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The Italian Pavilion Takes Visitors on a Journey through New Landscapes and Technologies

Piedmont Region: A Symphony of Elegance and Innovation

(Shanghai, August 2, 2010) Opening today at the Italian Pavilion, the Piedmont regional exhibition promises to expose visitors to a blend of advanced technologies, stunning landscapes and rich culture. Entitled "Piedmont Symphony", from August 2 through August 15, the exhibition will showcase the region's ability to set tradition and innovation, history and modernity, theory and practice, in perfect harmony.

Present for the ribbon cutting ceremony were Mr. Ugo Cavallera, Vice Governor of Piedmont, and Mr. Beniamino Quintieri, Commissioner General of Italy for Shanghai World Expo 2010 and Maurizio Forte, the Italian Trade Commissioner in Shanghai. Following the ceremony, the region hosted a compelling seminar – "Science, Technology and Creativity: Piedmont's Way for Better Living in the Next Century" – where it shared best practices in areas ranging from industrial design and transportation systems to biotechnology.

"We are thrilled to bring the unique offerings of the Piedmont region to China and visitors to the Shanghai Expo," expressed Mr. Cavallera. "The theme of the Shanghai Expo – Better City, Better Life – presents an excellent opportunity for the Piedmont region to share its strengths in areas crucial to improving quality of life such as info-mobility, clean energy and healthcare; and work together with China and Chinese companies to explore future development."

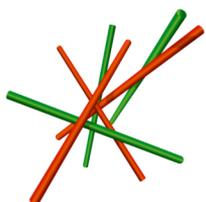
Moving through the exhibition, visitors embark on a journey that uncovers the scenery, technology, history and feeling of the Piedmont region. The first of the exhibition's three walls focuses on innovative Piedmont, displaying the region's advanced infrastructure and novelty attitude. Centring on the theme "Time of Science", another wall explores Piedmont's prowess in urban mobility by showcasing examples such as the *Skyspark*, an electrically powered plane that is 100% eco-friendly. The last wall, "Time of Emotion", delves into the art of living with displays of sophisticated and creative designs from Piedmont. Finally, an interactive touch screen offers visitors the chance to engage with the Palace of Venaria – a former royal residence and now UNESCO world heritage site.

"As the first place for R&D private investments with a 20% of Italian private investments, the Piedmont region is crucial to Italy's mosaic and central to the research & development, technological advancement and artistic and culinary excellence of Italy," stated Mr. Quintieri. "As a cradle of both traditional culture and groundbreaking innovations, Piedmont truly reflects the essence of Italy as the first place in Italy for manufacturing innovations and high-tech patents. We hope that this fascinating exhibition will illuminate for visitors to the Italian Pavilion at the Shanghai Expo yet another side of our multi-faceted country."

"Italian Trade Commission is proud to have contributed to the Piedmont presence at the Italian Pavilion at Expo 2010", said Mr. Maurizio Forte, the Italian Trade Commissioner in Shanghai. "Piedmont is a leading Region in Italy for its industrial tradition and for the importance of export and foreign investments. Moreover this Region has also kept a unique balance between industry, agriculture activities, history and cultural. This is one of the meanings of the exhibition we inaugurate today".

Lying at the heart of Europe in the north west of Italy, Piedmont is filled with an abundance of natural and technological wonders. Alive with majestic mountains and thundering rivers, Piedmont enjoys a location that is not only enchanting but also geographically and economically highly strategic. A powerhouse in the Italian economy, one of the Piedmont





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region's strengths has always been its ability to combine design and business, forging new concepts that become an integral part of daily items such as sofas, pens and coffee machines.

In 2009, Piedmont reached 123.4 million euro in GDP, with a per capita income 20% higher than the European average. Home to Fiat – the first Italian automaker and a pioneer in advanced mobility, the entire Piedmont region has now become a leader developing ways to increase the environmental sustainability of urban mobility. The region boasts public buses that run on clean energy, low emissions vehicles and small, smart cars tailored to urban use. Ensuring Piedmont stays at the vanguard of new technology, the region also possesses numerous universities, R&D centres, science and technology parks and innovation hubs – it is little wonder that Piedmont leads Italy in manufacturing innovations and high-tech patents.

As part of the exhibition, the Italian Pavilion will hold a seminar named “Piedmont Region: Land of Wine and Wellness” on August 4 to examine how the region's deep heritage in wine growing has enhanced the development of the local tourism and cuisine industries, as well as to discuss the role it plays in the Italian lifestyle. A wine tasting will be held on the same day to share the rich, luscious flavours of wines from the Piedmont region.

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