

ITALY-SERBIA RELATIONS TOWARDS EXPO MILAN 2015

1 - ITALY-SERBIA RELATIONS

Introduction

First of all I would like to thank **Megatrend** University and your Rector Professor Mica Jovanovic for giving me the opportunity to address you today. The Italian Embassy in Belgrade is attaching a great importance to the **relations with students and with Serbia's new generations**.

That's also the reason why today we organized, together with Megatrend and with the gallery **Zecevic**, a small exhibition of two Serbian artists who studied in Italy and are already exhibiting their work abroad with great success: **Marta Jovanovic** and **Vladimir Vinkic**.

Let me also mention that we are also organizing a **public contest for student younger than 25 years old to design a new logo for the Embassy, with a prize for the winner of 1.000 Euro**. You will find all the information on our website.

Today I will start with a general **overview of Italy-Serbia relations**. I will then turn to **Expo Milan 2015** that will take place in Milan next year. I thought this would be an interesting topic to discuss with you since it relates to the most important scientific and economic issues of the third millenium: **food security, energy issues, environment and climate change**.

So **let's start with Italy-Serbia relations**.

When Yugoslavia still existed, **Italy was the first foreign country to be visited by its citizens** and Italian was the first language to be learned. Today **Italian language remains among the main foreign language studied in Serbia** and Serbian citizens continue to go to Italy for several reasons: to **Bocconi**, for instance, where the largest group of non Italian students is the Serbian one. This is why the Serbian Ministry of Foreign Affairs still acknowledges Italy as one of Serbia's neighboring countries, even though we do not share a boundary anymore.

Italy-Serbia Political Relations and Serbia's Eu Accession Process

Political relations are very strong. Since 5 years we have been holding regular joint summit between our two Government: we call it **Strategic Partnership**

Also Rome has been the greatest supporter and sponsor of Belgrade's aspiration to join the European Union. Now that Serbia's path to enter the EU has begun last January, the Italian-Serbian friendship has found a new operational framework: in the difficult process of adapting the Serbian legislation to the *Acquis communautaire*, **Serbia can count on Italy's assistance and advice in various domains of Public Administration Reform: from food security** (where we have in place a **Twinning Programme** between the Italian and Serbian Ministries of Agriculture on **sustainable use of plant protection products**), to justice (where Italian judges will advise your negotiating team on training of magistrates) **to police cooperation**.

Moreover, **Italy will be President of the European Union in the next semester of the year** and Serbia will be very high on the list of our program's priorities.

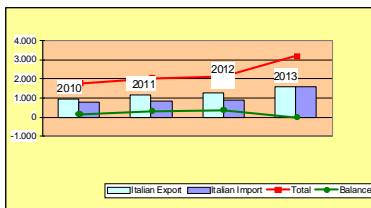
Italy-Serbia Economic Relations

About Italy-Serbia Economic Relations, I guess that the best thing is to show you some **figures**:

Diapositiva 1

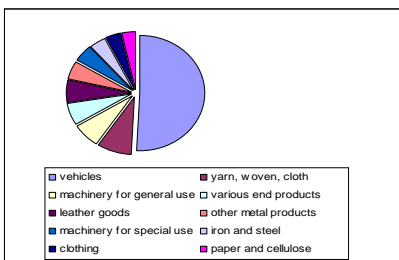
INTERSCAMBIO COMMERCIALE ITALIA - SERBIA				
	2010	2011	2012	2013
Italian Export	952	1.159	1.242	1.584
%	-0,7	21,7	7,1	27,5
Italian Import	802	852	869	1.594
%	31,5	6,1	2,0	83,5
Total	1.754	2.011	2.111	3.178
Balance	150	307	373	-10

ISTAT-Millions of Euros

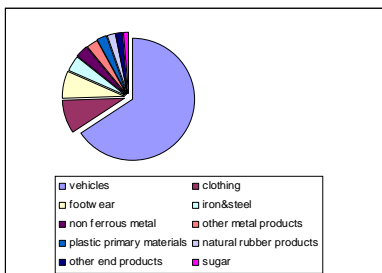


First of all, these are the numbers of our trade relations (roughly 3 billions Euros in 2013). It is important to underline that **from last year** Italy overcame Russia and Germany and today is not only **the first source of foreign direct investments** to Serbia but also **the first trade partner** of Serbia.

2 (Italian Export)



3 (Italian Import)



And here you will find the main exports and the main imports (the first is vehicles, thank to Fiat investment).

1 (Main Investors)

The main Italian investors in Serbia

- Italy is the biggest Foreign Direct Investor in Serbia
 - Total amount of Italian FDI in Serbia: €2.5 billion
- Main investors are:



As for **FDIs**, Italian capital invested in Serbia amounts to **almost €2.5 billion, with more than 500 Italian firms** operating in the country. The biggest investment is, by far, **FIAT's** investment in Kragujevac, where the Italian car maker took over the Zastava factories. Furthermore, this investment has caused a following series of FDIs from Italy in the automotive sector, further bolstering the overall presence of Italian firms.

And here you can find other important investors:

1 (Main investors)



2 (Financial Sector)

Banking and insurance sector



Account for 25% of the whole Serbian banking sector



Account for 44% of the whole Serbian insurance sector

3 (Clothing)

And for knitwear and underwear ...

CALZEDONIA

GOLDEN LADY®



In the domain of **Food and Agriculture**, which is the Expo Milano 2015 theme, the Italian brand **Ferrero** has recently signed a **Memorandum of Understanding** with the **Serbian Ministry of Agriculture** in order to launch a vast-scale sustainable production of hazelnuts in Serbia. The Italian multinational will both produce hazelnuts directly and support production by small local farmers.

Italy-Serbia Scientific Cooperation

Scientific cooperation is also very strong (in Serbia almost 15% of bilateral scientific cooperation projects are with Italy) and it has increased a lot during last year: in **July 2013** I signed together with Serbian Authorities a **Protocol on scientific and technological cooperation**. The agreement establishes a framework for the continuous **exchange of experts and researchers**. Among other opportunities, let me just mention the ongoing **Euraxess Project** for the exchange of students, scholars

and researchers. Our Scientific Attache' **Paolo Battinelli** will be with you later to discuss cooperation projects between Megatrend and Italy.

The **Twinning project** between the **Ministries of Agriculture** of Italy and Serbia that I have already mentioned is in a way part of the scientific cooperation, while **helping Serbia to adapt its legislation to the EU law and preventing risks for human health and for the environment.** stemming from wrong agricultural practices.

Food security This takes us to the Expo Milan 2015, that will be dedicated to food security.

2 - EXPO MILAN 2015

Let's start from a short **movie** that will explain to you in 3 minutes what is Expo Milan 2015 about.

(Movie)

Introduction: what is a Universal Exposition?



First of all: what is a **Universal Exposition**?

As we have just seen in the short movie, **Expo** has historically been a platform meant to emphasize the economic, social and intellectual power of the countries participating in the event. The main purpose of the Exhibition is **educating the public** exhibiting the means at disposal for meeting the needs of civilization.

Expo Milan 2015



Now let's consider the Expo that will take place in Italy next year.

First of all, let's start from the numbers: at present, **147 countries** have registered their participation to Expo Milan 2015 (we already overcome the target of 130 Countries). The organizers expect to gather more than **20.000.000 visitors** throughout the Exhibition. The **public investment** for the event accounts for almost **€2.5 billion**, Euros.

Expo Milan 2015 will last for **six months**, starting on the 1st of May and ending on the 31st of October 2015.

Also as for previous Exhibitions, Expo Milan 2015 will address a **theme of general interest for the entire humanity**. With respect to previous Expos, however, Expo Milan 2015 will present some deeply innovative features.

Expo Milan 2015 – the Theme: Feeding the Planet, Energy for Life



The first important innovation is the theme: **“Feeding the Planet Energy for Life”**. As you can see it is an inter-disciplinary theme that will connect all the fundamental issues of the third millennium: first of all **Agriculture and Food and Environment and Energy but also issues such as New Technologies, Culture and Education**.

The aim of Expo Milan 2015 is not to focus on the material legacies that all Universal Expositions usually leave behind them (as was the case for the Tour Eiffel). Expo Milan 2015 will prioritize **the immaterial legacies that will spill over from discussions and confrontation** on themes such as: how we can **combine food production with energy saving**; what can be a **new path of food consumption** able of ensuring sustainable levels of natural resources; how we can **connect human beings and nature** finding ways to **fuse together millennium-long traditions** concerning food production with modern and high-consumption lifestyles.

Expo Milan 2015 – the Organization of the Exhibition



The second innovative feature is represented by the organization of the Exposition.

At Expo Milan 2015 the **engagement of the visitor** is meant to be the heart of the event. Apart from the traditional pavilions, there will be many sites intended to enhance participation and involvement of visitors, such as: an **Open Air Theater** hosting up to 11.000 people; a **Water Square** hosting up to 20.000 people; an **Expo Center Auditorium** and many amusing events inside the “**Expo by Night**” program.

Expo Milan 2015 – the Map



And here you can find a map of the Area of Expo organized, on the model of the Roman cities, with a main Decumanus and a main Cardo.

Expo Milan 2015 – the Participation Models



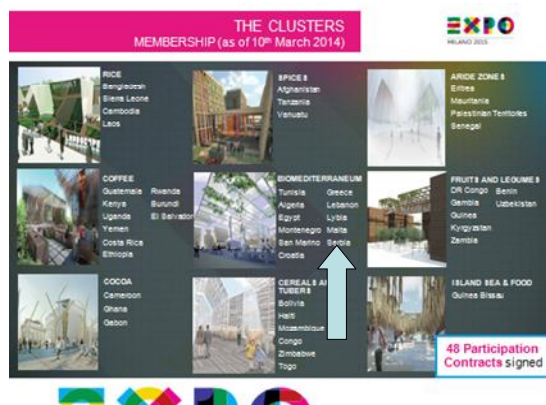
Apart from the usual National Pavilions, **Expo Milano 2015** will launch the **Clusters**: a new way of participating that **gathers various countries along** either specific **food chains** (i.e. the coffee cluster, or the cocoa cluster) or **identity issues** (i.e. Islands or Bio-Mediterraneum, the cluster where Serbia will be present).

Expo Milan 2015 – the Clusters



Here you can see a list of the different clusters that will provide each country with an **individual exhibition space**, where its personal identity can be represented at best. At the center of each cluster will be a **multi-purpose common area** where the different traditions of the cluster participants will mingle to provide joint exhibitions, sale points and events.

Expo Milan 2015 – the Clusters 2 – Serbia



Here you can see a list of the countries part of each cluster. As you can see, Serbia is part of Bio Mediterranean cluster.

So, let me conclude my intervention with some words about Serbia's participation to Expo.

Expo Milano 2015 and Serbia “Taste Food; Feel Life”

Since it was part of the Roman Empire, being birthplace to seventeen emperors, Serbia profoundly feels its Mediterranean origins. Its culture of winemaking dates back to the Dacians and the Romans, with maize wheat and sunflower being backbone of the agricultural sector, as in many Mediterranean countries.

In its **Theme Statement for Expo Milano 2015**, the **Serbian Government** reinterprets the main theme of the Expo, “Feeding the Planet, Energy for Life”, by adopting the slogan for its pavilion: “**Taste Food; Feel Life**”. The Serbian presentation wants to make clear that an effective way to ensure a sustainable development in the production and consumption of organic food is the further **nurturing of tradition** as well as continued application of research and development for new technologies.

The **Serbian pavilion**, which will be **red as the raspberry**, a fruit for which Serbia is world leader in exports, is conceived so as to be a virtual walk through the experience of Serbian cuisine, with a great input of elements from Serbian history, tradition (such as customs from Christmas and Easter, or from the Family-Saints celebrating days) and national symbolism.



Here you can find the website of Expo.



Italian Embassy – some contacts:

- Web: <http://www.ambbelgrado.esteri.it>
- Flickr – Belgrado Ambasciata d'Italia: https://www.flickr.com/photos/belgrado_italianembassy/
- Twitter – Giuseppe Manzo: <https://twitter.com/beppe/manzo>
- Youtube – Italian Embassy in Belgrade: <http://www.youtube.com/user/BelgradoAmbItalia>

And, to conclude, here you can find all the contacts of the Embassy including our Twitter, Flickr and Youtube accounts.

Thank you once again!