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PAVIA as key player in LOMBARDIES for Chamber's Day: the territory of Pavia on show at Expo

Monday 12th October at Expo 2015 is Chamber's Day: Pavia! The Chamber of Commerce of Pavia will be participating in the Unioncamere project "LOMBARDIES, a unique territory with multiple identities", an exhibition which will take place from 25th September to 15th October in the Italian Pavilion area at EXPO 2015, proposing a brief showcase of the excellences which characterize the Lombard territory.

From 11am to 5pm on Monday 12th October, the territory of Pavia will be at the centre of the exposition along with its products which will become, for this occasion, the object of creative activities for all visitors at the Expo.

Typical products from the Province will be displayed from 11am along the northern Cardo, located near the Italian Pavilion. From 11am to 5pm a series of repeated workshops "LEGGO E ... RISO!" will take place, carried out by the cultural association Janas Art & Education: educational and creative activities centered on rice, the main product of the territory of Pavia.

At 2pm the Chamber of Commerce of Pavia will present the APP of *Buono a Sapersi, una provincia da gustare PAVIA*: a simple yet complete exploration of the fascinating and savoury world of Pavian food farming products. Presenting them, amongst others, will be the President of the Chamber of Commerce of Pavia, Franco Bosi, the President of the Province of Pavia, Daniele Bosone and Filippo Chiesa Ricotti, President of the Association of Paniere Pavese.

Paniere Pavese brings together various companies, key players in "Buono a Sapersi", which endorse quality and exclusive brands: the Province of Pavia's strong point and a factor of appeal towards a public which values genuine and traditional products.

*"The Province of Pavia presents a heritage of food farming products of high excellence, together with an ecological and cultural offer of high value – affirms **Franco Bosi**, President of the Chamber of Commerce of Pavia – It is for this reason that the Chamber of Commerce of Pavia desires to endorse those characteristics tied with the pursuit of agricultural dedication, inserting them in the cultural and historical context of which they are a part of".*

The APP

The APP *Buono a Sapersi* allows us to obtain precise information regarding products in the Province of Pavia. It is thus an agile tool to be kept close at hand when visiting the territory or in order to receive quality information and in-depth understanding of the history, traditions and developments of the typical local products. Moreover, thanks to the potentiality of technological devices, the management of the map allows us to guide our way towards places of particular interest.

The APP is available for IOS systems (<http://bit.ly/buono-a-sapersi-pavia>) and Android (<http://bit.ly/buono-a-sapersi-pavia-google>) and can be downloaded directly from smartphones or tablets through a system which is constantly updated.

Once the APP is downloaded, you can access from the main menu into the various subentries: the single products with a description of their correlated high quality brands, an events section tied with the promotion of the products, recipes as well as a map in order to easily reach the locations connected with their production. In the "products" section, it is possible to receive in-depth understanding of the various types of rice, cheese, local grains and wines, fruit and vegetables



characteristic in the Province of Pavia, without overlooking the typical local products derived from the production chain of handmade goods.