

ATTRACTIVE TERRITORIES FOR A SUSTAINABLE WORLD

OPENING THE KIP PAVILION AT EXPO 2015

On May 2, the KIP Pavilion at Expo 2015 has been opened to public with an Opening Ceremony where its main partner, China Investment Xineng (Beijing) Technology Development Company Ltd, together with other public and private actors, has highlighted the subjects that link all the activities in the Pavilion.

KIP Pavilion, as emphasized by its title *Attractive territories for a sustainable world*, will give value to the worldwide undergoing experiences aimed at quality, integrated and sustainable territorial development able to add value to food productions and their related traditional techniques and know-how.

In particular, there are two main themes of the Pavilion: one intends to underline the relation between the food production, commerce, consumption and a more general development of the territory; the other lays attention on innovation, which concerns not only really useful technologies, but also the creation of new organisation forms, new work methods, new type of enterprise and association, new investment forms, and so on.

The Pavilion's themes and the activities have been presented by Luciano Carrino, *president of KIP International School*; Famiano Crucianelli, *co-president of KIP International School*; Luciano Gonnella, *director of KIP Pavilion at EXPO*; Giuseppe Chiarandà, *project coordinator and construction project manager*; Yuan Xiong, *president of China Investment Xineng (Beijing) Tech. Development Co. Ltd*; Ruizhong Jiang, *International affairs general representative of China Investment Xineng (Beijing) Tech. Development Co. Ltd*; Yun Chen, *chief love ambassador of Beingmate Baby & Child Food Co., Ltd.*; Yugui Lv, *president of Space Idea International Exhibition Group*; Mingliang Song, *director general of Sakaco Electric Co., Ltd.*; Vinicio Peluffo,



president of the Amici della Cina parliamentary Association; Roberto Cociancich, senator, member of the Committee on Foreign Affairs and the European Affairs Committee and Bruno Liberatore, sculptor, professor of the Accademy of Fine Arts of Rome.

