

SIN Showcasing UK Excellence in Food, Agri-tech and Sustainable Development at Milan EXPO 2015



From May to October 2015, thanks to the organisation of Expo - the universal exposition which takes place every four years in a different part of the world - Milan was at the forefront of the debate on issues which are of crucial importance for our future and wellbeing: nutrition, food security, climate change, sustainable international development.

Expo Milan brought together 147 countries and attracted more than 20 million visitors. The UK government used the opportunity to engage with global leaders and



thinkers and at the same time, to highlight the commitment of its scientists and experts to providing the innovative and creative solutions so urgently needed. The UK's excellent contribution was the result of a joint effort

which involved many government departments, companies, research organisations and Think Tanks. The Science and Innovation Network (SIN) played a significant role by organising of a number of successful events not only in Milan but also around the world. Bringing together government departments, academia and business, SIN facilitated effective discussions where participants could debate, learn from each other and discover mechanisms for further collaborations. SIN managed to reach out to 4000 new contact, and activities were carried out with over 40 international partner organisations.



The events (six in Milan and more in China, Israel and India) were attended by more than 1200 participants and attracted significant press coverage and social media followers. Initiatives included workshops, visits, seminars, exhibitions and the participation of high level panel of experts.

Global awareness of UK expertise increased significantly, as demonstrated by feedback. Dr Alistair Murdoch from the University of Reading said: "The prominence of the UK delegation certainly created an impact about the strength of the Agri-Tech sector in the UK, which perhaps surprised many!", Professor Tong Yan'an, Secretary General, Chinese Secretariat of UK-China Sustainable Agriculture Innovation Network said: "There is so much for China to learn from the UK!" and at SIN's final wrap-up event Professor Vera Lavelli, from the University of Milan said: "...I was surprised not only by the scientific ideas, but also by the ability that SIN has shown to translate these ideas into large scale activities with a significant impact. I was also really impressed by the overall vision of the UK government regarding the Agri-tech sector."

See a report from the SIN Italy team that gives more information about the event¹

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¹ <https://www.gov.uk/government/world/organisations/uk-science-innovation-network-in-italy>

