



The Canadian Trade
Commissioner Service



3RD CANADA-EU GREENBUILDING FORUM
1 March 2013

Embassy of Canada
Villa Grazioli
Via Salaria, 243 – 00199 Roma



PROGRAM

9:30 Coffee & Registration

10:00 Welcome Address: H.E. James Fox, Ambassador of Canada to Italy

Canada-Italy Commercial Relations: Emmanuel Kamarianakis, Senior Trade Commissioner

Trade Commissioner Service in Europe: Patrizia Giuliotti, Trade Commissioner (Italy)
Nicole Mothes, Trade Commissioner (Austria)
Gerry Mongey, Trade Commissioner (Ireland)

FOCUS ON EXISTING AND HISTORIC BUILDINGS

10:30 Key Note Speech: Thomas Mueller, President of the Canada Green Building Council

11:00 Presentations by Canadian Delegates:
Betty Jandewerth, Ministry of International and Intergovernmental Relations, Advanced Industries, Europe
Accelerating Biomaterial based Green Building Product Commercialization- a Western Canadian Perspective

Dorel Mihai, P.Eng., Ph.D., Star Engineering & Construction Ltd.
Structural Engineering for Greener Buildings

Gino Di Rezze, Groundheat Systems International Inc.

11:45

**Presentations by
Italian stakeholders:**

Mario Zoccatelli, President, Green Building Council Italia
*GBC Italy and the development of the Protocol for sustainable
certification of Historic Buildings*

Cristian Vitali, CEO, and Mario Pinoli, VITALI S.p.A. (on behalf of
ANCE- Italian National Contractors Association)
Case Study: Innovation Campus, Milan

Gianluca Salvatori, President, Manifattura Domani, *Opportunities and
strategies in Trento and Italy in the sector of retrofitting existing real
estate assets.*

Gianluca Padula, Garretti & Associates

1:00 p.m.

Networking Lunch

WOOD & OTHER MATERIALS

2:00 p.m.

Presentations by:

Peter Moonen, Sustainability Co-ordinator, Canadian Wood Council
*Opportunities for collaboration and innovation between the wood
products sectors in Europe and Canada relative to green design and
new building opportunities.*

Sylvain Labbé, Président & directeur général, Bureau de promotion des
produits du bois du Québec (QWEB)
*Accounting of material use in the sustainable building carbon metric of
UNEP- SBCI*

Aude Fournier, Expanding Market Opportunities Program Manager,
Natural Resources Canada | Canadian Forest Service
*Innovating with wood – an overview of five recent building projects in
Canada and Japan.*

Andrea Contri, Confindustria Ceramica
Ceramics of Italy: a sustainable process, a sustainable material

Dario Napoli, Service Legno

MAPEI – speaker to be confirmed

3:30

Business-to-Business Meetings

**The seminar will be in English and Italian with simultaneous translation*