

Rocca: “Now, it is more valuable after the Expo”

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“We must do the impossible so that the Expo success becomes permanent because all over the world we’ll be judged more for the after than for the exposition itself”. This is the message that Gianfelice Rocca, the chairman of Assolombarda Milan, Monza and Brianza Confindustria, addressed to the participants of the yearly conference that took place at the universal exposition of Rho Fair with the participation of **Sergio Mattarella**, the President of the Republic, **Pier Carlo Padoan**, the Minister of Economic Affairs and **Roberto Maroni**, the governor of Lombardy Region.

The economical statistics of the Lombardy Region, that in the first months of 2015 registered an increase in the new companies created in place of the closed down ones and a resumption of the employment with **4 million and 250 thousand occupied places**, that raise our hopes. The chairman of Assolombarda explained the reexamination of the Steam acronym that will define **the rebirth of Milan**. “The winners of the future will be the dominant ones in the Steam areas, that is **Science Technology Engineering Art and Mathematics**. We have created a different **Steam acronym** (vapour) that intends to underline the big potential in an area like this of the collaboration between the S of science and the T of technology with the A of art, in other words creativity, design, fashion, craftsmanship and the M of manufacturing”. This is the coherent evolution that Rocca expects from the city and territory because along this axis it can be generated a superior added value between 17 and 24 billion euros, with strong positive impacts on employment and companies.

Giorgio Squinzi, chairman of Confindustria, talked about “extraordinary experience of Expo in Milan, an event that the industrialists really wanted, against a lot of skeptics. The real inheritance is the

awareness of the own value that the Expo gave to Italian people”.

“In an international framework of contrasts, Italy is a fantastic place to work and to invest in,” said Padoan, the minister. “Structural reforms, cutting of the taxes for companies and a superior revenue for families activate a virtuous circle of trust which is the most important factor”.

di Translated by Georgiana Radu (Reviewed by Prof. Robert Clarke)