



Con il patrocinio di



FIRST NATIONAL FESTIVAL OF ORGANIC FOOD AND GOOD ENERGIES

Varese Ligure 12th - 14th June 2015

Partner tecnici



Il Centro del Gusto

nel 2015 la Liguria si accende **di verde**



Con il Patrocinio di



MILANO 2015
NUTRIRE IL PIANETA
ENERGIA PER LA VITA

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1° FESTIVAL NAZIONALE DEL BIOLOGICO E DELLE BUONE ENERGIE

Varese Ligure (SP), venerdì 12 – domenica 14 giugno 2015

2015: Liguria hosts the 1° National Festival of Organic Food and Good Energies

From Friday 12th to Sunday 14th June the event will feature a rich calendar of exhibitions, conferences and seminars, in synergy with Expo Milano 2015. It will take place in Varese Ligure, the first European municipality to be awarded ISO 14001 (1999) and a benchmark of commitment to environmental sustainability.

Aim of the Festival: promotion/development of Made in Liguria and Made in Italy in support of organic quality agro food, energy best practices and local heritage.

Funded by Regione Liguria, the First National Festival of Organic Food and Good Energies is promoted by CNA Liguria with the support of CNA Nazionale, Regione Liguria, the Municipality of Varese Ligure and other partners from the public and private sectors, as well as in collaboration with the “Il Centro del Gusto” association.

A “glocal” event

Following the lead of the main themes of Expo Milano 2015, the first edition of the National Festival of Organic Food and Good Energies represents the ideal meeting point between local needs and global opportunities, i.e. the basis of a glocal project, aimed at stakeholders from the public and private sectors, businesses, schools, universities, families... Save the date for the 2016 edition!

Varese Ligure: why?

Far from the madding crowd and back to the community. The First National Festival of Organic Food and Good Energies will be hosted by Varese Ligure, one of the Italian (and European) capitals of environmental sustainability and organic food:

- *First European municipality to be awarded ISO 14001 (environmental quality certification).*
- *Touring Club Italiano’s Bandiera Arancione (Orange Flag for tourism excellence).*
- *First organic district in Italy.*
- *Recognized by Legambiente as Italy’s most ecological municipality (inhabited by nearly 2,200 dwellers, it provides energy from renewable and non-polluting sources to more than 10,000 people).*
- *Member of the Borghi più belli d’Italia (most beautiful villages in Italy) club.*
- *The ideal crossroads among 5 regions: Liguria, Piedmont, Lombardy, Emilia Romagna, Tuscany.*

The role of natural habitats as cultural and economic resources is pivotal in Italy’s rural areas – they represent a quality marker to be exported worldwide.



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The location

The Festival takes place in a unique setting – the historical centre of Varese Ligure (discover its Borgo Rotondo and the Castello dei Fieschi), right in the heart of a lively valley rich in biodiversity, forests, pastures, streams. It will provide entertainment and activities for the whole family (sport, concerts, performances, readings and movie shows).

These features will foster the promotion of the LIGURIA BRAND as well as of the ITALY BRAND in national and international tourism markets. Here, the beauty of the landscape meets the quality of typical artisan food products and the clean power of renewable energies, in the best declination of Made in Italy sustainability.



The project

The innovative format of the event as well as CNA's experience in business support services make the First National Festival of Organic Food and Good Energies an ideal opportunity for meetings and know how exchanges.

The programme:

Contents

- conversations, workshops, tastings and show cooking ... held by authoritative (and public oriented) key speakers on the issues of food and energy;
- tourism services (organic menus and bio stays organized by local restaurants/osterie/agriturismi/B&Bs...)
- B2B events featuring international trade delegations (in synergy with the EXPO Milano-Genoa axis);
- side events, entertainment and performances for both adults and children.

Events

- **“LAVORARE DI GUSTO”**, “The taste of work” (multi-target event-expo-market, with specific focuses on agriculture and food products).
- **“LE BUONE ENERGIE”**, “Good energies” (multi-target event-expo-market, with specific focuses on products and services aimed at the public and private sectors).
- **“LUNGO LE VIE ARTIGIANE”**, “Wandering along the crafts routes”, an itinerary-exhibition in the historical centre featuring the photo “Portraits” of craftsmen and of their work.
- **“I MEDIA AL SERVIZIO DELLA SOSTENIBILITÀ”**, “Media and sustainability”, a stand dedicated to specialty publishing industry, etc.

Services

- **CNA Liguria will provide support info points for businesses.**
 - **Exhibitors will be provided with structured stands.**
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Why to participate

The Festival in Varese Ligure represents an exceptional opportunity to develop opportunities: expanding business relations, promoting tourism incoming, meet foreign delegations, approaching the themes of EXPO Milano 2015 “on field” in the most authentic of settings.

Participating in the First National Festival of Organic Food and Good Energies means being the partner of an important event which will attract visitors from all surrounding regions (Emilia Romagna, Tuscany, Piedmont and Lombardy) as well as from the EXPO Milano-Genoa axis.



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