Creating a Lasting Legacy for All Minnesotans

Welcoming our World Neighbors
Sharing our Best Ideas + Approaches + Products
Branding Minnesota on a Worldwide Basis
EXPO 2023 | Opportunities for All Minnesotans

- Lifting our vision to a longer, larger horizon
- Chance to show-off a bit of Minnesota to the world
- Boost to STEM (science, technology, engineering, math), design, and other educational opportunities for our education, culture and heritage institutions
- Branding opportunity for firms + organizations + regions
- Promoting Business, Academic and Social Collaborations
- Lots of visitors - equivalent to one Super Bowl per day for 4 months – around 10 million during warm weather
History of World Fairs and Expos

- Beginnings in France, England and US
- Philadelphia | Centennial - 1876
- Chicago 1893 | “Devil in the White City”
- Great Depression Fairs
- 1939 New York + San Francisco
- 2010 Shanghai, China 73 million people
- 2015 Milan, Italy | “Feeding the Planet. Energy for Life”
Recent Fairs in the United States and Canada

1962 | Seattle
1964 | New York
1967 | Montreal
1968 | San Antonio
1974 | Spokane
1982 | Knoxville
1984 | New Orleans
1986 | Vancouver
1992 | Chicago [Awarded - Not Organized]
Hot Media Topic


40th Anniversary of 1974 Spokane | Gala

Devil in the White City a Bestseller since 2003, upcoming movie with Leonardo DiCaprio and major exhibit at Field Museum | 1893 Fair

Tomorrow Land | George Clooney/Disney movie | 1964 New York Fair
Our Partners Around the US

Houston
San Francisco/Silicon Valley
South Florida also expressing interest
Los Angeles may do independent EXPO linked to opening of their light rail system
EXPO USA Organization
Lobbying State Dept. White House Congress
Lots of Global Action

2012 Yoseu, Korea  8 million people
2015 Milan, Italy – Food for the Planet
2017 Astana, Kazakhstan. 3rd Industrial Revolution
2020 Dubai-World’s Most Sustainable City
Lessons for Minnesota

Citizen initiative is most sustainable
Transformative | Spokane, Seattle, San Antonio
High standards being set by next 3 Expos
Bid process is crucial for branding the region
Next 2 years most important time
Minnesota is Global

MN companies already active – 3M, Cargill

Global Community Events + Organizations

Festival of Nations
MN International Center
Am Refugee Committee
Minnesota NGOs
Colleges + Universities
Building Momentum

- EXPO Minnesota – Non-Profit Corporation
- Organizing Committee - Office in Union Depot
- Advisory Committee
- Innovation related conferences and other activities
- Connecting with governments in other countries
- Contacts at Expos - Shanghai, Korea, Milan
- Minnesota Week at Milan 2015 Expo
Collaborations
High-tech research institutes and innovation centers to help orient future perspective
Technology companies, Google, Microsoft, etc.
Colleges/Universities and K-12 vision alignment—workforce development, STEM, and design
Institutions with 10 year visions | Mayo/Rochester, MOA, GreaterMSP, MAC, Met Council, Downtown Council, Urban Land Institute/Mayors
Public Education

Monthly Speaker Series
Speakers Bureau being organized
Collaborating with other global-focused conventions and conferences, and groups

- Festival of Nations
- International Film Festival
- Minnesota International NGO Network
- Robotics Alley
Innovation Conferences Under Discussion

US + India [Fall 2015 tbd]
US + China
US + Latin America
US + Africa
US + Mexico and Central America
US + Canada
US + Japan and Korea
US + Europe
US + Middle East
EXPO 2023 Bid Timeline

Feasibility Study – Summer 2014
Milan US Pavilion – American Food 2.0 Summer 2015
Official Bid Submitted - 2016
Visitations to Minnesota by delegations – 2015/2016
Vote on Bid – Around Thanksgiving 2016
The Road to 2023 goes through Milan

- Minnesota Week at the Milan Expo
- Organizing other State “Weeks”
- Deepening working relationship with US State Department
- Direct contact with 164 Member Nations of Bureau of International Expositions
- Partnering with San Francisco + Houston on US Day
- Next step in global marketing of Expo 2023
Q + A
How You Can Help?

Join our Community
Share today’s Google+ Hangout presentation via YouTube link
Share today’s Presentation via Slideshare Link
Track our progress on our Website at www.Expo2023.info
Send Letter of Support
Publicize Next Month’s Speaker, Tom Fisher, Dean, University of Minnesota School of Design 5/19 from 1:30 – 3:30 pm at HGA in Minneapolis
EXPO 2023
MINNESOTA’S WORLD FAIR

Join us at Expo2023.info