

PRESS RELEASE FOR IMMEDIATE PUBLICATION
ITA @ GLOBE FORUM 2024: PASSIONATE ABOUT SUSTAINABILITY!

Vancouver, February 8, 2024

Eight exhibitors and three events at [Globe Forum 2024](#): this in a nutshell is the contribution that the Italian Trade Agency (ITA) in Canada makes to the important show going live on February 13 through 15 in Vancouver's futuristic Convention Center. The ITA (aka Italian Trade Commission) would like to position Italian know how, technologies and companies in line with the substantial achievements of the industry in Italy and Europe. To this purpose, the ITA has joined hands not only with [Globe Forum's organizers](#) , i.e. [Profundry](#), but also with the [Embassy of Italy in Canada](#), [Cassa Depositi e Prestiti - Simest](#), a major Italian financial institution, and the [Italian Chamber of Commerce in Canada West of Vancouver](#).

Eight Italian Companies operating in the environmental sector and clean technologies are exhibiting with ITA at the Vancouver show to share a regenerative and sustainable experience: [Biogasmetano Srl](#) (purification of biogas), [Butti Srl](#) (recycling, material handling and construction equipment), [Easy \(RFID\) Srl](#) (Radio Frequency IDentification technology), [Eco-Techno Srl](#) (industrial wastewater treatment equipment), [Fornovo gas Spa](#) (reciprocating compressors for various gasses), [Qwarzo Spa](#) (new generation of sustainable materials), [Warmset by Filmcutter Spa](#) (electric heating systems) and [Xori Holding Srl](#) (a group of companies active in engineering, architecture, and other areas of consulting). A preview of companies' qualifications and offerings can be found [here](#).

On February 15 at 11 am the eight Italian exhibiting companies will take the main stage at Globe to briefly introduce their solutions and to contribute to a themed discussion, led by a Globe Facilitator. The [Italian cleantech solutions: passionate about sustainability](#) pitching session will take place in the Innovation Hub at Globe and will allow Globe attendants to familiarize themselves with companies' delegates and discover their know-how. The session is reserved to Globe Forum participants and no event registration is required.

ITA is also organizing two seminars, on February 14 and 15, 2024. The first is a hybrid seminar going live at the Convention Center and [streamed online](#) on February 14th, 2024, at 4 pm PST and it will revolve around [Italian Cleantech Solutions: Circular Economy & Renewable Energy Opportunities in Canada](#). It will feature three guest speakers: Claudia Alessio, city Strategist, Bob Paul, circular economy Consultant with E5S, and Pietro Giampa, Physicist. This session will explore collaboration and business opportunities between Italy and Canada, stemming from a circular approach to the energy transition, giving some examples of technological solutions Italian researchers and businesses are studying and/or applying. It will also expand on opportunities to partner with Canadian Indigenous and Governmental organizations. To get access to the streaming viewers need to register [here](#).

TORONTO office (Head Office)
480 University Avenue, Suite 800
Toronto, Ontario, Canada M5G 1V2
T +1 416 598-1566
F +1 416 598-1610
E-mail: toronto@ice.it

MONTREAL office
1000 Rue Sherbrooke Ouest, Bureau 1720
Montreal, Quebec, Canada H3A 3G4
T +1 514 284-0265
F +1 514 284-0362
Email: montreal@ice.it

VANCOUVER office
1199 West Pender #785
Vancouver, British Columbia,
Canada V6E 2R1
T +1 604 416 4874
Email: vancouver@ice.it



On February 15 ITA will kick off the day with a second, exciting webinar, titled [Catch-up with CDP-business matching. A discussion on business opportunities for Italian and Canadian companies with a focus on green building and smart cities](#), streamed live from Ottawa, Rome and Vancouver, from 8 am through 9:30 am PST. The session will be reserved to companies already live on the Business Matching Platform, so a [free registration on CDP's Platform](#) is required not only to watch the stream but also to take part in pre-scheduled B2B meetings sessions in the week of February 26, 2024. The event invites industry practitioners and leaders to share technological and matchmaking solutions and collaboration opportunities. Guest speakers include: Jeanette Jackson, CEO of Foresight, a Canadian cleantech Accelerator, Bob Paul, E5s Consultant, Claudia Alessio, city Strategist, George Benson, Senior Manager, Economic Transformation at Vancouver Economic Commission.

"The opportunities that Globe expo-conference offers to Italian companies arise from Italy's strong advancement in the Circular Economy and Renewable Energy sectors" explains Marco Saladini, director of the ITA Agency offices in Canada, "and appear to have been increased by the free trade agreement and the new framework for scientific cooperation between the Canada and the EU (CETA) and by bold policies enacted by the Canadian government to reach sustainability goals in a not so distant future."

"I believe that research centers, universities, chambers of commerce and financial institutions are an integral component of the Italian approach to new sustainable technologies, so I am really excited by the partnerships we created around Globe Forum. This is the sense of the participation of 8 companies and several renowned speakers in the Globe Forum 2024 conference and exhibition under our auspices." Saladini remarks.

"Not only a growing number of small and medium companies, but also large multinational corporations are in tune with this framework; one example is Stellantis," adds Saladini "with its strong Italian roots, who recently announced its Dare Forward plan which will multiply its efforts both on the factory floor and in research and development, with investments of tens of billions of cad in batteries for electric motors and other sustainable technologies."

"All in all, I think it's definitely a good time for innovative companies and scientists to explore the Canadian market proposing innovative solutions and technologies. We invite entrepreneurs, journalists and industry practitioners to visit our Italian official Pavilion at Globe Forum and to take part in our live and streamed events, both great opportunities to do business and at the same time to be a catalyst for change" director Saladini concludes.

Hashtag - #GlobeCanadaItaly

Useful links

<https://www.ice.it/en/markets/canada/italian-cleantech-solutions-globe-forum-2024>

<https://www.ice.it/en/markets/canada/ita-events-globe-forum-2024>

<https://www.globeseries.com/>

<https://ambottawa.esteri.it/en/>

<https://businessmatching.cdp.it/>; <https://www.simest.it/>

<https://iccbc.com/>

<https://foresightcac.com/>

<https://vancouvereconomic.com/>

For more information, please contact Maria Elena Lanzafame (vancouver@ice.it - +1 604 416 4874), Gustavo Dichiarà (toronto@ice.it - +1 416 598 1566) or Marco Saladini (toronto@ice.it)



madeinitaly.gov.it



Ministry of Foreign Affairs
and International Cooperation



2024
GLOBE
FORUM

THE FUTURE IS
REGENERATIVE

FEB 13 - 15, 2024
Vancouver Convention Centre