

EKATERINBURG BID FOR THE WORLD EXPO IN 2020

A GUIDE FOR BID COMMITTEE PARTNERS,
FRIENDS AND SUPPORTERS
AROUND THE WORLD





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EKATERINBURG BID FOR THE WORLD EXPO IN 2020



Arkady Dvorkovich

**Deputy Prime Minister of the Russian Federation,
Chairman of the Ekaterinburg Expo 2020 Organising
Committee**

It is an honour for me to present Ekaterinburg bid to host the World Expo in 2020.

Russia's bid to host the World Expo is a matter of high priority for the Government of the Russian Federation and it is just as important as other major projects such as the 2014 Winter Olympic and Paralympic Games that will be held in Sochi, and the 2018 FIFA World Cup that will take place in 11 cities across Russia. These events, as well as other international political, economic and social initiatives taking place across the country show our deep commitment to positive international engagement.

Due to its rich historical heritage, active business, cultural and scientific life, Ekaterinburg represents a new Russia – one that is young, modern, dynamic, open to the world and eager to host an event of great international importance. Ekaterinburg World Expo 2020 will be beneficial for the region's infrastructural development and is likely to trigger positive changes in business, educational, scientific and cultural spheres in the context of the Sverdlovsk region, as well as throughout the country.

Russia is a long-time member of the Bureau International des Expositions (BIE) community and has proudly participated in the majority of World Expos, beginning with the 1851 Exposition in London. Yet, Russia has never had the honour of hosting a World Exposition. At this point in the history of our country, we believe it is the perfect time to welcome the BIE community and member states to Ekaterinburg in 2020.

The bid campaign is now in full-force. The final decision for the 2020 Host City will be made by the Bureau International des Expositions in November 2013. Meanwhile, the Russian government at all levels is providing full support to the promotion of Ekaterinburg's bid campaign.

On behalf of the Government of the Russian Federation, please, allow me to invite you to take part in the array of initiatives that are in place to promote Ekaterinburg's unparalleled capacity to host the World Expo in 2020.

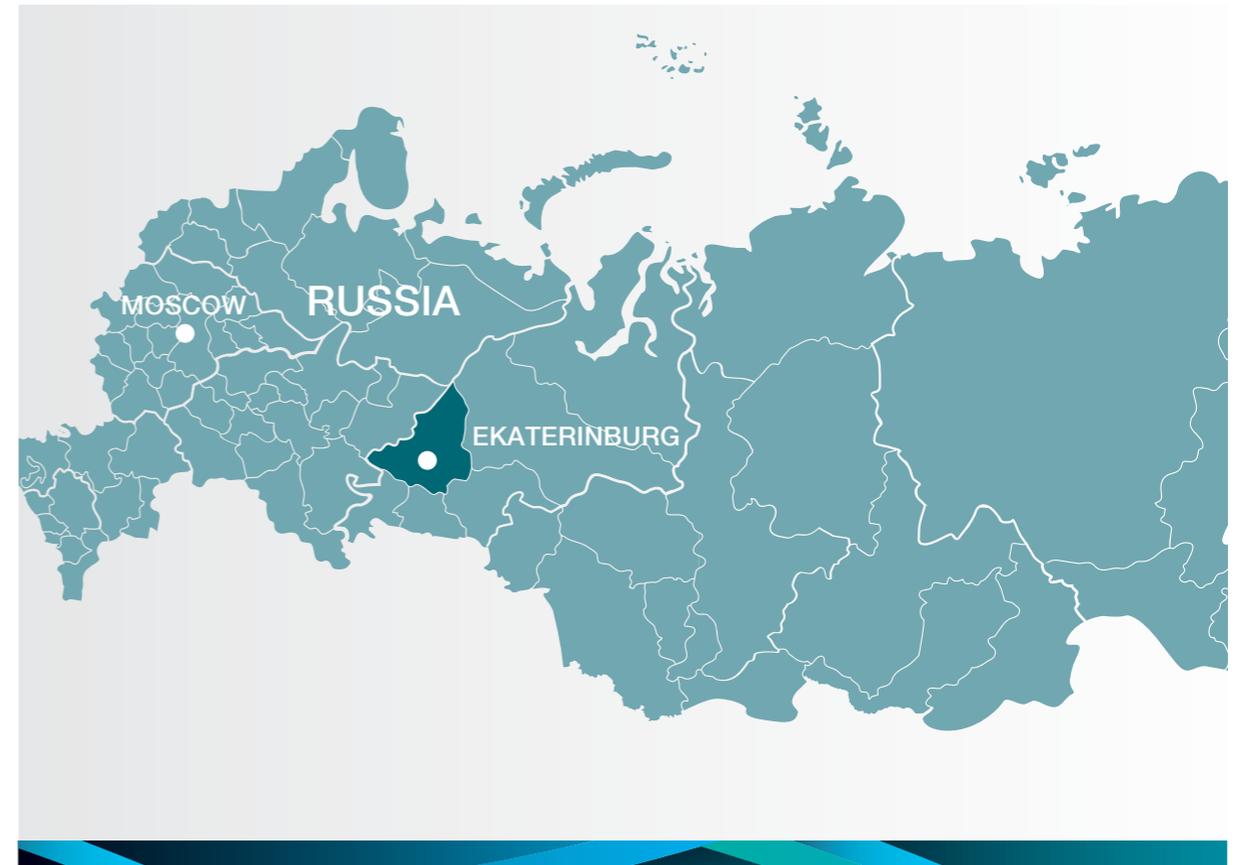
The Russian Federation is the largest country in the world, bridging the geographical divide between Asia and Europe. It represents an unmatched crossroads of cultures, religions and perspectives. As a nation comprising one-eighth of the Earth's inhabited surface area and home to 143 million people representing 190 ethnic groups, Russia, a true global community, is the appropriate setting for a discussion of our shared world.

Among Russia's numerous and important global affiliations: it is a permanent member of the United Nations Security Council, a member of the G8, the G20, the World Trade Organization, the Commonwealth of Independent States, Council of Europe, the Asia-Pacific Economic Cooperation, the Shanghai Cooperation Organisation, the Eurasian Economic Community, the BRICS.

The positive dynamics in Russia's development are well received by the world community. The proof of this is the choice of Russia as the host of the UEFA Champions League final in 2008, the APEC summit in 2012, the G20 Summit and the Summer Universiade in 2013, the 2014 Olympic and Paralympic Winter Games in Sochi, the 2018 FIFA World Cup.

Such world-renowned events provide an ideal prelude to their intellectual counterpart: World Expo 2020.

Russia delivers an intriguing national platform for World Expo 2020, and one that will provide each participating nation with a rich cultural and intellectual experience.



Geographical map of Russia

Russia is a long-time member of the BIE community and has proudly participated in the majority of World Expos, beginning with the 1851 Exposition in London.

Russia's Participation in Previous World Expos

Since the very first Universal Exhibition held in London in 1851, Russia has been a permanent member of the World Exhibitions, which later were given their final name – Expo.

At the Universal Exhibitions, the world became familiar with Russia's architecture, its fine and decorative art, as well as its industrial, agricultural and handcrafted productions – all of which greatly enhanced the prestige of Russia abroad. Russia's participation strengthened commercial ties with foreign partners by facilitating close cultural understanding and joint projects.

At the Paris exhibition in 1900, in addition to Russian towers and Faberge items, visitors experienced Russian furniture, factory cottons and other industrial products, as well as an exhibit devoted to the Trans-Siberian Railway and Russia's first automobiles. The Alexandre III bridge was inaugurated on the same occasion.

The Kasli Iron pavilion, produced in the region of Ekaterinburg, won the grand prix at the 1900 Paris Expo and can now be seen in the Fine Arts Museum in Ekaterinburg.

Today, Russia's continuous economic, technological and industrial development has allowed it to maintain a prominent position in the World Expo arena, and demonstrate the newest projects and achievements in all strategically important and innovative areas.

At Shanghai World Expo 2010, Russia's pavilion featured a 6,000 square metre exhibition area with 20-metre towers located among the natural landscapes of a green lawn and water. The towers were positioned in a circle to reflect the formation of a famous Russian dance. The roofs of the towers were decorated with hollow pictures in colours widely used for traditional Russian garments, symbolising the integration of various ethnic groups in the country.

In spite of Russia's long tradition and experience in World Expositions, it has not yet had the honour of hosting one.



Kasli Iron Pavilion exhibited in Paris in 1900

Ekaterinburg, a world-class centre for science, learning and new ideas, is a modern city and a meeting point of Europe and Asia.

Ekaterinburg: an Ideal Host City

Home to approximately 1.4 million people and located 1,667 kilometres east of Moscow, Ekaterinburg is the administrative centre of the Sverdlovsk region and the main city of the Ural Federal District of the Russian Federation.

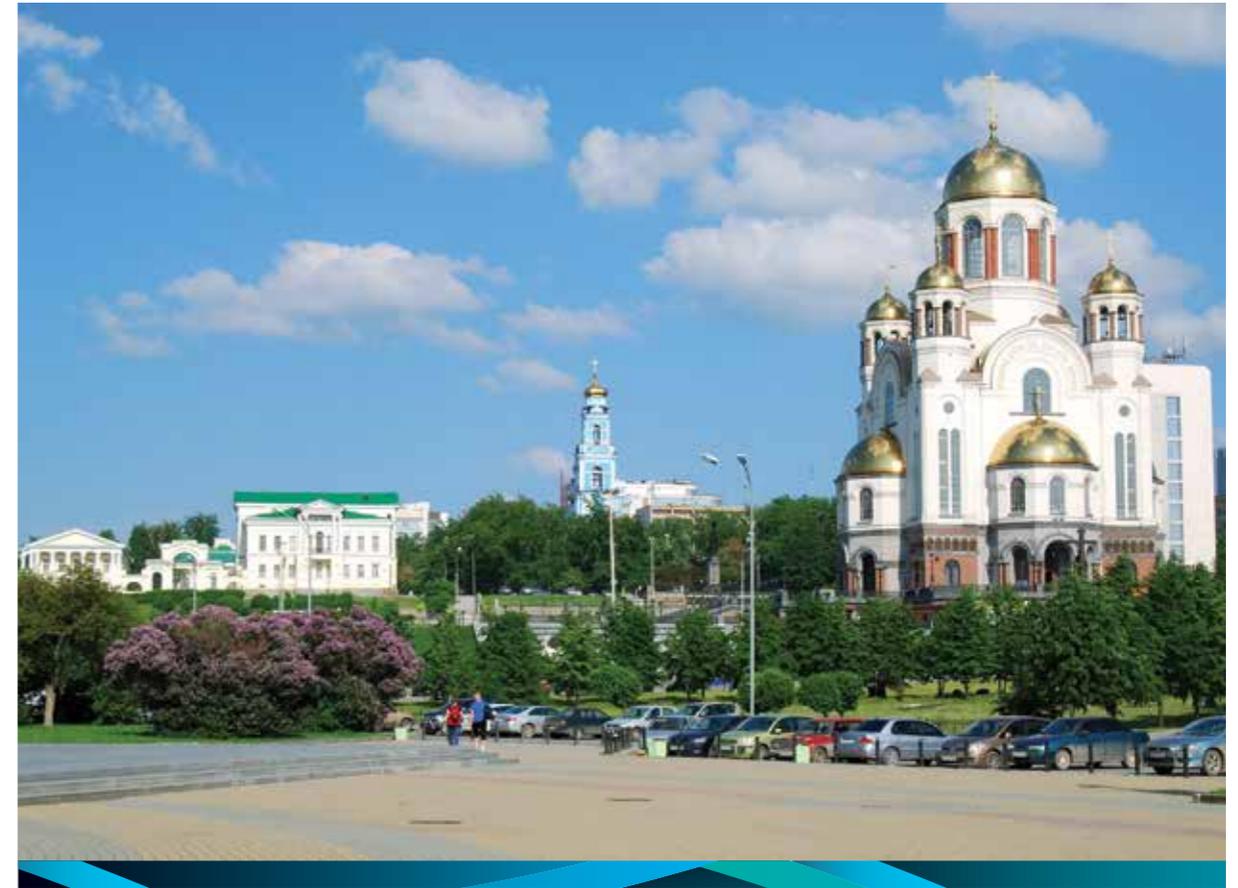
As the fourth largest city in Russia, Ekaterinburg has served as a significant stopping point on what is known as the Siberian Route – the 8,000 kilometre passage from Moscow to China. Today, Ekaterinburg is a major transport hub for people and goods, serving as a junction along the Trans-Siberian railway, home to an ultra-modern international airport and an intersecting point of six federal highways.

Culture and Lifestyle

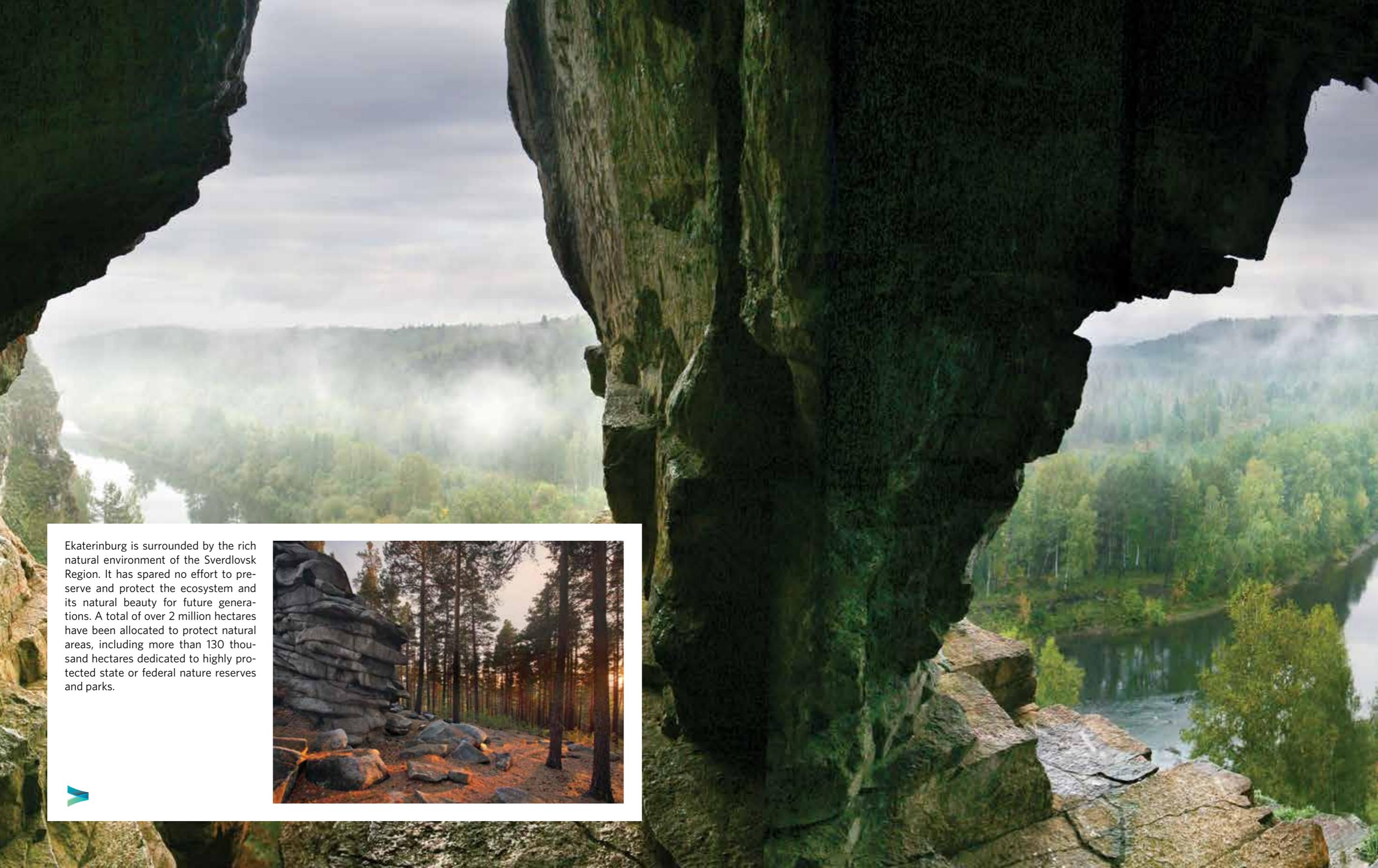
Ekaterinburg has a rich historical legacy. Its cathedrals and rebuilt buildings and monuments from the tsarist period attract visitors from around the world. It is the only Russian city to be featured on the UNESCO list “12 ideal cities in the world.” The stunningly beautiful Ural Mountains with their forests, rivers and lakes are easily accessible from Ekaterinburg. The cityscape is equally impressive: it boasts unique architecture, with early and middle 19th century classicist structures alongside constructivist monuments from the early 20th century.

The city’s theatres and museums welcome international artists who regularly visit Ekaterinburg during world tours. There are 24 theatres, more than 40 concert and arena venues. Ekaterinburg is also the centre of “New Drama,” a movement among contemporary Russian playwrights, and is the location of numerous famous dance companies, leading it to be called the capital of contemporary dance. Since 2010, the city hosts a highly successful Ural Industrial Biennale of Modern Arts which takes place every two years.

As a dynamic economic hub, Ekaterinburg has experienced a rapid growth of commercial office space, residential housing, business centres, sports facilities and shopping and entertainment centres.



Historical centre of Ekaterinburg



Ekaterinburg is surrounded by the rich natural environment of the Sverdlovsk Region. It has spared no effort to preserve and protect the ecosystem and its natural beauty for future generations. A total of over 2 million hectares have been allocated to protect natural areas, including more than 130 thousand hectares dedicated to highly protected state or federal nature reserves and parks.





Ekaterinburg's architecture is a blend of historical heritage and modern building techniques. City authorities pay great attention to the restoration of lost churches and monuments, and to preservation of the city's historic centre.





A green band of 15 forest parks surrounds the city on all sides, equivalent to more than one quarter of Ekaterinburg's territory. These protected parks provide a wealth of recreation activities for the city's citizens and visitors. A monument showcasing the border between Europe and Asia is located 17 kilometres from the city centre, and is a popular tourist destination.





The House of Trade Unions
(Sevastyanov Estate)

Originally built as a home for a wealthy Russian merchant, this is one of the greatest estates in Ekaterinburg's historical centre.



Expo 2020 will leave a sustainable legacy to Ekaterinburg, notably by contributing to the development of its infrastructure.

Infrastructure and Industry

The commercial success of Ekaterinburg dates back to its founding as a manufacturing centre by Peter the Great in 1723. The region is a centre for a wide range of natural resources that includes industrial ores and minerals, as well as semi-precious and precious stones, most notably emeralds, malachite and diamonds. Today, Ekaterinburg is the beneficiary of a robust and diverse economy, consistently rated as an attractive place to do business. It has hosted major international conferences and conventions, and is home to representatives of more than 400 multinational companies.

Ekaterinburg's economy was built on heavy industry, machine building and mining. However, the city today enjoys an increasingly diverse economic profile, including machinery, food production, chemicals, vehicles, publishing and printing, energy services, light industry and services, as well as knowledge-based industries such as education, research and technology.

Ekaterinburg is strategically creating an infrastructure for innovation-driving business, including investments of billions of dollars in technoparks, industrial parks, innovative technology centres and modern transportation and communications infrastructures. Manufacturing is the city's leading economic sector with an annual turnover exceeding €3.7 billion. Goods manufactured in Ekaterinburg are exported to more than 100 countries around the world.

Ekaterinburg is investing billions in new housing construction, including the Akademicheskii housing estate, which will provide 9 million square metres of new housing over the next 20 years.

To further strengthen its bid for the World Expo 2020, the city is building Ekaterinburg Expo into the area's largest exhibition complex and the most advanced facility of its kind in Russia.

International Business and Trade Support

Ekaterinburg is a popular venue for international financial and business events – outperforming Russia's other large cities in many social and economic indicators. An average of 20 foreign businesses are launched from Ekaterinburg each year and a total of 320 foreign businesses were registered in 2010 which only reinforces its position as a growing hub for international business and investment.

Indicative of its business-friendly environment, for the past four years Ekaterinburg has been included the TOP 10 list of Forbes Magazine as one of the best cities for business in Russia.

To facilitate an international presence, Ekaterinburg is home to consulates representing more than 20 countries, including China, Czech Republic, France, Germany, Italy, Vietnam, United Kingdom and the United States. Additionally, the city boasts strong trade relations with 129 countries and ships goods to more than 100 countries worldwide. Countries that have business partnerships with Ekaterinburg companies include the United States, the Schengen Countries, China, India, South Korea and others.

Ekaterinburg has hosted several important international diplomatic events, including the first BRIC Summit (Brazil, Russia, India and China) in 2009, a meeting of the heads of states of the Shanghai Cooperation Organisation, and INNOPROM, the Ural International Exhibition and Forum of Science & Technology. Just recently, Ekaterinburg has been selected as one of 11 Russian host cities for the 2018 FIFA World Cup.

A Scientific, Research and Educational Centre

Ekaterinburg is also notable for its role as a major centre for science, education and technology. Additionally, with its 20 academic research institutes, the city is a centre of research for science and technology, namely for advanced nanotechnologies.

Home to 31 higher-education institutions and 45 regional affiliates of higher-education institutions from cities such as Moscow and Saint-Petersburg, and more than 220,000 students, the city has emerged as an education hub.

In addition to nanotechnology, the Ural Branch of the Russian Academy of Sciences and numerous scientific research institutes boast achievements in mathematics, machine construction and metallurgy, geography, geophysics, history, philosophy and law.



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Largely renovated in 2009, Ekaterinburg's international airport, Koltsovo, is served by more than 30 domestic and international airlines and connects to 80 cities around the world. It currently welcomes 3.5 million passengers per year and will be able to serve 8 million per year by 2020. In 2012, the Koltsovo Airport was named the best airport in the CIS countries by the World Routes Awards.





The Ekaterinburg railway station provides rail transportation in all directions, and is a major stopping point for the Trans-Siberian railway.



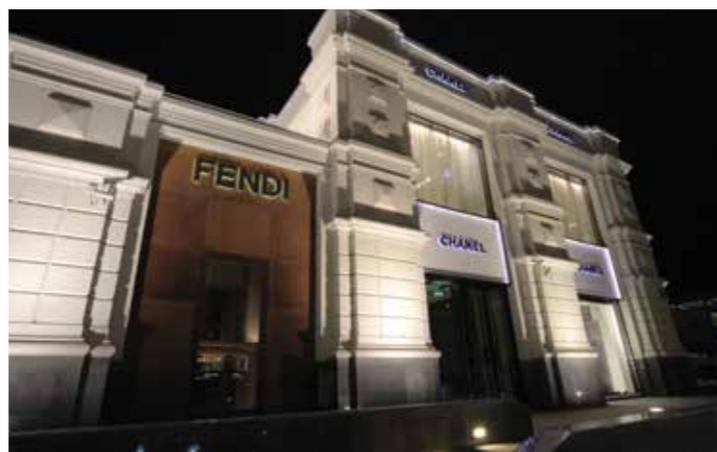


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Currently, the city boasts more than 100 hotels, roughly 1,563 restaurants, and a public transportation system that serves all city districts, with two new subway stations opened at the end of 2011. More than 40 new hotels have been constructed in just the last five years, with additional properties currently in development stages. Additionally, a wide selection of international cuisine is available, including Russian, Ukrainian, Japanese, Chinese, Italian, French, German and Cuban.



An Outstanding Site

An total area 500 hectares (including an exhibition zone of more than 180 hectares) located in the Verkh-Isetsky Pond district has been chosen as the site for the Ekaterinburg World Expo 2020. The proposed site, which includes a waterfront setting for the exhibition centre will be built from the ground up. The district is a growing and diverse area situated just five kilometres from downtown Ekaterinburg and approximately 20 kilometres from the airport. The site selection reflects the positive impact that the international event will have on the development of Ekaterinburg.

Ekaterinburg proposes to hold Expo 2020 from 1 May through 31 October 2020.

The chosen site in Ekaterinburg is one of the largest event spaces in terms of surface area in the history of World Expo, and borders the Verkh-Isetsky Pond, a popular destination for boating and yachting.

According to the master plan, 180 hectares of the overall area will be used for the exhibition zone (the construction of Expo pavilions). The rest of the area will be reserved for living accommodations, commercial construction (offices, restaurants and shopping centres), recreation zones, parks and parking lots. A territory of 23 hectares will become a waterfront recreation zone, and an area of more than 42 hectares will be converted to city parks and modern avenues. These developments are all part of a long-term plan to bring added infrastructure and growth to the city.

The site was selected for its access to the planned recreational zone as well as its ability to provide a high level of comfort and functionality for participants and visitors of World Expo 2020. More than 32.3 million visitors (est. 176,000 visitors per day) from 147 countries are expected to attend as participants.

Plans for the site also include vast urban development within Ekaterinburg, in line with the city's urban development project through 2020. In addition to updated ground transportation, passenger boats will be offered during the summer period around the site, providing a great opportunity for visitors to observe the Expo site from the water.

World Expo Timing

Should Ekaterinburg win the right to host World Expo 2020, it would open on Friday, 1 May and close on Saturday, 31 October 2020, spanning a total of 184 days.

Our goal: to attract one of the largest audiences in the history of World Expo.

The period selected for the World Expo 2020 was based on a combination of important factors, most notably climate, which itself is a determining factor impacting the level of cultural and tourist activity. Indeed, the best time to visit Ekaterinburg is during the months of May, June, July, August and September, when the average temperature is a pleasant 20°C (68.0°F).

The proposed period provides the ideal conditions for Ekaterinburg 2020 to deliver the best possible experience to visitors, corporate participants, media, residents.

Proposed Theme for Ekaterinburg World Expo

As the intergovernmental organisation in charge of supervising and ensuring the quality of Expos, the BIE places great emphasis on the Expo theme selection and theme development. The theme must be one that resonates with all Expo stakeholders and participants, and it must focus on an issue or area of priority for the entire international community.

The theme of Ekaterinburg World Expo 2020, "Global Mind", is an ambitious endeavour to understand and explain the process of globalisation: its meaning, its impact as well as the challenges it poses for the future. Global Mind is also a metaphor for global awareness and a celebration of multiculturalism.

Ekaterinburg's proposed theme for Expo 2020 is: The Global Mind: The Future of Globalisation and Its Impact on Our World.

The mission of Ekaterinburg World Expo 2020 is to emphasize and encourage the transformative power of technology and innovation as tools to achieve the Global Mind: understood as the concept of governance and reflexive management of the globalization process and as a set of attitudes, perceptions and values that makes us aware of living in a common and shared space and time.

The theme originates from the three core elements that are basic and common threads that tie together humanity:

- People – The cultural and social element
- Government – The public policy, or political element
- Business – The economic element

The core elements both impact and are influenced by a range of institutions and issues. These "sub-elements" comprise five sub-themes:

- Globalisation & Society – Customs, traditions and their global impact
- Globalisation & Economics – The future of business and commerce in a globalised world
- Globalisation & Culture – Creativity and cultures, imagination around the globe
- Globalisation & Innovations – Technology and innovation and their contributions to global progress
- Globalisation & Quality of Life – The importance of global quality of life and human welfare

The progression of globalization is continuous, and The Global Mind presents an opportunity to engage the nations of the world at a deeper level than any World Expo in history.

Indeed, our theme provides the framework and setting for an unprecedented forum that will highlight the past, present and future of globalisation, both leading up to and during the proposed six-month period of the Ekaterinburg World Expo 2020.

About World Expo

The World Expo is one of the world's largest and oldest international events, running since 1851. It takes place every five years and lasts for six months. Shanghai hosted the 2010 World Expo, and Milan will host the 2015 World Expo.

Expo participants include states, international organisations, civil society groups, corporations and citizens. Cities around the world compete in a selective bidding process to host this prestigious, high-profile event because it provides a valuable opportunity to foster global cooperation, draw public attention to cultural and economic achievements, strengthen international investment opportunities and accelerate urban development projects.

As a main attraction at the Expo, participating countries and companies create national pavilions to showcase their distinct institutions, world views and creative forms of expression. Each competing host city chooses a theme that highlights universal human experiences – usually to celebrate cultural exchange and call for global cooperation on shaping the future.

The Bureau International des Expositions (BIE) General Assembly is the decision-making body that determines the calendar and selection of Expo locations through a competitive vote conducted by BIE members. BIE also works to co-ordinate the organisation of all Expos. BIE is currently comprised of 161 member states. Only BIE members who are current in their dues to the organisation are eligible to cast a vote. BIE members are represented by senior officials of their national governments.

The BIE today categorises these international exhibitions into two main types: World Expos and International/Specialised Expos. The BIE's role with respect to these exhibitions is to ensure the just application of the Convention and of other BIE regulations, as well as to arbitrate any dispute that may arise between countries competing to host an exhibition or between participants and organisers of an exhibition.

The two types of Expos differ principally in the size of the Expo site, the duration of the event, and the scope of the theme. Since 1931, the year the 1928 Paris Convention came into effect, there have been different modifications to the categorisation of Expos. The current categorisation as described has been in use since 1996, the year the Amendment of 1988 came into effect.

In 2013, a Decision for 2020

In November 2013, the BIE will select the location for World Expo 2020. Ekaterinburg (Russia), São Paulo (Brazil), Dubai (the United Arab Emirates), Ayutthaya (Thailand), and Izmir (Turkey) have entered official bids to host the World Expo in 2020.

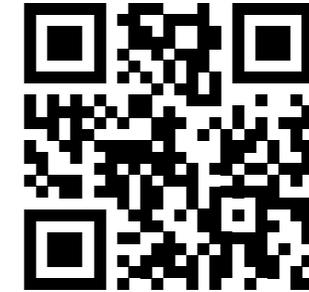
The decision on the venue for World Expo 2020 will be made by a vote of the BIE General Assembly at the end of 2013.

To be awarded the Expo, a candidate city must receive a majority of the total BIE votes. With five cities competing, this means that potentially four rounds of voting will be necessary. With each round of voting, the city with the lowest number of votes drops out of the competition. The support of those BIE members which voted for a city that is no longer in competition becomes available for the remaining candidate cities.

Ekaterinburg's bid for World Expo 2020 is strongly supported at all levels of Russian government and society. Deputy Prime Minister of the Russian Federation Arkady Dvorkovich leads the Ekaterinburg Expo 2020 Organising Committee, in close collaboration with the Bid Committee and senior officials of the Sverdlovsk regional government and Ekaterinburg's city administration.

Ekaterinburg's Expo 2020 bid is consistent with and supportive of the three fundamental values of the BIE:

- Trust: We will organise a grand and common Expo in the spirit of education and communications, which can help build trust among governments and civil societies around the world.
- Solidarity: We will promote a multicultural exchange of cultural diversity and innovation, where Expo participants can share their know-how and experience, with the goal of identifying the best ideas and solutions to major challenges facing humanity.
- Progress: We will foster education through experience, development through innovation, and experimentation through cooperation. In doing so, our Expo will contribute to the moral, material and technological progress of humanity.



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