

Blue Sea Land 2014

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EXPO2015 | REGIONE SICILIANA

Sicily

Blue Sea Land is an extraordinary event, a *blend* of cultures and traditions in a multi-cultural and multi-sectorial frame. *Acrossroads* of peoples and religions of the Mediterranean, Africa, Middle East areas. Seminars and workshops as well as taste itineraries and exhibitions organized by different Italian Authorities, first of all **The Fisheries Production District COSVAP** .

Scenarios of this extraordinary event, from **9 to 12th October 2014**, are the city of Palermo, Gibellina, Marsala and the old historical center of Mazara del Vallo – the *Casbah* –

Blue Sea Land is a *showcase* that aims to strengthen the cooperation among the participating countries and to promote economic, social, institutional and cultural integration among peoples through seminars, meetings, conferences, expo, BtoB meetings and cultural events.

One of the main protagonist of the event is the *Blue Economy*, a model of economic and social development that studies the

eternal flow of creativity, adaptation and abundance of nature.

The Blue Economy is based on the alliance between conservation of marine and coastal environment and development of innovative, high-tech and low environmental impact technologies, in all areas of daily life.

Sea and land. Respect of the products and richness, projects of innovation and collaboration. These are the key words for Sicily, its commitment for the present and the future. Next year, **Sicily Region** will lead the **cluster of Bio-Mediterranean** during the **Expo Milan 2015** "Feeding the planet, energy for life". Blue Sea Land is in line with the objectives of Expo Milan because it captures the urgent need to discuss about food production, traditions and innovation for the future of our world.

Environmental associations, agro-food enterprises, buyers, scientific and cultural institutions, employers' organizations and trade unions of agricultural sector, Regions and Districts, public and private institutions, universities, schools, companies will be present at the event.

The focus for all of them is on the *internationalization* of enterprises, the creation of economic and institutional partnerships in order to promote the products and to encourage the participation of Sicily to the **EXPO 2015** through exhibition spaces aiming at the promotion of Sicilian agro-food and fishing sectors.

www.bluesealand.it

« 17th October 2014 –Lombardy Region Headquarters, Milan

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