Organizing a universal Expo in 2015 Izmir and Turkey

The organization of EXPO 2015 by Turkey will be a milestone in the history of global exhibitions and will take EXPO to new horizons. Expo 2015 will be the first to be organised in the East Mediterranean area and will meet one of the BIE’s main goals: to take EXPO to new countries and new people thus contributing to the cultural diversity of Expo history.

Turkey, with its predominantly Muslim population and its secular state, has set a common example to the world. Izmir, in which the three main religions have lived together for centuries, will deliver a message of peace, tolerance and understanding to a world in which religious and social conflicts are rising and will encompass developed and developing countries in a framework of brotherhood.

The “theme” selected, “New Routes for a Better Life – Health for All”, is in perfect harmony with Izmir and Turkey’s identity in the international arena, and fits well with the developments of the 21st century. It is the first time Expos have “Health” as the theme, and it is the first time that a secular East Mediterranean country has the task of organizing a Universal Expo.

Expo 2015 mobilizes Italy and the Italians

The choice of Milan as a candidate city for hosting the 2015 Expo is the fruit of the involvement of local institutions, the Italian Prime Minister, the Province of Milan and the Lombardy Region forming a bidding committee with a high institutional profile.

The strategic choice to support a genuine Italian candidacy has inspired the communication campaign for Expo, which was launched on July 19th 2007 and will continue for eight months, covering the national territory.

Travellers, business men, students, families, Italian citizens and foreigners. Expo’s top access Italy will contact an estimated 40 million people thanks to the network of thousands of exhibition points that will promote Expo all over the peninsula.

The public relations campaign for the candidacy of Milan is aimed at bringing out the talent and creativity of Italian entrepreneurs and companies, the uniqueness, beauty and culture of the country, supporting the realisation and the success of the Universal Exhibition.

A culture based on Italy’s food heritage, and on its monumental and artistic richness, elements that don’t lack globalisation, because they’re intrinsic to Italy’s history and territory, fundamental to the identity and strength of Italy in the world.

Paolo Gismondi
Secretary General
Bidding Committee, Expo Milano 2015

Important Dates

12-16 September: Yeosu 2012 Korea
18-22 September: Tangier 2012 Morocco
25-29 September: Zaragoza 2008
12~16 September: Milan 2015 Italy
Communication Challenges for Expo 2012 Yeosu Korea

Communication is vital to achieve the Expo’s principal purpose of “educating the public.” Expo 2012 Yeosu Korea is challenged to encourage entusiastic public participation and contributions through the maximal use of communications.

The object (to whom), the subject (what) and the means (how) are the fundamental building blocks of successful communication, which have been taken into account for the communication strategy of the Yeosu Expo from the outset of its bidding activities. To appeal to the general public around the world (the object), whether from developing or developed countries, from coastal/island countries or landlocked countries; regardless of political tendency, the subject will have to be of interest to them.

In this sense, Expo 2012 Yeosu Korea selected “The Living Ocean and Coast” as its theme (the subject), taking into account the challenges facing an urgent and serious issue that the international community cannot afford to ignore. It aims to communicate the importance of the “ocean and coast” subject, taking into account the challenges facing an urgent and serious issue that the international community cannot afford to ignore. It aims to communicate the importance of the “ocean and coast” subject, taking into account the challenges facing an urgent and serious issue that the international community cannot afford to ignore.

In this respect, Expo 2012 Yeosu Korea selected “The Living Ocean and Coast” as its theme (the subject). To achieve this, the Expo has launched a communication campaign to raise public awareness and support for the Expo. The campaign included various activities such as press conferences, media interviews, and social media campaigns.

Over 3.5 million SMS of unprecedented interest from the population which gave the campaign an added impulse. Over 3.5 million SMS of unprecedented interest from the population which gave the campaign an added impulse.

This communication campaign translated into a spectacularly high level of interest among the general public. The campaign received an overwhelming response from the public, with over 3.5 million SMS sent in a week, preparatory weeks have been organised by volunteers to develop the theme, local associations staged theatre performances to explain the theme of Tangier 2012, spectacular matches of thousands of people took place to show support.

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The communication of Expo Zaragoza

The celebration of a thematic Expo as in the case of Zaragoza is in itself a novelty from the point of view of communication.

Selecting a theme as the central axis for a meeting of countries means focusing our message on a very concrete indicator: water and sustainable development.

It is not about communicating an event and its related activities, rather the communication of a model of management of a subject of interest for humanity.

The communication plan of Zaragoza 2008 includes three application areas: local/regional, national and international.

In each case we have established messages and concrete actions to promote the understanding not only of the Expo but also of the legacy that it hopes to leave.

The communication approach was a wide media interest in the visit of former heads of state, the visit of the Spanish King, in the contact by telephone of the Prime Minister with the Spanish Tao, in the visits of the country all over the world. One of the visible outcomes of such communication approach was a wide media interest in the visit of former president of Poland Lech Walesa in several Cambodian countries.

Exhibition to mark 1,000-day countdown of Expo 2010

A nationwide touring exhibition to showcase Shanghai Expo 2010’s preparation and the history of World Expo.

On August 5th 2007, the launch of the exhibition, The Path to World Expo – Introduction to World Expo 2010 Shanghai China and Retrospection of World Expo History, marked the 1,000-day countdown to the opening of Shanghai 2010.

The exhibit includes four sections: organisers’ preparation for Shanghai Expo 2010, China and World Expo, the basic concept of Expo, and 156-year history of World Expo.

The exhibition will not only display large amount of precious historical files, pictures and sculptures, the organisers also arranged interactive elements, including different cinemas with multi-screens, circular-screen or touchable screens as well as digital master plan for the Expo Site. The exhibition will inform the visitors both the history and the prospect of World Expo.

As one of the special event in organisers’ national promotion plan in 2007, the exhibition is an important platform to introduce Expo to the Chinese public.

The organisers will launch the online version of the exhibition with a quiz contest about all things of Expo. More promotional activities and advertisements will be seen on mass media and on street.

The exhibition will make stops in Beijing, Chongqing, Nanjing, Hangzhou and Guangdong.

The organisers aim at promoting the World Expo concept to the public and at raising their recognition of the event through news about the exhibition on radio, television, newspapers and Internet.

Lu Xiahua
Assistant Director Media Department
Bureau of Shanghai World Expo Coordination