



# Expo Milano 2015

## Opportunities for Corporate Engagement

- **Expo 2015 overview**
- Engagement opportunities



# What is Expo Milano 2015?



Expo Milano 2015 is a **global cultural, educational** and **scientific** venue bringing together countries, organizations, corporations and citizens to explore and contribute to the progress of one of the world's most important challenges:

**Sustainable feeding and development**

Expo Milano 2015 will be the largest worldwide event ever to be organized to address issues related to the **global food challenge, nutrition and the culture of food.**



# Objectives of Expo Milano 2015



**Stimulate and lead a global discussion** on the challenges linked to food production, safety, availability and nutrition



**Facilitate cooperation and networking** among the key players and policymakers



**Create awareness and world platform for best practices and innovations** in the fields of food, health, well-being, sustainability and technology



# Key facts and targets



- From May 1<sup>st</sup> to October 31<sup>st</sup> 2015
- 20 million visitors, 30% foreigners
- 130 participating countries
- € 3 Billion infrastructure & operating budget
- Exhibitions by participating countries, international organizations and corporations
- World debates, conventions and policy meetings
- International concerts, cultural events and food festivals

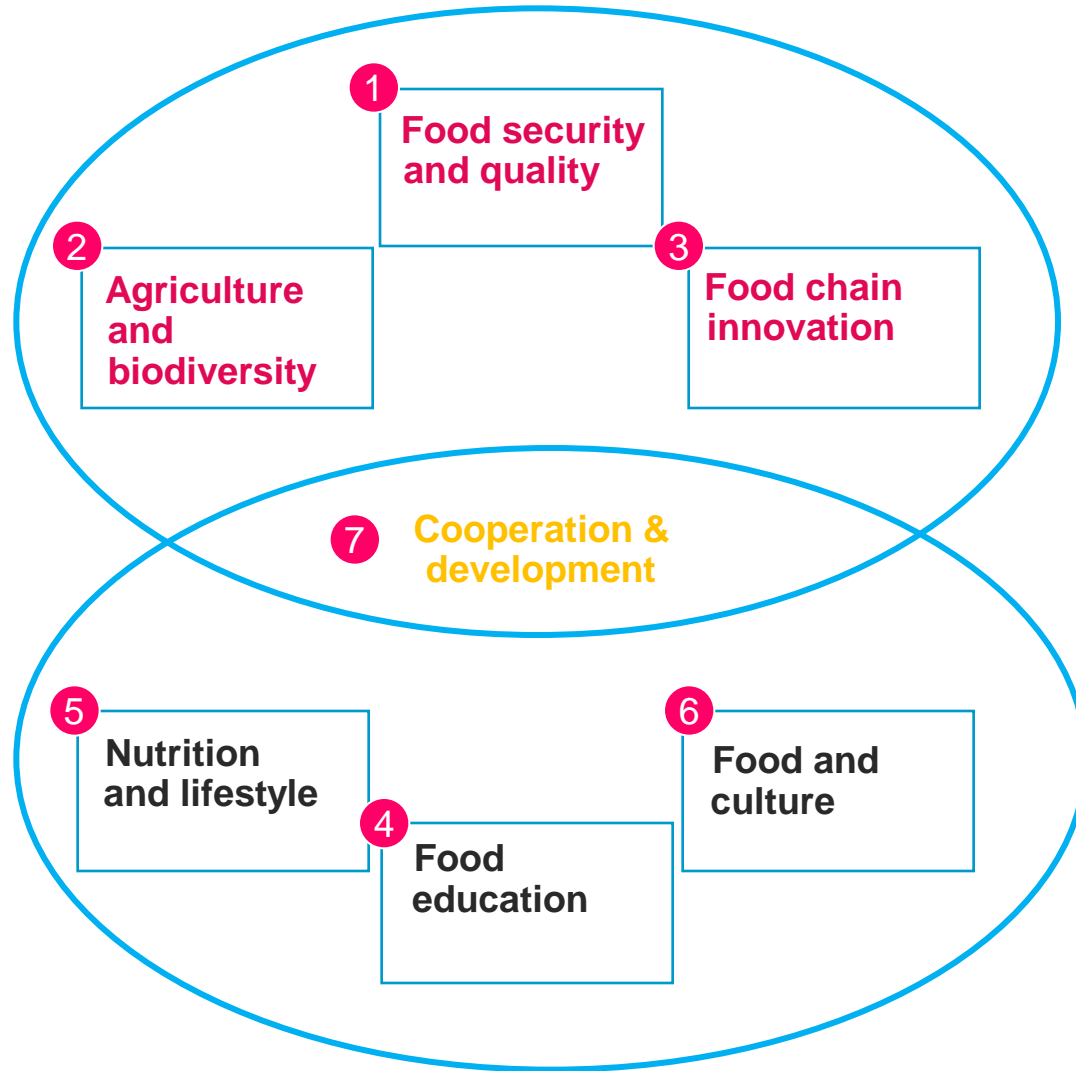
*Expo Milano 2015 is being organized by Expo 2015 S.p.A., a company owned by the Italian Finance Ministry, Lombardy Region, Milan Province, City of Milan and the Milan Chamber of Commerce.*



# The Expo theme: “Feeding the Planet, Energy for Life”



**Science and technology**



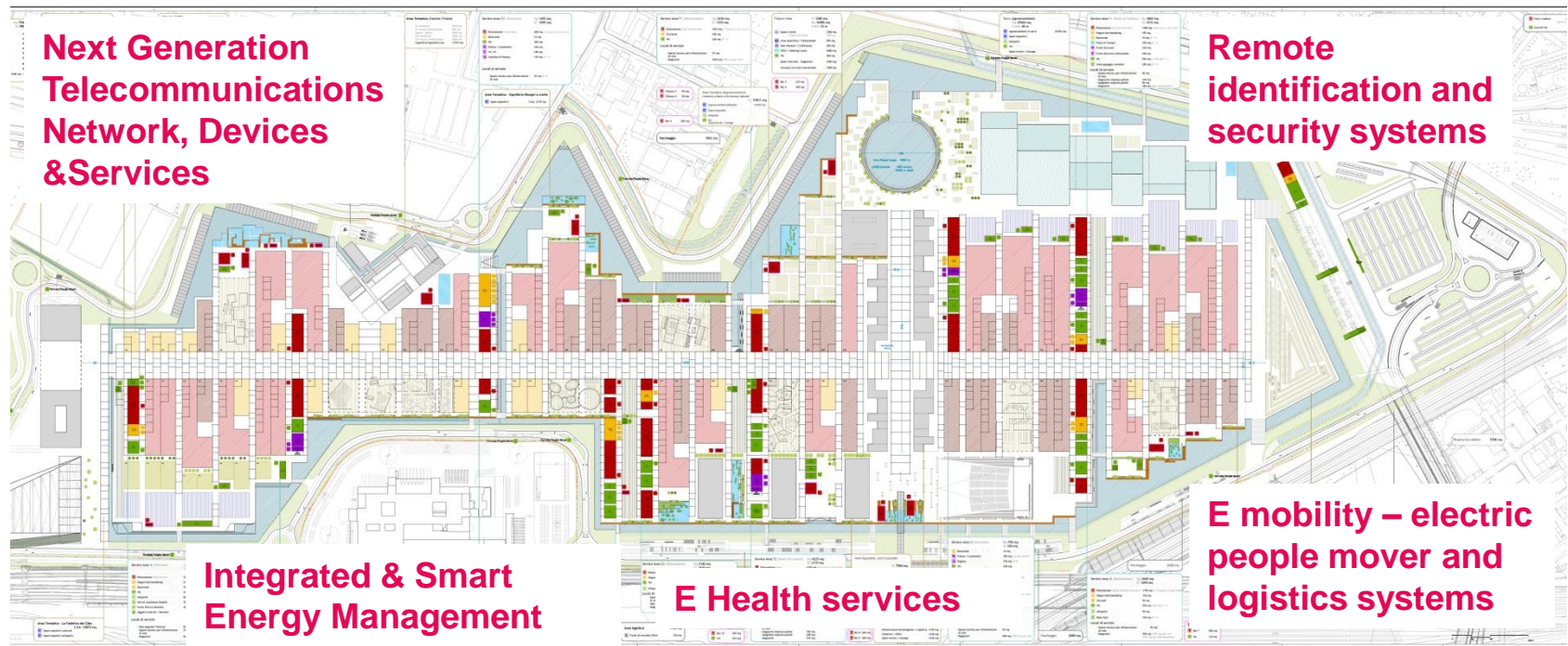
**Culture and society**



# The Expo site: «Smart City of the Future»



The Expo Milano 2015 will be built and operated on state of the art technology in order to propose a model for **Smart Cities of the Future** in terms of **infrastructure, operations and services to visitors/citizens**



# Expo 2015 aspires to be a new model for universal Expos



## Social legacy

Expo's are world renowned for leaving significant architectural legacies; Expo Milano 2015 is committed to going beyond and leaving a **legacy of ideas and social initiatives** on which to build long term solutions.

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## Technology

Expo Milano 2015 intends to employ **tomorrow's technologies to be one of the most innovative universal Expos** ever, from a model for the "smart city of the future" to state of the art exhibition technologies.

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## Sustainability

Today's focus on sustainability creates an opportunity for Expo Milano 2015 to put into practice new standards for world Expos, integrating **sustainability principles in both the construction and operation** of the site.

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## Multiyear program

Expo Milano 2015 is not just a six month event; it is a **multiyear journey to 2015 supported by a program of initiatives and events** to start the debate and engage the global community.



# Social legacy: 2015 Charter



The objective of the 2015 Charter is to identify recommendations for the future and diffuse solutions for a truly sustainable approach to feeding the planet. The 2015 Charter represents:

- a **multi year program** involving an international and multidisciplinary committee composed of thought leaders in the fields of science, research, economy and culture
- an **action document** to share with the Expo Milano 2015 participating countries
- a **commitment to endorse together** with Expo Milano 2015 visitors and citizens in the global community



# Technology as enabler of visitor experience

The Expo Milano 2015 site will be a *Smart Digital City* where visitors live and discover the theme of sustainable feeding through an innovative and entertaining visitor experience supported by tomorrow's technologies.



## Access and Visit

Visitor automatic identification using the smart electronic ticket; online queue management services, etc..



## Edutainment

Electronic multi touch and holographic walls and virtual reality (immersive/augmented/6-D)



## Services

Advanced and efficient services as e-health, teleshopping, e-banking and proximity enabled kiosks



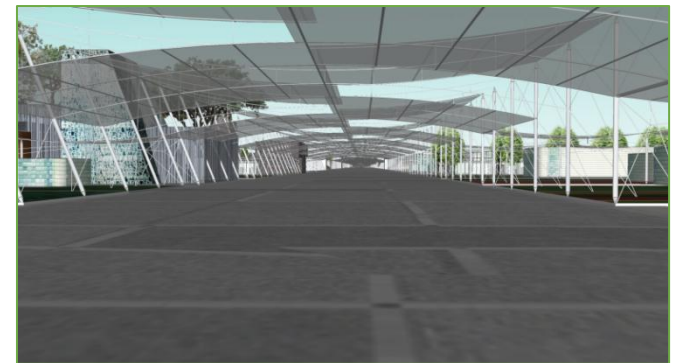
## Communication

Very high speed and broadband services provided by a 4<sup>th</sup> Generation Network



# Site and event sustainability

- Green building and Leed standards
- Innovative sustainable materials and design for reuse and recycling
- Smart energy management with renewable energy sources
- Integrated electrical grid with on site energy storing
- Energy efficiency lighting (LED)
- Water systems designed for minimum water consumption and waste
- Green internal mobility (people movers, buses, cars, logistics)
- Sustainable food & beverage systems (recyclable/biodegradable utensils, food waste to energy)



- Expo 2015 overview

- **Engagement opportunities**



# Expo 2015 goals for Corporate engagement



- Focus on **innovation driven, best in class** companies
- Secure high **international participation**
- Bring together **all schools of thought** and approaches
- Create **strategic synergies** with partnering companies
- Implement **multi year partnership** programs



# Expo 2015 offers compelling business opportunities



Expo Milano 2015 is an **opportunity for companies to develop and demonstrate their competitive edge**. Companies can leverage on Expo to push forward strategic goals by aligning growth and development efforts with the multi year Expo program in order to:

- **Roll out innovation and new technologies** onto world stage
- **Enlighten and influence** future trends
- **Unify diverse brand building and consumer awareness initiatives** onto a common multiyear platform
- **Build strategic relationships and alliances** with institutions, policymakers, influencers and key industry players
- **Create dialogue and build understanding** with stakeholders
- **Develop and showcase** products and services



# Companies may engage on different levels

	Expo Theme & Content	Expo Site & Operations
Worldwide Partners	Global Theme Partners	Global Service Partners
Premium Partners	Project Partners	Signature Product & Service Partners
Expo Supporters	Event Sponsors	Contributing Sponsors



# Main Partnership categories



Type	Description	Target No. of Partners	Example of Target Company Sectors	
<b>Global Theme Partners</b>	Companies whose <b>business and values are intrinsically linked</b> to the <b>Expo 2015</b> themes and partner on content development	3-4	<ul style="list-style-type: none"> <li>▪ Agribusiness</li> <li>▪ Food Products</li> <li>▪ Food Packaging</li> </ul>	<ul style="list-style-type: none"> <li>▪ Distribution</li> </ul>
<b>Global Service Partners</b>	Companies who develop <b>prominent technologies and services</b> to support innovation and sustainability of Expo 2015	4-5	<ul style="list-style-type: none"> <li>▪ Telecommunications</li> <li>▪ Technology</li> <li>▪ Energy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Financial/Banking</li> <li>▪ Automotive</li> <li>▪ Travel services</li> </ul>
<b>Project Partners</b>	Companies and organizations who partner on <b>specific projects</b> such as Expo site areas, theme pavilions, events and special content	10-15	<ul style="list-style-type: none"> <li>▪ Edutainment</li> <li>▪ Health &amp; Wellness</li> <li>▪ Sport &amp; Fitness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Healthcare</li> <li>▪ Foundations/NGOs</li> <li>▪ Tourism/Hospitality</li> </ul>
<b>Signature Product &amp; Service Partners</b>	Companies who provide <b>key products, services and expertise</b> to support the construction and operations of Expo 2015	8-10	<ul style="list-style-type: none"> <li>▪ Security</li> <li>▪ Lighting</li> <li>▪ Ticketing</li> <li>▪ Advertising</li> </ul>	<ul style="list-style-type: none"> <li>▪ Cleaning &amp; waste management</li> <li>▪ Logistics</li> <li>▪ Building materials</li> </ul>



# Partnership benefits



## Visibility and Communication

### Pre Expo Marketing

### On Site – During Expo

	Global Theme Partners	Global Service Partners	Signature Products & Services	Project Partners
<ul style="list-style-type: none"> <li>Industry Exclusivity</li> </ul>	✓	✓	✓	
<ul style="list-style-type: none"> <li>Advertising/Billboards at Expo construction site</li> <li>Company logo on official Expo promotional events materials (ex. Annual Expo Day celebrations)</li> <li>Company logo on Expo welcome points and stores</li> <li>Dedicated yearly Press campaigns pages</li> <li>Company logo/links on Expo web site</li> <li>Company logo in Expo advertising spaces (ex. Airports, Metro, Milan city dedicated spaces)</li> <li>Company logo on dedicated Expo communication channels (ex. Youtube, Facebook)</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li>✓</li> <li></li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li>✓</li> <li></li> <li>✓</li> </ul>
<ul style="list-style-type: none"> <li>Company logo at Expo entrances and Info points</li> <li>Company logo in Expo guide and programs</li> <li>Company advertising on digital signage</li> <li>Pavilion space or signature Expo area</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li></li> <li>✓</li> <li>✓</li> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> <li>✓</li> <li></li> <li>✓</li> </ul>



# Partnership benefits



## Brand & Business Development

Co Marketing – Pre & During Expo

- Education or social initiatives/programs
- Pre Expo forums and workshops
- Joint Marketing/Advertising campaigns
- Product & Service development
- Preferred service/product catalog to participating countries and organizations

Global Theme Partners

Global Service Partners

Signature Products & Services

Project Partners

✓	✓		✓
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
	✓	✓	

## Support & Services

Pre Expo

- Annual Expo shaping workshops with Expo 2015 Board and Management Team
- Dedicated Client teams and support (initiatives development, travel/ground support, etc.)

✓	✓		
✓	✓	✓	✓

On site - During Expo

- Hospitality packages for clients & employees
- Ambush marketing monitoring and protection
- Company space & events on site
- Possibility to organize company conventions

✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓



# Key steps in Partner recruitment in 2011



**Launch Public Call** for company interest in Expo Milano 2015 **Partnerships**

Launch of **sector specific Requests for Proposals** for *Global Service Partners* and *Signature Product & Service Partners*

Closing of proposals and **selection of Global Service Partners** and **Signature Product & Service Partners**

Launch of **sector specific Requests for Proposals** for *Global Theme Partners* and *Project Partners*

