

THE ENTREPRENEURIAL DNA OF FONDAZIONE MILANO PER EXPO 2015

Milano, 4 November 2010 – The Fondazione Milano per Expo 2015 was presented today at the Palazzo dei Giurenconsulti. Its headquarters are in via Cino del Duca 8, Milan. It has already been nationally recognised by the Italian Government. The Foundation was set up by a group of entrepreneurs with the support of Assolombarda (the association of businesses in the Province of Milan) and the Milan Chamber of Commerce. These are the same groups that created the Association supporting Italy's candidature as host of the 2015 Universal Exhibition.

A FOUNDATION WITH A NEW APPROACH TO COOPERATION AND DEVELOPMENT

FMpE2015 has a marked entrepreneurial approach in its DNA. With concrete but far-sighted vision, it intends to set up projects of cooperation in development that make use of the finest skills of Italian companies and actually involve them directly where necessary, offering to emerging countries truly sustainable solutions that will bring lasting benefits. In this way FMpE2015 will offer Milan, Italy and developing countries models based on precise protocols that will allow them to be replicated in analogous situations.

This new approach is summed up by the signature of FMpE2015: THE CONNECTION BETWEEN EXCELLENCE AND SUSTAINABILITY. The Foundation aims to be a kind of meeting place and a hotbed of ideas that produce concrete projects with a dual horizon. A true bridge between the world of business and the economies of emerging countries. FMpE2015 does not think it possible to speak today of sustainability in generic terms. That's why it is thinking of a future that is renewable, and guaranteed by concrete action. Action based on the extraordinary capacities and values of Corporate Responsibility and Social Entrepreneurship that the business world can make available to Expo 2015.

FONDAZIONE MILANO PER EXPO 2015 AND EXPO 2015 THE SAME HORIZONS, AUTONOMY IN METHODS AND PROJECTS

The very creation of the Foundation is an expression of the faith and support of Milanese entrepreneurs have for Expo 2015. The theme "Nourish the planet, energy for life" refers to the many resources and skills Italy has in the food chain. It also immediately recalls the dramatic problems caused by the lack of development in emerging countries. Cooperation in development is a front on which FMpE2015 intends to move with rigorous and serious methods and independence in projects that innovate and provide examples. The results obtained by - projects and models showing great social responsibility - will be a resource for Expo 2015 and presented at the exhibition as a further contribution from the business world to the success of the event.

THE FIRST PROJECT HAS STARTED IN TOGO

"Jeunes Filles pour l'Agro" is the first project launched by FMpE2015. It involves young women working in the cultivation and transformation of tomatoes.

It was developed through a series of missions to the capital Lomè, that identified the needs in a focus group in December 2009. This was followed by the signing of a letter of intent with local institutional authorities, then a trip to the area involved, the savannah region in the north of the country, to formalise the project.

It is a well-structured project since it aims to tackle every aspect of the production chain using the logic of sustainable development, as described in detail in the attached document about the project.

The development strategy is in line with the FMpE2015 philosophy, which is not to distort market realities and to generate new investments, always with an eye to sustainability and lasting benefits.

All this in the spirit of FMpE2015, an expression of entrepreneurial feeling that believes in economic emancipation as a form of freedom and development.



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