

Epta has organised the Conference Arena at its stand at EuroShop



The three-year LIFE C4REpta, co-financed by the EU, was born precisely to raise awareness among the scientific community, the suppliers of components and all the players in the Retail world to use increasingly more efficient solutions and to accelerate the spread of transcritical CO refrigeration systems.

"Awareness is essential to make sustainable choices" comments Francesco Mastrapasqua, Project Leader Life-C4R Epta, who adds "This is why Epta has organised the Conference Arena at its stand at EuroShop (Hall15, stand C24-C42): a conference area specifically designed to make known the updates on the first important milestones achieved by Life-C4R, and in-depth information on environmental themes and direct testimonies. We have devised a format with short and very authoritative speeches, which are part of a trade-fair context that also leaves room for questions and direct discussion"

A place for meeting and information, sponsored by Life-C4R, in which internationally acclaimed personalities and experts of the sector will alternate each day, with clear, precise and quickly accessed speeches. Worthy of note, for example, are the speeches on the current climate situation of Franziska Menten, Project Coordinator UNIDO and the in-depth information by Öko-Recherche on the new European policies to combat global warming.

Experts from the Retail world, such as Frédéric Pérodeau, former General manager of IFM will be present and talk about how to realise a "phygital" strategy in the large-scale retail trade. Cristina Lazzati, Editor in chief of Mark Up Mark Up, Gdoweek, Fresh Point Magazine, Italian Food Excellence, will reflect on the role of Italy in Retail.

The Conference Arena will also be a showcase of excellence to illustrate the expertise of the EptaService and EptaConcept teams and proposes original and creative projects developed by companies and start-ups, already projected into the future, hosted within the EptaInnoVillage. An original but tangible way, to offer new business inspiration to Clients and work alongside them in tackling technological and regulatory changes to implement their #storerevolution.

An example of this is the Circular Bar & Grocerant: a revolutionary concept, on show at the Epta stand, result of the knowledgeable union between the skills and the creativity of EptaConcept, the scientific approach of the University Of Gastronomic Sciences Of Pollenzo and the collaboration of numerous companies. It is a space developed like a museum that will highlight several refrigeration solutions, recycled and recyclable furnishing materials and products made with a low environmental impact to offer tangible ways to adopt an approach within a circular economy.