



Associazione Per l'Expo della Conoscenza (APEC)

Preview

Expo of Knowledge

10th October 2014 at 9,30 a.m.

Corso Monforte 35, Milan

Under the patronage of



**Provincia
di Milano**



PARLIAMENTARY ASSEMBLY OF THE MEDITERRANEAN
ASSEMBLEE PARLEMENTAIRE DE LA MEDITERRANEE

الجمعية البرلمانية للبحر الأبيض المتوسط

Milano



Comune
di Milano



CONFASSOCIAZIONI
Confederazione Associazioni Professionali

For further information on the event, and for registrations:

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www.expoconoscenza.org
<http://balbettantipoietici.blogspot.com>



Foreword: an important mission

The Association for the Expo of Knowledge (ApEC) was established in Milan by a multi-disciplinary group of academic, professionals and entrepreneurs from different generations, with the aim of contributing to face and overcome the **ecology of crisis** of the human community.

The core principle of ApEC is that, in order to create new societies and new economies, it is needed to change the system of cognitive resources (let's say: the state of mind) of the society of today.

Until today, ApEC focused on the development of a nucleus of new cognitive resources:

- A vision of the historical, social and economic evolution.
- A vision of the role of knowledge in these processes.
- A methodology able to create a “renaissance” in each human context: existential, economic, social, political, cultural and environmental.

These cognitive resources are now explained in:

- a [book](#);
- a blog, which has now been active for several years, that comments current events following the principles of the “systemic”:
<http://balbettantipoietici.blogspot.it>;
- a website www.expoconoscenza.org.

In addition, ApEC contacted scientific and cultural communities close to this vision, and also to the **promotion** of its foundations with several cultural associations and with institutions (Italian Chamber of Deputies). All details are available on the above-mentioned website.

Today ApEC is capable to publicly propose a [project](#) which allows to involve the most prominent scientific communities and the most innovative social, political and cultural players at the international level in the development of a system of cognitive resources able to trigger the rise of a network of new economies and new societies.



The project was called “Expo for the Knowledge” and will be held in Milan, Italy, in 2015. *“Expo for Knowledge” is an event of cultural integration and of proposals of methodologies to create development.*

The idea of the “Preview of the Expo of Knowledge”

Under the patronage (and with the logistical support of) the Province of Milan, and under the patronage of the Parliamentary Assembly of the Mediterranean, Municipality of Milan and Confassociazioni, ApEC is organizing the “Preview of the Expo of Knowledge” in order to involve all those interested in this common path for a shared and important civic commitment.

In this “preview”, Francesco Zanotti, ApEC President, will explain the project, together with the other members of the association.

It will be a public encounter, structured as a workshop. It will be held in Italian, but ApEC will make informative material even in English, in order to invite everyone to realize the potential of this project, and to decide whether and how to contribute to the realization of this initiative.

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