Expo Milano 2015
A global Event, a global Movement
Partnership opportunities for Sustainable Agriculture

Jan 2014

www.expo2015.org
• Why Expo Milano 2015?

• Expo Milano 2015 Overview

• Corporate engagement opportunities

• Main opportunities for Sustainable Agriculture Partners
WHY EXPO MILANO 2015?

**Unique Event** in this century on the challenges of food, nutrition and sustainable development which is already "live" today and will culminate in a 6 month celebration.

**Global Neutral Platform** aiming to be an aggregator of ideas and contributions being put forth by all the stakeholders in order to leave a social legacy of initiatives and solutions which will live and grow beyond 2015.

**Outstanding Stage** offering remarkable networking opportunities and possibilities of showcasing best practices and cutting edge innovations in the theme of food and sustainability.

Theme: "Feeding the Planet, Energy for life"

May 1st - October 31st 2015

130 Countries + 10 International Organizations

20 million visitors

Millions of citizens through Digital Expo 2015
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Since the first Universal Exposition held in London in 1851 and throughout the centuries, Universal Expositions have represented a showcase of innovation and human inspiration. Universal Expos changed over time from venues featuring outstanding monuments to cultural, educational and scientific venues focused on social progress.

Most Expositions have made a significant contribution to human progress and their legacy lives beyond them.
Expo Milano 2015 will be a global event on the theme "Feeding the Planet, Energy for Life" that coincides with the majority of the United Nations Millennium Development Goals, whose deadline is precisely 2015.

Expo Milano 2015 will take place from **May 1st to October 31st 2015** and will involve over **20 million physical visitors**, **1 billion virtual visitors** and **130 Countries** in exhibitions and thousands of events ranging from world debates and policy meetings to events celebrating the traditions and culture of food.

Expo Milano 2015 is already *"live" today*: it is a **multiyear journey** which aims at fostering dialogue and stimulating action to meet the challenges of the global food crisis and the sustainable development of our planet.
A GLOBAL PLATFORM

Expo Milano 2015 will act as a global neutral platform uniting stakeholders, Citizens, Visitors, Participant Countries, Scientific community and non-profit, National and International Institutions, Media and Companies, around a common goal. All the stakeholders will be involved in a worldwide debate also through Expo Milano 2015 Think Tanks, Steering Committees and Advisory Boards.

Expo Milano 2015 is at the center of a multi-stakeholder arena.
142 Official Participants to date

139 Countries (6.1 bn Citizens: 87% of world population) + USA TBD
+ United Nations, CERN and EU

Organizing Country

Expo Countries

not yet Expo Countries

Worldwide consensus (as of the 21st of January 2014)
### Top 10 countries of origin

#### European visitors
- France
- Great Britain
- Germany
- Spain
- Switzerland
- The Netherlands
- Austria
- Sweden
- Denmark
- Croatia

#### Non-European visitors
- China
- USA
- Australia
- Russia
- Canada
- India
- Brazil
- Japan
- United Arab Emirates
- South Korea

Source: GfK Eurisko based on Banca d'Italia data – “indagine alle frontiere”
The Exposition site will be characterized by a **World Avenue** (Decumanus) uniting all Country pavilions according to a principle of universal equality, open spaces dedicated to **landscape and scenography** and areas for cultural events and entertainment. In addition, Expo Milano 2015 introduces **new concepts in Universal Exposition site design**:

- **Sustainable smart city**
- **Clusters** representing shared themes
- **Thematic Areas**
THE EXPOSITION SITE – SUSTAINABLE SMART CITY

The Exhibition site will be designed, constructed and operated on state of the art technology and sustainability principles in order create a model for future Smart Cities and Events around the world.

- Green and energy efficient building
- Integrated Energy management
- Sustainable mobility and logistics solutions
- Environmentally conscious beverage & food systems
- Next generation telecommunications & connectivity
- Smart contactless payment systems
- E-Wellbeing and e-Health visitor services
- .......

Sustainable Smart City
The Clusters will be exhibition spaces grouping, within the same architectural project, a number of Countries focused on a main, shared and representative theme.

<table>
<thead>
<tr>
<th>Cluster Themes</th>
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<tbody>
<tr>
<td>Rice Abundance and Security</td>
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<tr>
<td>Coffee The Engine of Ideas</td>
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<tr>
<td>Cocoa The Food of Gods</td>
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<tr>
<td>Bio-Mediterraneum: Health, Beauty and Harmony</td>
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<tr>
<td>Agriculture and Nutrition in Arid Zones</td>
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<tr>
<td>Islands, Sea and Food</td>
</tr>
<tr>
<td>Fruits and Legumes</td>
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<tr>
<td>The World of Spices</td>
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<tr>
<td>Cereals and Tubers: Old and New Crops</td>
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THE EXPOSITION SITE – CLUSTERS
The Thematic Areas will be **exhibition spaces corresponding to creative interpretations of fundamental aspects of Expo Milano 2015 theme**

**Thematic Areas**

- **Pavilion Zero**: An introduction to the Exhibition Site guiding the visitors through the discovery of the Expo Milano 2015 theme
- **Food in Art**: An area exploring the historic relationship of humans with food as an object of symbolic reflections
- **Future Food District**: A symbolic urban district presenting future trends on food distribution, purchase and consumption
- **Children Park**: A place where for children and families with adequate facilities and structures, and also opportunities to play and learn
- **Biodiversity**: An exhibition space reproducing the variety of life and the richness of the planet in a highly-attractive multi-form landscape
Expo Milano 2015 will be a **new starting point for the world on the challenges related to food and sustainability**. The experiential dimension of the theme will generate an in-depth understanding that the Participants will bring with them after the Event.

Expo Milano 2015 will generate **business opportunities going beyond the 6 months of the Event**, linking its Participants in a long lasting network.

Expo Milano 2015, with its Exposition Site built and operated as a Sustainable Smart City, will create an **exemplary model for future cities in the world**.
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EXPO MILANO 2015 OFFERS COMPELLING BUSINESS OPPORTUNITIES

Partnering with Expo Milano 2015 is an opportunity for companies to develop and demonstrate their competitive edge and push forward their strategic business agendas:

- **Develop and showcase products and services** and roll out innovation and new technologies onto the world stage
- **Open dialogue, build understanding with stakeholders and develop strategic relationships and alliances** with institutions, policymakers, influencers and key industry players
- **Enrich corporate reputation and brand image** through association with positive Expo Milano 2015 values and with best in class Partnering companies
### CORPORATE ENGAGEMENT MODEL

13 partners already onboard with more than 300 €M invested in Expo Milano 2015

#### Official Global Partner
Cash+VIK > 20 €M  
(<10 Companies)

- **Food Distribution** (Coop)
- **Coffee** (Illy)
- **Food & Nutrition**
- **Sustainable Agriculture**
- **Cluster** (Rice, Cocoa, Spice, Fruit, etc.)
- **Aree Tematiche** (Padiglione Zero, Food in Art, Biodiversity, Children Park)
- **Theme** (wine, spirits, water, etc.)
- **Children Service** (children area, hospitality children)

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#### Official Premium Partner
Cash+VIK: 10 - 20 €M  
(<10 Companies)

- **Connectivity & Services** (Telecom)
- **IP Network & Solutions** (Cisco)
- **System Integration** (Accenture)
- **Banking** (Intesa San Paolo)
- **Smart Energy & Lighting** (Enel)
- **Edutainment** (Samsung)
- **Safe City & Main Operation Center** (Finmeccanica)
- **Sustainable Mobility** (Fiat)
- **Satellite** (Eutelsat)
- **Access controls** (Came)
- **Operations** (Fiera Milano)
- **Other Site Product & Service** (furniture/ fittings, facility, bricolage & garden etc.)
- **Media & Travel Service** (es. travel, hotel, Airlines, media)

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#### Official Partner
Cash+VIK: 3 – 10 €M  
(10-15 Companies)

- **Naming of physical spaces** (Lake Arena, Open Air Theatre, …)
- **Other**

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#### Official Sponsor
Cash+VIK: 1 – 3 €M

- **Contributing Sponsor**
Cash+VIK: <1 €M

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#### Partner (<3 €M)

- **Non Official Participant**

  Corporate Pavilion:
- CNH Italia
- Vanke

**Event/ Project Sponsor**
- Rio Mare
- Italcementi Group
- Orio al Serio international airport
- Etc.
In September 2011 the international Expo Milano 2015 Partner recruitment campaign has been launched.

From 2014, Expo 2015 will publish the following Requests for Proposal and will proceed with Partner/Sponsor selection accordingly:

- Sustainable Agriculture
- Food & nutrition
- Ice cream
- Water
- Rice Partner
- Cocoa Partner
- Bio-Mediterraneum Partner
- Sea Food Partner, etc.

www.expo2015.org/partner ships
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MAIN OPPORTUNITIES FOR SUSTAINABLE AGRICULTURE COMPANIES

- **Enrich brand awareness and underline company’s commitment** to sustainable development themes

- **Grow additional businesses** such as Gardening and vector control

- **Promote company social responsibility** and/or own Foundations

- **Develop partnerships** with other Expo Partners

- **Promote products and services** in Crop Protection business and consolidate competitive position in the Agriculture sector

- **Grow in high potential markets** through engagement with Participating Countries/Organizations
Expo Milano 2015, the world's largest event of the coming years on nutrition, well-being and sustainable development themes, represents an extraordinary opportunity for Companies to:

- **enhance its brand and consolidate its global leadership position** thanks to the association with Expo positive values and the global visibility offered by an event with great participation of countries, NOG, national and international Institutions, media, etc.

- **showcase its commitment to global sustainability**, food security, safe, affordable energy and protection of life;

- **increase its business** through the promotion of innovative solutions and products (Agriculture, Water, Nutrition, Health in agriculture / nutrition, Garden, etc.)

In particular, one company (or a group of companies) will have the opportunity to be part of the Event as the **Official Sustainable Agriculture Partner** of Expo Milano 2015 and give its contribution to the development of the **Biodiversity Park** and products / solutions though an exclusive **showroom within the Expo 2015 site**.

In addition, the **Official Sustainable Agriculture Patner** could have a stronger presence on-site through one of the following spaces: already built pavilion, “piazzetta” or green areas.
CONTRIBUTION TO THE DEVELOPMENT OF THE BIODIVERSITY PARK (1/3)

Contribution to the development of the Biodiversity Park and products/solutions showcase through an exclusive showroom within the Expo site

- As **Official Sustainable Agriculture Partner**, the company/ies could have great visibility within the exhibition site, also through the **the Biodiversity Park**, an exhibition space reproducing the variety of life and the richness of the planet in a highly-attractive multi-form landscape.

  ✓ contribute to the **development of the project contents**, thanks to its own expertise in the Agribusiness sector

  ✓ support its own goal of **promoting the biodiversity development** worldwide,

  The **Biodiversity Park** is one of the five Thematic Areas of Expo Milano 2015 (spaces curated by the Organizer, where the Expo Theme is developed through exhibition itineraries, artistic installations, attractions and more)
The Partner would support a project that gives the opportunity to achieve both:

- **commercial targets**, through the strengthening of its own brand both on a national and international levels, thanks to primary visibility within the site

- **significant cultural/social purposes**, thanks to the contribution of the development of social/cultural contents of Expo Milano 2015, promoting in this way its own image and reputation in terms of social responsibility

The Partner will also have the possibility to **set up its own showroom** of about 100 mq within a Pavilion, close to the Biodiversity Park, to **showcase its own products** (i.e. seeds, plants, crop protection products, etc.) and **solutions for biodiversity and sustainable agriculture development**.
Focus: Biodiversity Park

- Located in the north-eastern sector of the Expo Site, this Thematic Area will be developed by a team of professionals coordinated by Emilio Genovesi with the scientific support of the University of Milan.

- The park is dedicated to the theme of agri-biodiversity, i.e. the biological diversity of agricultural systems dedicated to food production; this concept is explained by bringing together three elements: geographical origin, historical period and nutritional matrix.

- The goal is to communicate the simple concept that biodiversity is synonym of richness.

- The Biodiversity park will be organized in blocks characterized by indoor and outdoor spaces that will represent and facilitate interpretation of the various themes, constructed around a single principal actor: the plant, genuine and cultivated, that changes day by day.

- The visitor will have the possibility to choose its own path through the Biodiversity Park, passing through different spaces where plants, crops and displays will tell the tale of a given agricultural ecosystem.

- The park’s structures are calculated adequately for hosting the standard flow of 26,500 visitors per day.
Focus: Show Room

- The possibility for the Partner to set up an its own showroom within the exhibition site is a unique occasion to:
  - improve its high-value products and services in the crop protection and seeds markets
  - organize a virtual demonstration of its products and solutions
  - explain the benefits of its integrated offer, built on the combined strength of the company's crop protection and seeds businesses
  - promote innovative products (still in development phase)
  - provide visibility to products and technologies.
ADDITIONAL OPPORTUNITY (1/4)

- As **Official Sustainable Agriculture Partner**, in addition to the above, the company would have extra opportunities to be present on-site, among the following options:

  - Corporate Pavilions built by Expo 2015 known as **“Already Built”**
  - **Squares** (“Piazzette”)
  - **Green areas**
The already-built pavilions constructed by Expo 2015 measure approximately **400 sqm distributed on two floors** and are situated near the West Entrance to the Expo Site.

Companies could create **different types of areas in this space:**

- **Exhibition area** focusing on company history and values, providing the company’s own *interpretation of the Expo Milano 2015 Theme* “Feeding the Planet, Energy for Life” (providing an opportunity to represent the company’s *commitment* to sustainability, respect for the environment, etc.)
- **Events/seminars area**, to entertain visitors with day or evening events, while promoting company’s products, or to discuss with experts in the sector key issues relating to the Expo themes
- **Showcase area** for launching new products/services and promoting company’s products
b) Square – “Piazzetta”

- The Expo site contains approximately **seventeen 400-sqm squares** located among the pavilions of the Participating countries and designed to host visitors, events, movable installments, branded corners, content touch walls, etc.

- Through the sponsorship of a square, Companies could have an own **physical space within the exhibition site** for the six months of the Event, where having the opportunity of:
  - **Organizing events** to attract **stakeholders attention on global agriculture challenges** (e.g. demand increase, farmland and water resources availability, need to continue to increase yields) and on **sustainable possible solutions**
  - **Presenting its value and global strategy**
  - **Setting-up temporary showroom** to showcase its products and solutions
  - **Developing agreements** with International Authorities to support its “**Good growth plan**”
c) Green Area

- Expo Milano 2015 places a **focus on the landscape and open-air common areas** in its Exposition site design. In fact, the Expo site will be characterized by large landscaped areas: **280,000 mq** (more than a quarter of the total site surface) will be dedicated to green areas, with **more than 10,000 plants of at least 250 different species**.

- The Event is therefore an opportunity to provide **visibility to both professional growers and consumers of products** (seeds and young plants, chemicals plant health, growing media including peat and turf and fertilizers, etc..) and **technologies**.

- Companies could supply young plants, seeding flowers and promoting its fertilizers to support the greenery of the Site.
ANNEX I
Focus on Biodiversity Park
The biodiversity park’s structure is organized through blocks of:

- indoor spaces - where the story is related to the crops
- outdoor spaces - where the plants from the story’s landscape are cultivated into tanks
ANNEX II
Focus on Already Built
FOCUS ON ALREADY BUILT PAVILION – BATCHES POSITION AND SIZE

- **Batch area**: 522 sqm (20 m X 26 m)
- **Covered area**: max 212 sqm
- **Open air area**: min 310 sqm
FOCUS ON ALREADY BUILT PAVILION – INTERNAL LAYOUT PROJECT
FOCUS ON ALREADY BUILT PAVILION – EXTERNAL LAYOUT PROJECT

Lawn

Plant

Seat

Flooring

Decumanus

Seat

Hedges