



Subject: ECO&EQUO

**Exhibition-Market of ecologically-sustainable and environmentally friendly products
Exhibition of activities connected to regional traditions and culture
(Ancona fair-ground, 20-23 November, 2003)**

"Eco&Equo" will be held from 20th to 23rd November at the Ancona fair-ground. An Exhibition-Market where regional traditions and culture, fair trade and new kinds of ecologically-sustainable production meet in order to offer different development opportunities and, at the same time, to conciliate social needs with environmental respect.

"Eco&Equo" will aim at giving opportunities to compare and promote Italian and international products and initiatives, forming a market which has mainly developed in Europe and involves increasing categories of consumers. As a matter of fact, people are paying more and more attention to safeguarding regional and local traditions, and to acknowledging the rights of communities from developing countries as well – fair trade associations and co-operatives, socially responsible companies, non-governmental organisations and associations working in the field of development co-operation, territorial improvement and responsible tourism, environmental associations, ethical finance, ethical and environmental certifications, parks, natural reserves, typical regional products.

These topics, which are the heated subject of many contemporary cultural debates, will be tackled by internationally renowned speakers (amongst others, the Nobel Prize for Peace Rigoberta Menchù, the philosopher and scientist Vandana Shiva and the journalist Gianni Minà have been invited) during the conferences held within the exhibition.

Therefore the 12,000 square metres of the Ancona fair-ground – thanks to the city's (ideal) central location – will host a unique national appointment, which is expected to attract the attention and interest of operators and visitors from every Italian region.

We are confident you won't want to miss this important event. Please find herewith enclosed the admission application form. It should be sent back to us, duly filled in and signed, **by 10th October, 2003**.

Any press information can be e-mailed to: ufficiostampa@erf.it

Organizing secretariat:

E.R.F. - Ente Regionale per le Manifestazioni Fieristiche

Phone no.: 0039 071 58971 - fax 0039 071 5897213 - e-mail: info@erf.it - <http://www.erf.it>

Marketing secretariat:

FreeService Srl

Phone no.: 0039 071 9174299 - fax 0039 071 9164063 - e-mail: freaser@tin.it

Eco&Equo:

e-mail: info@ecoandequo.it

<http://www.ecoandequo.it>



Ente Regionale per
le Manifestazioni Fieristiche

President

Sandro Barcaglioni



REGIONE MARCHE

Assessore all'Ambiente

Marco Amagliani