This Expo seeks solutions to the contradictions of our world. On the one hand, there are still the hungry people and, on the other, about 1.3 billion tons of foods are wasted every year. For these reasons, we NEED TO DEVELOP SUSTAINABLE LIFESTYLES. And we need to get prepared for the 2050, at which time there would be 9 billion people in the planet. The message relates to EXPO’s main theme very well. Different countries target this theme in their own way. Generally speaking, each country examines their history through the lens of two aspects of food production: traditional cultural values and the use of new technologies. And each country tries to show the ideas how to get prepared for the 2050, at which moment our planet would feed 9 billion people. But, it seems that the Expo is not get well prepared and they need more time to get everything in order.

Unfortunately the Expo was not successful in interpreting the main theme. I was curious to see what is going to happen in this exhibition. Of course, it is hard to transfer this message “Feeding the Planet”. But, supposedly, THIS EXHIBITION SHOULD BE LIKE A DISNEYLAND FOR FOOD with a big talk about the food and how to improve it and how to feed the planet. But at the end of the story, it is hard to see how countries want to feed the people around the world.

T he general theme of the Expo is the food and to feed the planet and the energy for the future. I don’t think that the Expo was successful in highlighting this message. The EXHIBITION IS WONDERFUL BUT THE MESSAGE IS NOT CLEAR. It is not clear how to feed the planet, how to solve the problem. Maybe the most important thing I have seen here is different cultures. In a big place, all different cultures are put together.

T he main inspiration I got from the Expo was diversity of people and the cultures. Since food relates to culture somehow, this exhibition differs greatly from other industrial exhibition in which companies introduce their own product. You can see different dresses, different foods, different plants and some joyful ceremonies.

However, the main theme of the Expo coordinated all countries in terms of the direction to move. Most of the countries follow this theme in their pavilions but few preferred to deliver other message (tourism for example). Finally, I do not think that such activities can have real impact on solving the world problem of food and energy. It’s about just A JOYFUL GATHERING and promoting your country. That’s it and one should not expect more!

I t gives people the idea of the problem in the sense that at least you can see the contradiction of wasting the food somewhere and hunger somewhere else. But the problem is that the EXHIBITION is like a TOURISM AGENCY. Every country only shows positive points, or to say here you can see the world as it should be, not as it is. They only show that we grow food in this way, we cook in this way, we have these products. You avoid speaking about problems, conflicts, etc. In many pavilions they only show products. You don’t get any idea. At least in some parts there are movies which give you some understanding about the place.

I think the theme of Expo is a good message. But there is a breakdown between different countries in terms of bringing the message together and working together. In theory it is a good message and it could happen if the countries care about it more and I think this exhibition could help. However, I expected to see more international communities here. From what I have seen, the ones that are here are pretty much European and the average is from the European community. IT WOULD BE NICE IF WE SEE MORE INTERNATIONAL REPRESENTATION at the Expo.

A ngola: Angola has managed the project for this pavilion in a way to respect the Expo theme; In the meantime, it has chosen a complementary theme: “Food and Culture and Educate to Innovate”. Educate the new generation to innovate but respect the values of nutrition. One example of these values is respect for traditional food rather than fast foods. In Africa, WE HAVE ONE OF THE RICHEST DIETS IN THE WORLD. It is basically fish, corn, flowers, etc. This diet is introduced in this pavilion.

S witzerland: “If you take too much, there won’t be enough left for the others”. This is our theme statement. The Swiss pavilion is AN OPEN, EDUCATIONAL PLATFORM, WITH A CLEAR MESSAGE, capable of stimulating reflection on nutrition and food issues, including personal responsibility, the fair sharing of resources, and sustainability. As an active, responsible and supportive country in the field of nutrition, Switzerland’s intention is to invite visitors to reflect – on the basis of their own personal experience – on the global availability of food and sustainable development throughout the food value chain and on their relationship with consumption through a visit to the pavilion towers, filled with typical Swiss products.

Water, salt, coffee and apples represent, respectively, sustainable and responsible water management, health and balance, innovation and research, biodiversity and traditions. The social conscience of each visitor determines what’s left for those who come later. And for how long: will there be enough for all? Visitors are free to take away or consume any amount of the products. How much will be left for next visitors – and for how long – will be determined by the consumer behavior and level of awareness of each visitor.

• Switzerland: A fundamental aspect of Expo Milano 2015 is the development of links between countries, endorse talks between peoples and contribute to create greater harmony and awareness on big debates such as food security, waste, responsible consuming behaviors on the basis of mutual respect and solidarity.

Switzerland directly targets the issue of nutrition, food security and sustainability to the visitors. Switzerland will raise public awareness of the main challenges relating to sustainable development and ethical consumption. It is intended as a platform for dialogue and debate to address these global challenges in line with the general aim of Expo 2015: What can be done to secure an adequate supply of safe and healthy food for the world’s population?
Spain: Innovation and tradition come together in the "Language of Flavor," Spain Pavilion, which is based on three main pillars: a successful chain of food production, the quality and diversity of Spanish diet and cuisine, and sustainable agriculture and farming as a tool to preserve the landscape, heritage and development of alternative models of tourism.

Russia: The Russian pavilion at Expo Milano 2015 has its own motto which is growing for the world cultivating for the future. And under this motto, Russian pavilion shows first the big natural resources the country has: water, land and technological resources and innovation. This can make a big contribution to the debate of food security of the world. As the Russian pavilion, we want to demonstrate the potential of Russia in this topic which is the main theme of this Expo.

- Russia: The relation is very clear. We are a very big country as everyone knows and we want to show that and explain that in different ways. First we want to show how many resources we have. Second we want to show the heritage the Russian scientists left to the future generation. There are three main scientists we would like to mention here at the pavilion. They are Nikolai Vavilov who collected the biggest collection of seeds in the world in the first half of the 20th century. The second is Vladimir Vernadsky, the scientist famous for his study on biospheres. The third is Dmitri Mendeleev who is famous for the periodical table which makes a connection between chemistry and food. The other way to show the role of Russia in the culture of food is of course to let people know the Russian cuisine. We have a semi-graphic open kitchen to demonstrate some recipes and free tastes for all visitors. It is not limited to only food but also to some beverage and drinks.

Holland: Our theme is "Share, Grow, Live." We work to make the quality of life as good as possible, whether you live in Iran or in Holland. This Expo is an opportunity to get that QUALITY OF LIFE YOU NEED GROWTH, INNOVATION, INVESTMENT, etc. But you also need to share knowledge, technology and decision making.

Holland is different from other countries in the sense that we don't have an elite who makes all the decisions. It's more spread out. For us, delta (Holland is like a delta river) is a symbol. We take different directions but at the end we come together. We want to show that. We have been looking for solutions to food related issues for centuries and we do it in a particular way. Many countries might opt for the same solutions but our way of communicating is different. That is the first point.

- Holland: This Expo is a good first step towards a new kind of exposition. The Previous Expo was too much about country promotion. In this one, they made an effort to make a platform to talk together and solve the problems, to debate and create the connections among each other. These connections are not only among countries, but also between countries and businesses, labor unions, etc. All people and all organizations that have an interest in food and other global issues come together and it is not the elite. Here is everyone. This is what we wanted to see since we started, to consult the people about these issues. Hopefully we can come up with some concrete solutions. We are doing our best and we hope other countries will do the same.

I hope that in future we can turn the Expo into a topic related and issue related platform and one of the most important movements in the world. You have people from different backgrounds here. It is a great opportunity to create linkages. It is something that we all need. Often we are hiding behind political things. But when it comes to issues like food, we have the same issues, we have the same problems, and we should work together. I think science is a good area for all these collaboration. But it can go much further and that is what the Expo is for. Hopefully we become more and more like this.

Korea: Korea pavilion would like to remind the visitors of the importance of foods they prefer or they eat every day; because it not only sustains our body but also can deliver a GOOD OR BAD IMPACT ON THE PLANET and the people living in it. Visitors can get this inspiration when they visit the Korea pavilion. One example of the inspiration would be the "change of their eating habit or culinary style to a more sustainable one."
Expo Milano 2015 officially opened its doors to the twenty million visitors that are expected to come over the next six months. The official opening ceremony took place in the Open Air Theater, the large open space that will host concerts and official meetings until October 31, 2015.

The ceremony, hosted by Claudia Gerini and Marco Maccarini, began with one minute’s silence to commemorate the loss of life caused by the recent earthquake in Nepal. First to take to the stage was Ambassadors for Expo Milano 2015, Javier Zanetti, Martina Colombari, and Massimo Bottura.

Next was a welcome speech by Giuseppe Sala, Commissioner for Expo Milano 2015, which was translated simultaneously on big screens into both English and French.

"No fewer than 54 individual pavilions have been built by the participant countries, a result never to have happened before,” said Sala, “and, to allow countries with fewer economic means to participate, we have created nine Clusters, the collective pavilions grouped according to criteria related to theme Feeding the Planet, Energy for Life”.

"This Universal Exposition," added Sala, "has been a great test of work organization, and will be a wonderful opportunity for the tourism sector."

The Commissioner also thanked all those who made the event possible, from the President of the government’s Anti-Corruption squad, Raffaele Cantone, the BIE, the participating companies, to the Italian Government and the governments of the participating countries. Finally, Sala thanked the Ambassadors, including Emma Bonino, Ermanno Olmi, and Andrea Bocelli and all those who have worked to bring Expo Milano 2015 to fruition.

The opening ceremony continued with the highly anticipated speech by Pope Francis, delivered via a video link from the Vatican.

The following is the full text of the message:

Good evening to you all, women and men, who have gathered today to reflect on the theme: Nourish the Planet, Energy for Life.

On the occasion of my visit to the FAO [Food and Agriculture Organization of the United Nations], I recalled that, in addition to “interest in the production, availability and accessibility of foodstuffs, in climate change and in agricultural trade”, which are crucial inspirational questions, “the first concern must be the individual person, who lacks daily nourishment, who has given up thinking about life, family and social relationships, and instead fights only for survival” (Address to the FAO, 20 November 2014).

Today, indeed, notwithstanding the proliferation of organizations and the various interventions of the international community regarding nutrition, we are experiencing what St Pope John Paul II called “the paradox of abundance”. In fact, there is food for everyone, but not everyone can eat, while waste, excessive consumption and the use of food for other purposes is visible before our very eyes. This is the paradox! Unfortunately, this ‘paradox’ persists. There are few subjects about which there are as many fallacies as there are about hunger; few topics are as likely to be manipulated by data, statistics, by national security demands, corruption, or by grim references to the economic crisis” (ibid).

To overcome the temptation of fallacies — that nominalistic way of thinking which continues to go beyond reality but never touches it — to overcome this temptation, I offer you three practical approaches.

1) Move from urgencies to priorities

Direct your gaze and heart not toward the pragmatic reason of its urgency which always appears as a temporary proposal, but toward a decisive approach to resolve the structural causes of poverty. Let us remember that inequality is the root of all social ills (cf. Evangelii Gaudium, n. 202). I would like to repeat to you what I wrote in Evangelii Gaudium: say ‘no’ to an economy of exclusion and inequality. Such an economy kills. It cannot be that when an elderly homeless person dies of exposure it is not newsworthy, but it is news when the stock market loses two points (cf. ibid., n. 53). This is the result of the laws of competition, the survival of the fittest. Take heed: here we are not facing only the logic of exploitation, but that of waste; indeed,
Choose to begin with the priority: the dignity of the person; to be men and women witnesses of charity; to be unafraid to safeguard the Earth which is the mother of all.

I ask you all to pray for me: I need it. And I invoke God’s blessing upon you. Thank you.

Matteo Renzi: "Today Italy has awakened"

- The ceremony that officially marked the start of Expo Milano 2015 ended with an address by Italian Prime Minister Matteo Renzi. "Italy has awakened, we are ready for life," stated the premier, referring back to the last line of the Italian national anthem. "I would like to welcome everyone, and say thank you to all the workers," said Renzi.

"Today, the future of a country with an extraordinary past begins, but also one that has a future that now embraces the world. Let’s show that Italy is proud of its roots, but also that our future is being written right now. Politics can no longer just take care of insiders. Let us make sure the Universal Exhibition in Milan is a place for discussion and solutions."

In the acknowledgments made by the Prime Minister, Renzi recalled Letizia Moratti, the previous Mayor of Milan who, “first had the idea that Expo Milano 2015 could be a great opportunity for Italy”. The celebrations ended with Premier Renzi signing the Milan Charter, with the Frecce Tricolori, the Italian Air Force’s aerobatic team performing a fly-past over the Exhibition site at the end of his speech.

For Six Months, Milan Will Be Home to the World

- Immediately after Sala’s presentation, it was Milan Mayor, Giuliano Pisapia’s turn to address the public. The Mayor urged the people of Milan to welcome tourists and visitors arriving during the six-month period with joy and engagement. “Milan offers itself completely to welcome the world to our city. Expo Milano 2015 is designed to say to everyone on the planet that the hunger challenge can be beaten, that each of us can do something to stop the unsustainable exploitation of the planet. Come to Milan, we have organized over 20,000 events for you, and Milan will be home to all”.

The President of the Lombardy Region, Roberto Maroni, then took to the stage, and started by thanking all those who worked so hard to bring about Expo Milano 2015, and continued by saying: “All of us here feed the future. With the Universal Exhibition in Milan, the subject of food is at the center of the global debate on food security”.

Another speaker was Ferdinand Nagy, President of the Bureau International des Expositions (BIE), the French international intergovernmental organization founded in 1928 that has since managed the Universal Expositions.

“I offer my sincere thanks to the Italian government for the dedication it has demonstrated in creating this event, in its cooperation with the Participating Countries and the Italian and foreign institutions”, said Nagy. “It will be an event that is remembered for overcoming the challenges related to nutrition and hunger in the world.”

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Expo Milano 2015 examines human history through the lens of two aspects of food production: traditional cultural values and the use of new technologies. These two aspects do not stand apart, but are very much interconnected. Besides being an opportunity for industry players to meet, the Universal Exposition is part of a cultural journey that aims to highlight the changes that the entire population of the planet is currently facing.

Focusing on humankind that, through life and work, has transformed the natural environment, Expo Milano 2015 aims to highlight the life-giving energy that food, the symbol of hospitality, community and celebration, brings to each and every one of us. People and their history are central themes of this Expo. In particular, the Milan event is the result of a long transformation that characterizes human history and the food industry, both important themes for previous Universal Expos.

The human story is told through historical, economic and political aspects such as industrial growth, the emergence of new economic powers, and events such as world wars, all having influenced each and every Expo.

From the very first Expo in London in 1851, it is possible to see the legacy each edition has left behind – not just the physical landmarks, but also the changes in people’s relationship with the land and with the food it provides. This has been the inspiration for Expo Milano 2015, Feeding the Planet, Energy for Life, which will explore the importance of nutrition for all of us and the central role that humans play.

The Meaning of Expo

Ever since the first edition in 1851 in The Crystal Palace of London, the Universal Exposition has been the perfect stage to show off the most ambitious successes that man has achieved over time. It is an occasion to share technologies, innovation and discoveries. It is also a moment to bring to life architectural projects or artistic movements, and a place where landscapes became cultural symbols of that time, like the Eiffel tower which was built in Paris when the city hosted the Exposition in 1889. The Universal Exposition is a non-commercial exhibition. It is a platform that focuses on giving the people, countries and institutions the opportunity to have an international dialogue on hot global topics of interest to all. Since the very beginning this was the place to present creativity and knowledge and where every country had the possibility to demonstrate what it could offer to the world at that specific moment.

The Role of the Host Country

The country that will host the Exposition is chosen through a candidacy process. The Universal Exposition takes place on a dedicated site and all the other countries are invited, through diplomatic channels, to participate. For the host country, the Exposition is an occasion to show the best of national culture, innovation, production and traditions, but is also an opportunity to build strong international relations.

The Tangible Legacy

Every Universal Exposition leaves behind monuments and buildings that become a true calling card for the hosting city, like the Eiffel Tower in Paris, the Atomium in Brussels or the Space Needle in Seattle. But that is not all: the Universal Exposition is an opportunity to change the face of the city, to improve quality of life for its citizens and to attract more tourists. The Universal Expositions of Shanghai, Lisbon, Brisbane, Spokane and many other cities have left the legacy of modern neighborhoods, new infrastructures, parks and museums.

The Intangible Legacy: A Message for the Future

The Universal Exposition has changed over time compared to the early editions. Expo still provides a showcase for important developments and opportunities but is now more focused on important issues concerning humanity. Already the central themes of the Zaragoza, Yeosu and Shanghai Expos were about water, the oceans and quality of life in cities, respectively, and now the theme of Expo Milano 2015 is “Feeding the Planet, Energy for Life”, a topic that reflects the huge challenge of finding a balance between the nutrition of man and respecting the planet.

The Exposition site and all the physical elements that are normally the “tangible” legacies of an Expo now have to be in keeping with the central theme of the event. So what we will inherit from this new generation of Expo is not the architectural constructions but instead the landscapes, so an “intangible” legacy.

There are several intangible aspects that Expo Milano 2015 is going to leave to its participants:

- The know-how gained through six months of work, meetings,
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- The know-how gained through six months of work, meetings, and congresses focused on the reduction of waste;
- The presence of educational elements in every exhibition, event or performance to educate people to make more eco-friendly choices when producing or consuming food;
- All the research used for economic, social and production models to improve the eco-sustainability of communities in general;
- The sharing of know-how and learning on themes like sustainability;

This intangible inheritance is one of the biggest challenges for Expo Milano 2015.

The BIE and the Universal Expositions

Universal Expositions are huge international events that over a six month period provide a cultural, educational and commercial experience to visitors and participating countries. They offer a place where people from around the world can meet and talk, reinforcing cooperation between the different populations of the world. The Expos are managed by the Bureau International des Expositions (BIE), the international governing body established in Paris in 1928 by the Convention Relating to International Exhibitions.

The BIE defines the objective for the Expos as well as overseeing and regulating the calendar, the bidding and the organization of the event. It also ensures that the international rules regarding organization and participation are respected.

Today 168 countries are members of the BIE, each represented by one or two delegates. Any country can become a member of the BIE by signing up to the Convention. The last version was signed in 1988 and came into force in 1996. It divides the Expos into two categories:

Universal Expos

- Time: every five years
- Duration: up to six months
- Participants build their own pavilions
- The site area has no limits
- The theme is general

International Expos

- Time: between universal expos
- Duration: up to three months
- The organizer builds all the pavilions and then rents them to the participants
- The site has a maximum area of 25 hectares
- The theme is specific

Today the Expositions have become a place for international dialogue, public diplomacy and cooperation between countries. They have maintained their educational objective but have over time increasingly moved the focus towards the challenges for the international community.

Since the first edition in London in 1851, the expositions have attracted a huge number of visitors. During the 21st century worldwide interest has continued to grow with the number of visitors rising: Hannover 2000 (19 million), Aichi 2005 (22 million) and Shanghai 2010 (73 million).

The success of the Universal Expositions is based on the partnerships among people from all over the world. On October 30th, 2010, at Shanghai 2010’s Expo Cultural Center, where the biggest Universal Exposition of all time was held, the baton was passed to Expo Milano 2015 and to the global challenge that is defined within its Theme, Feeding the Planet, Energy for Life.
Testimonial to an important event such as a universal exposition is usually done to fix the relevant event in the history. Posterity have the right to know about the high class activities of their ancestors and their struggle to build a better world for them to live.

World Expos are of the first class manifestations which can be rarely done without any drawback and insufficiency and when it is done perfectly then it should be born testimony by those having capability and being just; and bearing testimony to Expo Milano 2015, a huge professional activity in the field of world expositions is really difficult. From the viewpoint of the professionals involved in the exhibition industry, Expo Milano 2015 is a masterpiece of the 21st century and it can be supposed as a sample for the future expos to equal them with this glorious Expo; however without exaggeration, the artistic tender nature of the Italians helped them to create such a masterpiece.

Expo Milano 2015 has been evaluated by many Italian personalities of whom we have chosen five: Emma Bonino / Salvatore Veca, Davide Rampello / Michele De Lucchi and Italo Rota; these are testimonials which like the blood in the arteries shall flow in the history and remain for those living in the future to testify that doing it is not impossible but very difficult.

Why Testimonials?

Feeding the Planet, Energy for Life

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Emma Bonino

Women’s Rights Are First of All Human Rights

- Women are at the center of the “Feeding the Planet, Energy for Life” theme; both as primary agents in feeding, and as key protagonists in food security at all latitudes: it is women who make up 70% of small farmers in Africa and women who manage most of the new start up agricultural business in Italy. So Expo Milano 2015 must become the first Universal Exposition to place a strong emphasis on the role of women.

- Awareness of this led to the creation of We-Women for Expo and the women for Expo alliance, a document that we are working on together with the FAO and WFP, an alliance against food waste and to guarantee greater rights to women as regards food, such as access to credit, the right to land ownership and full equality in the eyes of the law.

- The fight against food waste is one of the great challenges of the near future: a third of all the food produced in the world is wasted during the consumption phase or lost in the course of the production process. These are enormous figures, but they are all the more significant if we consider that today the availability of food – like water – has entered a phase of scarcity, caused by the increase in the population, climate change and alternations in the diet of new economies. The solutions are partly political and partly technological, and the two weeks of events of women for Expo, will ensure an open and innovative debate without prejudiced positions. There is far more that unites us than divides us: and that is the conviction that women’s rights are first of all human rights.

Davide Rampello

The History of Food Is the History of Mankind

- The need to feed ourselves has influenced all fields and every decision, defining over time mankind’s relationship with nature, animals and technology. Not least, it has defined its relationship with us and with other people: our identity.

- The history of food started with mankind and remains of great importance today: it is a relationship that, over the course of the centuries, has generated knowledge and development. Pavilion Zero at the entrance to the exhibition site, has the task of condensing the philosophy of the Universal Expositions and of introducing the main Expo theme, “Feeding the Planet, Energy for Life”, to visitors with a narrative and dramatic itinerary that will arouse their amazement and curiosity.

- Transmitting emotions and offering an authentic experience is the most effective way to communicate important content and information, to help spectators create that mental space that can be filled with content during the course of their visit.

- A Universal Exhibition is the ideal place to suggest solutions with regard to the great issues concerning the life of the planet and its population, but the real result must be to arouse a sense of the urgency and importance of these issues in all our lives, inviting ourselves to rethink more deeply and consciously about the use of natural resources and our relationship with the ecosystems and the services that they provide for us, the importance of the biodiversity and the impact of climate change on food production, the economy and society.
Salvatore Veca
The Right to Food Is a Fundamental Human Right

- The right to food is a fundamental human right, it asks that the right to food is a fundamental human right, and people’s attitude of respect towards themselves and nature. People need to cultivate care of the planet because it is through this attention that we can obtain a higher quality of living in harmony with the environment. In the absence of harmony, decay brings to spread as we have seen all too often in our cities.

- We are supported on the surface of planet Earth, we walk on the land, we make use of its natural riches and we have the duty to preserve them. This is the Earth where we are raising our children.

- Architecture, too, should take inspiration from the theme of building in harmony with nature, to integrate itself into the landscape without invading it. The Expo Pavilions have a strong symbolic and representative value and their visibility provides an important opportunity to reflect on a different way of construction, with respect for the space and the environment.

- At this year’s Expo, the permanent and temporary topics are more central to the discussion than ever before. Today it is more necessary than ever to reflect on what deserves to be built so that it remains, and is a symbol of durability, and what, on the other hand, should be an installation right from the start, and, as such, should last only for the duration of the event.

- These issues bring to the forefront a complex and contradictory responsibility because it is equally pernicious to continue to fill the world with buildings destined to last for eternity, and to build in order to destroy and cover the bottom of the oceans with rubble and rubbish. On the other hand, people need to build in order to improve their individual and social condition.

Michele De Lucchi
Expo Milano 2015: A Symbol of Man’s New Yet Ancient Role

- Expo Milano 2015 and its theme are the symbol of mankind’s new yet ancient role, and people’s attitude of respect towards themselves and nature. People need to cultivate care of the planet because it is through this attention that we can obtain a higher quality of living in harmony with the environment. In the absence of harmony, decay brings to spread as we have seen all too often in our cities.

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Ilario Rota
Expo Milano 2015: First Internet Inspired Technological Revolution

- Just three or four years ago, everyone was talking about a simple, catastrophic hypothesis: “The future no longer exists”. Expo Milano 2015 is the best answer to that. Many countries have said that they want to take part in building a future for the Planet, but above all, millions of human beings who make up this community also want to take part in building it. Lined up along the Decumanus, like so many groups of school kids and teachers, they face up to and present their problems, their solutions, their anxieties and their hopes. Millions of visitors will flick through this great book on nutrition, and will read it and study it.

- Expo Milano 2015 is the first expo after the technological revolution caused by the internet. Millions of people are coming together in this small corner of the Planet to discover the quetzal physical buildings, very different from those of Shanghai or Yeosu: they are post-web architecture and installations, feed from the obsession with the virtual, and ready to accommodate real people.

- For the first time, the Expo also has a pavilion off site, in the Triennale complex in the center of Milan; a large, thematic pavilion that reminds citizens that there is still a lot more to see, not just in the Triennale, but in the whole of Italy, a large extended Expo full of surprises and rediscoveries. I believe that this Expo, which has worked so hard in heritage, will also stand out for its work addressed to the future.
Everything started when homo sapiens first appeared on Earth and instinctively felt the need to find food. If the adventure of Man started in the Year Zero of nutrition, the journey that visitors make through Expo Milano 2015 starts from Pavilion Zero that deals with the theme of food and nutrition by going through all its phases through emotional processes, symbolic languages, evocative images, original music especially created. A theme which is closely related to the roots of Italy, that in ancient times was called “Oenotria” (meaning the land of wine) and then Italy (meaning the land of calves).

The visit starts from the beautiful Library of Memory, in wood carved by skilful cabinet makers, belonging to that architectural craftsmen’s group that made the fortune of Fellini’s Cinecittà and that is now disappearing, as Giancarlo Basili, the set designer of the pavilion underlined. The story continues with the projection of a video made by Mario Martone (Italian film director) and focused on the four arts (hunting, fishing, agriculture and breeding) and with the surprising reconstruction of a 23-metre-high tree that comes out from the top of the dome so as to stress the supremacy of Nature: the over 30,000 leaves of its crown have been attached one by one by expert artisans.

In another room, fruit and vegetables from all over the world are offered to the eye thanks to projections and chromatic effects, while in the room on animal domestication statues and paintings made by artisans-set designers reproduce animal species. Then you enter into the Valley of Civilization where a Kaori wooden table, dating back to 40,000 years ago and created by a wood master like Maurizio...
Riva, reproduces Pangaea.
In the Room of Instruments, there are tools, utensils and machines that tell the story and the habits of Man who was at first a hunter, then a harvester and finally a farmer and a breeder able to change the environment. If you continue, a huge jar, together with amphorae, bowls, goatskins show the ancient art of food preservation that marked the beginning of market and trade.
The advent of the industrial revolution, which takes up a space of 320 square meter changed the relationship between Man and the environment thus changing natural landscapes, while a 10 meter by 30 meter wall, consisting of 500 screens, tackles the themes of food sale, communication and consumption in modern times.
Pavilion Zero also underlines the problem of food waste, which has now become a lifestyle, with an installation consisting of a heap of waste: modern Man wastes 30% of what is produced.
A big screen projects scenes that have made the history of cinema in which food is the main player. There are even the disasters caused by Man that can be seen through a crack, a way of making you think and never forget.
The itinerary ends with two positive messages. That of the Room of Landscapes: 12 projections of landscapes in 12 different countries with virtuous examples of working farmers and of environment-aware food industries. And the Room of the Five Stories with the best cooperation projects for development.
An itinerary in which – through light, music, noise, the Italian craftsmen’s tradition and the help of the most cutting-edge technologies – you get to understand and gain more knowledge about the theme of food. So simple and so complex!
Italy Has Given To World, History and Culture from Food to Art and Much More

What would the world be like without Italy? Italy has given to world, history and culture from food to art and much more.

The artistic director of Italy Pavilion at Expo Milano, Marco Balich, is not the most impartial observer, but he is the best guide to take us on an exploration of five floors of the Italian Pavilion an exhibition area that contains, in his own words, “a celebration of lots of experiences.” He explains, “Inside, Italian visitors will learn a great deal about their country, about solid roots, pride, strength and the courage to face the future.”

The Italian Pavilion at Expo Milano 2015 showcases Italy’s excellence, the country’s culture and traditions related to food and eating, which are typified by high-quality, from the raw materials through to the finished product. Consisting of Palazzo Italia, of the four buildings along the Cardo, or north-south avenue on the site, and the Lake Arena, the Italian Pavilion at Expo offers some 14,000 square meters of exhibition space.

Palazzo Italia

Palazzo Italia constitutes the very heart of the Expo site, and will remain, post-event, as a center for technological innovation for the city of Milan. The concept and the design of the building is by Studio Nemesi & Partners S.r.l., along with Proger S.p.A. and BMS Progetti S.r.l., in line with the original concept by Marco Balich, Creative Director: Italy as a Nursery for New Energies, a nest for the future, with a rich past that is anything but a gloomy museum of its past glories.

The exhibition Identità Italiana at Palazzo Italia and the Tree of Life (L’Albero della Vita)

The exhibition entitled Identità Italiana at Expo Milano, tells the story of the Italian Powers, with the assistance of the country’s 21 Regions and Autonomous Provinces.

The four Italian Powers are:

- **The Power of Expertise**: 21 people tell of the Italians’ professional qualities, in terms of their artistic and manual skills, and how they found success by thinking in business terms.

- **The Power of Beauty**: Here we see 21 landscapes and the same number of architectural masterpieces that express the beauty of Italy.

- **The Power of the Challenge**: These are 21 stories of farms, agri-food, and craftspeople who illustrate the specific area in which Italians distinguish themselves: their ability to give the best of themselves in the most challenging circumstances. Just one example: cultivating vineyards on arid hillsides, when any form of mechanical assistance is quite impossible.

- **The Power of the Future**: This is narrated by means of a Nursery of 21 plants, each of which represents one of the country’s Regions or Autonomous Provinces. There’s Piazza del Campidoglio in Roma, where Michelangelo created the mosaic of Renaissance harmony. From the mosaic rises the Tree of Life, a steel and wood structure that is 37 meters high and has a circumference of 25 meters. The brainchild of designer Marco Balich, this stands in the center of the Lake Arena. Within Palazzo Italia, visitors will find an exhibition of markets, an interactive system that allows Italy’s great fruit and vegetable markets, in Florence, Rome, and Palermo, to communicate with each other. Over 750 schools and 11,000 students will be presenting their learning experience in the spirit of Expo Milano 2015.

A darkened space, one hundred meters long, courtesy of the Italian Union of the Blind and Partially Sighted (Unione Italiana Ciechi), visitors will be able to replicate the experience of being sightless before emerging into the triumph of light and color that is the painting of the Vucciria market in Palermo, Sicily, by Renato Guttuso. In the atrium, a famous Roman sculpture of Demetra and a work by a contemporary artist will face off in the name of beauty and art.

Along the Cardo: The Italian Pavilion

All Italians, and not a few non-Italians, are familiar with the image of the borgo, a hamlet that was the original nucleus of many cities. The exhibition spaces along the Cardo, the north-south avenue on which the Italian Pavilion is located, take their cue from the image of the borgo, and represent the variety and richness of experience that is Italy.

In the northerly section of the Cardo, the highly-varied landscapes of the 21 regions and Autonomous Provinces are on display, while the southern section affords visitors the chance to admire the many excellences that are Made in Italy, in terms of food, as well as sustainability.

Along the north-westerly side of the Cardo, to the south of Palazzo Italia, the Italian Regions will be presenting, for a minimum of one week and a maximum of six, their own interpretation of the Four Powers, along with their own, local agricultural, tourist, and food excellences. The highlight, though, will be their thoughts on, and how they have interpreted, the Expo Milano 2015 theme: Feeding the Planet, Energy for Life.
The symbol of tree has an infinitely rich history dating back to the dawn of civilization. Countless traditions bring man and the plant world together and equate trees with universal life: hence the very common, and not completely obsolete, custom of planning a tree for the birth of a child is still followed by some nations. Symbolically speaking, the tree is the inverted form of a man, which is where the myth of the great tree turned upside down comes from, its roots reaching up to heaven and its branches going down to hell.

With its branches, the tree itself symbolizes duplicity and alternatives: it alludes to the road and the path of life that the man travels along. The Pythagorean image of the tree representing the Greek letter Y was very common. This is where the famous fable of Hercules comes from, as told by Proclus: On reaching manhood Hercules finds himself at the tree of intersection and choice, where there are two divinities or allegorical figures waiting for him. The first, Vice, invites him to devote himself completely to pleasure: and live for his own personal ends. The second, Virtue, encourages him to work for the benefit of society and do good deeds.

The tree of life also appears upside down in the oriental tales and in the Jewish doctrine and Islamic tradition. It has its roots in heaven and grows towards earth, occupying it and ordering it. Dante imagines the celestial spheres as the branches of a great tree; it presents not only the expansion of life but also constant triumph over death; it is the perfect expression of the mystery that constitutes the sacred reality of the life of cosmos.

Tree of life is a symbol of eternity.
The story of food production in Oman is one of innovation and heritage. It is a story of how a country can embrace cutting-edge technology and yet develop sustainability in harmony with the challenges and benefits of a unique climate. The pavilion design is developed to incorporate all the theme inspirations of Oman – the varied landscape and traditional architecture, the aflaj and aqueducts. The pavilion utilizes spatial, visual and decorative elements to convey the identity of Oman. It includes a restaurant, an open pool, roof gardens and all the amenities to ensure a memorable experience whilst highlighting the tale of Oman.

An iconic Sundial fountain greets the visitors at the entrance. Traditionally, Omanis used the sun in a bid to manage distribution of water. Sharing of water among villagers and farmers dates back over 2000 years and this symbolic sundial heralds the beginning of the story. Oman will utilize its participation in the Expo through its pavilion to organize a number of relevant events and activities. The National Day event takes place on the 25 July and includes the official ceremony within the Expo site, with live performances of Omani traditional folklore, and a reception in Milan. The National Day also commemorates the end of Oman’s Tourism road show, after the tour of a number of Italian cities and European countries, concluding in the Oman Pavilion in Milan.

On the 16 September the Omani Investment and Trade Week takes place while the Omani Women’s Week coincides with the celebrations of Omani Women’s Day which takes place on 17 October. The participation of the Sultanate of Oman in Expo Milano 2015 emanates from its faith and belief in the importance of the theme of the Expo, as well as its recognition of the exceptional relations that exist between the Sultanate of Oman and the Republic of Italy at all levels, and its desire to contribute with all other participating countries and organizations in the success of Expo Milano 2015.

Gianluca Marcangelo, PR Director & Protocol Officer of Sultanate of Oman Pavilion answered three questions posed by Iran International.

What is your professional opinion about the Expo 2015?
Expo as any other international event requires a long process to be organized properly.
We had together with all other participants countries several meetings with the organizers over the last three years during which we were updated on the progress of the site, infrastructures, regulations, and so on. At the same time we shared a lot of information, opinions and evaluations.
We always dealt with a professional management coming from different international experiences which were always ready to support us during the preparation period. Actually during the so-called “operational period, “there was an adjustment of the same management in order to meet our new requirements in term of developing our institutional and cultural activity properly.
This attitude of cooperation from mutual parties, organizers and participant countries, will enhance the success of this event on both sides.

Would you please comment on the theme of your pavilion?
The Sultanate of Oman embodies the human and cultural achievements of the Sultanate besides the current achievements and future plans of public and private institutions in connection with food and food security, which is an offshoot of “Feeding the Planet, Energy for Life”, the main theme of Expo Milan 2015.

The theme of the Expo will focus on subjects related to sustainable development. It will be a unique international event that exhibits the traditions, creations and innovations in the field of food and will also embody many sub-themes already promoted in previous expositions besides other sub-themes centered around the basic idea and mission, which is that all the people on Earth must have healthy, secure and sufficient food.

Under the main theme are a number of subjects that call for improving quality and providing sufficient food, healthy drinking water and doing away with starvation, drought and malnutrition which still threaten about 850 million people around the world.

Do you think that Expo 2015 can solve a part of the problem of hunger in the world?
We globally agree that hunger in the world is a big problem and its solution is not easy, but we deeply believe that international contests like the Expo are ideal places to discuss about it. During the event there is a natural and easy relationship between all participant countries representing almost all the population of the planet.

Our efforts are focused on sharing with other countries all the measures the Government of Sultanate of Oman is taking to make substantial progress and finally solve this global but no-more-acceptable problem.
The Belgian Pavilion highlights the country’s environmental sustainability, technological innovation and national identity.

The architects wanted to express the theme of Expo Milano 2015 at every level, from architectural structure and detail to the range of food on offer, so as to give an integrated, coherent response to the vital issues under investigation.

The concept of sustainability was therefore the key, interdisciplinary value behind all their choices throughout the design and organization of the pavilion.

To optimize resources and minimize environmental impact, they used natural, easily recyclable materials such as wood and glass, along with cutting edge insulation and water management technologies.

The structure of the pavilion itself is an exemplary model of town planning, the “Lobe City”, a responsible, lively, interactive city. Inside, there are displays and experiments focusing on remarkable scientific and technical advances in the field of food production methods, hydroponics, cultivation of insects and algae. The pavilion is therefore a genuine laboratory of ideas and innovations on a large scale.

The culture of Belgium and its regions, plus its age-old culinary traditions, have not been forgotten. Visitors have the opportunity to try a diverse range of high-quality products such as Belgian Chocolate and Belgian fries. The most innovative products from alternative technologies sit alongside these traditional products. Visitors will therefore learn about the key themes of the Expo, such as ecology and intensive urban development, but are also attracted by Belgium’s welcoming culture and its innovative expertise in food production. Belgium’s conviviality has a sustainable future.

In this relation, an official at the pavilion of Kris Dooms, a project leader in Belgian food industry at Expo Milano 2015 told Iran International that a country is known by many factors the most important of which is food. “Food identifies a country and its culture. Belgium is a country of hospitality and conviviality; we have been always thinking about innovations and new methods of food processing which increases our potentiality and competitive advantage in export.”

He believed that food was in direct relation with a nation and reflected its features and ethos.

Kris Dooms is known in Belgium and Europe as an international professional figure in the field of food.
In the entrance of the USA pavilion, Rachel Niemoller, account executive welcomed our delegation and spent more than one hour explaining the details of the pavilion and how it was shaped. Her sincere guidance and professional attitude is highly appreciated.

The USA pavilion is designed to showcase America’s unique role in the future of food around the world and create a global conversation about the challenge of feeding the planet. The United States has presented a dynamic pavilion, themed “American Food 2.0: United to Feed the Planet”. Expo Milano 2015 has enabled the USA Pavilion to showcase the United States as an innovator not only in the food sector, but also in many aspects of culture, science and business.

Feeding ourselves engages a massive infrastructure, advanced technologies, and dynamic systems that touch on just about every aspect of the world we live in. Each step from farm to table reflects a set of values and connection that impact our identities and shape our future. The USA Pavilion enlightens and surprises all who attend, welcoming wide ranging perspective and show common ground across the food and nutrition spectrum.

The USA Pavilion Experience
The USA Pavilion is a 35000 square-foot, multi-level structure characterized by openness, transparency and accessibility, evoking the lines of traditional American barn. The building was designed to include technology that is being employed to create more sustainable, accessible food ecosystems. Leading visitors through a series of stimulating spaces and exhibitions, the USA Pavilion has provided an engaging and educating experience. Each element of the pavilion tells stories of American innovation, technology, diversity and ingenuity while also celebrating the nation’s rich and diverse agricultural history.

Partners of the pavilion are:
U.S. Department of State, Office of Public Diplomacy of the Bureau of European and Eurasian Affairs
James Beard Foundation
International Culinary Center
American Chamber of Commerce
The USA Pavilion at Milano 2015 is funded entirely by the private sector, through the generosity of corporations, organizations, universities and individuals some of which are:
General Electric, Nussli, FCA, CNH, Pepsi co, Microsoft, Uvet, DHL, Du Pont, Boeing, Cisco, Excellence Company, Zonin 1821, Bank of America, EMC, 3M, DOW, UBER, US Sustain Ability, NAEGA, USA Rice, US Grains, Greenhouse, COPERNICO, Sweet Street...
The Swiss pavilion at Expo Milano 2015, with its 4433 square meter surface area, takes the form of a big open platform with four towers filled with apples, coffee, water and salt. The towers are the heart of Swiss pavilion.

Visitors will be invited to discover Switzerland – the diversity of products and values which underlie the success of the Swiss approach - by engaging in a fun exploration of the towers.

The four products chosen for the towers (water, salt, coffee, and apples) stand for a Switzerland which is sustainable, responsible, innovative and proud of its traditions. Coffee from the Swiss agri-food industry is a good example of the public and private sectors’ capacity for innovation and commitment to ensuring sustainability throughout the coffee value change, from crop to cup. Coffee has become the main export food product, overtaking chocolate and cheese in terms of share in foreign trade.

Apple rings – from different varieties of Swiss apple trees – represent biodiversity, the capacity for successful economic diversification. Salt from underground salt deposits in Switzerland – is essential for nutrition and industrial production alike.

And finally water is a key component of the Swiss pavilion. The water in the tower comes from the local aquifer, which feeds the Swiss Pavilion’s supply network. The main messages relating to the tower dedicated to the theme of water highlight the fact that water is a precious resource.

Manuel Salchi, Head of Major International Events in an interview with Iran International said: “If we really want to solve the problem of hunger in the world, it is better to eat less beef, chicken and fish and substitute vegetables. We seriously must think of water supply scarcity which may cause catastrophe in the 21st century. We must train the brains more than before. We have to teach our kids to honor food. We must be more closely associated with the fate of the world. We have no other alternative.”

An Open, Educational Platform

Expo 2015 is an opportunity for presenting Switzerland to the world as a country that is open, responsible and practices solidarity in the field of nutrition. The Swiss pavilion is an important platform for strengthening bilateral relations and meeting the political representatives of many other countries.

Dante Martinelli, Switzerland’s Commissioner General for Expo Milano 2015, stressed during the inauguration ceremony of the Swiss Pavilion: “We want to win over the public at the universal exhibition with our food specialties, the exhibition spaces and a rich program of events throughout the 184 days; but beyond that: ours is a pavilion based on a value that I would call “slow education”, which provides the general public with information on the challenges of sustainable development that face us all.”
A special celebration marked the opening of the Pavilion of Germany under the theme of “Fields of Ideas” on 1st May 2015 at the Expo Milan 2015. This occasion was marked with a symbolic ribbon cutting at the building entrance.

Addressing the ceremony, Sigmar Gabriel, Economist Minister of the Federal Republic of Germany said his country was seeking an active role in promoting international trade relations and a positive image of Germany.

“Investments, innovations, infrastructure and integration measures are the key to achieving these goals,” he said, adding that the effort also included participation at World expositions.

From 1st of May until the Expo ends on 31st of October, visitors will be seeing technical innovations such as printed photovoltaic cells at the pavilion or the Seed Board, a mobile interaction field with which they can call for deeper media content depending on their personal interest.

The German National Day on Thursday 18th of June will be a special highlight at the Pavilion with the scheduled visit of the German President Joachim Gauck.

The design, planning and realization of the Pavilion have been done by the ARGE, a consortium made up of Milla & Partner (Stuttgart), Schmidhuber (Munich) and Nussli Deutschland (Roth near Nuremberg). Milla & Partner is responsible for the content concept as well as the design of the exhibition and media. Schmidhuber is responsible for the spatial concept, its architecture and general planning and Nussli for project management and construction.
The Estonia Pavilion introduces Estonia as a young, dynamic and rapidly developing country in Northern Europe. It features more than thirty Estonian companies, Estonian music together with the Singing Revolution. The pavilion combines high tech and low tech, presenting Estonia as a dynamic little country where ancient traditions and unspoilt nature meld with technological innovations like digital signature and e-residency.

On the ground, there is an Estonian street restaurant introducing Estonian foods, an information kiosk and a souvenir stand. Six boxes make up a gallery providing essential information about Estonia. On the ground floor, an exhibition showcases fields that are important to Estonia. Here visitors can find out all about Estonian achievements and success stories in a range of areas. The first floor features a slice of Estonian nature, including plants and trees characteristics of the Nordic countries.

Director of the pavilion, an Estonian, in an interview with Iran International regretted that world leaders failed to notice that poverty and hunger destroys the world and threatens the unity of the countries.

She said she was against those who would turn a blind eye to poverty: “I don’t want to divide the world to haves and have-nots; this is the problem of the world; we must fill this gap with culture.”

Stressing that economy, money and money circulation must be corrected, she said it is difficult to say who is responsible for this poverty. “Rules and regulations of the countries and the relevant decisions shall be problematic; we have to change the thoughts of man; though tragic, but no other solution is left for us.”
China: Feeding Humanity, Nurturing the Planet

The theme of the China Pavilion at Expo Milano 2015 is “Land of Hope, Food for Life”. It aims at showing the unremitting efforts made by the Chinese people in terms of effective use of resources, ensuring food security and providing a sufficient and healthy food supply.

Following the two story line – feeding humanity, nurturing the planet – the China Pavilion develops its exhibition theme in relation to the traditional agricultural civilization, agricultural technology and innovation, scientific and efficient food supply and sustainable development. In other words it can be said that the theme of the pavilion has been designed as a meeting point between urban and rural environments, showing that “hope” becomes a reality when harmony is reached between urbanization and rural areas.

The concept of heaven, earth, human and harmony as well as the elements of rice and wheat are embodied in the design of the China Pavilion. Integrating the traditional nine-ridge Xiehan-style roof and avant-garde design, the China Pavilion is shaped like waving corn, presenting the shapes of a natural landscape on the façade and the skyline of the city at the back.

The garden in front of the China Pavilion is full of Chinese characteristics and unique oriental style, such as the red walls of the Forbidden City, the narrow key ways in Beijing, Chinese calligraphy and paper cutting handicraft. The garden landscape, established by Beijing municipality, aims to promote the Beijing World Horticultural Expo 2019.

Agriculture, food, environment and sustainable development are the focal points of China’s participation in Expo Milano 2015. Its aim is to recall the tenet of Chinese philosophy that “man is part of nature”, and to illustrate its cultural traditions and progress in the areas of agriculture, showcasing the great strides made in the use of resources for providing a sufficient supply of good and healthy food.

The exhibition area of 4590 square meters unfolds around three themes. “The Gift of Nature” illustrates crop process according to the Chinese solar calendar and the five colors of the soil. “Food for Life” shows the production path of food including tofu and other dishes, Chinese famous eight schools of cuisine, and its tea culture. “Technology and Future” charts the progress of science, including the hybrid rice of Professor Yuan Longping, recycling in agriculture and techniques for tracking the internet of things.

Pavilion of China symbolizes its commitment as a vast nation and second largest economy in the world. For the first time, China is committed to illustrate and explain details of its agricultural policy, ranging from its history to the innovations of the future.

Pavilion architecture of China was developed by a consortium created by Tsinghua University and by the Beijing Qinshang Environment and Architectural Design Institute. The forms of the natural landscape on the one side are transfused and combined with those of a city skyline on the other. Products, rice, wheat, are located in the spaces, floors and other elements that echo traditional Chinese architecture. Individual cities and provinces will also be present. The pavilion also hosts daily events, cultural weeks organized in turn by Chinese provinces and municipalities, promotional materials of the Beijing International Horticultural Exposition of 2019 and an exchange program with 20 high level delegations from different regions of China.
The UK Pavilion is one of the most influential pavilions in the Expo Milano 2015; the idea of the role of bee in the ecosystem proves that the operators of the pavilion have emphasized on the R&D, finding out an scientific innovative way of producing enough and healthy food in the future; we would like to thank Mr. Sinclair Matthew, Marketing Lead of the Grown in Britain Global Business Program + Milan Expo, who despite being busy, received the Iranian delegation very warmly and explained the targets of his respective government in the Expo Milano 2015.

The UK’s Pavilion is inspired by the vital role of the bee in the global ecosystem (more than half of world’s main food crops are pollinated only by bees). It is a unique collaboration between art and science, designed by Nottingham-based artist Wolfgang Buttress and Manchester-based architectural practice BDP, and constructed and manufactured by York-based company Stage One. All are award-winning British talent. Inspired by scientific research and ground-breaking UK creativity, business and science can be combined to address a global challenge.

The visitor enters the Pavilion and follows the dance of a bee, travelling through a series of landscapes. The journey takes you through an orchard, followed by pollinator-friendly wildflower meadow, and on to a giant aluminium hive - lit at night by 1000 LED lights. This is linked to a real beehive in the UK, and buzzes in unison with it, giving visitors a unique immersive experience – heightened by an original natural soundscape.

The technology behind the hive can be used commercially to monitor the health of bees, which helps to address global food issues. The richness of the British food and drink sector are on display from the UK Pavilion restaurant, operated by world-renowned caterer Mossimann’s.

Through a series of Grown in world-leading in Britain and Northern Ireland events in the Pavilion and in Milan, you can find out about UK world-leading agri-tech, our outstanding research in life sciences, and our innovative farmers and food manufacturers. Visitors can also discover why the UK is one of the best places in the world to do business through the Grown in Britain Business Program – facilitating meetings between the UK and international decision makers while the world is in one place. The UK is a hive of innovation and creativity, a place where great ideas flourish and cross-pollinate; UK is somewhere that attracts entrepreneurial talents like bees to a flower.
Expo Milano 2015, having been known as a universal exposition by the Bureau of International Expositions (B.I.E.) has an extraordinary theme: “Feeding the Planet, Energy for Life.” The world population is increasing enormously and resources remain limited and declining. Who can anticipate the future? We have two options:

1. Increasing the resources, which is almost impossible
2. Controlling the population which is possible.

The theme chosen for Expo Milan 2015 is considerable. It has been anticipated that about 20 million will visit the Expo. Conceptual contribution of these people to analyze the targets of the organizer shall be a kind of human capital to be used in the future.

“One World, One Street” is the new innovation of the Italian organizer of the Expo in holding world expositions. All the participating countries have been located on both sides of a long street with very easy access. Total area of the Expo is about 110 hectares.

The list of the participating countries is as below:

Afghanistan, Albania, Algeria, Angola, Argentina, Austria, Azerbaijan, Belarus, Belgium, Belize, Benin, Bolivia, Brazil, Brunei Darussalam, Burundi, Cambodia, Cameroon, Chile, Colombia, Comoros, Congo, Cote D’Ivoire, Cuba, Czech Republic, Djibouti, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Estonia, Ethiopia, France, Gabon, Gambia, Germany, Ghana, Greece, Grenada, Guinea, Guinea Bissau, Haiti, Holy See, Hungary, Indonesia, Islamic Republic of Iran, Ireland, Italy, Japan, Jordan, Kazakhstan, Kenya, Korea, Democratic People’s Republic of Korea, Republic of Kuwait, Kyrgyzstan, Laos, Lebanon, Lithuania, Madagascar, Malaysia, Maldives, Mali, Malta, Mauritania, Mexico, Moldova, Monaco, Montenegro, Morocco, Mozambique, Myanmar, Nepal, Netherlands, Oman, Palestine, People’s Republic of China, Poland, Qatar, Romania, Russia Federation, Rwanda, Saint Lucia, Saint Vincent and the Grenadines, San Marino, Sao Tome and Principe, Senegal, Serbia, Sierra Leone, Slovakia, Slovenia, Somalia, Spain, Sri Lanka, Sudan, Suriname, Switzerland, Tanzania, United Republic of Thailand, Timor-Leste, Togo, Tunisia, Turkey, Turkmenistan, Uganda, United Arab Emirates, United Kingdom, United States of America, Uruguay, Uzbekistan, Vanuatu, Vietnam, Yemen, Zambia, Zimbabwe.

The Expo site comprises:

- 70 independent pavilions: 54 of the participants, including Italy with Palazzo Italia and 4 pavilions on the Cardo. 7 of civil society organizations, and 9 of corporations.
- 9 clusters in which 77 participants are grouped together to address specific themes (Bio-Mediterranean, Arid Zones, Islands, Sea Food, Rice, Coffee, Cocoa & Chocolate, Spices, Cereals and Fruits.)
- Thematic Areas, four of which on the Expo site (Pavilion Zero, Biodiversity Park, Slow Food, Rice District and in the Milan Terminal Complex (Art & Food).
- 5 Structures for events: Lake Arena, Open Air Theatre, Auditorium & Conference Centre and Expo Centre.