



Final Press Release

**THE CIRCULAR ECONOMY IN THE SPOTLIGHT
AT ECOMONDO AND KEY ENERGY:
116,131 VISITORS AT RIMINI EXPO CENTRE
FOR THE ITALIAN EXHIBITION GROUP EVENT**

VIEW THE VIDEO: <https://youtu.be/4ybEU5N3C4I>

Rimini, 10th November 2017 – The priority commitments for the *Green and Circular economy* of the European Commission were the highlights of expo contents and events at **Ecomondo** and **Key Energy**, which ended today at **Rimini Expo Centre**.

Four days for sharing knowledge, technologies and strategies to ensure enterprises a leading role in the European scenario that aims at reducing the production of waste, and encouraging its re-use, thanks also to important funding to support research and innovation. Therefore, redesigning products and industrial processes, adopting the principles of the circular economy, is the issue for modern manufacturing, efficient green cities, remediation and upgrading of polluted sites and management of water resources. **Ecomondo** and **Key Energy** also presented real examples of companies, cities and institutions that have already adopted the principles of the circular economy.

The event organized by Italian Exhibition Group, ended after being attended by **116,131** visitors (+10%), over **12,000** of whom were international.

Increasing use was made of the on-site railway station at Rimini Expo Centre, with **120 special stops by Trenitalia**. In the press room **520 journalists** were accredited; approximately **162 million media contacts** to date. Outstanding following on the social networks: **16,885,000 impressions** for the expos and relative accounts (6.4 million more than 2016).

Italian Exhibition Group President Lorenzo Cagnoni states, “Ecomondo transmits faith in the future, as it continues to grow and represent an international system of enterprises able to foster economic progress and environmental sustainability. The circular economy is the common denominator of every idea of development, with

great results also in social terms, and the expos were able to interpret, in the concreteness of knowledge, experience and business, what is happening in the world.”

Concepts that were highlighted at the inauguration by **Minister for the Environment, Gian Luca Galletti**, who, throughout the opening day, met enterprises and took part in meetings, setting the days’ leitmotif, “We must try not to conceive different economies any longer. The ‘green’ economy is the only one possible if we want to look to the future, and Ecomondo represents it fully.”

In an area of **113.000 sq.m.**, **1,200 enterprises** participated in Ecomondo and Key Energy; there were over **200 events**, opened by the **States General of the Green Economy** and attended by **11,000 professionals and expert.**

“Combining contents involved in regulations, research and innovation and the creation of enterprises with a European and international profile, and wide participation at a trade expo is Ecomondo’s characteristic feature”, **comments Prof. Fabio Fava, head of the Technical Scientific Committee.** “This year we have added new elements: the idea of covering the various issues with the logic of a ‘long product cycle’, with the participation of large and small enterprises, manufacturing sectors that are complementary to one another, covering regulations, research and innovation and the means available for financing them. A format that enabled us to offer the terrain for connections, an opportunity for new *partnerships* and enrich the entire sector with new value.”

In the context of **KEY ENERGY**, the only event Italian dedicated to renewable energies, the new 2017 features, with areas dedicated to energy efficiency and optimization, and the scientific proposals that attracted interest and participation, met with success.

“After critical years in the renewable energy sector”, **commented Gianni Silvestrini, chairman of the Key Energy scientific Committee**, “photovoltaic and wind power are showing signs of growth. The recently presented National Energy Strategy foresees the phasing out of coal plants within 2025 and the coverage of 55% of electricity consumption with renewable sources by 2030. This new scenario, connected with the commitments of the Paris Climate Agreement, will lead to a decisive growth of photovoltaic power, which could increase tenfold compared with recent years. Wind energy will also undergo a clear growth thanks to the new plants and the revamping of existing ones.

In this new stage of ferment the solar energy sector seems to have once more found its home at Rimini Expo Centre with Key Solar. The areas dedicated to solar energy and storage, like Key Wind, which continues to grow year after year, will definitely be strengthened right from next year with the aim of backing new market development.”

In 2018 the green economy expos will be at Rimini Fiera from Tuesday 6th to Friday 9th November.

**All press releases are available in the media room
of www.ecomondo.com and www.keyenergy.it**

IEG PRESS CONTACTS

head of national Media & corporate communication: Elisabetta Vitali; **head of international media & corporate communication:** Patrizia Rovaris; **Rimini office: press office manager:** Marco Forcellini; **communication specialists:** Alessandro Caprio, Jacopo Frenquellucci mediarimini@iegexpo.it