



La mobilità sostenibile
al centro della green economy

8—11 novembre 2016
Ecomondo - Rimini Fiera

Press Release N° 1

H2R-MOBILITY FOR SUSTAINABILITY@ECOMONDO 2016: NOVEMBER 8-11 AT RIMINI FIERA

“A truly different car: smart, safe, sustainable” the theme of the 2016 edition of H2R

Rimini, 31st August 2016 – Appointment at Rimini Fiera from Tuesday 8th to Friday 11th November with **H2R - Mobility for sustainability**, the most important Italian expo dedicated to sustainable mobility, at the centre of Green Economy, thanks to its integration in the great **Ecomondo** showcase, now at its 20th edition. The huge Rimini event is taking off again after the great success achieved in 2015, when no less than 103,514 trade visitors attended (1.68% more than 2014). This figure also contains the planned rise of foreign visitors, with almost 11,000 industry/trade members and 500 buyers from all over the world. After the eleven editions held in Rome, from 2013 **“H2R - Mobility for sustainability”** moved to Rimini Fiera, where it was dedicated a prestigious central position on the “South Foyer”: the expo area is created by Partner Companies (participants at the previous editions have been: **Arval, BMW, Bosch, Fiat Chrysler Automobiles, Ford, Hyundai, Enel, Landi Renzo, Lexus, Mazda, Mercedes-Benz, Mopar, Nissan, Porsche, Volkswagen, Volvo, Toyota**) and H2R conferences attract the attention of the over 100,000 Ecomondo visitors. The Test Drive area - in which visitors can try out the most advanced technologies for reducing emission and consumption - is optimized year after year and features a track outside the expo centre. Since the last edition, a dedicated Infopoint at the expo's south entrance ensures streamlined registration procedure and, a new feature this year means that consignment of the chosen cars is carried out directly at the Infopoint with a short run connecting the Hall with the dedicated area.

“A truly different car: smart, safe, sustainable”: the theme of the 2016 edition of H2R-MFS emphasizes the fact that to create a society supported by a sustainable economy, a decisive contribution is made by transport that is increasingly compatible with the safeguard of the environment in which it moves. Growing attention is being paid to engines with low emission and alternative fuels, such as LPG and methane, with the new frontier of biomethane promising gas-powered cars with zero CO2 emission. The prospect of hydrogen as a completely clean renewable fuel is approaching and there is a simultaneous increase in the availability and market share of hybrid models (driven by traditional and electric engines), including plug-in hybrid models. There is increasing worldwide and national interest in electric mobility, where technological and infrastructural conditions are preparing for this form of mobility to take off. A range of increasingly avant-garde models, with great social, economic and environmental potential, is preparing for constructive comparison with the other players at Ecomondo in a busy schedule of appointments and conferences not to be missed.

On Tuesday 8th November, after the inauguration of Ecomondo, from 3:00 pm in the South Foyer conference space, the meeting with the Ministry for the Environment (on the topic of mobility) will be hosted by **Fabio Orecchini**, founder and chairman of the H2R - Mobility for Sustainability scientific committee, responsible of the issues of Mobility and energy of Ecomondo's Sustainable City project, and **Alessandro Marchetti Tricamo**, Editor of *l'Automobile*.

La Main Exhibitors - Ecomondo Conference entitled **THE FUTURE WE WANT** will open proceedings in the South Foyer Conference Space on **Wednesday 9th November 2016** (10:30 am to 1:00 pm). Event moderator: **Fabio Orecchini**. On 9th November, the participation has been confirmed of the Minister for Infrastructures and Transport, **Graziano Del Rio**.

On **Thursday 10th November**, the day dedicated to “air quality and company cars”, the “Air Quality” conference will open proceedings from 9:30 to 11:00 am, and will be followed by the “Sustainable Development Foundation Award”. In the afternoon, from 3:00 am, a meeting on the issue “Methane and biomethane, LPG and bio-LPG, plug-in and electric hybrid power for company cars”, which will be followed at 4:30 pm by a meeting with Conad, Coop and Carrefour.

In Sustainable City from 4:30 pm the meeting “Infrastructures for self-driving cars (or for urban Mobility)”.



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On **Friday 11th November** at 10:00 am, the Scientific Open day is promoting the meeting "Education for Sustainability" in collaboration with IASS-Italian Association for Sustainability Science.

Reconfirmed for the first two expo days the appointment with the **States General of the Green Economy**, organized by the National Council of the Green Economy (made up of 64 green enterprise organizations) in collaboration with the Ministry for the Environment and the Ministry of Economic Development, and with the technical support of the Foundation for Sustainable Development, chaired by Edo Ronchi.

Lastly, to highlight the extremely topical issue of the **Circular Economy**, Rimini Fiera in collaboration with the CMR (Renewable Material Centre) is presenting the exhibition "Innovative Materials", flows of materials that never become waste, but are transformed into raw materials for the manufacture of new consumers goods, to the advantage of the environment and the economy: a visionary journey between the present and the future, selecting various materials on which to create interactive stories describing the various stages of their evolution and providing reference models for similar realities.

"H2R - Mobility for sustainability 2016", as all the 14 previous editions, is promoted by CNR - National Research Council - Institute for Advanced Energy Technologies, ENEA - National Agency for New Technologies, Energy and Sustainable Economic Development, and CARE - Center for Automotive Research and Evolution.

H2R - Mobility for Sustainability 2016 is held simultaneously with **Ecomondo**, **KEY ENERGY** and **KEY WIND**.

All info can be found on: www.h2rexpo.it; www.ecomondo.com