



## The future is GREEN... UFI is GREEN

River Chen

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### Empowering the Future Through Sustainability: Innovation is in Our DNA

In December 2015 in Paris, world leaders signed a climate agreement to keep global temperature increases well below 2°C – and continuing the action aimed at limiting this increase to 1.5°C – compared with pre-industrial levels.

This can only be achieved through a significant reduction in emissions of greenhouse gases and all the participating countries have set similar goals to achieve the shared targets.

For example, the EU decided that:

Key targets for 2030: At least 40% cuts in greenhouse gas emissions (from 1990 levels) At least 32% share for renewable energy At least 32.5% improvement in energy efficiency.

In order to achieve this all parties in the industrial chain and consumers will have to contribute by starting to reduce their carbon footprint and greenhouse gas emissions. These emissions derive from production and from our daily lives (e.g. transportation, products, heating etc.). but how to go about it?

For what concerns UFI Filters Group's contribution, according to Chairman Giorgio Girondi, the answer lies within ourselves: " Innovation is part of our DNA and this is the trait that has allowed us to develop in the market up until today. We continue to develop new ideas and new technologies every day. This has enabled us, on the one hand, to compete into the Chinese market, which is very focused on price, and on the other hand, to always succeed in providing innovative and higher quality products.

We strongly believe that hydrogen is the future as it does not emit any harmful emissions into the atmosphere .... We are working very hard to produce this technology in the filtration of all heavy vehicles and also in passenger vehicles. We believe that battery powered cars will not be able to cover an entire vehicle fleet due to a flawed energy infrastructure and the use of energy that still comes largely from fossil fuels. Surely hydrogen must be the future goal of a clean world. We believe that China is a great market for trucks, construction and agricultural equipment, and for all light vehicles, including the stationary market.



封面 MARKETING/市场  
COVER



factor, considering that China is one of the most cost-competitive in Jiaxing Zhejiang province.