



**JOINT WORKSHOP
Food Products and Information to the Consumers**

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Presentation of Milan World Expo 2015 on human feeding

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ABSTRACT

The Expo is a non-commercial Universal Exposition. The first Expo was held in London in 1851 and was such a success that other nations were encouraged to organize similar events like the Paris Expo in 1889 for which the Eiffel Tower was designed and built. Each Expo has a universal theme. More than displaying major technological novelties the Expo's role is oriented towards interpreting the collective challenges to which mankind is asked to respond. The international organization which regulates the frequency, quality and progress of the event is the Bureau International des Expositions (BIE) set up under an international convention which was signed in Paris in 1928. Currently some 157 nations are BIE members.

On 1st December 2008, fulfilling the commitments taken by Italy to the BIE in presenting Milan's candidature as the host city of the 2015 Universal Exposition, Expo 2015 S.p.A. was set up.

Milan is a city of art, world fashion and design capital with a major global influence in commerce, industry, music, sport, literature, art and media, but also the largest urban area in Italy with a population of 4 million (1,310,000 for the proper city), and an international and cosmopolitan city: 13.9% of Milan's population is foreign born. Lombardy is also the largest agricultural area in Italy and the second largest in Europe after The Netherlands.

The Milan Expo will start on 1st May 2015 and end on 31st October and consist of six months of performances, encounters, conventions and other events on a site which will be entirely dedicated to this extraordinary event.

The Expo Milano 2015 will be considered the most important event from now to 2015 with about 20 millions expected visitors (around 30% foreigners) and 130 participant Countries. There will be global investments at the city and regional level (11.8 billion Euros). The Exhibition Site area will be 1.1 million square meters and there will be 70.000 new jobs, 7.000 events, 36.000 volunteers

The Expo Milano 2015 "Feeding the Planet, Energy for Life" will provide visibility for tradition, creativity and innovation in the field of nutrition, inspired by themes which have already been developed in earlier editions of the Expo and adapting them in the light of new global scenarios at the heart of which there is the right for the entire planet to have access to healthy, safe and sufficient food.

Food is the vital energy of our planet and is necessary for sustainable development based on correct and constant nourishment of the body, on the respect for fundamental practices of life for each human being, and on health.

World population is increasing and new developing Countries (where the agricultural system are more fragile) are increasing their request of meat. In the same world each year CVD causes over 2.0 million deaths in the European Union, nearly half of all deaths (42%); over 48 million adults (7.8% of the population) aged 20 to 79 years in Europe live with diabetes; in Italy 9% of adults are obese, 27% of boys and 25% of girls between 5 and 17 are overweight or obese.

People all over the world are recognising that diet is important to their health: consumers are looking for foods to counter poor health caused by busy lifestyles, insufficient exercise and fast food. As a consequence, in wealthy and developed countries, functional foods are meeting specific health needs such as bone health and cardiovascular diseases.



Heart health, weight management, bone and joint health, digestive health, energy management and glycemic control include top consumer concerns because they can be improved through a nutritious diet and functional foods and beverages.

For all these reasons Expo Milano 2015 "Feeding the Planet, Energy for Life" will represent a unique opportunity for the Italian food and drink Industry promotion and enhancement of excellence in all business, industrial and scientific located on our territory in the food sector. In order to seize this important opportunity, Confindustria established a Special Project coordinated by Diana Bracco structured in seven working groups: Nutrition, International Promotion, Cultural Tourism, Attractiveness and Receptiveness, Expo Generation New Professions, Mobility and Networks and Innovation and Eco – Sustainable Development.

The mission of the group on Nutrition is to promote Italian excellence, including at the regional level, in terms of quality and food safety, innovation in industry and research in the agri-food and biodiversity. The territory is one of the keywords, and its excellence.

The quality of the Italian cuisine is well known and appreciated all over the world. Italian food is loved because it is healthy; it is authentic, because Italians' passion for the quality and taste of food, their regional cuisine and produce, the country's biodiversity and the health of its people and animals are all part of the Italian culture of well-living. The Italian food and drink Industry (the nation's second largest) includes no fewer than 32,300 family firms and medium-sized companies, half a million workers, and an annual turnover of €124bn. This ingredient of Italian excellence stems from centuries spent honing farmers' skills, refining production methods and improving agriculture management methods.

In order to get ready to Expo 2015, the group on Nutrition of the Special Project of Confindustria on Expo 2015 organized a roadmap of focused events towards 2015: "Italian Food Industry and Functional Food: Tradition presents well-being" (Milan, 11th June 2009), "Christmas event on traditional food" (Rome, 15th December 2009), "EXPO 2015 - Feeding the Planet. Nutrition, Well-Being, Biodiversity & Sustainability" within Cibus 2010 and "the culture of knowledge and know-how to increase the value of excellences at territorial/district level" (Parma and Piacenza, 12th May 2010), "Internet and Innovation within the food chain" (Milan, 22nd March 2011).

The roadmap of the group on Nutrition will foresee other important steps, such as the event with FAO within the FAO World Food Week 2011 on October 2011 in Rome and a new conference within Cibus 2012.