMA Service's managing director, at an inaugural press conference, "is very demanding, but we are sure this is the winning choice for a sector which increasingly aims for organic and coherent planning of open-air spaces. The machines and equipment are the event's technological soul for which there is also a demo area inside the fair area so that the public and professional operators can assess their technical characteristics and quality."

The fair is thus a prestige promotional event capable of contributing to relaunching a sector of the machine industry in which Italy plays a leading role world-wide, but which suffered the effects of the international economic crisis in 2009. "The domestic market registered an overall fall of 12% in the second quarter of the year," explained Stefano Slanzi, the president of Comagarden, the group within UNACOMA representing the manufacturers of machinery and equipment for green uses. "All types of machine fell, including mowers, small tractors and brush cutters. The approximately 300 exhibitors present here expect a fair with such a high technical content and emotional impact to contribute to relaunching the market, not only at the national level, but also in those countries that look with growing interest to technology for managing green spaces."

Thanks to the organisation in partnership with Italy's Foreign Trade Institute, official delegations were already on hand this morning from Algeria, Saudi Arabia, Egypt, the UAE, Jordan, Iran, Kuwait, Lebanon, Morocco, Syria, South Africa and Tunisia.

Apart from aiming to be a major promotional event in the business communication calendar, ExpoGreen also offers significant conferences and meetings, the first being the High Green Tech Symposium on the most advanced technologies for green construction organised by the Nemeton Magazine, Promoverde, and Sistemi Editoriali in cooperation with UNACOMA Service and under the aegis of the AIPP, the Italian association of landscape architects. Reports were delivered by Claude Figureau, director of the *Jardin des Plantes* at Nantes in France, Manfred Koeler, president of the World Green Roof Infrastructure Network, which organises links between hanging gardens the world over, Andreas Schmidt of Indoorlandscaping in Munich, who works for one of the leading studies designing vertical green projects, and Julian Briz of Madrid, who described the Spanish experience. The symposium's basic premiss was that plants should be considered as a fundamental component in architectural and urban design, with a view to the ecological transformation of the cities of the future.

Similar issues were on the agenda at the afternoon conference on tradition and innovation in urban green, promoted by Turin University's Agrarian Faculty within the framework of its Masters degree in landscape and green area design. The speakers included experts on the experience of Italian cities such as Turin, Rome and Pesaro and

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Barcelona in Spain. The conference included a presentation of Niwashi garden tools. Another report was delivered by Prof. Pietro Piccarolo of Turin University, who analysed the labour needs of various types of garden and the equipment needed to reduce environmental impact. "The reasoning which led to this type of management," he said, "are not simply economic, but should also be sought in the fact that people have become aware of the progressive animal and vegetable impoverishment of the cities, in part due to mistaken, and sometime over-intensive maintenance, which has produced a kind of natural selection with the disappearance of certain species." The conference concluded with the prize giving for the projects developed by students sitting the Masters for the re-qualification of an area near Biella, not far from Turin.

The last event of the day was a meeting promoted by UNACOMA and the regional government of Emilia Romagna on the demand for sports facilities and public green equipment in India. Two prestigious Indian architects, Nandita and Minesh Parikh, who delivered a report on the evolution of the Indian landscape and the technology needed to maintain it.

The schedule tomorrow morning includes a meeting of the National Veterinaries' Council, a meeting organised by ARSPAT on Planning the Future, the presentation of Molise University's study on agricultural services between landscape and market, and Assogreen's meeting on the future of resale and workshop costs. The afternoon sees a debate on the crisis as regards the distribution of green equipment organised by Promogiardinaggio and UNACOMA and a meeting on the 'advantages' of Assogreen with the slogan: Debate, Save, Grow.

Bologna, September 12, 2009

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