

Progression

THE BIE NEWSLETTER

PARTICIPATION IN EXPOS

Participation is the key element for a successful World Expo. It is what truly makes an Expo a Universal event. It is crucial though that participation is not solely measured by quantity, but by quality. We have seen some truly remarkable participation over the last few World Expos and we have extremely high expectations for the future.

Wu Jianmin, President of the BIE



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The participation of Music

For its 75th anniversary, the BIE recreated a special moment of universality with the concert **Music of Expos**, at the Salle Gaveau in Paris the 18th December 2006.

We heard music that produced extraordinary moments within the different Expos. The *Eaux vives* (Living Waters) by **Charles Koechlin** accompanied the «Light Festivals» during Paris 1937: when night fell, the Seine became an immense symphony of light, water and music. Sounds sprouted from fountains, from the height of the Eiffel Tower and from a plane in the sky.

The music of **Francis Poulenc** found an appropriate venue... at the table during the dinner for the English intelligentsia during Paris 1937. The *March 1889*, described at the time as a "musical orgy" accompanied the pineapple; the *Intermède champêtre* was enjoyed with the cheese; the rhythm of goodbyes was marked by the *March 1937*. Also, the concert

gave us the music of **Jules Massenet** who created the musical counterpart of the Eiffel Tower for Expo 1889, and *Parc d'attractions* a compilation of international composers. The farewell with the *Symphony of the New World* by **Anton Dvorák** is done by a composition inspired by poetry and jazz, that expresses the universality of feelings, of pain, of nostalgia and that appropriately fulfils its role as the BIE anthem: a «new world» is the gift of each Expo.

Thank you to the Minister of Culture of Poland and to the Municipality of Wroclaw who made this possible.

Thank you to all those that shared this evening of celebrations with the BIE.

Best wishes ...
for a wonderful year 2007



Vicente González Loscertales
Secretary General of the BIE

Building the Expo Teams

The first meetings of International Participants held last fall by Zaragoza 2008 and Shanghai 2010 are a key milestone for Expos and the BIE: they set the date where we all begin to work together on a common project. This cooperation is not only important. It is indispensable. Because each Expo is different, organisers and participants must prepare together all of the activities that make each Expo unique and successful.



High-quality theme presentations must permeate all exhibitions and events. Visitors must have a positive experience: the site and pavilions must be able to receive a large number of people, and to entertain and educate them. Communication must involve close cooperation between organisers and participants to support an event of international scale and universal breadth.

The 75 years of experience of the BIE have taught us that this is a challenging project requiring understanding and openness within the unique international team that builds the next Expo. This is what these meetings have just inaugurated.

Participating to Shanghai 2010

The First Participants Meeting for the Shanghai 2010 Expo was held in Shanghai on November 15-16, 2006, attended by nearly 300 delegates from over 100 countries and organizations. This meeting was a success.



Zhou Hanmin
Deputy Director
General,
Shanghai 2010,
BIE Delegate

Extensive participation is certainly one of our objectives. But quantity alone is not enough. Now it is probably the time for us to pay more attention to quality participation.

It is our hope that the participants will not only exhibit their economic achievements and advanced technologies, but also introduce their experience and lessons in the city development under the theme of "Better city, better life" and join in the efforts of finding solutions to the problems arising in worldwide urbanization.

Some participants began exchanging views and ideas on the theme development at the participants meeting. I believe that their efforts will intensify in the coming two years.



Ambassadeur Hua
Commissioner
General,
Shanghai 2010

Two joint triangular efforts are keys for successful preparation. The first is among the organizer, all participants and visitors. The second is among exhibitions, forums and multiple countries' events. To ensure quality participation here is what we expect:

- Different cultures in the spotlight within a special platform for countries to engage in a friendly dialogue on all kinds of urbanization issues
 - Different countries and international organizations to actively participate in a summit forum and series of thematic forums, sharing unique experience for the better life of people in better cities.
 - Quality performance and cultural events from all participants to make this Expo a true people's congregation.
- Last but not least, we expect all participants and visitors to feel like they are the hosts of this event as nothing will be more important.

Ivica Maričić, Commissioner General Croatian Pavilion EXPO 2005 AICHI, BIE Delegate

Croatia at Aichi 2005

One Year after the closing of the 2005 World Exposition in Aichi, Japan, achievements of the Croatian Pavilion reflected significantly in the number of tourist arrivals.

According to the figures published by the Croatian Ministry of the Sea, Tourism, Transport and Development for the first seven months of 2006, the Japanese tourists in Croatia more than doubled, compared to the same period last year.

The Croatian Pavilion, visited by almost a million people, featured a recreation of the traditional saltpan that was a screen for an attractive movie, filmed from the bird's eye perspective, showing stunning Croatian landscapes.

Also, the Croatian Folk Song and Dance Ensemble Lado, who performed on the Croatian National Day at EXPO 2005, is now back in Japan for a big professional tour, as a result of their performance on EXPO. All this confirms once again that EXPO can serve as a very efficient method of attracting tourists, as well as promoting national culture.



Eduardo López Busquets
Deputy Commissioner, Zaragoza 2008

Participation in Expo Zaragoza 2008

Over 60 Countries have confirmed participation in Expo Zaragoza 2008, which will take place from 14th June to 14th September 2008. The challenge is to recruit one hundred official participants.

The Spanish regions and cities, as well as different companies and NGOs will also be represented. Expo Zaragoza 2008 attaches great importance to first rate participation, both in the presentation and the content. This is agreed by the participants and the organisers around the general theme "Water and Sustainable Development."

This is an especially relevant theme, especially because one of the challenges for all Countries in the 21st Century is the sustainable

management of the environment.

There are three fundamental dimensions to the theme. The environment, international cooperation, (which is best expressed in terms of assistance to developing countries) and economics-technology.

Ultimately, the ambition of Expo Zaragoza 2008 is to be the world reference and a forum for the exchange of ideas. It hopes, at the same time to inform, to educate and to entertain.



M. Jai-chul Choi

Minister Counsellor, Korea Embassy in Paris, BIE delegate

Korea in Zaragoza 2008

The Government of the Republic of Korea has accepted the invitation of the Spanish Government to participate in the Expo Zaragoza 2008.

To prepare its participation, the Korean government has already set up a task force and designated the KOTRA (Korea Trade and Promotion Agency) as the agent responsible for the organization and coordination. KOTRA is a governmental agency with the mission to facilitate and promote international trade and investment, including the organization of domestic and foreign fairs and exhibitions.

Korea attaches great importance to the theme "Water and sustainable development," an urgency for humanity in the 21st century. The Korea pavilion will relate the theme to country specific regional conditions. As with our pavilion on the theme "Light in Life" in Aichi 2005 Japan, we will make all necessary efforts to build a Korean presence with new concepts and high tech. We believe that Zaragoza 2008 will be an important platform to exchange experiences and to sensitize stakeholders and the general public in preserving, protecting and managing precious water resources for generations to come.



Kim Klastrup

Group Senior Vice President, Grundfos

Companies at the core of the theme

Global pump manufacturer Grundfos sees great opportunities at Zaragoza 2008. Water and sustainable development are central elements in Grundfos' business activities, making the sponsorship a perfect match.

Because Expos allow us to promote our global position as a market leader, we have actively participated since Sevilla' 92. Zaragoza 2008 promises to be as outstanding as its predecessors.

For Grundfos, it is important to address within Expos central problems faced by mankind. Here we can reach a wide audience on issues of energy and water supply.

As the preferred pump supplier, Grundfos will supply advanced pump solutions for the pavilions, outdoor areas, and other buildings, and will have its own 500m² stand, featuring pumps from yesterday, today, and tomorrow.



Oumar Ould Abidine Sidi, Commissioner General for Mauritania,
Zaragoza 2008 and Shanghai 2010, BIE Delegate

Mauritania and Expos

Arabic and African Country, Mauritania, a member of the BIE for over 6 years, is a bridge between Northern and Sub-Saharan Africa.



After participating to Sevilla' 92, a catalyst for its BIE membership, Mauritania has been present in Lisbon 1998, Hannover 2000, Rostock 2003, Aichi 2005, Royal Flora 2006, and will also be in Zaragoza 2008 and Shanghai 2010.

A national preparatory committee has been set up. It is composed of representatives of more than 12 ministries concerned with the themes of the two Expos and of specialized national agencies: Nouakchott Urban Community, the National Water Bureau, the National Office of Old Cities and the national agencies of urban development. Through Expos, Mauritania wishes to:

actively participate to the BIE activities; promote its cooperation with organising and participating countries; show to Expo visitors its cultural, social and economic specificities; join effectively the Expo movement, which contributes to consolidate peace and to connect people and nations.

Within the BIE this connection effort translates into new memberships from African and Arabic countries. With its awareness of the importance for these countries to join the BIE and to expand participation to different Expos, Mauritania proposes to further encourage the membership movement.

Bernard Testu

Former President of the Steering Committee, Aichi 2005
Commissioner General of France, Zaragoza 2008
and Shanghai 2010, BIE Delegate

France and Expos

France has always participated in all Expos.



They are an unmatched stage, a unique opening onto the world for organisers, for participants and for their millions of visitors.

As events that celebrate the friendship of nations and more specifically the links between the organising State and each participating Country, Expos are an opportunity to reflect together on a theme.

Rather than bringing definitive answers, which are anyway more and more uncertain in today's complex world, Expos supply a framework for exchange.

For France, it is the occasion to present our way of framing the theme questions through our research institutes, companies, local governments and the active forces of our country. Friendly, educational and festive occasions to present avenues to be explored together.

On Expos

Intergovernmental Organisations at Expos

Today, the most urgent challenge for Intergovernmental Organisations is to explain to citizens their accomplishments, their visions and the solutions they conceive for the problems arising from globalisation. For their duration and their capacity to attract a large number of visitors, Expos represent a privileged stage to fill the communication gap with citizens, by publicizing the work in the areas that coincide with the Expo themes.

Christopher Brooks

Director, Public Affairs and Communication, OECD

The question is how to participate. The identity of International Organisations is created on their capacity to generate ideas and to propose best practices for governments, companies and society. Their duty towards their member states is to use efficiently their resources towards their goal. Since architectural and cultural expenditures being hard to justify, they can best contribute to Expos in the domain of ideas and international dialogue.

For OCDE, the themes of the Expos of Hanover 2000, and Aichi 2005, have provided excellent opportunities to contribute to the development of the concept through preparatory

forums. The OCDE presented the core of its work to a broad public through its publications, while continuing to take part in the forums during the Expos.

OECD is following the same principles with Shanghai 2010 where it has already participated to two forums on the theme "Better City, Better Life". Bringing ideas, proposing best practices and contributing to improving the quality of life of citizens is the *raison d'être* of every International Organisation. The OECD is delighted to participate for the first time to an Expo taking place in non member Country.

Important dates

- 7-9 February : **Yeosu, Korea**. International Symposium "The Ocean and Coast : Their Implication and Significance to Humankind"
- 24-25 May : **Tangier, Morocco**. International Symposium
- 25-26 June : **Wroclaw, Poland**. International Symposium.



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