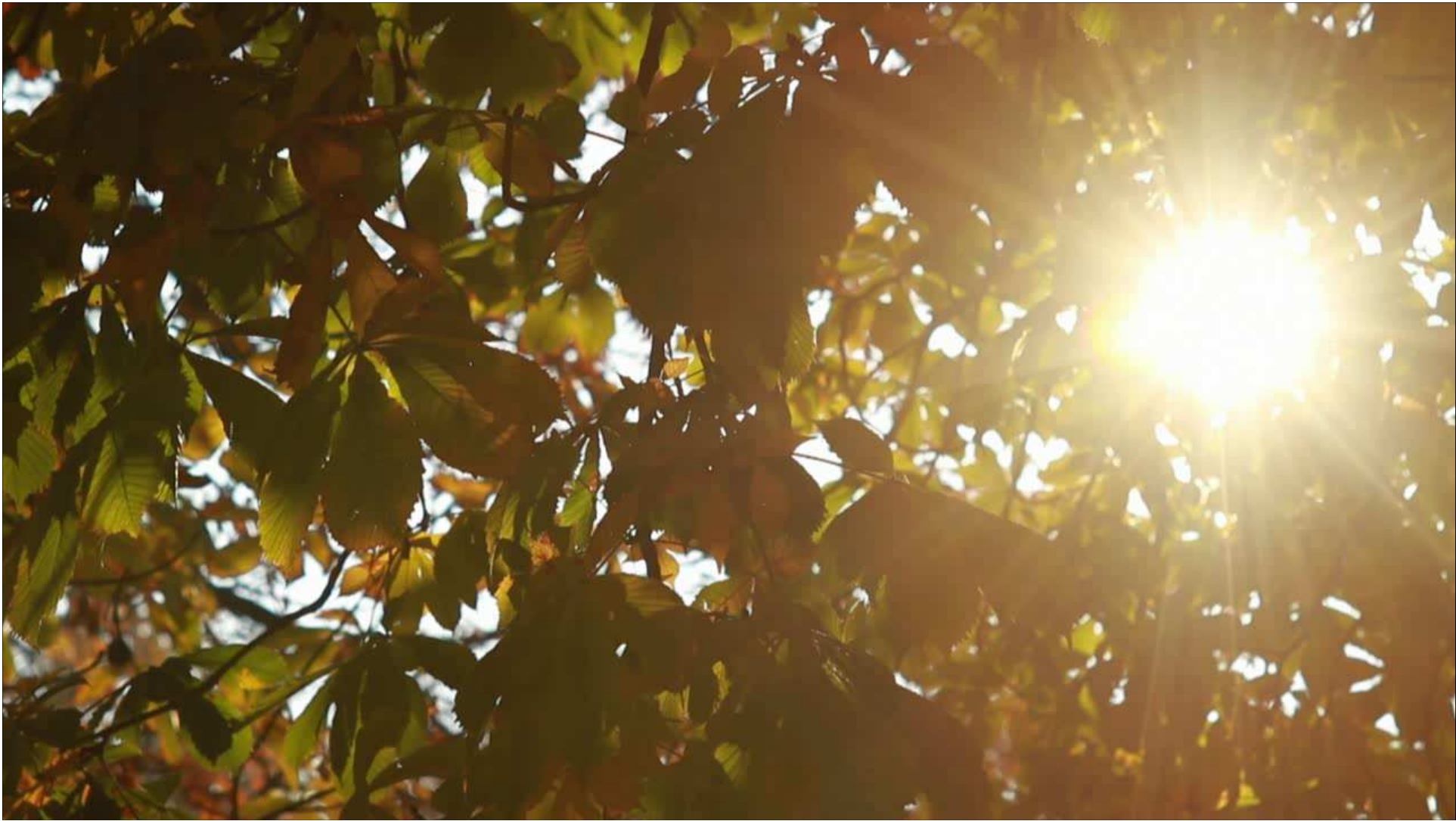




|||iovanni|||acripante|||

# FEEDING THE PLANET, ENERGY FOR LIFE







## A Unique Event

Expo 2015, the largest world-wide event on the theme of Food

it will address the challenges around food and its supply, and also showcase all the aspects of food: the knowledge, the taste, the pleasure and its future sustainability



## An Extraordinary Opportunity

Expo 2015 will be an amazing, once in a life-time experience which will attract all types of tourists. **Italy, as a destination for a spectacular world event on food, is a match made in heaven**



**When**  
1 May to  
31 Oct 2015



**Visitors**  
20 million



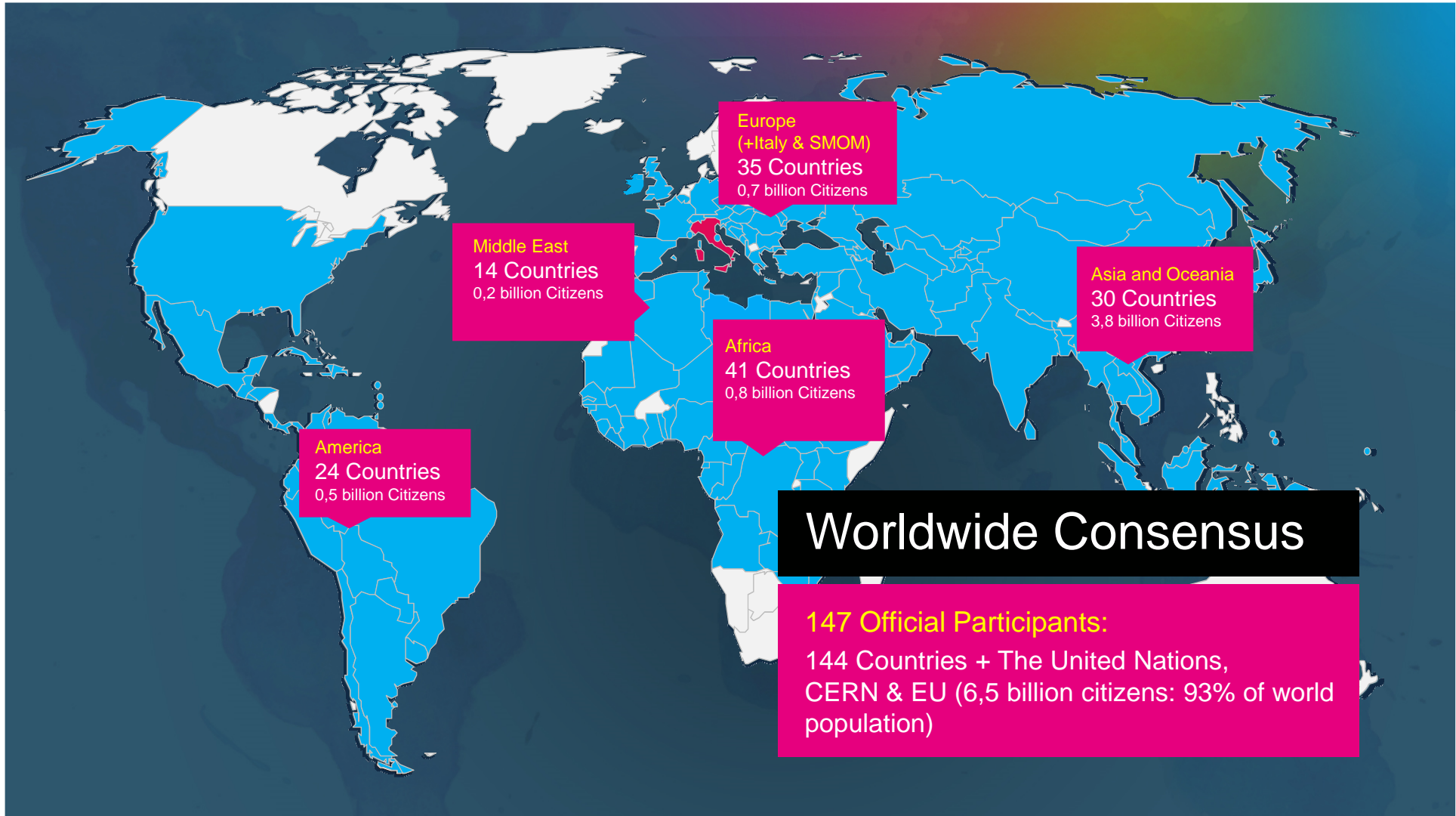
**Theme on  
Food**  
Feeding the  
Planet, Energy  
for Life



**Participants**  
147 Countries



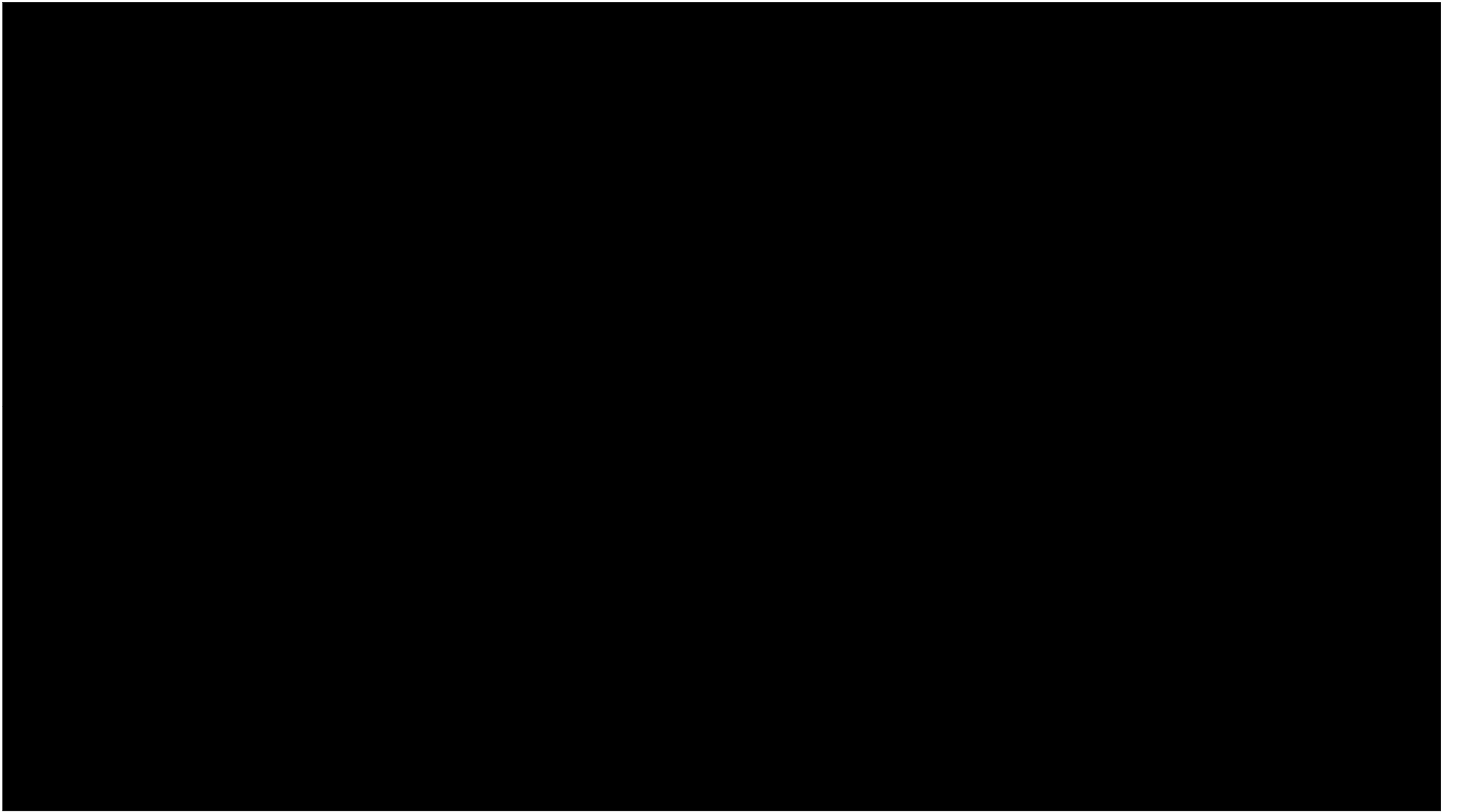
**Digital EXPO**  
Million of users  
through digital  
Expo 2015





## The Exposition Site

For SIX MONTHS, it will host the Country pavilions, thematic areas, clusters and open spaces for cultural events and entertainment





# Thematic Areas

## Exhibition Spaces



### Pavillion Zero

Introduction to the Exhibition Site guiding the visitors through the discovery of the Expo Milano 2015 theme



### Food in Art (in Triennale)

An area exploring the historic relationship of humans and food encouraging also introspective reflection



### Future Food District

A symbolic urban district presenting future trends on food distribution, purchase and consumption



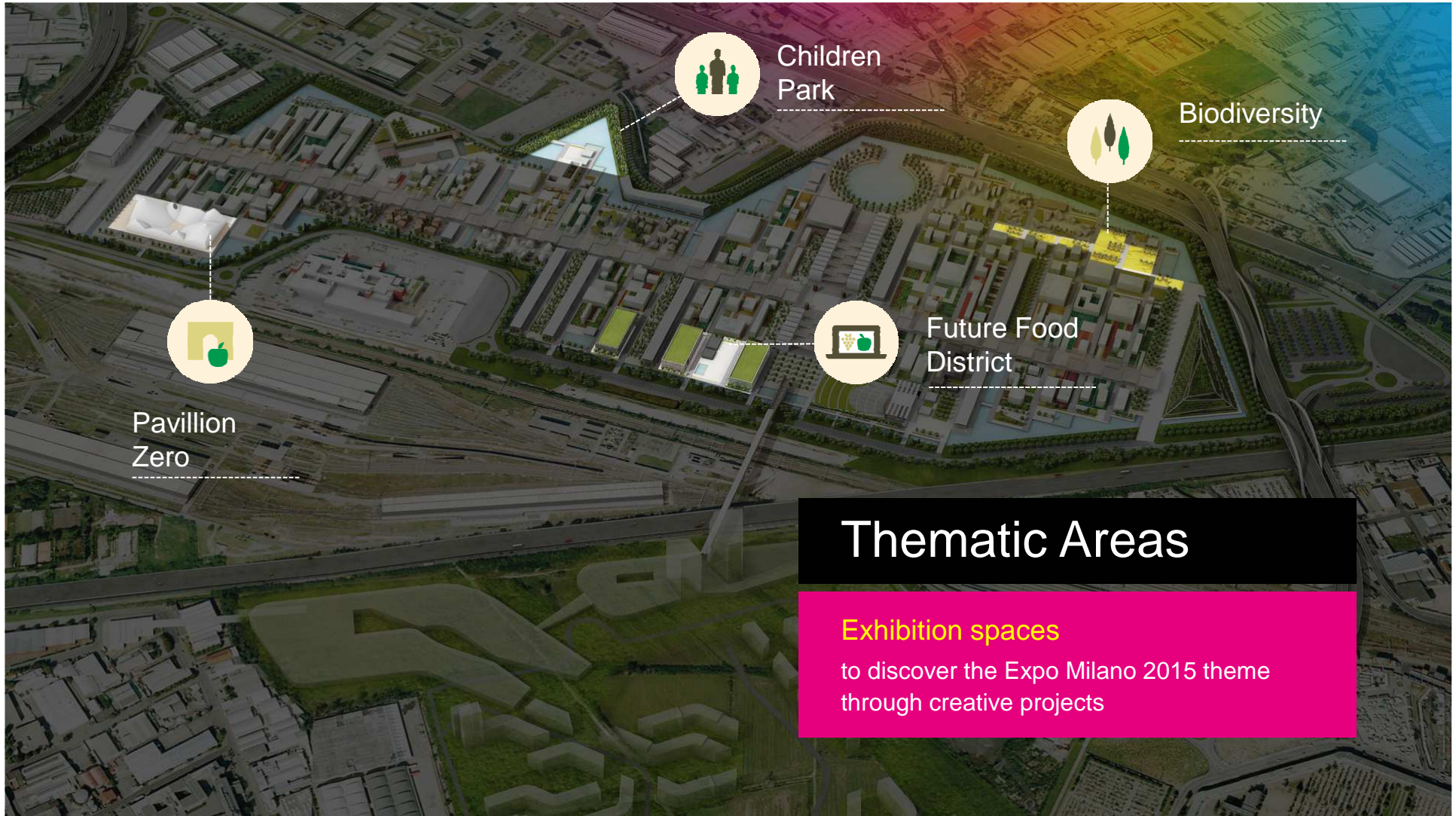
### Children Park

A specially equipped place for children and families offering 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 multiform landscape



Pavillion  
Zero

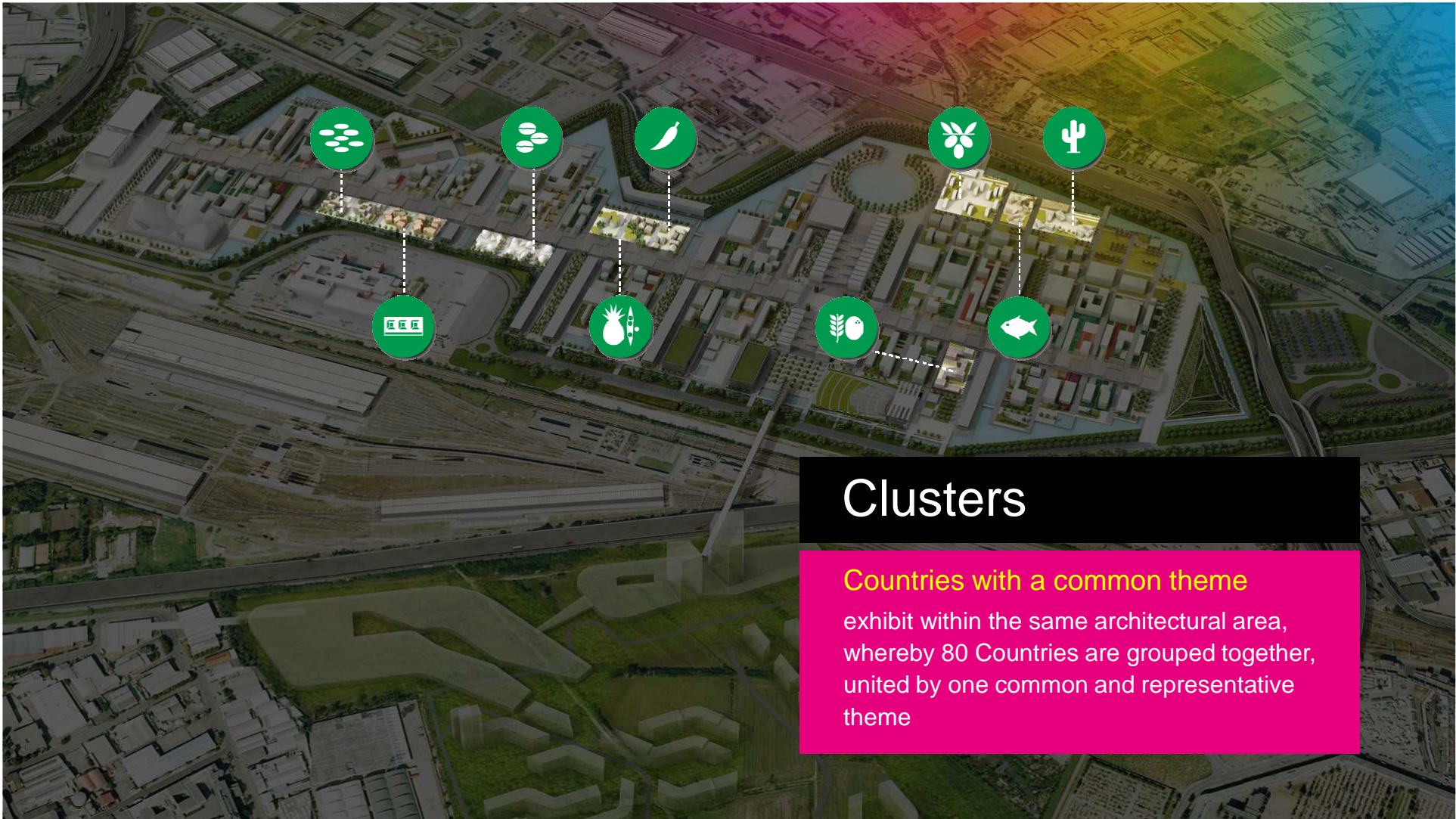
Children  
Park

Biodiversity

Future Food  
District

# Thematic Areas

**Exhibition spaces**  
to discover the Expo Milano 2015 theme  
through creative projects



# Clusters

## Countries with a common theme

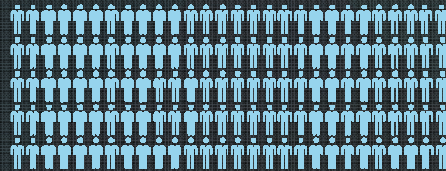
exhibit within the same architectural area, whereby 80 Countries are grouped together, united by one common and representative theme



Potential Visitors

Italy + Abroad

ITALIANS



12-14  
mln

ABROAD



6-8  
mln

TOTAL VISITORS  
20 mln

+ 20% OF REPEAT VISITS = 24 mln

Source: GFK Eurisko 2013 – 30,500 interviews

## Forecasted International Visitor Split



EUROPE  
3.3-4.4mIn



OUTSIDE EUROPE  
2.7-3.6mIn

### Representative list of forecasted key markets

Austria  
Croatia  
Denmark  
France  
Germany

Great Britain  
The Netherlands  
Spain  
Switzerland  
Sweden

Australia  
Brazil  
China  
Canada  
India

Japan  
Russia  
South Korea  
United Arab Emirates

## Economics

Public investments

1.3 billions €

Private investments

350 millions €

Official Participants investments

1 billion €

Revenues

1 billion €

Sponsorships and Partnerships

350 millions €

Ticketing

500 millions €

Services for Participants, Visitors

150 millions €

## Generated Results

Added Value

10 billions €

Tourism Value

5 billions €

Employment

60.000 people employed

source: Chamber of Commerce with Confindustria



## Art & Culture

	<b>1 Italy</b>
	2 France
	3 Japan
	4 Spain
	5 United Kingdom
	6 Germany
	7 Egypt
	8 Peru
	9 Israel
	10 Switzerland
	11 Greece
	12 Austria
	13 Netherlands
	14 Sweden
	15 Canada

## History

	<b>1 Italy</b>
	2 Egypt
	3 Israel
	4 France
	5 United Kingdom
	6 Greece
	7 Germany
	8 Japan
	9 Peru
	10 Turkey
	11 Spain
	12 Austria
	13 Ireland
	14 China
	15 Cambodia

## Food

	<b>1 Italy</b>
	2 France
	3 Japan
	4 Singapore
	5 Austria
	6 Spain
	7 Switzerland
	8 Germany
	9 Taiwan
	10 Thailand
	11 Canada
	12 Sweden
	13 Mauritius
	14 Estonia
	15 Argentina

ITALY,  
World #1 Tourism  
Brand (2013)

Source: Country Brand Index - Futurebrand 2013

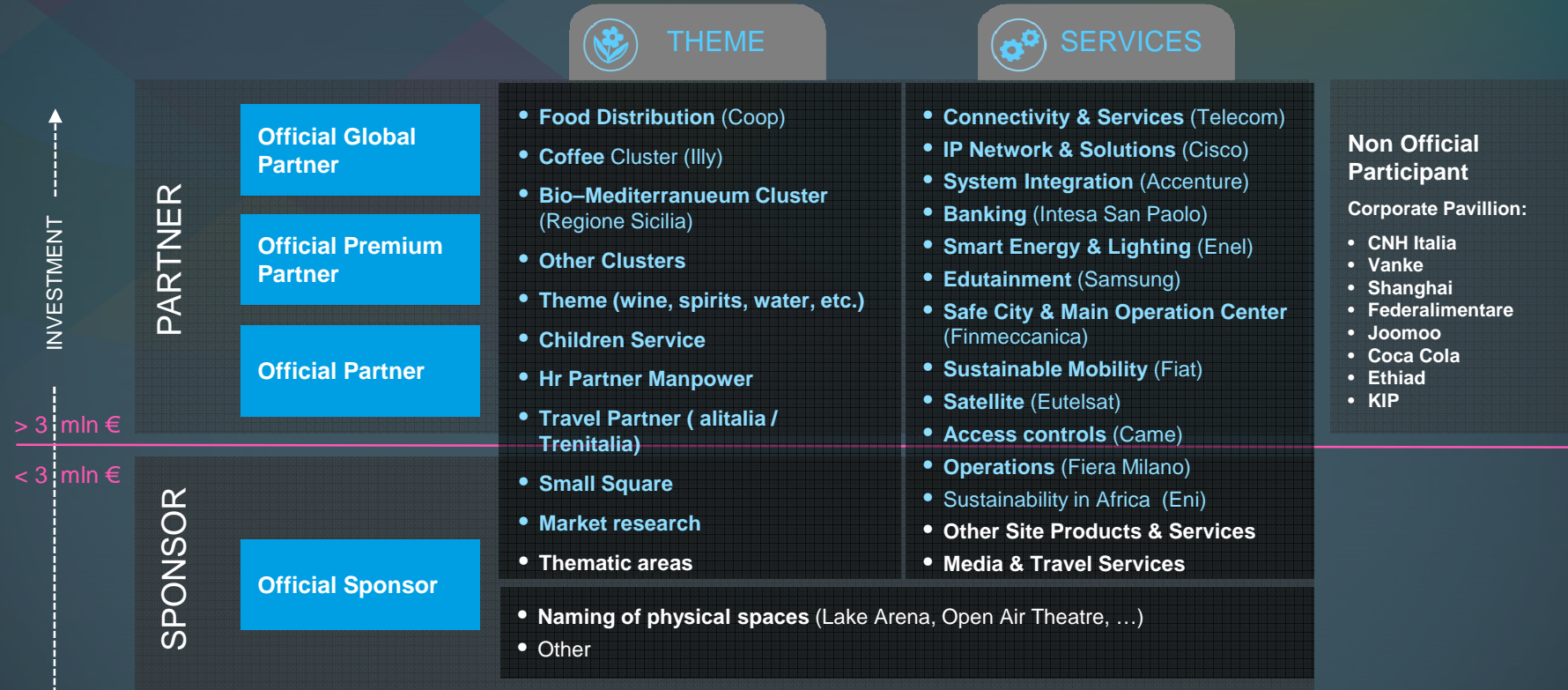


## Business Opportunities

- Partnership & Sponsorship
- Licensing & Merchandising
- Ticketing
- Food & Beverage

# Corporate Engagement Model

**Partners/Sponsors already onboard with more than 350 Mln € invested in Expo Milano2015**





## MAIN OPPORTUNITIES FOR PARTICIPATION

### Thematic Partnerships

- Sponsorship of a Thematic Area

### Physical Presence on Site

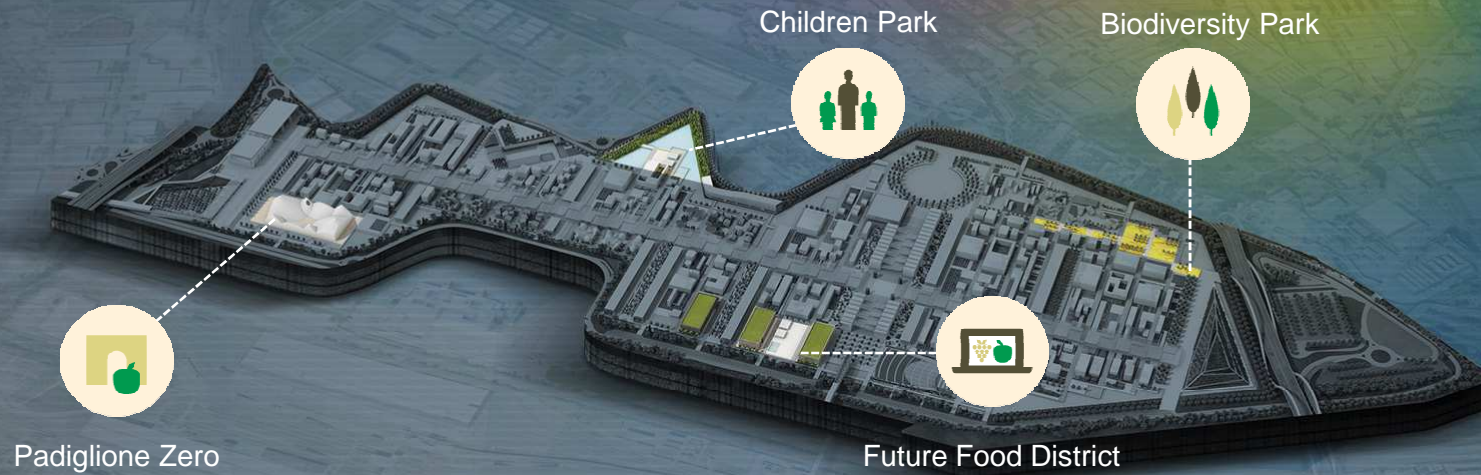
- Furnishing of Participant's own small Installation in a open space (Square) on the Expo Site.

### Other Opportunities

- Added opportunities:  
Licensing/merchandising ,  
Ticketing

Thematic Areas

Sponsorship opportunities



### Opportunities in the Thematic Areas

- Company commercial objectives - boost sponsor's brand on the national and international level thanks to the visibility on the Expo Site and along the thematic itineraries of 20 million visitors.
- Important cultural and social purposes - contributing to creating the cultural and social content of the event, with benefits for sponsor image and reputation in terms of social responsibility.

Physical Presence

Open Areas

## Square



17 Squares

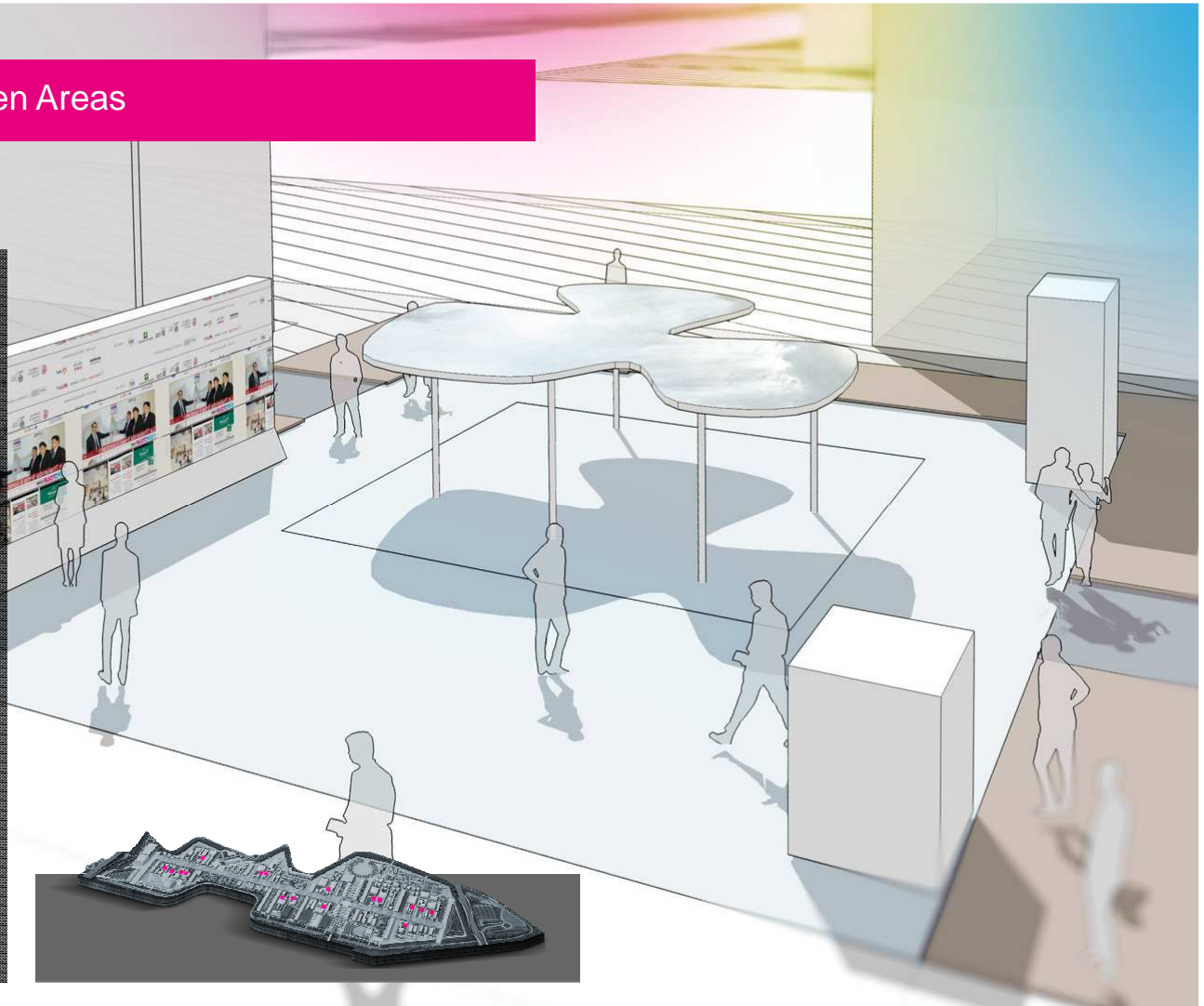
Distributed on the Expo site



400 Sqm

Square dimension

Some of these squares can be sponsored and furnished by companies, which will thus be able to promote their products and services and develop business relations by organizing events, temporary stores, showcasing areas, etc.



## Licensing & Merchandising - The Goals



### Promote The Expo Brand

Promote & Communicate the Theme and the Values of the Universal Exposition through the Mascotte &/or the characters in order to attract 20 ml visitors.



### Monetize The Expo Brand

Generate economics returns commercialising Mascotte and Logo products.

Founding Elements

Logo Expo Milano 2015

## Unique graphic sign



- Exploit economically the logo of Expo Milano 2015
- Develop an appropriate segmentation in order to reach several targets
- Diversify the use of logo as a brand representation and the logo use as a graphic element



Founding Elements

Mascotte

## An exceptional Partner

The **WALT DISNEY** Company  
Italia

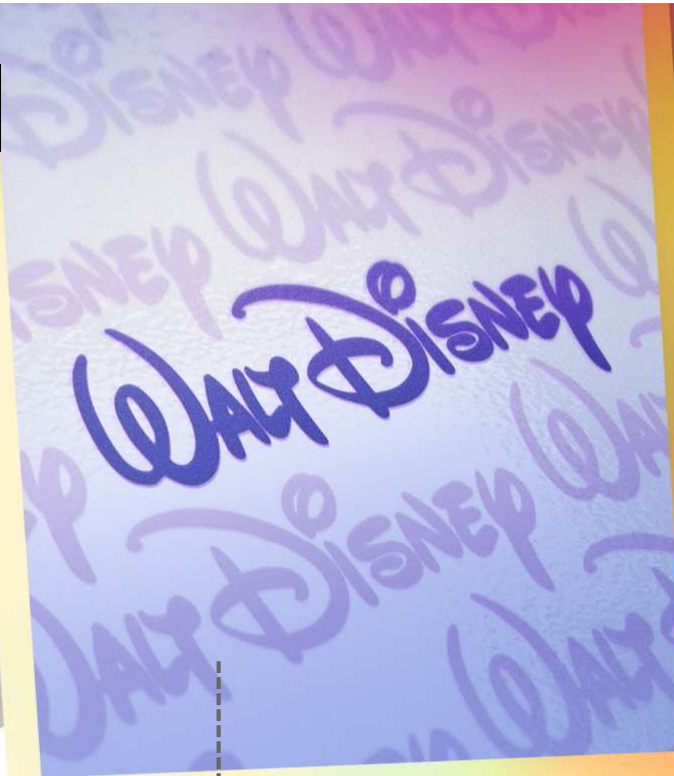
The Expo Mascotte will be able:

- Communicate the Expo values
- Attract and involve different target of visitors
- Tell stories
- Maximize the economic potential of the brand Expo according with the incoming objectives

Business Model



Co-Branding



Merchandising with the Mascotte



Merchandising With Expo Logo

## Business Model

## Co-Branding

- Exploit the Expo brand appealing to develop and commercialize a **limited numbers** of co-branded products destined to "high-street« market
- The licencees will turn to Expo a royalty
- Sales will take place through the licensee flagship stores, the Expo shops and on the web



## Business Model

## Merchandising with the Mascotte

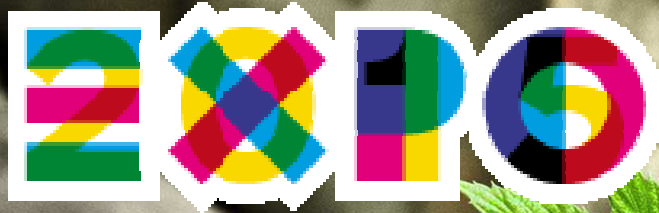
- Exploit the Expo Mascotte appeal to develop and commercialize a vast range of products targeting mass market
- The licencees will turn to Expo a royalty
- Retail licencees will turn to Expo a royalty on the sales to public
- Sale will take place through the **licencee flagship stores, the Expo shops and on the web**

## Business Model

## Merchandising con logo Expo

- Exploit the Expo Mascotte appeal to develop and commercialize a range of **products destined to the on site and in town flagship stores**
- **The licensee** will turn to **Expo** a **royalty** based on sales to **public**
- Selling point will be on flagship stores and e-commerce stores given in concession.





MILANO 2015

The *WALT DISNEY* Company Italia





## Ticket Distribution Approach

A capillary, horizontal approach world-wide

Multiple channels

No exclusivity

## Price Variations

### Length of Visit

Single-day  
Multi-day (2, 3)  
Evening

### Type of Visitor

Adult Child Family  
Sr. Citizen Disabled etc.

### When you Visit

Open: Any Day  
Calendar: Fixed Date  
Peak & non-Peak Days

### When ticket is Purchased

before Expo starts  
after Expo starts

## Free Admission

Children under 4 years old

Companions of Disabled Visitors



## Ticketing Related Event Facts

**Duration – 6 months / 184 days**

**Maximum site capacity/day 250,000**  
**Average site occupancy/day 130,000**

### **'EXPO BY NIGHT'**

**May 2<sup>nd</sup> 2015 – Oct 31<sup>st</sup> 2015**

**5 days per week: Wed. to Sun.**

**Evening pass entrance: 6:30 pm**

### **OFF-PEAK DAYS**

**Mondays & Tuesdays**

**with the exception of:  
the first and last two weeks of Expo  
and June 2<sup>nd</sup> (National Holiday)**

### **OPENING HOURS**

**Mon. & Tue: 9:00 am to 9:00 pm**

**Wed. to Sun: 9:00 am to 11:30 pm**

## Food & Beverage

### Activities

- **Street Food:** Publishing of the public tender for the searching of official concessioner able to manage one or more street food stations. The total of the stations are 35 of various dimensions
- **Kiosk & US6 :** The public tender for the searching of official concessioner able to manage one or more Kiosks (total 6 kiosks) + US6 has already been published.

### DEADLINE

**October  
2014 for  
publishing**

**10 November  
2014 as closing  
date**



Gourmet Kiosks



Street food

Official Global Partners



Official Global Airline Carriers



Official Premium Partners



Official Global Rail Carrier



Official Partners



BACK UP



## Tickets Formats



### Traditional Tickets:

Paper with QR-code

E-Ticket on Smartphone

Print at Home / Work / School

### Smart Electronic Tickets:

Contactless Smartcards & Bank cards

Mobile SIM / NFC

Gadgets



## Premium Packages

### SERVICES AND 'EXPERIENCES' OVER AND ABOVE STANDARD TICKET:

Different offers at different price levels:  
i.e. Business, Gold, VIP

Variants for:

Participating Countries and Pavilions

Partners Businesses

Individual Customers

### Services may include:

- Welcoming services
- Customized guided tours
- Preferred booking
- Reserved night shows
- Lunch / Dinner
- Wine tasting
- Speedy transport
- Fast track entry
- Events outside Expo
- Cultural site visits
- Gastronomical experiences

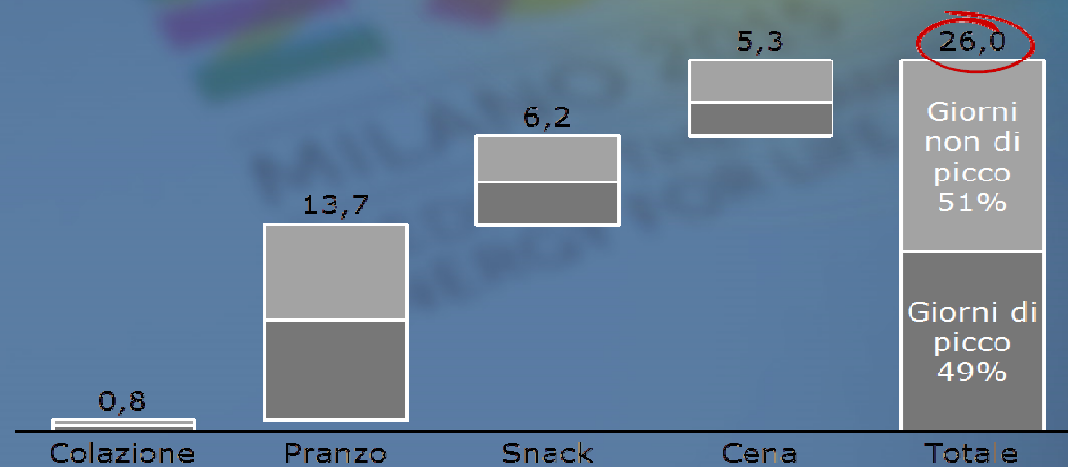
# Food & Beverage

## NUMERO PASTI ATTESI

N. Pasti (M)



Numero pasti



% totale (Stima '14)	3%	53%	24%	20%	100%
% totale (Stima '13)	6%	65%	17%	12%	100%

Delta vs. Stima '13



Apertura ritardata show (ore 10)



Maggiore consumo "extra-pasto" stranieri



Expo by Night tutti i giorni/ offerta più ricca

\* Staff, volontari, giornalisti, etc.

## Food & Beverage

### Tipologie di offerta F&B previste

1 Paesi Partecipanti	<ul style="list-style-type: none"><li>• Ristorazione con cucina tipica dei paesi all'interno di:<ul style="list-style-type: none"><li>- Padiglioni Self-Built</li><li>- Cluster</li><li>- Palazzo Italia</li></ul></li></ul>	5 Chioschi	<ul style="list-style-type: none"><li>• Punti ristoro che intercettano la domanda "di impulso" (e.g. gelati, snack, etc.)</li><li>• Punti specializzati/ vetrine per specifiche categorie</li></ul>
2 Stecche "Retail"	<ul style="list-style-type: none"><li>• Offerta generalista per esigenze di natura "mass" (bar, self-service, quick service areas...)</li></ul>	6 Aree altri Partecipanti (Partner, NOP, ...)	<ul style="list-style-type: none"><li>• Spazi gestiti da altri Partecipanti (Partner, NOP, Istituzioni, ...) che prevedranno somministrazione di cibo</li></ul>
3 Eataty	<ul style="list-style-type: none"><li>• Offerta ad alta qualità basata sulla valorizzazione del "Made in Italy"</li><li>• Punti di ristoro tipici della cucina regionale italiana</li></ul>	7 Ristorante stellato	<ul style="list-style-type: none"><li>• Ristoranti esclusivo comprensivo di un area dedicata ai laboratori di cucina e show cooking</li></ul>
4 Unità di Servizio	<ul style="list-style-type: none"><li>• Punti ristoro a "completamento" dell'offerta di ristorazione con format specifici per cogliere esigenze differenziali di specifici segmenti di visitatori</li></ul>	8 Street Food	<ul style="list-style-type: none"><li>• Forme di ristorazione "on the go", erogata tramite:<ul style="list-style-type: none"><li>- Food Truck</li><li>- Pop-up Food</li><li>- Food itinerante</li></ul></li></ul>