

PRESS RELEASE

Expo 2020 Dubai, Grand Opening of the Italy Pavilion with Lazio Region and Lazio Innova

A delegation from Lazio took part in the inauguration of the Universal Exposition to present the rich calendar of events, appointments and support actions for the Lazio enterprises that will be at the Expo

Great success for the inauguration of the Italy Pavilion at the Expo in Dubai: *“the most visited pavilion during the first day of this Universal Exposition”*, as noted by the Commissioner **Paolo Glisenti**.

The **Italy Pavilion** covers an area of 3,500 square metres and is 27 metres high, with the participation of 74 institutional partners, 53 sponsors, 15 Italian regions and 30 universities.

Lazio Region and Lazio Innova took part at the inaugural evening, being official partners of the Italian Pavilion and among the undisputed protagonists of the next six months thanks to their rich carnet of events and Lazio companies that will land at Expo in the coming weeks, could not miss.

“Lazio Region is here to present the excellence of our regional heritage, with many scientific forums aimed at companies, on sustainability, tourism, life sciences, health, wellness, precision agriculture,” explained **Quirino Briganti**, Expo 2020 Dubai manager for the Lazio Region. *“There will also be a series of activities aimed at the university sector and start-ups, which can really become a great opportunity for our production sector. We will have the opportunity to promote Lazio in all its facets, taking advantage of the fact that our region is one of those with the highest content of technological innovation in Europe”*, added Briganti, then recalling that the programme of all the events can be visited on the Region’s website, guided by the claim: *“Culture is innovation, sustainability and wellbeing: Lazio eternal discovery”*.

*“We, as the Lazio Region and Lazio Innova – underlined **Nicola Tasco**, president of Lazio Innova – have made our contribution in the previous months and will continue to do so: we have carried out a series of listening initiatives for companies and businesses in the area that want to participate in this event and, with the start of the activities in attendance, we will continue to do so even more, also promoting the activities of our Lazio Region Business Hub, opened at the Italian Chamber of Commerce in Dubai. We are here and we will always be here for all Lazio companies that wish to come here and approach this market”*.

Marco Vincenzi, Vice President of the Lazio Regional Council, also agrees, saying that Expo is a strategic stage and *“a very important opportunity for the international population. Even more extraordinarily important in this early post-pandemic phase, when for the first time we are starting to hold events in presence and no longer mediated by distance and technology. Within the Italian Pavilion, Lazio plays a leading role with its presence, its beauty, its heritage of culture and innovation. In two words: the beauty of the past to improve and make our country more beautiful in the future”*.

The Lazio Region’s decision to be present in such an important way at Expo is particularly strategic also because, as **Benedetto Della Vedova**, Undersecretary for Foreign Affairs, explained, *“following the pandemic, Europe has given a powerful signal and Italy will have hundreds of billions available to put into play for a great plan on infrastructures and reforms with two main objectives:*

digitalisation and ecological reconversion. Here, in this pavilion, we offer the ability of Italian companies to innovate with technologies for ecological reconversion, for green energy, for paints made from recovered materials. Here we see an experiment in circular economy, which will guide the new European industrial season”.

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