



PRESS RELEASE

ITALIAN AND UK LEADERS IN SMART CITIES AND 'GREEN' BUSINESS CONVENE IN MILAN

GREAT Week of Sustainability brings together brightest and best in growing sector

A GREAT event focussed on sustainable urbanisation and the green economy held on Tuesday 16 June at Palazzo dei Giureconsulti in central Milan, drew in experts and businesses in this exciting and growing sector, from the UK and Italy.

Organised by **UK Trade & Investment** (UKTI) as part of its GREAT Week of Sustainability, the day represented an outstanding opportunity for UK companies in the sector to access major buyers and potential partners from around the world. They also heard from experts in the sector including Prof. Mario Calderini, Counsellor to the Minister of Education with Authority on Smart Cities and Paul Wilson, Managing Director of Bristol is Open¹, plus businesses such as UPS, Finmeccanica and Arup Italia.

British Ambassador to Rome, **Christopher Prentice**, spoke at the event and explained:

"Sustainable practices and technologies, such as those highlighted at UKTI's GREAT Week of Sustainability, can help address some of the challenges of rapid urbanisation. It's clear that the sustainability sector and wider green economy provide a major opportunity for both Italian and UK businesses, which will only increase as the growing world population puts pressure on food resources, global energy supply and infrastructure."

The UK is at the forefront of more sustainable and smarter cities, and has become the global leader, with a unique network of committed governments and cities, innovative industries and dynamic societies.

Speaking about the GREAT Week of Sustainability, **Demetrio Scopelliti**, Architect Masterplanning & Urban Designer, Arup Italia commented: *"Consistent approaches to harnessing information can have a significant impact on city productivity. We were delighted to be involved and share how the benefits of an integrated approach to data management can help businesses"*.

Giorgio Mosca, Finmeccanica's Vice President Marketing - Security & Information System said: *"Today's discussions around the evolution of cities and of relevant applicable technologies has been very interesting; many innovative ideas*

¹ **Bristol** is 2015 European Green Capital; **Bristol is Open** is a joint venture University of Bristol and the city council that aims to create an open programmable city.



were debated, many interesting experiences have been shared, both by UK and Italian participants, and it has been an excellent occasion to provide our viewpoint on the importance of Safe Cities and for fostering our network. Events like this are essential for making contacts and for sharing ideas and knowledge in terms of business related technologies leading to cities' improvement."

Peter Harris, Director of Sustainability at UPS said: "We look on sustainability as the piece of the business where we connect with societal challenges that represent risks and opportunities to our business. It's good to work with the UK government to build bridges so that we can find joint solutions that will work for everybody. This is a great opportunity to build networks and capacity within our business to face shared problems."

Opportunities for Italian investors in the green economy were explored at a breakout event organised by **Vedo Green**, whose CEO, Anna Lambiase, also previewed the fourth Green Economy on Capital Markets report. The report reveals that the European green economy grew in 2014, both in terms of turnover (+12%) and EBITDA² (+12%), with Italy the country with the highest EBITDA margin (30%).

Anna Lambiase explained: "Investors are increasingly looking to the green economy for opportunities to invest. Several companies with business models increasingly based on process and product innovation with a lower environmental impact recently listed on the Italian Stock Exchange³, successfully securing capital injection, visibility and international status."

For more information please contact:

Raffaella Previtera

Head of Marketing, Events and Expo 2015 Lead

raffaella.previtera@fco.gov.uk

Tel: +39 02 72300 215

UK Trade & Investment

British Consulate General

Via San Paolo 7 – 20121 Milan

<https://www.gov.uk/government/world/italy>

www.ukti.gov.uk

Notes to editors

The UK at Milan Expo 2015

The UK is participating at the World Expo 2015 in Milan from 1 May to 31 October. Feeding the Planet, Energy for Life is the core theme. 145 nations are participating including the UK's major political and trading partners. Milan Expo 2015 offers a global platform to promote UK international agendas and showcase British innovation, creativity and global leadership in the following core sectors and areas: Agricultural Technology (Agri-Tech), Creative Industries, Food and Drink, Healthcare, International Development (Aid-funded Business, Sustainability), Life Sciences and Technology.

The UK's participation theme for Milan Expo 2015 is Grownin Britain & Northern Ireland, led by UK Trade & Investment (UKTI) with support from seven HM Government departments. The stand-out UK Pavilion is inspired by the role of the bee in the global ecosystem and offers visitors a unique experiential journey. It also forms the platform for a six-

² Earnings before Interest, Taxes, Depreciation and Amortization

³ London Stock Exchange Group



UK Trade
& Investment

month global programme of UK business and cultural events, linked to the challenge of feeding the planet.

UK Trade & Investment (UKTI) is the government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit www.gov.uk/ukti.

Find out more about the UK's participation at Milan Expo 2015 at :

www.ukpavilion2015.com

www.gov.uk/milanexpo2015

[www.twitter.com/ukpavilion2015](https://twitter.com/ukpavilion2015) #GrowninBritain

www.instagram.com/ukpavilion2015 #GrowninBritain

www.expo2015.org/en/



Official Participant

