

PRESS RELEASE ON CLOSURE OF "iT's tissue" 2013 EDITION

Huge success for the first edition of "iT's tissue" The Italian Technology Experience.

9 days in Lucca's tissue district, crammed with technology, art, culture, music and entertainment, greatly appreciated by over 700 participants from 70 countries all over the world.

From 22nd to 30th June 2013, Lucca was the venue for a unique project of international scope: iT's tissue – The Italian Technology Experience.

In a land renowned for its beauty and charm, Italian excellence in the tissue industry, alongside art, culture and music, was the protagonist in a voyage of discovery in Italy's most important "paper district".

"It's tissue" is an event conceived by an Italian Network of 12 leading suppliers of machinery and technology for the tissue industry, with the aim of increasing the visibility and the reputation for excellence held by this Italian region, and demonstrating the extent of its know-how and its potential for innovation on a global scale.

The first edition attracted more than 700 delegates from over 300 firms, representing more than 70 countries all over the world.

Over 50% of visitors were European, with strong attendance from Italy, Turkey, England and Germany, followed by Latin American countries (predominantly Brazil and Mexico) and North America. Many attendees also from African countries, among them Uganda, Ghana, Nigeria, Angola and South Africa.

There were also visitors from Japan, China and Polynesia.

In addition to events directly linked to the world of tissue, culture, music, entertainment and leisure activities drew wide audiences.

The exhibition of photography by Henri Cartier-Bresson at the Lu.C.C.A museum was particularly successful, as were the concerts of the International Festival "Puccini e la sua Lucca", and Luccanfiateatrojazz, organised by the Municipality and the Province of Lucca, and the Welcome dinner, including a special concert by Tony Hadley, lead singer of Spandau Ballet.

"iT's tissue" is an unprecedented regional and cultural marketing event, which aims to create a link between traditional business and the world of entertainment and culture, a link that will be continued during the fair's next edition in Lucca in 2015.

For Matteo Gentili, President of the Italian Tissue Network:

"iT's tissue" was an enormous success thanks to its innovative formula, which succeeded in creating a synergy between the interests of business and the host community.

It was a great opportunity to spread the news about made in Italy excellence: knowing, doing and knowing how to do. Our guests left Italy with the knowledge that the tissue district is a place of economic excellence, but also a wonderful place for a holiday".

The President of the Republic Giorgio Napolitano awarded "iT's tissue" the Medal of Excellence in recognition of its value.