



Fab' Food

LA FABBRICA DEL GUSTO ITALIANO

THE SUCCESS OF EXPO, A REWARD FOR ITALY'S EFFORT

The subject chosen for the Universal Exposition which takes place in Milan, "Feeding the Planet, Energy for Life", was interpreted by Confindustria (the main association representing manufacturing and service companies in Italy) through an exhibition entitled "Fab Food. The Factory of Italian Taste, inaugurated on May 28, 2015 at the Annual General Assembly of the Confederation.

The exhibition interprets the message that the Italian industry wants to convey to the world: its undisputed role in providing efficient solutions to the challenge of our times, allowing for sustainable production of quality food at a right and reasonable price.

We discussed that topic in-depth with Maria Antonietta Portaluri, Director General of ANIE, the federation representing the Italian Electrical Engineering and Electronic Industry, partner that organ-

Editorial Staff

We have reached the core of EXPO 2015.

How is it going?

The event has brought Milan and our country into the spotlight. The numerous audience rewards the effort of Italy which has put the resources and experiences into action in order to offer the Italian and foreign visitors the greatest event on food and nutrition of all time. EXPO is a showcase to the world, an occasion to highlight the national pride and the place where all the operators may evaluate business opportunities in different countries and favor re-booting Italy's economy and image.

Confindustria has chosen to be present at EXPO. Why?

Confindustria is the main association representing the manufacturing and service companies dealing in Italy. For this reason, it cannot have missed such an event as EXPO to put, yet again, the focus on the business, as it is the driving force of economic and social development of the country. Precisely, when it comes to the topics of EXPO, Confindustria has adopted a more factual than ideological approach to the sustainable food. There are no simple solutions to that matter and it can be dealt with only through a dialog and cooperation between institutions, industry, research, educations, science and technology. The Universal Exposition is an essential time to exchange the expertise. Our country has the potential to tackle the global problem of nutrition as it is able to skillfully combine sustainability, quality, tradition and innovation. Confindustria has chosen to convey its messages through the exhibition entitled "Fab Food. The Factory of Italian Taste" which shows the agricultural

food production chain in an innovative and involving manner. Through a route consisting of games and installations, we want to explain the visitors, above all young people and families, that the challenge of EXPO which is feeding 9 billion people by 2050, may be adequately faced through the industrial production ensuring healthy and safe food that would be sustainable and economically accessible to all.

Also ANIE is partner of Confindustria's project. What do you expect from this experience?

Fab Food is a privileged moment also to analyze in depth and familiarize the public with the input of technologies that ANIE represents in the entire food production chain, from the seed in the field to the product on a plate. They may contribute to increase the crop yield and farming productivity as well as reduce losses related to processing, distribution, and consumption of foodstuffs at the same time. The made in Italy electrical, engineering and electronic technologies that ANIE represents may be applied to enhance the efficiency of industrial processing, in terms of reduction in losses, efficiency improvement of the chain value and production flexibility, increasing the competitiveness of the end-product and ensuring security and traceability in order to improve the quality of life.

Our technologies are present in a great deal of fields: from increasingly performing agricultural machines customized for every single client to the smart farm; from the remote control of irrigation systems to the increasingly controlled husbandry; from the automation of crops to the traceability of the product and its

packaging; from the green transportation to the kitchen appliances that cook or preserve the product. Our technologies are applied also in the so-called “zero mile” food production chain, above all in the power supply through the use of renewable energy sources and the remote control systems of the water supply system.

The messages of this exhibition are mainly aimed at young people. This is an unconventional approach for the industry representation.

What are the reasons for such a choice?

Confindustria has always paid particular attention to the youth. However, in the recent years the effort in the field of education has been reinforced through numerous initiatives that always arouse a great deal of interest. The goal of Fab Food is to be a project of educational and cultural type. Culture can be spread also in an entertaining manner, which certainly does not discredit it. It is worth reminding that the initiators of the exhibition are the National Museum of Science and Technology in Milan and a high-level scientific committee. Moreover, the event is being held under the patronage of the Presidency of Italian Republic and the Italian Prime Minister's Office. We want that young people and their families understand that the industry has played a crucial role in ensuring food and health to all the people in our country and that in the next years this role will be even more important for the efficient management of resources and the quality, the security and the distribution of food in the world.

EXPO is an event of a comprehensive international scale. What initiatives are aimed at the foreign visitors?

ANIE, with the support of and in cooperation with ICE-Italian Trade Agency, is implementing a proj-

ect promoting the industrial offer of Italian electrical engineering electronic companies with an international delegation consisting of 80 operators from the sector of utilities, private companies, electricity distribution and industry selected by some countries in the Balkan Area, Saudi Arabia, Algeria, Russia and Brazil. The initiative of incoming will be articulated at different levels: the participation at seminars intended for presentation of Italian technologies represented by ANIE; the visit of foreign delegations to the initiatives that ANIE is arranging at the time of EXPO 2015; the visit to the FabFood Exhibition and business visits to the most representative manufacturing companies in the region.

