



MILANO 2015

Event Management
Marco Beretta
Business Development Manager

FEEDING THE PLANET, ENERGY FOR LIFE

16 March 2014

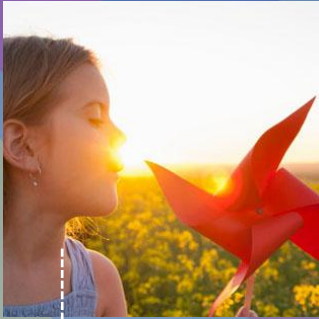




A Unique Event

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



When
1 May to
31 Oct 2015



Visitors
20 million



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



Participants
130 Countries
+ 10
International
Organizations



Digital EXPO
Millions of users
through digital
Expo 2015



America
21 Countries
0,5 billion Citizens

Middle East
14 Countries
0,2 billion Citizens

**Europe
(+Italy & SMOM)**
35 Countries
0,7 billion Citizens

Africa
40 Countries
0,8 billion Citizens

Asia and Oceania
30 Countries
3,8 billion Citizens

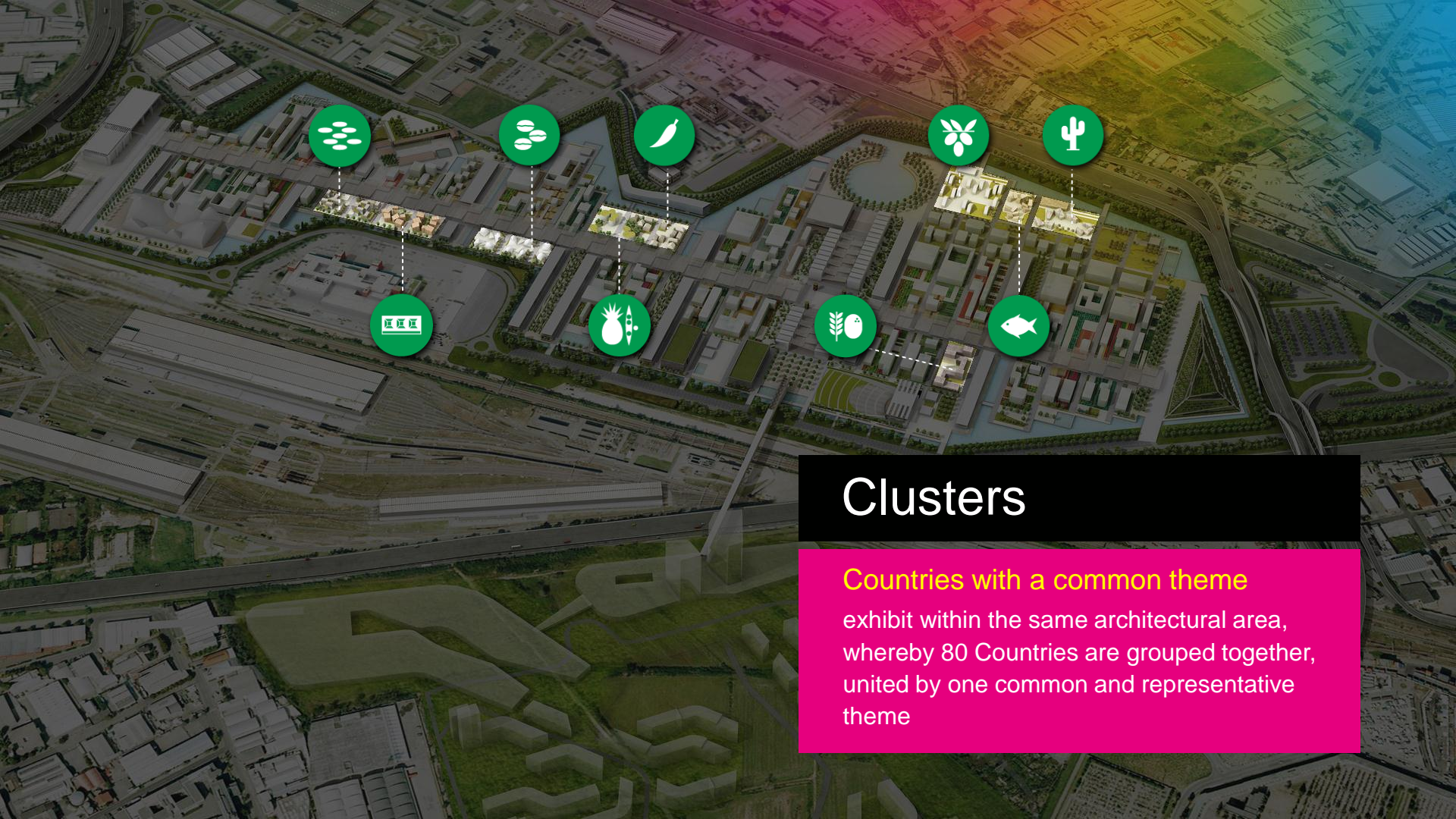
Worldwide Consensus

143 Official Participants:
140 Countries + The United Nations,
CERN & EU (6,1 billion citizens: 89% of world
population)



The Exposition Site

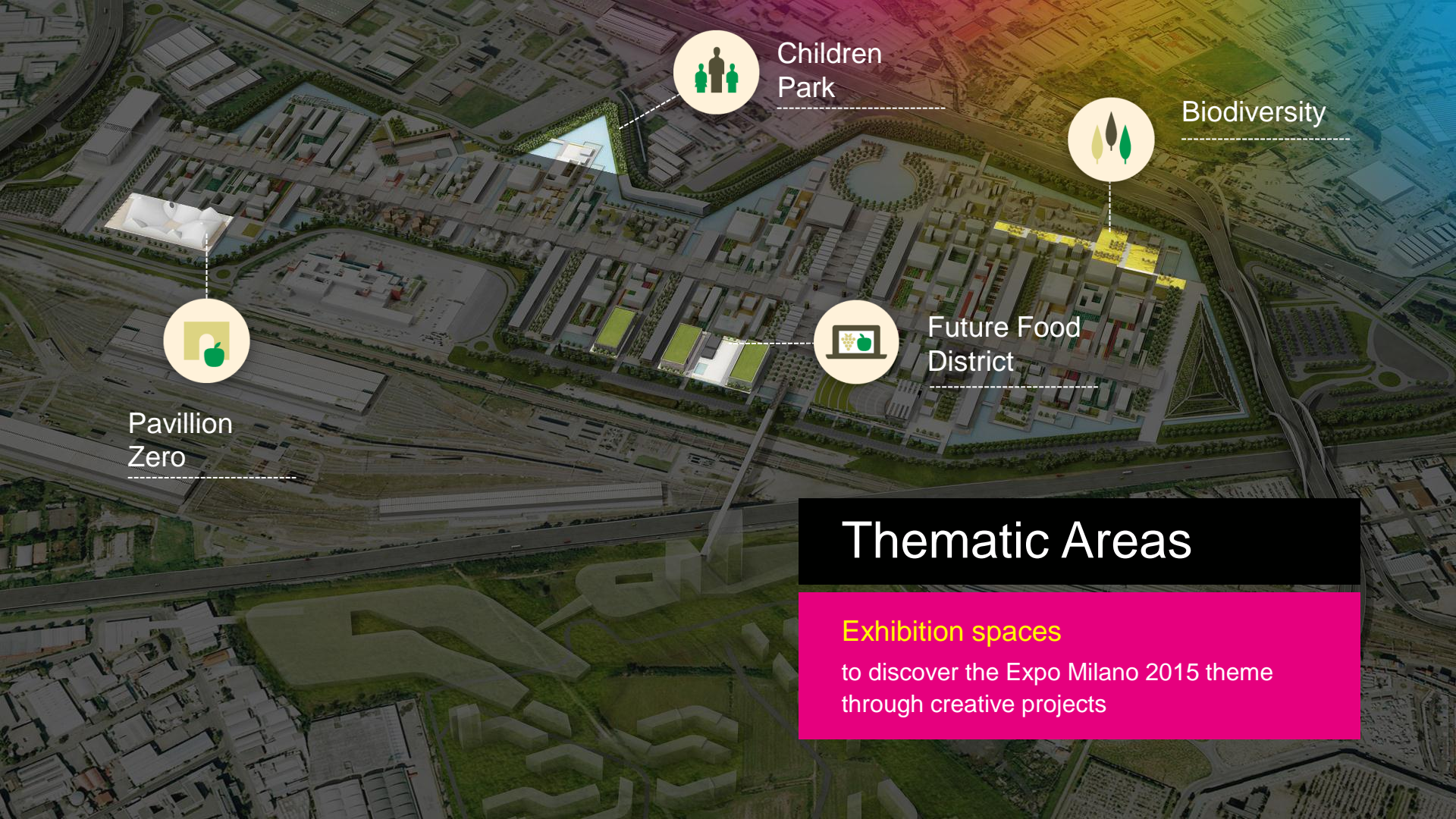
For SIX MONTHS, it will host the Country pavilions, thematic areas, clusters and open spaces for cultural events and entertainment



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



Children
Park



Biodiversity



Pavillion
Zero



Future Food
District

Thematic Areas

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

Awareness of our Potential Visitors

20 Million Forecasted



Potential Visitors

Italy + Abroad

ITALIANS



12-14
mln

ABROAD



6-8
mln

TOTAL VISITORS
20 mln

+ 20% OF REPEAT VISITS = 24 mln

The Young
and Dynamic
39%

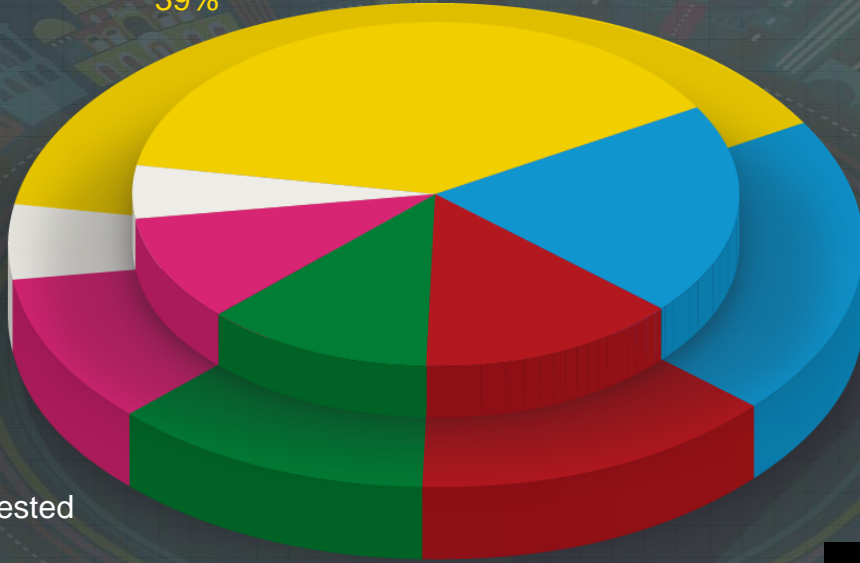
The Retired
5%

The Young
and Disinterested
10%

The Inactive
12%

The Passionate
Lady
14%

The Metropolitan
20%



The Italian Market

Visitor Segmentation

The Italian Market



The Young and Dynamic 39%

- 25 - 44 years old. Young couple with small children
- Medium-high to high educational level
- High intention to visit (43%)



The Metropolitan 20%

- Mainly male and mature
- Excellent knowledge of Expo 2015 in Milan (79%)
- Interested in Expo more for its role as a "cultural event"



The Passionate Lady 14%

- Mainly female and mature
- Higher income level than cultural level
- Enthusiasts of the Expo Milano 2015 theme



The Inactive 12%

- 50 years old on average
- Mid-low social profile and income
- Will visit Expo to «spend a day differently»



The Young and Disinterested 10%

- Mid-low social status, income and education
- Will visit Expo only to spend a day with friends or family
- Looks for entertainment and events



The Retired 5%

- Mainly female and mature
- Retired and housewives
- Expo could be an occasion to be with family or grandchildren

The (Inter)National
Tourist
33%

The Semi
Retired
7%

The Non-Engaging
13%

The Green Young
Adult
19%

Expo Lover
28%



The Foreign Market

Visitor Segmentation

The Foreign Market



The (Inter)national Tourist 33%

- Mostly male, 25-49 years old
- Married with small children
- Interest in the event and intention to participate above average



Expo Lover 28%

- Mostly 35-49 years old. Young couples, married with children
- Sees Expo as a "cultural event" to get to know "foreign cultures"



The Green Young Adult 19%

- Slight predominance of females and youth
- University students, young job-seekers and office workers
- Entertainment is key in motivating their "intention to visit"



The Non-Engaging 13%

- Mainly youth and singles
- Mid-low level of education and social status
- Not interested in the theme of Expo Milano 2015



The Semi Retired 7%

- 50 years old on average. Mainly female, married with older children
- Little knowledge of Expo
- Little intention to visit Expo Milano 2015



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
USA

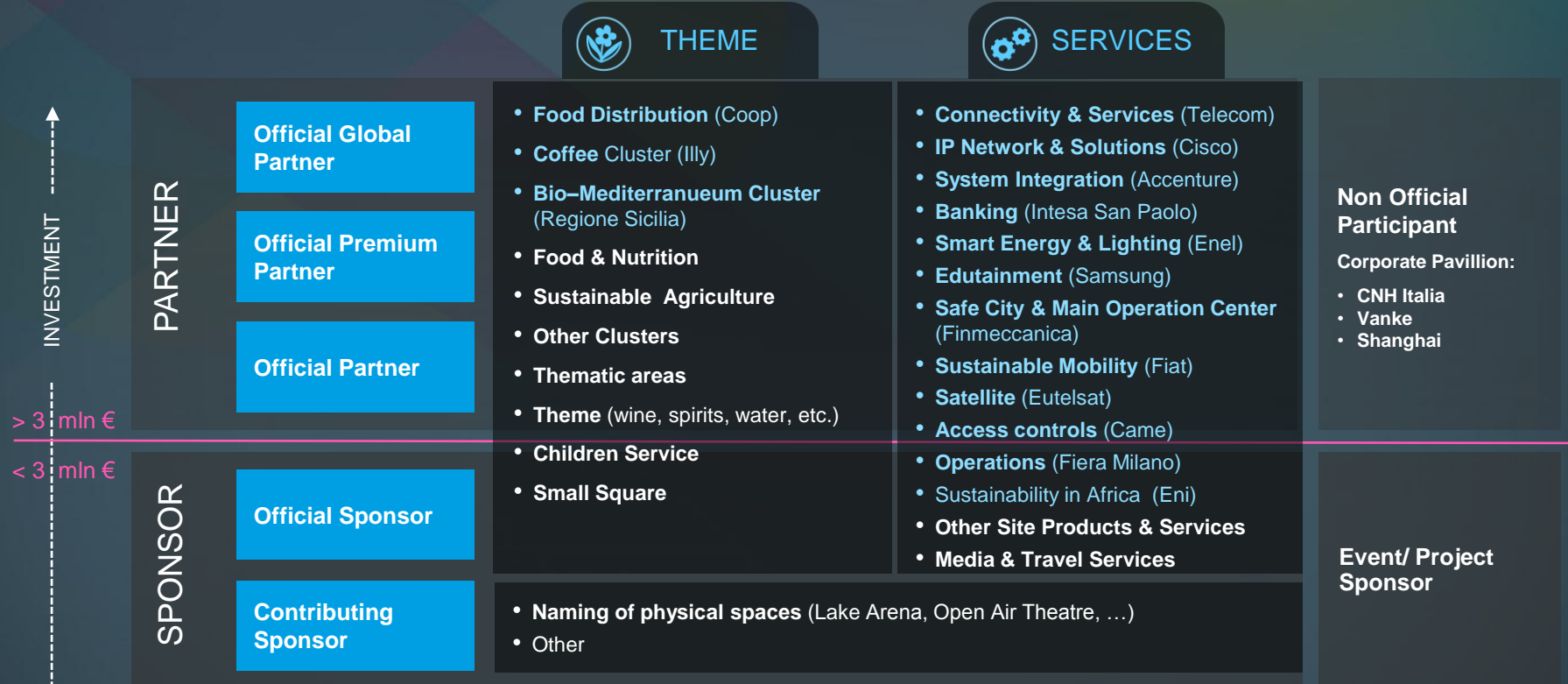


Corporate Opportunities

The **Universal Event**

Corporate Engagement Model

15 Partners already onboard with more than 300 Mln € invested in Expo Milano2015



Global Dialogue




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


Visibility on the Global Market

Possibility of developing business opportunities with 20 million visitors


Main topics of Expo 2015




Increasing and aging population



Climate change



Water Shortage



Waste minimization



Green and Sustainability



Health and Wellness

MAIN OPPORTUNITIES FOR PARTICIPATION



Thematic Partnerships

- Partnership of a Cluster as Official Expo Milano 2015 Food & Theme Partner
- Partnership of a Thematic Area

Physical Presence on Site

- Non-Official Participant (by the construction of a Self-Built Pavilion)
- Furnishing of Participant's own small pavilion (Already-Built Pavilion) or open space (Square) on the Expo Site.

Other Opportunities

- Added opportunities: Food Service, Licensing, Advertising, Ticketing and events

Thematic Partnerships

Official Global Partner



Developing the themes and challenges associated with food & nutrition and sustainability embodied by Expo Milano 2015 together with the Organizer and using its global platform.
















Consolidate its leadership in its market, demonstrating its vision for the future and innovative solutions on an international stage.



Attract the attention of the world's institutions, policymakers and consumers to the most pressing challenges of the millennium.

- The Expo 2015 Company aims at involving **Partners** who want to come on board and **support the development of the Cluster Project** both financially and in terms of content
- Partners, whose business and/or primary resources relate closely to the Cluster Theme, will **work with Clusters Participants** in creating attractive, thematic and sustainable Exhibition Spaces

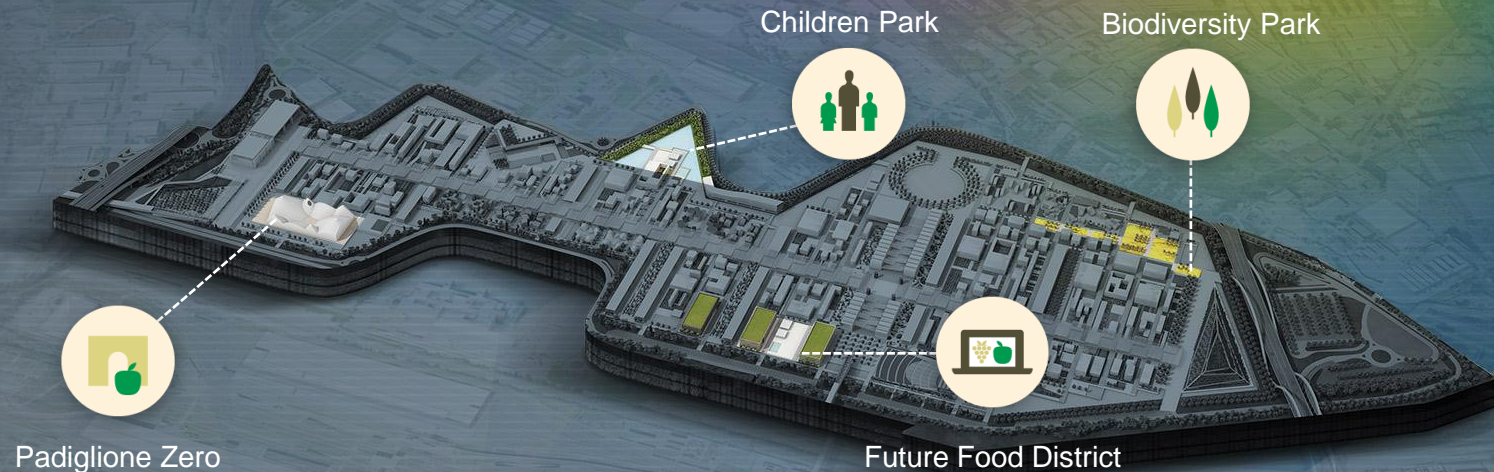
		Rice: abundance and security	
Cereals and Tubers old and new crops			
		The world of spices	
Fruits and Legumes			
		Cacao: the food of the Gods	In collaboration with 
 Coffee: the engine of ideas			
		Agriculture and nutrition in Arid zones	
Islands, Sea and Food			
		Bio-mediterranean: health, beauty and harmony	



- The **Common Exhibition Spaces** of the Clusters provide an opportunity for the **active participation of the Corporate world, Local Authorities, etc.** through food services, events, exhibitions, funding or commercial activities
- Partners can participate for example by:
 - illustrating the **evolution of their industry** and the solutions adopted to achieve resource sustainability
 - proposing original **interpretations of Cluster themes** and introducing innovative products
 - proposing their **food offerings** and organizing **events**

Thematic Areas

A collaborative approach



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

Non Official Participant

The Corporate Pavillion

In particular, these pavilions can be built on 1,000-sqm lots located near the Eastern Entrance to the Site and offer the possibility of creating strongly striking exhibition spaces and various types of areas depending on the company's characteristics and market sector.



Each Lots of 1000 Sqm



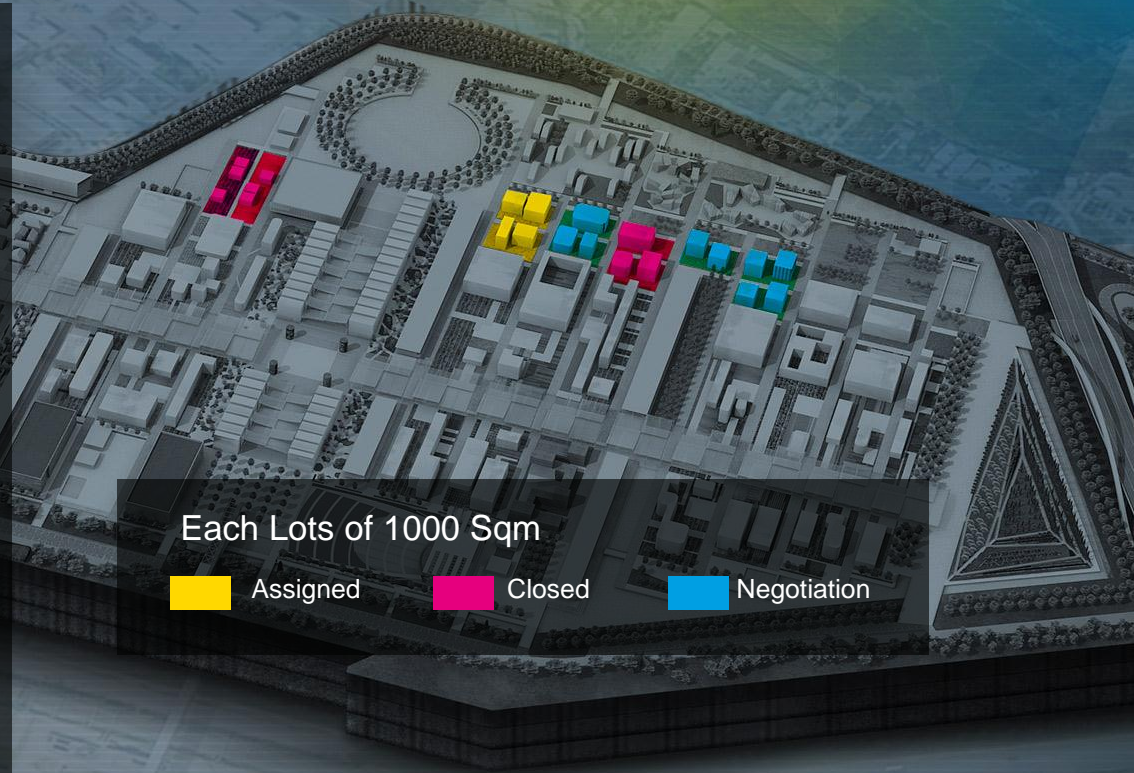
Assigned



Closed



Negotiation



Physical Presence

Pavillion already built by Expo

Corporate Pavillion (Already built)



Entrance
West

From Expo site



400 Sqm

On two floors

Companies have the option of creating different types of areas in **this space** (e.g., exhibition area, sales outlet, food service area, area for events/seminars, etc.).



Physical Presence

Open Areas

Square



17 Squares

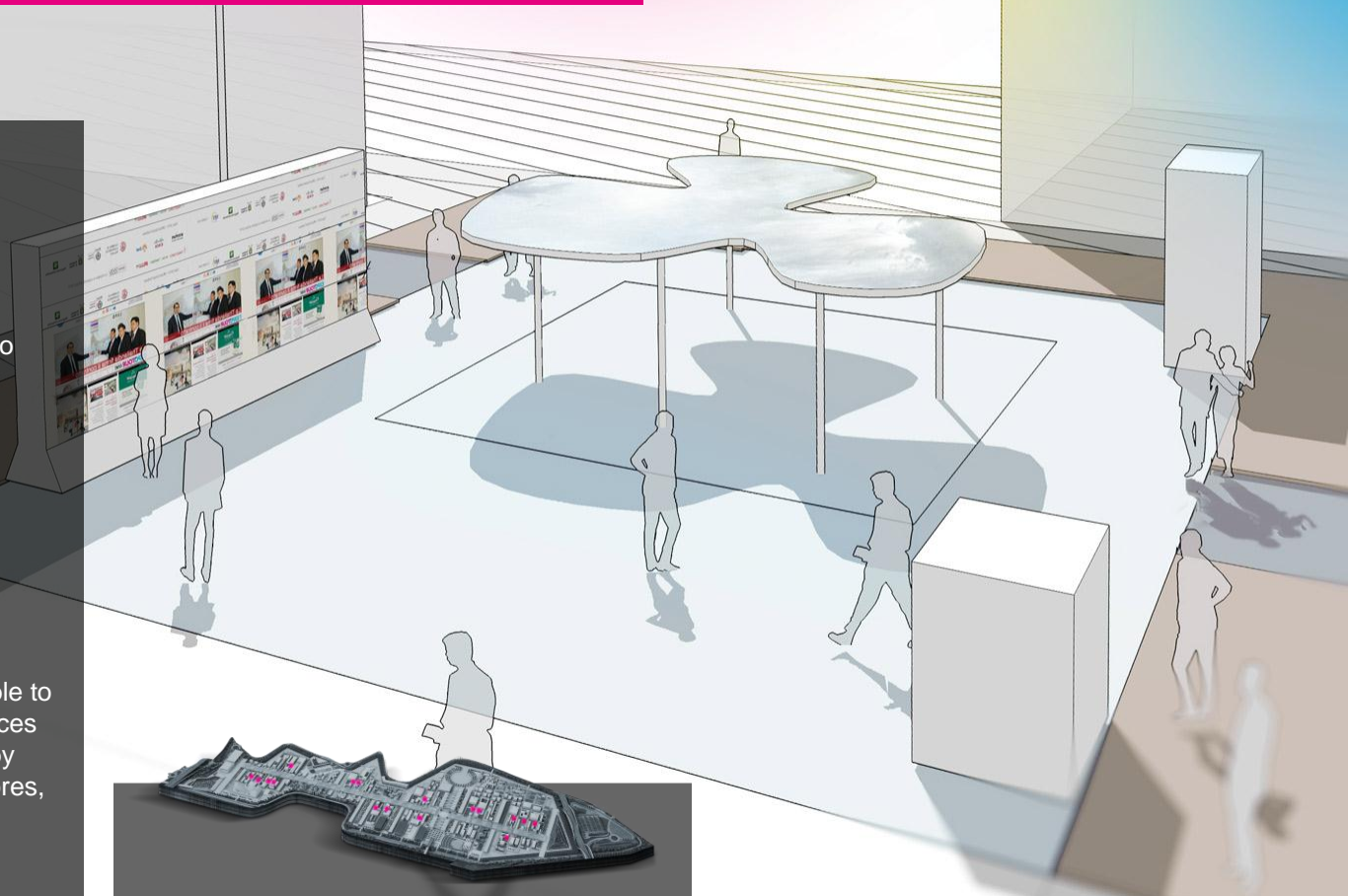
Distributed on the Expo site



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.

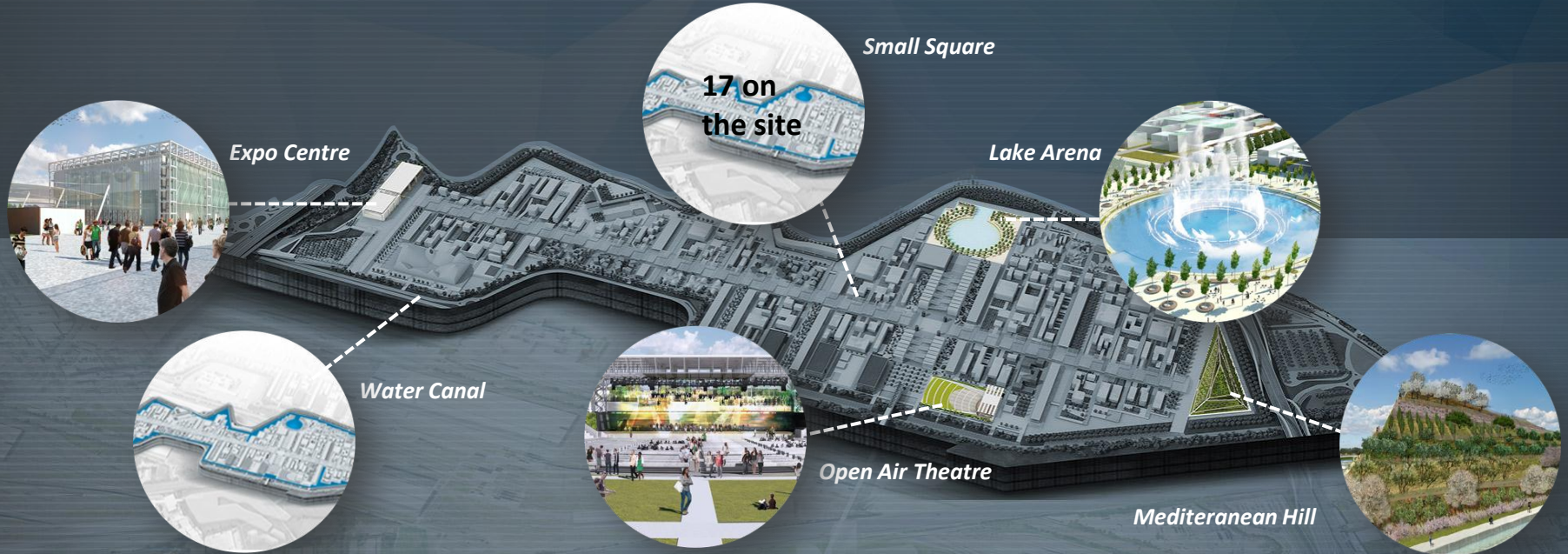


Other Opportunities

Events (Day and Night)

Another option for corporations to gain visibility at the Expo is the **possibility to do events by different** physical space on the Site.

On the basis of sponsor goals and budget, there are many options for spaces that can be branded. For example:
the **main events areas on Site** (e.g., Lake Arena, Expo Centre, Open Air Theatre, Piazza Italia)
symbolic points on the Expo Site (e.g., Canal, Mediterranean Hill, Palazzo Italia Terrace)



Other Opportunities

Food & Beverage



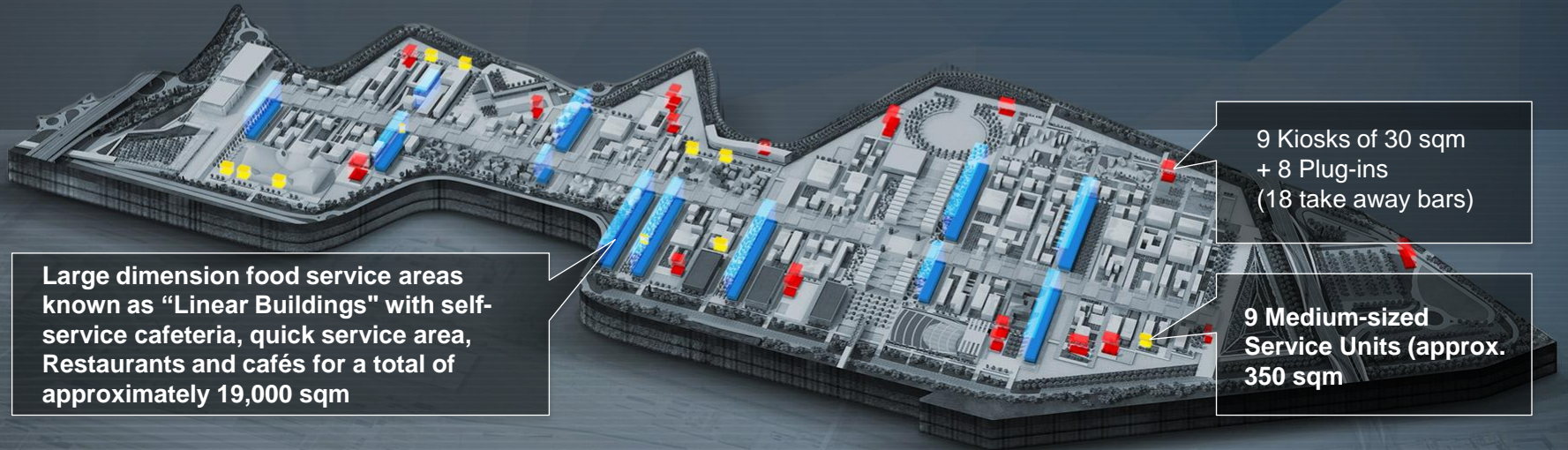
Furnishing and management of "monobrand" food service points using different formats (e.g., self-service cafeterias, cafés, restaurants, kiosks)



Provision of vending machines for the Site



Provision of Food & Beverage products to the operators of food service points on Site



Large dimension food service areas known as "Linear Buildings" with self-service cafeteria, quick service area, Restaurants and cafés for a total of approximately 19,000 sqm

9 Kiosks of 30 sqm
+ 8 Plug-ins
(18 take away bars)

9 Medium-sized
Service Units (approx.
350 sqm)

Other Opportunities

Licensing & Merchandising

Co-branding

Ticketing



MILANO 2015

NUTRIRE IL PIANETA
ENERGIA PER LA VITA



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Official Global Partners



Official Premium Partner



Official Partners

