



***Statement by Guglielmo Gandino, Unacoma Service surl Managing Director  
Unacoma/Comagarden Press Conference - Bologna, September 11, 2009***

Good morning to everyone,

Following our most recent meeting last February, there has unfortunately been a worsening of the market crisis which displayed its first negative signals at the end of 2008. Overall, participation has declined by about 30% but we are happy to note that the overwhelming majority of the most significant trademarks are present at ExpoGreen 2009 anyway. And it has to be stressed that those who are not here are absent not so much because of any negative judgment of the event but because of financial considerations, with an eye on cutting costs, as they themselves have said on more than one occasion.

So it is evident that in the unfavorable conditions like those at present, also taking part in our exhibition has marked time.

Having said this, we still believe that it is timely to make of this exhibition a great signal of confidence in the market because we believe that stopping to cry on each other's shoulders is not the behavior of serious-minded people.

We have said that this event would be grandiose and grandiose it is! We always keep our promises!

We wrapped up an important agreement with Confindustria Ceramica to create a *red line* running between ExpoGreen and Cersaie (International Exhibition of Ceramic Tile and Bathroom Furnishings) so you can admire the route through *Green Street* with its labyrinth and walkways paved with the finest Italian ceramic tiles. In connection with the development of the *Natural Inspiration* project organized by *Latifolia*, whom I thank, the project extends from the national competition open to landscape architects to the *Gardens in Progress*, right and proper work in progress taking shape over the three days of the exhibition, and on to the *BioLake*, the *Enchanted Woods* and the *Farm of the Future*.

The nearly 5,000 meters of the City of Ceramics is intended as a clear message of unity and continuity combining greenery, ceramics and outdoor equipment and gardening, all in the name of quality of life! All this will stay alive until the end of Cersaie on October 3! And everything is completed by the *Garden Shop*, an ample showcase for the great gardening public.

For one of the totally new features of ExpoGreen 2009, we have created in pavilion 26 a strategic corner for *Multi-functionality in Agriculture* which has its origins in a

guideline law decree 228 of 2001 and was put into practice today in ExpoGreen, thanks also to the support and input of ideals from Coldiretti and Assocap, the Agrarian Consortium association.

Then there are the Cooking Demonstrations where expert cooks are giving practical demonstrations in cooking in ovens and on barbecues, and the *Masseria* (large farm) *Pugliese* where visitors can indulge in sampling the typical products of Italian agri-tourism.

Then too, we intended to make a great and costly concession to all those exhibitors who, in recent years, have not failed to stress the importance of having available an area set up for demonstrations of their machinery at work.

As is known, the Bologna Trade Fair is not equipped for this so we carried the greenery into the trade fair quarters, to the vast area 48. The 8,000 meter *Demo Area* you can admire today is the product of heavy work begun in mid-July with the shifting of more than 5,000 cubic meters of earth and laying out 6,000 square meters of lawn and sod, without mentioning the wooded area for safe pruning and all the rest accounting for 3,000 meters.

So ExpoGreen is truly a celebration of the green and the outdoors

And thanks go to *Piessa* for the *Animal Show* project and the practical sports and training demonstrations, and the prestigious sponsor *Purina Nestlè* which did us the honor of selecting ExpoGreen 2009 for organizing the fifth edition of their *Proplan Cup 2009*, an event focused on upholding the values of Italian dog breeders.

For the more sophisticated who see in these arrangements the risk of excessive confusion between B2B and B2C, we say they should come visit the exhibition before passing judgment. This way, they will see that we have maintained the two entrances separate (the Aldo Moro and Michelino entrances) with the former set aside for B2C visitors.

By now, domestic animals have attained the status of full membership in the household and the general domestic environment. The French, in the avant-garde, have understood this for some time.

The number of hotels and agri-tourism facilities which accept domestic animals on their premises is growing steadily, also in line with a very clear government orientation as regards tourism. I am sure that many Italians will understand that the “outdoors” can no longer be spoken of without touching on this issue as well on condition, obviously, that specifics for sectors are maintained and given contexts suitable for different targets.

As is usual, strong emphasis has been placed also this year on *internationalization* with the arrival to the trade fair of as many as fourteen foreign delegations from countries around the Middle East, the Mediterranean region and South Africa. This marks a further step ahead in the dissemination of our technologies and our products,

begun with the *Made in Italy* showcase organized in Abu Dhabi for the Eima Gulf exhibition at the end of April this year.

Along the same lines, the finest in technological innovations will be awarded at the *Technical Innovation Competition* where prestigious prizes will be given to four exhibiting enterprises this evening.

And finally, also this year great attention will be focused on the quality of the *conferences*.

First off, we have organized a suitable environment with the creation of *PalaGreen* in pavilion 35 providing, more than simply a congress center, a true and proper full immersion in greenery.

Here will be held main events of Exogreen program which provides:

- ✓ **High Green Tech Symposium**, a conference to bring together national and international experts for discussion of high technologies for the green;
- ✓ **Urban Green: Tradition and Innovation in Creation and Management**, promoted by Deiafa/University of Turin with the cooperation of Unacoma;
- ✓ **Plan the Future**, where discussion will revolve around the indicators of quality in projects for the land and cities;
- ✓ **Flowering Cities: An Instrument for Territorial Marketing**, sponsored by Coldiretti and Asproflor;
- ✓ **The Crisis and Us? – The Standard Bearers of Specialized Distribution Draw Comparisons on the Crisis and Recovery Signals**, organized by PromoGiardinaggio and Unacoma
- ✓ Finally, the **National Veterinarians Conference** drawing the most important figures in this sector.

Moreover, *PalaGreen* will host the great “event of events” this evening which, unlike those of years past, will not be limited to a dinner for the exhibitors but much more....

Thanks must also be given to the Emilia Romagna Region which, represented by Councilor Duccio Campagnoli who accompanied us over these past months, supported the exhibition which stands as a success not only for the exhibitors but for the entire city as well, the context for the harmonious and consistent development of the event.

Thus, thanks to Ascom and BF Services, the idea of a week dedicated to greenery arose, the *Green Week* series of events staged in Bologna’s squares to culminate tomorrow in *Green Night* when the entire city will be garbed in green for celebrating ExpoGreen 2009. For this event, the city’s shops and restaurants will remain open until midnight.

And yet to mention is the Bologna half-marathon, *Run Tune Up* held this past weekend under the aegis of ExpoGreen among the main sponsors.

In times in which many trade fairs have become sclerotic, presenting items and arrangements already seen over the years (and then there is amazement when they dwindle away!), we have been able to show how it is possible to cooperate with **other exhibitions** and with **the territory** to transform a simple showcase into an event with the participation and the total integration of the surrounding environment.

And now I will give you some numbers:

The exhibition is spread out over a total of some 60,000 square meters with the addition of space of more than 50% over the 2007 edition. The exhibition area alone takes over a total of 35,000 square meters and the other 25,000 square meters consists mainly of the arrangements on the outside area we have already spoken of.

There are about 300 exhibitors, marking a drop of 30% in the mechanization sector compared to 2007.

Our estimates are that we will have to have between 30,000 and 40,000 visitors, half of whom will be businesspeople interested in the B2B area.

I will conclude by thanking the *sponsors* who this year took part in great number, the *organizing companies* which joined us, the *Bologna Trade Fair* in the person of the agency's managing director, Federico Minoli, and his aides who agreed to a somewhat different use of the trade fair quarters compared to the past, and to the *City of Bologna* and the municipal administration which responded to the idea of a joint event with great enthusiasm.

And thanks finally to our shareholder, represented by President Goldoni, and the newly-elected president of Comagarden, Stefano Slanzi, who never fail to extend their confidence and support in a time of considerable difficulty in which highly critical moments have been experienced.

We place our own confidence in the strength of our association and in the determination of our member enterprises, which are capable of giving their best in times of difficulty.

Our confidence also lies in the validity of the format adopted which, we are certain, with ExpoGreen 2009, will lend a strong contribution to the recovery of confidence and the market.