

# Start2Business Magazine

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## START<sup>2</sup> MAGAZINE

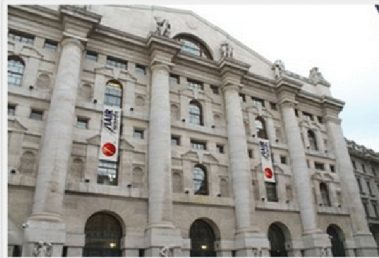
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Editorial

### The IAIR Awards, the prize for innovation and sustainability

07 ottobre 2013



MILAN, 5th October 2013– Innovation and sustainability: these are the keys to overcome the credit crunch. A vivid example of it was represented on Friday, the 4th October 2013 in Milan at Palazzo Mezzanotte, the Italian headquarter of the London Stock Exchange Group during the IAIR AWARDS IV Edition ([www.iairawards.com](http://www.iairawards.com)).

### The IAIR Awards, the prize for innovation and sustainability

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Over 400 people attended the event and more than 50 companies coming from European countries - but also from the Middle East and from North America - received this prestigious recognition that comes out from the IAIR readers votes, followed by the selection of the editorial staff on the basis of ten main criteria (<http://www.iairawards.com/methodology.php>).

Information & Communication Technology (*Rosberg, Atmira, Arkadin, Xstream*), software (*Softkey, Fabasoft, Sciemus, Neurosoft*), but also luxury (*Swarovski*) and energy, above all green energy (*Frendy Energy, Metaenergia, Innowatio*) have been the most awarded fields along with legal excellences like the French law firm *Kiejman & Marembert*.

October 5, 2013

Environmental, social equity and economic demands are the "three pillars" of sustainability. The IAIR Sustainability Awards aimed to identify those companies and financial institutions that are holding businesses more accountable for sustainability performances, with a specific focus on 'eco-friendly choices'. Among them: **EcoPlanet Bamboo Group**, **SP3H**, **ZMDI**, **Storebrand** and then **Royal Bank of Canada**, the Spanish **Banca March** and the Turkish **Garanti Bank**.

From renowned brands like **Swarovski**, synonym of design, precision, tradition and creativity, to **AVEA Mobile**, best mobile operator in Turkey till **D-Orbit**, an Italian start-up that has patented a system that doesn't restrict itself to foster a greener planet, but even a greener universe, clearing it from space debris. Genial ideas supported by manufacturing and technological instruments.

If IT services and solutions have made the part of the lion with competitive software houses, able to respond to each customers need, banks and financial institutions, often thanks to these innovative systems, have developed a new approach to credit and to wealth management, based on even more sustainable criteria: **Banking Production Center**, **UniCredit**, **Loomis Sayles** - part of Natixis group - the Russian **Vnesheconombank**, **Bank Technique**, **DIF Broker**, **Tyrus Capital**, **FXDD** and **FxPro**.

Divided in six main categories (IAIR Corporate, Sustainability, Legal, Forex, Premio Le Fonti, Banking & Finance Awards) the event recognized both fast growing and top tier companies.

The aim of IAIR AWARDS is to award both global corporations and local excellences, and to facilitate the networking through different areas of business worldwide. «We want to recognize the excellent work of smaller, nationally-based firms – said Mr. **Guido Giommi**, **IAIR President** - those operating in niche areas, along with top brands. Excellence, innovation, attention to corporate responsibility, green initiatives, sustainable development and social equity are the key-words of this prize».

The IAIR Awards road show will continue in **Hong Kong** (on the 22nd November), **New York**, **São Paulo** and **London** along with its related events in **Shenzen**, **Singapore**, **Shanghai**, **Kuala Lumpur** and **Dubai**

Here is the list of the winners of the IAIR AWARDS held in Milan in October that can be found visiting [www.iairawards.com](http://www.iairawards.com).