



ITALIAN CHAMBER OF COMMERCE  
AND INDUSTRY FOR THE UK

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London, Manchester, Edinburgh & Glasgow



**ecobuild**

tuesday 01 – thursday 03 march 2011  
ExCeL london [www.ecobuild.co.uk](http://www.ecobuild.co.uk)

London, 26 Feb 2011

Dear Sir/Madam,

The Italian Chamber of Commerce and Industry for the UK is pleased to invite you to [Ecobuild 2011, 1<sup>st</sup> – 3<sup>rd</sup> of March](#), which will be held in Excel.

There will be more than [100 Italian companies exhibiting](#) and around 1,300 m<sup>2</sup> of exhibiting space.

The Italian pavilion will be not only an exhibition but a stage for several activities with the aim of presenting the whole Italian industry in this field.

The main attraction of the Italian pavilion, for instance, will be the “[water nest](#)”, a structure entirely built with eco-sustainable materials, sponsored by both companies and Veneto Region. Amongst the guests: Arch. Mario Cucinella, founder of the MC Architects and Professor at the Nottingham University, On. Alfonso Pecoraro Scanio, Italian former MP for Environment, Maria Luisa Coppola, Councilor for economic development for Veneto Region, Dott. Francesco Saponaro, Councilor for Lazio Region and President of the commission for SMEs.

During the 3 days the Italian pavilion will be the launch pad into a bigger show where lots of small events will take place. We cordially invite you to view the [conference list](#) and attend this “Italian Experience”;

Pre-registration needed: <http://www.ecobuild.co.uk/register.html>

Should you need further information do not hesitate to contact us,

Kind regards

**Giuseppe Paoletti**  
*Deputy Secretary General*  
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**VISIT US AT THE ITALIAN PAVILION LOUNGE S452**

## ECOBUILD 2011 – PROGRAMME

**Monday 28<sup>th</sup> February**

**St. Stephen's Club, 34 Queen Anne's Gate , London SW1H 9AB**

20,00\*                      **Gala Dinner organised by the IICUK**  
\* at Chamber's Invitation

**Tuesday 1st March**

10,00                      **Trade Fair Opening to Visitors**

**South Gallery, Premier Suite 2**

10,30 – 12,00            **“Towards nearly zero energy building : the innovative system of  
governance in Lombardy”**

**Speakers:**                      **Valentina Belli**  
**Livio Mazzarella**  
**Alessandro Panzeri**                      **Moderator: Guido Dominoni**  
**Francesco Biffi**

**Platinum Suite**

11.15 – 12.15            **“The role of architects in a resource stressed world”**

Moderator: **Dottor Sunand Prasad**

- **Mrs. Ellen van Loon**
- **Jim Heverin**
- **Professor Chris Wise**
- **Architect Mario Cucinella**

12.30 – 13.00            **Opening Ceremony of Main Attraction in the Italian Pavilion**  
**“Water Nest” STAND S 260**

13.00 – 13.30            **Toast at the Italian Pavilion Lounge STAND S 452**

**South Gallery, Premium Suite 2**

13.30 – 14.30            **Press Conference**  
  
**Architect Mario Cucinella**  
**Bruno Milanese**

- 14.30 – 15.30**                    **Conference Veneto Region “The Veneto System: Environment sustainability and the pursuit of the well being”**
- Maria Luisa Coppola**
- 15.30 – 17.00**                    **“The label Climate House – a story of success”**
- Ruben Erlacher**  
**Norbert Lantschner**
- 17.00**                                **Closing of the Trade**

### **Wednesday 2<sup>nd</sup> March**

**10.00**                                **Trade Fair Opening to Visitors**

**South Gallery Room 25 e South Gallery Room 26**

**10.00 – 16.00**                  **Match – Making event organized by Enterprise Europe Network**

**Lounge at the Italian Pavilion S452**

**16.00**                                **Cocktail Reception offered by SBID, Society of British Interior Design**

**18.00**                                **Closing of the Trade**

### **Thursday 3<sup>rd</sup> March**

**10.00**                                **Trade Fair Opening to Visitors**

**South Gallery, Room 8**

**10.30 – 11.30**                  **“Ceramic Tiles of Italy : The Green Way”**

**Graziano Sezzi**  
**Armando Cafiero**

**South Gallery, Room 8**

**11.45 – 13.15**                    **“The development of the Eco-Sustainable construction in Puglia: energetic efficiency and reduction of environmental impact”**

**Speakers**

**Salvatore Matarrese  
Giuseppe Piccoli  
Orazio Manni**

**Stefano Carosio  
Marco Ielli  
Ubaldo Spina**

**South Gallery, Room 8**

**14.00 – 15.00**                    **Conference “SBID”**  
  
**Vanessa Brady** President SBID

**16,00**                                **Closing of the Trade**

**The following will also participate in the conference also:**

**Alain Giorgio Maria Economides**, Italian Ambassador for the UK

**Leonardo Simonelli Santi** , President ICCUK , Vice-President Unioncamere Estero

**Alfonso Pecoraro Scanio**, Former Minister for Environment and President of the Foundation UniVerde

**Francesco Saponaro** , Councillor Lazio Region

**Marco Mancini** , Consulting in the Embassy

**Maria Luisa Coppola**, Councillor at the Economic Development for Veneto Region

**Mario Cucinella**, Founder of Mario Cucinella Architects, Professor at the Nottingham University

**Norbert Lantschner**, Chief Executive Agenzia Casa Clima

**Markus Tschol**, Chief Executive EOS

**Salvator Roberto Amendolia**, Scientific Attache’ Italiana Embassy

**Armando Cafieri**, Chief Executive of Confindustria Ceramica

**Graziano Sezzi** , Confindustria Ceramica

**Vanessa Brady**, President of the SBID

**Michele Pelloso**, Manager for Veneto Region

**Gian Angelo Bellati** , Chief Executive of Unioncamere Veneto

**Dott. Bruno Milanese** - NUV S.r.L. – Nuova Università Valdostana

**Dott. Agostino Pesce** – Chief executive of PROMEC

**During the Show the Italian Chamber of Commerce & Industry for the UK will be delighted to receive you in the Italian Pavilion Lounge at STAND S 452**