

ATTRACTIVE TERRITORIES FOR A SUSTAINABLE WORLD

OPENING THE KIP PAVILION AT EXPO 2015

On May 2, the KIP Pavilion at Expo 2015 has been opened to public with an Opening Ceremony, organized by the KIP International School in collaboration with the China Investment Xineng (Beijing) Technology Development Company Ltd. and the other main partners.

The title of the Pavilion is *Attractive territories for a sustainable world*. It means that to feed the planet, governments, businesses and associations need to invest, above all, in local development. They must invest in and give value to the territory where people live and work together so they can produce the healthy and appropriate food they need.

The pavilion's title also signifies that territories must be attractive, so that people will choose to live there because of the dynamism of the economy, the quality of services, the beauty of the natural environment, the richness of culture and history and, especially, because people can participate in choosing their development priorities, thanks to governments and local institutions that work effectively.

The IDEASS Programme is collaborating with the KIP International School in organizing the exhibitions that valorise a series of worldwide undergoing experiences aimed at quality, integrated, and sustainable territorial development able to add value to food productions and their related traditional techniques and know-how. In this framework all the innovative technologies and methodologies promoted by the IDEASS website are presented through multimedia exhibitions.

The KIP Pavilion will also host some innovative experiences of territorial development published in the IDEASS website, as the networks of Local Economic Development Agencies, Emblematic Communities of the Mediterranean Diet, Globally Important Agricultural Heritage Systems from China and around the world, Territorial Bio-districts to boost organic productions, *Rincones del Atlantico*, Mediterranean Parks network and many others.



To know more

[KIP Pavilion presentation](#)

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