



The Expo 2015 Opportunity Leveraging on Italy's upcoming global event

Italy's Universal Exposition

In 2015, from May 1st to October 31st, Italy will host the next Universal Exposition *"Feeding the Planet, Energy for Life"*. This important global event promises to bring 140 countries and 20 million visitors to the city of Milan for a period of six months.

Expo Milano 2015 is the largest worldwide event ever organized to unite countries, institutions, companies and citizens around the world to explore ideas and solutions for assuring safe, sufficient and nutritious food to the growing global population through innovative, sustainable practices and new ways of collaboration.

Through thousands of events, exhibitions and policy meetings, Expo Milano 2015 will shape and influence the global dialogue on the challenges linked to the global food crisis, while the sustainable Smart City at the heart of the exposition site will bring together innovative technologies into a worldwide platform of best practices.

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Emerging Business Opportunities

Universal Expositions are much more than a world fair or summit. They are large scale global events, similar to the Olympics, which stimulate long term investments in a city's infrastructure and services and offer opportunities for business expansion up to and following the event itself.

The enormous influx of visitors generated by an Expo boosts the local and national "visitor economy" while extensive international media coverage bolsters city reputation and branding.

Universal Expositions are therefore catalysts for job creation and business growth which offer strategically driven companies a multitude of opportunities to pursue business development and sales growth.

Expo Milano 2015 represents a strategic business opportunity not only to those companies who directly engage with Expo 2015 as partners, sponsors and suppliers of the Event, but also to those companies who can develop and offer services and products to the millions of expected visitors as well as to the Country organizations participating in the Event.

Through direct engagement with Expo 2015 companies can for example:

- showcase business leadership and innovations through partnerships for theme related sectors;
- provide goods and services for exposition site construction, operations and management of the program of events;
- build and operate visitor services, from food & beverage to retail operations;

What it means for you

If you are a company in Agro-Food or Smart City related sectors, Expo 2015 offers the opportunity to showcase your product and process innovations on a world stage and engage with institutions, governments and consumers

If you are a company looking to enter or expand in Italy, Expo 2015 provides an occasion to reach out directly to 14 million visitors across Italy, engage with local government bodies and leverage on a national Marketing & Communication platform to support brand visibility

If you are a company looking to enhance competitive positioning and presence in Europe, as Europe's most important upcoming event, Expo 2015 will assure extensive brand awareness to millions of European visitors and participating Country governments and policy makers

If you are an Italian company looking for new market opportunities, Expo 2015 is a unique occasion to launch new products and services in both consumer and business to business markets and gain international recognition and visibility

How we can help

PwC in Italy is the global consultancy selected by Expo 2015 S.p.A. - the company organizing Italy's universal exposition - to support the involvement of companies and institutions in the Event. Through its extensive experience in working with Expo 2015 S.p.A., PwC Italy's dedicated team of experts has unique knowledge and understanding of the Event's complexities and how companies can effectively access the business opportunities generated by Expo 2015. From strategic market planning to operational models, PwC can assist your company in identifying, planning and managing projects linked to Expo Milano 2015.



- develop and sell official commemorative Expo 2015 products;
- deliver support services and products to Participating Country pavilions and their events.

On the other hand, companies can leverage on the related market opportunities linked to the millions of visitors from Italy and from abroad, respectively estimated at 14 million and 6 million, in order to:

- launch tourist packages and innovative travel itineraries to the exposition site and throughout Italy
- create new business travel and convention services
- develop visitor hospitality and accommodation services in Milan and surrounding areas
- introduce or strengthen retail operations in the city of Milan