

***FUTURE LONDON 2024: IRIS CERAMICA GROUP IS HEADLINE PARTNER OF
FLAGSHIP BUSINESSLDN CONFERENCE***

Iris Ceramica Group have been announced as a headline partner for **Future London 2024**, a high-profile conference designed to explore the economic and political outlook – as well as the latest trends on spaces, places and infrastructure – of the English capital in the challenging years post Covid.

Iris Ceramica Group will be joined by Heathrow as joint headline partner for this important event – which will take place on 13th June in London.

London, 14 March 2024 - What is the future of London and the infrastructure of this global business hub? **BusinessLDN**, which represents over 170 large businesses, will hold a flagship conference this June to explore these questions as part of its mission to make London the best city in the world in which to do business, working with and for the whole UK.

As a manufacturing and entrepreneur leader in London, **Iris Ceramica Group** will be joint **headline partner of Future London 2024**, together with Heathrow Airport. The high-profile event - which will contribute in shaping the future of the English capital - will take place on **13th June** at **30 Euston Square, London**.

Iris Ceramica Group will be also involved in the panel **“What goes around, comes around: Embracing circular construction”**: a session that will explore the ongoing sustainable revolution in material reuse in the construction industry. To mitigate climate change, businesses are increasingly looking to the principles of circular economy. As part of the discussion, a group of experts of which the company is part will illustrate how the circularity application in the building sector will deliver a more resilient and sustainable urban development of the city.

Future London 2024 will also host a series of additional sessions offering key insights on the future of London as a place to invest, an understanding of how the political direction of travel will shape the capital’s economy and the latest trends on the capital’s spaces, places and infrastructure. The transition to net zero will also be an important area of focus.

2024 will be a critical year for the English capital, not only due to the election of a new Mayor but also because of the challenging economic outlooks. Between those, there is the need for a new vision to ensure that London’s urbanisation - key element of the economic success in global competitiveness - evolves to meet the post-pandemic needs of businesses, workers and residents.

In this context, the participation of Iris Ceramica Group as headline partner in this initiative is a confirmation of the leading role of the Group in the city. There is a strong interest from key industry stakeholders towards the innovative solutions that the company can offer in terms of improving the interaction between human beings and the environment, which is ultimately the underlying principle of the company’s vision.

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Iris Ceramica Group

International excellence in the ceramic industry, and in the production of high-performance ceramic surfaces and solutions, the Group counts approximately 1000 employees in the 6 Italian plants, plus another 500 in the German and American production sites. Constantly pushing innovation and attention to environmental sustainability, it has been often a pioneer in the ceramic industry.

www.irisceramicagroup.com

BusinessLDN

BusinessLDN is a membership organisation representing the capital's leading employers. The mission is to make London the best city in the world in which to live, to do business, working with and for the whole UK. The organisation campaigns to tackle today's challenges and harness the power of their cross-sector membership to shape the future of the capital. They support business to succeed — locally, nationally, globally. BusinessLDN and its members help to keep London and the UK working — for business, for Londoners, for the whole country.

<https://www.businessldn.co.uk>