

International Birdwatching and Naturalistic Tourism Fair

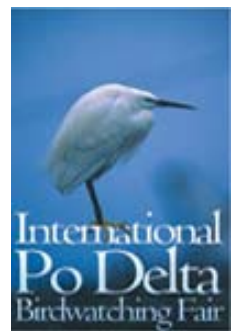
2007 Edition Special Slow Tourism

April 28th – 30th Fairground & May 1st “Slow” Day

Po Delta Park

Emilia-Romagna, Comacchio (Ferrara)

www.podeltabirdfair.it info@podeltabirdfair.it



OFFICIAL OPENING OF THE FOURTH EDITION OF THE FAIR FOR BIRDWATCHING AND NATURALISTIC TOURISM

*The President of the Italian Republic, Giorgio Napolitano, sends his regards
and congratulations to the International Po Delta Birdwatching Fair .
This edition has been dedicated to slow tourism*

COMACCHIO (Fe). The message sent by the President of the Italian Republic, Giorgio Napolitano, was read this morning during the press conference held for the opening of the fourth edition of the **International Po Delta Birdwatching Fair** of Comacchio. The message reports the appreciation and the congratulations of the President, and has been source of great pride and satisfaction. The opening ceremony was chaired by the Mayor of Comacchio, Mrs. **Cristina Cicognani**, who asked the Regional government for “particular attention for the area as a national wealth”; the president of DELTA 2000 as organising body, Mr. **Giancarlo Malacarne**, explained the novelties of this edition (above all, Slow Tourism which characterises the fair, in order to make Comacchio its capital city) and announced the fair has been counted among the initiatives for ecologic education acknowledged by UNESCO during the ten-year period for sustainable education, supported by the UNO. **Massimo Medri**, vice-President of the Po Delta Park read Mr. Napolitano’s message; the province executives of Ferrara and Ravenna, **Alfredo Zagatti** and **Germano Savorani**, explained the engagements of local governments; the vice-secretary for the President of the Region, **Alfredo Bertelli**, confirmed the Regional government’s interest and the synergy of all the people involved in the project; **Gianni Piatti**, vice-secretary of the Ministry for Environment, made his greeting on behalf of the Government and recalled the national environment policies.

Once again, the Fair is engaged in supporting projects which aim to spread the culture of birdwatching. This year, **Birdlife International** and **LIPU** decided to support the project for the preservation of the Arab Phoenix, the bird which Noah released from his Ark, as the Old Testament tells. Considered a symbol of fertility, Egyptians consecrated it more than 4500 years ago, and it acted as a guide for Muslim pilgrimages to La Mecca.

Many people visited the fair even on its opening day, and very notable was the interest of local, national and international media.

The exhibition **Asferico 2007**, promoted by the magazine with the same name, was opened as well. Hosted in the suggestive building of Manifattura dei Marinati, the exhibition shows nature in its various aspects and its immense diversity: the categories in which the contest is divided into are in fact Landscape, Landscape in Italian Parks or protected areas, Mammalians, Birds, Other animals, Plants, Compositions and shapes. Not to be forgotten is the theme of the year: ice.

This exhibition is the result of a selection among more than 4500 images by 246 Italian and foreign participants, by a prestigious jury of naturalistic photographers (Klaus Nigge, Hugo Wasserman, Manuel Presti, Paolo Paolucci, Alfred Waldnerm).

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Promoting Committee: Regione Emilia-Romagna, APT Servizi Regione Emilia-Romagna, Parco Delta del Po Emilia-Romagna, Provincia di Ferrara, Provincia di Ravenna, Camera di Commercio di Ferrara, Camera di Commercio di Ravenna, DELTA 2000, Comune di Comacchio, Comune di Ravenna, Comune di Cervia

Under the patronage of: LIPU – Lega Italiana Protezione Uccelli, WWF Italia – Onlus, Legambiente Turismo, Birdlife International, Federazione Italiana Parchi e Riserve Naturali, Touring Club Italiano, EBN Italia - Euro Bird Net, ASOER - Associazione Ornitologi Emilia-Romagna, INFS - Istituto Nazionale della Fauna Selvatica

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This morning the “**Bird.T.T. – Bird-watching Travel Trade**” took place: a tourism workshop linking demand and supply, a very important meeting moment dedicated to Italian and foreign tour operators who want to know what the Delta Po area and the Region of Emilia-Romagna have to offer, as well as all Italian and foreign locations aiming to birdwatching and naturalistic tourism.

This fourth edition has many novelties: among the most curious one, the first Italian **Sound Walking**, a very particular technique coming from Canada. Its aim is a new way to observe nature getting rid of sight and stressing hearing. People will walk blindfolded, guided by other people in order to enhance hearing sensitiveness, paying attention to those special sounds that are normally not considered.

On May 1st **Eco-Running** will take place for the first time: a non-competitive run combining sport to the knowledge of nature and of the terrain, with important testimonials such as the skipper, **Cino Ricci**, and the marathon runner, **Laura Fogli**. In the contest ten teams will be created, each one with four components who, using binoculars, compass, cameras and ID cards, will face all the “problems” a contest in a natural environment deals with.

The **exhibition village**, built on Argine Fattibello, next to the Comacchio Valleys, hosts state-of-the-art equipment and tools for birdwatchers and those who love naturalistic tourism: optic and photographic instruments, specialised press, travel suggestions, equipment for open-air sports, facilities to feel fully the contact with nature, and much more. You can access directly the valley from the pavillion, and you can directly test optic devices.

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