



***Statement by Massimo Goldoni, Unacoma President
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In a year characterized by an especially serious economic crisis, a year during which the work of the association has been steadily focused on market analyses, monitoring the conditions of the enterprises, and on representing the requests of our sector in political quarters, it is a real pleasure to be able to welcome the opening of ExpoGreen.

This international review of technologies, products and services for the maintenance of greens and outdoor activities is, in fact, the strong, intelligent and creative response to a crisis the mechanical industries and, with them, those in furnishings, nurseries, sports facilities and pets and all the other sectors linked to the outdoors choose to confront with courage and the spirit of enterprise.

When the market is in crisis, when the financial results of businesses are sharply reduced, it is normal for investments in promotion and communications to be scaled back proportionally. Well, here today we are submitting the opposite case: a substantial number of enterprises, an organizing company and a group of qualified partners, along with institutions, have decided to invest, to respond to the crisis with a project capable not only of stimulating the market but also of fascinating businesspeople and the general public, of interpreting needs and expectations so as to sustain a business which maintains great potential and is worthy of being supported precisely at a time of greater difficulty.

So ExpoGreen is alive, important, up to expectations thanks to the enterprise of the exhibitors, the talents of the partner agencies, the professionalism and organizational capabilities of Unacoma Service, and also thanks to a policy of cooperation aimed at bringing together the interests of the various sectors for seeking out a formula which is convincing from all points of view.

At the end of the review, we will learn how the public, the market and the media have received our labor, but I think that as far as the arrangements and the initiative's *political* angle are concerned, we can already strike an initial balance. Above all, the success of ExpoGreen underscores the usefulness and farsightedness of the choices made by a manufacturers' organization 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.

This exhibition arose out of the drive of Comagarden, the group within Unacoma which represents the manufacturers of machinery and equipment for gardening, the care of greens. These are enterprises – in spite of inevitable defections – which united to give substance and continuity to the *creation*, that is, the ExpoGreen trade fair appointment,

those who saw it as their own and the way to answer their own needs. At the same table at today's press conference, and not by chance, are Stefano Slanzi, elected to the Unacoma board in June and later named president of Comagarden, and Guglielmo Gandino, the managing director of Unacoma Service, the manufacturers' union's service company which, as is known, manages trade fair events and the association's set of operational activities.

Secondly, the liveliness of the exhibition confirms the choice to bring together the entire span of outdoors activities and offer a wide merchandise range to provide exhibitors with an unprecedented event, one which is truly promotional if thought is given to mechanical technologies, nursery techniques, decorative arrangement and furnishings no longer conceived of as separate elements but as parts of a single and coherent architectonic project.

Thanks to the integration of the sectors – note among others the one of greenery planning represented by *Latifolia*, the one of pets presented in the *Animal Show*, the one of ceramics thanks to the agreement with Cersaie – the review presented today is extraordinarily current because of the intention to bring together all the factors involved in the green landscape in a way which is functional, consistent and esthetically pleasing. Thus the show comes along as a point of reference on the international scene, drawing strength not only through the affinity and synergy of various sectors but also from the cultural approach in which care of greens is seen as the premise for a healthier environment and a better quality of life.

The third factor to highlight is the cooperation of the political sphere and institutions, especially the Emilia Romagna Region and the City of Bologna, as well as the BolognaFiere administration, those who believed in the project, who promoted and supported it as a factor for the economic and cultural development of their territories. Thanks to this cooperation, the ExpoGreen review is today part of the economic fabric of this region and the social fabric of this city, a development which gives strength and prospects for the future as well.

With these synergies, this strategic vision, I believe ExpoGreen will be a strongly positive experience and, thanks to the cooperation and enthusiasm of all of you present and all those involved in this outing on the green, also a winning model.