GREENTECH FESTIVAL | PARTNER COUNTRY 2022

WELCOME ITALY

TOGETHER WE CHANGE
22–24 JUNE 2022 AT BERLIN TXL

PRESS RELEASE: ITALY BECOMES PARTNER COUNTRY OF THE GREENTECH FESTIVAL BERLIN 2022

THE ECONOMIC TRANSITION LEADS THE WAY

Today, during the jury meeting for the GREEN AWARDS at the Italian Embassy in Berlin, Italy was announced as the partner country of the largest European sustainability festival. This took place in the presence of the Minister of Foreign Affairs and International Cooperation, Luigi di Maio, Ambassador Armando Varricchio and the President of the Italian Agency for Foreign Trade (ITA) Carlo Maria Ferro, as well as the two GREENTECH FESTIVAL co-founders Nico Rosberg and Marco Voigt. The collaboration will focus on the wide-ranging measures taken by the Italian government and business community around the topics of climate protection, decarbonization, Net-Zero and energy independence. These and other projects will be presented to the visitors of the festival from June 22-24, 2022 on the grounds of the former Berlin Tegel Airport in a booth presentation developed by the Italian Embassy and the Italian Foreign Trade Agency ITA.

Berlin, 6th of April, 2022: "Together we change" is the motto of this year's GREENTECH FESTIVAL and thus provides an ideal summary of the Italian government's efforts to make the country a global role model for climate and environmental protection. In this context, the commitment to the environment is anchored directly in the constitution and not just through the Ministry for Ecological Change created in 2021. 'Made in Italy' is also becoming more environmentally friendly - in the last five years, more than 440,000 Italian companies, or about one in three, have invested in environmentally friendly products and technologies. "The partnership between Italy and the GREENTECH FESTIVAL holds considerable potential and provides important spaces for meetings and dialogue between political representatives and the management of leading companies. These will lead to new economic-industrial collaborations in the high-tech sectors between Italy and Germany in support of ecological change. This especially in view of the importance of ecological change, which today is not only a response to the challenge of climate change, but also as a long-term goal that can guarantee strategic autonomy and energy security", explains the Italian Ambassador in Berlin, Armando Varricchio, regarding the cooperation.

The preparations for the GREENTECH FESTIVAL, which will be implemented for the first time in Berlin TXL after two years under pandemic conditions in full size and for both professional audience and end consumers*. An important milestone is the jury meeting of the famous GREEN AWARDS which also took place today, Wednesday, at the Italian Embassy. At the invitation of the Italian Ambassador together with the co-founders of the GREENTECH FESTIVAL, around 60 representatives* from business, science, society and politics, including companies and initiatives such as AUDI, Deutsche Bahn, E.ON, Google, Jane Goodall Institute, United Nations or WWF, met to determine the winners in categories such as Innovation, Impact or Start-up. The award ceremony will take place on the occasion of the festive GREEN AWARDS Show on June 22 in the former Lufthansa hangar in Berlin TXL.
"The Italian Embassy today provided the perfect setting for an impressive jury session in the 15th year of the GREEN AWARDS. The projects all had incredible quality and were very inspiring, especially the Italian nominees. I'm really looking forward to the awards ceremony, which will kick off two full days of festival experience. In addition to highlights such as the E-Mobility Driving Experience, the Green Food Court and the Green Concerts, the Italian presentation will be one of the major attractions of the GREENTECH FESTIVAL. This means La Dolce Vita Verde in the best sense," says a delighted Nico Rosberg, one of the co-founders of the GREENTECH FESTIVAL.

Marco Voigt, also co-founder, adds: "We have established the GREENTECH FESTIVAL so that the great challenges of our time - climate and environmental protection, decarbonization, Net-Zero, energy independence - are given a platform. A platform for exchange and networking, for the presentation of innovations and technologies, so that together we can tackle and drive forward the necessary change. In doing so, we are building on the cooperation of business, politics and society. The partnership with Italy, represented by the Italian Embassy and the Italian Foreign Trade Agency, illustrates this togetherness in an ideal way."

One goal of the cooperation between the GREENTECH FESTIVAL and Italy is the intensive promotion of sustainable economic relations between the partner country and Germany and companies operating in Germany. The Italian Foreign Trade Agency (ITA) supports both; the Italian government's efforts to protect the climate and the environment and the commitment of Italian companies to bring environmentally friendly services and products to the market. As Carlo Maria Ferro, President of the Italian Foreign Trade Agency, explains: "The pandemic has accelerated the evolution of consumer choices towards sustainable values and the current military crisis makes it even more urgent to transform Europe's energy supply towards autonomous and sustainable sources. In this regard, the technological offer of Italian companies represents a European legacy open to partnerships and collaborations. The Greentech Festival is an important opportunity to promote and support these exchanges in the interest of the climate, the environment and the sustainable development of companies and territories. I am proud that the Italian Agency for Foreign Trade is assisting the Embassy in promoting Italian technologies."

Notes for editors

For more information and pictures about the GREENTECH FESTIVAL, feel free to visit the Website.

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About

Founders Sven Krüger, Nico Rosberg and Marco Voigt invite prominent thought leaders, entrepreneurs, leaders and activists to the GREENTECH FESTIVAL for a sustainable exchange. Innovative green technologies for a sustainable future are promoted and a groundbreaking, expanded festival concept welcomes visitors from around the world. The GREENTECH FESTIVAL creates a space for people with great ideas and innovations against the climate crisis and for a greener future.

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