

Building the Future. Mamoli takes part in the Exhibition of Italian Industry and Technology in Iraq

Erbil, in Iraqi Kurdistan, played host this year to the fourth B2B exhibition of Italian industry and Italy's vast building sector. An occasion to seize on new challenges.

'Future Building Show' was the particularly appropriate name of the 4th Italianexpo in Iraq, held in Erbil from 12th to 15th June, 2010. Representing the only event in Iraqi Kurdistan dedicated to Italian industry and technology, organised with the support of the Italian Ministry for Economic Development, for the fourth consecutive year Italianexpo proved an important occasion bringing together quality suppliers and potential customers. This key event for Italian business features an exhibition format that focuses not only on the commercial aspects of trade, but also on cultural exchange and opportunities for the transfer of know-how to a country that is developing fast, and whose market will increasingly be oriented in the near future towards quality, adding value to the economy's development. The trade show this year was dedicated entirely to the building sector in all its breadth, and hence not just construction but also air conditioning, energy, the environment and street furniture. In other words, everything that can meet the demands of a market strongly shaped by the need for reconstruction, and hence extraordinarily dynamic and promising of potential. Mamoli rose to this challenge by taking part in the trade show, presenting its catalogue of products that meet the needs and demands of high-level, quality design. At the same time, Mamoli guarantees the solid tradition of a brand that grew with the reconstruction and development of post-war Italy, establishing itself firmly in the tumultuous economic boom years. Today things have changed completely, but with its continuing potential, great dynamism and strong desire for growth, Mamoli remains a trusted name for its great experience and skill in making innovation its distinguishing feature.

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