



Salone Internazionale  
dell'Outdoor

Bologna  
11/13 Settembre 2009

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COMUNICATO STAMPA

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### *ExpoGreen 2009: the green outing*

*The second edition of the outdoors opened this morning at the Bologna trade fair. Three days for businesspeople and enthusiasts in pursuit of the green. Unacoma President Massimo Goldoni stresses the drive of manufacturers behind achieving the review; "Service" Managing Director Guglielmo Gandino describes the innovative format of the exhibition which offers top level technical content and promises fascinating experiences.*

The ExpoGreen international exhibition opened this morning at the Bologna Trade Fair to challenge the crisis with a sumptuous 2009 edition packed with themes, initiatives and a singular layout on the trade fair panorama. The numbers of the review, dedicated to technologies, products and services for the care of greens and the outdoors, disclose a total area of 60,000 square meters, up by 50% over the previous edition, divided into 35,000 for the true exhibition area and 25,000 outside, furnished with lawns, gardens and facilities for trials of machinery and equipment and the reconstruction of green environments.

There are some 300 exhibiting companies extending across a number of merchandise categories, from machinery and equipment to furnishings, sports facilities, furnishings for leisure time activities, the nursery sector and multi-functional agriculture. In the mechanization sector, the heart of the review, the number of exhibitors declined by 30% compared to the 2007 edition but this downturn was offset by arrivals in other areas among those which make up the huge galaxy of the outdoors.

At the opening press conference, the managing director of the company which organized the exhibition, Guglielmo Gandino of Unacoma Service, said, "We promised an edition with great impact and we have kept that promise, even in a time like the present in which the economic crisis is discouraging investments and trade fair events are being drastically scaled back." He also affirmed, "Beyond the defections of the exhibiting companies, the review is truly offering the finest technologies in the outdoors sector and, above all, faithfully reflects our project for creating an exciting event for drawing professional businesspeople as well as the general public."

The 30,000 to 40,000 visitors expected to arrive over the three-day run of the review will be provided with, other than the striking stands set up in the pavilions, the spectacle of gardens built by architects of the green in connection with the *Natural Inspiration* project handled by *Latifolia*, the entrancing layouts of the *BioLake*, the *Enchanted Woods* and the *Farm of the Future* plus the exhibition on the theme of multi-functionality in agriculture, the *Green Street* route created through the fusion of greenery and ceramic tiles and a section on pets sponsored by *Piessa* and the *Animal Show* project.

Great attention will be trained on technical content, with the *Technical Innovation* competition sponsored by Unacoma and dedicated to the innovative machinery brought to the exhibition, and on the internationalization of the event, with the arrival of official delegations from around the Mediterranean, the Middle East and South Africa.

Pleasing attractions will be offered even during the closing hours of the review. ExpoGreen is featuring evening entertainment in the green areas inside the fair grounds as well as cooking demonstrations in the hands of celebrated chefs. And for this edition of ExpoGreen, the entire city of Bologna has been brought in to give rise to *Green Week* dedicated to greenery set up in cooperation with Ascom in the form of furnished walkways, theme evenings and shops and restaurants open until midnight for *Green Night* on Saturday the 12<sup>th</sup>.

The cooperation of the Bologna municipal administration, joined by the Emilia Romagna Region, has been decisive on this front for backing promotional and business initiatives which may have favorable fallout for the area. On support from the institutions, Massimo Goldoni, the president of the manufacturers association, stressed at the opening press conference that cooperation among the political sphere, public administrations and enterprise was the key for effectively responding to the present economic crisis.

He also declared that the role of the industrialists organization has been fundamental. "Above all," he said, "the success of ExpoGreen underscores the usefulness and farsightedness of the choices made by" Unacoma and the Comagarden group within the association which represents gardening sector manufacturers "for the first person promotion of trade fair events, for sharing ideas, defining schedules and the organizational methods applied to the specific requirements of its own sector."

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