...and Today

This time, 75 years ago, the BIE was taking its first steps as the regulatory organisation overseeing World Expos. While developing a lasting framework for its Convention, the BIE was also beginning to prepare the first Expo under its auspices, Brussels 1935.

Since then, the BIE has established and worked to provide guarantees of sustainability in all its areas of competence: enabling Countries to participate under the best conditions; regulating the frequency of Expos to manage costs and maintain credibility; recognizing, through prizes, the excellence of innovations and products to help create a discriminating public.

In establishing the groundwork for the regulatory activities of the BIE, Mr. Isaac, its first Director, said that its “legislation must adapt every day to the data derived from experience.” Today, this is still true. The BIE continues to adapt to the changing needs of the international community in all areas that are governed by its Convention and in the new areas reflecting the world’s priorities.

As the search for better quality of life for citizens is increasingly connected to the creation of sustainable urban environments, the work of the BIE is directed to ensure that Expos have a lasting and positive role in achieving this urgent and global goal. Beginning in 1994, the General Assembly has adopted a set of Resolutions designed to guarantee that Expos will contribute to the quality of life, to the quality of the environment and to the preservation of resources.

75 years later, the BIE has not shifted its focus but rather has broadened its efforts, through the contribution of Expos and equally importantly, through an increasing number of member states. With this accumulated experience the BIE maintains its conviction that Expos have a real transformational power. Because they are an instrument of change through their long terms effects on the urban environment, on the life of the citizens and on the minds of the international community, Expos continue to require a sustained and concerted international framework.

Although Expos have always had the education of the public as their first priority, civil participation in the Expos themselves used to be extremely limited. Today we have a new opportunity to truly engage all of civil society within the Expo framework. Expo 2005 was the first Expo to fully grasp this opportunity.

Wu Jianmin
President of the BIE

Indeed, civil participation at Expo 2005 was so rooted into the organizational structure of the event that a remarkable feeling of solidarity was created between everyone involved. Visitors realized the value of working together toward a common goal. I hope that the efforts of Expo 2005 will be continued in all future World Expos to allow us to create a truly global and diverse dialogue.

Long live Expos!
**Expos: always for and with Citizens**

Expos are a great gift that a Country makes to its citizens. Citizens are the ultimate measure of success of an Expo. This is why this volume of our newsletter highlights the important role of civil society in Expos.

In recent years Expos have seen a greater engagement of civil society: citizens of the organizing country, but also from abroad, have shown that they were available and happy to bring their own contribution.

Aichi is a great example of this: the efforts of the approximately 30,000 volunteers, 30 participating NGOs, and 235 civic groups helped educate over 22 million people who visited Expo 2005 and showed them that they, too, can make a contribution to the solution of global problems. This is also a major achievement of EXPO 2005, as people realized that one small step is all it takes to have an impact on global society.

The fact that Expos can provide a platform for civil society to act on critical global issues makes them very important instruments whereby ordinary people can contribute to the realization of policies towards “sustainable development.” We can actually go further and say that civil society has the real power to solve global issues and that Countries or Companies cannot do so without the backing and the support of citizens.

One of the key ways for engaging civil society is through volunteer programs whose development is today one of the main priorities of the Expos in preparation.

Expos are for the citizens: No Expo should ever be organized against the citizens, whose participation and commitment are vital.

**Vicente González Loscertales**
Secretary General of the BIE

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**Cosmos: a Prize for Nature**

In its efforts to support the legacy of Expos, in July the BIE met with representatives of the Foundation that awards the *International Cosmos Prize*.

This 40 million yen prize is annually awarded by the Expo ‘90 Foundation, Osaka, to those who have, through their work, applied and realized the ideals of Expo ‘90: “The Harmonious Coexistence of Nature and Mankind”.

During a ceremony in Osaka in the fall, this year’s prize will be presented to Dr. Raman Sukumar, Professor of Ecological Science, Indian Institute of Science.

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**Royal Flora Ratchaphruek 2006: Million of Efforts Concerted**

It takes two to tango. It may take thousands to organize an exhibition. But it is taking millions of manpower and participation from all sectors in Thailand to create *Royal Flora Ratchaphruek 2006*, the first A1 international horticultural exhibition in Thailand and in Southeast Asia. The result? One of the most beautiful horticultural expositions in the world.

Out of 76 provinces across the country, population of 63 million people, 51 provinces have confirmed to bring in over 200 types of flowers, plants, and fruits to be displayed at the show - many have rarely been seen outside their home towns.

Some of the provinces participate in the show by building provincial gardens featuring outstanding plants, architecture, and local culture in a zone called “Corporate Garden.”

Apart from the provinces, government agencies, state enterprises, and conglomerates are also building beautiful gardens in the zone – 22 organizations in total. Each of the garden’s concept is based on His Majesty King Bhumibol Adulyadej of Thailand’s agricultural and self-sufficiency economy theories.

Besides the beautiful gardens, 38 provinces will be entertaining visitors with 90 programs of local dances, music, and more. Some local dances have rarely been seen, even by a Thai audience.

In addition to building gardens, showing off their rare plants and flowers, and performing local dances in the exposition, Thai people will also play good hosts to visitors from all over the world. Particularly, the locals of Chiang Mai, the host province, will decorate their city in association with the horticultural expo. And Chiang Mai people are preparing both their residential and business units to be as pleasurable as possible for the visitors and to give them the best holidays in Chiang Mai and in the “Royal Flora Ratchaphruek 2006.”

The highlight-brimming, entertainment-packing “Royal Flora Ratchaphruek 2006,” (November 1, 2006 to January 31, 2007, in Chiang Mai, Thailand) will make visitors from all over the world feel that the expo is a result of the concerted effort of millions of participants, indeed.

[www.royalfloraexpo.com](http://www.royalfloraexpo.com)
Volunteers at Expo Zaragoza 2008

A total of 22,807 people have accepted to participate to the Volunteer Program of Expo Zaragoza 2008 (14 June - 14 September 2008), a number that will continue to grow and to enrich the human capital of this World Expo.

What stands out most about this large group, which has committed itself to dedicating its time to the Expo, is diversity. Volunteers come from all regions in Spain and from all continents. The age ranges between 14 (they will be 16 by the time the Expo takes place) and 94. They will be the «voices», the «eyes» and the «added value» of Expo Zaragoza 2008: they will create awareness and promote the Expo, they will give their attention, help and inform visitors, as well as intervene in case of incidents to bring about a prompt solution.

Volunteers will also be placed in specific locations according to their experiences and preference.

All volunteers undertake a basic information and training programme, in person or via an electronic system as chosen.

Marta Colomer
Head of Volunteer Department, Expo Zaragoza 2008
www.expozaragoza2008.es

To bring the World Expo at home means to bring the World at home

The World Expo constitutes a grand gathering of human beings and a carnival of the people around the world. However, the purpose of the civil participation goes beyond the simple gathering to the benefit from such an event.

As stipulated in the Article 1 Part 1 of the BIE Convention, “An exhibition is a display which, ..., has as its principal purpose the education of the public”, the World Expo regards it as a responsibility to encourage the public creation and participation with enthusiasm.

The bidding process of the Expo 2010 Shanghai China embodied the public encouragement and involvement in itself.

From the reception of the BIE Inquiry Mission to the current overall preparation endeavors, such a demanding clear-up project within the Expo Site in particular, we have always been deeply moved and motivated by the support and zeal of our people. We are powered by the same zeal to prepare a world exposition of excellence for the people at home and abroad.

The success of an innovation-oriented world exposition is based upon the openness both to the hosting country and the whole world. The Expo 2010, for instance, will not only welcome the participation from around 200 countries and international organizations, but also involve all walks of life into different forums, seminars, and dozens of thousand cultural and recreational events.

May we avail ourselves of this newsletter to solicit for more creative ideas from whatever corner of the world. What an honor it would be for us to witness your contributions turn into reality in the Expo 2010!

Yang Xiong
Vice Mayor of Shanghai
www.expo2010china.com

Aichi 2005: Civil Society in the Post Expo

Through participation to the Expo 2005, civil society had people realize that they can make a contribution to the solution of various problems, from community level to global issues.

Still, people keep in their mind the sense of the solidarity nurtured through the Expo, which is to be maintained as one of the most important legacies of the Expo.

Civil society can invite more people to this loop of solidarity toward the realization of the sustainable society, we believe.

Munenori Yamada
Former Assistant Secretary General, EXPO 2005 Aichi
Expo Zaragoza 2008 will provide the opportunity to the civil society to be present in the development of the theme of Zaragoza 2010 Expo. The Forum addressed all of the facets of quality of life in the city: from the creation and nature of the urban and social environment to a practical presentation of best practices in urban life.

Civil society, in many cases represented by NGOs, stretches across borders tackling incomplete, non-inclusion of the civil society views in the national presentations, rendering them incomplete. No country can portray itself entirely without referring to its civil society. Political and other formalised institutions do not provide a complete picture of the country, of its people and collective undertakings. The presence of the civil society is necessary to express the interests that do not normally appear on the political agenda and to show its values. It is this tendency that will shape the direction which a country will follow with its civil society driving political and legislative institutions to take final action.

In the development of the theme of Zaragoza 2010 Expo, NGOs have been given the chance to express their views and show their achievements on their own in recent exhibitions. Expo Zaragoza 2008 will provide the opportunity to the civil society to be present in the Expo both physically through presentations in a pavilion and through the forums and discussions of the Water Tribune. We believe that Expo Zaragoza will prove to be a fertile ground for the expression and fulfilment of the interests of civil society.

Juan Correas
Participants’ Director, Expo Zaragoza 2008

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**ON EXPOS: Expos and Civil Society**

Expos have been flourishing as excellent opportunities to experience what is already known but cannot be found yet in real life. Expos are much more than just showcases of humanity’s achievements in particular fields. It is not countries as institutions that express themselves through their pavilions at the Expo, but nations, not as institutions, but as people organised in a particular way.

No country can portray itself entirely without referring to its civil society. Political and other formalised institutions do not provide a complete picture of the country, of its people and collective undertakings. The presence of the civil society is necessary to express the interests that do not normally appear on the political agenda and to show its values. It is this tendency that will shape the direction which a country will follow with its civil society driving political and legislative institutions to take final action.

As governments, corporations and NGOs may have contradictory views on certain issues, as it is the case with those related to the environment, it is not always easy for governments and sponsors to make room for forms of expression of civil society in their national pavilions at international exhibitions. This subsequently leads to a non-inclusion of the civil society views in the national presentations, rendering them incomplete.

Civil society, in many cases represented by NGOs, stretches across borders tackling incomplete, non-inclusion of the civil society views in the national presentations, rendering them incomplete.

Civil society, in many cases represented by NGOs, stretches across borders tackling issues shared by individuals from different countries. Having come to realise this, the organisers of international exhibitions have given NGOs the chance to express their views and show their achievements on their own in recent exhibitions.

Expo Zaragoza 2008 will provide the opportunity to the civil society to be present in the Expo both physically through presentations in a pavilion and through the forums and discussions of the Water Tribune. We believe that Expo Zaragoza will prove to be a fertile ground for the expression and fulfilment of the interests of civil society.

Juan Correas
Participants’ Director, Expo Zaragoza 2008

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**IMPORTANT DATES**

**OCTOBER**
19-20 : The Phenomenon of the Culture of Leisure, Wroclaw, Poland
27 : Executive Committee Meeting

**NOVEMBER**
1 : Royal Flora Ratchaphruek 2006, Opening Ceremony
3 : Last day to submit 2015 candidacy
8-9 : Zaragoza 2008, 1st International Planning Meeting
15-16 : Shanghai 2010, 1st International Participants Meeting
22 : Last day to submit 2012 candidacy

**DECEMBER**
18 : 75th Anniversary Concert, The Music of Expos
18-19 : 140th General Assembly of the BIE

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**CONTACT**

34 Avenue d’Iéna
75016 Paris
Tel : 01 45 00 38 63
Email : bie@bie-paris.org
www.bie-paris.org
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