

# GREENSYNERGY



## FOR LIFE

**From Expo 2010 in Shanghai  
to EXPO 2015 in Milan**

**A multifunctional project to improve  
the Quality of Life on our Planet.  
From Environmental Health to People Health.**

## PHILOSOPHY OF THE PROJECT

### **From the Environment Health to the People Health**

Only safeguarding Environmental Health, we can improve Agriculture, living Areas, Agriculture Products, Nutrition and Health of the People.

The relationship between Health and Environment is a crosscutting issue, which involves Biologists, Naturalists, Doctors, Chemists, Physicists, Engineers, Sociologists, Economists and Politicians.

The progressive deterioration of the environment both in physical-chemical, and in biological terms is a challenge for the survival of the civilization of the III millennium, more and more dependent on the harmonious development of the Global Village.

Il progressivo deterioramento dell'Ambiente sia in termini fisico-chimici, sia in termini biologici è una sfida per la sopravvivenza della Civiltà del III millennio, sempre più dipendente dallo sviluppo armonico del Villaggio globale.

**Integrating the Italian creativity with the China resources, needs and development programs can improve the life of the planet.**

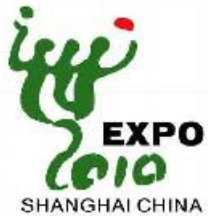
***The Era of creativity driven Globalization is beginning.***

解放日报报业集团 第42届文化讲坛 (上海-米兰)  
42° Forum della Cultura, Jiefang Daily Group (Shanghai-Milano)

## 全球化时代的创意驱动

L'Era della Globalizzazione guidata dalla Creativita'





2010年上海世博会

## EXPO 2010 - Shanghai

Theme: “Better city, better life”

aiming to improve the health and liveableness of the terrestrial eco-system.

## EXPO 2015 - Milano

Theme: “Feeding the Planet, Energy for Life”

aiming to foster a relationship between the health of consumers and sources of energy for a healthier life and widespread wellness.



## INTRODUCTION

a bridge of fruitful synergies between Shanghai and Milan



### Shanghai and Milano

represent the economic capital cities of two countries that were the cradle of great civilizations, the Roman and the Celestial Empire.

Thanks to these important cultural roots, these capitals decide today:

- to maintain their image and autonomy for **first line products (Excellence)**, based on their cultural heritage and their international distribution network.
- to integrate their resources for **second line co-branded products (good quality)**, in which Italy can provide for selected products and services **Research, Creativity, Technology and Marketing**, and China can make available **its economic power and industrial production**.



This will go along with JV or joint ventures in international markets to better meet the **needs of the quality of life of future generations in a globalized environment, full of creativity**.

## INTRODUCTION a bridge of fruitful synergies between Shanghai and Milan

### Italy

besides having a large share of universal culture assets, also represents a focal point of reference in the field of science and innovative research. That generates a broad spectrum of excellence, recognized and appreciated at international level:

- from nanotechnology to robots;
- from innovative materials to environment modeling;
- from building construction to hybrid engines;
- from logistics to the production of clean energy;
- from electromagnetic emissions to the remediation of polluted areas;
- from the safety of electrical signals to microelectronics;
- from computer networks to biomedical technologies;
- from computer graphics to virtual reality;
- from multimedia systems to economic and financial engineering;
- from industrial automation to ship design and navigation.



## INTRODUCTION

### a bridge of fruitful synergies between Shanghai and Milan



#### China

is the second largest economy in the world, after the United States, and its triumphal march is set to continue.

But China is also the world's leading exporter not only of medium and low technology durables goods and consumer goods, but also of high-tech products.

The achievements in some key sectors of applied research, including those for ICT systems and components, Atomic Energy peaceful exploitation, space science are under the eyes of all the world.

China was the third country, after the ex-Soviet Union and the US, to successfully send manned missions into space, offering a incontestable proof of the extraordinary progress achieved in technological and scientific research.

## A new era for China-ITALY relationships



Today we are at the beginning of a new era and we are witnessing a historic turning-point, because **the more acculturated Chinese persons come to Italy primarily to buy original signed clothing and consumer goods** possibly at major fashion houses with brands known throughout the world, such as Armani and Versace boutiques i.e. high-end brands. Or they go to other countries close to Italy in order to buy original watches of famous brands.



This awareness of quality and of its creativity background quickly assimilated by third millennium Chinese tourists, with high standard of living and spending power, can boost a new socio-cultural revolution, stressing quality and value of original products, sold in specialized and guaranteed retail networks.



## Italian Creativity, Marketing, Technology and Research and Chinese Economic and Production Power: A SUCCESSFUL MARRIAGE



In the third millennium, the global Communication age, thanks to the Internet and other ITC media fostering multimedia applications, Italian and Chinese political institutions and economic must pursue a winning challenge: **the need to integrate Italian creativity and marketing, technology and research with Chinese economic and productive power**, in order to create consumable and durables goods and services. I.e. to develop an original second-line marked, identified and guaranteed by a co-branded certificate, addressing consumer groups mainly interested in quality and functionality of products.



## **New agreements for a “green cooperation” have been recently signed between China and Italy**

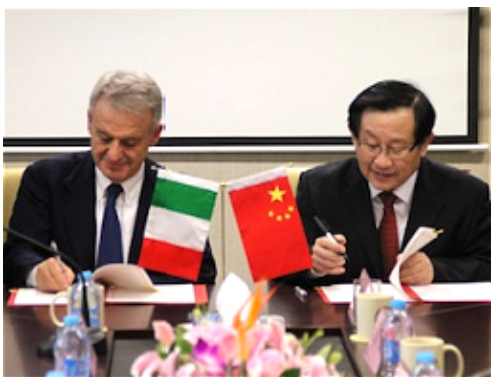
China is improving the renewable resource industrialization to foster a new strategic industry, which is part of the National Sustainable Economy Development Plan for 2011-15.

Chinese and Italian Representatives have recently signed a number of agreements for initiatives related to the Health of the Environment: this is a major issue for both countries, because it is directly related to the citizens' Health and their Quality of Life.

**Italy has developed an important know-how in these topics and has a broad range of opportunities to exploit it, moving from R&D to advanced industrial applications and products.**

The cooperation with Chinese Industry and Research Centers can lead to impressive economic results in these rapidly growing economic domains.

In the picture aside a moment of the ceremony for signing agreements between Ministers Corrado Clini and Wan Gang.



Direct link between the Shanghai Expo 2010 and Milan Expo 2015 aiming to improve the life of men and cities



Considering the possible synergy and interaction between the Themes of Shanghai Expo 2010 and of Milan Expo 2015, Italy may take up the thread and the ideal values, which have characterized its presence at the Shanghai EXPO:

A “**City of Man and for Man**”, which puts creativity and technology in the service of future of life and of cities around the world.



A tour that focuses on Made in Italy in all its multifaceted expressions: **from design to furniture, from technology to health, from welfare to eco-friendly architecture.**

## Direct link between the Shanghai Expo 2010 and Milan Expo 2015 aiming to improve the life of men and cities



Turismedia proposes a project of global interest, that fosters a direct link between Shanghai Expo 2010 and Milan Expo 2015. It will allow to bring together the excellence of both Italy and China, then **Italian Creativity, Marketing, Technology and Research associated with the Chinese Production and Economic Power.**

The project will encompass the themes:

- innovation at the service of man and the city.
- functional foods for human Health, then “Energy for Life”, which includes the themes of Environment and Housing Health.



**This second proposal is based on a scientific rationale.**

**Environmental Toxicology (upstream) is reflected in the agricultural products (downstream) through a chain effect. Hence to take care of the Environmental Health means taking care of Food Health, and therefore of the People.**

## FUNCTIONAL FOODS FOR HUMAN HEALTH



We should distinguish Nutraceutical and Functional Food: the first indicates a specific substance with medicinal qualities extracted from certain foods, the second means a food, that shows beneficial properties, if is introduced into the diet.

Functional foods are suitable for prevention and treatment of many diseases. They were born in Japan about 15 years ago and later-on have been developed in the USA. The forecast of global annual turnover is 50 billion euro.

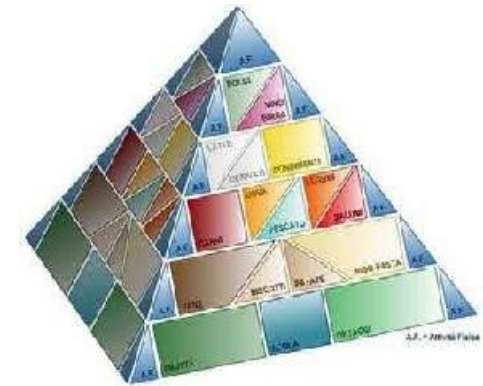


The world markets are already very interested in functional food. Italy and China have a rich wealth of food culture through the tradition and quality of their cuisine, recognized among the most important in the world. Now the time is ripe for committing in a joint project to provide new, broader and fruitful horizons to the nutraceuticals and functional foods, both on domestic markets and on international ones.

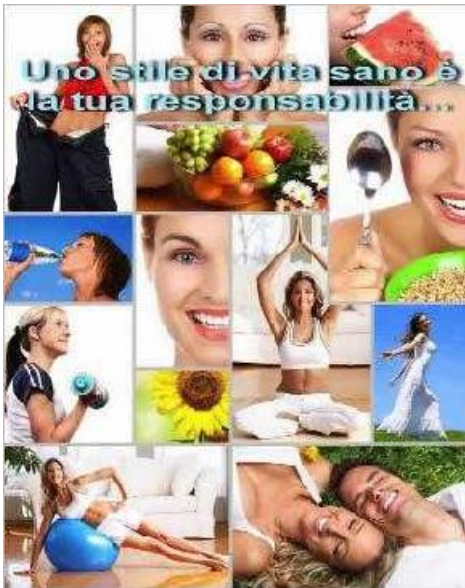
## FUNCTIONAL FOODS FOR HUMAN HEALTH

The wide usage of functional foods is based on the concept **of food as medicine**, an insight that dates back to Hippocrates.

The concept of functional foods is relatively new in the United States, but other countries such as China, Korea and Japan since a long time believe that certain foods procure health benefits.



## FUNCTIONAL FOODS FOR HUMAN HEALTH



- Strong market interests are now fueling the focus on functional foods in the U.S.:
- Rapid advances in scientific knowledge in favor of the crucial role of diet on health and disease prevention.
  - Consumers' requests and change of the food role, no longer viewed as mere means of subsistence.
  - Growing costs for health care.
  - Progressive aging of the population.
  - Technological advances in food industry, which made possible the production of healthy foods, which can be profitably traded between responsible consumers.
  - Changing regulatory standards.

## CANADIAN FOOD INDUSTRY

### Functional and healthy natural products



The Canadian industry has achieved an international reputation for quality and innovation. Backed by a system of inspection worldwide accepted, by a network of leading edge research and a fruitful collaboration between governments, universities, medical institutions and industry, this vibrant and prosperous business sector offers a wide range of products and services with proven health benefits.



According to data from Statistics Canada, approximately 400 Canadian companies have generated 2.9 billion \$ in Canada and have exported 545 million worth Canadian \$ products for health and wellness market.

In addition, companies based in Canada supply the richest market in the world of functional foods and beverages, namely the U.S., whose value was estimated in 2006 to 31 billion U.S. \$ (Nutrition Business Journal).



## FUNCTIONAL FOODS Proposals for ITALY and EUROPE

Our proposals are focused on:

- Encouraging universities and research centers for developing a program of functional foods, required by the international market. In Italy the **Umberto Veronesi Foundation**, already working for years on this research, is a reference point.
- Encouraging scientific Cooking schools, such as **CASTAlimenti** (which stands for **Center Arts, Science and Technology**), that has a Scientific Committee for Excellence. This private school has won **7 world titles in less than 10 years** for the high professionalism of its teachers.

Two major groups of the Italian food industry, **Barilla** and **Riso Scotti**, already began experiments with functional foods.



## FUNCTIONAL FOODS

### Positive implications and proposals for ITALY and EUROPE



- Promoting functional Foods for departments of Hospitals, Clinics and Beauty Farms.
- Stimulate projects to improve the taste and nutritional value in catering for multi-ethnic children and elderly.
- Promote BIO Restaurants inside major hotel Chains, to allow travelers taking advantage of a functional Cuisine, suitable for personal health needs.
- Stimulate the pharmaceutical and food industry to develop nutraceutical products for national and international markets, to be sold in drugstores and supermarket chains.

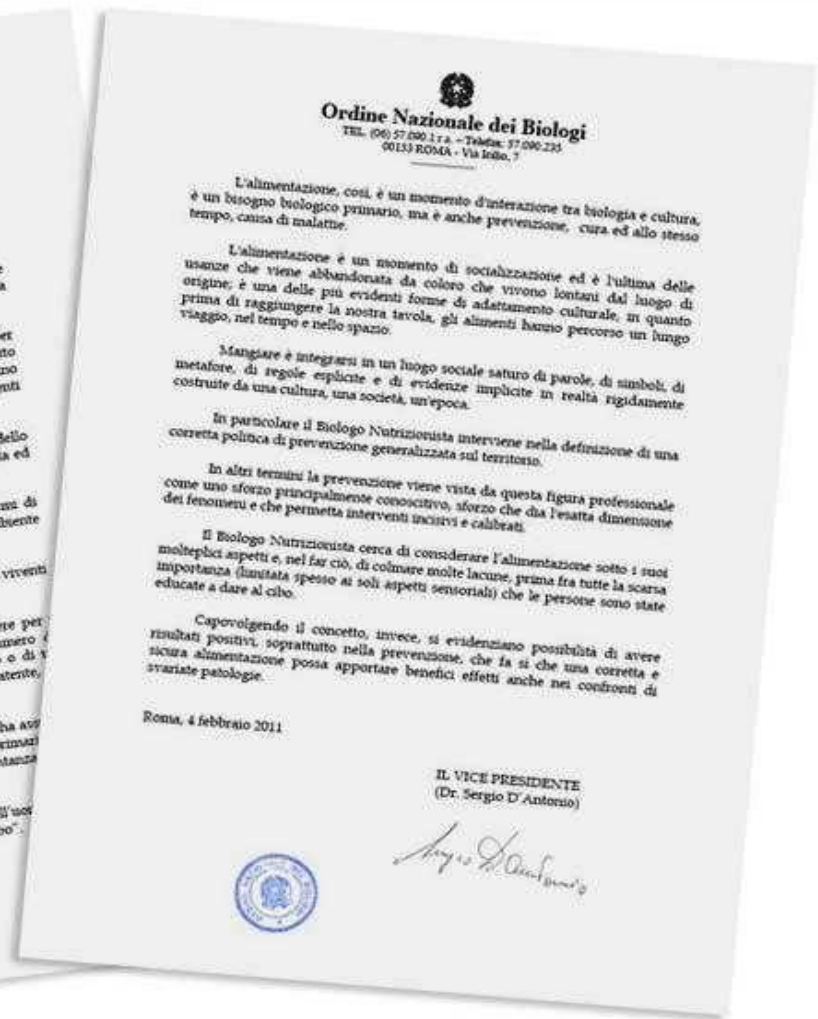
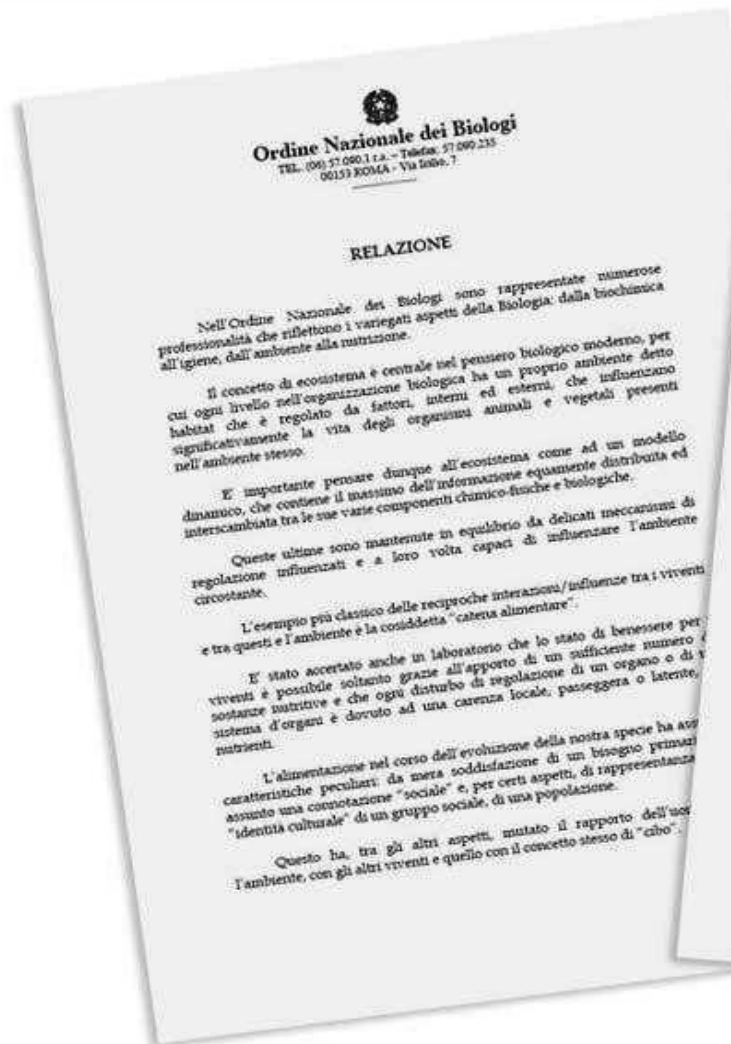
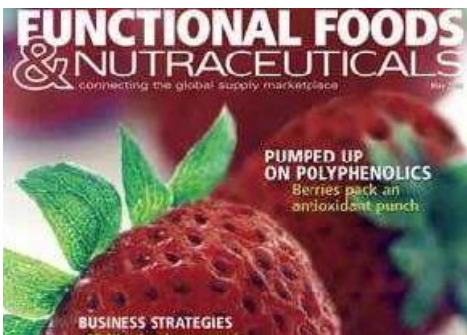


Since some years the **Giuliani Group** produces functional foods, distributed in drugstores.



# GREENSYNERGY

## The national Order of Biologists: declaration of interest



## THE QUALITY OF THE ENVIRONMENT A prerequisite for a healthy diet

The so-called functional foods are based on a number of vegetable, animal or mineral raw components: all of them are derived from a common source: **the environment**.

If the environment health is not guaranteed and kept under constant control, even the most sophisticated food preparations, based on the best principles of correct nutrition, risk to lose their effectiveness or even to produce negative effects on human health.

The anthropogenic and biogenic pollutants may move from environment (air, water, soil) to raw materials, with the risk of transferring their toxic effect and thus frustrate the healthy functionalities of organic products, functional foods, nutraceuticals, etc..

The **Faculty of Pharmacy of the Milan University** has developed, since 20 years, the degree course in **Sciences and Chemical Toxicology Security of the Environment (SSCTA)**, which aims to address the complex issues of environmental toxicity, especially in relation to raw components of food.

This course manages important research programs, coordinating the scientific expertise of many scientists of international standing. In addition, it aims to prepare professionals, operating in the **“environment quality and safety”** system.

We hope that the EXPO SYNERGY project will soon develop an active collaboration between the University of Shanghai and the University of Milan.



## THE EXPERIMENTAL FARMS OF PERUGIA UNIVERSITY An Italian green excellence to be exploited for cooperation



After the unification of Italy, the property of the Benedictine Fathers in Perugia, ie their Abbey and the relevant land, were given by law to a new Foundation for Agricultural Education, an independent non-profit organization. The property revenues have been used for maintaining the monumental Abbey of St. Peter and an Institute for Agricultural Education in Perugia.



In 1936 this Institute became the Faculty of Agriculture of Perugia University, hosted in the ancient Benedictine abbey. A constant relationship was developed in the years between the University and the Foundation for Agricultural Education, with the use of Casalina and S. Apollinare farms for experimental biologic production of wine, oil, milk and bread.

**This center of excellence in agricultural production techniques, unique in its kind, is well suited to become the focus of applied research on issues related to the project GREENSYNERGY.**



*Aside the image of Prof. Francesco Bistoni, Magnifico Rettore of Perugia University and President of the “Fondazione per l’Istruzione Agraria” of Perugia*



# GREENSYNERGY



## THE ZERO EMISSION FARM

### An Italian green excellence and a valuable know-how to be exploited

Monte Vibiano is the first zero greenhouse emission Italian farm, and one of first in the world: from 287 tons. CO<sub>2</sub> eq. in 2004 it got -764 tons. CO<sub>2</sub> eq. in 2008, well below zero. DNV, prestigious international certification organization, has released to this farm the # 00001-2009 certificate, its first ISO 14064 certificate for zero CO<sub>2</sub> emissions based in internal initiatives, without purchasing reduction credit.

This company produces oil and high quality wines, and adheres strictly to the principles of the Kyoto Protocol: DNV and Biomass Research Centre of University of Perugia take care of monitoring harmful gases.

"This achievement has required a substantial commitment: the best products are born from earth and environment, receiving quality care", says Lorenzo Fasola Bologna, Monte Vibiano CEO.

Monte Vibiano keeps the "360 Green Revolution" its eco-sustainability commitment taken in 2008: 360 interventions to minimize the environmental impact by adopting solar panels, electric vehicles, electric recharging station, biodiesel tractors, environment-friendly fertilizers, increased forest areas, rationalization of transport, covering buildings with high albedo, green IT office organization (turn-off servers, use of recycled paper, less printers, etc. ...).





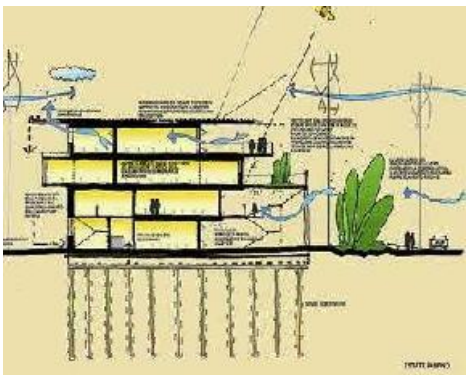
# GREENSYNERGY

## THE NEW CONCEPT OF LIVING An Italian green excellence



Worldwide, buildings consume and produce far more carbon dioxide than transportation and industry. Therefore a new approach to design and build should be developed, promoting innovative research on renewable energies: rain, wind and sun.

In Italy the Off-grid system has been developed: an integrated system of green architecture and green building, based on the aforementioned technologies. The energy generated in this way can be stored locally, using electricity to produce hydrogen, which is then reused, when necessary, to produce electricity and heat.



This is an Italian know-how, which deserves to be valued in the way of conceiving a new lifestyle.

## POTENTIAL PARTNERS TO DEVELOP THE PROJECT IDEA

**Mr. Tommaso SGOBBA**, Secretary General of the Milan branch of CHINA-ITALY Association of Shanghai: [www.turismedia.it/cv\\_tsgobba.html](http://www.turismedia.it/cv_tsgobba.html)

- Founded and manages Turismedia, which includes a team of international consultants for the development of advanced projects in the Tourism sector: [www.turismedia.it](http://www.turismedia.it)
- Created the International Tourism Exchange in Milan (BIT) - and the relevant background for promotion of the multimedia and sensorial marketing (see [www.turismedia.it/eccit.pdf](http://www.turismedia.it/eccit.pdf)).
- About 10 years invested in China market studies [www.turismedia.it/cina.html](http://www.turismedia.it/cina.html)







Mr. Tommaso Sgobba, as coordinator of the Turismedia Team, has developed this marketing project with his **external partners**:



- **Prof. Massimo BOARON**, partner of Turismedia, expert in ITC technologies, web applications, multimedia systems for communication; professor of “Turismatica” at the Milano-Bicocca University.



- **Ing. Gianluca MENGHI**, expert in finance and industrial projects with industrial working experience in China.

## THE EXPOSYNERGY PROPOSAL FOR EXPO 2015



EXPOSYNERGY calls to Chinese and Italian sponsors financial support, necessary to develop this initiative.

The exhibition will focus on the concept of supply chain and will be structured considering the peculiarities of different contexts (dimensional, geographic and ethnic) in which these principles should be applied.

Innovative supply chain solutions will be presented, encompassing the two themes of EXPO 2010 and EXPO 2015, joined in the title:  
**from the Green Building powered by renewable energy (rain, wind, sun, ...) to the functional food for a healthy lifestyle**



## MAIN CHINESE REFERENCE POINTS



- The government institutions relevant to this strategic plan
- The institutions that have promoted the Forum of Culture in Milan on December 15, 2010
- The Consulate General of China in Milan, that promoted the Forum of Cultures with the participation of the Consul Linag HUI



## MAIN CHINESE REFERENCE POINTS



- The Municipality of Shanghai with the presence of the Overseas Department, that promoted this Forum.
- The marketing organization of EXPO 2010 in Shanghai.
- The DAILY Jiefang Group of Shanghai that promoted the Forum “Globalization driven by Creativity”.
- The CHINA ITALY Association of Shanghai, represented by Senator ZHU Yuhua, who organized the Forum of Culture.
- The law firm of the lawyer JIN YU, present in Italy since many years with Offices in Milan and Trento, with expertise in Chinese, Italian and international law, with Chinese, Italian and English language skills, specialized in JV between Italian and Chinese Enterprises.



Mr. CHEN Wenjia,  
Deputy Chief Director of  
Foreign Affairs,  
Municipality of Shanghai



- Mr. YIN Minghua
- Vice President of Chinese Association of Journalists
- President of Jiefang Daily Group, Shanghai

## Possible Partners or Sponsors:



- **Fund MANDARIN.**
- **INTESA SAN PAOLO Group for CINA.**
- **Bank of CHINA in Milano.**
- **BARILLA Group.**
- **RISO SCOTTI Group.**
- **GIULIANI Group.**
- Bologna **Area Group** for its deep knowledge of the Italian Agro-Food Industry