is pleased to invite you to:

«Waiting for Expo 2015, Green Economy 2.0»

Presentation of the GreenBook

VedoGreen awards the “GREEN” EXCELLENCE in innovation
With the participation of Mr. Paolo De Castro
Committee on Agriculture and Rural Development – European Parliament

17 November 2014 – 5:00pm
Circolo della Stampa
Corso Venezia, 48 - 20121 Milan

R.S.V.P. IR TOP Consulting
Free attendance subject to registration by e-mail: vedogreen@irtop.com or by Phone: +39 02 45473883/4

VedoGreen, the company of the IR Top Group specialised in finance for Green Economy companies, shares the challenges of Expo 2015. Through its corporate mission it supports virtuous green companies in raising capital to finance their expansion projects. www.vedogreen.it

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«Waiting for Expo 2015, Green Economy 2.0»
Presentation of the GreenBook
VedoGreen awards the GREEN” EXCELLENCE in innovation

The event has been created and managed by VedoGreen to promote and award the best Italian Green Economy companies for innovation, in order to foster the growth and the spreading of a culture based on ecofriendly innovation and the renewal of the Italian national production system. On the eve of Expo 2015, VedoGreen invites entrepreneurs, investors and institutions to discuss on the green technological innovation, an excellence of "Made in Italy" which is appreciated worldwide.

AGENDA

5:00pm – WAITING FOR EXPO 2015: GREEN ECONOMY 2.0

VedoGreen: the matching between finance and green companies
Marco Giorgino –Chairman, VedoGreen

Presentation of the book «Green Economy 2.0»
Anna Lambiase –CEO & Founder, VedoGreen

British Embassy: UK opportunities for Italian companies
Danny Andrews - 1st Secretary Prosperity, British Embassy Rome

Expo Milano 2015
Paolo De Castro - coordinator for the Socialists and Democrats Group at the Committee on Agriculture and Rural Development of the European Parliament and rapporteur for Expo 2015

Borsa Italiana and ELITE: tools for the growth of the Green Economy companies
Barbara Lunghi - Head of Mid&Small Caps Italy, Primary Markets Borsa Italiana, LSE Group

Dintec: technological trends and patents
Massimo Guasconi – Chairman, Dintec

6:00pm – TOP ENTREPRENEURIAL CASE-STUDIES

“GREEN” excellence in innovation
Moderator: Stefania Pinna – Journalist, Sky Tg 24

Awards Ceremony

7:00pm Cocktail

Italy ranks among the most innovative countries in Europe for green-tech patents in highly innovative industries, such as green chemistry, agri-business, eco-building, lighting solutions, automotive and smart cities technologies. Many Italian companies have been refocussing and reinventing their business. They have acquired a competitive advantage worldwide with the adoption of energy-efficient practices and a reduction of their environmental impact. This trend involves a large part of the Italian production system, not just business connected with renewable energy. This is what VedoGreen defines as Green Economy 2.0.

Waiting for Expo 2015, the first edition of the VedoGreen Awards, acknowledges those Italian companies that have stood out for their social engagement and a «concrete support to a new shared awareness of sustainable development goals.»

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