



Building
the future in Iraq



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with the support of



Ministero dello Sviluppo Economico

Opening speech of the Secretary General Mr. Angelo Caspani of ItalianExpo Iraq 2010

Dear friends,

our trade fair, now in its fourth year, has become a traditional appointment for Italian manufacturers and you, the government officials and business executives who are rapidly changing the face of your country.

Since September 10, 2007, this event has symbolized the friendship between our two countries: Iraq, which is making a great effort to establish lasting stability and whose Autonomous Region of Iraqi Kurdistan is a true expression of peace and democracy, and Italy, which brings its culture of entrepreneurship, technology, design, and quality of life.

I have been coming here for several years and I think that I come to know you rather well. And yet, every time I return, you people amaze me. I am amazed and fascinated by your ability to find simple solutions for even complex things, solutions that are sometimes too simple and perhaps transitory but still effective. Good job!

This year, ItalianExpo Iraq 2010 has more large sectors that want to punctually and promptly respond to the rapid development of the market in the Autonomous Region of Iraqi Kurdistan and in Iraq so that the country will pass from surviving to living, with informed, programmable, and sustainable growth and why not?, to some extent we do hope, also with the quality and style of our Italian products.

The first edition of ItalianExpo satisfied the needs typical of post-war situations. Today, just four years later, lifestyles in your country have rapidly changed, which has triggered new needs that want to improve people's quality of life. The two expos - FUTURE BUILDING SHOW and GUEST & FOOD TECHNO SHOW - are united by a single theme: "Building the future." The project focuses on people and their needs and desires tied to the development of personal and collective situations. This new awareness has generated a growing interest in quality, especially in terms of product duration and reliability, a demand for know-how, and a request for training. Today Italian companies can satisfy these requisites, provided that they do not merely offer a product or speculate on prices, but ensure added value through a cultural contribution that can indicate the path for achieving true awareness of quality as the only differentiating element of goods that are destined to last over time.

Thanks to the strong economic growth in your country, now you can afford products, structures, systems, and objects that are able to withstand time and maintain their value and beauty.

Mesopotamia was the cradle of civilization. Your ancestors built Erbil more than 5,000 years ago and it is still here, intact and even more beautiful, and you are proud of your city. The same cannot be said for some fairly new buildings I've seen: made on a budget, they are already ruined even though they are relatively recent.

These decisions were made to satisfy an urgent, immediate need. Today those moments are behind you, and you can look ahead with more attention and confidence.

ItalianExpo 2010 wants to focus on people because the future must be built around us...and around you, dear friends.

It's wonderful to be able to admire and touch beautiful, well-made things, to own genuine products, to love the things that surround you, and to leave them still intact to your children.

We're here again this year for our appointment and, like last year, I ask you to take advantage of these four intense days full of meetings to expand your knowledge, collect information, and make comparisons. Come with your friends, business partners, and the directors of your organizations. We come from Italy with our companies to bring you the best of our technology.

I'm convinced that many of our companies, finding business opportunities, will invite your young people to Italy who are interested in pursuing technical and commercial relations to give them modern and complete training.

And now, I'd like to thank the authorities, everyone here at the trade fair, the Presidents and Directors of your organizations, and the International Trade Fair of Erbil. I also want to thank your citizens who live and work in Italy.

Many thanks to Congressman Dario Rivolta, representing the Italian government and Minister Adolfo Urso; Ambassador Maurizio Melani, from whom I will read a letter for you all; the Lombardy Region; the Italian Chambers of Commerce; and everyone who believed in your country and in me.

I'd like to thank your reporters and your TV stations that help us promote ItalianExpo and Italy through the news each day and who will provide coverage of events during these days.

I'd especially like to thank the Italian companies who believed in us, some from the very first edition, who are here in the trade fair because they hope to establish lasting and strong relationships with your organizations and businesspeople.

Many thanks to the Axis Fairs and Services team for their generous and substantial contribution.

I'd like to conclude saying that today, from where I stand, I see many familiar faces, many friends who, as time passes, have become a part of my life. These friends believed in me and my work, and they asked nothing in return other than the chance to present this marvelous Kurdistan to the world where I live that knows so little and is ill-informed about your country.

