Beat: Health

FEEDING THE PLANET AND ENERGY FOR LIFE IN MILAN WORLD FAIR 2015

MILAN WORLD FAIR UP TO OCTOBER 8 2015

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USPA NEWS - Exploring the theme «Feeding the Planet, Energy for Life» is the objective of Milan World's Fair this year. The exposition site covers 110 hectares and is expected to attract more than 2O million visitors from May 1 to October 31...

Milan World's Fair enables to find over 120 countries all in a walking distance with fifty-three Nations participating with stand-alone pavillons and seventy-four countries participating in the nine cluster groupings.

The three pavillons are denominated as West, Central and East.

The cluster groupings are as follow : Cocoa and Chocolate, Rice cluster, Coffee, Arid zones, Fruits and Legumes, Bio-Mediterranean, Spices, Cereals and Tubers, Islands-Sea-Food.

A World's Fair is a gathering of people from many parts of the world, at which they demonstrate their products and their arts, and promote their homelands. This sort of things has been going on since ancient times, when tarders would hold occasional encampments at central crossroads, and entertainers would find a ready, festive-minded audience. The modern string of World's Fairs began in the middle of the nineteenth century when the industrial revolution was flourishing.

Milan will be nominated the "˜Global Capital of Fair Trade´ during the celebration as it hosts hundreds of fair traders and Fair Trade Organisations worldwide.

The 7-day event will focus on the innovative meaning of Fair Trade, through the concept of "responsibility."? Artisans, farmers, marketers, promoters and advocates will arrive from all over the world to share their experiences, and we will incorporate a perspective of "domestic"? Fair Trade as well. The participating Fair Trade Organisations ensure product excellence and quality, virtuous supply-chains and true development to "feed"? the world. These organisations and individuals are the leading actors of what Fair Trade means. (Worldwide Fair trade Organization)

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