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THE WORLD BANK

Washington, D.C.

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President Wolfensohn - Briefings Books for Presidents Meetings - Meeting Materia
Brirgit Breuel - Commissioner General - World EXPO 2000 - May 1, 1997

DECLASSIFIED WBG Archives

Luncheon Meeting: Birgit Breuel Commissioner General, World EXPO 2000

> Thursday, May 1, 1997 1:00 - 2:00 p.m. JDW Private Dining Room

> > DECLASSIVES



Die Weltausstellung

Archive Management for the President's Office

Document Log

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A. CLASSIFICATION			
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D. EXTERNAL PARTNER

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E. COMMENTS:					
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View Update History

Visit of Ms. Birgit Breuel, Managing Director and General Commissioner, EXPO 2000 Hannover, Germany on May 1, 1997

Purpose of the meeting:

Birgit Breuel wants to discuss the Bank's participation in EXPO 2000 and hopes to leave Washington with a letter of intent confirming our decision to rent a stand in Hannover.

One way or another, the Bank will certainly participate in EXPO 2000. Indeed, we have already agreed to work with GTZ to identify some model decentralized projects with lessons for global development issues. We are also considering taking the lead in organizing a "theme week."

We are less inclined to bow to Ms. Breuel's urgings to rent, design and run a stand, of which the cost and staffing implications are considerable. Our fall-back position, which is unlikely to please Ms. Breuel, would be to propose a less ambitious physical presence at Hannover -- in addition to the decentralized projects and theme week to which we are already committed.

Also present at the meeting:

Ms. Breuel will be accompanied by Ms. Lukardis von Studnitz, responsible for US and World Bank relations with EXPO 2000 in the Berlin Office. Ms. von Studnitz is the daughter of Germany's Ambassador to Moscow.

Background:

EXPO 2000 will be held in Hannover between June 1 and October 31, 2000. It claims to be dedicated to the Spirit of Rio highlighting the economic and ecological challenges of the future rather than the achievements of the present. Its general theme is Humankind-Nature-Technology.

The exhibition has four main parts:

- i) traditional country presentations, housed in either custom-built pavilions or rented stands;
- ii) special exhibitions that will explore nine sub-themes -- humankind, nutrition, health, knowledge/information/ communication, the future of work, mobility, energy, basic needs and the environment;

- iii) "decentralized projects," which are supposed to be "model responses to turn-of-the-millennium issues;" and
- iv) a program of events and "theme weeks." Forty million visitors are expected to visit EXPO 2000.

GTZ, the German Technical Aid Agency, has been commissioned to integrate the contributions from developing countries. GTZ will be identifying exemplary projects for inclusion in the fair; those from least developed countries will be eligible for financial support.

You have exchanged letters with Ms. Breuel relating to the Bank Group's participation in EXPO 2000. Andrew Steer and Claudia von Monbart have met with representatives of EXPO and GTZ over the past year. It has been suggested by EXPO that the Bank identify some 50 to 70 projects for inclusion among the 300-odd decentralized projects presented at Hannover. It has also been suggested that the Bank will take the lead in organizing one of the theme weeks. This could be related to some aspect of the "knowledge" agenda, or the environment.

In the context of the decentralized projects and theme weeks, Andrew Steer has suggested that the Bank might join forces with a private sector partner to carry out on-line site visits through satellite link-ups. On the hardware and software side, EXPO staff have suggested that Burda and Bertelsmann might consider sponsorship. A further possibility for Bank participation could be to co-host a week of events with the International Union for Conservation and Nature (IUCN) and/or the World Business Council on Sustainable Development. Andrew Steer has had preliminary talks with both groups.

They may raise:

• The advantages of a stand. Ms. Breuel can be expected to say that since the EU and the UN will have their own stands, the Bank can hardly afford not to have its own showcase. She is likely to argue that the projects-only scenario does not offer sufficient opportunities to promote either the Bank's corporate identity or its work, especially in knowledge management.

Ms. Breuel sees the cost to the Bank as relatively low given the unique exposure. Renting the smallest space for a stand, 400 square meters, over the five month period would cost approximately US \$ 280,000 and anywhere between \$600,000 and \$1 million when operating and staff costs are included. She will argue that this is an opportunity for a knowledge project, not just public relations. Spin-offs might include a World Bank Day and the naming of a Commissioner General with diplomatic status. The Bank's stand would be located in the core

- area near the German Pavilion, not far from the UN (which, incidentally, is looking for sponsors).
- Ms. Breuel might bring up the Bank's participation in the jury which will be selecting the decentralized projects. EXPO 2000 is hoping that you yourself will be on it. Ms. Breuel has also suggested that the Bank could play an advisory role in the organization of an international conference on issues facing future generations entitled "Youth at EXPO." Finally, Ms. Breuel might point out the need for a permanent World Bank team to coordinate all aspects of the Bank's presence at EXPO 2000.

You might raise:

- Bank Participation and Representation. You might want to congratulate Ms. Breuel on her achievement in launching this ambitious project, which goes beyond the traditional "world fair" concept through the sustainable development theme. You could express your conviction that her appointment in April as General Manager will put EXPO 2000 solidly on track. You know that EXPO 2000 is fully supported by Chancellor Kohl, who participated in the board meetings last week which led to her appointment. You are also aware that some 130 countries and international organizations (ASEAN, CARICOM, EU, UN) have already agreed to participate. Ms. Breuel hopes to lock in US participation while she is in Washington.
- You could add that you are committed to the World Bank Group's participation in EXPO 2000. But given the huge challenges and resource constraints the Bank faces over the next three years, running a stand would represent a major additional commitment. At the same time, you recognize that this could be an exceptional opportunity to launch the Knowledge Bank to a broad public. Therefore, you might ask Ms. Breuel and her staff at EXPO to work with the Bank to come up with an alternative scenario; one that is less ambitious and costly, but still gives the Bank a visible presence.
- World-Wide Decentralized Projects and Theme Weeks/Events Bank participation. You might want to emphasize your commitment to the Bank's participation in the selection of the decentralized projects. You might also say that you see a very good chance of the World Bank taking the lead on one of the sub-themes in the context of a theme week. As Andrew Steer has suggested, we could develop a program around knowledge or the environment. You will encourage your staff to be inventive in exploring all possibilities, including satellite link-ups for site-visits as well as partnerships with NGOs and the private sector.
- Cofinancing and organizational issues. You could indicate that you are aware that GTZ
 expects some co-financing from the Bank--at least 20 percent of the cost of bringing projects
 from least developed countries to Hannover. While you will commit staff time, you should

explain that finance to pay for exhibiting the projects in Hannover cannot come from the Bank but must come from the credits and loans on the projects themselves. This will require commitment from the implementing governments.

You might also mention that we have had considerable trouble identifying a primary interlocutor on the German side. Ms. Breuel's role is essentially political and her focus to date has been on marshaling exhibitors. We need a substantive dialogue on the projects and theme week, and it would be helpful if you could encourage Ms. Breuel to name a coordinator with whom we could work.

Claudia von Monbart, EXTEO

Attachments:

- Recent Press Interviews with Birgit Breuel: <u>Der Spiegel</u> and <u>Dialog</u> Magazine (Siemens Corp.)
- Correspondence with Mrs. Breuel
- EXPO Promotional Package (attached to JDW copy only)

Der Spiegel February 17, 1997

Expo 2000

"A hard piece of work"

Interview with Expo General Commissioner Birgit Breuel about the preparations for the world exposition

Spiegel: For the Expo to be profitable, you need forty million visitors. What makes you so sure that so many people will bother to come to Hannover?

Breuel: We already have advance orders for four million tickets. And you'll have a look at another big event. With the Reichstag covering which until recently was violently controversial, only a few cloth tarps were let down. It was to be seen every day on television but people have made pilgrimages there millions of times. They wanted to see it; they wanted to experience it, to be right there in real life. If our production is only proportionately good in results, the forty million visitors will be the least of our problems.

Spiegel: At the Reichstag people knew what to expect. For the world exposition, so far there are only foggy notions advanced.

Breuel: I'll admit: in some brochures there needs to be a lot more detail shown, which has to be worked out. Our planning is already a lot more concrete than that.

Spiegel: What should the visitors expect?

Breuel: In order to provide some information about climate changing, we are presenting a glacier in the theme park. There will be an artificially produced eight meter high tornado, and the visitors will be able to pass through its eye. The largest telescope mirror in the world, a German product by the way, will provide for everyone a view of the universe. A trip will also be offered through the human body.

Spiegel: Every science program on television offers that.

Breuel: On television you can only watch. Here you'll actually be involved. You can swoosh through the blood circulation by trip simulator.

Another example: Pictures from space are no longer anything new, but here you'll be able to talk live with a cosmonaut in the "Mir" space station and be shown on the earth where the deserts extend or how the rain forest is disappearing.

Spiegel: Other projects seem really provincial, something like when the zoo in Hannover buys a new elephant house. The whole Expo Project thing may turn out to be a "Zoo 2000."

Breuel: Naturally there are quality differences in expo projects. But we can track every intention up to the opening day and can still say: No go.

Spiegel: Who finances such expensive things as the specialized leased lines for the Expo representatives in space?

Breuel: No one yet. This is why we need sponsors in the theme park. If I had an up-and-coming communications firm, I would roll up my sleeves to get a chance like this to present myself. The opportunity to be able to demonstrate my know-how to an audience of millions over five months would never come again. Unfortunately, however, the market value of an Expo presentation is not yet fully attainable for everybody.

Spiegel: You must collect almost a billion marks from sponsors in order to finance the Expo. What happens if you can't make it?

Breuel: In the worst case, the federal government and the province of Lower Saxony are prepared with a surety of five hundred million marks. But we won't take a red cent, but rather we'll make a profit. Therefore, we are not looking for little patrons, but rather are offering firms something for their money: this ranges from expensive worldwide marketing licenses to bargain value engagements with individual projects and the company spaces at a dozen tables.

"Our problem should be: Who comes in and who must we turn away?"

Spiegel: As long as there is no content for the Expo, you mustn't be surprised then that companies are not standing in line.

Breuel: The concept of the Expo is firm. We can and want, however, not to establish the content of the theme park just yet. Then we would be stuck with the status of 1997 in the year 2000. The closer we get to the year 2000, the more concrete the content will be.

Spiegel: How much does a square meter in the theme park cost?

Breuel: The Expo is not a fair. No company can buy itself a stand. But anyone who has something on the energy theme or water supply with an intelligent product, can join in. Our problem in the end should be: Who gets to come in and who must we turn away? However, the firms must pay for their own exhibition piece; only in exceptional cases would we support a project.

Spiegel: And the visitors must graduate from some sort of adult education center?

Breuel: The theme park should be produced throughout like a theatrical production, a world of experience with incredible pictures - without you having to present your diploma. Naturally, in the theme park, serious problems are being dealt with - the environment, energy, the future of labor, health. For the discussions that we want to kick off, people must bring with them a certain openness.

Spiegel: And if the Expo closes your gaps, do all of the world's problems get solved?

Breuel: No, of course not. It would be absurd if we raised this claim. We are showing what various solutions there are available in the year 2000. Whether and how they are subsequently converted, we are not able to influence further. In any case we hope that as many of the projects as possible which are given a shove by the Expo survive.

Spiegel: You are responsible for the Central German Expo contribution, the German Pavilion. How are you going to present the Federal Republic to the world?

Breuel: Yes, that is the great secret. No, now seriously, we simply haven't gotten that far.

Spiegel: How come?

Breuel: The Federal government, provinces, and industry, which are financing the pavilion with 280 million marks, really were all ready at the beginning of this year to found a joint holding company. We must still wait to see how many individual interests must be brought under the roof. In the worst case we have the provinces. Sixteen different voices must be brought about to form a single opinion.

Spiegel: The provinces are altogether united - mainly in the fear that indeed they will have to pay, but will hardly be able to have a word to say about it.

Breuel: The content of the pavilion will be agreed upon by the holding company's board of directors, and the provinces are strongly represented. The board of directors appoints a superintendent who presents to them in a short time a draft for a presentation representing all of Germany.

Spiegel: The German economy also fears having so little influence over its fifty million mark contribution. Have only six million marks been collected since the firms don't want to subordinate themselves to a superintendent?

Breuel: Subordinate is the wrong word. The superintendent must indeed have his draft approved by the board of directors; that's where industry has its influence. Naturally there is also within industry a varied Expo enthusiasm. For example, the chemical firms are very interested, while the whole field of machine and plant building is rather subdued.

Spiegel: Who is liable if the pavilion costs more than 280 million marks?

Breuel: We have already put some slack into our calculations. For example, I can't imagine that sixteen provincial cabinets would come together in order to grant additional coverage. We must not get more expensive, even if it turns out to be a hard piece of work.

Spiegel: Isn't the acceptance of the Expo still rather small?

Breuel: It's growing. But we must still make it clear that Germany has never expected so many visitors, and if we want to be good hosts, it doesn't begin at the Expo sites but rather at the customs officers at the border. We will invite several thousand children from all over the world during the Expo year. A club I founded is concerned about travel and health insurance. For the housing of families and practical training there should be in operation clubs, associations, and firms to take care of this. A friendly Germany can hardly be better presented to the world.

Spiegel: Germany also plans a representation of ten years of unification in the German pavilion. Is this to be a jubilee scenario?

Breuel: Since 1995 I have been discussing this regularly with a group of East German civil rights campaigners. This includes the former Green Alliance member Guenter Nocke, who changed to the CDU, as well as the Social Democrat Richard Schroeder and Baerbel Bohley. So of course the defects in this unification will be discussed.

Spiegel: Also those of the trust under its one-time head Birgit Breuel?

Breuel: Of course. There have been enough of them there. Nothing will be withheld there.

Components of the Expo

From the theme catalog of the world exposition

Expo 2000 is the first world exposition on German soil. At least forty million admission tickets (average price: 40 marks) must be sold.

[illegible headings]
Admission tickets: 1.60

Concessions, sponsoring: 1.05

Other proceeds: 0.18

Operating costs: 1.02

Construction, theme park, security: 1.56

Decentralized projects: 0.10

Financing: 0.10

THEME PARK

In the theme park there are represented firms, scientific centers, and international organizations Planned themes:

People

Environment (landscape, climate)

Food

Health

Knowledge (information, communication)

Future of labor

Mobility

Energy

Basic human needs

NATIONAL PAVILIONS

Invitations to 185 nations

Confirmations so far from 110 nations

The nations must maintain in their pavilions the leading theme "People - Nature - Technology"

DECENTRALIZED PROJECTS

Expo projects outside of Hannover, e.g.:

Solar settlements in Ohrberg (Lower Saxony) with wind power operated water conveyance installations ... production of solar lamps in Burkino Faso (Africa).

Concerts, theater, entertainment, sports, for example a mini soccer world championship with eight invited national teams is planned.

PROFILE

DIALOG: Mrs. Breuel, the theme of EXPO 2000 will be "Mankind – Nature – Technology". Can you give us some background on that?

Breuel: Basically we wanted the EXPO 2000 in Hanover to communicate the need for technological progress to serve a new objective.

DIALOG: And what is that objective?

Breuel: It will explore ways in which mankind can use technology, which is after all only a tool and not an end in itself, to forge a new relationship with nature and thereby live in equilibrium with it. We are bound to do so by "Agenda 21", the program for the 21st century adopted by the 179 signatory nations at the 1992 United Nations conference in Rio de Janeiro.

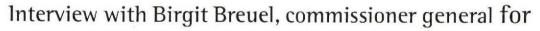
Dialog Magazine Fet. 97

1994 you were appointed commissioner general, an office you've now held since April 1995. What do your responsibilities entail?

Breuel: The EXPO 2000 Hannover GmbH was specially set up to coordinate the event. The Bureau International des Expositions, which chooses the venue for the world's fairs, stipulated that the German government appoint a commissioner general to represent it in all matters pertaining to EXPO 2000.

DIALOG: So what does that mean in real terms?

Breuel: My staff and I have three tasks. First, we are responsible for publicity, and for assisting the nations and international organizations which agree to take part. Second, we will be coordinating the German exhibit, and



EXPO 2000

the EXPO 2000 World Exposition in Hanover, Germany

DIALOG: Can we safely assume then that EXPO 2000 won't be just another parade of technical superlatives, just one more expensive global showcase?

Breuel: You certainly can. This is already evident from the way we are realizing the theme "Mankind – Nature – Technology" in concrete projects and exhibits. We are dealing here with the environment and the future of the world of work, mobility, and communications, as well as fundamental human needs such as health, nutrition, and the provision of energy.

DIALOG: You were among those who, back in 1987, had the idea of bringing the EXPO 2000 to Hanover. The city got the goahead in 1990, and in September

third, we'll be involved in shaping the content of EXPO 2000, which includes selecting the projects.

DIALOG: How will EXPO 2000 differ from previous world's fairs?

Breuel: There are two aspects to this - one relating to fundamental principles and the other to practicalities. First, world's fairs have always reflected the era in which they take place. At the very first Great Exhibition of 1851 in London's Crystal Palace, as well as in subsequent decades, the organizers were above all paying homage to the technological progress that marked the advent of industrialization. By the end of the 19th century, cultural aspects had taken on greater sig-





The World Exposition







irgit Breuel

has built up a wealth of experience and contacts in the world of politics and economics over several decades: Between 1978 and 1986, Hamburg-born Breuel was Minister of Economics and Transport of Lower Saxony, and from 1986 to 1990 Finance Minister of the same state. In 1990 she joined the managing board of the Treuhandanstalt (the trust that oversaw privatization within the former East Germany), which she headed as president between 1991 and 1994. Since 1995, she has been commissioner general of EXPO 2000.

> nificance, although technology continued to play a major role, as seen in the number of world landmarks that it spawned, such as the Eiffel Tower in Paris or the Brussels Atomium.

> At the same time, world expositions have evolved from events aimed at a specialist audience into more general presentations for the public organized by the participating nations. In this respect, EXPO 2000 is the next stage in a long line of development stretching back almost 150 years. What is new, however, is the thematic approach we've adopted, which is intended to represent a kind of pause for "taking stock" and reflecting: There's no doubt that technology is by and large a

practical differences?

2000 will be the first world's fair facilities. In all, EXPO will occupy some 170 hectares, 100 hectares (that is nearly 60 percent) to the Hanover trade fair grounds. Some of the halls will be converted or replaced by new structures. This means that in the long term, Hanover will benefit from modern exhibition facilities.

world's fair as an isolated event that will simply shut up shop after its five-month stint. In the run-up to EXPO 2000 there will be a whole series of related projects right across the world...

DIALOG: For instance?

way. One of the international EXPO projects is the "zero emission brewery" in Japan, which as the name suggests involves a brewery recycling all the waste it generates during beer production. One example of a national project is the straw-fired heating

good thing, and we can't do plant in Hildesheim in northern without it - but how can we best Germany, which is environmenput it to use? That is the question. tally-friendly in two respects: In DIALOG: And what about the the first place, straw is a biomass - a replaceable raw material. Breuel: For one thing, EXPO Second, the "clean" combustion process employed generates no to make use of existing space and more carbon dioxide than is removed from the atmosphere while it is growing. Post-event activities will also ensure that of which will be land belonging many projects are continued, which is something that's not been done before.

DIALOG: As far as the preparation and realization for the world's fair is concerned, what is having even more extensive the significance of the word "Nature" in the EXPO slogan?

Second, we do not regard the Breuel: We can't proclaim the environment one of our main themes and then blunder around like a bull in an ecological china shop.

For this reason, ecological considerations will be at the forefront when it comes to new Breuel: ... some are already under buildings and infrastructure. We will minimize demand for power and other resources, and design the grounds with plenty of green areas and water features.

> On top of this we will also be considerably expanding the local public transport infrastructure. We hope that around half of the

EXPO 2000 at a glance Dates: June 1 through October 31, 2000 Venue: Hanover, Trade Fair Grounds Cost (projected): US\$1859 billion Revenue (projected): US\$1893 billion Gross value added (from investment and visitors' expenditure, estimated): US\$10.3 billion Visitors: 40 million (made up of 20 million "day visitors" and 10 million attending on average two days each). (By way of comparison, EXPO 1992 in Seville in Spain attracted 41.3 million visitors.) Further information: http://www.expo2000.de

http://www.sni.de/public/bu_pro/gp_en/gpl-4d.htm

300,000 visitors we anticipate each day will take the streetcar, urban railway, or other trains. We expect a quarter to come by bus and the remainder to use their own cars. That would be very much in keeping with our motto. DIALOG: And what about the "Technology" aspect?

Breuel: EXPO 2000 will feature a state-of-the-art multimedia infrastructure. We have already signed contracts with Siemens Nixdorf, Siemens, and Deutsche Telekom, which commit these organizations to provide the technology for the fair. The wide range of applications on show will be multimedia-based and use broadband communication. The exhibition site will be equipped with a fiber optic network to support this (see also box on page 6, and right). DIALOG: The success of a world's fair relies on active participation from around the world. What has the response been so far?

Breuel: In 1995, the German Chancellor Helmut Kohl officially invited 185 states and nine international organizations to take part in EXPO 2000. By the end of last year, 98 nations and international bodies had already confirmed that they would attend. Since it is still more than three years until the event, this is a good indication of the worldwide interest. In all, we expect 150 confirmations.

DIALOG: What are your own personal expectations of EXPO 2000?

Breuel: With the event being held in Germany, the rest of the world will no doubt expect perfect organization and smooth operation almost as a foregone conclusion. But will we also be good – and by that, I mean cordial and hospitable – hosts? How do we view our new role in the world, in the wake of the upheavals in Europe at the start of this decade? And how does the world view us? For me, these are among the most intriguing questions that EXPO 2000 promises to answer.

Hello, I am the Expo 2000 mascot!



I can jump, run and even fly.



And when I am Happy, I show off my colours.



Multimedia for EXPO

Things are already on course for the provision of a leading-edge multimedia infrastructure for the EXPO site. A consortium of Deutsche Telekom AG, Siemens, and Siemens Nixdorf is to supply the telematics infrastructure. The total order is worth around 76.7 million dollars. Within this project, Deutsche Telekom is "World Partner for Communications Technology", and Siemens Nixdorf "World Partner for Information Technology".

Essential to the wide variety of multimedia applications are the communications networks and network systems upon which the vital data processing structures are based. These systems will be planned in right from the outset as the new EXPO site is developed, with the existing trade-fair grounds being modernized accordingly. The entire area will be equipped with a fiber optic network to handle the huge volumes of data involved.

Innovative technology is also set to make a significant contribution to stemming the flood of visitors. One possibility under discussion is for hotel chains, travel agencies, train and bus operators, airlines and banks in the Hanover region to set up a network offering facilities for all forms of data exchange and individual access to services. Another plan calls for a digital information system for visitors, featuring a central information pool and online network links.

The visitor admission and ticketing system will be designed to avoid long delays at the entrances. The pavilions and the theme park will feature user-friendly, interactive multimedia computers and information kiosks offering easily accessible, three-dimensional information in several languages. Depending on the state of progress, this material will be available on the Internet in the run-up to EXPO 2000.

The World Bank Washington, D.C. 20433 U.S.A.

JAMES D. WOLFENSOHN President

April 8, 1997

Ms. Birgit Breuel Commissioner General of the World Exposition EXPO 2000 Generalkomissariat EXPO 2000 Wallstraße 15/15 a D-10179 Berlin GERMANY

Dear Birgit:

Elaine and I are very much looking forward to your visit. I hope you and I can make a start in shaping a supportive World Bank role for EXPO 2000.

In this regard, let me say that I think some focused strategy work early on might help us to agree on the parameters. A major consideration stems from the Bank's role as an intergovernmental organization. It is our member countries, rather than staff or management, which should be showcased at the EXPO. Indeed, our shareholders are unlikely to approve the concept of a Bank pavilion in its own right. Therefore, what I have in mind is exploring the possibility of Bank support for country or thematic exhibits. Your letter from last November was very much in line with our thinking and focused on several realistic possibilities for the Bank. The GTZ has, I understand, been empowered to help developing countries present themselves in specific exhibits at the EXPO, and it is our intention to seek a partnership with GTZ, with whom we have a strong working relationship at the operational level. With this type of approach, we would assist GTZ in country and thematic presentations. My staff are anxious to pursue these discussions with GTZ, and I plan to have them do this before our May 1 meeting.

EXPO 2000 will provide a great opportunity for us to put forward the hopeful message that sustainable development can work. I look forward to seeing you soon.

G' - - - 1

Sincerely yours,

James D. Wolfensohn

The World Bank Washington D.C. 20433 U.S.A.

ANDREW D. STEER Director Environment Department

November 16, 1996

Mrs. Birgit Breuel Generalkommissarin der Weltausstellung EXPO 2000 Wallstrabe 15/15a D-10179 Berlin Germany

Dear Mrs. Breuel,

EXPO 2000: Participation of the World Bank

In recent months, I understand that you have had conversations with the President of the World Bank, James Wolfensohn and our Europe and Central Asia Vice President, Johannes Linn. In light of those conversations, I have followed up with a number of your staff with the purpose of taking forward the relationship between the World Bank and EXPO 2000. Over recent months, I have enjoyed communications with Professors Radermacher. Barend Hartnagel, Lukardis von Studnitz and Ralf Jacobs.

We have agreed that there are four broad areas in which the World Bank might usefully support the goals of EXPO 2000.

- First, if helpful, we could advise on the substantive themes of the EXPO and on the thematic weeks in particular.
- Second, we could make suggestions for and assist in the screening of the specific projects to be highlighted in the EXPO.
- Third, we could co-sponsor one or two of the thematic weeks.
- Fourth, we could consider having a World Bank "display" in the Exhibition Area, or possibly co-sponsoring a pavilion. On this issue, I have requested for information on administrative and financial questions.

Under each of these four areas, I have made some specific suggestions to your staff. Obviously, our primary intent is to bring to the participants of EXPO some of the key challenges and emerging solutions in Sustainable Development.

The President has asked me to help take our discussions to the next stage with your team. In this regard, it may be useful to have a focal point of contact on your side, so that we can help prioritize our involvement. We are a little concerned that our efforts may be dissipated unless we clarify the point of communication. We would, of course, also appreciate any of your suggestions for how to move to the next stage.

Let me assure you of our enthusiastic support for EXPO 2000 which we believe can be a powerful impetus for change as we all move into the 21st century.

Sincerely,

Andrew Steer

Director

Environment Department

Ambassador Birgit Breuel

Commissioner General of the World Exposition EXPO 2000

Mr. James D. Wolfensohn President The World Bank Washington, D.C. 20433 U.S.A. Generalkommissariat EXPO 2000

Wallstraße 15 / 15 a D-10179 Berlin Germany

Telephone: + 49 / 30 / 2 47 50 - 1 00 Telefax: + 49 / 30 / 2 47 50 - 2 25

November 20, 1995 mistake

Dear Jim.

I have drawn up some concrete proposals as to how The World Bank could become involved at EXPO 2000. In this paper, I have suggested that The World Bank assign two to three people to coordinate all World Bank presence at EXPO 2000.

Hopefully, work in this regard will be well underway by spring 1997 when I will come to Washington D.C..

Yours sincerely,

(Handed to JDW at Forom event Nov. 96)
Thick package attached.



The World Bank Washington, D.C. 20433 U.S.A.

3918

JAMES D WOLFLASOHIN President

December 18, 1995

Ms. Birgit Breuel Commissioner General of the World Exposition EXPO 2000 Generalkomissariat EXPO 2000 Wallstraße 15/15 a D-10179 Berlin GERMANY

Dear Birgit,

Thank you for your recent letter. I enjoyed seeing you in Bonn. It was very interesting to hear about your work on EXPO 2000, and I agree that it will be useful for the World Bank Group to cooperate with you in this important endeavor.

I was fascinated by your description of EXPO's plans to identify projects that exemplify how communities throughout the world are solving the problems implied in the themes of "Mankind-Nature-Technology." Clearly, we can contribute to this effort. Your letter had asked for a World Bank contact to be designated. I would like to suggest Andrew Steer, Director of the World Bank's Environment Department. He is an expert on Agenda 21 and knows well the types of projects you are seeking. He is also very thoughtful on a broad range of themes in sustainable development and could contribute much to your efforts. Moreover, I understand he has already been in touch with some of your advisors.

Please do let me know when you next plan to visit Washington. — a ---

15 STONE US 1856 Sincerely yours,

James D. Wolfensohn

The World Bank Washington, D.C. 20433 U.S.A. 3918

JAMES D. WOLFENSOHN President

November 6, 1995

Ms. Birgit Breuel
Commissioner General
of the World Exposition EXPO 2000
Generalkomissariat EXPO 2000
Wallstraße 15/15 a
D-10179 Berlin
GERMANY

Dear Birgit,

Thanks for your letter of October 12. I, too, am sorry to have missed you on your last visit to Washington. In the meantime, I understand you have received our invitation to the German Forum evening in Bonn on November 20, and I look forward to seeing you then.

The EXPO 2000 project sounds truly fascinating, and the core theme you have chosen of Mankind-Nature-Technology is an ideal one to highlight at the dawn of the new millennium. I hope you will count on the World Bank in the years ahead for collaboration in developing this theme, which is at the core of development in the coming era. I have passed your letter and package of information over to Ismail Serageldin, Vice President for Environmentally Sustainable Development, and he and his team, particularly Andrew Steer, Director of the Environment Department, will be able to contribute some very solid ideas. While the Bank cannot become a major general financial supporter of the EXPO, given the enormous audience it will attract, both within Germany and internationally, I do think it would benefit us both to work together. I understand that after your meeting with Jannik Lindback, IFC is now working on identifying interesting projects which could be highlighted in the exposition.

Unitl we meet in Bonn, please accept my best regards.

4 mine promot prest

Yours sincerely,

James D. Wolfensohn

Messrs./Mmes. I. Serageldin (ESDVP), J. Lindback (CEXVP), A. Steer (ENVDR), E. Chaparro (FPDVP), M. Malloch Brown, J. Maguire (EXTDR), bcc:

M. Aniba (EXC), L. Brown (EXTIM)

JKIRBY-ZAKI/jm

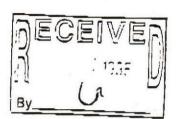
Reference: EXT951024004/EXC03918

Birgit Breuel

EXC-03918

Commissioner General of the World Exposition EXPO 2000

Mr. James D. Wolfensohn President The World Bank Washington, D.C. 20433 U.S.A.



Generalkommissariat EXPO 2000 Wallstraße 15 / 15 a D-10179 Berlin Germany

Telephone: + 49 / 30 / 2 47 50 - 1 00 Telefax: + 49 / 30 / 2 47 50 - 2 25

October 12, 1995

Dear Jim,

I am sorry that we did not have the chance to meet on my last trip to Washington D.C..

The relaxed dinner we had planned will unfortunately have to wait a while. I am currently following your activities with the World Bank with great interest. Already, thanks to you, the public image of the World Bank is changing. Although this is an initial success, you are still facing a long and difficult path. The activities of the World Bank are of particular relevance to the themes Environment and Development at the World Exposition. Agenda 21 is of considerable significance to our work.

In the meantime the Federal Chancellor of Germany has invited 185 Nations and 9 international organizations (eg. U.N., EU, ASEAN). The motto of our World Exposition is "Mankind-Nature-Technology" and I believe it to be of utmost necessity to give this motto its own forum. Thus besides space for national presentations of the participating nations, we are dedicating significant space to what we call the Thematic Area. This Thematic Area on nearly 100. 000 m2 is intended to pick up impulses from all over the world, together with scientists, artists and entrepreneurs who want to demonstrate the big challenges on the threshold of the new millennium during the five months of the World Exposition. These are the future of working, energy supply, living and learning, housing and health, mobility and communication, the environment and development. Here we hope to involve the visitors in discussions on chances and risks of eg. Gene Technology, to show the pros and cons in the worldwide available solutions. If we succeed in this we will have reached an important goal.



Whilst in Washington, I had the opportunity to meet up with Mr. Lindback for an exchange of ideas concerning the plans of EXPO 2000 in Germany and potential cooperation with the IFC, as well as with a number of members of the World Bank Group.

Do you see any possibilities for the World Bank or for members of the World Bank Group to become involved as supporters of EXPO 2000. I would welcome the opportunity to discuss this with you in the near future. It would be of great help to us if you could provide us with a contact at the World Bank with whom we could discuss these issues.

I hope to see you soon and I wish you all the success in the world.

My warmest regards to both you and your wife.







Pressemitteilung
Press release

"Mankind - Nature - Technology"

EXPO 2000 in Germany - the World Exposition at the

threshold of the millennium

A World Exposition will take place for the very first time in Germany from June 1 - October 31, 2000. The Federal Republic intends to make the most of this opportunity to present itself to the world ten years after its historic reunification, and to join in with other nations for seeking ways towards a better future for our planet. The central theme of EXPO 2000 - "Mankind - Nature - Technology" - very succinctly crystallises the vital issue facing humanity on the eve of the new millennium. The aim of EXPO is to show how the world community can effectively meet the ecological and economic challenges it faces.

In the past, the task of a World Exposition was to display technical progress and prowess. The impressive structures employed as symbols - e.g. the Eiffel Tower in Paris and the Atomium in Brussels - reflected the current stage of industrial development at that time. EXPO 2000 in Germany, on the other hand, will show how technical progress today is to serve a new purpose. EXPO 2000 will be designed to provide more than just a platform for the display of technical superlatives. The aim is to explain how mankind can use technology to achieve a new harmony



Die Weltausstellung The World Exposition Germany

EXPO 2000 Hannover GmbH D-30510 Hannover

Telefon: +49 (0)511 8404 - 0 Telefax: +49 (0)511 8404 - 130 e-mail: info@expo2000.de

http://www.expozooo.de

Press release

Page 2

with nature, as well as to mount an event which will give the world a positive and dynamic start into the new millennium.

Birgit Breuel invites the world to Germany

The International Convention of 1928 empowers the "Bureau International des Expositions" (B.I.E.) in Paris to decide where World Expositions are to be held and to register these officially. The German government submitted its official application to this body in 1989, and the theme "Mankind - Nature - Technology" convinced the panel that Germany should be the host of the World Exposition in the year 2000. Since then, Germany has been preparing itself for this role as Organiser and host.

The rules of the B.I.E. provide for the nomination of a Commissioner General for the World Exposition by the host country. The Commissioner General represents the government of the host country in all matters concerning the exposition and acts as the contact for participants from all over the world. For EXPO 2000 in Germany, Birgit Breuel has been nominated to act as Commissioner General and as ambassador for her country. This is her message to the countries of the world: "We warmly invite the whole world to be our guest, to present ideas for solutions to global problems, and to take part in an open dialogue with all the nations about the future of our planet."

EXPO 2000 - a meeting place for the world

Helmut Kohl has invited 185 nations and 9 international organisations to the World Exposition in Germany - many have already accepted. They will be presenting themselves in halls on the exposition site or in

Press release

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their own national pavilions. All participants will design their contribution around the main theme of the EXPO "Mankind - Nature - Technology". Different proposals for solutions to the problems of the future can be presented against the background of the different economic, social, political and cultural conditions pertaining in each individual country. The central theme was selected with "AGENDA 21" in mind - the programme of action set out for the 21st century at the U.N. conference in Rio de Janeiro in 1992 and signed by 179 countries with the aim of promoting sustainable development throughout the world.

40 million visitors expected at EXPO 2000

The Organisers of EXPO 2000 expect 40 million visitors from all over the world. This symbolic meeting of the nations of the world in one place will be a unique experience for those who come to the City of Hannover in the summer and autumn of the year 2000. Hannover is world-famous for its large annual international industrial and computer fairs. With its tradition of fairs and exhibitions, Hannover is an ideal choice as the EXPO location. It has an excellent infrastructure, with an international airport, a safe, modern public transport system, rapid railway links to all the major European cities, direct access to Germany's most important motorways and a wide range of hotel accommodation in all price categories. The people of the city, who are known in Germany as "Hannoveraner", know from long experience how to make international guests feel welcome and make their stay in this attractive city a truly memorable experience.

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Information, entertainment and leisure on the EXPO site

The exposition site covers 170 hectares and is located in the south of Hannover. EXPO 2000 will be the first World Exposition to use existing exhibition space and facilities. Little additional space will be needed, therefore sparing the environment and saving precious natural resources.

Ecological criteria will be of primary importance in all decision-making concerning new buildings and infrastructure upgrading. The additional drain on energy and other resources will be kept as low as possible. Care will be taken to avoid prejudicing vital elements of our natural environment - soil, air, water, woodland and landscape - more than is absolutely necessary. The exposition site will be landscaped to harmonise with the surrounding area. Plants, trees and water will be used generously to create an attractive environment where visitors can both move around and relax and gather new energy for their journey "around the world". The aim is for visitors to enjoy their time at EXPO 2000 both inside and outside of the halls and pavilions.

Participating nations and international organisations will have a number of options on site. They can rent existing exhibition halls or construct temporary or permanent buildings for use as national pavilions. The latter have a long EXPO tradition and offer participants a unique opportunity to present themselves to the world. An EXPO with the theme "Mankind - Nature - Technology" naturally envisages that pavilions can be put to good use after the exposition - environmental considerations will play a role in planning decisions.

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A central attraction and dynamic stimulus - the Thematic Area

The central theme of the exposition will be given concrete expression through projects and exhibits created to bring to life the individual themes focused on by exhibitors: the environment, communications, health, the future of employment, mankind, nutrition, mobility, basic needs and energy. The Thematic Area will be the focus for these issues at the exposition. Here visitors from every corner of the globe will have the opportunity, to not only see, but to experience with all their senses the ideas presented and thus receive strong and positive motivation for harmonious co-existance on our small planet. This is also an opportunity for nations to present their ideas for possible solutions to the issues of the future.

There will be no ready-made recipes for a perfect life in the Thematic Area. Visitors will be invited to make their own personal contributions to an exciting open dialogue about our future. Thematic Area projects will focus on mankind itself, illustrate its changed relationship to nature and discuss how technology can best be employed for the good of all. Visitors will have plenty of opportunities to interact with exhibits and give the Thematic Area a very special vitality.

EXPO 2000 worldwide: the projects

This is a new approach - there will be projects running in different parts of Germany and all over the world which will be linked to EXPO 2000. The ideas behind EXPO 2000 will be presented to a far wider audience than is expected to travel to the exposition in person.

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Ideas are already being developed in places far from Hannover which will continue as viable projects long after the EXPO is over. These projects will complement each other to create a many-facetted image of the 21st century and its possibilities, and give lasting inspiration to the worldwide debate on the future of our planet. The EXPO Organiser will be guided in their selection of international projects by the "International Advisory Board" (IAB), a group of internationally known experts from around the world. James D. Wolfensohn, President of the World Bank, will represent the US on this EXPO 2000 Board.

The EXPO 2000 programme of events: art, culture, entertainment and sport

A world event like EXPO 2000 will also offer class art, culture, entertainment and sport. Well-known international performers, artists, musicians and athletes will be appearing both at the EXPO site and at many other venues in and around Hannover. International stars will also be performing in the run-up to EXPO 2000 - to draw the world's attention to this global event. This year, for example, top tennis players Pete Sampras and Andre Agassi will be competing at the ATP Tour World Championship to be held for the first time in Hannover, the EXPO host city.

In the year 2000 there will be link-ups between the World Exposition in Germany and other events worldwide. For example, visitors to EXPO 2000 will be able to follow the Olympic Games in Sydney online at the same time as spectators in Sydney watch live broadcasts of the

Pressemitteilung

Press release

Page 7

World Exposition in Hannover. Using modern technology, EXPO 2000 will be able to receive signals from and send out dynamic impulses to people all around the globe.

For further information please contact

EXPO 2000 Hannover GmbH Communication Andreas Lampersbach Tel. 0049 -511 - 8404 - 228 Michael Sasse Tel. 0049 - 511 - 8404 - 227



February 1996

Hannover invites you to meet the world – at EXPO 2000.



The World Exposition Germany



The winning entry in the competition to design the official mascot for EXPO 2000 was submitted by the Spanish designer Javier Mariscal.



German

English



Germany

Welcome to the World Exposition in Hannover.

On 1st June 2000 the first World Exposition ever held in Germany will officially open its gates to the public in Hannover. The historic capital of Niedersachsen on the River Leine will host the first great gathering of the nations in the new millennium. Hannover will be the hub of the world. But why Hannover? Well, in addition to its reputation as one of the world's top exhibition centres, Hannover is also renowned for the warmth and friend-

liness of its citizens, who are always ready to welcome visitors with open arms. And doubtless it has something to do with the fact that Hannover is strategically located at the heart of Germany – and Europe. A city of parks and open spaces, it lies in an area of great natural beauty, within easy reach of many historic towns and cultural sites. 20 million visitors from all over the world are expected in the year 2000. As well as the thrills and excitement of the World Exposition, they will experience the pleasures of life in a city that moves with the times, yet remains true to its past. Hannover awaits EXPO 2000 with eager anticipation – and looks forward to welcoming its many visitors.

Refamily

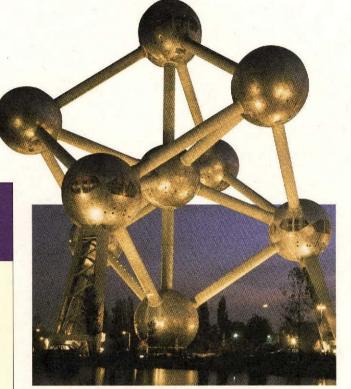
Ralph H. Jarrett, Coordinator of Tourism for EXPO 2000 Hannover GmbH Director of Tourism for the City of Hannover

The World Exposition EXPO 2000 will be more than just a show of international technical brilliance.

The great World Expositions of the last 150 years have served to highlight the major cultural and economic achievements of their times. In the early years, such events were often simply a celebration of the Machine Age, concentrating almost exclusively on technological progress as such. Today, the focus of attention has shifted to global themes – the issues that affect millions in their daily lives.

A World Exposition is a symbol of its times. EXPO 2000 in Hannover will be a place of encounter – the first great gathering of the nations on the threshold of the new millennium.



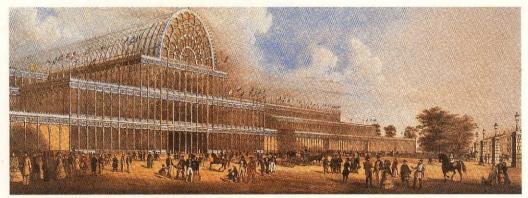


The Brussels "Atomium" became a world-famous landmark in 1958.

1851 London 1855 Paris 1862 London 1867 Paris 1873 Vienna 1876 Philadelphia 1878 Paris 1880 Melbourne 1889 Paris 1893 Chicago 1897 Brussels 1900 Paris 1904 St. Louis 1905 Liège 1906 Milan 1910 Brussels 1913 Ghent 1915 San Francisco 1935 Brussels 1937 Paris 1939 New York 1958 Brussels 1967 Montreal 1970 Osaka 1992 Seville 2000 Hannover

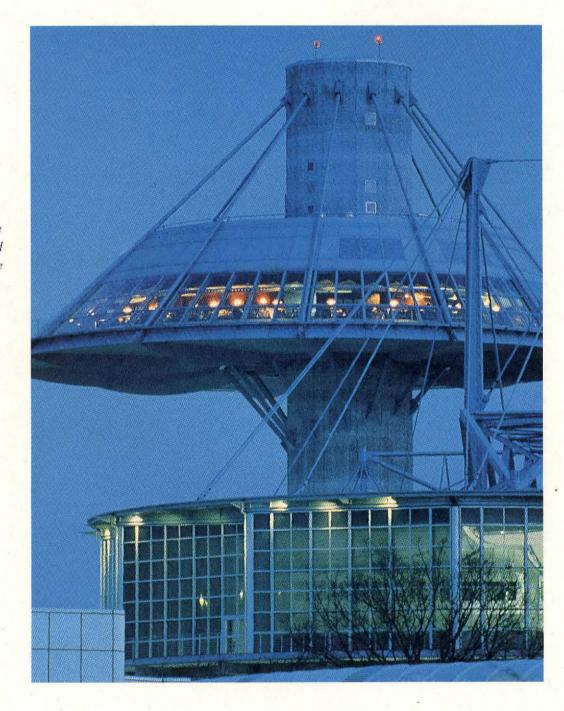


The Eiffel Tower - enduring symbol of the 1889 World Exposition in Paris.



The Crystal Palace was constructed in 1851 to house the Great Exhibition of London.

The future begins in Hannover.



For the first time, the organizers of a World Exposition can utilize the resources of an existing fair ground.

There has never been a World Exposition in Germany before. EXPO 2000 in Hannover - scheduled to take place from 1st June to 31st October in the year 2000 - will be the first. More than 20 million visitors are expected in Hannover from all over the world, eager to see what we have made of this great opportunity.

They will find a modern and welcoming city, which is readily accessible to travellers and enjoys an enviable reputation for hospitality. The many major international trade fairs, congresses and conferences that take place regularly here each year have already made Hannover a world-class exhibition centre.







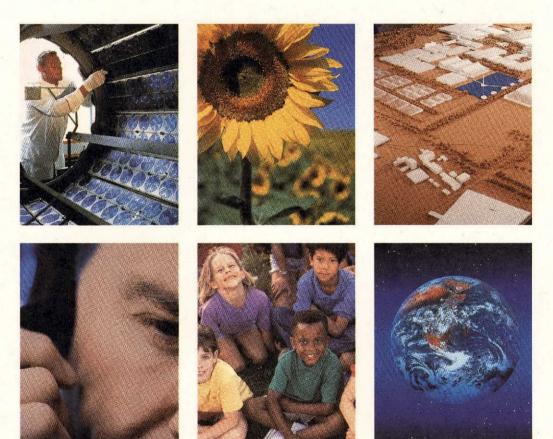




Hannover's Exhibition Grounds are a global marketplace for goods and services.

Mankind - Nature - Technology: a global theme for the new millennium.

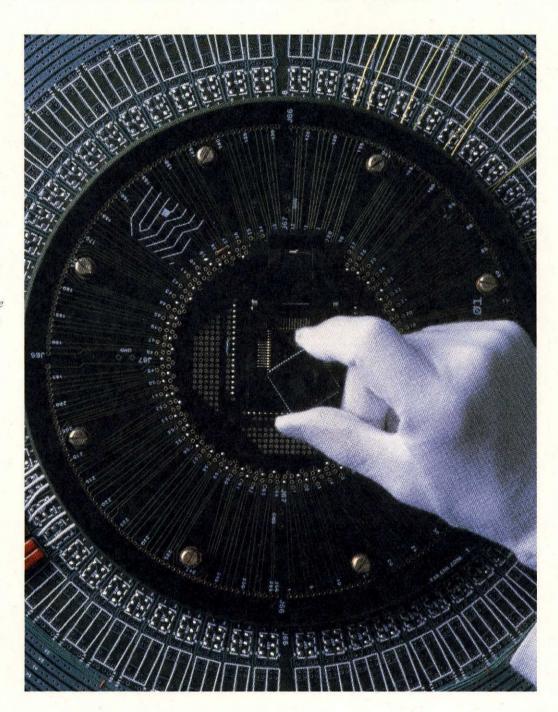
This theme sends a message throughout the world, a message designed to bring the nations of the earth together. A message indicating that we take our global ecological and economic responsibilities seriously, regardless of national and political frontiers. We all live in the same world. The aim of the World Exposition in Hannover is to explore ways in which we can all enjoy a better quality of life.



Peoples of many different cultures will be gathering in Hannover to share their knowledge and ideas.



The Thematic Area. Welcome to the future.



Discovering the future is the most exciting thing imaginable. In the Thematic Area visitors will be able to reach out and touch it.







The centrepiece of the World Exposition EXPO 2000 in Hannover is the Thematic Area. On a site covering some 100,000 m² visitors are invited to explore a series of exciting, entertaining and visionary displays on the theme "Mankind – Nature – Technology". There has never been an exhibition quite like it before. You will move through virtual worlds, see and experience the future at first hand, and help to shape it. You will be able to learn, play or simply marvel – and experience the world from a new perspective, as you have never experienced it before.





A glimpse into the future. Some examples from the Thematic Area.



Health.

How do we humans relate to our own physical being? What are the potential benefits and risks associated with genetic engineering? What will medical science be able to achieve in the future?



The future of work.

What kind of occupation do human beings need?
Will we be working from home in the future?
What does a "virtual workplace" look like?



The environment.

How can we establish a proper balance between nature, culture and technology? How can we conserve our natural resources? How will the earth's climate and weather patterns evolve in the future?



Energy.

How much heat do we actually need?
What new sources of energy are available to us?
How can we utilize energy more efficiently?



Mobility: mankind on the move.

What are the future prospects for private car ownership?
Is there a future for eco-friendly tourism?
What is the transport vehicle of the future?



Education: information/communication.

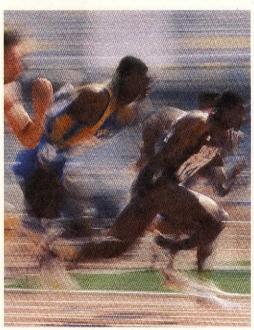
Will the way we learn change in the future? How much knowledge do we actually need? What use will we make of the new media in tomorrow's world?

The World Exposition will be quite a party. A party with 20 million guests, in fact.





EXPO 2000 in
Hannover will open
the eyes of millions of
people to the
fascinating and thrilling
global opportunities
that await us now and
in the years to come.











In the year 2000 Hannover will be a stage for all the world. To accompany the World Exposition, an extensive program of artistic and cultural events, entertainment and sport is now in preparation. Hannover will host an exciting and colourful festival of art exhibitions, concerts, theatrical events and sporting fixtures.

At least one major event is scheduled for every evening. Leading international artistes and performers have already agreed to appear at EXPO 2000. But you won't have to wait for the evening performance to sample cultural variety. A simple stroll across the main EXPO-Plaza will be a fascinating cultural – and culinary – experience in itself.



The world's top tennis players will all be here – in Hannover.

Tennis photos: Paul Zimmer.

As well as watching international tennis stars battling it out in Hannover, you'll have plenty of opportunities to engage in some sporting action yourself. The EXPO Entertainment Park has facilities for streetball, go-cart racing, beach volleyball, hockey and shows of all types.

Boris Becker, the 1995 title holder, will turn any tennis game into a drama.





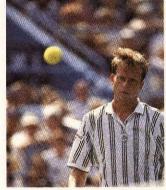
Pete Sampras



Michael Stich



Michael Chang



Stefan Edberg



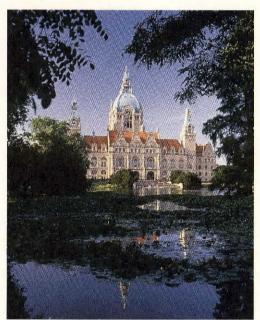
Andre Agassi

For one week every year, starting in 1996, Hannover will be the centre of the tennis world. The finals of the ATP Tour take place here for the first time from 19th to 24th November 1996. This world championship tournament for the world's top tennis players - organized in conjunction with the World Exposition EXPO 2000 Hannover - is undoubtedly one of the most exciting events in men's tennis today.

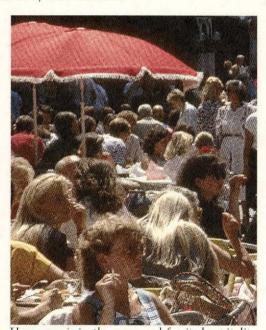
You'll be surprised how much there is to discover in Hannover.



Enjoy a leisurely stroll in the splendid royal gardens of Herrenhausen.



The Town Hall, Hannover's famous city landmark.



Hannover is justly renowned for its hospitality.

There's more to Hannover than the World Exposition EXPO 2000. The rich and varied cultural scene, with its many theatres, museums and cabarets,

offers something for everyone, while the city's pubs and bars cater for every taste in mood and ambience – from the cosily traditional to the trendy and eclectic. There's a wide variety of restaurants serving fine food from all over the world. And if you want to know what the people of Hannover are really like, talk to them over a beer at one of the many local fairs or festivals.

Hotel accommodation is
easy to find in every price category – from international luxury
hotels to small family boarding houses.
More than 200,000 beds are available
for visitors within easy travelling distance of Hannover – from
Hamburg to Berlin and Düsseldorf.



Something completely different – street art by the artist Niki de St. Phalle.

And if all that is not enough, how about this?

For those who want to prolong their stay, there is plenty more to see and do. The historic towns of Braunschweig, Goslar, Celle, Lüneburg, Hildesheim and Hameln are all within striking distance of Hannover. In less than an hour you can be in the great Hanseatic cities of Bremen and Hamburg. And even Berlin and Frankfurt are less than two hours away. Of course, there's also plenty going on in other European cities in the EXPO year 2000. London is celebrating the millennium, Rome the Holy Year, and in Oberammergau the world-famous Passion Play will be performed once again.



Goslar is renowned for its picturesque Old Town.



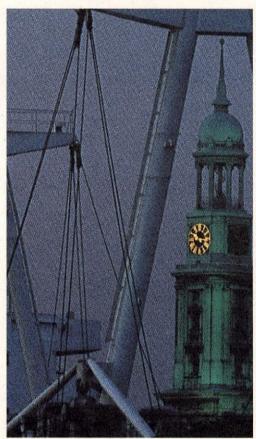
Hildesheim boasts one of the finest market squares in Germany.



The distinctive landscape of the Lüneburg Heath is one of the most attractive areas in Germany.



Celle - historic seat of dukes and kings.



Also well worth a visit – Hamburg, with its long and honourable mercantile tradition.

Travelling times from Hannover by Intercity train*.

Hannover - Berlin 1hr 40 mins

Hannover - Bremen 1hr

Hannover - Düsseldorf. . . 2hrs 15 mins

Hannover - Frankfurt . . . 2hrs

Hannover - Hamburg ... 1hr

Hannover - Munich.... 4hrs 10 mins

Hannover - Stuttgart 3hrs 40 mins

*Journey times in the year 2000.



Berlin is one of the most fascinating cities in Germany.



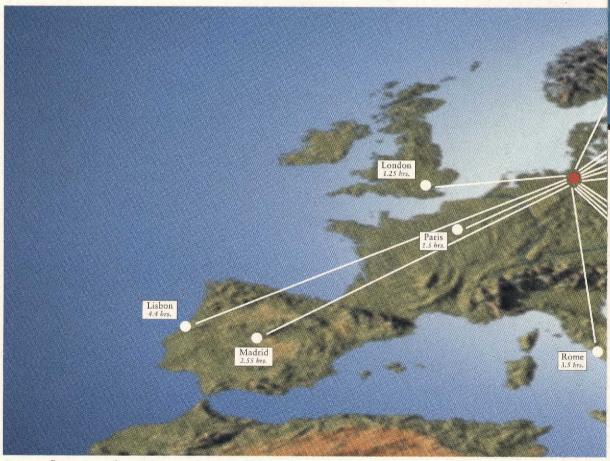
The bustling metropolis of Frankfurt am Main is a dynamic business centre.

What's on when in Hannover, and how to get there.

To help you plan and arrange tours to EXPO 2000 in Hannover, we are preparing a special Sales Guide, which will be available as from the 1996/97 winter season. The Guide will be updated every six months thereafter.

Here you can find detailed information about accommodation, travel connections, transfers and special offers for tourists, together with a complete listing of events.

All ways lead to
Hannover – no matter
how you choose to
travel. There are
frequent flights to Hannover from all major
European and overseas
airports. The city is also
well served by Intercity
train services. And
Germany's modern
autobahn network
ensures optimum access
for travellers by road.



Average flying times from Hannover to major European cities.

Further information is available from:

EXPO 2000 Hannover GmbH

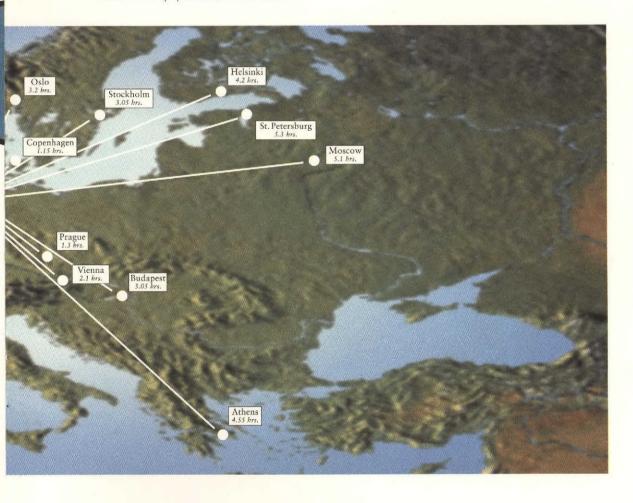
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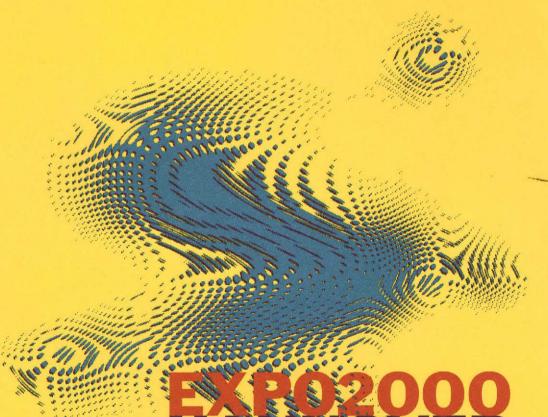
Realisation of the World Exposition in Hannover

Tourismus + Ticketing

D-30510 Hannover/Germany

Fax: + 49 (0) 511 84 04-180





The World Exposition Germany



Invitation to participate in the International Projects Program of the World Exposition.





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EXPO 2000 - A Signal at the Start of a New Century.

In the 150-year history of World Expositions, EXPO 2000 Hannover – the World Exposition in the year 2000 – will be the first ever held in Germany.

In the 150-year history of World Expositions, EXPO 2000 Hannover – the World Exposition in the year 2000 – will be the first ever held in Germany.

It is to be a World Exposition welcoming participation of the most varied types. This brochure invites participation via creative contributions to the EXPO 2000 International Project Program.

In Hanover, the theme of EXPO 2000 Hannover will be "Mankind – Nature – Technology". On the threshold of a new age, this theme is meant to serve as a worldwide signal bringing mankind together. A signal that we have recognised that all people on Earth live together in one world. It no longer makes sense to divide ourselves into a first, second, third or fourth world when seeking new paths. Paths enabling man to find a humane, free and self-determined way of life, while at the same time better assuring the equilibrium of the global ecosystem and without jeopardising peaceful coexistence.

EXPO 2000 Hannover is to provide a sharper focus on what concrete action private individuals, business enterprises, organizations, associations, institutions and nations can take to attain this goal, in their particular areas of responsibility and wherever they have opportunities to seize the initiative and act independently. Everyone participating is to show primarily what he himself is doing to preserve this one world of ours, and not so much what he expects others to do.

This means that EXPO 2000 Hannover must be more than merely an event taking place at a specific location and point in time for an audience

travelling to Hanover. Even in the run-up to the event, it should trigger a global discussion on the economic, ecological, social, ethical, theological and philosophical standards that must govern the actions of mankind on the threshold of the new millennium.

Even in the years leading up to the turn of the millennium, we aspire to make this discussion – this realignment of thinking – seen, felt and experienced via international projects throughout the world. This will stimulate the globe-spanning discussion and give it the spark of life.

Thus EXPO 2000 Hannover is to be today, and all the more so in the year 2000, a forum for the further development of networked thought and action. A forum for open discussion and presentation of the most varied approaches to solutions to the problems of our time. A forum for solutions that promote international understanding and bring the economy and ecology, progress and peace, into harmony with one another.

The international projects of EXPO 2000 throughout the world are to bear these ideas like an Olympic torch through the years of preparation, in order to then give the World Exposition in the year 2000 its special lustre.

Everyone participating is to show primarily what he himself is doing to preserve this one world of ours, and not so much what he expects others to do.

"Mankind - Nature - Technology": the EXPO Guideline.

Since the dawn of the age of technology, the primary goal of technological progress has been to increase mankind's material prosperity. Originally, this was surely a desirable goal; however, the more successful we were in pursuing it, the more evident it became that we are dealing with technical progress in a manner which endangers the balance of nature. Given the problems we created for ourselves in the course of our society's economic growth, particularly that of unemployment, we too long overlooked the fact that we have exceeded nature's limits of tolerance.

"Mankind – Nature – Technology" is the theme of the World Exposition EXPO 2000 in Hanover. The purpose and intent of this World Exposition is to vividly demonstrate that technological progress in our world has its limits at the point where the balance of nature would be irreversibly destroyed, and that mankind must employ technology to restore and secure this balance.

World Expositions have traditionally served to demonstrate technical progress and its potential as a component of the culture and civilisation of the world's peoples. Several World Expositions in the past became special symbols of entering a new dimension of technical progress. It is this that will link the World Exposition EXPO 2000 in Hanover with its most significant predecessors. What is to essentially set it apart from them, however, is that it will become a symbol for visitors and the entire world that technical progress must now serve a new goal. This will be no World Exposition of glittering machinery and a new technical superlative. This is to be a World Exposition illustrating how mankind can find its way back to the fundamentals, in balance with nature, via a technology which serves rather than exploits.

EXPO 2000 International Projects.

The theme of the World Exposition EXPO 2000 Hannover, "Mankind – Nature – Technology", symbolises not a one-time event in the year 2000, but an ongoing task which we must confront in a permanent, sustained manner. To prepare and lead up to the great event at the turn of the millennium, we extend an invitation to everyone in the world who intends to implement, by the year 2000, concrete projects which are exemplary for the theme "Mankind – Nature – Technology". We welcome them to apply for recognition as EXPO 2000 Projects, thus assuring these projects not only an outstanding status in their region, but a suitable presentation at the World Exposition in the year 2000 as well.

This brochure briefs you on the criteria which such projects must fulfill, the application and selection process, awards by the jury of the World Exposition EXPO 2000 Hannover, and the opportunities of presenting the projects not only at their original sites, but also on the exhibition grounds of EXPO 2000 in Hanover.

Projects are being sought which present innovative, forward-looking answers to the challenges of our time in the different regions and cultures of the world. In particular, the projects should take into consideration the specific ecological, economic and cultural circumstances of the societies in which they are developed and tested. At the same time, however, they should be exemplary and therefore potentially transferable to other parts of the world.

As early as 1997, the organizer intends to register such outstanding projects as EXPO 2000 Projects. At the same time, this provides an opportunity to

Projects are being sought which present innovative, forward-looking answers to the challenges of our time in the different regions and cultures of the world.

present documentation of the projects on the central exhibition grounds in Hanover to an audience of millions in an attractive and instructive fashion, thus giving the projects worldwide exposure as successful examples of future-oriented human activity consonant with the theme of this World Exposition.

In 1999, a commission will assess whether the projects selected at an early stage have actually attained their self-defined goals, and award final recognition as EXPO 2000 Projects.

During the World Exposition itself in the year 2000, the most interesting projects with the greatest potential for positively influencing future developments will be given further recognition in the form of gold, silver and bronze medals awarded by an international jury.

Project Submission and Selection Procedure.

In its capacity as organizer of the World Exposition, the EXPO 2000 Management Corporation – the EXPO 2000 Hannover GmbH – will, in close cooperation with the Commissioner General of the Exposition, organize the procedure for submitting projects for selection in the EXPO 2000 International Project Program.

This process will actively involve the German diplomatic missions abroad and the EXPO 2000 International Advisory Board (IAB) which consists of a number of renowned international personalities from different regions and fields of activity (see the list at the end of this publication).

Criteria for the Submission of EXPO 2000 International Projects.

Projects proposed and put forward as EXPO 2000 International Projects should fulfill the following criteria:

1. The project must recognisably fit in with the overall EXPO 2000 theme of "Mankind - Nature - Technology" and should be of an exemplary nature. In this context, the EXPO 2000 General Regulations state that:

...The EXPO 2000 World Exposition with its theme of "Mankind - Nature - Technology" will focus on the central issues confronting mankind on the threshold of the 21st century.

...It is to serve as a signal for individuals, business enterprises, organizations and nations to join hands across territorial boundaries and meet the global challenges of the future so that, in particular:

- adequate and healthy nutrition for all is ensured;
- suitable housing, working and living conditions are provided worldwide;
- an adequate and environmentally sound energy supply is secured;
- the natural basis for life on Planet Earth is effectively protected;
- mobility and communication among the nations are preserved and promoted;
- the growth of the world's population is brought into harmony with its natural resources.

EXPO 2000 Hannover is aimed at highlighting the ongoing process of realigning mankind's relationship to nature and technology. It will be a global forum for finding innovative solutions and strategies to achieve harmony between the economy and ecology.

(Excerpt from EXPO 2000 General Regulations, Article 1.)

- 2. The projects take up one (or more) of the EXPO 2000 Hannover sub-themes and implement them in an exemplary manner that has a firm future focus. At present, the sub-themes of EXPO 2000 Hannover are:
 - Health and Nutrition
 - Living and Working
 - Environment and Development
 - Communication and Information
 - Leisure and Mobility
 - Education and Culture
- 3. The projects are innovative, present new types of solution strategies and have the potential for a broad application which is consonant with ethical concerns and standards.

4. The projects conform to the criteria for sustainable development, as set out in UN Agenda 21:

"AGENDA 21 declares that people, consumerism and technology are primarily responsible for environmental changes. It demonstrates what must be done in some regions of the world in order to get away from lifestyles where high levels of waste and inefficient consumerism prevail, while at the same time promoting intensive but sustainable development in other regions. It also describes various technologies and methods which are to be developed in order to be able to satisfy human needs through prudent management of natural resources...

AGENDA 21 demonstrates how we might actively avoid further damage to the soil, the atmosphere, the rivers and oceans. It deals with poverty and excessive consumerism, health and nutrition, cities and farmers...

It states that the war against poverty and destruction of the environment can only be waged by means of sustainable development...

It assigns a great part of the responsibility for effecting successful changes to governments, but at the same time states that partnerships with international organizations, trade, state, national, regional and local authorities, as well as non-governmental organizations and citizens' groups, are indispensable...

AGENDA 21 states that only a global partnership can guarantee a safer and more promising future for the whole world."

(Abridged version of AGENDA 21 {UNCED 92}; Source: The Centre for Our Common Future, Geneva 1993)

- 5. The projects address global themes in regional contexts. The solutions they propose take into consideration the diverse social, cultural, economic and ecological realities of the region in which they are developed. Nevertheless, they are of an exemplary nature in which essential elements of the project, appropriately adapted, may be transferred to other regions of the world.
- 6. Where applicable, the projects must be designed in such a way as to further emphasise the thematic orientation of the Pavilions of the Nations.
- 7. The projects are independently organized and financed on location by the project organizers. Financing of the projects is ensured at least until the year 2000.

Submission Procedure.

The submission of project proposals will begin in the middle of 1996. This, however, does not preclude the possibility of further or renewed submissions of projects right up to a very late date (1999).

An application form will be made available by the EXPO 2000 Hannover GmbH, calling both for a short summary of the project as well as a detailed presentation of its aims and methods of implementation.

The German diplomatic missions in each country together with the IAB regional members will organize the local application procedure and then forward the applications to the central EXPO 2000 Ideas Office in Hanover.

In coordination with the Commissioner General's Office and the EXPO 2000 Hannover GmbH, the applications will be handed over to an independent selection jury.

The jury will comprise international experts on technology, communication and information; health, nutrition and population; education, culture and the arts; international environmental issues; developing nations; transport, traffic, urban planning and housing.

Selection Procedure.

The selection procedure is divided into three steps:

1. Recommendation (beginning 1997)

The selection jury will convene at the beginning of 1997 to make its recommendations. In accordance with the rules of the International Convention governing World Expositions, the country of origin of the recommended projects will be informed by its Commissioner General. However, submissions after this date will not be ruled out so that it will continue to be possible to consider newer projects.

2. Registration (1997 onwards)

The recommended projects will be awarded the title "Registered EXPO 2000 International Project". The organizers of the registered projects will furnish regular short progress reports to EXPO 2000 Hannover GmbH.

3. Confirmation (1999)

In 1999, the projects will be assessed one last time to see if they have lived up to the goals they set themselves at the time of their registration. If so, the project will be awarded the official title "EXPO 2000 International Project".

Awards.

During the World Exposition in the year 2000, a jury will award medals in gold, silver and bronze to those projects with the most interesting and positive influence on future development.

Documentation and Exhibition at EXPO 2000.

Starting in mid 1997, documentation of the registered projects will be compiled on location by the project organizers, together with EXPO 2000 Hannover representatives for exhibition on the World Exposition Site in Hanover.

The EXPO 2000 International Projects can be exhibited at Hanover in several ways:

- One possibility is for the respective country or international organization (e.g. UN, EU) to include the project in their "section", i.e. in their own exhibition at the EXPO site.
- A second possibility could be to include the project with the consent of the Commissioner General of the country in question – in the Thematic Area which is managed by the organizers of EXPO 2000 Hannover.
- A third and final possibility is for companies or nongovernmental organizations (NGOs) to present the project
 in exhibitions of their own, if they themselves are
 organizers or participants in the project. Here too, projects
 must be approved by the Commissioner General of the
 "section" in question.

Financing.

The concept and implementation, as well as the financing of EXPO 2000 International Projects will be the responsibility of the respective project organizers.

The sources for funding the documentation presented at the exposition in Hanover for each project, and the concrete presentations themselves, will be determined at a later date by mutual agreement.

The question whether the term "EXPO 2000 Project" can be used for public advertising – possibly in combination with the EXPO logo – will be assessed on a case-by-case basis in keeping with the provisions set down in the individual contract between the EXPO 2000 Hannover GmbH and the respective project organizers.

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Vice President, IAB EXPO 2000	
Founder and President, "Colegio de Villa de Leyva";	
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Development & Environment (Brundtland Commission)	Colombia
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EXPO2000 HANNOVER



Invitation to participate in the Thematic Area of the World Exposition.





The purpose of this document.

This paper is intended to provide information on opportunities to participate in EXPO 2000.

The core element and central attraction of this first world exposition in Germany is a Thematic Area whose focus is "Mankind-Nature-Technology" and which is open to every contribution. In a preparatory phase for this Thematic Area, ideas and projects will first be collected which provide the most complete and comprehensive picture possible of future-oriented thinking in our society.

These projects may be implemented either by the submitter, or by third parties. This paper serves as an invitation to all interested parties to participate actively in creating the Thematic Area by submitting proposals for contributions.

In a subsequent phase (approx. late 1995), formal application papers will be available. Only thereafter will it be possible to reach further decisions concerning the proposals submitted. As the operating unit, however, EXPO 2000 Hannover GmbH will in the interim keep in touch with all contacts who submit proposals during this initial planning phase.

Approaching EXPO 2000 in Hannover.

This is a further step towards the realization of the first world exposition in Germany. It will take place on the threshold of the new millennium – from June 1 through October 31, 2000.

The year 2000 – a momentous date. Politically, economically, ecologically, our spaceship Earth finds itself in an unstable and precarious condition. On the other hand, our knowledge has never been so vast. Never have we had such abundant opportunities understand and meet the challenges of a complex future. This constitutes reason enough for profound reflection on the future viability of our planet and for asking what contribution we in Germany, as a society, can make to this future.

EXPO 2000 in Hannover proposes to assess the risks and opportunities. The Thematic Area, as the organizer's contribution, serves to map out the potential of German and international society: its technical qualifications; the status of its thinking; its social, economic, ecological and cultural possibilities and responsibilities.

The Thematic Area can be a success only if we manage to collect, structure and portray the vast array of blueprints for the future on which business and technology, science and culture, artists and intellectuals, institutions and civic action groups are working today – here in Germany, and around the world.

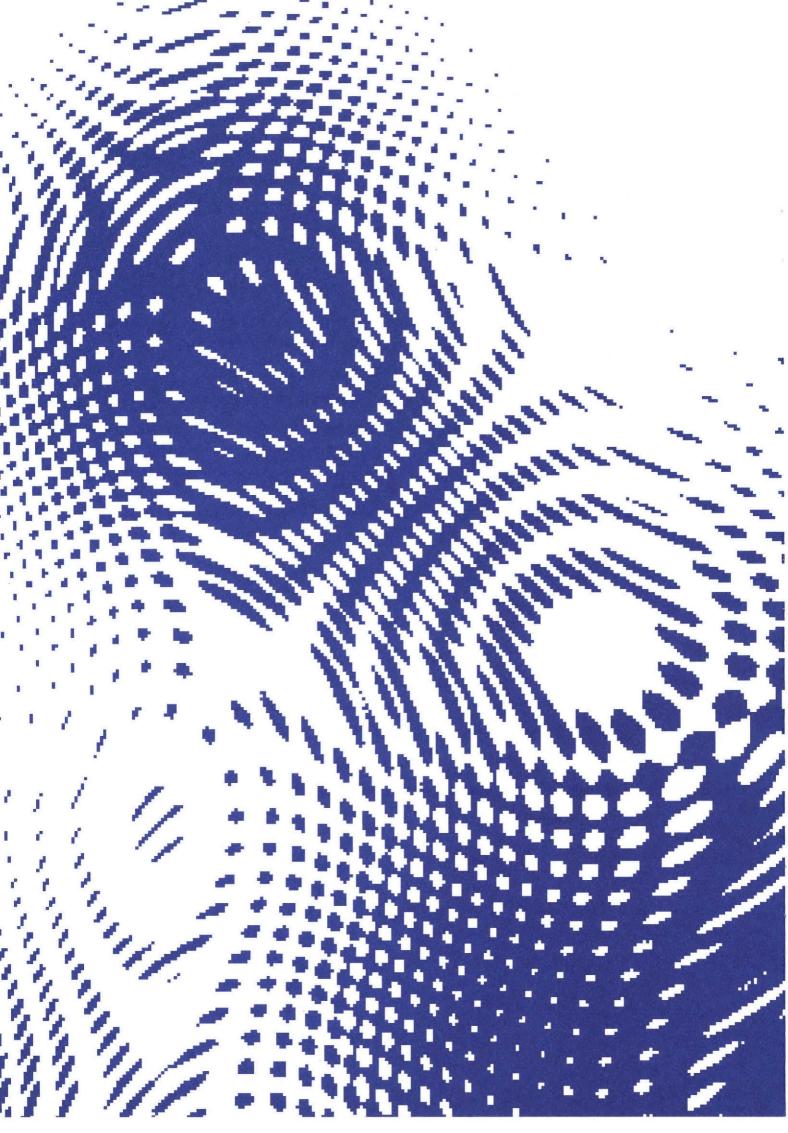
So it is of the essence to target precisely the year 2000. Much of what today still seems far off in the distant future will be already-attained present by the year 2000. Much of what appears vague utopian fantasy to us today will be the already-foreseeable future at the time of EXPO. We feel that integrating this "fast-forward" factor into planning activities for EXPO 2000 is an urgent necessity. It will be of decisive importance in the selection of contributions.

First, however, we would like to familiarize you with EXPO 2000 in this paper. We wish to focus your interest on this event, and invite you to participate with your own contribution. Never before has our country had a comparable opportunity to profile itself as a future-oriented community on the world stage. You are cordially invited to participate in envisaging the Thematic Area.

The organizers of EXPO 2000 in Hannover

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Introduction.

The Bureau International des Expositions (B. I. E.) has granted the Federal Republic of Germany the privilege of staging the universal world exposition EXPO 2000, to be held June 1 through October 31, 2000, in Hannover.

EXPO 2000 Hannover GmbH was established to prepare and implement this event.

The coming of the year 2000 has already provided much food for thought. We are increasingly witnessing an effort – aided by integrated thinking and acting – to redefine our relationship to nature and technology, with the objective of securing a humane existence in harmony with nature for our world's rapidly growing population.

The keynote theme of EXPO in Hannover is "Mankind-Nature-Technology". This theme is intended to send out a global message, hopefully one which will encourage international understanding. This message is an initation to people, business enterprises, organizations, federations, institutions and nations to join together in making our mutual global ecological responsibility the focus of all we think and do, transcending national and political boundaries. Accordingly, the mission statement of EXPO is as follows:

The purpose of EXPO 2000 in Hannover is to showcase, present and future opportunities in a memorable and intriguing manner to an audience of millions. We intend to

show how people can live so that they are able to satisfy their own needs and aspirations and arrive at a humane way of life, without disturbing the necessary consensus among each other or further endangering the global ecosystem.

This means that EXPO must be more than merely a one-shot event for a mass international audience. EXPO must, even in its pre-launch stages, trigger a globespanning discussion providing social, economic, ecological, ethical, scientific, theological and philosophical benchmarks and findings of global significance by the coming of the new millennium. EXPO 2000 aspires to be the trigger for further development of this integrated thinking and acting. We invite to discussion and presentation of the most varied solution approaches designed to bring the economy and ecology into harmony. EXPO 2000 is conceived as a market of global opportunity addressing a worldwide audience and the crucial issues confronting humanity – a world exposition of new meaning and significance.

"Mankind-Nature-Technology". The EXPO benchmark.

In the history of the modern era, our relation to nature and technology is hallmarked by a linear concept of progress and science which subjugates nature to our ordering and creating hand. Science and technology, owing to the subdivision of their subjects into ever smaller units of observation, have contributed to remarkable techno-scientific progress and to great material affluence in the industrial nations.

Simultaneously, however, our formerly holistic thinking has become fragmented. The image of the world has broken up into constituent dots – pixels – so to say. It is imperative that this fragmentation of thinking be overcome.

Our natural resources are limited. Much of nature has already been destroyed, or is at least in jeopardy. This threat reminds us that we live in *one* world – a world in which north and south, east and west are interdependent. We are reminded that only enduringly safeguarded and self-renewing nature will assure a humane existence for our children, and our children's children. People need nature, not vice versa.

The keynote topic "Mankind-Nature-Technology" signalizes the quest for a new and more rewarding relationship between people environment and the technological possibilities of the 21st century. This from the leitmotif for all

world exposition activities in the year 2000, affording EXPO a distinctive thematic profile.

Technology and science are tools made by human beings who must also control them. Experience has taught us that technical solutions can increasingly deliver future blueprints for the sound and sensible use of finite resource and have repercussions on the way society as a whole views itself. The same technology which – due to false applications in the past – may have led to false conclusions and mistakes, provides a rich arry of solutions for the future.

This world exposition will document the ongoing process of redefining our relations to nature and technology, and the central technological imperatives and possibilities of a cyclically-oriented economy, while providing the most innovative – most diversified – solutions possible.

The Thematic Area: Focus on the future.

The Thematic Area is the contribution of the organizer – EXPO 2000 Hannover GmbH – to the first universal world exposition in Germany. Here in this Thematic Area the leitmotif of EXPO 2000 – an inquiry into the global interrelationships of mankind, nature and technology – will be the didactic focus.

The Thematic Area will be housed in halls and open-air display spaces in the very center of the EXPO grounds, covering an area of approximately 100,000 sqm.

Several exhibition buildings already exist, others are still being built. The Thematic Area and a possible structural hallmark symbolizing the purpose and intent of EXPO 2000 will blend architecturally into the landscape of the existing grounds.

To mount Thematic Area exhibitions in existing halls, the organizer has been alloted eight weeks, due to annual trade fair operations of the Deutsche Messe AG in Hannover. For the new building complex, a construction period of two years is foreseen.

Upon completion of EXPO 2000, the existing fairground halls will again be used for regular trade fair activity. In the building complex to be constructed, portions of the Thematic Area shall remain accessible to the public in the form of a permanent exhibition. So here – in cooperation

with German industry and the Deutsche Messe AG – a "Visions of the Future Center" could be created.

It is conceivable that this Vision Center would be managed by a private company as an attractive, interactive and permanently updated "Future Lab" with a high audience appeal. This, however, will no longer be the mandate of EXPO 2000 Hannover GmbH, since – having then fulfilled its corporate objectives – the company will be dissolved upon conclusion of the world exposition.



The theme categories.

One of the initial tasks is to structure the Thematic Area by sectors. The catchword categories cited here are in no way final. They are intended merely as provisional suggestions. Further intelligent additions – within the scope of the keynote motif – are naturally possible. The richer and more varied the scenarios (scenarios dealing with the nature and culture desirable for the future, future production methods and life forms), the greater the information value and opinion-molding influence emanating from this EXPO. At the same time, it will be an incentive for everyone involved: an incentive to think independently and playfully about the future.

Current planning calls for the following sectors:

Health and Nutrition. To include, for example: the capabilities and limits of modern medicine and genetic engineering, cancer and AIDS research, body and nutrition, over- and under-supply, world trade and agrarian products, drugs and addiction, microelectronics and medicine, alternative methods of therapy, self-help, awareness of the body and the senses, overpopulation and birth control, gentle childbirth methods, confronting mortality and death.

Environment and Development. To include, for example: ecological efforts in industrial societies and the developing nations, worldwide division of labor, agriculture and ecology, sustainable development, conservation of natural resources, ecological prices and taxation, fair trade and prices of raw materials, climate and weather, transport models.

Living and Working. To include, for example: the future of work and the workplace, economic structural change, employment potentials, mobility and work, population growth and migration, integrated residential models for young and old, future of the family, child-friendly environments, development of town-and-country relations, growth of metropolises.

Communication and Information. To include, for example: new media and their areas of application, consequences of the "global village", media and violence, data networks and data control, reality and virtual reality,

media and the loss of reality, data highways, speed and deceleration, simulation and artificial intelligence, models for decisionmaking.

Leisure and Mobility. To include, for example: future modes and systems of transportation, leisure and social competence, tourism and the environment, fitness and sports, fashion and personality.

Education and Culture. To include, for example: meaning of life and philosophies of life, religion and spirituality, new world schemes, corporate culture and ethics, lifelong learning, the education of the future, knowledge management, the arts and life, the ethics of politics and society, models of democratic co-determination.

Fundamental in the development of the Thematic Area are the ideas and concepts, the images and solution approaches, which redefine Mankind-Nature-Technology. Relations worldwide will be given free and unbiased scope, making the Thematic Area an exhibition of the opportunities available to us all.

In practical terms, this means for us that a world exposition at the millennium can no longer provide complete and comprehensive encyclopedic answers, but only point the way in an *exemplary* manner.

With this in mind, we propose the following sections. The examples cited here likewise make no claim to being complete. They are simply specimens of possible projects. The term "house" is to be interpreted as a "thinking space" with possible links and transitions, in order to elucidate the import and inter-relationship of major topics such as "Energy and Climate".

The House of Elements.

What images do we have of the vital "elements" fire, water, earth, air? To be displayed here, particularly in connection with the "Environment and Development" sector, are projects which show prudent and renewable ways of dealing with natural energies, resources and raw materials (catchword: sustainable development). In addition, projects here include ecological development of business and agriculture, renaturalization and surface decapping, decontamination, responsible use of water, conservation of energy and raw materials, recycling and reuse in closed systems, alternative technologies in industrial and agrarian societies, etc.

The House of the Senses.

What perception do we have of ourselves, what is our relation to our senses "sight-hearing-smell-taste-touch"? How can we regain the "sixth sense" for nature and naturalness? Housed here are projects originating from the "Health and Nutrition" sector, projects showing the complex inter-relationships of the human body and its senses with health, nutrition, medicine, bio-technology and genetic engineering. Further focal points: population growth and birth control, undernourishment and oversupply, physical and mental wellbeing, the capabilities and limitations of medicine, integration of the handicapped, etc.

The House of Life.

What image do we have of our future life and work? To be exhibited here with an eye to the next millennium are, especially, projects from the sectors "Living and Working" and "Leisure and Mobility". Question: How will we live and work in the future? What is the future of work, the purpose of work, business ethics, leisure competencies, integrated trans-generational living and working, changes in male/female roles, redefinition of city/country equilibrium, development of the family and social structures, child care and empowerment, alternative lifestyles and living models, tourism without tears, mobility and the environment, public and private transport, recreational and competitive sports, fashion-esthetics-lifestyles, etc.

The House of Images and Ideas.

A "House of Learning" as prerequisite and channel for education, communication and culture: How is computer technology changing our perceptions and awareness of the world we live in, and how are our life and learning cultures being altered? In this house, special projects from the sectors "Communication and Information" and "Education and Culture" are to be displayed. Focal points include: data flow, data access and control, virtual worlds, reality and illusion, electronic image processing, technology and lifelong learning, communication and design, art and new media, creative future concepts, space and satellites, etc.

The House of Participation.

How do the people of our era participate in shaping the future? How do they participate in the formation of opinion, consulting and decision-making? By what meaning and value judgments are they guided? What cutbacks in meaning and value orientation are precipitated by an improperly understood and thoughtlessly practiced pluralism? Here the focus is also on such concepts as social responsibility, human rights, development of political and democratic structures, etc.

The House of Religions and Philosophies.

What answers do religions, philosophies and world views provide to questions of meaning and value? What influence do mysticism and esoterics have? The issue here is not only the influence of the thinkers and representatives of organized religion on these questions. Also involved are immaterial and spiritual world schemes, the questions "where do we come from, and where are we going", the transcendence of conventional limits of thinking, feeling, perception, communication, etc.

The House of Visions.

Are there still grand images, blueprints, hopes, agendas? What models of worldwide significance can be presented? How can they encourage, enthuse and motivate the individual to personally take the initiative? In a "Laboratory of the Future", we aim to make visions perceptible – sight-and-sound forecasts will be made accessible – the future will be transformed into a material from which everyone can form his own much-longed-for perspectives. The most interesting contributions will be permanently exhibited during EXPO, with prizes to be awarded the best on conclusion of the event.

Thematic Area concept.

In addition to presentations by the different nations (in their own pavilions and in separate halls), the Thematic Area will be an integrating element and central focus of the world exposition. It is planned as an intelligent realm of experience and adventure, one of the main attractions of EXPO 2000 for its projected audience of millions

The Thematic Area's main flow of direction is East-West, or West-East – and possibly North-East-West or North-West-East. Visitors can follow the suggestions of the organizer, or take their own paths. EXPO plans to give its guests a thematically structured guide permitting orientation by the themes of their choice. In any case, visitors will be motivated to revisit and follow many different route through the Thematic Area.

In its presentations, the Thematic Area will place special emphasis on giving as many visitors as possible the experience of taking an active role in events. They should view themselves not only as visitors, but as often as possible as co-operators and co-designers as well. This will be assured by interactive programs in the multimedia sector, cybertechnics and shows.

The clear message: Static exhibits of the conventional type are didactically out of place in the EXPO Thematic Area. What must be borne in mind today is that different people have different experiences at different levels. We want to give our audience the opportunity of advancing from their own level of experiencing to new levels of understanding, inquiry, and ultimately discovery.

The sectors in which audience participation is foreseen will be conceived for an involvement period of about 10 minutes. These sectors of active and dramatic experience should alternate with sectors of quiet and reflection.

Thematic Area design will be in cooperation with the professional specialists of EXPO 2000 Hannover GmbH.

How to submit your proposals.

Who may submit proposals?

Any individual, group of individuals, company, federation, institution or organization is welcome to submit proposals for participation in the Thematic Area.

The submitters of proposals acknowledge the rules and regulations of the B.I.E., as well as national and international agreements relating to EXPO 2000.

EXPO 2000 Hannover GmbH for its part shall encourage outstanding personalities, groups of individuals, companies, federations and organizations of international stature to participate in the Thematic Area.

This will be done in order to present the special know-how, special innovations and outstanding importance of these entities and their achievements to the EXPO 2000 audience in appropriate form.

German business enterprises should preferably submit their proposals via the Beteiligungsgesellschaft der deutschen Wirtschaft für die EXPO 2000.

Who may exhibit?

Any individual, group of individuals, company, federation, institution, organization or regional administrative body based in Germany may be an exhibitor in the Thematic Area.

Individual companies should preferably participate in the world exposition with their exhibition contributions via their industry associations and umbrella organizations.

Individuals, groups of individuals, companies, federations, institutions or organizations not based in Germany may in special instances be Thematic Area exhibitors provided that they receive approval from the Commissioner General of their country. The same applies for states, groups of states and regions. This procedure is in compliance with B.I.E. rules and regulations. EXPO 2000 Hannover GmbH will, where deemed appropriate, make every effort to obtain such approvals.

What may be exhibited?

Any contribution within the scope of the thematic focus may be submitted. This open-ended policy is, however, subject to restrictions based on the contractual terms.

The contribution must be of relevance and significance for attainment of the goals and contents of EXPO 2000.

The contribution must present innovative and future-oriented concepts.

The contribution must offer solutions, or solution approaches. The mere presentation of problems does not suffice.

The contribution must conform with the general concept of the Thematic Area, in both content and style of presentation. The possibility of subsequent use, at the exhibition site or elsewhere, upon completion of EXPO 2000 is desirable.

Solution approaches should reflect global thinking and global utility. However, even minor solutions can contribute to major perspectives.

The content should be attractive to and comprehensible for every visitor, in the most gripping and impressive form possible. Especially desired are contributions which actively involve the visitor. Also desirable are different didactic levels and perception paths for different user groups.

The inevitable formalities.

No special form is required for submission of proposals for the Thematic Area. However, the submission must include the following:

- A summary: originality, future-orientation, internationality.
- Presentation of the idea and its relation to the theme.
- How much space is required?
- How is the idea to be presented?
- What audience interest is anticipated?
- Can the contribution be used at a later date, and at different sites?
 The initial submission should not exceed 4 typed pages in length.

The financing.

Exhibitors should finance their contributions themselves. The operating company undertakes to make adequate mention of each contribution within the scope of EXPO promotion activities.

The expense of designing and implementing a contribution shall in principle be borne by the exhibitor himself. In the entry points of the Thematic Area, mention will be made of the individual exhibitors. The organizer requests a restrained exhibitor presence.

In individual cases, EXPO 2000 Hannover GmbH will grant assistance to financially weak exhibitors, in order to enable them to implement interesting projects.

Decisions on the type and scope of such financial assistance shall be made by EXPO 2000 Hannover GmbH on a case-by-case basis and at its discretion. Applications for financial assistance will be considered only prior to implementation of each specific project.

EXPO 2000 Hannover GmbH shall endeavor to arrange cooperations between financially strong and financially weak exhibitors.

EXPO 2000 Hannover GmbH shall bear the costs of flanking and linking elements between the individual contributions.

The prerequisite is that in the opinion of EXPO 2000 Hannover GmbH no unusual or excessively expensive solutions are necessitated by the participant contribution.

The selection process.

In accordance with the contractual arrangements, EXPO 2000 Hannover GmbH will appoint an Advisory Council for the Thematic Area.

The duty of the Advisory Council is to examine and evaluate proposals for the Thematic Area and to submit recommendations to the organizer.

The Advisory Council will consist of internationally respected and independent personalities.

The Supervisory Board of EXPO 2000 Hannover GmbH may participate in appointing the Advisory Council.

Representatives of organizations, federations or companies which are invited and entitled to participate in the Thematic Area, and which accept the invitation to participate, may not be members of the Advisory Council.

The Advisory Council supports the organizer in drafting the Guidelines of Content for participation in the Thematic Area.

The Advisory Council submits recommendations to the organizer concerning participation in the Thematic Area following its examination of the form and substance of contributions.

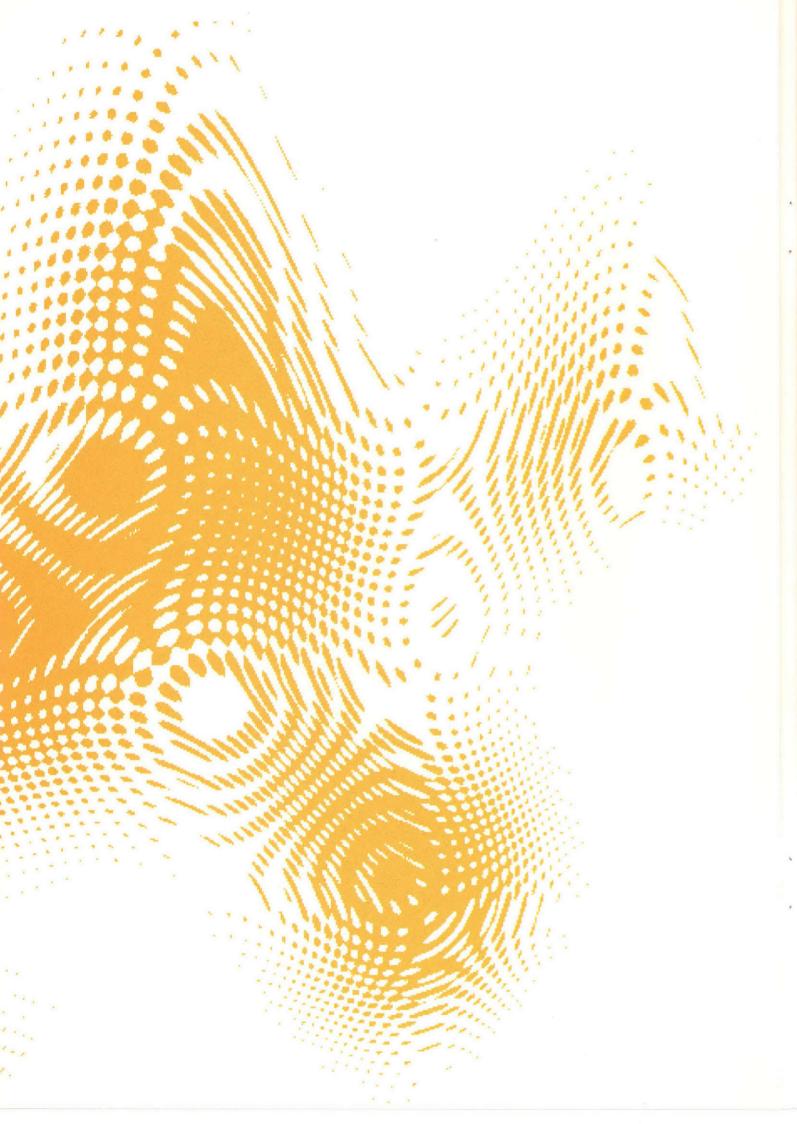
Final decisions on what theme contributions are to be selected for the world exposition shall be made by EXPO 2000 Hannover GmbH at its discretion, however taking into consideration the recommendations of the Advisory Council, and with the cooperation of the Commissioner General.

Decisions are final and are not subjet to lagal debate.

Your contacts.

EXPO 2000 Hannover GmbH Corporation for the Organisation and Realisation of the World Exposition EXPO 2000 in Hannover D-30510 Hannover

Commissioner General of the EXPO 2000 Gesellschaft zur Unterstützung der Generalkommissarin der EXPO 2000 mbH Wallstraße 15/15a D-10179 Berlin Depicting a mathematical algorithm displayed on the computer, the EXPO 2000 logo is characterized by two distinctive features. It is changeable in colors, and variable in its background design. We thereby signify the process aspect, the flowing of the future, on which EXPO focuses, as well as the dynamics of our integrated thinking and acting, and the intertwining cycles of change in nature.





Pressemitteilung
Press release

The Office of the EXPO 2000 Commissioner General in the USA:

"A World Exposition without Americans

is like a world without America"

Washington/Berlin, October 1996 - The United States of America wiped off the face of the earth, no trace of human life where the USA used to be from the Atlantic to the Pacific - this terrifying vision is no horror film scenario, but the work of the computer graphics experts at a German advertising agency. A map from which the US has simply been erased will be used by the Office of the Commissioner General October in big American newspapers and magazines to market the idea of America participating in the World Exposition in Germany in the year 2000. The wording of the advertisement will be: "A World Exposition without Americans is like a world without America".

The occasion for this unusual advertising campaign are the German Weeks in Washington being hosted by the German Embassy and the German Ministry of Economics from October 1 - 11, 1996. The Office of the Commissioner General will have its own stand during the German Weeks in Washington's Union Station - which is frequented daily by 70,000 commuters - to publicise Germany's plans for EXPO 2000. "We warmly invite the whole world to be our guest and to take part in an

EXPO2000 HANNOVER

Die Weltausstellung The World Exposition Germany

Pressemitteilung

Press release

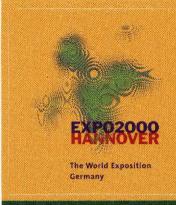
Page 2

open dialogue with all nations about the future of our planet," says Birgit Breuel, Ambassador and Commissioner General of EXPO 2000.

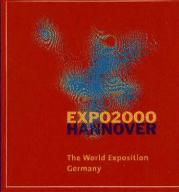
Interest in EXPO 2000 is growing daily in the USA. Since Commissioner General Birgit Breuel wrote a personal letter to the governors of all 50 states, twelve of them have already replied and are supportive of a US participation at EXPO 2000. President Clinton himself has himself already replied to Chancellor Helmut Kohl to thank him warmly for his invitation to take part.

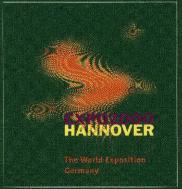
For further information please contact:

EXPO 2000 Hannover GmbH Communication Michael Sasse Tel. 0049 - 511 - 8404 - 227



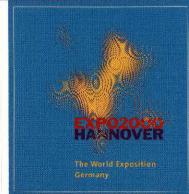






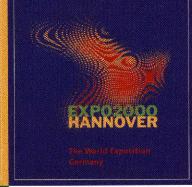


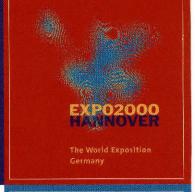
The World Exposition Germany

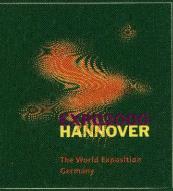


EXPO 2000 Hannover. The World Exposition in Germany. 1st June - 31st October 2000. Please attach sufficient postage.



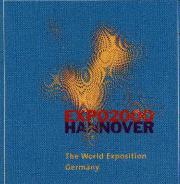






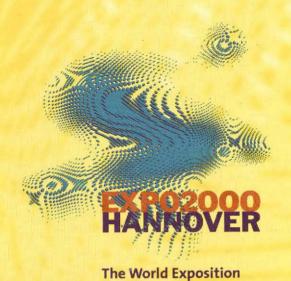


The World Exposition Germany



EXPO 2000 Hannover. The World Exposition in Germany. 1st June - 31st October 2000. Please attach sufficient postage.

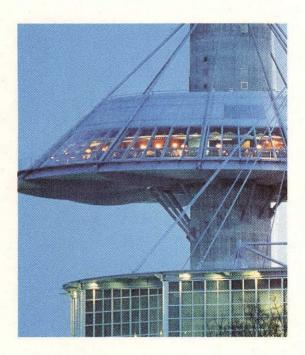
Hannover invites you to meet the world – at EXPO 2000.



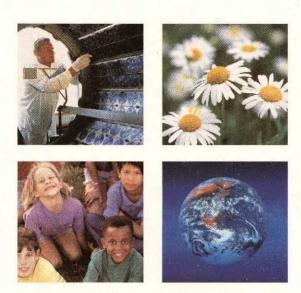
Germany

The future begins in Hannover.

There has never been a World Exposition in Germany before. EXPO 2000 in Hannover – scheduled to take place from 1st June to 31st October in the year 2000 – will be the first. More than 20 million visitors are expected in Hannover from all over the world, eager to see what we have made of this great opportunity.



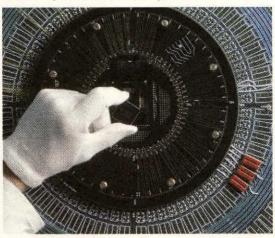
Mankind – Nature – Technology: a global theme for the new millennium.



This theme sends a message throughout the world, a message designed to bring the nations of the earth together. A message indicating that we take our global ecological and economic responsibilities seriously, regardless of national and political frontiers. We all live in the same world. The aim of the World Exposition in Hannover is to explore ways in which we can all enjoy a better quality of life.

The Thematic Area. Welcome to the future.

The centrepiece of the World Exposition EXPO 2000 in Hannover is the Thematic Area. On a site covering some 100,000 m², visitors are invited to explore a series of exciting, entertaining and visionary displays on the theme "Mankind – Nature – Technology". There has never been an exhibition quite like it before. You will move through virtual worlds, see and experience the future at first hand, and help to shape it. You will be able to learn, play or simply marvel – and experience the world from a new perspective, as you have never experienced it before.





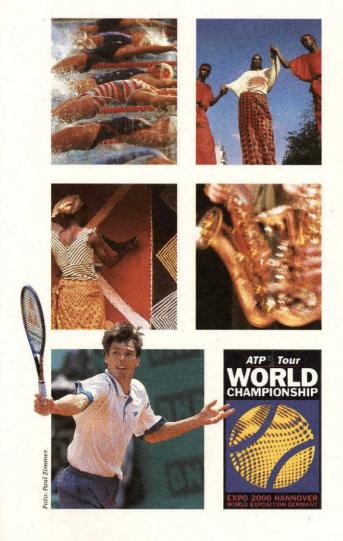






The World Exposition will be quite a party. A party with 20 million guests, in fact.

In the year 2000 Hannover will be a stage for all the world. To accompany the World Exposition, an extensive program of artistic and cultural events, entertainment and sport is now in preparation. Day and night, the city will buzz with activity. At least one major event is scheduled for every evening, and leading international artistes and performers have already agreed to appear at EXPO 2000. But you won't have to wait for the evening performance to sample cultural variety. A simple stroll across the main EXPO-Plaza will be a fascinating cultural experience in itself. The excitement begins well before then, as Hannover hosts the finals of the ATP Tour World Championship from 19th to 24th November 1996. For the first time in the history of the Tour, the giants of world tennis will be battling it out right here in Hannover.



You'll be surprised how much there is to discover in Hannover.

There's more to Hannover than the World Exposition EXPO 2000.

The rich and varied cultural scene, with its many theatres, museums and cabarets, offers something for everyone, while the city's pubs and bars cater for every taste in mood and ambience – from the cosily traditional to the trendy and eclectic.

There's a wide variety of restaurants serving fine food from all over the world.



The Town Hall, Hannover's famous city landmark.



The royal gardens of Herrenhausen.

And if you want to know what the people of Hannover are really like, talk to them over a beer at one of the many local fairs or festivals. Hotel accommodation is easy to find in every price category – from international luxury hotels to small family boarding houses. More than 200,000 beds are available for visitors within easy travelling distance of Hannover – from Hamburg to Berlin and Düsseldorf.

Something completely different – street art by the artist Niki de St. Phalle.

And if all that is not enough, how about this?

For those who want to prolong their stay, there is plenty more to see and do. The historic towns of Braunschweig, Goslar, Celle, Lüneburg, Hildesheim and Hameln are all within striking distance of Hannover. In less than an hour you can be in the great Hanseatic cities of Bremen and Hamburg. And even Berlin, Frankfurt and Magdeburg are less than two hours away. Of course, there's also plenty going on in other European cities in the EXPO year 2000. London is celebrating the millennium, Rome the Holy Year, and in Oberammergau the world-famous Passion Play will be performed once again.



Also well worth a visit – Hamburg, with its long and honourable mercantile tradition.



Berlin is one of the most fascinating cities in Germany.



The market square in Hildesheim.



The distinctive landscape of the Lüneburg Heath.

Times the stone is seen

Hannover – Berlin' ihr 40
Hannover – Bremen' ihr
Hannover – Düsseldorf' 2hrs 15
Hannover – Frankfurt' 2hrs
Hannover – Hamburg' ihr
Hannover – Leipzig 3hrs
Hannover – Magdeburg' 1hr
Hannover – Munich' 4hrs 10
Hannover – Stuttgart' 3hrs 40

Journey times from Hannover by Intercity train*.



Celle - historic seat of kings.

EXPO 2000 Hannover GmbH
The Corporation for the Organization
and Realization of the
World Exposition in Hannover
Tourism + Ticketing
D-30510 Hannover/Germany



The World Exposition Germany