

**ITALIA**  
expo shanghai 2010  
上海世博会意大利馆

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## **“Italy of Innovators” Debuts at Expo, Sharing Excellent Italian Technologies with the World**

(Shanghai, July 24, 2010) This morning, the ribbon cutting ceremony for the “Italy of Innovators” exhibition was held at the Italian Pavilion, announcing the official opening of a two-week long show of innovative Italian achievements. Mr. Beniamino Quintieri, Commissioner General of Italy for Shanghai World Expo 2010 and Mr. Renzo Turatto, Head of the Department of Digitalization and Innovation of the Ministry for the Public Administration, attended the event, where both delivered speeches. Seizing the grand occasion of the Shanghai Expo, the Italian Pavilion hopes to share with the world Italy’s latest inventions and innovations, all of which provide effective solutions for ensuring that future urban development improves and elevates quality of life.

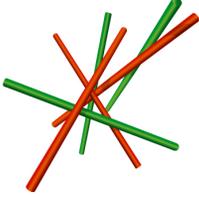
The project “Italy of Innovators” was jointly launched by the Commission of Italy for the World Expo and the Italian Ministry of Public Administration and Innovation, with the aim of giving visibility to, and promoting the development of, Italian talents and institutions dedicated to pursuing technological excellence. Resonating with the Italian Pavilion’s theme – “City of Man”, the judging panel has selected the most significant scientific breakthroughs in urban construction and living to be displayed at the Expo. The exhibits cover a wide range of technological fields, such as E-government, transportation, public safety, environmental protection, human health and urban planning.

According to Renzo Turatto, the selection process for “Italy of Innovators” began over a year ago, with more than 500 applications being received from all regions of the country, and across all sectors. Submissions came from companies, universities, research institutes and science & technology parks, with the majority coming from small and medium enterprises. Almost all of the innovative exhibits showcased at the Italian Pavilion can be adapted for immediate production, including equipment for absorbing and eliminating crude oil lost from oil platforms, a broadcast system that can realize concerts in conjunction with the International Space Station, a customizable mobile home designed to meet various housing needs and a microarray platform developed in collaboration with the Cancer Hospital in Shanghai for comparing breast cancer genomes in Italian and Chinese women.

In addition to these contemporary products, the Italian Pavilion is also displaying 12 of the most famous Italian innovations from the past. While many people may not recognize these now indispensable items as Italian inventions – wireless telegraphy, invented by “father of radio” Marconi; the telephone, conceived by Antonio Meucci; the electric battery, created by the anatomist Galvani, as well as the helicopter, Mp3, engine, plastics and atomic energy all have their origins in Italy.

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“Innovative concepts are deeply rooted in the Italian way of life. We hope that this exhibition can enable more Chinese people to discover a different Italy, one hidden behind all of its stereotypes – a country that is not only home of fashion, food, art, architecture and luxury, but also at the cutting-edge of advanced innovative technology,” said Mr. Beniamino Quintieri, Commissioner General of Italy for Shanghai World Expo 2010. “In this beautiful country, innovation and practice, art and science, have reached a perfect fusion. With the Shanghai Expo as an unrivalled international platform, and with the joint strengths of Italian innovative concepts and China’s technological excellence, we hope to drive dynamic contributions to the future scientific development of mankind.”

As part of the exhibition, a forum centering on “Italian Innovation” will be held on August 1<sup>th</sup> at the Italian Pavilion. This event will invite several of the scientists, entrepreneurs, research institutes and college scholars involved in the “Italy of Innovators” project to share their insights. As the major promoter of the project, Professor Renato Brunetta, Minister for Public Administration and Innovation, will also be present at the forum to expand upon Italy’s long history of innovation and its encouraging policy environment.

Meanwhile, to inspire young people’s relentless pursuit of art and originality, the Italian Pavilion has recently launched an online video contest named “My Expo Movie”. Before August 30<sup>th</sup>, by uploading a self-made video about the Expo or the Italian Pavilion to the website <http://www.expo2010italia.gov.it/>, participants will have the opportunity to win an innovation fund of EUR 1,500, sponsored by RAI Italian Broadcasting Company.

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