



TOGETHER
for a sustainable future

OCCASION

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for a sustainable future

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UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE ITALY



UNIDO ITPO Italy
UNIDO at EXPO Milano 2015
“Feeding the Planet, Energy for Life”



MILANO



Orto



Foreword



EXPO 2015, with its Food and Poverty Eradication theme, presented UNIDO and, more particularly, UNIDO ITPO Italy, with an array of opportunities to appropriate and disseminate the messages about food security and poverty alleviation, and to do it in such a way as to translate these messages into opportunities for learning and growth for the SMEs of the developing countries UNIDO serves. The pursuit of Sustainable Development Goal (SDG) 9, namely, Inclusive and Sustainable Industrial Development (ISID) to achieve shared prosperity and environmental sustainability around the world creates many opportunities that SMEs need to take advantage of. To reach that objective, UNIDO ITPO created a web based platform, *“Supporting your SMEs to discover EXPO Milano 2015 and Italian Excellences”* offering developing country SMEs information and support to visit EXPO and meet Italian SMEs and development institutions.

Through this platform, a large number of firms and institutions consulted all the information provided and, ultimately, Delegations from 16 developing countries came to Italy, and were helped to meet potential business partners, attend learning events, and visit EXPO. ITPO Italy approached and involved more than 300 enterprises and/or institutions on behalf of the visiting developing country SMEs. Therefore, I am confident and pleased that we were indeed able to assist many SMEs to reach-out, learn, and find partners in the agricultural, agro-industrial and food industries, which in Italy are at the leading edge of quality and efficiency, at world level.

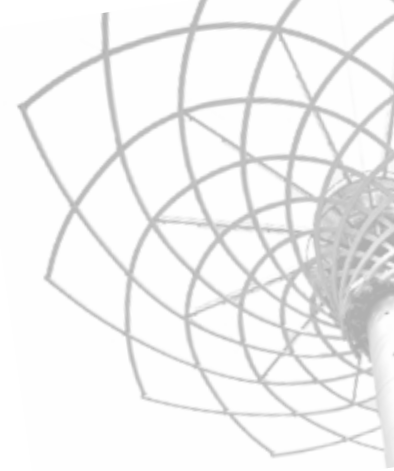
UNIDO ITPO Italy operated in tandem with UNIDO HQ in Vienna to facilitate the visit of UNIDO Director General, Mr. Li Yong to Milan and to EXPO, where he participated in important events and met the leading personalities of EXPO, the Government, the Italian business community, and key institutions.

I would like to thank here all those who helped make this a success: the UN EXPO Team, UNIDO staff at HQ and Rome; the representatives, managers, owners, and officials of countless Italian firms and institutions who generously gave their time to explain and describe their products and methods to their counterparts from developing countries, while seeking mutually profitable ventures and projects; and EXPO and Government officials who, in spite of huge work burdens, received our visitors with courtesy and cordiality.

The intense six months that turned Milan into a cultural, economic, and social crossroads must be the starting point of a new consciousness about food security and the fight against food waste in rich countries and post-harvest losses in developing ones. This new awareness should spur us to reflect on whether what we do in our day-to-day work, but also in our projects, really benefits that family of Ethiopian farmers that we met during one of our field missions, that petty trader we talked to in Cuba, or that Mozambican cassava grower.

Our commitment should really be that people feel secure in their access to food, the mother of all rights, and the base upon which to build social and economic progress. I would like to make mine Bono's pithy phrase that so aptly captures our hope that, *“where you live should not determine whether you live”*.

Sincerely
Diana Battaglia



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The Director General and UNIDO ITPO Italy staff at New Holland Pavilion

UNIDO Director General at EXPO Milano 2015

UNIDO ITPO Italy in cooperation with UNIDO headquarters in Vienna coordinated the official visit to Italy of UNIDO Director General, Mr. Li Yong, who participated in the international conference of the World Association of Investment Promotion Agencies (WAIPA 2015) held in Milan, and enjoyed an official visit to EXPO Milano 2015. At EXPO, the Director General was welcomed by Mr. Giuseppe Sala, Chief Commissioner of the Italian Government for EXPO, and Mr. Bruno Pasquino, Commissioner General of EXPO.

The Director General, accompanied by ITPO Italy Head, Ms. Battaglia, as well as Managing Director Mr. C. Monga, and Ms. Cartini, presented the work of UNIDO, linking it to SDG 9 and the theme of EXPO, at a conference attended by international Delegates and Officials of many countries. Mr. Li and his entourage enjoyed a guided tour which among other sights, took them to the Zero, Chinese, and Italian Pavilions. At the China Pavilion, he was welcomed by the Pavilion's Commissioner; and at the Italian one, he was received by the Pavilion's Secretary General, Mr. Grillo, and signed the "Milan Charter" which represents the cultural/policy heritage of EXPO. At the end of his visit, he witnessed the signing of a Joint Declaration between CNH Industrial and UNIDO ITPO Italy.

The Director General also met with Nobel Prize winning economists, Messrs. E. Maskin and M. Spence, and held a private meeting with Italian Deputy Minister for Economic Development, Mr. Carlo Calenda, to affirm and strengthen collaboration between Italy and UNIDO.



The Director General with Deputy Minister Carlo Calenda



The Director General signs the "Milan Charter"



The Director General with E. Maskin at WAIPA Conference



UNIDO DG and ITPO Italy staff at China Pavilion



The Director General welcomed by Mr. Giuseppe Sala



The Director General and the UN Blue Spoon

UNIDO's promotion of ISID through EXPO



UN Secretary General Ban Ki-Moon at EXPO Milano 2015

The UN's presence at EXPO was ubiquitous, distributed over the whole site as opposed to being centralized into a single pavilion. The UN's participation at EXPO consisted of an installation made-up of 18 giant spoons, spread over the whole site, and linked to Pavilion Zero (for Zero Hunger) where the theme of EXPO and the mandate of the UN are seen to be clearly related. The UN Blue Spoons featured graphic panels and a multi-media station illustrating the "Zero Hunger Challenge: United for a sustainable world". In the words of the UN Secretary General, *"In a world of plenty, no-one, not a single person, should go hungry"*.

The spoons describe the mandates and accomplishments of the various UN Agencies and Programs as well as the SDGs. Among them, SDG 9, namely, to "Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation", which includes the UNIDO mandate of pursuing Inclusive and Sustainable Industrial Development (ISID). This original decentralized approach has many advantages, including making it easy to locate the "UN's Itinerary to life", and virtually impossible for any visitor to "miss" the UN and its message of development, food security, and poverty alleviation.



Ms. Battaglia during UN's World Food Day Ceremony



Tour of EXPO Milano 2015



Argentine delegation at EXPO Milano 2015



Divinus halitus terræ

PAVILION ZERO



ITPO Heads visiting Pavilion Zero

Annual meeting of UNIDO ITPO Heads at Milan



The meeting held at Banca Popolare di Sondrio

The Annual meeting of UNIDO ITPO Heads took place this year in Milan, alongside the International EXPO Milano 2015. For this occasion, UNIDO ITPO Italy arranged a full week's agenda including company visits, institutional meetings, and participation to EXPO, attending the opening ceremony of the *UN's World Food Day* as special guests. Italian President, Mr. Sergio Mattarella and UN Secretary General, Mr. Ban Ki Moon graced the gathering with their presence.

The meeting of UNIDO ITPO Heads was held at Banca Popolare di Sondrio. The Head of UNIDO ITPO Italy, *Ms. Diana Battaggia* opened the meeting and gave a word of welcome, and then the Director of the UNIDO's BIT Branch, *Mr. Lamine Dhaoui*, together with ITPO Coordinator, *Ms. Lucia Cartini* started the proceedings. Main items on the Agenda were results achieved by each ITPO Office and a discussion of issues related to investment promotion and international economic development, as well as the forthcoming investment fora being organized by UNIDO. At the meeting, the Heads of UNIDO ITPO Offices, *Mr. Hussein* (Bahrain), *Mr. Gelegen* (Dep. Head, Tokyo), *Mr. Hu* (Beijing), *Mr. Wang* (Shanghai), *Mr. Korotkov* (Moscow), and *Ms. Olumodimu* (of the recently opened ITPO Nigeria), exchanged views, opinions, and suggestions on how best to improve the operations of ITPOs and, more specifically, their services to SMEs and to SME-supporting institutions in developing countries. The Meeting of ITPO Heads closed with a reception hosted by ITPO Italy, which Managing Director *Mr. Scholtes*, honoured with his presence.

Taking advantage of the presence of the Heads of UNIDO ITPO Offices, who visited Parma and its "food valley", within the activities, the Head of UNIDO ITPO Italy, Ms. Diana Battaggia and the Director of UPI (Unione Parmense degli Industriali, or Parma Union of Industrialists), Prof. Cesare Azzali, signed a joint declaration to promote technology and investment exchanges between SMEs from developing countries and those of Parma.



Visit to Parmigiano cheese factory

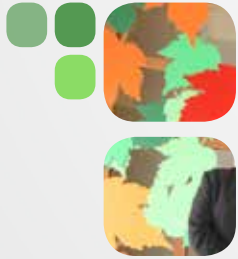
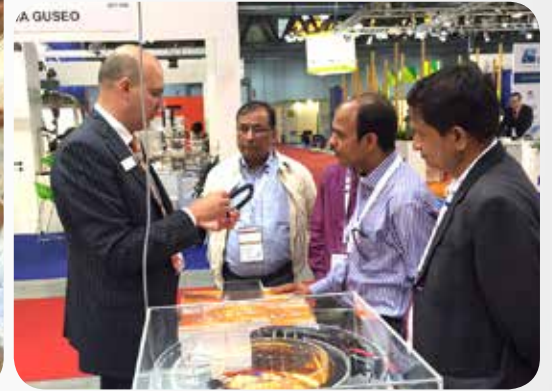


Guided tour of Italian Pavilion



Mr. Scholtes attending the reception hosted by ITPO Italy

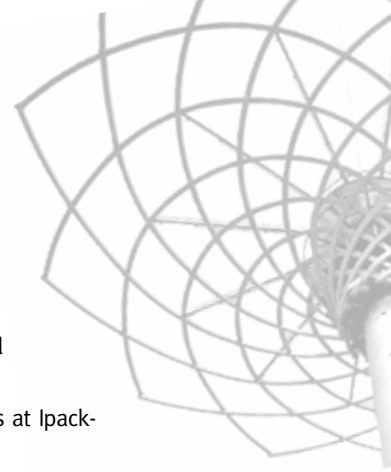




■ Incoming Programme for Developing Country SMEs (Business meetings - B2B meetings - Study tours)

Delegations from 16 countries attended EXPO with assistance from our Office. They are: *Algeria, Argentina, Cuba, Egypt, Ethiopia, Ghana, Jordan, Lebanon, Morocco, Myanmar, Palestine, Pakistan, Philippines, Senegal, Tanzania, and Tunisia*. And more than 300 companies/institutions were involved. The Delegations engaged in a large number activities, too numerous to be described in detail, including a large number of B2B meetings (around 1000), other business meetings, study tours, and conferences with institutional and governmental authorities. The following points will attempt to give a flavor of the varied and multiple visits which the Delegations conducted.

- The Argentine Delegation, 30 dairy companies and several high government officials, spent profitable time exploring new technologies at Ipack-IMA Trade Fair, examining Parma's dairy industry, and meeting with some its famed Parmigiano cheese producers.
- The Myanmar Delegation, representing the leading textile groups, met with Italian textile firms and producers of textile processing machinery. It visited Milan, Treviso and Padua, seeking investment and technology exchange opportunities in textiles and design.
- A particularly important Delegation from Tanzania explored all aspects of agriculture, agricultural machinery and food processing combined B2B meetings and with visits to institutions and industrial groupings in Padua and Treviso.
- The Pakistan Delegation, brought agribusiness and energy companies to visit the Federalimentare Exhibition at EXPO. It also held a number of B2B meetings with firms in the agro-industrial/food processing business in Milan and Parma.
- Similarly, a large Ethiopian Delegation, comprising mainly agro-industrial firms, led by several Cabinet level officials, explored opportunities and presented its own projects to various Italian groups. This Delegation also benefited from a Study Tour organized by UNIDO ITPO Italy and Parma-for-EXPO where a number of important institutions made enlightening presentations.



Study tours and B2B meetings held by Delegations





MORE THAN
450
PARTICIPANTS



AROUND
1000
B2B
MEETINGS



291
COMPANIES

16
COUNTRIES
INVOLVED



17
DELEGATIONS



65
INSTITUTIONS





International Award: “Innovative Ideas and Technologies in Agribusiness”

UNIDO ITPO Italy, in collaboration with the National Research Council of Italy (CNR), and under the sponsorship of the Ministry of Foreign Affairs and International Cooperation, has created an International Award rewarding the most useful technological innovations (ideas, managerial and/or process innovations) over the whole agro-processing value chain, logistics, packaging, and storage. These innovations might originate from entrepreneurial milieu and/or applied research institutions, but should strive to be applicable especially in developing country environments, and contribute to local economic and social development. The prize/contest was created to celebrate EXPO, under its patronage, and creates a platform to encourage discussion of innovations in agribusiness or agro-industry more broadly.

Numerous business, academic, and social personalities attended the Award ceremony, among them, Messrs. Giuseppe Sala, Commissioner of the Government for Expo Milano 2015, who presented the Award; Cristiano Maggipinto, of the Ministry of Foreign Affairs and International Cooperation; Gianfranco Dentella, of Apogeo Consulting; Gennaro Monacelli, of CNH Industrial; and Roberto Reali, of CNR.

Ms. Battaglia opened the event thanking those who participated in the contest, which gathered 150 entries from 30 countries. Five awards were presented, 3 for overall winners, one for women, and one for under 35 entrepreneurs. Three winners were Italian, one Burundian and one Indian. The winners were able to showcase their innovations directly to potential customers and financiers at EXPO.



Ms. Battaglia with Adnan Fahad Rashed Al Ramzani Al Nairni

The winning projects (clockwise from top left): Cattle Mettle, Foodwa, Burundi Smallholders's Livestock Network Buslin, Jellyfish



Photo: Expo Milano 2015 - Daniele Mascolo

The winning project “Valorization of the prickly pear fruits” awarded by Mr. Sala



CNH INDUSTRIAL **EXPO** **Corporate Presentation**

UNIDO Italy and CNH Industrial Joint Declaration

JOINT DECLARATION
by
**Mr. Diana Romagnolo, Head,
United Nations Industrial Development Organization
Regional and Technology Programme Office in Italy (UNIDO ITPO Italy)**
and
Mr. Marco Diaci, CNH Industrial Vice President

In favor industrial cooperation in developing countries

UNIDO is the United Nations Industrial Development Organization (UNIDO) is the United Nations specialized agency dedicated to promote economic and technical

CATERPILLAR **DTN** **CASE** **IVECO** **ISUZU** **IVECO TRAK** **IVECO RAY** **MANITEX** **MANITRAC** **IVECO** **FPT**

■ Institutional and Business Partnerships

EXPO, with its global convening power, attracted to Milan and Northern Italy people, organizations, and businesses from the whole world. ITPO Italy took advantage of these circumstances to multiply its efforts to reach and connect with any entity able to help developing Country SMEs with capital, technology, ideas, and experience, and put all the parties in contact through its good offices. The most useful new partnerships involved mainly Italian Regions, but also financial institutions and chambers of commerce, with which ITPO Italy has collaborated intensively during EXPO and intends to continue doing so. The value of ITPO's signing of Joint Declarations and Agreements with Italian Regional Authorities immensely facilitated access by developing country delegations, while enabling also Italian SME business clusters, groupings, and associations to showcase key products and processes to best advantage in their home territories.



BANCA POPOLARE DI SONDRIO



FRIULI VENEZIA GIULIA REGION



MARCHE REGION



UPI



BASILICATA REGION



PADOVA PROMEX



UNIONCAMERE VENETO



LAZIO INNOVA

Round Table Research and Technologies for a sustainable food security and safety in developing/emerging countries

Speakers

Palma Costi, Minister for Productive activities, energy plan, green economy, Emilia-Romagna Region

Isabelle De Froidmont Goertz, Project Officer, DG Research & Innovation, F3 Agri Food Chain European Commission

Ann Tutwiler, Director General, Bioversity International

Ladislau Martin Neto, Executive Director, Brazilian Agricultural Research Corporation, Embrapa

Michela Petronio, Vice President Global Discovery Center, Barilla G. & R. F.lli

Luigi Bodria, Professor, Department of Agricultural and Environmental Sciences, University of Milan - President, CLUB of Bologna

Diana Battaggia, Head of Investment and Technology Promotion Office, United Nations Industrial Development Organisation, UNIDO

Roger Beachy, Executive Director, World Food Center, University of CA, Davis

Milano, December 21, 2014



2014

Ms. Battaggia at World Food Research and Innovation Forum

■ Participation in High-level Conferences and Seminars

UNIDO ITPO Italy helped organize and co-chair a number of seminars and conferences within EXPO. The most important of these, where ITPO Italy contributed also to the content, was the *World Food Research and Innovation Forum*, planned as a fixed biennial international event whose first edition took place at the Italian Pavilion at EXPO. Our Office, through its active participation, endorses all the objectives of the World Food Research and Innovation Forum, helping place issues of nutrition and food security at the centre of the new 2030 Global Agenda (SDGs).

There is a vast number of conferences and workshops also in collaboration with Italian Ministry of Foreign Affairs and International Cooperation, which ITPO Italy helped organize and/or co-chair; a partial list follows:

- Conference *“Post-2015 Development Agenda: sustainable agriculture, nutrition and food security”* - May 2015
- International conference *“Designing a resilient future: Food, technology and sustainable development”* organized by UNIDO in collaboration with Ipack-Ima - May 2015
- Workshop *“Food, water and energy”* - May 2015
- Conference *“What is Sustainable Development?”* - June 2015
- Workshop *“Experiences of women in sub-Saharan Africa: the Senegal case”* - June 2015
- Workshop *“Measuring women’s empowerment in the Post-215 Agenda for food security and nutrition”* - June 2015
- Seminar *“The chain of durum wheat in Ethiopia”* - July 2015
- Workshop *“Coffee chain in Central America and Caribbean”* - September 2015

The partnership established between Basilicata Region and UNIDO ITPO Italy is launching a virtual “MATERA 2019 Pavilion of Knowledge”, to share international best practice and case studies in, inter alia, economic empowerment of women, creativity and business, entrepreneurship development, branding, innovative agribusiness solutions. The event promotes debate and experience-sharing by bringing together women entrepreneurs with business, financial organizations, institutions, and other relevant stakeholders from Mediterranean and Middle Eastern countries. The Matera program starts with a Kick-off Workshop called “Matera Pavilion of Knowledge - from EXPO 2015 to Matera 2019: When Creativity meets Business: Sharing Stories of Women Entrepreneurs for Local Development”.



Conference “Post-2015 Development Agenda: sustainable agriculture, nutrition and food security”



Mr. Scholtes at “Partnering with EU to support agribusiness investments in Africa, Caribbean and Pacific regions” conference



Seminar “The chain of durum wheat in Ethiopia”

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