

PARIDE DE MASI

Throughout the course of his short but intense entrepreneurial activity, Paride De Masi has achieved important results, not only as protagonist of the growth of his group, Italgest, of which he is the Managing director but also in other prestigious circles.

He was born in Casarano in 1966, and he achieved the degree in Economics and Administration of the Enterprises and it has been subsequently conferred him the honoris causa degree in Economics.

After beginning his entrepreneurial activity in the real estate sector, today he is partner of industrial groups that have contributed to the enterprise history of Italy. As a matter of fact he is the assistant president of Actelios, quoted society of Falck Group, national Coordinator for the Renewable Energies at Confindustria and President of the Energy Committee at Confindustria Puglia and of the Renewable Energies District of Apulia.

De Masi is in favour of the energy and of the innovation, which he begins to develop from the halves of the '90s, setting particular attention to the ecocompatibility.

The great quality leap was only in 2000, when Italgest becomes member and operating partner of Enel in Electro Environment, of which De Masi becomes Managing Director. Subsequently, Italgest buys out the 70% of Electro Environment to vest it in Actelios, company specialized in the realization of biomass or rubbish power plants, leader in Europe for Megawatt installed and in exercise, becoming the private shareholder and operating assistant-president of it.

With untiring obstinacy De Masi invests in the sustainability not exclusively limiting it to the branch of energy; as a matter of fact the management of its Group is daily devoted to the applied search and to the development of innovative technologies with particular attention to the safeguard of the environment and the sustainable architecture.

The Italgest Research Society was constituted therefore to furnish scientific support to the activities of the Group that, operating in industrial sectors in constant evolution, find main factors of competitiveness in the innovation and in the technological improvement of the products.

Italgest Research, is holder of patents and develops studies about fluid motion systems for the production of electric energy, about materials of construction, gotten



by means of the process of treatment of the rubbishes, about the thermoelectric devices in full swing and about the data transmission floats. Just this last patent for which Italgest receives prizes and unanimous recognitions is the most extraordinary example of technological innovation: the so-called "MarPark", a data transmission system completely computerized patented by Italgest Sea, agent of the Department of the Environment for the realization of data transmission floats fields in the protected sea areas.

The last project in which Paride De Masi is actively busy is let Apulia become the first European pole for the production of energy from alternative sources. This project involves corporate bodies as Enea, CNR, the Universities of Apulia, associations as Legambiente and Coldiretti. It deals with the realization of wind, photovoltaic and agroenergy plants for a general power of around 300 MW distributed in the several districts of Apulia. The project foresees an important agreement of agricultural and industrial restructuring that involves a large part of the regions of Apulia with great attention to the search, to the education of the Public Administration and to the testing.

The projects set in Spain and in Albania are very interesting. They are five wind plants for total 350 MW of power.

Italgest is among the few Italian companies which had obtained by Rina, the oldest society of classification in the world, the certification "BEST 4" (Business Excellence Sustainable Task) that guarantees the respect of the best international standards adopted by the company in subject of quality, safeguard of the environment, safety of the job and ethics, in an only certificate process.

Paride De Masi is professor of Economics of the Environment at the European University of Rome and professor of Renewable Energies and Sustainable Development of the Territory at the Department of Economics of the University of Salento. He wrote the book "Criticism of the fossil reason. Aphorisms on the sustainable optimism" published by the publishing house "Il Prato" and which tells the issue of the delicate and important relationship among environment, energy, ethics and economy in twenty-nine aphorisms.