

ประกาศสำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) เรื่อง ประกวดราคาจ้างดำเนินกิจกรรมการจัดทำรายงาน Recognition Dossier งานมหกรรมพืชสวนโลก จังหวัดนครราชสีมา พ.ศ.๒๕๗๒ ประกอบ Country Presentation เพื่อเสนอต่อ BIE ภายใต้กิจกรรมตามข้อ กำหนดของ BIE

ด้วยวิธีประกวดราคาอิเล็กทรอนิกส์ (e-bidding)

สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) มีความประสงค์จะประกวดราคา จ้างดำเนินกิจกรรมการจัดทำรายงาน Recognition Dossier งานมหกรรมพืชสวนโลกจังหวัดนครราชสีมา พ.ศ.๒๕๗๒ ประกอบ Country Presentation เพื่อเสนอต่อ BIE ภายใต้กิจกรรมตามข้อกำหนดของ BIE ด้วยวิธี ประกวดราคาอิเล็กทรอนิกส์ (e-bidding) ราคากลางของงานจ้าง ในการประกวดราคาครั้งนี้ เป็นเงินทั้ง สิ้น ๑,๓๕๙,๑๘๑.๗๖ บาท (หนึ่งล้านสามแสนห้าหมื่นเก้าพันหนึ่งร้อยแปดสิบเอ็ดบาทเจ็ดสิบหกสตางค์) จำนวน ๑ รายการ

ผู้ยื่นข้อเสนอต้องยื่นข้อเสนอโดยแสดงหลักฐานถึงชีดความสามารถและความพร้อมที่มีอยู่ในวันยื่น ข้อเสนอ โดยมีรายละเอียดดังนี้

๑. ผู้ยื่นข้อเสนอจะต้องมีคุณสมบัติให้เป็นไปตามเอกสารประกวดราคาอิเล็กทรอนิกส์กำหนด

b. ผู้ยื่นข้อเสนอต้องเสนอราคาทางระบบจัดซื้อจัดจ้างภาครัฐด้วยอิเล็กทรอนิกส์ในวันที่ ๒๓ กรกฎาคม ๒๕๖๘ ระหว่างเวลา ๐๙.๐๐ น. ถึง ๑๒.๐๐ น. ซึ่งสามารถจัดเตรียมเอกสารข้อเสนอได้ตั้งแต่วันที่ประกาศ จนถึงวันเสนอราคา

๓. ผู้สนใจสามารถดูรายละเอียดและดาวน์โหลดเอกสารประกวดราคาอิเล็กทรอนิกส์เลขที่
 ๑๖๘/๑๕๖๘ ลงวันที่ ๑๕ กรกฎาคม พ.ศ. ๒๕๖๘ ผ่านทางระบบจัดชื้อจัดจ้างภาครัฐด้วยอิเล็กทรอนิกส์ ได้ตั้งแต่
 วันที่ประกาศจนถึงวันเสนอราคา ได้ที่เว็บไซต์ www.businesseventsthailand.com หรือ
 www.gprocurement.go.th ทั้งนี้ หากต้องการทราบรายละเอียดเพิ่มเติมเกี่ยวกับขอบเขตของงาน โปรดสอบถาม
 มายัง สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) ผ่านทางไปรษณีย์อิเล็กทรอนิกส์
 salisa\_l@tceb.or.th หรือช่องทางตามที่กรมบัญชีกลางกำหนด ภายในวันที่ ๑๘ กรกฎาคม ๒๕๖๘ ในเวลาราชการ
 โดยสำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) จะชี้แจงรายละเอียดดังกล่าวผ่านทางเว็บไซต์
 www.businesseventsthailand.com และ www.gprocurement.go.th ในวันที่ ๑๘ กรกฎาคม ๒๕๖๘

๔. การพิจารณาข้อเสนอทางเทคนิคทาง สสปน. จะพิจารณาจากข้อเสนอทางเทคนิคที่ทางบริษัทได้ ยื่นเข้ามา และ / หรือ นัดหมายนำเสนอข้อเสนอทางเทคนิคผ่านทางโปรแกรม ZOOM MEETING ในวันศุกร์ที่ ๒๕ กรกฎาคม ๒๕๖๘ โดยเวลาจะแจ้งให้ทราบอีกครั้ง ในภายหลังทางอีเมลผู้ประสานงาน

ประกาศ ณ วันที่ ๑๕ กรกฎาคม พ.ศ. ๒๕๖๘

SN

(นายสราญโรจน์ สุทัศน์ชูโต)
 รองผู้อำนวยการ สสปน.
 และรักษาการผู้อำนวยการฝ่ายบริหาร
 ปฏิบัติหน้าที่แทน ผอ. สสปน.

# ข้อกำหนดงาน (TERMS OF REFERENCE) สำหรับการจัดซื้อจัดจ้างโดยวิธีประกาศเชิญชวนทั่วไป (e-Bidding) หลักเกณฑ์การประเมินค่าประสิทธิภาพต่อราคา

# 1. ชื่อโครงการ

การเป็นเจ้าภาพจัดงานมหกรรมพืชสวนโลก พ.ศ. 2572 จังหวัดนครราชสีมา

# 2. ชื่อกิจกรรม

การจัดทำรายงาน Recognition Dossier งานมหกรรมพืชสวนโลกจังหวัดนครราชสีมา พ.ศ. ๒๕๗๒ ประกอบ Country Presentation เพื่อเสนอต่อ BIE ภายใต้กิจกรรมตามข้อกำหนดของ BIE

# 3. งบประมาณ

วงเงิน 1,300,000 บาท ซึ่งเป็นราคาที่รวมภาษีมูลค่าเพิ่มแล้ว

# 4. หลักการและเหตุผล

งานมหกรรมพืชสวนโลก เป็นงานมหกรรมจัดแสดงด้านพืชสวนกลางแจ้ง โดยมีสมาคมพืชสวนระหว่าง ประเทศ (International Association of Horticultural Producers - AIPH) เป็นเจ้าของลิขสิทธิ์การจัดงาน ซึ่งประเทศไทยได้มีโอกาสเป็นเจ้าภาพจัดงานมหกรรมพืชสวนโลก จำนวน 2 ครั้ง เมื่อปี พ.ศ. 2549 และ 2554 ที่จังหวัดเชียงใหม่ ซึ่งในแต่ละปิสร้างรายได้มากกว่าหมื่นล้านบาท รัฐบาลจึงมีนโยบายที่ต้องการดึงงานระดับ โลกเข้ามาจัดในประเทศไทยเพื่อสร้างงานและรายได้ให้เกิดในประเทศ ตลอดจนการทำให้ประเทศไทยก้าวสู่ การเป็นผู้นำการจัดงานเมกะอีเวนท์นานาชาติด้านพืชสวนอันเป็นการสร้างชื่อเสียงแก่ประเทศไทยในเวทีโลก

สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน) หรือ สสปน. กระทรวงเกษตรและ สหกรณ์ และจังหวัดนครราชสีมา ได้ดำเนินงานประมูลสิทธิ์การจัดงานมหกรรมพืชสวนโลกจังหวัดนครราชสีมา พ.ศ.2572 ประเภท A1 และระหว่างการประชุม AIPH Spring Meeting เมื่อวันที่ 6 มีนาคม พ.ศ. 2567 ณ กรุงโดฮา รัฐกาตาร์ ซึ่ง AIPH ประกาศผลว่าประเทศไทยได้รับสิทธิ์การจัดงานดังกล่าว

ตามหนังสือ AIPH Regulations for Category A1 International Horticultural Exhibitions ลง วันที่ 4 กันยายน 2567 กำหนดให้การจัดนิทรรศการพืชสวนระดับนานาชาติประเภท A1 ของแต่ละประเทศ จะต้องได้การรับรองจากองค์การนิทรรศการนานาชาติ (Bureau International des Expositions - BIE) โดย ตามกระบวนการขอการรับรองงานจาก BIE ประเทศไทยจะต้องนำส่งรายงาน Recognition Dossier เพื่อ ประกอบการพิจารณาของรัฐภาคีและประกอบการนำเสนอของประเทศระหว่างการประชุม BIE Executive Committee ซึ่งเป็นส่วนหนึ่งของกระบวนการจัดทำ Country Presentation ดังนั้นจึงมีความจำเป็นต้อง จัดทำรายงาน Recognition Dossier เพื่อดำเนินการตามขั้นตอนประมูลสิทธิ์งานตามที่สมาคม AIPH และ BIE กำหนดไว้



# 5. วัตถุประสงค์

- 5.1. เพื่อแสดงความก้าวหน้าด้านพันธุ์พืช เทคโนโลยี และนวัตกรรมการผลิตพืชสวน การแปรรูป และ ผลิตภัณฑ์แบบครบวงจร ในการเป็นฐานภาคการเกษตรและอาหารที่เข้มแข็ง บนพื้นฐานของการพัฒนา รวมทั้งการสร้างสมดุลทางธรรมชาติด้านการวิจัย วิทยาศาสตร์ เทคโนโลยี และนวัตกรรมของประเทศไทย
- 5.2. เพื่อให้เกิดการยกระดับและการแลกเปลี่ยนองค์ความรู้ ข้อมูลข่าวสารทางด้านพืชสวนและการเกษตรกับ นานาประเทศที่เข้าร่วม และส่งเสริมให้เกิดการขยายตลาดสินค้าการเกษตรให้กว้างขวางยิ่งขึ้น เกิดการ เรียนรู้ แลกเปลี่ยนและระดมสมองเพื่อเสริมสร้างความแข็งแรงและขีดความสามารถในการแข่งขันของ ประเทศไทยในระยะกลาง ระยะยาว และสร้างเครือข่ายการวิจัยและพัฒนาเชื่อมโยงระหว่างพื้นที่ต่างๆ ของประเทศและนานาชาติ
- 5.3. เพื่อนำเสนอข้อมูลศักยภาพความพร้อมของประเทศไทยในการเป็นเจ้าภาพการจัดงานมหกรรมพืชสวน โลกต่อ BIE
- 5.4. เพื่อดำเนินการตามขั้นตอนประมูลสิทธิ์งานที่สมาคม AIPH และ BIE กำหนดไว้

# ขอบเขตการดำเนินงาน

6.1 ผู้รับจ้างจะต้องทำความเข้าใจเกี่ยวกับข้อมูลและกฎระเบียบการจัดทำรายงาน Recognition Dossier ขององค์การนิทรรศการนานาซาติ (Bureau of International Expositions) หรือ BIE โดยละเอียด รวมทั้งทำ ความเข้าใจเนื้อหาใน Bid Proposal ของงานมหกรรมพืชสวนโลก พ.ศ. 2572 จังหวัดนครราชสีมาที่ประเทศ ไทยนำเสนอต่อ AIPH โดยมีรายละเอียดดังเอกสารแนบ 1 และ 2

6.2 ผู้รับจ้างจะต้องดำเนินการปรับปรุง เพิ่มเติมเนื้อหาข้อมูลของงานมหกรรมพืชสวนโลก จังหวัดนครราชสีมา พ.ศ. 2572 ให้เป็นปัจจุบัน และเป็นไปตามข้อแนะนำและข้อกำหนดจาก BIE รวมทั้งประสานงานเพื่อขอข้อมูลกับ หน่วยงานที่เกี่ยวข้อง เช่น กรมวิชาการเกษตร จังหวัดนครราชสีมาและ BIE อย่างน้อย 2 ครั้ง

6.3 ผู้รับจ้างต้องจัดหาบุคลากรด้าน Copywriter หรือ Editor ภาษาอังกฤษ อย่างน้อย 1 คน เพื่อทำหน้าที่ ตรวจสอบ เรียบเรียง และปรับปรุงข้อมูลในเล่มรายงาน Recognition Dossier ให้เป็นปัจจุบัน เพื่อแสดงความ พร้อมของจังหวัดนครราชสีมาในการเป็นเจ้าภาพจัดงานมหกรรมพืชสวนโลก ตามข้อมูลที่ได้รับจาก สสปน. รวมถึงการค้นหาข้อมูลเพิ่มเติม (ถ้ามี) โดยจะต้องออกแบบกลยุทธ์การเล่าเรื่อง (Storyline) การจัดวาง (Content Layout) และเรียบเรียงเนื้อหา (Content Design) เพื่อนำเสนอข้อมูลให้น่าสนใจและเข้าใจง่าย ตามข้อกำหนดของ BIE และพิสูจน์อักษรให้ไปเป็นตามหลักไวยากรณ์ภาษาอังกฤษ และต้องได้รับความ เห็นชอบจาก สสปน. โดยมีคุณสมบัติ ดังนี้

6.3.1 วุฒิการศึกษาไม่ต่ำกว่าปริญญาตรีสาขาอักษรศาสตร์ การสื่อสาร การประชาสัมพันธ์ หรือ สาขาอื่น ๆ ที่เกี่ยวของ

6.3.2 มีประสบการณ์ด้านการทำงาน Copywriter หรือ Editor ภาษาอังกฤษ ไม่น้อยกว่า 5 ปี ทั้งนี้ ผู้รับจ้างจะต้องเสนอข้อมูลตามข้อ 6.3.1 และ 6.3.2 มาพร้อมกับข้อเสนอทางเทคนิค

หนา 2 จาก 10

6.4 ผู้รับจ้างจะต้องแปลรายงาน Recognition Dossier จากภาษาอังกฤษเป็นภาษาฝรั่งเศส โดยให้เป็นไป ตามหลักไวยากรณ์ มีคำแปลที่ถูกต้อง สื่อความหมายตามต้นฉบับ และต้องได้รับความเห็นชอบจาก สสปน.

6.5 ผู้รับจ้างจะต้องออกแบบและจัดทำเล่มรายงาน Recognition Dossier ในรูปแบบดิจิตอลให้มีความ สวยงาม พร้อมภาพประกอบที่เหมาะสม โดยต้องนำเสนอรูปแบบและเนื้อหาให้ สสปน. พิจารณาเห็นซอบก่อน ทั้งนี้รูปภาพประกอบภายในเล่มรายงาน หากเป็นรูปภาพที่มีลิขสิทธิ์ จะต้องได้รับอนุญาตจากเจ้าของรูปภาพ อย่างถูกต้องตามกฎหมาย

6.6 ผู้รับจ้างจะต้องจัดทำเล่มรายงานในรูปแบบดิจิตอลตามข้อ 6.5 เป็น 2 ภาษา ได้แก่ ภาษาอังกฤษ และ ภาษาฝรั่งเศส พร้อม QR Code ที่ไม่มีวันหมดอายุ โดยแยกออกเป็น QR Code ละ 1 ภาษา ภาษาอังกฤษ และ ภาษาฝรั่งเศส

6.7 ผู้รับจ้างต้องจัดหาเจ้าหน้าที่ในระดับผู้จัดการโครงการ จำนวน 1 คน โดยประจำอยู่ที่สำนักงานของผู้ รับจ้าง ทำหน้าที่ติดต่อประสานงาน รวมถึงเข้าร่วมประชุมกับหน่วยงานต่างๆ ที่เกี่ยวข้องในการจัดทำข้อมูล จน สิ้นสุดระยะเวลาโครงการ โดยมีคุณสมบัติดังนี้

- 6.7.1 วุฒิการศึกษาไม่ต่ำกว่าปริญญาตรี สาขาบริหารธุรกิจ การตลาด หรือสาขาอื่นๆ ที่เกี่ยวข้อง
- 6.7.2 มีประสบการณ์การทำงานด้านการประมูลสิทธิ์งาน การติดต่อประสานงานกับภาครัฐ ภาคเอกชน ทั้งในและต่างประเทศ ไม่น้อยกว่า 5 ปี

6.7.3 รับผิดชอบค่าใช้จ่ายในการเดินทางของเจ้าหน้าที่ฯ (กรณีต้องมีการเดินทางลงพื้นที่)

ทั้งนี้ ผู้รับจ้างจะต้องเสนอข้อมูลตามข้อ 6.7.1 ถึง 6.7.2 มาพร้อมกับข้อเสนอทางเทคนิค

6.8 ผู้รับจ้างต้องแจ้งนโยบายความเป็นส่วนตัวของผู้ว่าจ้าง ให้เจ้าของข้อมูลส่วนบุคคลทราบและขอความ ยินยอมจากเจ้าของข้อมูลส่วนบุคคลเพื่อดำเนินการเกี่ยวกับข้อมูลส่วนบุคคลของเจ้าของข้อมูลส่วนบุคคล

6.9 ผู้รับจ้างต้องจัดให้มีและคงไว้ซึ่งมาตรการรักษาความปลอดภัยสำหรับการประมวลผลข้อมูลที่มีความ เหมาะสม โดยคำนึงถึงลักษณะ ขอบเขต และวัตถุประสงค์ของการประมวลผลข้อมูลตามขอบเขตงานเป็น สำคัญ เพื่อคุ้มครองข้อมูลส่วนบุคคลจากความเสี่ยงอันเกี่ยวเนื่องกับการประมวลผลข้อมูลส่วนบุคคล

# 7. คุณสมบัติของผู้รับจ้าง

มาตรา 64 ภายใต้บังคับมาตรา 51 และมาตรา 52 ผู้ที่จะเข้ายื่นข้อเสนอในการจัดซื้อ จัดจ้างของ หน่วยงานของรัฐ อย่างน้อยต้องมีคุณสมบัติและไม่มีลักษณะต้องห้าม ดังต่อไปนี้

(1) มีความสามารถตามกฎหมาย

(2) ไม่เป็นบุคคลล้มละลาย

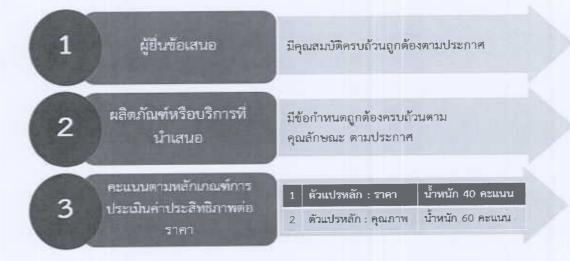
(3) ไม่อยู่ระหว่างเลิกกิจการ

(4) ไม่เป็นบุคคลซึ่งอยู่ระหว่างถูกระงับการยื่นข้อเสนอหรือทำสัญญากับหน่วยงานของรัฐ ตามมาตรา 106
 วรรคสาม

(5) ไม่เป็นบุคคลซึ่งถูกแจ้งเวียนชื่อให้เป็นผู้ทิ้งงานของหน่วยงานของรัฐตามมาตรา 109

(6) คุณสมบัติหรือลักษณะต้องห้ามอื่นตามที่คณะกรรมการนโยบายประกาศกำหนด ใน ราชกิจจานุเบกษาให้เป็นไปตามที่กรมบัญชีกลางกำหนด

# 8. หลักเกณฑ์การพิจารณาของคณะกรรมการ



สสปน. ใช้หลักเกณฑ์ในการพิจารณาคัดเลือกผู้ยื่นข้อเสนอการประเมินประสิทธิภาพต่อราคา (Price Performance) โดยมีขั้นตอนและหลักเกณฑ์ในการพิจารณา ดังนี้

หลักเกณฑ์การประเมินประสิทธิภาพต่อราคา พิจารณาจากตัวแปรหลัก 2 ตัว ได้แก่ ตัวแปรหลักด้าน ราคา น้ำหนักร้อยละ 40 และตัวแปรหลักด้านคุณภาพ น้ำหนักร้อยละ 60 โดยมีรายละเอียตดังนี้

	เฑ์การประเมินค่าประสิทธิภาพต่อราคา (Price Performance) งานส่งเสริมการจัดประชุมและนิทรรศการ เลือกตัวแปร 2 แปร	น้ำหนักคะแนน
ตัวแปรที่ 1	การพิจารณาด้านราคา	40
ตัวแปรที่ 2	การพิจารณาด้านคุณภาพ : ข้อเสนอด้านเทคนิค	60
	รวม	100

**ตัวแปรที่ 1** การพิจารณาด้านราคา : คะแนนเต็ม 40 คะแนน

ให้ผู้เสนอราคา นำเสนอราคาโดยแสดงรายละเอียดราคา แยกค่าใช้จ่ายในการดำเนินงานในแต่ละ รายการตามขอบเขตงาน ตามข้อ 6 อย่างชัดเจน

**ตัวแปรที่ 2** การพิจารณาด้านคุณภาพ : ข้อเสนอด้านเทคนิค คะแนนเต็ม 100 คะแนน

3

ตัวแปรรอง	การพิจารณา			
ตัวแปรรองที่ 1	การบริหารจัดการและการวางแผนการดำเนินโครงการ (20 คะแนน)			
	พิจารณาจากการนำเสนอแผนการดำเนินงานและขั้นตอนการดำเนินงานที่มีประสิทธิภา เหมาะสมกับโครงการ			
	เกณฑการพจารณา	ระดับคะแนน		
	มีการจัดทำแผนการดำเนินงานครบถ้วนตามขอบเขตงาน แต่ยังไม่ เหมาะสมกับโครงการ	5		
	มีการจัดทำแผนการดำเนินงานครบถ้วนตามขอบเขตงานอย่างมี ประสิทธิภาพ และเหมาะสมกับโครงการมากที่สุดเป็นลำดับที่ 3	10		
	มีการจัดทำแผนการดำเนินงานครบถ้วนตามขอบเขตงานอย่างมี ประสิทธิภาพ และเหมาะสมกับโครงการมากที่สุดเป็นลำดับที่ 2	15		
	มีการจัดทำแผนการดำเนินงานครบถ้วนตามขอบเขตงานอย่างมี ประสิทธิภาพ และเหมาะสมกับโครงการมากที่สุดเป็นลำดับที่ 1	20		
ตัวแปรรองที่ 2	<b>แนวคิดการออกแบบและการจัดทำข้อมูล (45 คะแนน)</b> พิจารณาจากการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดว เนื้อหา รวมถึงการออกแบบรูปเล่มและแผนการปรับปรุงข้อมูล	างและเรียบเรียง		
ตัวแปรรองที่ 2	พิจารณาจากการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดว เนื้อหา รวมถึงการออกแบบรูปเล่มและแผนการปรับปรุงข้อมูล			
ตัวแปรรองที่ 2	พิจารณาจากการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดว	างและเรียบเรียง ระดับคะแนน 5		
ตัวแปรรองที่ 2	พิจารณาจากการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดว เนื้อหา รวมถึงการออกแบบรูปเล่มและแผนการปรับปรุงข้อมูล เกณฑการพจารณา มีการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดวางและ เรียบเรียงเนื้อหา รวมถึงการออกแบบรูปเล่มและแผนการปรับปรุงข้อมูล	ระดับคะแนน		
ตัวแปรรองที่ 2	<ul> <li>พิจารณาจากการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดว เนื้อหา รวมถึงการออกแบบรูปเล่มและแผนการปรับปรุงข้อมูล</li> <li>เกณฑการพจารณา</li> <li>มีการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดวางและ</li> <li>เรียบเรียงเนื้อหา รวมถึงการออกแบบรูปเล่มและแผนการปรับปรุงข้อมูล แต่ไม่น่าสนใจ และยังไม่เหมาะสมกับโครงการ</li> <li>มีการนำเสนอแนวคิดการออกแบบกลยุทธ์การเล่าเรื่อง การจัดวางและ</li> <li>เรียบเรียงเนื้อหา รวมถึงการออกแบบกลยุทธ์การเล่าเรื่อง การจัดวางและ</li> <li>เรียบเรียงเนื้อหา รวมถึงการออกแบบกลยุทธ์การเล่าเรื่อง การจัดวางและ</li> </ul>	ระดับคะแนน 5		

ตัวแปรรองที่ 3	ความพร้อมและประสบการณ์ (20 คะแนน)			
	พิจารณาจากความพร้อมและประสบการณ์ของบริษัท โดยการนำเสนอผลงานที่สอดคล้องกับ			
	โครงการ ความรู้ความสามารถของบุคลากร และข้อมูลอ้างอิงที่เป็นประโยชน์ต่อการพิจารณ			
	เกณฑ์การพิจารณา	ระดับคะแนน		
	มีการนำเสนอผลงาน แต่ยังไม่สอดคล้องกับโครงการ	5		
	มีการนำเสนอผลงานสอดคล้องกับโครงการ จำนวน 2 งาน แต่ไม่เคย ทำงานเกี่ยวกับการจัดงานนิทรรศการนานาชาติ	10		
	มีการนำเสนอผลงานสอดคล้องกับโครงการ จำนวน 2 งาน และเคย ทำงานเกี่ยวกับการจัดงานนิทรรศการนานาชาติ	15		
	มีการนำเสนอผลงานสอดคล้องกับโครงการ จำนวน 3 งานขึ้นไป และ เคยทำงานเกี่ยวกับการจัดงานนิทรรศการนานาชาติ	20		
ตัวแปรรองที่ 4	ความรู้ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ (10 คะ พิจารณาจากความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเท			
		Contract of the second s		
	เกณฑการพิจารณา	ระดับคะแนน		
	เกณฑการพิจารณา มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับต่ำ	ระดับคะแนน 2		
	มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน			
	มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับต่ำ มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน	2		
	มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับต่ำ มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับปานกลาง มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับสูง และสามารถระบุกลุ่มเป้าหมายที่เกี่ยวข้องกับการจัดงานเมกะ อีเวนท์ระดับประเทศได้ แต่ไม่มีความรู้ความเข้าใจเกี่ยวกับการจัดงานพืช สวนโลก	2 4 8		
	มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับต่ำ มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับปานกลาง มีความรู้ ความเข้าใจเกี่ยวกับการจัดงานเมกะอีเวนท์ระดับประเทศ ใน ระดับสูง และสามารถระบุกลุ่มเป้าหมายที่เกี่ยวข้องกับการจัดงานเมกะ อีเวนท์ระดับประเทศได้ แต่ไม่มีความรู้ความเข้าใจเกี่ยวกับการจัดงานพืช	2		

	<b>ความรู้ความเข้าใจเกี่ยวกับอุตสาหกรรมไมซ์ (5 คะแนน)</b> พิจารณาจากความรู้ความเข้าใจเกี่ยวกับอุตสาหกรรมไมซ์		
	เกณฑการพิจารณา	ระดับคะแนน	
	มีความรู้ ความเข้าใจเกี่ยวกับอุตสาหกรรมไมซ์ในระดับต่ำ	2	
	มีความรู้ ความเข้าใจเกี่ยวกับอุตสาหกรรมไมซ์ในระดับปานกลาง	3	
	มีความรู้ ความเข้าใจเกี่ยวกับอุตสาหกรรมไมซ์ในระดับสูง แต่ไม่สามารถ ระบุกลุ่มเป้าหมายที่เกี่ยวข้องกับการจัดงานอุตสาหกรรมไมซ์ได้	4	
	ระบุกลุ่มเปาหมายทเกยาของกับการจัดงานอุตสาหกรรมเมชเต มีความรู้ ความเข้าใจเกี่ยวกับอุตสาหกรรมไมซ์ในระดับสูงและสามารถ	5	
	ระบุกลุ่มเป้าหมายที่เกี่ยวข้องกับการจัดงานอุตสาหกรรมไมซ์ได้		

ขั้นตอนการพิจารณาของคณะกรรมการฯ มีดังต่อไปนี้

8.1 ผู้ยื่นข้อเสนอต้องนำเสนอข้อเสนอทางเทคนิค ตามที่กำหนดไว้ใน TOR โดยต้องนำเสนอข้อมูลการ ดำเนินโครงการอย่างละเอียด พร้อมแสดงตัวอย่างประกอบ (ถ้ามี) เพื่อให้คณะกรรมการ มีความเข้าใจและเห็น ภาพรวมตามแผนการดำเนินงานมากที่สุด

8.2 ผู้ยื่นข้อเสนอต้องได้คะแนนรวม ตัวแปรที่ 2 การพิจารณาด้านคุณภาพ: ข้อเสนอด้านเทคนิค ตั้งแต่ 70 คะแนนขึ้นไป จึงถือว่าผ่านหลักเกณฑ์การพิจารณาทางเทคนิค

8.3 สสปน. พิจารณาคัดเลือกผู้ยื่นข้อเสนอที่มีคุณภาพและคุณสมบัติถูกต้อง ครบถ้วน ซึ่งได้คะแนนรวม สูงสุดเป็นผู้ชนะการจัดซื้อจัดจ้างหรือเป็นผู้ได้รับการคัดเลือก (ระเบียบกระทรวงการคลัง ข้อ 83 (2))

8.4 กรณีมีผู้ยื่นข้อเสนอได้คะแนนรวมสูงสุดเท่ากันหลายราย ให้พิจารณาผู้ยื่นข้อเสนอที่ได้คะแนนสูงสุด จากเกณฑ์ที่มีน้ำหนักมากที่สุดเป็นผู้ขนะการจัดชื่อจัดจ้างหรือเป็นผู้ได้รับคัดเลือก หากดำเนินการแล้วไม่อาจชื่ ขาดตามหลักเกณฑ์ดังกล่าวได้ ให้พิจารณาคัดเลือกผู้ที่เสนอราคาต่ำสุดในลำดับแรกเป็นผู้ชนะการจัดซื้อจัดจ้าง หรือเป็นผู้ได้รับคัดเลือก

# 9. ระยะเวลาดำเนินงานโครงการตามสัญญา

120 วัน นับถัดจากวันลงนามในสัญญา

# 10. การส่งมอบงาน

ผู้รับจ้างต้องส่งมอบงานให้ สสปน. ผ่านคณะกรรมการตรวจรับภายในระยะเวลาที่กำหนด ดังต่อไปนี้

ครั้งที่	รายละเอียดของการส่งมอบงาน	กำหนดวันส่งมอบ
1	ผู้รับจ้างต้องส่งมอบงานตามขอบเขตงานข้อ 6.2, 6.3 และ 6.5 โดย	ภายใน 15 วัน นับถัดจาก
	ประกอบด้วย แผนการปรับปรุงและเพิ่มเติมเนื้อหา ข้อมูล การออกแบบ กลยุทธการเล่าเรื่อง การจัดวางและเรียบเรียงเนื้อหาของรายงาน รวมถึง	วันลงนามในสัญญา
	การออกแบบและจัดทำรูปเล่มรายงาน Recognition Dossier งาน	

หนา 7 จาก 10

ครั้งที่	รายละเอียดของการส่งมอบงาน	กำหนดวันส่งมอบ
	มหกรรมพืชสวนโลก จังหวัดนครราชสีมา พ.ศ. 2572 ให้เป็นปัจจุบัน ตาม	
	ข้อแนะนำและข้อกำหนดของ BIE ในรูปแบบเอกสารรายงาน จำนวน 1	
	ฉบับ พร้อมไฟล์อิเล็กทรอนิกส์ในรูปแบบ USB Thumb Drive จำนวน 1	
	ଅ୭	
2	ผู้รับจ้างต้องส่งมอบ เล่มรายงาน Recognition Dossier ฉบับปรับปรุงครั้ง	ภายใน 45 วัน นับถัดจาก
	ที่ 1 ในรูปแบบ PDF และไฟล์อิเล็คทรอนิกส์ บรรจุใน USB Thumb Drive	วันลงนามในสัญญา
	จำนวน 1 ชุด ซึ่งประกอบไปด้วย	
	1) เนื้อหาข้อมูลที่ได้รับการปรับปรุงตามขอบเขตการดำเนินงานข้อ 6.2	
	2) รายงาน Recognition Dossier ฉบับปรับปรุงครั้งที่ 1 ตามขอบเขตการ	
	ดำเนินงานข้อ 6.3	
	3) รายงาน Recognition Dossier ฉบับปรับปรุงครั้งที่ 1 ในฉบับแปลภาษา	
	ฝรั่งเศส ตามขอบเขตการดำเนินงานข้อ 6.4	
3	ผู้รับจ้างจะต้องส่งมอบ เล่มรายงาน Recognition Dossier ฉบับสมบูรณ์	ภายใน 120 วัน นับถัด
	ทั้งภาษาอังกฤษและภาษาฝรั่งเศส โดยมีรายละเอียดดังนี้	จากวันลงนามในสัญญา
	1) เล่มรายงานรูปแบบดิจิตอล พร้อม QR Code ที่ไม่มีวันหมดอายุ โดย	
	แยกออกเป็น QR Code ละ 1 ภาษา ภาษาอังกฤษและภาษาฝรั่งเศส ตาม	
	ขอบเขตการดำเนินงานข้อ 6.6	

# 11. เงื่อนไขการชำระเงิน

การจ่ายเงินค่าจ้างจัดทำโครงการฯ แบ่งออกเป็น 3 งวดดังนี้

11.1 งวดที่ 1 ผู้ว่าจ้างกำหนดจ่ายเงินอัตราร้อยละ 10 ของเงินค่าจ้างทั้งหมด เมื่อผู้รับจ้างส่งมอบงานครั้ง ที่ 1 เสร็จสิ้น ทั้งนี้กำหนดการจ่ายค่าจ้างจะพิจารณาจ่ายหลังจากคณะกรรมการตรวจรับเห็นชอบและได้รับ การลงนามจากผู้มีอำนาจอนุมัติแล้วเท่านั้น

11.2 งวดที่ 2 ผู้ว่าจ้างกำหนดจ่ายเงินอัตราร้อยละ 40 ของเงินค่าจ้างทั้งหมด เมื่อผู้รับจ้างส่งมอบงานครั้ง ที่ 2 เสร็จสิ้น ทั้งนี้กำหนดการจ่ายค่าจ้างจะพิจารณาจ่ายหลังจากคณะกรรมการตรวจรับเห็นชอบและได้รับ การลงนามจากผู้มีอำนาจอนุมัติแล้วเท่านั้น

11.3 งวดที่ 3 ผู้ว่าจ้างกำหนดจ่ายเงินอัตราร้อยละ 50 ของเงินค่าจ้างทั้งหมด เมื่อผู้รับจ้างส่งมอบงานครั้ง ที่ 3 เสร็จสิ้น ทั้งนี้กำหนดการจ่ายค่าจ้างจะพิจารณาจ่ายหลังจากคณะกรรมการตรวจรับเห็นชอบและได้รับ การลงนามจากผู้มีอำนาจอนุมัติแล้วเท่านั้น

# 12. หลักประกันสัญญา

ผู้รับจ้างต้องวางเงินหลักประกันสัญญาไว้กับทางผู้ว่าจ้าง จำนวนไม่น้อยกว่าร้อยละ 5 ของราคาซื้อ หรือจ้าง



# 13. อากรแสตมป์

ผู้รับจ้างต้องเป็นผู้ออกค่าใช้จ่ายในการติดอากรแสตมป์ตามบทบัญญัติแห่งประมวลรัษฎากร สำหรับ การจ้างทุกจำนวนเงิน 1,000 บาท หรือเศษของ 1,000 บาท ต่อ ค่าอากรแสตมป์ 1 บาท

# 14. อัตราค่าปรับ

สสปน. กำหนดเงื่อนไขในกรณีที่ผู้รับจ้างไม่สามารถส่งมอบงานตามเวลาที่กำหนดไว้ในขอบเขตงาน โดย จะคิดค่าปรับเป็นรายวันในอัตราร้อยละ 0.1 ของมูลค่าพัสดุที่ยังไม่ส่งมอบ แต่ต้องไม่ต่ำกว่าวันละ 100 บาท

# 15. การยกเลิก

สสปน. สงวนสิทธิยกเลิกการจัดซื้อจัดหา การจ้าง หรือสัญญาได้ในกรณีที่พิจารณาแล้วเห็นว่าผู้รับจ้าง ทำงานตามขอบเขตงานส่วนใหญ่หรือเกือบทั้งหมดล่าช้าจนเป็นเหตุให้เกิดความเสียหาย หรือการรับงาน ดังกล่าวไร้ประโยชน์ ไม่มีความสามารถที่จะดำเนินการตามขอบเขตงานหรือสัญญาให้มีคุณภาพและแล้วเสร็จ ตามกำหนด สสปน.จะไม่รับผิดชอบค่าใช้จ่ายใดๆที่เกิดขึ้นกับผู้รับจ้าง และหากกรณีดังกล่าวทำให้ สสปน.เกิด ความเสียหาย ผู้รับจ้างต้องรับผิดชอบ และชดใช้ค่าเสียหายที่เกิดขึ้นกับ สสปน.ด้วย โดยไม่มีเงื่อนไขใดๆทั้งสิ้น

# 16. กรรมสิทธิ์ของข้อมูลและเอกสาร

เอกสาร/ข้อมูล/ชิ้นงาน/ฐานข้อมูลและ/หรือซอฟแวร์และสิ่งอื่นใด ที่เป็นผลของการดำเนินงานจาก โครงการนี้ งานที่ดำเนินการแล้วทุกชิ้นงานรวมทั้งที่ส่งมอบและที่ยังไม่ส่งมอบให้ถือเป็นกรรมสิทธิ์ของ สสปน. ที่ถูกต้องตามกฎหมาย ซึ่งผู้รับจ้างจะต้องส่งมอบให้ สสปน.และ สสปน. มีสิทธิ์ที่จะนำบางส่วนหรือทั้งหมดของ ชิ้นงานไปเผยแพร่หรือทำซ้ำใหม่ได้ด้วยตนเองหรือมอบให้ผู้อื่นไปเผยแพร่หรือทำซ้ำใหม่ได้

# 17. การประมวลผลข้อมูลส่วนบุคคล

ในกรณีที่ผู้รับจ้าง เป็นผู้ประมวลผลข้อมูลส่วนบุคคลแทน หรือในนามของผู้ว่าจ้าง ผู้รับจ้างต้องรักษา ข้อมูลส่วนบุคคลเป็นความลับอย่างเคร่งครัด และต้องมีมาตรการรักษาความปลอดภัยสำหรับการประมวลผล ข้อมูลส่วนบุคคลตามที่คณะกรรมการคุ้มครองข้อมูลส่วนบุคคลได้ประกาศกำหนด และ/หรือตาม มาตรฐานสากลเพื่อคุ้มครองข้อมูลส่วนบุคคล

# 18. ข้อสงวนสิทธิ์

สสปน. ขอสงวนสิทธิ์ที่จะไม่จ้างผู้รับจ้างครั้งนี้ หากปรากฏว่าการยื่นข้อเสนอไม่เป็นไปตามหลักเกณฑ์ หรือเงื่อนไขที่กำหนด หรือเมื่อ สสปน. พิจารณาแล้วเห็นว่า การจ้างผู้ที่ได้รับคัดเลือกดังกล่าวจะไม่เป็น ประโยชน์ต่อทางสำนักงานเท่าที่ควร ซึ่งค่าใช้จ่ายต่างๆ ของผู้เสนอเข้ารับการคัดเลือกสอบราคาที่เกิดขึ้นจาก การนี้ เป็นค่าจ่ายของผู้เสนอเข้ารับการคัดเลือกโดยผู้เสนอไม่มีสิทธิ์เรียกร้องค่าเสียหายใดๆ จาก สสปน. ทั้งสิ้น

# 19. การจ้างช่วง

ผู้รับจ้างจะต้องไม่เอางานทั้งหมดหรือแต่บางส่วนแห่งสัญญานี้ไปจ้างช่วงอีกทอดหนึ่ง เว้นแต่การจ้าง ช่วงงานแต่บางส่วนที่ได้รับอนุญาตเป็นหนังสือจากผู้ว่าจ้างแล้ว การที่ผู้ว่าจ้างได้อนุญาตให้จ้างช่วงงานแต่ บางส่วนดังกล่าวนั้น ไม่เป็นเหตุให้ผู้รับจ้างหลุดพ้นจากความรับผิดหรือพันธะหน้าที่ตามสัญญานี้ และผู้รับจ้าง จะยังคงต้องรับผิดในความผิดและความประมาทเลินเล่อของผู้รับจ้างช่วงหรือของตัวแทนหรือลูกจ้างของผู้ รับจ้างช่วงนั้นทุกประการ

กรณีผู้รับจ้างไปจ้างช่วงงานแต่บางส่วนโดยฝ่าฝืนความในวรรคหนึ่ง ผู้รับจ้างต้องชำระค่าปรับให้แก่ ผู้ว่าจ้างเป็นจำนวนเงินในอัตราร้อยละ 10 ของวงเงินของงานที่จ้างช่วงตามสัญญา ทั้งนี้ไม่ตัดสิทธิผู้ว่าจ้างใน การบอกเลิกสัญญา

# หมายเหตุ :

1. ผลการตัดสินของ สสปน. ถือเป็นอันสิ้นสุด ผู้ที่ไม่ได้รับคัดเลือกจะต้องยอมรับและจะไม่โต้แย้ง คัดค้านการตัดสินของ สสปน. ไม่ว่ากรณีใดๆ ทั้งสิ้น

2. สสปน. ขอสงวนสิทธิ์ที่อาจจะไม่เลือกผู้เสนอราคาที่ต่ำสุด แต่จะพิจารณาตามหลักเกณฑ์ที่ใช้ในการ คัดเลือกโดยรวมเป็นสำคัญ

3. หน่วยงานที่ได้รับการคัดเลือกจะต้องทำงานร่วมกับ สสปน. โดยก่อนตัดสินใจดำเนินการใดๆ จะต้องได้รับความยินยอมจาก สสปน. ก่อน

4. สสปน. ขอสงวนสิทธิ์ในการต่อรองราคากับผู้ที่เสนอราคาทั้งก่อนหน้าและ/หรือภายหลังการตัดสิน ของ สสปน.

5. สสปน. ขอสงวนสิทธิ์ในการปรับเปลี่ยนหรือเพิ่มเติมเนื้อหาตามความเหมาะสม โดยได้รับความ ยินยอมจากหน่วยงานที่ได้รับคัดเลือกให้ดำเนินการ

# ติดต่อสอบถามรายละเอียดเพิ่มเติมได้ที่ :

1. นายวัชระ ก้องพลานนท

ผู้จัดการอาวุโสฝ่ายพัฒนาการจัดงานเมกะอีเวนท์และเทศกาลนานาซาติ

Email: watchara k@tceb.or.th โทรศัพท์ 093-5629629

2. นางศลิษา เลอกราส์

ผู้จัดการโครงการ ฝ่ายพัฒนาการจัดงานเมกะอีเวนท์และเทศกาลนานาชาติ Email: <u>salisa l@tceb.or.th</u> โทรศัพท์ 097-1659707

# BIE Secretariat's comments on Expo 2029 Korat Book received in December 2024

# Chapter 1 Name and date of the Expo

# • Denomination of the Expo

## Reference: p.5

Official name	Nakhon Ratchasima International Horticultural Expo 2029
Promotional name	Korat Expo 2029
Category	AI
Comments:	

- In line with the BIE Visual and Brand Identity regulations the official title of the Expo should be: International Horticultural Expo 2029 Korat Thailand The short form should follow the format (Expo + Date) + (City + Country) or (City + Country) + (Expo+Date) hence:

# Expo 2029 Korat Thailand or Korat Thailand Expo 2029

In order not to burden legibility **Expo 2029 Korat** can be used throughout the document.

In line with BIE's regulations and practices, the short form of the exhibition should follow the format: Expo + Date + Name of the city (and country)

-For the category, please change "A1" to "A1 International Horticultural Exhibitions"

# • Dates of the Expo

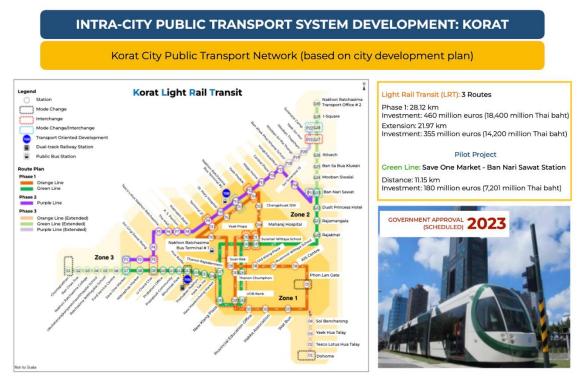
Saturday 10<sup>th</sup> November 2029 to Thursday 28<sup>th</sup> February 2030

- We would like to have a better understanding of the chosen period. A1 Horticultural Expos can last up to 6 months while this Expo will only be 110 days, what are the reasons for opting for a shorter period?
- Does this period coincide with any specific events on the calendar or seasons ?
- The Expo ends on a weekday, does this date coincide with a special event?

# Chapter 2 Host City and its Advantages

Reference p. 34 accessibility

- Information on international accessibility of the Host City presented in chapter 12 sub-chapters 1, 2, 3 and 4 should be included here. Which is the main airport ? What is its annual passenger capacity ? How many airlines does it serve ? How is the host city connected to the surrounding region ? What about the connectivity by sea ? This can be supplemented with maps. Please note that this does not need to be detailed but should give an overview of accessibility from an international and regional standpoint.



# **Comments**:

What does the text, "Government approval (scheduled) 2023", accompanying the picture of the light rail mean?

What is the up-to-date status of the light rail?

Also, where is the location of the Expo site with respect to the light rail transit system?

# Reference: p.48-52

## **Comments**:

Distinction should be made between Expo 2006 Ching Mai, which is an A1 International Horticultural Exhibition recognised by the BIE, and the two B1 horticultural exhibitions in 2011 and 2026. It should be made sufficiently clear that Expo 2006 Ching Mai was recognised by the BIE.

# Chapter 5 Theme

- The challenges that the theme and sub-themes seek to address could be stated more clearly.
- It is not clear what exactly the key approaches are are they ways of exploring the themes and sub-themes?
- The presentation of the sub-themes could be supplemented with exhibition topics or categories or examples of how participants could translate them into exhibition elements.
- This chapter should also include thematic seminars or events that are foreseen.
- The Organisers contribution to the theme should also be included: thematic pavilions and/or gardens.

Expo 2029 sets a distinctive course. Instead of retrofitting established cities, the Expo endeavours to create an entirely new urban community from an underdeveloped area, a scenario often encountered in developing countries.

- This objective is stated in other chapters as well – what exactly does it refer to ? (creating an entirely new urban community from an underdeveloped area) We would also like to note that even developed countries can have underdeveloped areas within their territories.

Korat Expo 2029 offers a unique platform for the AIPH to take centre stage in advancing sustainable urban development worldwide. By capitalising on this extraordinary occasion, AIPH can demonstrate its leadership in shaping cities that harmonise with nature

Prioritice the well-being of inhabitante. The Evon
 The reference should be tailored for the BIE and can refer to participating countries taking centre stage...or offers a unique platform for the international community... (NB: There are other sections where reference is made specifically to AIPH which need to be adapted for BIE member states)

## Chapter 6 Masterplan

#### **Overall Comments:**

-How many participants - including Official and Non-Official Participants - are expected? This should be the basis for estimating space for different participants. (NB: Official Participants are States or Intergovernmental Organisation which have received and accepted the official invitation from the Kingdom of Thailand to participate in the Exhibition; Non-official Participants refer to a legal entity, administrative-territorial unit, organisation or association that has obtained authorisation from the Organiser to participate in the Exhibition outside the sections of Official Participants)

-It is understood from p.278 that the peak number of visits per day is estimated at 36,000. What about the number of visitors on the site at the peak hour of the peak day? Are the capacities of the entrance and the site able to accommodate all the visitors at the peak hours?

Reference: p.100-1



# **Comments:**

- Does O1 staff's house refer to an Expo Village providing housing to staff of International Participants? Or does it refer to housing for staff of the Expo organisers?
- Is there only one entrance for visitors (The M main entrance on the map)? Are there other service entrances, VIP entrances, etc.?

# Reference: p.116

3.2 Accessibility and surroundings

Landmarks of Interest	Estimated Travel Time (by car)	Distance
Nakhon Ratchasima Bus Terminal	57m	63.7 km
Nakhon Ratchasima Train Terminal (future)	1h 2m	68.7 km
Nakhon Ratchasima Airport	1h 14m	64 km
Buriram Airport	1h 48m	120 km
Khon Kaen Airport	1h 53m	140 km
Bua Yai Junction Train Terminal (future)	32m	38.8 km

## **Comments:**

How many visitors are expected to arrive at the Expo site by the means of transport presented in 3.2?

## Reference p. 148 - 152

- Are the outdoor stages, outdoor showcase areas and indoor show case areas event venues that could be used by participating countries ?

#### Reference p.198



# ZONING PLAN

# Legend



24,000 sq.m. / 2.4 Hectares 220,000 sq.m. / 22 Hectares 344,000 sq.m. / 34.4Hectares 220,000 sq.m. / 22 Hectares 2,800 sq.m. / 0.28 Hectares 248,000 sq.m. / 24.8 Hectares 174,000 sq.m. / 17.4 Hectares

SITE TOTAL

1,084,800 sq.m./ 108.48 Hectares

- Proportionally, International pavilion (C1) and Zone C: International Gardens on the whole appear to be small. According to the Zoning Plan on p.199, it is understood that International Garden was 22ha and national garden is 34.4ha. Please note that according to BIE's "Model General Regulations" of Expos:
  - The total usable space which is placed at the disposition of the foreign national sections shall be at least equal to the space allocated to the section of the organising state. If, however, this space has not been fully allocated ...... months before the opening of the exhibition, the organiser shall recover the right to dispose freely of the unreserved space. (Article 14 – Exhibition Spaces)



**The Outdoor International Gardens** serve as an extraordinary canvas for international participants to celebrate the diversity of horticultural practices and innovations from around the world, in a united front towards the Sustainable Development Goals (SDGs). Gardens from at least 30 participating international countries, including AIPH garden and AIPH member countries, will be showcased.

#### - What do foliage 1 – 6 refer to ? What about C6, C5, C3 etc ?

## Chapter 8 Participants Reference p. 230 TARGETED COUNTRIES

#### ASEAN:

Thailand, Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Timor Leste, Vietnam

#### Asia:

Armenia, Bangladesh, Bhutan, China, India, Japan, Nepal, Pakistan, Qatar, South Korea, Chinese Taipei, Yemen

#### Europe:

Belgium, Netherlands, Russia, Spain, Turkey

#### Africa:

Kenya, Morocco, South Africa, Sudan

#### The Americas:

Canada, United States

#### Comments:

- Will these countries be targeted for official participation i.e. invitation by the Royal Thai Government through diplomatic channels ?
- It is preferable not to list the targeted countries by name. (On p.232 it is indicated that Thailand invites every country to join...)

To exemplify the spirit of the Expo and honour the AIPH's conditions, Thailand has established support measures to encourage and assist our partners, especially developing countries, in participating in the Korat Expo 2029. As host, we value the participation of every single country and see ourselves as a committed and capable partner in overcoming the challenges that many nations face. Assistance package will be considered to support developing countries valued at approximately 80,095 euros.

#### Comment:

- How many countries are expected to benefit from the assistance package ?
- Moreover, what are the different types of participation offered and what are the preliminary previsions for number of countries for each type of participation ?
   (e.g. plot of land for construction of pavilion and garden, plot of land for garden only, indoor exhibition pavilions built by the Organiser and rented to participants...)

#### **Chapter 10 Event Programme**

#### Reference p. 248 - 252

#### Soil Science Symposium

Korat Expo 2029's scientific endeavours culminate in the Soil Science Symposium on World Soil Day. Esteemed researchers, innovators, and environmentalists convene to delve into the nuances of soil health and its pivotal role in a sustainable world. Engaging discussions ripple across the Expo, sparking a collective understanding of soil's significance.

#### Soil Workshops for Urban Visionaries

Resonating the key approach: **Reimagine the Blueprint of Urban Life Among Greenery,** World Soil Day at Korat Expo 2029 becomes a classroom for urban planners and enthusiasts. Engaging workshops delve into the symbiotic relationship between urban spaces and healthy soil. Attendees witness how thriving gardens can flourish amidst cityscapes, breathing life into concrete jungles. The Expo's greenery seamlessly transforms urban blueprints, echoing the harmony that can be struck between cities and nature.

#### Comment:

- Many events are planned around the World Soil Day. Is the organiser planning to involve participating countries and how ?

#### 2.3 THE CHILDREN, STUDENTS, AND EDUCATORS' WEEK AT KORAT EXPO 2029

#### THAILAND'S CHILDREN'S DAY (12<sup>TH</sup> JANUARY 2030)

THAILAND'S TEACHER DAY (16<sup>TH</sup> JANUARY 2030)

# INTERNATIONAL DAY OF EDUCATION (24<sup>TH</sup> JANUARY 2030)

The "Children, Students, and Educators' Week" at Korat Expo 2029 brings together three important days, consecutively spanning two weeks, to celebrate and empower the key drivers of our green future.

#### **Comments:**

- Does the Organiser foresee involving participating countries?
- Is an Expo school programme foreseen where groups of students make educational tours of the Expo ?

# Reference p. 264 6. B2B ACTIVITIES

#### 6.1 LOCAL TO LOCAL

#### 6.2 LOCAL TO GLOBAL

Encouraging local businesses to leverage opportunities from the Expo by working closely with the local government agencies, universities, and well- established business owners to create incubation programmes for SMEs and local communities and incentivise innovations. The goal is to build up profiles for local businesses to join larger platforms and connect to national and international markets. Devising new trade exhibitions or expanding the existing ones to allow more businesses to join and connect with more opportunities. Bringing in international buyers to learn more about new products, services, and innovations created by local businesses with support from the Federation of Thai Industries. The focus sectors include: Agriculture, Horticulture, Food, Green Products, and Lifestyle Products.

• Does the Organiser foresee activities to connect the business sectors of participating countries with local businesses ? the Expo presents an opportunity for business matchmaking in the areas of the theme and this is a key aspect of a country's participation in the Expo.

## **General Comment:**

- There is very little detail on how the Organiser will involve international participants in the events programme.
- Unless we missed it, there is no mention of National Days for Participating countries. They are a key element of the Events programme and should therefore be included.

## Chapter 11 visitors

Cotogony	Turne	Adult		Student / Senior	
Category	Туре	Thai baht	Euros	Thai baht	Euros
One-Day	Standard Day	300	7.5	200	5
Pass	Designated Day	500	12.5	300	7.5
Multi-Day Pass	Ordinary Day	1,200	30	850	21.25
Group Ticket	Ordinary Day	200	5	150	3.75

Note: The exchange rate used for the conversion is **1 euro = 40 Thai baht** 

## **Comments:**

What are examples of a "designated day" in which the one-day pass would cost more than on a standard day?

## Chapter 12 Transport & Accommodation

- Sub-chapters 1, 2, 3 and 4 can be harmonised with the chapter on the host city since they relate to its accessibility.
- Sub-chapter 5 in so far as accommodation capacity of the host city and the surrounding region is concerned should also be incorporated into the host city chapter.

# Reference p. 301

## For participants and Expo staff, there are

accommodations available in three locations:

- Phimai district with a capacity of approximately 300 people within 20 km,
- Bua Yai district with a capacity of approximately 300 people within 20 km, and
- Mueang Nakhon Ratchasima district with a capacity of more than 3,000 people within 60 km.

## Comments

- Does this refer to accommodation that will be secured for the staff of participating countries for the period of the Expo ? How many staff are expected from participating countries ? What are the transport options from accommodation locations to the Expo ? Arrangements for participating country staff need to be clarified.

# Chapter 13 Business plan and financial plan Overall Comments:

- construction, infrastructure, landscaping and facilities costs are included as operating costs. However, these items should be treated as capital expenditure.
- On the whole, the breakdown should differentiate between capital and operational expenses and funding and hence be broken down as:

- Capital expenditure and capital funding, on the one hand and
- operating expenditure, and operating revenue on the other hand.
- Concerning operational revenue, only three items are listed: ticket sales, sponsorship and venue rental. What about the following:
  - Licensing and merchandising does the Organiser foresee licensed products with the Expo logo?
  - Royalties from food and beverage concessions.
  - Parking fees (the master plan indicates that parking areas are foreseen)
- Concerning operating expenses, most of the items listed concern capital expenses. What are the estimates for the following expenses:
  - theme and contents development
  - Event programme
  - Assistance for developing countries programme
  - Personnel costs
  - Sales and marketing.
  - Has contingency been factored ?
- Please also provide a (cumulative) cash flow calendar over the course of the Expo preparation phase to the delivery of the Expo.
- We will provide you with the main elements of a Model Business plan for reference. Please keep in mind that the idea is not to go into unnecessarily lengthy details but to provide a comprehensive and clear overview/picture of the financial plan.

## Reference: p.305

"At Korat Expo 2029, up to 60.488 ha or 604,780 sq.m. of commercial area will be available for rental. The commercial rental fee is estimated to 2.14 euro (85.71 Thai baht) per sq.m. per day"

## **Comments:**

Does this refer to commercial and F&B concessions? Why is it estimated at cost per day?

Given that the Expo site is 108.48 ha large (p.118), a commercial area of 60.488 ha appears excessively large, considering that International Exhibitions under BIE's auspices are not supposed to be commercial in nature.

	Description	Million Thai Baht	Million Euros
6	AIPH/BIE	60.53	1.51
	AIPH License Fee	25.00	0.63
	AIPH Visit Site Inspection (Annual)	15.00	0.10
	Post Event Report	5.00	0.08
	BIE License Fee	11.00	0.40
	Progress Report to AIPH	4.53	0.16
	TOTAL	4,280 (rounding numbers)	107 (rounding numbers)

Note: The exchange rate used for the conversion is **1 euro = 40 Thai baht**, rounded to 2 decimal places.

## **Comments:**

Please clarify what "BIE License Fee" refers to?

#### Chapter 14 Legal Matters

#### **Overall Comments**

- Legal matters should be the first chapter.
- Chapter 14 Legal Matters (esp. p.322), (as well as Ch 17 Government Support for the Expo) should make reference to Article 10 of the 1928 Paris Convention relating to International Exhibitions, indicating that the Royal Thai Government guarantees the fulfilment of the obligations of the organisers in conformity with Article 10, paragraph 2 of the Convention.

#### Reference p. 322

The Committee of Korat Expo 2029 – Nakhon Ratchasima, Thailand shall be appointed by the Royal Thai Government and shall have complete management authority with respect to the Korat Expo 2029. Members of the Commission will be recruited from both public and private sectors.

#### Comment

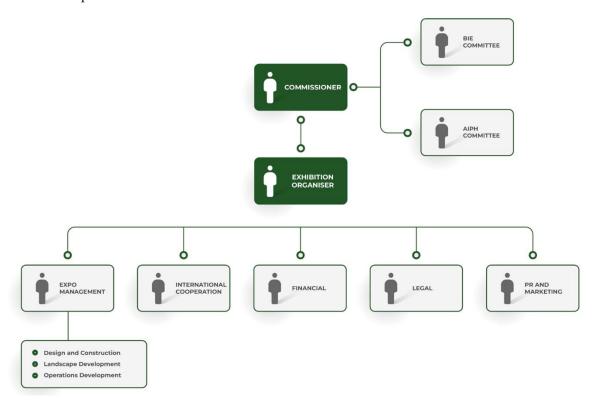
- Does this refer to an inter-ministerial committee ? What exactly is its membership ?
- The role of this committee vis-à-vis the Organising entity needs to be clarified. Here it is indicated that the committee will have complete management authority what shall the Organiser's role be ?

Reference: p.326, "Status of Commissioner"

#### **Comments:**

• Though it can be deduced that the text refers to Commissioners of participating countries, this is not immediately clear. Please modify so that it is clear the text refers to Commissioners of participating countries.

- Consider presenting the privileges and advantages foreseen for Commissioners of Participating countries here for flow of text i.e. 6.1 relative to visas, residence and work permits; 6.2 concerning customs facilitation and 6.3 concerning taxation.
- On a separate note, this chapter should also mention that the Royal Thai Government will appoint a Commissioner as its official representative of the Expo, in accordance with Article 12 of the 1928 Paris Convention, to represent the Royal Thai Government for all purposes in connection with the Convention and in all matters concerning Expo 2029 Korat, facilitating cooperation between Thailand, the BIE and all official participants in the Expo, and ensuring commitments taken vis-à-vis the BIE and official participants are duly honoured.



# Reference: p.327

## **Comments:**

- While Exhibition Organiser is illustrated in the graph, it has not been described in this chapter. Please provide a description : what legal entity is it? Has it already been established? Please provide such information.
- The relation between the Commissioner of the Expo and the Exhibition Organiser on the graph needs to be clarified. The graph seems to indicate a vertical relationship, but the Commissioner, who is the official government representative of the inviting government, is not meant to be above the Expo organiser hierarchically.
- The Commissioner's relation with AIPH "Committee" is unclear.

- Reference to "BIE Committee" is inaccurate.
- Which department shall deal with theme & contents ? What about the events programme ?

-General Regulations and Participation Contract are missing.

Chapter 15 Promotion and Marketing strategies.

- This chapter contains elements relative to communication as well as to attracting revenues.
- The content concerning communication should be part of a separate chapter dedicated to the Communications strategy. (to attract visitors, participating countries, sponsors/partnerships, ...)
- The promotion and marketing elements concerning the Organisers strategy for operating revenue should be part of the commercialisation strategy.

Chapter 16 Partnership and sponsorship

• Content should fall under commercialisation plan/strategy.

Chapter 17 Government support for the Expo

• Content fits in with legal matters chapter 1.

Chapter 18 Post Expo concept

• In terms of structure, this would fall under a chapter dedicated to Legacy which would follow the chapter dedicated to the masterplan.

Chapter 19 Community Engagement

• Content appropriate for proposed introduction as it refers to the support of the community for the Expo as well as the impact the Expo would have on the local community.



# PROPOSED TABLE OF CONTENTS FOR RECOGNITION DOCUMENT INTERNATIONAL HORTICULTURAL EXPO 2029 KORAT THAILAND

# INTRODUCTION

A general presentation of the project comprising:

- Name, category, duration
- (Idea and vision)
- Objectives
- Organisation and previous experience
- Chapter 19 community engagement would fit in well in the introductory chapter as it refers to the support of the community for the Expo as well as the impact the Expo would have on the local community.

# I. LEGAL MATTERS AND GOVERNANCE OF THE EXPO

- Government support or the Expo
- Legal matters (chapter 14)

# II. THEME & CONTENTS

- Definition of theme and sub themes
- Organisers contribution to the theme : gardens and pavilions of the Organiser which portray the theme/subthemes
- Seminars/workshops on the theme
- Cultural and events programme.

# III. HOST CITY

- Accessibility (chapter 12: transportation subchapters 1, 2, 3 and 4)
- Hosting capacity (chapter 12: accommodation subchapter 5)

# IV. MASTERPLAN

- Location of exhibition site in relation to host city (size to be indicated)
- Transport connections

- Architectural presentation showing how the complete site layout as projected
- Locations of international pavilions, F&B and commercial facilities, public realm, rest areas, event venues, information points, first aid, lost and found, main entrances, main pathways and secondary pathways to understand visitor flows

# V. LEGACY

- Post Expo concept (chapter 18)
- Intangible legacy (chapter 13: 4.1.1 Social legacy & 4.1.2 sustainable legacy)

# VI. FINANCIAL PLAN

- Capital expenses and funding
- Operating expenses and revenues (Ch 13: estimated revenue, operating cost, funding, benefits)

# VII. COMMERCIALISATION

- Ticketing strategy (visitors)
- Sponsorship (chapter 16)

# VIII. COMMUNICATION

Promotion and marketing strategies (chapter 15)
 NB: There is a distinction between the communication strategy whose objective is to attract the targeted number of visitors, participants, sponsors... and the commercialisation strategy whose objective is to achieve the projected revenue.

# IX. REGULATIONS

- General Regulations
- Participation Contract

TABLE OF CONTENTS			
CURRENT		PROPOSED	
Prologue			
Ch 1: Name and date	e of the Expo	Introduction	
Ch 2: Host city and it		Ch. 3 Host city	
	nd previous experiences	Introduction	
Ch 4: Idea and visior		Introduction	
Ch 5: Theme		Ch 2: Theme and Contents	
Ch 6: Masterplan		Ch 4: Masterplan	
Ch 7: Timeline		Ch 5: Legacy (at the end of the chapter)	
Ch 8: Participants		Ch 4: Masterplan	
Ch 9: International C	-	Ch 2: Theme and contents	
Ch 10: Event Program		Ch 2: Theme and contents	
Ch 11: Visitors F	precast and peak period	Ch 4: Masterplan	
	cketing revenue forecast	Ch 6: Commercialisation	
Ch 12: Transportatio	n and Accommodation	Ch 3: Host city (accessibility and hosting capacity)	
Ch 13: Business pla	n 1,2,3 & 4	Ch 6: financial plan	
and financial plan	4.1.1 & 4.1.2.	Ch 5: legacy	
	4.2	Introduction	
Ch 14: Legal Matters		Ch 1: Legal matters and governance of the Expo	
Ch 15: Promotion an	d Marketing Strategies	Ch 8: Communication	
Ch 16: Partnership a	nd Sponsorship	Ch 7: Commercialisation	
Ch 17: Government support for the Expo		Ch 1: Legal matters and governance of the Expo	
Ch 18: Post Expo Cor	icept	Ch 5: Legacy	
Ch 19: Community E	ngagement	Introduction	
Epilogue			

\* \* \* \* \* \*



# MODEL GENERAL REGULATIONS For International Registered Exhibitions



# MODEL GENERAL REGULATIONS FOR INTERNATIONAL REGISTERED EXHIBITIONS

# AS DEFINED IN THE AMENDMENT OF 31 MAY 1988 TO THE CONVENTION OF 1928 ON INTERNATIONAL EXHIBITIONS

# **PART I - GENERAL PROVISIONS**

# ARTICLE 1 - Title, Theme and Category

An international registered exhibition shall be held in .....

The title of this exhibition shall be .....

The theme of this exhibition will be .....

The definition of the theme of the exhibition, as well as the details of its development will be specified in Special Regulation No. 1 as stipulated in Article 34 herein.

Following an enquiry held from ...... to ...... the Bureau International des Expositions has registered this exhibition at its ...... session of ...... in accordance with the provisions of the Paris Convention of November 22<sup>nd</sup>, 1928 on international exhibitions, as amended (hereafter referred to as the Convention).

# **ARTICLE 2 - Site**

The exhibition, which will cover an area of approximately ...... hectares, of which ........ shall be for exhibition areas and other activities, shall be located at .......<sup>1</sup>

A detailed description of the site has to be included in this article.

# **ARTICLE 3 - Duration**

The exhibition shall open on ..... and shall be closed definitely on .....

In the event of one or more visiting days being organised before the official opening date, for special categories of guests such as press representatives, the dates for these shall be fixed with the agreement of the Steering Committee of the College of Commissioners General.

<sup>&</sup>lt;sup>1</sup> City, Region and Country and a general description of the location

# PART II - GOVERNMENT AUTHORITIES IN THE ORGANISING STATE

# **ARTICLE 4** - Government authority responsible for the exhibition

The exhibition shall be under the authority of the Prime Minister/Minister ...... member of the signatory government of the modified Convention of November 22<sup>nd</sup>, 1928, who shall be responsible for preparing or undertaking the legal, financial and other measures necessary to ensure the success and prestige of the exhibition. The Prime Minister/Minister shall exercise his authority and his control over the exhibition through the Commissioner General of the exhibition.

# **ARTICLE 5 - The Commissioner General of the exhibition**

By .....<sup>2</sup> of the ..... Mr /Mrs ..... has been appointed Commissioner General of the exhibition.

The Commissioner General of the Exhibition shall represent the government in all matters related to the exhibition. He/She shall be responsible for ensuring that the commitments taken vis-à-vis the BIE and the participants are duly honoured. He/She shall ensure that the programme of work is respected and that the general provisions of the General Regulations and Special Regulations are carried out. He/She shall exercise disciplinary powers over the exhibition, and, in this capacity, he is authorised to suspend or stop any activity, and to effect at any time the withdrawal of items of whatever origin which are incompatible with the proper standing of the exhibition and which are likely to be a risk or liability. If the Organiser or the Commissioner General of section should contest the decision of the Commissioner General of the Exhibition, the provisions set out in Article 10, which the parties have promised to respect, shall be applied. This appeal has the effect of putting the decision in abeyance except where a matter of security is in question.

He/She can, under his own responsibility, delegate the exercise of his powers to his co-workers.

The Commissioner General of the Exhibition may not carry out any function or mission on the Organiser's behalf, unless these functions, in law and in fact, are purely disinterested and non-profit making.

<sup>&</sup>lt;sup>2</sup> Designation of the document, of its author and indication of its date

# ARTICLE 6 - Relationship between the Commissioner General of the exhibition and the Bureau International des Expositions (hereafter called the BIE)

The Commissioner General of the exhibition shall communicate to the BIE as soon as he/she receives such information, the decisions taken by Governments regarding their participation, and more particularly the documents wherein Governments notify the Commissioner General of their acceptance, the nomination of Commissioners General of national sections, sites selected by participating countries etc. and, as soon as they have been signed, the Participation Contracts.

He/She shall submit to the BIE, within the periods specified in Article 34, hereunder, the texts of the Special Regulations. He/She shall keep the BIE fully informed, chiefly by reporting at each of its sessions, of all developments and progress relating to the preparation of the exhibition. He/She shall ensure that the use of the symbols of the Expos and of the BIE complies with the regulations laid down by the BIE.<sup>3</sup> He shall welcome and assist the delegates sent by the BIE on official missions to the exhibition.

He/She shall ensure that the Organiser indicates by all suitable means and particularly by mentioning it on all documents, that the exhibition has been registered by the BIE in accordance with the regulations laid down by the BIE<sup>4</sup>.

He/She shall communicate to the BIE, in due time and for the information of the participants, the legislative, statutory or other texts adopted by the organising State and local public Authorities, in order to facilitate the participation of foreign States and ensure the success of the exhibition.

He/She shall agree with the BIE on the methods and procedures by which the percentage of 2 %, in accordance with the BIE regulations, of the total receipts deriving from gross ticket sales is to be paid to the BIE, (hereinafter referred to as "Royalty on Gate Money"). The amount of the gate money should under no circumstances be inferior to that foreseen as compensation for the cancellation of an exhibition as stipulated under Article 38 of the present Regulation.

# ARTICLE 7 - College of Commissioners General /Steering Committee

At the earliest possible opportunity, the Commissioner General of the Exhibition shall convene a meeting of Commissioners General of sections representing the participating countries to nominate a Chairperson and a Steering Committee to represent them, to consider matters of mutual interest, and to exercise the powers

<sup>&</sup>lt;sup>3</sup> Notably the "Regulations related to the Visual and Brand Identity of the Bureau International des Expositions and of the Exhibitions subject to the 1928 Convention" approved by the 161<sup>st</sup> session of the General Assembly of the BIE held on 13<sup>th</sup> and 14<sup>th</sup> June 2017 <sup>4</sup> Idem

laid down in Article 10 hereunder<sup>5</sup>. When the number of States officially participating doubles after the elections, the elections shall be considered no longer valid, and new elections shall be held.

Should the Chairperson of the Steering Committee be prevented for any reason from fulfilling his responsibilities, he/she shall delegate his/her powers to another member of the Steering Committee.

# **ARTICLE 8 - Exhibition Organiser**

In accordance with ......<sup>6</sup> of ..... and having regard to the authority of the Commissioner General of the Exhibition the preparation, organisation, operation and management of the exhibition shall be the responsibility of ......<sup>7</sup> hereinafter referred to as the Organiser.

The Commissioner General of the exhibition shall communicate to the BIE, for the information of the participants and the formal records of the Bureau, the constitutional proceedings and composition of the bodies directing the exhibition/the Organiser, as well as the basic terms of the guarantees, benefits or constraints arising from the conventions signed by ......<sup>8</sup> with the State and, if the case arises, other public authorities.

# **PART III - OFFICIAL PARTICIPANTS**

# **ARTICLE 9**

**A.** The Government of any nation participating in an international registered exhibition shall be represented by a Commissioner General of section accredited to ...... (name of the organising State). Any participating international organisation may also appoint a Commissioner General of section.

The Participation Contract shall be signed by the Commissioner General of section and<sup>9</sup>

- the Commissioner General of the exhibition,
- the Organiser, with the counter signature of the Commissioner General of the exhibition.

The Commissioner General of section is solely responsible for the organisation and operation of his national section, which includes all the exhibitors and the managers of the commercial activities referred to in

<sup>&</sup>lt;sup>5</sup> The General Regulations covering each exhibition must indicate how the predominance of the BIE Member States will be ensured within the Steering Committee of the College of Commissioners General.

<sup>&</sup>lt;sup>6</sup> Designation of the document of its author and indication of its date

<sup>&</sup>lt;sup>7</sup> Name of the Organiser

<sup>&</sup>lt;sup>8</sup> Name of the Organiser

<sup>&</sup>lt;sup>9</sup> Select one or other wording

Chapter III of Section IV hereunder, but not the concessionaires referred to in Section V.

The Commissioner General of section shall guarantee that the members of his/her national section will abide by the regulations issued by the Organiser and approved by the BIE.

In order to enable the Commissioner General of section to carry out his responsibilities, he shall be entitled to the advantages listed in Special Regulation No. 12, referred to in Article 34.

The personnel of the foreign national sections shall benefit from the accommodation facilities listed in Special Regulation No. 6, referred to in Article 34.

**B.** All official participants shall abide by the same rules as regards both their rights and obligations.

The Organiser will permit no other variations whatsoever except as specifically identified below.

More favourable financial terms may however be offered by the Organiser to those official participants within the categories hereinafter specified:

a.

**b.** <sup>10</sup>

These terms should be explicitly included in the Participation Contract submitted to the BIE for these States or international organisations.

# **ARTICLE 10 - Settlement of Disputes**

Any disputes between an official participant and, either another official participant, or the Organiser, will be settled in the following manner:

1. If the dispute concerns the interpretation of the present General Regulations, the Special Regulations or the Participation Contract, considered in the light of the Convention or the compulsory rules of the BIE, the Steering Committee of the College of Commissioners General will be arbitrator after having, if the case arises, sought the opinion of the President of the BIE who, with the assistance of the Vice-President(s) concerned and the Secretary General, will make a recommendation. The Commissioner General of the exhibition or the Organiser may also seek the above-mentioned opinion. This decision of the Steering

<sup>&</sup>lt;sup>10</sup> The terms may include, among others:

a) the rent charged for the modules;

b) the charges for general services described in article...

c) the charges for commercial activities described in article ...

d) .....

Committee is immediately applicable and without recourse. During its next session the General Assembly of the BIE will make known whether it approves the interpretation of the Steering Committee of the College of Commissioners General, which will thus constitute a precedent applicable to similar future cases; otherwise, it will indicate the interpretation which should have been given.

- 2. If the dispute concerns products exhibited, the Steering Committee will inform the College of Commissioners General, according to paragraph 3 of clause 19 of the Convention.
- **3.** If the case must be resolved by the Commissioner General of the exhibition according to the provisions of these General Regulations, any party may demand that advice of the Steering Committee be sought beforehand.
- **4.** For any other dispute each party can demand arbitration:
  - in the first instance, from the Commissioner General of the exhibition alone;
  - in the second instance, from the said Commissioner General deciding after consultation with the Steering Committee of the College of Commissioners General;
  - in the third instance, from the Steering Committee of the College of Commissioners General.

The decision will be made at the highest level requested by any/either of the parties.

- **5.** The above-mentioned rulings must be made within ten days. Otherwise, the dispute if it comes under points 1, 3 or 4 above will be brought before the College of Commissioners General, which will decide within five days.
- **6.** Otherwise, the request of the party which raised the dispute will be considered unjustified.

# **PART IV - GENERAL CONDITIONS OF PARTICIPATION**

# **CHAPTER I - ADMISSION**

# **ARTICLE 11 - Admission of items and exhibition material**

Only those items and exhibition material which relate to the theme as described in Article 1, and included in the appended list, shall be admitted to the exhibition.

The origin of these products shall be governed by the provisions of Article 19 of the Convention.

The procedure for compliance with the theme of the exhibition shall be described in the Special Regulation No. 1, referred to in Article 34.

# **ARTICLE 12 - Admission of participants**

The exhibitors in national sections shall be selected by the Commissioner General of section and come under his/her sole authority.

Exhibitors who do not come under any section shall deal directly with the Organiser, who shall inform the Government of the State of origin of the exhibitor concerned of their intention as soon as contact is established with such exhibitors.

#### **ARTICLE 13 - Exhibition pavilions**

There shall be the following categories of exhibition pavilions<sup>11</sup>:

- **a.** Theme pavilions devoted to the theme of the Exhibition under the responsibility of the Organiser;
- **b.** Best Practice Area dedicated to the presentation of outstanding achievements, innovations or best practices in relation to the theme;
- c. National Pavilions and pavilions of International Organisations;
- d. Multinational or joint pavilions for countries with the following characteristics:
- e. Corporate pavilions;
- **f.** Pavilions of non-governmental organisations whose mission is closely linked to the theme of the Exhibition;
- g. Separate pavilions for exhibitors from several different national sections grouped together through their cultural, ethical, economic or financial links<sup>12</sup>. Any exhibitor in such pavilions is subject to the authority of the Commissioner General of section representing the State of which he/she is a citizen.
- **h.** Any other types of pavilions in conformity with the Convention and the regulations approved by the BIE

# **CHAPTER II - SITES - INSTALLATIONS - CHARGES**

## **ARTICLE 14 - Exhibition Spaces**

The total usable space which is placed at the disposition of the foreign national sections shall be at least equal to the space allocated to the section of the organising state. If, however, this space has not been fully allocated ..... months

<sup>&</sup>lt;sup>11</sup> The list shall be drawn up by the Organiser, taking account of the provisions of the Convention as well as the category and nature of the exhibition. It may be indicated which pavilions are self-build and which are built by the Organiser and rented to Participants.

<sup>&</sup>lt;sup>12</sup> E.g. exhibitors representing multinational firms, organisations of different nationalities pursuing similar aims...

before the opening of the exhibition, the Organiser shall recover the right to dispose freely of the unreserved space.

The lots required by the official participants to erect their own pavilions shall be made available by the Organiser free of charge.

Confirmation of the allocation of space to official participants shall be subject to the approval of the proposed Theme Statement as specified in Special Regulation No. 1, referred to in Article 34.

#### **ARTICLE 15 - General services**

The Organiser shall provide at the expense of each participant, the services of gas, electricity, telecommunications, water inlets and outlets, garbage removal, etc. Rates charged for such services shall conform to local rates.

Participants shall carry out all the cleaning, maintenance, garbage disposal, and other activities ordinarily required for the operation of their exhibition space. Should a participant fail to do so, the Organiser is authorised to carry out these activities itself and charge all expenses incurred there from.

The terms for the provision of general services shall be described in Special Regulation Nos. 4, 5 and 10, as referred to in Article 34.

#### **ARTICLE 16 - Buildings and installations**

No participant may erect a structure or make alterations within the exhibition grounds without the Organiser's prior approval of the project. Earthworks, landscaping and generally speaking all improvements around the buildings must also be approved in advance by the Organiser. Similarly, improvement plans drawn-up by the Organiser may not be modified unless the participants concerned are in agreement, or permission has been granted by the Steering Committee of the College of Commissioners General.

Special Regulation No.4, referred to in Article 34, lists references to the construction and improvement regulations in force in the locality where the exhibition will be held. It also indicates the special conditions which apply within the exhibition grounds, taking into account the temporary nature of the buildings to be erected and the improvements to be made. In addition, participants may request the Commissioner General of the Exhibition to waive the regulations. In that event the Commissioner General of the Exhibition shall either decide the matter or arrange for the competent authorities to make a decision.

Special Regulation No. 5, referred to in Article 34, mentions the conditions for the installation and operation of any machines, apparatus or equipment which may be used by the participants.

#### **ARTICLE 17 - Occupation of the exhibition spaces**

Actual construction work shall be completed by ....., internal conversion and finishing work by ...... and the installation of exhibits by .....

In order that such a timetable is honoured, exhibition spaces shall be handed over to participants on .....; and the entry of exhibits shall be authorised from .....

The exhibition spaces allocated to participants must be vacated and restored to good condition by ...... at the latest.

#### **ARTICLE 18 - Exhibits**

No exhibit or part thereof may be removed from the exhibition without the permission of the Commissioner General of the exhibition.

If a participant is unable to fulfil his commitments towards the Organiser, the Commissioner General of the exhibition may proceed at the closing date of the exhibition and at the participant's cost and risk, with the dismantling, removal, storage, attachment and sale of the participant's goods located within the exhibition grounds, with the exclusion of items considered of national heritage, and the amount due to the Organiser of the exhibition shall be deducted from the proceeds of such sale.

## CHAPTER III - COMMERCIAL ACTIVITIES AND MISCELLANEOUS

#### **ARTICLE 19 - General provisions**

Commercial or other activities carried out in the national sections must be authorised in accordance with these General Regulations, or by the Participation Contract or by the Commissioner General of the exhibition. An official participant may avail itself of any special benefits obtained by another official participant.

Such activities, including those concerning electronic commerce, fall exclusively within the jurisdiction of the appropriate Commissioner General of section. If these activities give rise to the payment of royalties<sup>13</sup>, in accordance with the terms laid down in the Participation Contract, these royalties shall be collected by the Commissioner General of section.

<sup>&</sup>lt;sup>13</sup> In that event, the regulations governing the payment of royalties by official participants who are members of the BIE must be more favourable than those governing other official participants and concessionaires

The space devoted to commercial activities and accessible to the public must not exceed 20% of the total covered exhibition space in order to ensure that the national presentation complies with the provisions in Article 1.1 of the Convention.

#### **ARTICLE 20 - Commercial activities**

In accordance with the conditions set out in Special Regulation No. 9, referred to in Article 34, official participants may open restaurants in which the national food of their country will principally be served.

In accordance with the conditions laid down in the said Special Regulation No. 9, referred to in Article 34, subject to the Organiser's approval, official participants may sell to the public limited types of articles which are truly representative of their country. Such articles may be replaced during the course of the exhibition. This principle also applies to electronic sales.

Items exhibited in the national sections, as well as materials used to install presentations may be sold ready for delivery after the exhibition closes; by so doing the exhibitor shall relinquish his right to the benefit of temporary admission in respect of these items and materials and shall be subject to taxation and customs regulations<sup>14</sup>. No dues shall be payable to the Organiser on such sales.

In the case where the Organiser has granted exclusive commercial rights to certain suppliers for the sale of goods or services, these rights must not be allowed to hinder the commercial activities of the official participants, whether these activities are restaurants, or the sale of articles included in the national sections.

Concessions made by the Organiser should respect the principle of nondiscrimination between nationals and foreigners; avoid all risk of imbalance between the number and nature of concessions, and the eventual number of visitors and all excesses of commercialisation leading to alterations in the objectives of an international exhibition, as established by the BIE.

#### ARTICLE 21 - Catering services for own personnel

Any national section may organise a restaurant and refreshment services for the exclusive use of its own personnel. These activities shall not require the payment of any dues to the Commissioner General of the exhibition or to the Organiser.

<sup>&</sup>lt;sup>14</sup> Article 5 of the appendix relating to customs in the 1928 Convention notably stipulates that "notwithstanding the re-export obligation provided for at article 4, the re-export of perishable, badly damaged or low value goods is not required, providing that in accordance with the customs authorities they be subject to the import duty <u>due in the case in point</u>". It would be advisable to emphasise to the customs authorities that the term "due in the case in point" means that the duty must be paid on the value of the goods at the moment they were cleared through customs, and not at the moment duty was suspended.

#### **ARTICLE 22 - Distribution of free samples**

Subject to the approval of the Commissioner General of the exhibition, Commissioner Generals of section or exhibitors coming under their authority may distribute free samples of their products or allow them to be tasted free of charge, within their own section.

#### **ARTICLE 23 - Entertainment, special events**

Official participants may arrange shows, special events, presentations or meetings related to the theme of the exhibition.

Conditions in each case shall be agreed mutually between the Commissioner General of the exhibition, the Organiser and the Commissioner General of section.

#### **ARTICLE 24 - Publicity**

- **a.** Participants may place signboards, posters, notices, printed matter and similar such material on their stands or in their pavilions.
- b. The use of any publicity material outside their stand or pavilion shall be subject to the prior approval of the Commissioner General of the exhibition. The Commissioner General of the exhibition may require the removal of any such signs for which he has not given approval.
- **c.** Brochures and leaflets can only be distributed within the enclosure of the section.
- **d.** All publicity concerning special events etc. on the site must be authorised by the Commissioner General of the exhibition. All noisy advertising is prohibited.

## **CHAPTER IV - COMMON SERVICES**

#### **ARTICLE 25 - Customs regulations**

Special Regulation No. 7 as set out in Article 24, shall determine the appropriate customs regulations to be applied, where necessary, to goods and articles of foreign origin intended for the exhibition, in accordance with and by making reference to Article 16 of the Convention, its appendix concerning Customs regulations and the applicable Customs legislation.

Furthermore, Special Regulation No. 7 shall, in accordance with the Agreement signed between the Government of the Host Country and the Bureau International des Expositions, provide for the exemption and/or reimbursement of direct and indirect domestic taxes such as, but not limited to, Value Added Tax, sales tax, paid by Official Participants in their procurement of goods, works and services in the host country related to the Exhibition.

#### **ARTICLE 26 - Handling and customs operations**

Wording A:

Exhibitors may carry out freely all handling and customs operations; furthermore, the Organiser<sup>15</sup> shall provide a service to meet their needs as regards these operations on site; the Organiser<sup>16</sup> shall inform them of the names of those brokers whom he has approved as being competent for this purpose and over whom he exercises a control.

#### Wording B:

In the interest of good organisation and management on site, and with the authorisation of the BIE, a monopoly has been instituted as regards the following services:

.....

.....

Each exhibitor must handle his own on-site acceptance of goods and the reshipment of crates as well as the inspection of their contents. If exhibitors and their brokers are not present when the crates arrive within the exhibition grounds, the Commissioner General of the exhibition can have them warehoused at the expense, risk and perils of the interested party<sup>17</sup>.

#### **ARTICLE 27 - Insurance**

#### I. Personal insurance

- **A.** Compulsory insurance required by the law
  - **1.** Workman's compensation:

In accordance with ......<sup>18</sup>, each Commissioner General of Section must insure<sup>19</sup> (his/her personnel and the personnel of his/her exhibitors) against accidents at work/on site in accordance with the conditions laid down in Special Regulation No. 8, referred to in Article 34.

<sup>&</sup>lt;sup>15</sup> Either or both of these wordings may be used

<sup>&</sup>lt;sup>16</sup> Either or both of these wordings may be used

<sup>&</sup>lt;sup>17</sup> This paragraph must always be included, whatever the choice regarding the wordings A, and B above

<sup>&</sup>lt;sup>18</sup> Reference to the law or regulation

<sup>&</sup>lt;sup>19</sup> Give details required by the national legislation currently in force

2. Motor insurance:

In accordance with ......<sup>20</sup>, all vehicles belonging to .......<sup>21</sup> (a national section, its members, its employees, its exhibitors and, more generally, any person coming under the authority in any capacity of a Commissioner General of section) must be insured against the damage they may cause to third parties under the conditions laid down by Special Regulation No. 8, referred to in Article 34.

3. .....

- **B.** Compulsory insurance required by this regulation
  - **1.** Civil liability:

- variant a: All official participants shall benefit from the insurance provided by this group policy free of charge. The insurance policy shall take effect from the date the participation contract comes into force.
- variant b: All official participants may choose whether to take out coverage from this group policy or to provide evidence that they have taken out a policy with another insurance company approved by the Commissioner General of the exhibition covering the same risks.
- variant c: In accordance with the decision of the BIE dated ......, all official participants are requested to take out coverage under this group policy. The costs incurred being determined on a pro-rata calculation of the square metres occupied by the exhibitor.

#### II. Insurance of goods<sup>22</sup>

A. Goods belonging to the government of the host State or the Organiser

Subscription to any insurance against theft, deterioration or destruction of such goods (buildings, furnishings, equipment and other items), shall be the sole responsibility of the owner, and may not be passed on to an official

<sup>&</sup>lt;sup>20</sup> Reference to the law or regulation

<sup>&</sup>lt;sup>21</sup> Give details required by the national legislation currently in force

<sup>&</sup>lt;sup>22</sup> Where it seems advisable, a distinction may be made in the provisions governing the insurance of goods, between goods on the exhibition site and goods in transit to or from the exhibition. Where such a distinction is made, the mutual waiver of recourse, in particular, shall apply only to goods on the exhibition site.

participant in the form of a surcharge on the rent payable, even if the official participant uses these goods on a permanent or temporary basis.<sup>23</sup>

**B.** Goods belonging to official participants

Insurance of goods (buildings, furnishings, equipment, personal property and other such items) against the risks of theft, deterioration or destruction of these goods, shall be the sole responsibility of the owner of these goods.

**C.** The Commissioner General of the exhibition, the Organiser, the Commissioner General of section and their exhibitors mutually waive any claim which they may be entitled to make against each other as a result of material damage caused by fire or other casualty. Such a claim would not be waived in the case of foul play.

This waiver should take effect automatically for each Commissioner General of section as from the date his Participation Contract enters into force. All contracts relating to the insurance of buildings, furnishings, equipment and any other items belonging to the persons mentioned in the previous paragraph, whether they take the form of a contract of adhesion to a group policy or of a separate policy, must explicitly mention this waiver, which shall also be mentioned in the Participation Contract.

#### III. Other (optional) insurances

The Organiser can provide assistance to participants who wish to take out insurance against the following risks:

1 ..... 2 .....

#### **ARTICLE 28 - Security**

In accordance with the conditions laid down in Special Regulation No. 10 referred to in Article 34, the Organiser shall set up an overall security system to maintain peace and security, to deter violations of the law and to enforce the regulations.

<sup>&</sup>lt;sup>23</sup> An exception can be made to this rule with regard to the multinational pavilions constructed, in a World Expo, by the Organiser for the benefit of the States which can not build their own national pavilion

Commissioners General of Section may, under the conditions laid down in the Special Regulation mentioned above, organise special surveillance of their respective sections.

#### ARTICLE 29 - Catalogue

- 1. Each participant shall cooperate with the Organiser as regards all publication, production and communication for the promotion of the exhibition. The contents of such material must have received the approval of the Commissioner General of section concerned.
- 2. The Commissioner General of each section shall be entitled to have printed and published, at his own expense, an official catalogue of the items on display in his/her section.

#### **ARTICLE 30 - Admissions to the site**

- **a.** The conditions of admission are laid down by Special Regulation No. 13 referred to in Article 34.
- **b.** The Commissioner General of the exhibition (the Organiser, with the agreement of the Commissioner General of the exhibition) shall determine the entrance fees for the exhibition.
- **c.** No other entrance fee may be charged inside the exhibition, without the approval of the BIE.
- **d.** Complimentary tickets, accreditation cards or passes for official and nonofficial participants, exhibitors, concessionaires, their personnel and their vehicles, shall be issued in accordance with the conditions laid down in the Special Regulation No. 13 mentioned above.

## **CHAPTER V - PATENT RIGHTS AND COPY RIGHTS**

#### **ARTICLE 31 - General regulations**

Special Regulation No. 11, referred to in Article 34, on the protection of patent rights and copyrights shall specify:

- the position of (name of the host State) with regard to:
  - Berne Convention of October 9<sup>th</sup>, 1886 on the Protection of Works of Art and Literature;
  - Geneva Convention of September 6<sup>th</sup>, 1952 on Author's Rights;
  - Paris Convention of March 20th, 1883 on the Protection of Industrial Property.
- the references of applicable laws in (name of the host State);

- special measures taken regarding the ..... exhibition (if any).

Security personnel shall be instructed not to allow anyone to draw, copy, measure, photograph, cast etc. with a profit-making aim, items on display in the exhibition without the written permission of the exhibitor.

#### **ARTICLE 32 - Photographic or other views of the exhibition**

The reproduction and sale of views of the pavilions of each official participant must be approved by the Commissioner General of the section concerned. However, the Organiser reserves the right to authorise the reproduction and sale of photographic or other views of the exhibition. Participants may not object to such reproduction or sale.

#### **CHAPTER VI - AWARDS**

#### **ARTICLE 33 - Awards (optional)**

In accordance with Articles 23 and 24 of the Convention, the judging and ranking in order of merit of the exhibitions of the national sections shall be entrusted to one or more international juries whose rules of operation shall be laid down in Special Regulation No. 14, referred to in Article 34.

If a national section has decided not to take part in the competition, the Commissioner General of the section shall inform the Commissioner General of the exhibition to this effect.

#### **CHAPTER VII - SPECIAL REGULATIONS**

#### **ARTICLE 34 - List of regulations and time schedules**

The host government shall submit to the BIE for approval, the drafts of the Special Regulations. These regulations shall, in particular, concern:

- **1.** the definition of the theme of the exhibition and the means of its implementation by the Organiser and the participants;
- **2.** the conditions for the participation of States, international organisations and private exhibitors;
- **3.** the rules for the functioning of the Steering Committee of the College of Commissioners General;
- **4.** the rules concerning construction or improvements, and fire protection;

- **5.** the rules concerning the installation and operation of machines, apparatus and equipment of all types;
- 6. the accommodation facilities for the personnel of the official participants;
- **7.** the regulations governing customs and handling, and any particular rates and charges;
- 8. insurance;
- **9.** the conditions under which official participants may operate restaurants or carry out sales;
- **10.** the provision of general services:
  - health and hygiene
  - surveillance and security
  - the distribution of water, gas, electricity, heating, air-conditioning, etc.
  - telecommunications
- **11.** the protection of patent rights and copyrights. This regulation must specify that each Commissioner General of section shall have free non-lucrative use of the title, logo and other attributes for the exhibition;
- **12.** the privileges and advantages of Commissioner Generals of section and of their staff;
- **13.** the regulations governing admissions. This regulation must in particular specify the facilities granted to the Commissioner General of section;
- **14.** the conditions governing the attributing of awards, if any.

The above Special Regulations numbered 1 to 10 inclusive shall be submitted at least three years (3 years) before the date of the opening of the exhibition. Those regulations mentioned under 11 to 14 inclusive shall be submitted at the latest eighteen months (18 months) prior to the opening of the exhibition.

These Special Regulations shall be communicated to the Steering Committee of the College of Commissioners General as soon as it has been formed. The Steering Committee will study them and inform the BIE of its observations.

All other directives which the Organiser may lay down for the requirements of the exhibition shall come into force only after being examined by the Steering Committee of the College of Commissioners General.

Notwithstanding the time scale established for the approval of these Special Regulations, the organising committee shall make available early guidelines on costs or provisions necessary in assessing the financial implications of participation.

## **PART V – SPECIAL CONDITIONS FOR CONCESSIONAIRES**

#### **ARTICLE 35**

The above provisions apply to concessionaires with the exception of those which only concern official participants and which are the following:

- Article 6, 7, 9 and 10;
- Chapter I of Section IV;
- Article 14;
- Chapter III of Section IV, with the exception of Article 24;
- Chapters IV, with the exception of article 27, II, C and VI of Section IV;
- the Special Regulations referred to in Article 34 under the numbers 1, 3, 6, 7, 9, 10, 12 and 14.

The other conditions for participation shall be laid down in the participation contract. They shall comply with the provisions of Articles 17, 18 and 19 of the Convention.

#### **ARTICLE 36**

Natural or legal persons whose countries are officially participating in the exhibition shall only be admitted as concessionaires' subject to the agreement of the Commissioner General of section of their country of origin, who may establish special conditions for their admission.

## PART VI - INDEMNITIES IN CASE OF CANCELLATION OF THE EXHIBITION

#### **ARTICLE 37**

In the event of the renunciation of organising a registered exhibition, the Organiser must compensate those countries who have accepted to participate, for expenses incurred and duly justified arising directly from their participation in the exhibition.

Nevertheless, no compensation shall be due if the cancellation is caused by "force majeure" due to a natural disaster considered as such by the General Assembly on the recommendation of the Executive Committee.

Indemnities shall be set by the General Assembly, whose decision will be final, on the proposition of the Executive Committee which will have overseen the claim with the documents and evidence supplied by the host State, the Organiser and all other parties involved.

#### **ARTICLE 38**

Moreover, the Organiser must compensate the BIE for the loss corresponding to the percentage of gate money for an amount established by the General Assembly according to the proposition of the Administration and Budget Committee.

#### **ARTICLE 39**

The Organiser should undertake to fulfil the obligations defined by articles 37 and 38 which shall be guaranteed by the State demanding the registration of the exhibition.

The maximum amount of these indemnities shall be set before the registration by an agreement between, on the one hand the BIE, on the other hand the Organiser and the host State.

These engagements shall form a part of the required documentation for registration.

\* \* \* \* \* \*



## MODEL PARTICIPATION CONTRACT For International Registered Exhibitions (Official Participants)



## REGISTERED EXHIBITION MODEL PARTICIPATION CONTRACT

## **OFFICIAL PARTICIPANT**

Between,

.....<sup>1</sup>, represented by Mr/Mrs .....<sup>2</sup>, Commissioner General, hereinafter called "The Participant",

on the one hand, and

- variant I: .....<sup>3</sup>, represented by Mr/Mrs .....<sup>2</sup>, Commissioner General of the Exhibition,
- variant II: .....<sup>4</sup>, hereinafter called "The Organiser", represented by Mr/Mrs
   .....<sup>2</sup> with the countersignature of the Commissioner of the Exhibition represented by Mr/Mrs ......<sup>2</sup>,

on the other hand, it has been agreed as follows:

## TITLE I – GENERAL PROVISIONS

#### **ARTICLE 1**

The object of the present contract is to establish the terms on which .....<sup>1</sup> will take part in the ......<sup>5</sup> Exhibition .

The Model General Regulations and Special Regulations of this Exhibition, as they have been or will be approved by the BIE, are acknowledged as an integral part of the present contract and are binding for the contracting parties.

The parties acknowledge the authority of the Commissioner General of the Exhibition of ......<sup>4</sup> as it is defined in the Convention of November 22<sup>nd</sup>, 1928 as amended and, in the rules, approved by the BIE especially Article 5 of the Model General Regulations.

<sup>3</sup> Name of Host State

<sup>&</sup>lt;sup>1</sup> Name of State

<sup>&</sup>lt;sup>2</sup> Name and title

<sup>&</sup>lt;sup>4</sup> Name and/or corporate identity of the Organiser

<sup>&</sup>lt;sup>5</sup> Title of Exhibition

## TITLE II – THE PARTICIPANT'S EXHIBIT

#### **ARTICLE 2**

The Organiser places at the disposal of the Participant, which hereby accepts, the space designated on the plan annexed to the contract and made up as follows:

...... covered space(s), of ....... square \_\_\_\_\_, free of rent<sup>6</sup> ...... covered space(s), of ....... square \_\_\_\_\_, at a rental of ......<sup>7</sup> ...... open space(s), of ...... square \_\_\_\_\_, free of rent<sup>6</sup> ...... open space(s), of ...... square \_\_\_\_\_, at a rental of ......<sup>7</sup>

This space will be at the disposal of the Participant at the latest on .....

The structure and condition of the covered and open spaces placed at the Participant's disposal are described in the Special Regulations designated ...... in Article 34 of the Model General Regulations<sup>8</sup>.

The Participant shall be responsible for the furnishing, the maintenance and the cleaning of the space(s) at its disposal.

Rent payable shall be paid on the following conditions:

.....

#### **ARTICLE 3**

The Organiser shall provide the Participant with the services set out in the Special Regulations designated ......<sup>9</sup> in Article 34 of the Model General Regulations at the rate and on the following terms:

- variant A: set out hereunder,
- variant B: mentioned in said special regulations

<sup>&</sup>lt;sup>6</sup> This provision is optional; furthermore the surface granted rent free may be made to bear some relation to the surface for which rent is payable; finally, if space is given rent free for a definite purpose (e.g. for national restaurants), the paragraph will be continued with the following: "of which ... square... to be used for (nature of use)"

<sup>&</sup>lt;sup>7</sup> Total rent or rent per square meter

<sup>&</sup>lt;sup>8</sup> These are the Special Regulations governing construction and the use of machines and equipment necessary for construction. If this Special Regulation has not been established together with the Participation Contract, indications sufficiently describing the characteristics of these spaces must be included in the contract

<sup>&</sup>lt;sup>9</sup> Special Regulation governing the supply and conditions for use of water, gas, electricity and heating and air conditioning; Special Regulation governing hygiene and cleanliness, special regulation governing the organisation of surveillance and security

#### **ARTICLE 4**

The Organiser will communicate to the Participant the laws and regulations .....<sup>10</sup> applicable to it by virtue of its participation in this Exhibition according to the following procedure(s):

.....

Upon request of the Organiser, the Participant will provide the Organiser with all useful information, in particular information concerning the number and the professions of the personnel which the Participant intends to bring in order to prepare and carry out its participation and concerning the property and items which it intends to import for the purpose of its exhibit.

This exchange of information constitutes mutual assistance tending to facilitate the success of the Exhibition and of each national presentation.

#### **ARTICLE 5**

The Participant shall be solely responsible for the choice and installation of exhibitors in:

- variant A: its national section <sup>11</sup>
- variant B: its national presentation <sup>12</sup>

as well as for the choice of all persons exercising an activity:

- variant A: within that section
- variant B: in connection with that presentation

The Participant undertakes that its own personnel, on the one hand, and the persons mentioned above, as well as their agents, on the other hand, shall comply with the present contract as well as with the regulations of the Exhibition and the instructions which the Organiser may give, with the approval of the Commissioner General of the Exhibition, within the limits of its prerogatives.

The Organiser undertakes not to communicate with the persons mentioned in the previous paragraph except through the Participant.

<sup>&</sup>lt;sup>10</sup> Enumerate the competent authorities: State, City...

<sup>&</sup>lt;sup>11</sup> If the Exhibition is made up, in so far as foreign participants are concerned, entirely of national sections.

<sup>&</sup>lt;sup>12</sup> If the Exhibition is made up, in so far as foreign participants are concerned, of exhibits centred on a theme and/or an international pavilion, with or without national sections.

#### **ARTICLE 6**

The Participant undertakes:

- to keep its space open to visitors during opening hours of the Exhibition.
- to let the Organiser install, maintain and repair, within the premises at the Participant's disposal, all equipment or fittings necessary for the proper functioning of the Exhibition.
- to return no later than on ...... all space made available to it, both covered and open, in the same condition as when it received such spaces, except if otherwise contractually agreed upon.

Should the Participant not fulfil the above obligation, the Commissioner General of the Exhibition shall be subrogated to the Organiser's rights, under the terms of Article 18 of the Model General Regulations.

## **TITLE III – COMMERCIAL ACTIVITIES OF THE PARTICIPANTS**

#### **ARTICLE 7**

#### **ARTICLE 8**

The Participant may establish, within the area designated for commercial facilities, a restaurant open to all, where the cuisine of its country will be served.

The surface of this restaurant will be included within the exhibition space allocated to or rented by the participant.

The Participant shall pay the Organiser a royalty assessed and payable as follows:

.....

As soon as the Organiser has placed the area at the participant's disposal, the Participant may also establish, exclusively for the use of its personnel, a restaurant and refreshment service. The operating of such service shall not give rise to the payment of any royalty in favour of the Organiser, but the space which it occupies shall be included in the space allocated, pursuant to Article 2 above.

#### **ARTICLE 9**

The Participant shall be entitled to sell to the public, limited types of products characteristic of its country. The selection of such products shall be made with the agreement of the Organiser, with the possibility of changing them during the course of the Exhibition.

- variant A: Such sales shall not give rise to the payment of any royalty in favour of the Organiser.
- variant B: Such sales shall give rise to the payment of a royalty in favour of the Organiser on the following conditions:

.....

- Sales on site
- Sales via electronic commerce

#### **ARTICLE 10**

If the Participant exercises the option, provided in Article 20 of the Model General Regulations, to sell on-site any of the objects or products exhibited, such sales shall not give rise to the payment of any royalty in favour of the Organiser. However, the Participant shall lose its right to the benefit of temporary admission of the objects or products concerned and they shall be subject to taxation and customs regulations.

## **TITLE IV – BENEFITS GRANTED TO THE PARTICIPANTS**

#### **ARTICLE 11**

The Commissioner General representing the participating State shall enjoy the following advantages and privileges:

.....

#### ARTICLE 12

According to the existing rules and regulations, the Commissioner General of the Government and the Organiser shall ensure that there are no obstacles to the entry and stay of the personnel of the Participant.

The Organiser shall grant the personnel of the Participant the following benefits:

- a. Housing
- b. Protection against health-related risks
- c. Benefits granted to the families of the personnel of the Participant
- **d.** Other benefits

#### ARTICLE 13

The Commissioner General of the Government and the Organiser will deal with the relevant governmental authorities so that they will act in a manner consistent with the best possible success of the Exhibition, particularly:

- By establishing the offices necessary for the performance of customs operations in the most convenient places;
- By facilitating the entry of all goods and items of any type used for the presentation of the Participant;
- By relaxing, if necessary, the import quotas on the products sold in the section of the Participant, including its restaurant;
- By communicating a list of agents approved by the Organiser to deal with customs matters on the Participant's behalf, for a specified charge.

The Participant is in no way obliged to make use of the firms mentioned above.

#### ARTICLE 14

The Organiser will provide the Participant with a list of transport, handling and packing firms, of suppliers of products and items, and of contractors of all kinds, which are approved by the Organiser and which have undertaken to deal with the Participants on fair terms.

The Participant is in no way obliged to make use of the firms mentioned above.

The Commissioner General of the Government and the Organiser will deal with the transport firms and their organisations for the purpose of obtaining the most favourable terms for the Participants.

#### **ARTICLE 15**

In case of a dispute between the Participant and the Organiser, the parties agree to seek a settlement through the offices either of the BIE, if the dispute relates to the interpretation of the Convention of November 22<sup>nd</sup>, 1928 as amended or to the rules issued by the BIE, or of the College of Commissioners General or of the Steering Committee of said College, in any other case. Either party may also avail itself of the dispute resolution mechanism provided for under Article 10 of the General Regulations.

The Organiser acting to obtain the payment of a debt due, according to Article 18 Paragraph 2 of the Model General Regulations, cannot seize objects belonging to the participating States and public institutions when these possessions will have the character of public property or of national heritage according to the law of the concerned member states.

## TITLE V – ENTRY INTO FORCE

#### **ARTICLE 16**

- variant I: The present contract shall enter into force as soon as it has been signed by the two Parties.

 variant II: The present contract shall enter into force as soon as it has been signed by the two Parties and the undertaking annexed to it has been signed by the Commissioner General of the Exhibition.

Should the Contract be signed on different dates, it shall enter into force on the latest date of signature.

All annexes referenced in this contract are hereby made an integral part of this contract and will be attached to the contract as soon as the Parties have signed them.

Should either of the parties have claims (including financial claims) against the other party after the end of the Contract, this shall not release the other party from its duty to fulfil the obligations ensuing from that claim.

IN WITNESS WHEREOF, the parties hereto have signed this contract in duplicate/triplicate (as applicable) in (insert languages if applicable) all texts being equally valid. In the event of any divergence of interpretations, the (insert language) text shall prevail. (If more than one language is used). Each party shall retain one copy.

On behalf of the Government of (Country name)		FOR THE ORGANISER	
Name:		Name:	
Position:	Commissioner General of Section	Position:	
Address:		Address:	
Signature:		Signature:	
Date:		Date:	

The Commissioner General of ...... (title of Expo), in respect of the principles of the Convention Relating to International Exhibitions of November 22<sup>nd</sup>, 1928, as supplemented and amended, the provisions of the General Regulations of the Exhibition, and of the laws and regulations in effect in ........... (name of country) guarantees the fulfilment of the obligations and responsibilities of the Organiser under this Contract.

<b>Commissioner General</b>	of Expo
-----------------------------	---------

Name:

Address:

Signature:

Date:

#### Annexes

Annex 1: Plan of space allocation to the Participant

Annex 2: Theme Statement of the Participant

Annex 3: Commercial Activities (as applicable)

Annex 4: Programme of Assistance (as applicable)

Annex 5: Reference costs for participation/Participation cost estimates

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## **PROTOCOL**

to amend the Convention signed in Paris the 22<sup>nd</sup> November 1928 relating to International Exhibitions



## PROTOCOL TO AMEND THE CONVENTION SIGNED AT PARIS ON THE 22ND OF NOVEMBER 1928 RELATING TO INTERNATIONAL EXHIBITIONS

The Parties to the present Convention:

Considering that the rules and procedures established by the Convention relating to International Exhibitions, signed at Paris on the 22nd of November 1928, amended and supplemented by the Protocols of the 10th of May 1948 and the 16th of November 1966 have proved useful and necessary to the organisers of exhibitions as well as to participating countries;

Desirous of adapting to modern conditions the said rules and procedures, together with those relating to the organisation responsible for ensuring their application and of consolidating these and other provisions in a single instrument which will replace the 1928 Convention;

Have agreed as follows:

#### **ARTICLE I**

The objects of the present Protocol are:

- a. to amend the rules and procedures concerning international exhibitions;
- **b.** to amend the provisions regarding the operations of the International Exhibitions Bureau.

#### AMENDMENT OF THE CONVENTION ARTICLE II

The 1928 Convention is further amended by the present Protocol in accordance with the aims expressed in Article I. The text of the Convention as so amended is set out in the Appendix to the present Protocol of which it forms an integral part.

#### ARTICLE III

- The present Protocol shall remain open for signature by Governments Parties to the 1928 Convention at Paris from November 30<sup>th</sup>, 1972 until November 29<sup>th</sup>, 1973 and thereafter shall remain open for accession by them.
- **2.** Governments Parties to the 1928 Convention may become Parties to the present Protocol by:
  - **a.** signature without reservation as to ratification, acceptance or approval;

- **b.** signature subject to ratification, acceptance or approval followed by ratification, acceptance or approval, or
- c. accession.
- **3.** Instruments of ratification, acceptance, approval or accession shall be deposited with the Government of the French Republic.

#### **ARTICLE IV**

The present Protocol shall enter into force on the date on which twenty-nine States shall have become parties to it in accordance with the provisions of Article III. <sup>1</sup>

#### **ARTICLE V**

The provisions of the present Protocol shall not apply to the registration of an exhibition for which a date has been reserved by the Bureau International des Expositions not later than the meeting of the Administrative Council which immediately preceded the entry into force of the present Protocol in accordance with Article IV above.

#### **ARTICLE VI**

The Government of the French Republic shall inform the Governments of the Contracting Parties and also the Bureau International des Expositions of:

- **a.** signatures made and ratifications, approvals, acceptances and accessions deposited in accordance with Article III;
- **b.** the date on which the present Protocol enters into force in accordance with Article IV.

#### ARTICLE VII

As soon as the present Protocol enters into force, the Government of the French Republic shall cause it to be registered with the Secretariat of the United Nations in accordance with Article 102 of the Charter of the United Nations.

*IN WITNESS WHEREOF the undersigned, being duly authorised thereto, have signed the present Protocol.* 

DONE AT PARIS this 30th day of November 1972 in the French language in a single copy which shall be deposited with the Government of the French Republic. The French Government shall transmit certified copies to the Governments of all the Parties to the 1928 Convention.

<sup>&</sup>lt;sup>1</sup> The present Protocol entered into force on the 9<sup>th</sup> of June 1980.

COUNTRY	NAME	NOTE
For the Government of the Republic of Austria	Erich BIELKA 28/09/1973	Subject to ratification
For the Government of the Kingdom of Belgium	R. ROTHSCHILD R. RAUX	Subject to ratification
For the Government of the People's Republic of Bulgaria	E. RAZLOGOV	Subject to reservation and declaration expressed at the moment of signature
For the Government of the Byelorussian Soviet Socialist Republic	V. ANICHTCHOUK	Subject to reservation expressed in the mandates and in the declaration
For the Government of Canada	Claude T. CHARLAND	
For the Government of the Socialist Republic of Czechoslovakia		
For the Government of the Kingdom of Denmark	Poul ASSAM	Subject to ratification
For the Government of the Republic of Finland	Olle HEROLD	Subject to ratification
For the Government of the French Republic	Christian D'AUMALE	
For the Government of the Federal Republic of Germany	S. Von BRAUN	

COUNTRY	NAME	NOTE
For the Government of the Kingdom of Greece		
For the Government of the Republic of Haiti		
For the Government of the People's Republic of Hungary	Laszlo FOLDES	Subject to reservation contained in the mandates
For the Government of the State of Israel	Israël HAVIV	Subject to ratification
For the Government of the Italian Republic	F. MALFATTI	Subject to ratification
For the Government of Japan		
For the Government of the Republic of Lebanon		
For the Government of the Principality of Monaco	Pierre-Louis FALAIZE	Subject to ratification
For the Government of the Kingdom of Morocco		
For the Government of the Kingdom of the Netherlands	J.A. de RANITZ	Subject to ratification

COUNTRY	NAME	NOTE
For the Government of the Federal Republic of Nigeria		
For the Government of the Kingdom of Norway	Hersleb VOGT	Subject to ratification
For the Government of the People's Republic of Poland	Michata KAJZERA	Subject to reservation of ratification and under reservation expressed in the note verbale of November 30th, 1972 (N° Z-II-OME- BIE)
For the Government of the Portuguese Republic	A. LENCASTRE da VEIGA 29 November 1973	Subject to ratification
For the Government of the Socialist Republic of Rumania	C. FLITAN 8 November 1973	Subject to reservation of ratification and under the reservation mentioned in the mandates according to the provisions of article 34, paragraphs 3 and 4 and with declaration in article 35
For the Government of Spain	E. de MOTTA y ZAYAS	
For the Government of the Kingdom of Sweden	D. WINTER	Subject to ratification
For the Government of the Swiss Confederation	Max TROENDLE	Subject to ratification

COUNTRY	NAME	NOTE
For the Government of the Republic of Tunisia	Abdessalem BEN AYED	
For the Government of the Ukrainian Soviet Socialist Republic	Alexandre GORDENOK	Subject to reservation and declaration conveyed at the moment of signature
For the Government of the United Kingdom of Great-Britain and Northern Ireland	D. LOGAN F. SEDGWICK-JELL	
For the Government of the United States of America	Jack B. KUBISH	Subject to reservation of ratification and of the declaration mentioned in the note verbale N° 201 of November 29th, 1972
For the Government of the Union of Soviet Socialist Republics	Youri BORISSOV	Subject to reservation and declaration conveyed at the moment of signature

### **CONVENTION**

RELATING TO INTERNATIONAL EXHIBITIONS SIGNED AT PARIS ON NOVEMBER 22<sup>ND</sup>, 1928, AND SUPPLEMENTED BY THE PROTOCOLS OF MAY 10<sup>TH</sup>, 1948, NOVEMBER 16<sup>TH</sup>, 1966, NOVEMBER 30<sup>TH</sup>, 1972 AND THE AMENDMENT OF JUNE 24<sup>TH</sup>, 1982 AND THE AMENDMENT OF MAY 31<sup>ST</sup>, 1988

## **PART I - DEFINITIONS AND OBJECTIVES**

#### **ARTICLE 1**

- 1. An exhibition is a display which, whatever its title, has as its principal purpose the education of the public: it may exhibit the means at man's disposal for meeting the needs of civilisation, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future.
- 2. An exhibition is international when more than one State takes part in it.
- **3.** Participants in an international exhibition comprise on the one hand exhibitors of States which are officially represented grouped into national sections, on the other hand international organisations or exhibitors from countries which are not officially represented and lastly those who are authorised in accordance with the regulations of the exhibition to carry on some other activity, in particular those granted concessions.

#### **ARTICLE 2**

This Convention applies to all international exhibitions except:

- a. exhibitions lasting less than three weeks;
- **b.** fine Arts exhibitions;
- c. exhibitions of an essentially commercial nature.

"Whatever title may be given to an exhibition by its organisers, this Convention recognises a distinction between registered exhibitions and recognised exhibitions."

# PART II – GENERAL CONDITIONS GOVERNING THE ORGANISATION OF INTERNATIONAL EXHIBITIONS

#### **ARTICLE 3**

International exhibitions presenting the following features shall be eligible for registration by the Bureau International des Expositions referred to in Article 25 below:

- **a.** Their duration may not be less than six weeks nor more than six months;
- **b.** The rules governing the exhibition buildings used by the participating States shall be laid down in the general regulations of the exhibition. If a tax is chargeable on property under the legislation of the inviting State, the organisers shall be responsible for paying it. Only services actually rendered in accordance with the regulations approved by the Bureau shall qualify for reimbursement;
- **c.** From January 1<sup>st</sup>, 1995 the interval between two registered exhibitions shall be at least five years; the first exhibition may be held in 1995. The Bureau International des Expositions may nevertheless accept a date not more than one year earlier than the date resulting from the above provision, to allow celebration of a special event of international importance, without however altering the five-year interval laid down in the original calendar.

#### **ARTICLE 4**

- **A.** International exhibitions presenting the following features shall be eligible for recognition by the Bureau International des Expositions:
  - **1.** their duration may not be less than three weeks nor more than three months
  - 2. they must illustrate a definite theme;
  - 3. their total surface area must not exceed 25 ha;
  - 4. they must allocate to the participating States premises constructed by the organiser, free of all rents, charges, taxes and expenses other than those representing services rendered; the largest space allocated to a State must not exceed 1.000 m<sup>2</sup>. The Bureau International des Expositions may however authorise a derogation from the requirement that premises be allocated free of charge if the economic and financial situation of the organising State justifies it;
  - **5.** only one recognised exhibition, pursuant to this paragraph A, may be held between two registered exhibitions;
  - **6.** only one registered exhibition or exhibition recognised pursuant to this paragraph A, may be held in the same year.

- **B.** The Bureau International des Expositions may also grant recognition to:
  - the Milan Triennial Exhibition of Decorative Arts and Modern Architecture, on grounds of historical precedence, provided that it retains its original features;
  - 2. A1 horticultural exhibitions approved by the International Association of Horticultural Producers, provided that there is an interval of at least two years between such exhibitions in different countries and at least ten years between events held in the same country;

due to be held in the interval between two registered exhibitions.

#### **ARTICLE 5**

The opening and closing dates of an exhibition and its general features shall be laid down at the time of registration or recognition and may be changed only with the agreement of the BIE

## **PART III - REGISTRATION**

#### **ARTICLE 6**

- 1. The Government of a Contracting Party in whose territory an exhibition coming within the scope of the Convention is planned (hereinafter referred to as "the inviting Government") shall send to the Bureau an application for registration or recognition indicating the laws, regulations or financial measures it proposes to make for the exhibition. The Government of a non-contracting State wishing to obtain registration or recognition of an exhibition may apply to the Bureau in the same way provided that it undertakes to comply with the provisions of the Convention set out in Parts I, II, III and IV and the regulations made for their implementation.
- **2.** The application for registration or recognition shall be made by the Government responsible for the international relations of the place in which the exhibition is planned to be held (hereinafter referred to as "the inviting Government") even if this Government is not the organiser of the exhibition.
- **3.** The Bureau shall in its compulsory regulations determine the maximum period for which a date for an exhibition may be reserved and the minimum period for receipt of an application for registration or recognition; it shall also specify the documents which must accompany such an application. It shall also fix by compulsory regulation the amount of the contribution to be paid for the costs of examination of the application.

**4.** Registration or recognition shall be granted only if the exhibition fulfils the conditions of this Convention and of the regulations laid down by the Bureau.

#### **ARTICLE 7**

- 1. When two or more countries compete for the registration or recognition of an exhibition and cannot reach agreement they shall ask the General Assembly of the Bureau to arbitrate. In arriving at its decision the General Assembly shall take into account the considerations put forward and, in particular, any special reasons of an historical or ethical nature, the period which has elapsed since the last exhibition, and the number of displays already organised by the competing countries.
- **2.** Except in exceptional circumstances the Bureau shall give preference to an exhibition organised in the territory of a Contracting Party.

#### **ARTICLE 8**

A State which has been granted the registration or recognition of an exhibition shall lose all rights arising from the registration or recognition if it changes the date reserved for the exhibition except in the circumstances provided for in Article 28 d). If it wishes to organise the exhibition at another date, the Government concerned shall make a fresh application, and if necessary, submit to the procedure laid down in Article 7 for resolving competing claims.

#### **ARTICLE 9**

- **1.** In the case of any exhibition which has not been registered or recognised, Contracting Parties shall refuse their participation and their patronage as well as any Government subsidy.
- **2.** Contracting Parties are quite free not to take part in an exhibition which has been registered or recognised.
- **3.** Each Contracting Government shall use whatever means it considers most appropriate under its own legislation to act against the organisers of false exhibitions or exhibitions to which participants might be fraudulently attracted by false promises, notices or advertisements.

## PART IV - OBLIGATIONS OF ORGANISERS OF REGISTERED EXHIBITIONS AND OF PARTICIPATING STATES

#### **ARTICLE 10**

- **1.** The inviting Government shall ensure that the provisions of this Convention and of the regulations made for its implementation are observed.
- 2. If the said Government does not itself organise the exhibition it shall officially recognise the organisers for this purpose and it shall guarantee the fulfilment of the obligations of the organisers.

#### **ARTICLE 11**

- 1. All invitations to participate in an exhibition, whether they are addressed to member States or to non-member States, shall be sent through diplomatic channels by the Government of the organising country to the Government of the country invited for that country and for the other parties in that country to be invited. The replies shall be forwarded to the inviting Government by the same channel, as well as any requests by non-invited parties to participate. The invitations shall observe the intervals prescribed by the Bureau and shall state that the exhibition in question has been registered. Invitations to organisations of international character shall be sent to them direct.
- **2.** No Contracting Party may organise or sponsor participation in an international exhibition if the above-mentioned invitations have not been sent in accordance with the provisions of this Convention.
- **3.** Contracting Parties undertake neither to address nor accept any invitation to participate in an exhibition, whether on the territory of a Contracting Party, or of a non-member State, in case where such invitation does not cite a registration or recognition approved according to the provision of this Convention.
- **4.** Any Contracting Party may require the organisers not to send invitations to addressees in its territory other than itself. It may also refrain from forwarding invitations or requests to participate from parties who have not been invited.

#### ARTICLE 12

The inviting Government shall appoint a Commissioner-General of the Exhibition in the case of a registered exhibition or a Commissioner of the Exhibition in the case of a recognised exhibition who shall be authorised to represent the Government for all purposes in connection with the Convention and in all matters concerning the exhibition.

#### **ARTICLE 13**

The Government of any country participating in an exhibition shall appoint a Section Commissioner-General in the case of a registered exhibition or a Section Commissioner in the case of a recognised exhibition to represent it with the inviting Government. The Section Commissioner-General or the Section Commissioner shall have sole responsibility for the organisation of his country's exhibit. He shall inform the Commissioner-General of the Exhibition or the Commissioner of the Exhibition of the content of this exhibit and shall see that the rights and obligations of exhibitors are respected.

#### **ARTICLE 14 (abrogated)**

#### **ARTICLE 15 (abrogated)**

#### **ARTICLE 16**

The Customs regulations for international exhibitions shall be those set out in the Annex, which forms an integral part of this Convention.

#### **ARTICLE 17**

At an exhibition only the sections constituted under the authority of Commissioners-General or Commissioners appointed in accordance with Article 13 by the Governments of the participating countries shall be considered as national and consequently be entitled to bear this name. A national section comprises all the exhibitors of the country in question but not the concessionholders.

#### **ARTICLE 18**

- 1. At an exhibition a participant or a group of participants may use a geographical title relating to a participating Party only with the authorisation of the Section Commissioner-General or the Section Commissioner of the Government of the Party concerned.
- **2.** If a Contracting Party is not participating in an exhibition, the Commissioner-General or the Commissioner of the exhibition shall prohibit such usage as envisaged in the preceding paragraph, on behalf of the Contracting Party.

#### **ARTICLE 19**

1. Anything exhibited in a national section must have a close connection with the country exhibiting it (for example, articles having their origin in the territory of the participating Government, or articles created by nationals of the country).

- 2. With the authorisation of the Commissioners-General or Commissioners of the other States concerned, other articles or products may be presented provided they serve only to complete the exhibit.
- **3.** In case of dispute between participating Governments concerning paragraphs 1 and 2 above, the matter shall be referred to the college of Section Commissioners-General or Commissioners who shall decide by a simple majority of those present. Their decision is final

#### **ARTICLE 20**

- 1. Unless there are provisions to the contrary in the laws of the organising country, no monopoly of any kind shall be granted at an exhibition. However, a monopoly for a common service may be authorised by the Bureau at the time of registration or recognition. In that case the following conditions shall be observed by the organisers:
  - **a.** the existence of such monopoly or monopolies shall be indicated in the regulations of the exhibition and in the participation contract;
  - **b.** the services subject to monopoly shall be made available to exhibitors under the conditions normally existing in the State;
  - **c.** the powers of the Commissioners-General or Commissioners in their respective sections shall not in any case be subjected to any limitation.
- 2. The Commissioner-General or Commissioner of the exhibition shall take all steps to ensure that the charges made to participating Governments are not higher than those made to the organisers of the exhibition or in any case than the normal local charges.

#### ARTICLE 21

The Commissioner-General or Commissioner of the Exhibition shall do everything in his power to ensure the proper and efficient functioning of the public utility services inside the exhibition area.

#### **ARTICLE 22**

The inviting Government shall make every effort to facilitate the participation of Governments and of their nationals, especially as regards transport charges and conditions of admission of persons and things.

#### **ARTICLE 23**

**1.** The general regulations of an exhibition shall state whether or not prizes are to be awarded to the participants irrespective of the certificates of participation

which may always be granted. If prizes are to be given their allocation may be limited to certain categories.

**2.** If participants do not wish to compete for prizes they shall make a declaration to this effect before the opening of the exhibition.

#### **ARTICLE 24**

The Bureau International des Expositions as defined in the following Article, shall draw up regulations to determine the general conditions for the composition and functioning of juries and to decide how prizes shall be awarded.

### **PART V - INSTITUTIONAL ARRANGEMENTS**

#### **ARTICLE 25**

- **1.** The Bureau International des Expositions was established to supervise and ensure the application of this Convention. Its members shall be the Governments of the Contracting Parties. The headquarters of the Bureau shall be in Paris.
- 2. The Bureau shall have legal personality. In particular, it shall have the capacity to contract, acquire and dispose of movable and immovable property and to participate in legal proceedings.
- **3.** The Bureau shall be entitled to conclude with States and International Organisations agreements relating to such Privileges and Immunities as are necessary for the exercise of the functions entrusted to it by this Convention.
- **4.** The Bureau shall comprise a General Assembly, a President, an Executive Committee, specialised committees, as many Vice-Presidents as there are committees and a Secretariat under the authority of a Secretary General.

#### **ARTICLE 26**

The General Assembly of the Bureau shall be composed of delegates appointed by the Contracting Parties on the scale of from one to three delegates per country.

#### ARTICLE 27

The General Assembly shall hold regular meetings and may also hold extraordinary meetings. It shall decide all questions which under this Convention come within the competence of the Bureau of which it is the highest authority. In particular the General Assembly shall:

- **a.** discuss, adopt and publish regulations relating to the registration or recognition, classification and organisation of international exhibitions, and to the proper functioning of the Bureau. Within the limits of the provisions of this Convention the General Assembly may lay down compulsory regulations and also model regulations to serve as a guide to the organisers of exhibitions;
- **b.** draw up the budget, check and approve the Bureau's accounts;
- c. approve the reports of the Secretary General;
- **d.** establish committees as necessary, and appoint members of the Executive Committee and of the other committees and establish the duration of their mandate;
- e. approve any international agreements entered into in accordance with Article 25 (3) hereof;
- f. adopt draft amendments in accordance with Article 33;
- g. appoint the Secretary General.

- 1. The Government of each Contracting Party, whatever the number of its delegates, shall have one vote in the General Assembly. This voting right shall be suspended if the sum of the subscriptions owed by a Contracting Government under Article 32 of this Convention exceeds the sum of the subscriptions due by it for the current year and the previous year.
- 2. The General Assembly shall be qualified to exercise its functions when the number of member States represented is at least two-thirds of the number of member States entitled to vote. If this quorum is not reached, the General Assembly shall be convened again with the same agenda after an interval of at least a month. In that case the quorum required shall be reduced to half the number of Contracting Parties entitled to vote.
- **3.** Decisions shall be by a majority of the delegations present voting for or against, except that a majority of two-thirds shall be required in the following cases:
  - **a.** the adoption of proposals for amendments to this Convention;
  - **b.** the drawing up and amendment of the regulations;
  - **c.** the adoption of the budget and approval of the amount of the annual subscriptions of the Contracting Parties;
  - **d.** the authorisation for a change of opening or closing dates of an exhibition in accordance with Article 5 above;
  - **e.** the registration or recognition of an exhibition in the territory of a nonmember State which is in competition with an exhibition in the territory of a Contracting Party;

- **f.** the reduction of the intervals stipulated in Article 3 of the present Convention;
- **g.** the acceptance of reservations to an amendment presented by a Contracting Party; such amendment being adopted in accordance with Article 33, by a four-fifths majority, or unanimously as the case may be;
- h. the approval of any draft international agreement;
- i. the appointment of the Secretary General.

- 1. The President shall be elected by secret ballot of the General Assembly for a period of two years from among the delegates of the Governments of the Contracting Parties. He may not represent the State to which he belongs during his period of office. He may be re-elected.
- 2. The President shall call and conduct meetings of the General Assembly and ensure the proper functioning of the Bureau. In the President's absence his functions shall be exercised by the Vice-President in charge of the Executive Committee or, in the event of his incapacity, by one of the other Vice-Presidents in the order of their election.
- **3.** The Vice-Presidents shall be elected from among the delegates of the Contracting Parties by the General Assembly which shall determine the nature and duration of their office and in particular the Committees of which they shall be given charge.

- **1.** The Executive Committee shall consist of delegates of twelve Contracting Parties, each nominating one representative.
- 2. The Executive Committee:
  - **a.** shall establish and keep up-to-date a classification of human endeavour as it may be portrayed in an exhibition;
  - b. shall examine all application for the registration or recognition of an exhibition and submit them with advice for the approval of the General Assembly;
  - c. shall discharge such tasks as are given to it by the General Assembly;
  - d. may seek the opinion of other Committees.

- **1.** The Secretary General, who shall be appointed in accordance with the provisions of Article 28 of this Convention, shall be a national of the country of one of the Contracting Parties.
- 2. The Secretary General shall be responsible for attending to the current business of the Bureau in accordance with the instructions of the General Assembly and of the Executive Committee. He shall draw up a draft budget, present accounts and submit reports on his activities to the General Assembly. He shall represent the Bureau, especially in legal matters.
- **3.** The General Assembly shall decide the other duties and responsibilities of the Secretary General as well as his terms of service.

## **ARTICLE 32**

The annual budget of the Bureau shall be adopted by the General Assembly in accordance with the provisions of paragraph 3 of Article 28. The budget shall take account of the financial reserves of the Bureau, of revenue of all kinds, and also of the debit and credit balances carried forward from previous financial years. The expenses of the Bureau shall be met from these sources and from the subscriptions of Contracting Parties calculated on the basis of the number of parts falling to each Party according to the decisions of the General Assembly.

- 1. Any Contracting Government may make a proposal for amendment of the Convention. The text of the said proposal and the reasons for it shall be communicated to the Secretary General who shall transmit them as soon as possible to the other Contracting Governments.
- **2.** The proposal for amendment shall be included in the agenda of an ordinary session or of an extraordinary session of the General Assembly to be held at least three months after the date of its despatch by the Secretary General.
- **3.** Every proposal for amendment adopted by the General Assembly in accordance with the provisions of the previous paragraph and of Article 28 shall be submitted by the Government of the French Republic for the acceptance of all the Governments Parties to this Convention. It shall come into force with regard to all Parties on the date on which four-fifths of them have notified their acceptance to the Government of the French Republic, except that a proposal for amendment of the present paragraph, of Article 16, or of the Annex referred to in that Article shall not come into force until all Parties have notified their acceptance to the Government of the French Republic.

- 4. Any Government which wishes to enter a reservation to its acceptance of an amendment shall inform the Bureau of the terms of this proposed reservation. The General Assembly shall give a decision concerning the admissibility of this reservation. It shall allow reservations which are conducive to the protection of established positions with regard to international exhibitions and reject those which would have the effect of creating privileged positions. If the reservation is accepted, the Party which had submitted it shall be included among those which are counted as having accepted the amendments for the purpose of calculating the above-mentioned four-fifths majority. If it is rejected, the Government which had submitted it shall choose between refusal to accept the amendment and its acceptance without reservation.
- **5.** When the amendment comes into force, in the circumstances envisaged in the third paragraph of the present article, any Contracting Party which had refused to accept it may, if it sees fit, avail itself of the provisions of Article 37 below.

- 1. Any dispute between two or more Contracting Governments concerning the application or the interpretation of this Convention, which cannot be settled by the authorities invested with powers of decision in pursuance of the provisions of this Convention, shall form the subject of negotiations between the Parties in dispute.
- 2. If these negotiations do not within a short space of time lead to an agreement, any Party shall refer the matter to the President of the Bureau and shall request him to nominate a conciliator. If the conciliator is unable to obtain the agreement of the Parties in dispute on a solution, he shall take note of and define the nature and the extent of the dispute in his report to the President.
- **3.** Once a lack of agreement is thus notified the dispute shall become the subject of arbitration. To this end any Party shall, within an interval of two months from the date on which the report was communicated to the Parties in dispute, refer to the Secretary General of the Bureau a request for arbitration, naming the arbitrator chosen by that Party.

The other Party or Parties to the dispute must each nominate, within an interval of two months, their respective arbitrators. Failing this, any Party shall notify the President of the International Court of Justice, requesting him to nominate the arbitrator or arbitrators.

When several Parties act in unison for purposes outlined in the preceding paragraph, they shall count as one entity. In case of doubt, the decision lies with the Secretary General.

The arbitrators shall in their turn nominate an additional arbitrator. If the arbitrators cannot agree on this choice within a space of two months, the President of the International Court of Justice, having been notified by any one Party, shall be responsible for nominating the additional arbitrator.

- **4.** The arbitrating body shall give its decision by the majority of its members, the additional arbitrator having the casting vote in the event of the arbitrators' votes being equally divided. This decision shall be binding on all the Parties in dispute, finally and without the right of appeal.
- Any State may, at the time of signing or ratifying this Convention, or acceding to it, declare itself not bound by the provisions of the above paragraphs 3 and 4. Other Contracting Parties will not be bound as regards those provisions towards any State which has so reserved its positions.
- **6.** Any Contracting Party which has reserved its position in accordance with the provisions of the above paragraph, may at any time rescind its reservations by a notification to the depository Government.

This Convention shall be open for accession by any State which is a member of the United Nations, or any State which is not a member of the United Nations but which is a Party to the Statute of the International Court of Justice or any State which is a member of one of the specialised agencies of the United Nations or the International Atomic Energy Agency and also by any State whose application for accession is approved by a two-thirds majority of the Contracting Parties which have the right to vote in the General Assembly of the Bureau. Instruments of accession shall be deposited with the Government of the French Republic and shall become effective on the date they are so deposited.

## **ARTICLE 36**

The Government of the French Republic shall inform signatory and acceding Governments and also the Bureau International des Expositions of:

- a. the entry into force of amendments in accordance with Article 33;
- b. accessions in accordance with Article 35;
- c. denunciations in accordance with Article 37;
- d. reservations filed in accordance with Article 34 paragraph 5;
- e. the termination of the Convention, should this arise.

- **1.** Any Contracting Government may denounce this Convention by notifying the Government of the French Republic in writing.
- **2.** Such a denunciation shall take effect one year after the date of receipt of such notification.

**3.** This Convention shall terminate if, as the result of denunciations, the number of Contracting Governments is reduced to less than seven. Subject to any agreement which may be concluded between the Contracting Governments concerning the dissolution of the Bureau, the Secretary General shall be responsible for questions regarding liquidation. Unless the General Assembly decides otherwise, the assets shall be divided among the Contracting Governments in proportion to the subscriptions paid since they have been Parties of this Convention. If there are liabilities, these shall be taken over by the same Governments in proportion to the subscriptions fixed for the current financial year.

DONE at Paris, the 30<sup>th</sup> of November, 1972

# ANNEX

to the Convention done at Paris on 22<sup>nd</sup> of November 1928 relating to International Exhibitions, as amended and supplemented by the Protocols of the 10<sup>th</sup> of May 1948, the 16<sup>th</sup> of November 1966, the 30<sup>th</sup> of November 1972 and the Amendment of the 24<sup>th</sup> June 1982.

# CUSTOMS REGULATIONS FOR THE IMPORTATION OF ARTICLES BY THE PARTICIPANTS IN INTERNATIONAL EXHIBITIONS

# **ARTICLE 1 - Definitions**

For the application of the present Annex the following interpretations shall apply:

- a. "Import duties" means Customs duties and all other duties and taxes payable on or in connection with importation and shall include all excise duties and internal taxes chargeable on imported goods, but shall not include fees and charges, which are limited in amount to the approximate cost of the services rendered and do not represent an indirect protection to domestic products or a taxation of imports for fiscal purposes.
- **b.** "Temporary admission" means temporary importation free of import duties, and free of import prohibitions and restrictions, subject to re-exportation.

## ARTICLE 2

Temporary admission shall be granted to:

- a. goods intended for display or demonstration at the exhibition;
- **b.** goods intended for use in connection with the display of foreign exhibitions at the exhibition, including:
  - I. goods necessary for the purpose of demonstrating foreign machinery or apparatus to be displayed,
  - II. construction materials, even in the raw sate, decoration material and furnishings, and electrical equipment for the foreign pavilions and stands at the exhibition as well as for the premises assigned to the Section Commissioner-General of a foreign participating country,
- III. tools equipment used in construction and means of transport necessary for the work of the exhibition,
- IV. advertising or demonstration material which is demonstrably publicity material for the foreign goods exhibited at the exhibition, for example sound recordings, films and film slides, as well as apparatus for necessary use therewith;

**c.** equipment including interpretation apparatus, sound recording apparatus and films of an educational, scientific or cultural character, intended to be used for the purposes of the exhibition.

# **ARTICLE 3**

The facilities referred to in paragraph 2 of this Annex shall be granted provided that:

- a. the goods are capable of identification on re-exportation;
- **b.** the Section Commissioner-General of the participating country, without being called upon to pay a deposit, guarantees the payment of the import duties to which the goods are liable in the event of their not being re-exported within the prescribed period after the closing of the exhibition; other guarantees provided for by the laws of the inviting country can be accepted at the request of the exhibitors (e. g. A.T.A. carnet inaugurated by the Convention of the Customs Co-operation Council of 6 December, 1961);
- **c.** the Customs authorities of the country of temporary importation are satisfied that the conditions of this Annex will be fulfilled.

# **ARTICLE 4**

Unless the national laws and regulations of the country of temporary importation so permit, goods granted temporary admission shall not, whilst they are the subject of the facilities granted under the present Annex, be loaned, or used in any way for hire or reward or be removed from the site of the exhibition. They shall be re-exported with a minimum period of delay and at the latest within three months after the close of the exhibition. The Customs authorities may, for valid reasons, extend this period within the limits laid down by the laws and regulations of the country of temporary importation.

- **a.** Notwithstanding the requirement of re-exportation laid down in Article 4, the re-exportation of perishable goods, badly damaged goods or goods of little value shall not be required provided that the goods are:
  - I. subject to the import duties to which they are liable; or
  - II. abandoned free of all expense to the Exchequer of the country into which they were temporarily imported;
- III. destroyed, under official supervision, without expense to the Exchequer of the country into which they were temporarily imported, as the Customs authorities may require.

Furthermore, the re-exportation requirements shall not apply to goods whose destruction is required by the Section Commissioner-General concerned, but destruction must be under official supervision and without expense to the Exchequer of the country into which they were temporarily imported.

b. Goods granted temporary admission may be disposed of otherwise than by reexportation, and in particular may be taken into domestic use, subject to compliance with the conditions and formalities applicable under the laws and regulations of the country of temporary importation in respect of such goods imported directly from abroad.

# **ARTICLE 6**

Products obtained incidentally during the exhibition from temporarily imported goods, as a result of the demonstration of displayed machinery or apparatus, shall be subject to the provisions of Articles 4 and 5 of this Annex, in the same way as if they had been granted temporary admission, subject to the reservations in Article 7 below.

# ARTICLE 7

Import duties shall not be levied and import prohibitions and restrictions shall be waived, and where temporary admission has been granted, re-exportation shall not be required, in respect of the following goods, if their aggregate value and quantity are, in the opinion of the Customs authorities of the country of importation, reasonable having regard to the nature of the exhibition, the number of visitors to it and the extent of the exhibitor's participation:

- **a.** small samples (other than alcoholic beverages, tobacco goods and fuels) which are representative of foreign goods displayed at the exhibition, including such samples of foods and beverages, either imported in the form of such samples or produced at the exhibition from imported build materials, provided that:
  - they are supplied free of charge from abroad and are used solely for distribution free of charge to the visiting public at the exhibition, for individual use or consumption by the persons to whom they are distributed,
  - II. they are identifiable as advertising samples and are individually of little value,
- III. they are unsuitable for commercial purposes and are, where appropriate, packed in quantities appreciably smaller than the smallest retail package, and
- IV. samples of foods and beverages which are not distributed in packs as provided for in (III) above, are consumed at the exhibition;

- **b.** imported samples used or consumed by the juries at the exhibition in appraising or judging articles displayed, subject to the production of a certificate from the Section Commissioner-General mentioning the nature and the quantity of the samples so used or consumed;
- **c.** goods imported solely for demonstration or for the purpose of demonstrating the operation of a foreign machine or apparatus displayed at the exhibition and consumed or destroyed in the course of such demonstrations;
- **d.** printed matter, catalogues, trade notices, price lists, advertising posters, calendars, whether or not illustrated, and unframed photographs, which are demonstrably publicity material for the foreign goods displayed at the exhibition, provided that they are supplied free of charge from abroad and are used solely for distribution free of charge to the visiting public at the exhibition.

Import duties shall not be levied, and import prohibitions and restrictions shall be waived, and where temporary admission has been granted, re-exportation shall not be required, in respect of the following goods:

- **a.** products which are imported and which are used up in constructing, setting up, decorating, animating, or furnishing the stands of foreign exhibitors at the exhibition, such as paint, varnish, wall-paper, rectified spirit, fireworks, seeds, plants, etc. which are disposed of by the use to which they are put;
- **b.** official catalogues, leaflets, posters and other printed matter, whether or not illustrated, which are published by the countries participating in the exhibition;
- **c.** plans, drawings, files, records, forms and other documents which are imported for use as such at the exhibition.

- **a.** Both on entry and on exit, the examination and clearance of goods which are going to be exhibited or used or which have been exhibited or used at an exhibition shall be carried out, whenever possible and convenient, at the site of this exhibition.
- **b.** Each Contracting Party shall endeavour, whenever it considers this useful, taking into consideration the importance of the exhibition, to open for a reasonable period a Customs office on the site of the exhibition held in its territory.
- **c.** The re-exportation of goods which were imported temporarily may take place in one or several instalments and through any Customs office which is open for this purpose, even if it is different from the office of importation, unless the

importer undertook to re-export the goods through the office of importation in order to have the benefit of a simplified procedure.

# **ARTICLE 10**

Nothing in these regulations shall prevent the application of:

- **a.** more extensive facilities which Contracting Parties grant or may grant either by unilateral agreement, or by virtue of bilateral or multilateral agreements,
- **b.** regulations, whether national or made by agreement, concerning the organisation of the exhibition which are not concerned with Customs matters,
- **c.** prohibitions and restrictions arising from national laws and regulations and concerned with public morality or conduct, public security, public hygiene or health, or with veterinary or phytopathological matters, or with the protection of patents, trade marks, authors' rights and copyright.

# **ARTICLE 11**

For the purpose of the present Annex the territories of the Contracting Countries which form a Customs or economic union can be considered as a single territory.

## RECOMMANDATION

The General Assembly recommends that import duties should not be levied and import prohibitions and restrictions shall be waived and where temporary admission has been granted, re-exportation shall not be required, if their aggregate value and quantity are, in the opinion of the Customs authorities of the country of importation, taking into consideration the nature of the exhibition, the number of visitors and the extent of the exhibitors' participation for the products imported by the Commissioner Generals of Section for:

- I. their personal use;
- II. being used during official receptions;
- III. being offered to VIP visitors of their own country, host country or those coming from another country.

# **DECLARATIONS AND RESERVATIONS**

# **BULGARIA**

Reservation:

"The People's Republic of Bulgaria does not regard itself as being bound by the provisions of paragraphs 3 and 4 of Article 34 of the Convention".

Declaration:

"All the countries of the world enjoy absolute equality and have the right to accede to this Convention irrespective of the restrictions deriving from Article 35 of the Convention".

# **BYELORUSSIAN SOVIET SOCIALIST REPUBLIC**

#### Reservation:

"The Government of the Byelorussian Soviet Socialist Republic does not regard itself as being bound by the provisions concerning arbitration, paragraphs 3 and 4 of Article 34" of the Convention.

Declaration:

"The Government of the Byelorussian Soviet Socialist Republic hereby declares that the provisions of Article 35 of the amended Convention according to which a certain number of States are debarred from becoming parties to the Convention are of a discriminatory nature and it considers that the Convention should be open to participation by all the States concerned without any discrimination or restrictions whatsoever, in accordance with the sovereign law of States".

# **HUNGARY**

Reservation:

"The Hungarian party does not regard paragraphs 3 and 4 of Article 34 of the Protocol as being obligatory in respect of itself".

# POLAND

Reservation referring to Article 35 of the Convention:

"The Government of the Polish People's Republic hereby declares that is does not regard itself as being bound by the provisions of Article 34, paragraphs 3 and 4 of this Convention".

Declaration:

"The Government of the Polish People's Republic is of the opinion that this Convention should be open to accession by any State".

# **RUMANIA**

#### Reservation:

"The Socialist Republic of Rumania hereby declares, with regard to Article 34, paragraph 5 of the Convention relating to international exhibitions signed at Paris on 22<sup>nd</sup> November 1928, that it does not regard itself as being bound by the provisions of paragraphs 3 and 4 of Article 34 of the Convention. The position of the Socialist Republic of Rumania is that disputes between two or more Contracting Parties relating to the interpretation or the implementation of the Convention which have not been settled by means of negotiations may be subject to arbitration only with the agreement of all the Parties in dispute, in each particular case".

#### Declaration:

"The Government of the Socialist Republic of Rumania hereby declares that the provisions of Article 35 of the Convention relating to international exhibitions, signed at Paris on 22<sup>nd</sup> November 1928, are not in conformity with the principle according to which international multi-lateral treaties, whose purpose and goal are of interest to the entire international community, should be open to universal participation".

# **UKRAINIAN SOVIET SOCIALIST REPUBLIC**

#### Reservation:

"The Government of the Ukrainian Soviet Socialist Republic does not regard itself as being bound by the provisions concerning arbitration in paragraphs 3 and 4 of Article 34" of the Convention.

#### Declaration:

"The Government of the Ukrainian Soviet Socialist Republic hereby declares that the provisions of Article 35 of the amended Convention according to which a certain number of States are debarred from becoming parties to the Convention are of a discriminatory nature and it considers that the Convention should be open to participation by all the States concerned without any discrimination or restriction whatsoever, in accordance with the principles of the sovereign law of States".

# **UNITED STATES OF AMERICA**

#### Reservation:

"The signature by the United States Government is being accompanied by a reservation with respect to paragraph (2) of Article 10. This reservation accords with the position consistently stated by the United States Government in meetings of the Bureau of International Expositions and in the drafting of general rules regarding expositions in the United States that, while the United States

Government guarantees the fulfilment of its own obligations, it is not in a position under its law to guarantee the fulfilment of obligations by juristic persons recognised by it for the purpose of organising expositions. The United States Government will nevertheless make every reasonable effort to ensure the fulfilment by such organisers of their obligations".

# **UNION OF SOVIET SOCIALIST REPUBLICS**

Reservation:

"The Government of the USSR does not regard itself as being bound by the provisions concerning arbitration in paragraphs 3 and 4 of Article 34" of the Convention.

Declaration:

"The Government of the USSR hereby declares that the provisions of Article 35 of the amended Convention according to which a certain number of States are debarred from becoming parties to the Convention are of a discriminatory nature and it considers that the Convention should be open to participation by all the States concerned without any discrimination or restriction whatsoever, in accordance with the principles of the sovereign law of States".

# **CZECHOSLOVAKIA**

Reservation:

"The Government of the Socialist Republic of Czechoslovakia does not regard itself as being bound by the provisions of Article 34, paragraphs 3 and 4 of the Convention".

25.07.1974

# **GERMAN DEMOCRATIC REPUBLIC**

Reservation:

"The Government of the Democratic Republic of Germany does not regard itself as being bound by the provisions of Article 34, paragraphs 3 and 4 of the Convention".

Declaration:

"The Government of the Democratic Republic of Germany is of the opinion that this Convention should be open to accession by any State".

16.12.1975

\* \* \* \* \* \*



# **MODEL BUSINESS PLAN**

The total budget is comprised of two components:

- I. Capital expenditure
- II. Operating expenses

## I. CAPITAL EXPENDITURE

#### **COST ESTIMATES**

- 1. Purchase of land for the Expo site and surrounding area
- **2.** Expo site gated area
  - Feasibility studies, site planning studies, technical surveys, marketing surveys etc. Landscaping and construction
    - General preliminary work and ensuring the practicability of the site (e.g. parking areas), consultancy and design
    - Utility networks: water, electricity, gas, telecommunications
    - Construction: pavilions, administration offices and facilities, entertainment and event areas...
    - Public realm facilities and amenities: shaded structures, green areas, rest areas, sanitary facilities, children's play areas, pedestrian pathways, F&B concession areas
    - External decoration and site enhancement
    - Costs required to convert the site after the Expo for post-use
- **3.** Expo site surrounding area

Refers to the area(s) outside the secured perimeter of the Expo site.

- Construction of participant and staff accommodation (Expo village)
- Parking facilities
- Other support facilities and amenities

4. Expo-related infrastructure

Development of access and logistic infrastructure to service the Expo site including:

- Rail networks
- Road networks
- Park and ride facilities (incl. Shuttle buses to the Expo)
- Air transport network
- Water transport network
- Multimodal transportation network

#### FUNDING STRATEGY

- **1.** How shall the capital expenditure be financed?
  - National Government
  - Regional or local authorities
  - Private Sector
  - Credit from country banks and grants
  - Corporations and institutional finance
  - Credits, technical and financial assistance from international organisations
  - Foreign Direct Investments
  - Other sources as permitted by the legislation of the host country
- **2.** What are the projected capital expenditure cashflows? (Provide a table or infographic of a capital expenditure disbursement schedule)

## **II. OPERATING EXPENSES**

#### **COST ESTIMATES**

- 1. Land use lease of land (if applicable)
- 2. Personnel (pay and related charges)
  - Requirements foreseen for: C-suite executives, consultants, managers, administration, guides, hostesses & reception staff, security, maintenance, cleaning, volunteers...
  - Proposed organisation and phasing of staff recruitment
- 3. Sales & Marketing

Promotion, communication, advertising, media and Public Relations

- General proposals for the national plan
- General proposals for international application

- 4. Content
  - Theme and content development
  - Site entertainment and events: opening and closing ceremonies, special events, protocol activities, cultural and thematic programme, daily shows and parades...
- 5. Provision of utilities and facilities maintenance including:
  - IT and telecommunications: internet, maintenance of telecommunication equipment, software design and development, hardware purchases, website development and maintenance, designing packages and applications
  - Logistical services: operation and maintenance of storage spaces, security checkpoints...
  - Housekeeping, maintenance, cleaning and waste management
  - Security and surveillance
  - Insurance
  - Procurement and supplies
- 6. Ticketing management
- 7. Financial fees:

Interest on loans and other financial fees

- Preliminary cash flow plan
- Proposed sources and conditions of funding
- 8. Contingency
- 9. Other operating expenses
- 10. Assistance to developing countries\*

#### **OPERATING REVENUE**

- **1.** Ticket sales (including total number of visits, origin of visitors, ticketing structure/ticket types and pricing)
- 2. Sponsorship
  - Categories of sponsorship envisaged
  - Estimated number of sponsors in each category
- 3. Licensing and merchandising
- **4.** Royalties from Food & Beverage (F&B) and other commercial activities (boutiques, concessions...)

Estimates including number of concessions envisaged.

5. Pavilion rental

Estimates in relation to:

- rentals rates
- numbers of participants (public sector participants, private participants, concessionaires)
- 6. Rental of event venues

Estimates in relation to hire charges and event facilities envisaged

- **7.** Expo village (including pricing of different types of apartments and occupancy)
- 8. Parking fees
- 9. Sale of assets after the Expo: land, buildings, equipment...
- **10.** Government support: official and public contributions, and the provision of guarantees and underwriting of costs
- **11.** Other operating revenue e.g. onsite transportation, visitor transport, payment for services by participants.

A phased cashflow projection as well as a profit and loss statement for operations should be provided.

\* \* \* \* \* \*



# REGULATIONS

related to the Visual and Brand Identity of the Bureau International des Expositions and of the Exhibitions subject to the 1928 Paris Convention

> Revised Version May 2017

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# PREAMBLE

1. The Convention signed at Paris on 22 November 1928, regulates the organisation of International Registered Exhibitions and of International Recognised Exhibitions, as well as the Triennale di Milano and category A1 International Horticultural Exhibitions, henceforth Expos.

The Bureau International des Expositions, henceforth BIE, was given the mandate to ensure the respect and the application of the Paris Convention.

- 2. These regulations govern the use of the denomination, the Emblem, the logo, the anthem, the flag of the BIE, and of the Expos organised under its auspices, as well as other graphical elements connected to its Expos.
- 3. The application of these regulations is therefore compulsory for all parties involved in overseeing, organising and participating in an Expo or wishing to organise one i.e. the BIE, the Triennale di Milano, candidate countries, organising countries, official participants and non-official participants (large corporations and civil society through nongovernmental organisations, which are both under the responsibility of the Organisers) in order to promote the image of the Expos that the BIE recognises, registers, or oversees, and to guarantee an international reputation.

These regulations therefore respond to a double objective: to protect the use of the symbols of the Expos and the BIE (Part I) and, to regulate their uses for external communications by all stakeholders (Part II).

# PART I: REGULATORY FRAMEWORK FOR THE VISUAL IDENTITY OF THE EXPOS AND OF THE BIE

# TITLE I - Presentation of the Symbols of the Expos and of the BIE

The intellectual property of the Expos and of the BIE comprises logos, emblems, symbols, images, videos, official expressions amongst others. All these elements represent the identity of the Expos and of the BIE and transmit the values of the BIE and of Expos.

# ARTICLE 1 - The Emblem of Expos and of the BIE

The Emblem of the Expos and of the BIE was chosen during the plenary session of the General Assembly in November 1968.

The Emblem was the work of Mr. Masanori MATSUSHIMA.

The Emblem consists of a blue circle and inside the circle is a succession of six stylized waves, progressing towards the horizon. This forms the principal symbol of the Expos and the official logo of the BIE.



Fig 1 - The Emblem of Expos and of the BIE ("The Circle")

"It evokes the future evolution of humanity, technical development, moral and material progress, the ascension towards a better world. The Circle symbolises peace, fraternity and cultural exchanges between people. The horizontal lines represent the steps towards a future of limitless progress. The colour blue suggests the nobility of the pursued aims; it is the colour of the vast oceans and of the sky, it evokes the universe, the cosmos. The lines are of a pure white, inviolable, evoking justice. "

The Emblem expresses the shared vision and values of the BIE and its Member States. It is the visual representation of the ideals of Expos.

The Emblem was streamlined in 2015 to facilitate its use.

Due to the inclusiveness and cooperative nature of Expos, the "Circle" needs to be associated with the visual identities of various stakeholders. Therefore, an isolation area ("clear space") and a minimum size for small size application have been foreseen to preserve its integrity.

Monochrome versions provide an alternative to the full colour Emblem for usage in specific cases (Cf. Graphic guidelines).

# **ARTICLE 2 - The Logo of the BIE**

The logo of the BIE is the "Circle" with the denomination of the Organisation. The denomination is the official denomination in French "Bureau International des Expositions".

There are two different versions of the logo, with either 2 or 3 lines, that can be used according to the needs of any visual application.



Fig. 2 - Two-line logo



Fig. 3 – Three-line logo

# **ARTICLE 3 - The Flag of the BIE and of Expos**

On 29 November 1968, during the 66th session of the General Assembly, the BIE adopted its flag, which shall be flown by the Host Countries and by the Member States in all Expos subject to the 1928 Paris Convention.

The flag was displayed for the first time during the Expo that took place in Osaka (Japan) between 15 March and 13 September 1970.

The flag has a white background, with no border. The "Circle" is located in the centre of the white background.

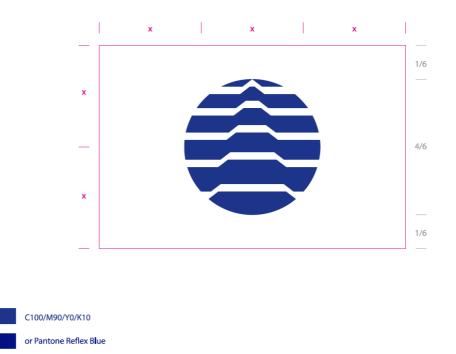


Fig. 4 – Flag of the BIE and of Expos

The flag may be produced according to these specifications with the prior approval of the BIE. The flag may only be used at official events sanctioned by the BIE.

The flag should not be flown next to any commercial properties which may imply a false association with the BIE or with Expos.

# ARTICLE 4 - The Denomination of Expos organised under the auspices of the BIE

According to Articles 3 and 4 of the Convention of Paris of 1928 the official terms of Expos held under the auspices of the BIE are:

• Exposition Internationale Enregistrée - International Registered Exhibition

• Exposition Internationale Reconnue - International Recognised Exhibition

The terms "International Registered Exhibition" and "International Recognised Exhibition" are difficult to convey to the general public because of their formal and administrative nature. Therefore, the Working Group of March 17, 1997 has agreed that, for communication purposes and to avoid confusion within the general public, the following designations are possible:

• Expo or Exposition Universelle or World Expo (for International Registered Exhibition)

• Expo or Exposition Spécialisée or Specialised Expo (for International Recognised Exhibition).

The term "Expo" can be used for both.

The terms for category A1 International Horticultural Exhibitions recognised by the BIE can also use the following denominations:

• Expo or Exposition Internationale Horticole or International Horticultural Expo

For each Expo, the appropriate terminology (short name) is composed by the term Expo, immediately followed by the Date. The name of the city and country hosting the Expo should either precede or follow this terminology. Expo denominations are expressed here in both French and English.

Translations into other languages should be based on the French version and should be as literal as possible.

	FRANÇAIS	ENGLISH
Exposition Internationale Enregistrée International Registered Exhibition	Exposition Universelle	World Expo
Exposition Internationale Reconnue International Recognised Exhibition	Exposition Spécialisée	Specialised Expo
Exposition Internationale Horticole de catégorie A1 Category A1 International Horticultural Exhibition	Exposition Internationale Horticole	International Horticultural Expo
Abbréviation Short name	Expo + Date Le nom de la ville et du pays peut soit précéder soit suivre cette association du terme Expo + Date .	Expo + Date The name of the city and country should either precede or follow this terminology.

Fig. 5 – The denomination of Expos

# ARTICLE 5 - The Denomination of the Bureau International des Expositions

The BIE was created by the Paris Convention of 22 November 1928 with the mandate to oversee the application of the rules dictated by this Convention.

The official denomination is: "Bureau International des Expositions".

Its official abbreviation is "BIE".

The denomination of the Organisation should be used as such. It is requested to solely use "Bureau International des Expositions" and "BIE" in all external communications and all languages.

# **ARTICLE 6 - The Anthem of the BIE**

The anthem of the BIE is the musical work: Symphony N2 9 - E minor Op.95 – "Symphony from the New World" Allegro con fuoco (From the beginning for about 50 seconds), composed by Antonin Dvorak.

It was performed for the first time in Expo 2000 that was held in Hannover, in Germany.

The anthem was officially adopted by the Member States during the General Assembly of 2 June 2009.

# ARTICLE 7 - Other Graphics related to Expos organised under the auspices of the BIE

A number of graphics using the Emblem, logo and signature are part of the "BIE Visual Identity Guidelines - Guidelines for the use of BIE and Expos graphics and typography in external communications" approved by the Information and Communication Committee on 4 November 2009 and by the General Assembly on 24 November 2009, amended and approved by the Information and Communication Committee on 25 October 2015 and by the General Assembly on 25 November 2015.

The symbols of the BIE cannot be modified under any circumstance or in any way (form, colour, font or other).

# **TITLE II - Intellectual Property - Use**

# **ARTICLE 1 - Intellectual Property**

The Intellectual Property rights on the symbols of Expos and of the BIE belong exclusively to the BIE.

The BIE, candidates, Organisers and participants in Expos organised under the auspices of the BIE have the exclusive right to use the symbols of the BIE and of Expos, provided that they respect the conditions of use specified in these Regulations.

The candidates, the Organisers and the participants shall respect, in their country, the dispositions on copyrights and intellectual property rights associated with the symbols of the BIE.

To this end, they shall take all of the necessary measures to forbid the use of the symbols of Expos and of the BIE outside of the framework of Expos.

In the case of fraudulent use of the symbols of the BIE and Expos that suggest a link with the Organisation or with an Expo organised under its auspices, the BIE is responsible for engaging a pursuit.

# ARTICLE 2 - Regulations concerning the Use of the BIE and Expo Symbols for Commercial, Lucrative and Advertising Purposes

To use one of the symbols of the BIE and the Expos for commercial, lucrative or advertising purposes, an Organiser, a participant or a company must consult in advance with the Commissioner General of the International Registered Exhibition or with the Commissioner of the International Recognised Exhibition or, in the case of Triennale di Milano and a category A1 International Horticultural Expo, with the relevant competent authority, and must be explicitly authorised in advance by the BIE.

The Commissioner General or the Commissioner or the relevant competent authority of the Expo will inform the BIE of such a request within 15 days from its notification through certified mail with return receipt.

The BIE, within a delay of six months, will communicate its reply on whether or not the commercial, lucrative or advertising use of its symbols is authorised. The Member States authorise the BIE to refuse any form of commercial, lucrative or advertising use that is incompatible with the values of Expos or that would damage the interests of Expos or the BIE.

The absence of a response within the aforementioned deadline is equivalent to a refusal.

The authorisation delivered by the BIE will take the form of a contract which will specify the scope of this authorisation, both at the level of commercialisation support (production or sale of the products, commercial correspondence, use of the symbols of the BIE in the framework of a service, advertising, ...) as well as its duration and the visual presentation of its symbols.

It is imperative that this contract mentions the amount of the net income from the use of the symbols of Expos and of the BIE owed to the Organisation.

For all sponsorship agreements, the use of the symbols cannot compromise the interests of the BIE and the final decision will be made after a discussion between the BIE and the interested parties.

# PART II: REINFORCING THE EXTERNAL COMMUNICATION OF EXPOS

In order to maintain and expand the reputation of Expos as well as to ensure that they continue to convey their messages and values, it is necessary to harmonise the external communication connected to these events and preserve the official brands, guaranteeing their integrity and emotional value.

Bidding, organising and participating countries must use the Emblem of Expos and of the BIE in all the different phases of the life cycle of an Expo: the candidature, the preparation, the Expo itself and the "post-Expo" period.

These symbols also shape the identity of the BIE and of Expos.

It is therefore imperative to regulate the creation and use of the logo and brand identities of candidates, Organisers and

participating countries (Articles 1, 2 and 3), to make the use of the logo and of the flag of the BIE and Expos mandatory in predefined circumstances (Articles 4 and 5), to define the framework for use of the anthem of the Organisation (Article 6), to enforce the communication of the values of the Expos by all the different actors involved in the organisation and to establish the obligation to mention the international framework in which the Expos take place (Article 7).

It is also requested that the participating authorities shall visibly display the Emblem of the BIE and the Expos at their pavilion. The Organisers will pay attention that this point shall be notified to the Commissioners of the respective pavilions during the preparatory meetings, reminding them the Regulations concerning the use of the brand identity (Articles 4, 5 & 7, Part II of these Regulations).

It is equally necessary to establish measures against the countries that do not respect their obligations in terms of visual and brand identities as set out in these regulations (Article 8).

# TITLE I - REGULARITY FRAMEWORK FOR THE VISUAL IDENTITY OF EXPOS

# **ARTICLE 1 - Creation of a Logo for Candidates**

Each Candidate shall be entitled to create its own logo during the candidature process to support its bid.

# 1. Creation of a Logo

A logo created by a candidate to support its application must consist of a visual element, the name of the city and of the country of the candidate, the denomination "Expo", immediately followed by the year of the Expo it is bidding to host.

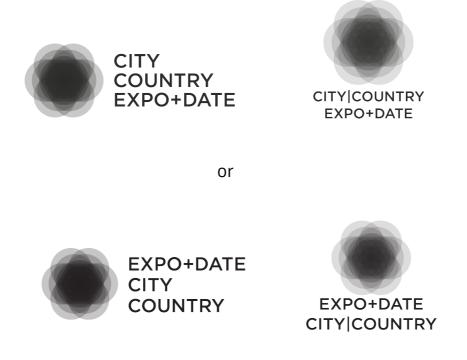


Fig 6 – Logo Structure (horizontal and vertical)

# 2. Creation of a Composite Logo

A composite logo created by a candidate to support its application must consist of an integrated design, including the distinctive design elements to be reflected in the following manner from top to bottom:

a. the above-mentioned logo; and directly underneath

b. the designation section, the colour, design and appearance of which must be reproduced fully, accurately and without embellishment in accordance with the BIE's graphic guidelines relating to the creation of the candidate's composite logo.

The designation section is composed of the Emblem of the BIE and of Expos ("The Circle"), with the word "Candidate" and the type of Expo, using for each type of Expo the corresponding colour coding.

The designation "World Expo" (for International Registered Expo), or "Specialised Expo" (for International Recognised Expo) may be communicated in French and English as well as in the national language(s) of the candidate. Translations into these languages should be based on the French version and should be as literal as possible.

Candidates for International Registered Expos will clearly indicate the word "Candidate" and the denomination of Expo in Reflex Blue, while candidates for International Recognised Expos will indicate it in Sky Blue. It is therefore recommended that the Candidate logo is designed with these Brand colour palettes in mind to ensure maximum aesthetic value.

The designation section must be featured in a proportion of not less than 20% of the total area of the candidate composite logo in all applications, except when utilised by Official Sponsors of the Bid, as outlined under Article 1.4, Part II.



*Fig 7 – Composite logo structure and Example (International Registered Expo)* 



*Fig 8 – Composite logo structure and Example (International Recognised Expo)* 

# 3. Approval of the Logo and Composite Logo

Each candidate shall submit the logo and the composite logo to the BIE for final written approval prior to any use.

Candidates must reproduce the logo and the composite logo in the manner and format as approved by the BIE. They shall be reflected in their entirety at all times and no single element thereof may be used separately. The position, proportion and design of each must not be altered, distorted or re-drawn in any way whatsoever.

Once the BIE's written approval has been obtained, each Candidate is

1. responsible for the registration of the logo and composite logo (official registration certificates etc.) as well as wordmarks and domain names that are of value to the candidature including extensions .com .net .org as well as the country internet code concerned.

2. requested to provide the logo and composite logo to the BIE in the following formats:

For print:

- Complete logo/composite logo in vector format as an Adobe Illustrator file .eps (Encapsulated Postscript)
- One four-colour version (Cyan, Magenta, Yellow and Black)
- One single-colour version

For screen:

- Complete logo/composite logo in .jpg or .png format
- One RGB version (1024 x 768 pixels minimum)
- One HEX version for web (600 x 450 pixels minimum)
- One TGA version (1024 x 768 pixels minimum)

# 4. Use of the Logo and Composite Logo

• Institutional and Promotional Use of the logo and the Composite logo by candidates:

Candidates must use the composite logo to communicate their bid to host the Expo for their own institutional purposes (e.g. on stationery, bid documents or official website) or promotional purposes (e.g. in advertising or promotional documents, or on promotional items) on any media or platform.

The Emblem of the Expos and of the BIE ("The Circle") and the designation section cannot be used on their own, by candidates, for any purpose whatsoever at any time.

 Institutional Use of the Logo and Composite logo by Sponsors:

Candidates may grant rights to sponsors to use the logo to communicate their association with the candidate city/country on any media or platform but must not grant rights to sponsors to use the composite logo, in any communication material when it is applied by sponsors associated with its bid. Such association shall be of an institutional nature only, namely supporting the bid for corporate advertising and public relations purposes (to enhance the image, reputation and name-awareness of the sponsor among the general public or to build goodwill).

Agreements with these third parties must contain provisions to ensure that all rights granted by the Candidate immediately terminate from the moment the Candidate is no longer involved in the Bid Process (either when the Candidate does not transition to the next phase or upon selection of the host country, whichever date is earlier).

• Commercial Use of the Composite Logo

Candidates shall not use or authorise the use of the composite logo by third parties for any commercial purpose whatsoever.

Candidates are responsible for approving and controlling the proposed activations of their sponsors and, if so requested by the BIE, must ensure the immediate termination of any specific commercial activity undertaken by a sponsor.

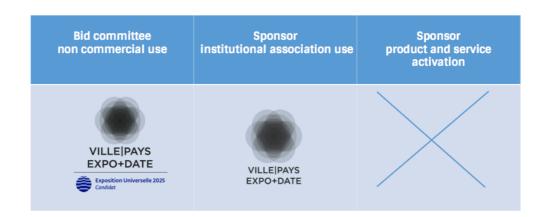


Fig 9 – Type of use of the Logo and Composite Logo

# ARTICLE 2 - Creation of the Expo Brand Identity for the Host / Organiser

# 1. Creation of the Expo Brand identity

Each Expo shall be entitled to create its own brand identity.

Each Expo has its own distinct personality, image and character. These characteristics are communicated primarily visually and should be developed in a unique, coherent brand identity, which should work across all the facets of the Expo and for all stakeholders (participants, partners such as sponsors and licensees).

The brand identity shall be applied consistently across all key venues, across the host country and by all stakeholders to

enhance the overall experience for Expo visitors and the general audience, be it on the Expo site or via media and virtual platforms.

The challenge in achieving a truly successful Expo brand identity is in creating an identity, look and narrative that will capture and display the vision of a specific Expo, demonstrate that this Expo is endorsed by the BIE and simultaneously strengthen the overall Expo brand and history.

The Organiser is responsible for the development, implementation and marketing of the specific Expo brand identity, which can include an Official Emblem, Official Slogan, Official Look & Feel, Official Mascot, Official Poster and Host City posters.

The Official logo created by the Organiser must consist of a distinctive design element, which is clearly identifiable as relating to the specific Expo, as well as the Expo wordmark, which states the type of Expo immediately followed by the year in which the Expo opens, as well as the name of the city and of the country (Cf. Fig 6).

In addition, the Organiser shall develop:

1/ a "qualification lockup", which consists of its logo immediately followed by the Expo qualification logo corresponding to the type of Expo it hosts,

To clearly differentiate "World", "Specialised" and "Horticultural" Expos, which can all have "Expo" as short names, three qualification logos have been developed. These qualification logos are composed of the Emblem of the BIE and of Expos ("The Circle"), with the word "EXPO" and the type of Expo, using the corresponding colour coding for each type of Expo.

The designation "World Expo" (for International Registered Expo), "Specialised Expo" (for International Recognised Expo) or "Horticultural Expo" (for category A1 International Horticultural Exhibition) may be communicated in French and English as well as in the national language(s) of the host country. Translations into these languages should be based on the French version and should be as literal as possible.

For International Registered Expos, the qualification is indicated in Reflex Blue, for International Recognised Expos, in Sky Blue, while for category A1 International Horticultural Exhibition, in Cedar Green. It is therefore recommended that the Organiser designs its Expo brand identity with these Brand colour palettes in mind to ensure maximum aesthetic value.



Fig 10 – Qualification logos per Expo type.

2/ a "BIE lockup", which consists of its logo immediately followed by the BIE logo.

For both lockups, the logos must be identical in size with clear space surrounding each logo (Cf graphic guidelines).

The "Qualification lockup" must be used for all institutional purposes (e.g. on stationery, official documents, official website) and promotional purposes (e.g. in advertising, promotional documents, on promotional items) on any media or platform while the "BIE lockup" is only to be used in specific activities and initiatives in direct relation to the BIE and its Member States as indicated in Article 2.3.

For the Triennale di Milano, a single lockup will be designed with the logo of the BIE. This lockup for Triennale di Milano may also include other stakeholders.

### 2. Approval of the Expo's brand identity

The Organiser of the Expo shall submit its brand identity to the BIE for final written approval prior to any use.

The Organiser must reproduce the brand identity in the manner and format as approved by the BIE and be responsible for ensuring that the Expo brand identity is applied consistently by all other stakeholders. The Brand identity shall be reflected and must not be altered, distorted or re-drawn in any way whatsoever.

Once the BIE's written approval has been obtained, the Organiser:

- 1. Is responsible for the registration of the brand identity (official registration certificates of the logo, emblems, word marks and domain names)
- 2. Needs to ensure that any and all elements that form part of the brand identity (visual and acoustic identity and typography) are fully owned by the Organiser or that it is at least granted an irrevocable worldwide royalty free license in perpetuity by the relevant rights owner, assignable to the BIE and is able to sub-license to third parties, including for commercial purposes.
- 3. Is requested to provide the logo, emblem to the BIE in the following formats:

For print:

- Complete logo/emblem in vector format as an Adobe Illustrator file .eps (Encapsulated Postscript)
- One four-colour version (Cyan, Magenta, Yellow and Black)
- One single-colour version

For screen:

- Complete logo/emblem in .jpg or .png format
- One RGB version (1024 x 768 pixels minimum)
- One HEX version for web (600 x 450 pixels minimum)
- One TGA version (1024 x 768 pixels minimum)
- 4. Is requested to provide the brand identity guidelines to the BIE in both French and English.

### 3. Use of the Expo brand identity

• Institutional and Promotional Use by Expo Organisers:

To demonstrate recognition/registration of the Expo by the BIE, affiliation to Expos and the type of Expo, the Expo Organiser must use the qualification lockup to communicate the Expo for its own institutional purposes (e.g. on stationery, official documents, official website) and promotional purposes (e.g. in advertising, promotional documents, on promotional items) on any media or platform with the exception of its use:

1/ in connection to sponsors.

Qualification logos may not be used next to any sponsor logos, which may imply a false association with the BIE or with Expos. (Cf. Institutional and Commercial Use by Sponsors)

2/ in connection to events, programmes / initiatives in direct relation to the BIE and its Member States (Cf. Protocol & Graphic guidelines), for which the lockup composed of their logo immediately followed by the BIE logo (identical in size with clear space surrounding each logo) will be used.

Programmes / initiatives in direct relation to the BIE and its Member States include and are not limited to International Planning and Participants Meetings, International Forums, Technical Visits, PR events organised with the BIE or with one or several BIE Member States, Participation agreements (official Participants), contracts, guidelines and reports, BIE General Assembly Presentations, BIE Committees, Expo Opening and Closing Ceremonies, Awards and Award Ceremonies, BIE day.

Expo Organisers must not use the Emblem of the Expos and of the BIE ("The Circle") or the qualification logos alone for any purpose whatsoever at any time.

• Institutional and Commercial Use by Sponsors:

In the frame of sponsorship programs, sponsors may be granted the rights to use the logo of the Expo by the Organiser to communicate their association with the Expo on any media or platform or for any commercial purpose whatsoever.

The sponsors must not be granted rights to use the lockups, in any communication material when it is applied by sponsors associated with the Expo.

Organisers are responsible for approving and controlling the proposed activations of their sponsors and, if so requested by the BIE, must ensure the immediate termination of any specific commercial activity undertaken by a sponsor.

Besides, any association between the logo of an Expo and products and services is forbidden if this association is incompatible with the fundamental principles and the values of the BIE.



Fig 11 – Type of use of the Expo Logo and Lockups

### ARTICLE 3 - Creation of the Expo Participation Brand Identity for Official Participants

Each participant may have its own emblem.

Should a BIE Member State wish to incorporate "the Circle" within its own emblem, the Member State emblem would need to state the country name, including the word 'Expo' and one or more distinctive elements to clearly identify the respective country.

This design element, specific to the country, could be a clearly identifiable national symbol, such as the flag, national colours, national animal, flower, etc. This emblem must not contain mottos, designations or other generic expressions which give the impression of being universal or international in nature.

The composite emblem using "The Circle" needs to be approved by the BIE before any use.

Official participants must not use the Emblem of the Expos and of the BIE ("The Circle") alone for any purpose whatsoever at any time.

Should a BIE Member State wish to incorporate the Organisers' logo within or with its own emblem, the Member State emblem would need to be conform to the graphic guidelines and regulations specifically designed by the Organisers of that specific Expo.

### ARTICLE 4 - Use of the Emblem of the BIE and of Expos

The symbols and main visual identity of the BIE and of Expos are its Emblem ("the Circle") and its logo. They allow a connection to be made between all of the Expos organised around the world.

Expo stakeholders must use the symbols of the BIE and of Expos in all their communications.

Thus, the BIE, the Triennale di Milano, the organising countries, the candidate countries, and the participants shall display this

Emblem and this logo, as well as, when possible, the internet address of the BIE, in a visible way, on all communications materials, and specifically on all written documents for the promotion and communication of Expos, as stipulated in Articles 1, 2 and 3, Part II of these regulations. These include and are not limited to: volumes, books, brochures, posters, leaflets, programs, press kits, invitations, advertising posters, posters, entry tickets to Expos, calendars, maps of the Expo, i.e. all written documents.

The Emblem of the BIE and of Expos must be displayed, in a visible way, on the website of the Expo and must be included in all the audio-visual and social media materials produced for promotional, educational and communication purposes.

The website of the Expo prepared by the Organisers, the Candidates and Participants will imperatively contain a link to the website and social media channels of the BIE.

Furthermore, the BIE, the Triennale di Milano, the organising countries, the candidate countries and participating countries will display the Emblem of the BIE and of Expos in all activities and events connected to the promotion of the Expo, such as forums, conferences, symposia, working groups, press conferences, cultural events, receptions, and other events.

Finally, the BIE, the organising countries, the candidate countries will include the Emblem of the BIE and of Expos in all prizes, awards and certificates awarded in the context of an Expo (medals, objects, paper documents, etc.).

The use of the Emblem of the BIE and of Expos is therefore an integral part of the Expo.

This use is not exclusive and each Organiser, candidate and participating country has the possibility to create their specific logo as stipulated in Articles 1, 2 and 3, Part II.

The logos of Candidates and Organisers must nevertheless be approved by the BIE (Articles 1 and 2) as well as the one designed by Participating Countries, when they use the Emblem of the BIE and of the Expos ("The Circle") as stipulated in Article 3, Part II. Candidates, Organisers and Participating Countries must also submit to the BIE for approval the design principles of their communication tools, which shall include the symbols of the Expos and of the BIE.

### ARTICLE 5 - Use of the Flag of the BIE and of Expos

The BIE delivers the flag to the Organiser during the meeting of the General Assembly announcing the registration or the recognition of an Expo.

The flag, of large size, shall have the same size as those of the organising and participating countries. The flag shall be raised during the opening ceremony and shall be returned to the BIE as stipulated by the regulations governing Expo protocol.

The flag of the BIE and of Expos must fly, very visibly, during the entire duration of the Expo, from the opening to the closing, and must be positioned in the middle relative to the other flags and right next to the flag of the Organiser/ host Country.

Member States shall ensure that the organising country flies the flag for the duration of the Expo.

Member States of the BIE participating in the Expo shall fly the flag at their pavilions. National, regional and municipal exhibitors are also authorised to fly the flag.

The Member States shall ensure that the flag is present on all communication events related to Expos.

Thus, the flag will be positioned in a visible location at each event, such as press conferences, cultural events related to the Expo, forums, seminars, working groups or at the premises of the Expo Organisers, so that the public and the media can connect the aforesaid event with the Exhibitions subject to the 1928 Paris Convention.

### **ARTICLE 6 - The Anthem of the BIE**

The Member States shall ensure that the anthem of the BIE is played during the opening and the closing ceremony of the Expo as well as during BIE day. During the opening ceremony, the anthem of the BIE will be played after the national anthem. During the closing ceremony, the anthem of the BIE will be played before the national anthem.

Should specific circumstances require an alternative sequence during a ceremony, this order of precedence may be amended following explicit agreement by the BIE.

# ARTICLE 7 - Communicating the Values of the Expos Organised under the Auspices of the BIE

Member States shall clearly state the importance of communicating and disseminating information as an official policy and shall encourage the participation in the communication process at all levels.

All press kits by candidate and organising countries must imperatively contain a one pager on the BIE describing the Organisation, the number of BIE Member States, the origin, activities and mission of the BIE as well as the sequence of Expos including Expos in preparation and future Expos as well as contact details, website and social media channels.

All press releases by candidate and organising countries must imperatively contain a boiler plate on 1/ the Expo that indicates that the Expo is registered or recognised by the BIE with a link to the BIE's website 2/ the type of Expo, describing its values, origin and mentioning the BIE, its website and social media channels.

A number of panels or posters that describe the BIE and its role, in French, English and the language of the organising country, will be positioned next to the ticket selling points and at the different entrances to the site, in order to ensure that the general public associates the Emblem to the Expos and the BIE.

Participant countries will also do their best to undertake their own communication activities, from which all Member States will benefit.

The Member States shall also do their best to ensure that nonofficial participants (commercial companies or civil society through the nongovernmental organisations exhibiting in the pavilions) take an active part in these actions. The Member States shall also ensure that the website of the Expo and the website of their participation in the Expo devote an entire section on the origin, the activity and the mission of the BIE and of Expos. The BIE will supply the model for this information.

The Member States will ensure that all the audio-visual and social media materials produced for promotional, educational or communication purposes mention the BIE, its values and its missions, and include the symbols of the BIE and of Expos, as stimulated in Articles 1, 2, 3 and 4, Part II of these regulations.

### ARTICLE 8 - Measures to be taken in case of non-conformance

In the case of non-conformance by a Member State to the obligations defined above, the BIE will send a letter via diplomatic channel to the country specifying the nature of the nonconformance and will remind the country of the measures it is exposed to.

The Member State will have the opportunity to explain its view to the BIE.

During the General Assembly following this notification, the Member States will be informed of the non-conformance.

In the case of a serious non-conformance, the General Assembly will have the power to forbid the country to bid for the organisation of the next Expo or to withdraw the authorisation to organise an Expo.

In addition, a Management Committee, composed of the Secretary General and/or the President of the Organisation, the President and/or the Vice-President of the Rules Committee, the President and/or the Vice-President of the Information and Communication Committee, and members of the BIE Secretariat in charge of Communication could be established. Its mission would be, during an Expo, to check the enforcement and the adherence to these Regulations.

\* \* \* \* \* \*



# **GUIDELINES**

# **EXPO COMMUNICATION AND PROMOTION PLAN**

# FOR EXPO ORGANISERS



#### **GENERAL REMARKS**

Communications plays a central role in the promotion and success of an Expo from the early days of a candidature, through the preparation period, to the event itself, and beyond, in its legacy.

Since 1851, Expos have been an exceptional showcase for host countries as well as tremendous opportunities for participating countries to position their nation on the world stage. A successful Expo communications strategy will deliver a clear and consistent message around the Expo and leave the world with a positive impression of the event and its impact on the host city and host country.

Communication is therefore of paramount importance in promoting and supporting the overall message and vision of the Expo.

The "Expo Communication and Promotion Plan Guidelines" is aimed at those who are responsible for communications at World and Specialised Expos or for candidate countries seeking to organise an Expo. This document includes a description of the main components of a communication plan including objectives, target audiences, positioning, communication strategies and activities.

This guide deals with the different aspects of an effective communication and promotion plan but not its actual implementation, which takes into account elements such as budget, timetable, human resources and organisation that vary according to the circumstances of each Expo. Of course, each Expo is a unique experience and requires a tailored Communication and Promotion Plan that takes into consideration all the specific elements of the project. This document therefore serves as a guideline that summarises the main points of a more detailed and elaborate programme that will be created in the preparation of an unforgettable and successful event.

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This guide is not intended to lay out a strategy for regional, thematic or contextual specificities. Instead, this document is a resource that lays out principles and tactics that can be used to develop a communications plan that is actionable, accessible, relevant, timely, understandable, and credible. This guide is therefore intended solely as a reference.

### **1. FUNDAMENTAL PRINCIPLES OF THE EXPOS AND THE BIE**

### **COMMUNICATION POLICY**

While each Expo has its own and unique character, closely linked to the history, economic development and cultural features of the host city and the host country, the event also benefits from a diachronic vision and representation of the definition, specificity and values spanning the whole history of Expos.

Each Expo is a privileged link in a long chain of Expos that has marked the history of the world since 1851, and is organised within a certain framework as defined by the Convention relating to international exhibitions signed in Paris on 22 November 1928 (hereinafter referred to as the Paris Convention) and the following regulations set up by the BIE.

### 1.1 Definition and fundamental specificity of Expos

Expos are defined by Article 1 of the Paris Convention as: "a display which, whatever its title, has as its principal purpose the education of the public: it may exhibit the means at man's disposal for meeting the needs of civilisation, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future", while Article 2 underlines their non-commercial nature.

Expos have a unique positioning, as summarised by the resolutions proposed by the working group and adopted by the 115<sup>th</sup> session of the BIE's General Assembly on 8 June 1994: "The fundamental specificity of Expos lies in their aim of contributing to the progress of Human knowledge, in a spirit of peace and international cooperation. The realisation of this aim should lead to a better knowledge of the cultural identity of peoples and nations, to an easily accessible and comprehensible presentation of state of the art and future perspectives for the general public as well as the organisation of meetings between specialists and experts."

All communications of the BIE and its Member States, as well as of Expo Organisers and Participants must therefore ensure that Expos, as defined in the Paris Convention, maintain and reaffirm their uniqueness, and clearly differ from other commercial or non-commercial events.

### 1.2 The values of Expos and of the BIE

The Paris Convention engages the BIE, its Member States and Expo Organisers to highlight the following values:

- Education
- $\circ$  Innovation
- $\circ$  Cooperation

#### Education

Expos are public events aimed at increasing knowledge and awareness around a chosen theme by providing educational, entertaining and immersive experience to all visitors.

#### Innovation

Innovation is the hallmark of Expos. Whether it is architecture, urban planning, new solutions and services, exhibition content, performance, new technologies and so on, each Expo is built with and showcases new inventions and novel approaches.

#### Cooperation

Expos are unique venues for international cooperation, promoting global dialogue on themes that engage the entire world. Expos facilitate cooperation among countries, international organisations (whether governmental or not), public authorities, businesses and the general public, to strengthen public dialogue on the important challenges of today.

The theme is central to the fundamental *raison d'être* of Expos and distinguishes Expos from all other international events. The distinctive features of Expos are directly related to their non-commercial nature, the importance of the theme, their focus on education, their international character, and their status as platforms for public diplomacy.

### 1.3 The BIE's regulatory framework on the Expo brand and visual

#### identity

To clearly distinguish Expos organised under the auspices of the BIE from other events, the use of the denominations, emblem, logo, anthem, flag, and other graphical elements connected to Expos is regulated. Communicating the values of Expos also falls in the perimeter of the same regulations.

The role of the regulatory framework is therefore fundamental as it specifies the criteria and the conditions regarding the denominations, the use of the Emblem of

the BIE and of Expos, the visual identity of Expos as well as common messages to ensure desired consistency and continuity.

### Denominations

While the terms "Expo", "World Expo", "Specialised Expo", "Horticultural Expo" and "International Exhibition" are not registered trademarks, these terms are strictly regulated by the "Regulations related to the Visual and Brand Identity of the Bureau International des Expositions and of the Exhibitions subject to the 1928 Paris Convention" as per its Part 1, Title I, Article 4. The BIE, Candidates, Organisers and Participants are bound by these rules.

### Intellectual Property rights

The Intellectual Property rights on the symbols of Expos and of the BIE belong exclusively to the BIE. The BIE, Candidates, Organisers and Participants in Expos organised under the auspices of the BIE have the exclusive right and duty to use the symbols of the BIE and of Expos, provided that they respect the conditions of use specified in the Regulations.

Organisers and Participants shall respect, in their own countries, the dispositions on copyrights and intellectual property rights associated with the symbols of Expos and of the BIE.

### Visual identity

While the Organiser of an Expo is responsible for developing and creating the visual identity of the Expo it hosts, rules are in place to harmonise the visual identity and naming of Expos and to preserve the official brands, guaranteeing their integrity and emotional value. The Organiser of the Expo shall therefore submit the visual identity of the Expo to the BIE for written approval prior to any use.

Once approved, the Organiser must reproduce the brand identity in the manner and format as approved by the BIE and is responsible for ensuring that the Expo brand identity is applied consistently by all other stakeholders.

### Values

The BIE places great emphasis on the continuity of Expos and on each Expo adding a new chapter to the history of Expos. Organisers as well as Participants have a duty to clearly communicate that they are part of this continuity, as stipulated in Part 2, Article

7 of the above-mentioned regulations, and to ensure that the Expo, its content, events and performances are consistent with the values of Expos and the BIE.

Since 1851, each Expo has reflected the culture and diversity of its host city and country while sharing a reputation, a narrative and a set of values that are common to all Expos and the BIE.

When developing the Expo Communication and Promotion Plan, the Organiser creates a new and unique brand and message platform in line with the objectives, the theme and the host country/city. At the same time, the communications should convey continuity with past Expos, building on what has come before while adding its own contribution to the history of Expos.

### 2. KEY OBJECTIVES

The Expo Communication and Promotion Plan (hereinafter referred to as "Communication Plan") shall clearly state its objectives, which stem from the overall Expo objectives.

### 2.1 Key objectives of communication activities

The objectives of the Communication Plan are to support and contribute to the overall objectives and targets of the Expo and its host country/city, which can be generally summarised as:

- Winning the hearts and minds of millions of visitors;
- Engaging participants, partners and sponsors;
- Raising global public awareness of the theme and subthemes;
- Promoting the values of Expos and the BIE.

In addition to promoting the Expo, communications activities will inherently (re)affirm the positive image of the host country/city and showcase its economic, cultural, scientific and technological achievements.

Once defined, the communications objectives will dictate all other elements of the Communication Plan: target audiences, tasks (achieving the objectives), timeframe, messaging, tools and activities.

### 2.2. Working phases specified by the Communication Plan

The Communication Plan should be defined within the candidature dossier and formulated within the registration / recognition dossiers.

The plan must cover the preparation phase, the event phase and the post-Expo phase.

As the preparation phase lasts several years and features a number of different steps with changing audiences, it is essential to define specific communication objectives within the preparation phase.

Each phase should have an overarching communications objective with specific targets, milestones, expected impact and timings.

Awareness

Engagement

Excitement

**EXPO** 

Extension

1 <sup>st</sup> phase	2 <sup>nd</sup> phase	3 <sup>rd</sup> phase	4 <sup>th</sup> phase	
Improving awareness and knowledge	Securing participation and the engagement of the public and stakeholders	Scaling up the communication of the Expo and its key messages	Establishing continuity	
From election period to BIE registration/ recognition	From Registration / Recognition to Ticket Sales	From the start of ticket sales to the closing of the Expo	From the closing day of the Expo onwards	

✓ The different phases may overlap depending on specific goals and target audiences, and the duration of each phase may vary. In any case, the focus of the Communication Plan should be designed to build up momentum, from an awareness phase, expanding to include engagement, before shifting towards excitement in the immediate run-up to the Expo and the event itself. Following the closing of the Expo, communications should continue to focus on the legacy and the continuity/extension of the Expo project.

It is important to remember that the post-Expo period is essential in the Communication Plan as it ensures the lasting positive impressions of the Expo and contributes to strengthen the success of future Expos.

### 2.3 Guiding principles

Communication activities should be carried out with the following key points:

- Emphasis to be placed on publicising the concept, content and significance of the Expo and its theme and subthemes;
- Emphasis to be placed on coordinating the efforts with all of the participants, in order to strengthen and deploy the awareness globally and support their own communications activities;

### **3. STRATEGY**

Based on the demands of different phases and target audiences, the Communication Plan should be implemented through an integrated and coordinated marketing communication strategy to deliver a cohesive narrative (in written and visual language) during the whole Expo project.

### 3.1. An integrated and coordinated marketing communications strategy

As Expos are large-scale and long-lasting events with a global character and involving multiple stakeholders, their communication activities, both domestic and international, must be integrated and coordinated, and based around a set of core messages, visual branding and other brand elements.

Integrated and coordinated marketing communications will help connect and reinforce all communication activities while enabling coherent and consistent brand identity across all channels of communications and with all stakeholders.

Having a consistent brand identity with a consistent theme, message and visual identity across different channels will significantly contribute to brand awareness and recognition.

The importance of integrated and coordinated communications is further explained in Part 6, with a focus on the role of multipliers in domestic communications and integrated approaches for international communications.

### 3.2. A strong and consistent visual narrative

Each Expo has its own distinct personality, image and character. The challenge in achieving a truly successful Expo brand identity is in creating an identity, look and narrative that will capture and display the vision of a specific Expo, demonstrate that this Expo is endorsed by the BIE and simultaneously strengthen the overall Expo brand and history. As the Organiser creates an entirely new brand logo, the visual identity of the Expo not only has to satisfy a whole range of competing cultural interests and align with the specific theme and host of the Expo, but also has to retain a sense of familiarity and continuity, building on what has come before.

While the Organiser is responsible for the development, implementation, and marketing of the specific Expo brand identity, which can include an Official Emblem, Slogan, Look & Feel and Mascot, this brand identity should be developed in line with the "Regulations related to the Visual and Brand Identity of the Bureau International

des Expositions and of the Exhibitions subject to the 1928 Paris Convention" and is subject to BIE approval.

The communications of the Expo and different aspects of the event need to be consistent in terms of brand visual narrative. An entire visual system is to be created with guidelines on how to activate the brand across campaigns, publications, digital, ticketing, retail but also with and by partners and participants. The brand identity should be applied consistently across all key venues, throughout the host country and by all stakeholders to enhance the overall experience for Expo visitors and the general audience, be it on the Expo site or via media and virtual platforms.

Brand protection mechanisms and association rights also need to be designed by the Organiser to ensure consistent messaging from both the Expo and other entities officially cleared to do so.

### 3.3. A flexible messaging platform

To convey the core messaging explaining what the Expo is and what visitors can expect from it, a flexible messaging platform needs to be developed.

Components of the messaging include:

- The theme and subthemes of the Expo
- The content that will be offered at the Expo
- The role of the Expo for the world / country / city
- The vision of the host country
- The values of Expos and the BIE

The messaging must be flexible and adaptable in order to accommodate

- Different phases
- Different audiences
- Different communication channels
- The multifaceted nature of the Expo (culture and creativity, science and technology, trade and development)

The messaging platform should encourage unified, effective messaging not only among and by the Organiser, but also by relevant stakeholders including participating countries and partners. The platform should be enriched over time.

### 3.4. A phased approach

A phased approach will enable to target objectives at specific times and should include:

• Different communication phases according to each target audience and region

• Different communication goals (providing information, raising awareness, building excitement, etc.) in each phase according to the objectives and the activities of that period.

Throughout the different phases, the effectiveness of communication can be enhanced with the addition of new information and proof points as well as the addition of new stakeholders. Messaging should be enriched in each phase and visual representations may be adapted accordingly.

### **4. TARGET AUDIENCES**

### 4.1 Target audiences: overview

Target audiences can be defined as follows:



- BIE and global Expo community;
- Participants (domestic, overseas);
- Partners and Sponsors (Thematic / Commercial / Operational);
- Communities;
- Media (domestic, overseas);
- Visitors (domestic, overseas);

✓ As the opening date of the Expo approaches, different target audiences develop new demands relating to the understanding, expectations and communications of the Expo. A phased approach will therefore consider these developments to achieve the communications goals.

### 4.2 Analysis of target audiences

#### a. BIE and global Expo community

The BIE and the global Expo community – including other Expo Organisers – have a multiple role in Expo communications: as a target audience, an information multiplier and a knowledge provider for communications activities.

#### Objectives

• Ensuring continuous flow of information throughout the years of preparation, the staging of the event and immediate post-event;

• Building on existing knowledge, connections and synergies.

✓ The Communication Plan should include processes to coordinate activities and capitalise on past experience as well as events and initiatives in connection with events held under BIE's auspices.

#### Key tasks

- Setting up an effective mechanism to inform, learn and coordinate communications;
- Developing specific marketing and communications activities for and in coordination with the BIE;
- Making use of BIE related events and other Expos organised under the auspices of the BIE.

### b. Participants

Official Participants (countries and intergovernmental organisations) and Nonofficial participants (institutions, businesses and NGOs) have a multiple role in Expo communications: they constitute a target audience, a communication opportunity and a multiplier of communications activities.

#### Objectives

- Attracting participants in line with the Expo's goals;
- Fostering cooperation and coordination between the Organiser and participants, and among participants;
- Reaffirming the Expo's theme and educational purpose by focusing on highquality content.

✓ The communications goals towards participants initially focuses on attracting participants before shifting to a focus on coordinating and promoting participation as a core aspect of the Expo.

#### Key tasks

- Learning about the needs and objectives of participants and providing appropriate assistance and services so their participation can be communicated effectively;
- Setting up an effective mechanism to coordinate communications with participants and amplify reach;
- Developing / Co-creating specific marketing and communications activities for and in coordination with participants.

#### c. Partners

Partners (Thematic / Commercial / Operational) support the Expo, but also serve as key participants and important ambassadors.

### Objectives

- Identifying, engaging and recruiting partners;
- Supporting the development of services and activities for and with partners;
- Leveraging the existing reach and positioning of partners to amplify the Expo's messaging;
- Developing / Co-creating co-branded marketing and communication activities, plans and initiatives.

✓ The goal of communications with regard to partners is securing and maintaining 'win-win' partnership agreements with relevant companies, organisations and institutions to maximise exposure for both entities.

### Key tasks

- Understanding the needs of the partners, providing communications platforms to support their needs and their cross promotion activities;
- Strengthening coordination with the communication and marketing activities of partners in order to maximise Expo visibility & ensure adherence to visual identity rules and the overall messaging.

### d. Communities

It is crucial for the Organiser to foster support for and engagement in the Expo among various communities who – directly or indirectly – are implicated in the Expo or its theme. While the segmentation of these communities will depend on the particular context of the host city and country, it is important to engage these communities from the very beginning of the project and to continue this through to the legacy phase. Targeted communities usually encompass groups with links to the Expo theme as well as local residents, youth, and civic organisations.

### Objectives

- Raising support for the Expo project in the city, the region and the country
- Improving awareness of the Expo, its theme and subthemes, and engaging and empowering implicated communities;
- Improving intentions to contribute to / volunteer in / visit the Expo, involving as many people as possible in the celebration of the event and its wide range of initiatives and experiences.

✓ Communications activities should be designed to empower different communities during all phases of the Expo project as co-owners, supporters, influencers and ambassadors of the Expo.

*Meaningful participatory activities should be developed to engage communities during all Expo phases.* 

### Key tasks

- Listening to relevant drivers of social activism and community outreach;
- Engaging people in key communities, in particular young people, in the mission and the values of the Expo;
- Designing programmes and initiatives to facilitate participation, engagement and empowerment.

### e. Media

Communication with the media should focus on building and maintaining comprehensive relations and partnerships with a range of media outlets.

### Objectives

- Increasing domestic and international media coverage of the Expo;
- Carrying out an intensive international media campaign;
- Establishing a transparent communication platform for journalists;
- Stimulating public debate on the Expo theme and subthemes.

✓ As a vital communications channel for the public and other stakeholders and as an audience itself, media organisations must be catered to in order to continually drive awareness of the Expo.

### Key tasks

- For domestic media: enhancing cooperation with both national and local media outlets in order to convey vivid and detailed information and obtain personalised reports in different forms.
- For international media: establishing cooperation and providing accurate and authoritative information related to the Expo.

### f. Visitors

Article 1 of the Paris Convention states that an Expo "has as its principal purpose the education of the public".

Attracting and engaging the forecasted number of visitors from home and abroad is the key to a successful Expo and will serve as a highlight in post-Expo communications and in the promotion of the branding of the host city/region/country.

### Objectives

- Improving local, national and international awareness of the Expo;
- Improving local, national and international intentions to visit.

✓ After extensive communication at the first stage, both public awareness and understanding of the Expo will increase significantly. The Communication Plan should be reviewed as the opening of the Expo approaches and when ticket sales are launched in order to provide a more specific and comprehensive understanding of the event.

### Key tasks

- For domestic visitors: making in-depth analyses of the interests of different target audiences, and strengthening communications on specific exhibition contents and highlights;
- For international visitors: understanding the needs of the audience (including the potential for visits linked to tourism and transport, business travel, and thematic interest) and identifying appropriate communication activities and channels to suit the audience, differentiating, where necessary, according to each region/market/sector.

### **5. PHASED APPROACH**

The communications plan can be segmented into phases spanning the entire preparation period, the event itself as well as the postevent period to promote the legacy of the Expo. The overall calendar is defined by key moments and events in the Expo's lifecycle, with these milestones serving as points of reference as well as being major opportunities for communication activities.

Each phase should include an overarching communications objective with specific targets, milestones, expected impact and timings.

		Phase 1:	Phase 2:	Phase 3:	Phase 4:
		Awareness	Engagement	Excitement	Extension
Timing		From the election to BIE	From registration /	From the start of ticket	From the closing day of
		registration/ recognition	recognition to ticket sales	sales to the closing of the	the Expo onwards
				Ехро	
Objectives	BIE and Expo community	Highlighting host country vision and relevance of the theme	Engaging closely and leveraging visibility	Supporting coordinated communications	Following up on the success, legacy projects and impact
	Participants	Informing / highlighting benefits of participation and relevance of the theme	Approaching and involving / inviting and encouraging participants to confirm their participation in line with the Expo's goals; Supporting coordinated	Engaging / supporting coordinated communications and ensuring high visibility	Following up / building on the success of participation & legacy projects Maximising the benefits of the partnerships

		communications; Leveraging participants' developments to		created throughout the Expo journey and the event itself.
		encourage engagement		
Partners	Recruiting companies, institutions and organisations to become thematic / commercial / operations partners	Increasing involvement through participation	Ensuring high connectivity and visibility	Evaluating & following up on the success of participation & legacy projects

Objectives	Communities	Informing, increasing	Encouraging engagement	Maintaining a high	Communicating the
		understanding and	in participatory activities	degree of engagement /	success of the Expo, its
		awareness about the		coordinating	highlights as well as role
		Expo / engaging in		communications	of communities in its
		initiatives		activities / highlighting	success and assets of
				successes	the event for the
					communities
	Media	Establishing communication and building a network with major media organisations	Creating a community of followers for Expo communications / establishing media partnerships / creating Media Centre on and offline	Ensuring effective media outreach and gaining widespread positive coverage	Continuing cooperation to promote the Expo's legacy (communicating benefits / material & intellectual legacies) and the reuse of the Expo site.
	Visitors	Increasing understanding and awareness about the Expo incl. improving the domestic audience's awareness of Specialised/World Expos	Increasing awareness and spark interest of the public in visiting the Expo;	Whetting appetites for site visits and engagement in activities/ Encouraging visits and social media participation for shared experience / Securing maximum visibility for participants and partners	Communicating the success of the Expo, its highlights as well as its intellectual and physical legacy

Example of	- 1	L,000-day countdown	- 500-day countdown / 1	- 100-day / 10-day	- Closing Ceremony
Milestones	- C	Official partnership	year to go	countdown	- Final report to the BIE
& events	sig	gning contracts	- Official	- Opening / Closing	General Assembly
	– P	Possible promotion	partners/participants	Ceremonies	- The after-use of Expo
	du	iring other Expos	signing contracts	- National day of the host	site
	– B	BIE General	- Group & Individual	country	
	Ass	semblies	ticket sales issued	- BIE day	
	– E	External events related	- International	- National days of	
	to	the theme of the Expo	Participants Meetings	participating countries	
	- Le	ogo / Mascots Launch	(IPM)	- Other big international	
			- BIE General Assemblies	events	
			- Tenders and Site	- BIE General Assemblies	
			developments	- Expo Forums	
			- Volunteering	- FAM trips	
			developments		
			- 1 <sup>st</sup> stone and		
			completion ceremonies		
			- External events related		
			to the theme of the Expo		
			and public event hosted		
			in the host city		

### 6. INTEGRATED AND COORDINATED COMMUNICATIONS

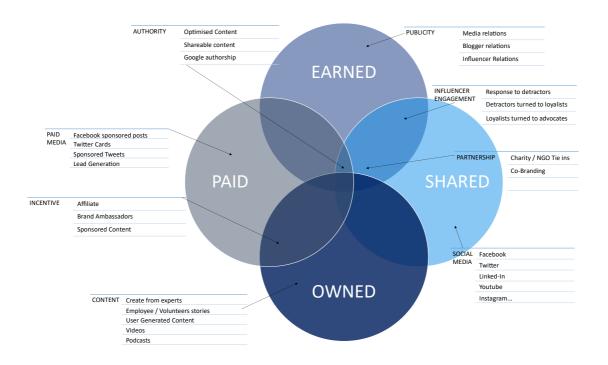
### 6.1. Framework for integrated communications

To maximise the impact of communication activities in accordance with the characteristics of the targeted audiences, an integrated marketing communication approach should be developed, leveraging a wide variety of communication platforms and tools while creating a consistent tone and style.

The approach should integrate and synchronise:

- Paid Media
- Earned Media
- Owned Media
- Shared Media

By leveraging the strengths of all media options, the communications plan should most effectively reach and engage each target audiences, while each media option should reinforce and compound the effectiveness and reach of the other.



Examples of channels to consider:

- Advertising
- Travel and tourism promotions and incentives

- Direct marketing
- Media relations
  - Press conferences and press briefings
  - Media FAM trips
  - Media partnerships
  - Opinion editorials
- Events, public relations and experiences
  - o Forums
  - Road shows
  - Ambassador programmes
  - Site tours / previews / premieres
  - School programmes
  - o Info points
- Digital
  - Expo website
  - o Intranet site for stakeholders' communications / coordination
  - Social media channels
  - Electronic newsletters
  - Online advertising and marketing

Integrated communications processes should engage and maximise audiences using these channels by combing a mix of paid, earned, shared and owned media tactics so that all media channels act as a single unit and work to strengthen each other.

✓ Before efforts to reach a target audience are initiated, detailed quantitative and qualitative research should be conducted to ensure that activities are adapted to the preferences and interests of the given target group.

### 6.2. Framework for coordinated communications

### a. Domestic communications

✓ The strategy should feature extensive communications towards the general public, by leveraging national "multipliers" in a coordinated manner as well as developing relevant initiatives targeting key areas and target audiences.

The Expo Organiser is not the sole channel targeting these audiences. With the development of the Expo project, as a number of entities will be more and more directly or indirectly involved in the project, the Organiser will need to facilitate efficient means of cooperation. An important communication goal will be developing tools, guidelines and mechanisms for multipliers, and disseminating them as well as ensuring their full development so that communications are complementary rather than competitive, with consistent theme, message and visual identity.

Strategy: As it is the most important communication channel, the Organiser should emphasise the core contents of the Expo and support, coordinate and guide the communications activities relayed or conveyed by other channels.

### 1. Multiplier programme - Principles

The term 'multiplier' refers to all the actors that can potentially amplify the key messages bringing higher visibility to Expo initiatives, activities and outcomes. Identifying the right multipliers is vital to guarantee that the project reaches out to the widest possible audience.

Expo multipliers are all those stakeholders, organisations or individuals, who recognise the added value of the project and are motivated to disseminate its benefits further.

The domestic communications strategy will aim to identify and foster specific collaborative partnership with a selected number of government entities, institutions, partners, associations and networks.

The Expo will work with each one of these organisations on a personalised basis and identify the networks and channels that would be most suitable for further promotion, dissemination or community building of the Expo project, depending on the different possibilities provided by each multiplier. To empower potential multipliers to take action and spread messages about the Expo, the Expo will therefore need to present them with compelling, interesting and easy-to-pass messages as well as tools for consistent communications.

### 2. Multiplier programme – Tasks

Tasks include:

- Facilitating consultation and coordination with partners;
- Ensuring the integration of the needs of key stakeholders;
- Building national capacity through the provision of adequate technical support to respond to these needs;
- Opening up lines of communication;
- Ensuring that multipliers are familiar with the roles and responsibilities, key contacts and access technical support through a single-entry point, thereby benefiting from clear coordinated mechanism.

### 3. Multiplier programme – Stakeholders

In implementing this strategy, a number of organisations are important. These organisations are not only message multipliers, but also represent constituencies. The list includes, but is not limited to, the following:

• Partner-related channels

Communications activities initiated by Expo partners.

Strategy: As the channels of thematic / commercial / operational partner firms, national and local agencies and government entities reach various social levels, the Organiser should work with them to conduct joint or independent Expo-related promotional activities so as to bring them into full play.

• Participant-related channels

Expo-related promotional activities led by Participants.

Strategy: As Participants are key players in the Expo, the Organiser should establish an effective mechanism to support the communications of Participants and maximise its reach.

• Social channels

Voluntary non-governmental communications activities for the Expo.

Strategy: Voluntary non-governmental communications channels include unprompted communication activities initiated by non-governmental groups, communities, schools and other networks. The Organiser should explore diversified channels to expand the social influence of the Expo and initiatives to empower communities as ambassadors of the Expo.

#### b. International communications

The Expo Organiser should develop an integrated communications strategy to promote the Expo in key markets, targeting key target audiences.

✓ The strategy for overseas communications must be flexible, adapting to the international context and public opinion in different countries, and must be integrated and coordinated with relevant stakeholders.

#### 1. International communication – Primary targets

The identification of overseas primary target markets should be based on a comprehensive analysis of:

- The diplomatic priorities of the host country;
- Existing and growing trade relations with other countries;
- International tourism markets.

This analysis is crucial in securing international participation, attracting partners and receiving visitors. Targeted events, activities and segmented campaigns should be considered in these markets to build awareness and drive ticket sales.

#### 2. Overseas integrated communication - Principles

The activation of international communication channels is essential and is one of the most complicated aspects of the communications activities.

The main Communication channels for international communications activities are the following:

• Organiser-related channels

International communications activities led by the Organiser.

Strategy: International communications activities (promotional and cultural events, ticketing promotions etc.) led by the Organiser should focus on key phases, dates and major target markets, notably highlighting the Expo's international character and the diversity of its content. These activities should be conducted in a practical and effective way, combined with ticketing and tourism promotion.

• International Participant-related channels

Expo-related communications activities led by Participants and held overseas, including channels of local celebrities.

Strategy: As communications by Participants are more acceptable / audible to local audiences, the Organiser should encourage promotions initiated by Participants while establishing a joint communications mechanism to share information, provide services to Participants, and coordinate actions.

Examples of information to be shared between the Expo and participants can include the following:

- Sharing the Expo communications strategy, roadmap, and other communications content, including upcoming campaigns;
- Receiving advance notice of communications plans, workflows, activities, announcements or stories;
- Proactive planning and alignment with country milestones and communications activities;
- Identification and planning of story opportunities;
- Sharing media operations or marketing plans, information, and contacts;
- Identifying issues early and managing reputation.

✓ It is important to support as well as to take full advantage of the resources and communication network of International Participants, while ensuring consistency both in terms of messaging and branding.

• International agency-related channels

Promotional activities carried out by designated global PR companies or overseas ticketing agencies.

Strategy: A major part of international communications activities is typically conducted using international PR platforms. Based on the fact that most overseas audiences will also be tourists, international PR-related activities should be carried out in combination with domestic tourism promotions, highlighting local tourism features.

Promotional materials targeting international visitors should be produced, notably practical materials such as tourist guides. Cooperation with tourism organisations and publishers should be strengthened, and Expo-related content should be added to international tourist guides and books.

• International partner-related channels

Cobranding activities carried out with global partners, such as airline carriers.

Strategy: Communications activities to maximise reach includes the planning, designing and developing of partnerships, co-branded campaigns and promotions. A partnership with a national carrier, for example, can enable the airline to tell the story of how the company brings the world to the host city, include integrated online reservations/ticketing systems, and lead to the development of marketing campaigns for the event projecting the Expo to worldwide audiences.

• International media channels – traditional and social

Communications and promotional activities conducted through international and social media

Strategy: The focus of international media-led promotion should be on the development of in-depth communications with international media outlets and the provision of media services, so as to make international media play a major role in relaying information related to the Expo. It is also useful to arouse the interest of the trade media in the fields of tourism, culture, business, the environment, architecture etc.

Social media channels are also cost-effective multipliers. Content, activities, initiatives, site development, influencers relations and hashtags should be designed to facilitate the sharing of experiences, content and videos to globally increase awareness, engagement and lead to ticket sales.

#### 7. MEDIA SERVICES

The Organiser should take all the necessary steps in order to ensure the fullest coverage by the different media organisations and to reach the widest possible audience in the world.

The Organiser is responsible for providing the facilities and services required for the media to do their work efficiently and effectively, from the moment they express an interest in attending the event through to when they complete their coverage. The Expo will also assist with all media activities including supporting Participants conducting media activity.

This support can notably include:

- Provision and management of all facilities and services for accredited media at the Expo Media Centre (EMC) and throughout the Expo site.
- Facilitation of media briefings and conferences.
- Facilitation of media accreditation, visa, and permit information provision, transport services, and other media-specific services.
- Partnership with an appointed Host Broadcaster and production of live and packaged moving image content for global distribution.
- Oversight and management of all bookable media facilities and services through a booking system.
- Provision of a Media Asset Management System containing all raw and packaged video content available to authorised media both on-site and remotely.
- Provision of an official photography team to capture still images of all key events for distribution and publishing.
- Development of an online Media Information System.
- Support for all accredited media throughout the Expo site.

An online Media Information System should enable the media to access content including press releases, video news releases / B-roll, fact sheets, and photography, and to express interest for media accreditation to attend the event.

A Media Service Guide should be developed to provide useful information on the Expo for media outlets. It should focus on basic information and media services such as:

- An overview of the Expo including key figures, and the events calendar;
- The procedure for media accreditation;
- Information on the Expo press centre with details on broadcasting, technical services and tariffs;
- Access to telecoms, internet and broadcasting services;

- Customs procedures for foreign media equipment;
- Media accommodation;
- Language services;
- A media contact list for the Expo Organiser.

Press trips on the Expo site for selected journalists should be organised during Phases 2 & 3.

#### 8. IMPACT EVALUATION

In implementing the Communication Plan, the Organiser should continuously measure and evaluate the impact of communications activities (such as Awareness / Engagements / ROI).

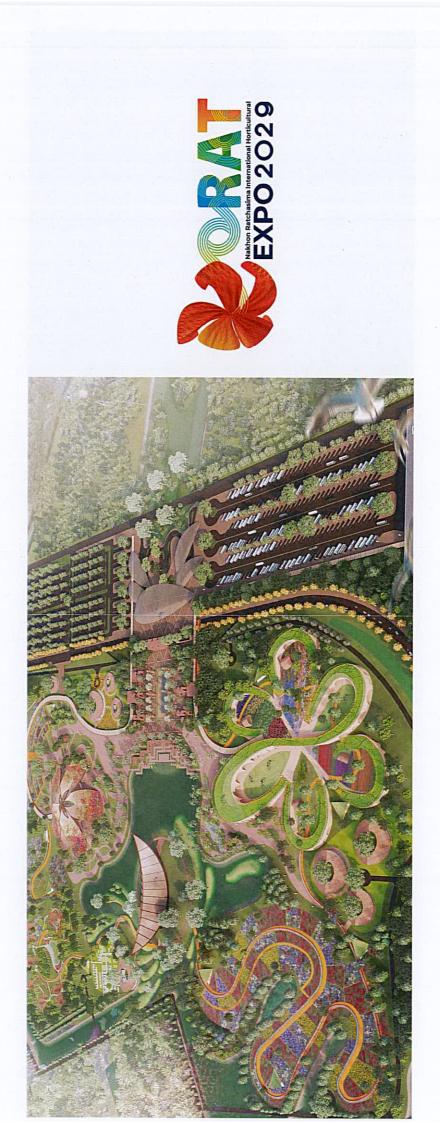
This evaluation may be carried out with a selected company offering domestic and international evaluation services.

This evaluation should measure each phase in the communications strategy and assess the impact of communications activities by conducting quantitative and qualitative surveys with Participants, partners and visitors. The assessment should include indicators to monitor and evaluate specific communication activities and outcomes to determine if the desired changes have occurred in terms of awareness, knowledge, attitudes or behaviour among the target audience(s).

The results of these evaluations will guide and fine-tune the communications strategy. Summaries of these impact reports should be reported to the BIE Information & Communication Committee and the BIE General Assembly.

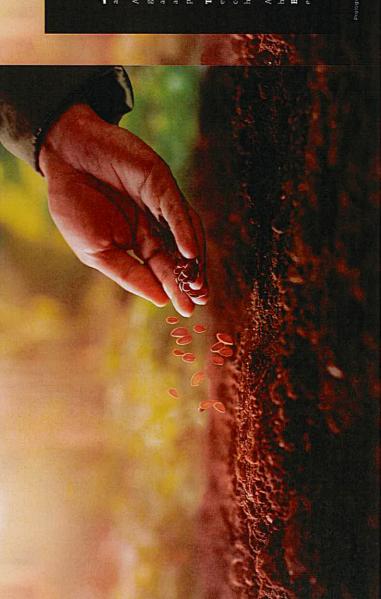








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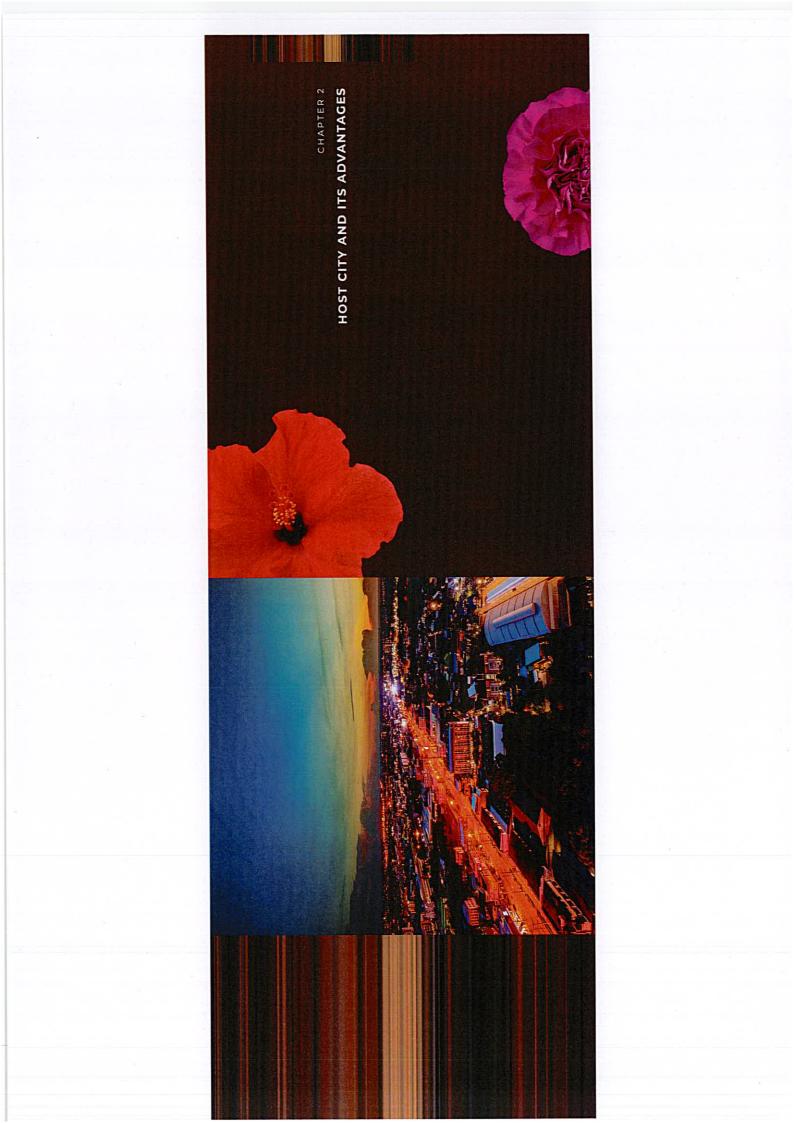


A midst the verdant highlands of Southeast Asia, a vision of hope and harmony is taking root - the Korat Expo 2029. This magnificent celebration of humanity's unbreakable bond with Mother Earth promises to be a beacon of environmental sustainability and innovation, showcasing green living, urban design, and sustainable food production in line with the United Nations Sustainable Development Goals.

At the heart of this grand endeavour lies the wisdom of horticulture - a timeless art that has sustained us for generations. The Expo invites us to trust in this ancient wisdom and revolutionise the agri-food industry, answering the urgent call for sustainability in food production. As our planet hurtles towards urbanisation, with an unprecedented 70% of humanity projected to live in cities by 2050, the need for effective solutions such as pollution control, city cooling, and sustainable food production has never been more pressing. The Korat Expo 2029 is a call to action, urging us to reimagine our relationship with the earth and create an entirely new urban community from an underdeveloped area - a scenario often encountered in developing countries. This visionary theme, "Nature and Greenery: Envisioning the Green Future," promises to unleash humanity's collective potential to create novel ecosystems that thrive on sustainable cohabitation. As we journey towards a brighter, greener, and more sustainable future, let us embrace the tender bond between humankind and the earth, nurturing and preserving this precious relationship that sustains us all. **The Korat Expo 2029** invites us to embark on this magnificent journey together, united in our commitment to environmental sustainability and innovation.







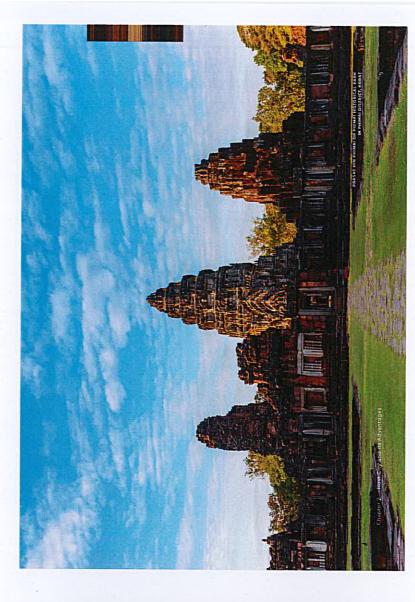
# FAST FACTS ABOUT KORAT

Total population (2023): 2,630,058

Total land: 2,049,396,4 ha (12.12% of total area of the northeastern region) Total Gross Provincial Product: 11,784 million euros or 294,604 million Thai baht (ranked 12<sup>th</sup>) Provincial product per capita: 4,700 million euros or 117,521 Thai baht per year (ranked 38<sup>us</sup>)  Service sector: 54.3% (Wholesale, retail, and motor vehicle repair/education/banking and insurance)
 Industrial sector: 32.5% (Food and beverages/electronics)

Agricultural sector 32.3% (Rice, cassava, cattle farming, and sugarcane)
 Agricultural sector 13.3% (Rice, cassava, cattle farming, and sugarcane)

Korat's name encapsulates its history, originally known as "Nakhon Ratchasima," which translates to "The city that marks the King's land." As one of Thailand's oldest and most significant establishments, Korat's historical roots trace back to prehistoric times, with archaeological findings indicating human settlements dating back to the Bronze Age.



# KORAT AND ITS ADVANTAGES

"Korat" is Thailand's proposed site for an International Horticultural Expo, strategically located as a potential accessibility hub of Indochina. It is only 6 hours away by car from Siem Reap and Vientiane International Airport, and within 2 hours from Khon Kan International Airport and Buriram International Airport. The Expo will take place in a fruitful highland, offering hope for a better future. The aim is to demonstrate the efficacy of a homegrown blueprint for a sustainable city, nurtured by horticultural wisdom and technology. By cultivating plants that can grow and sustain the community for a long time and building upon the valued identity of the city, the organisers are eager to share their learnings with fellow developing nations worldwide, fostering a collective civilisation where every corner of the Earth shares in its bourties.

In the remote expanse of Korat's Khong district, they pave the path for a greener tomorrow in a rural land, a familiar sight in many developing regions. Korat's name encapsulates its history, originally known as "Nakhon Ratchasima," which translates to "the city that marks the King's land." As one of Thailand's oldest and most significant establishments, its historical roots trace back to prehistoric times, with archaeological findings indicating human settlements dating back to the Bronze Age. Acting as a vital hub on anclent trade router among continental Southeast Asia, Korat facilitated cultural exchange and growth, leaving an enduring legacy. Over the vears, the city underwent remarkable modernisation and development, blossoming into a bustling urban centre while cherishing its historical charm. Chapter 2 Host City and its Advantages

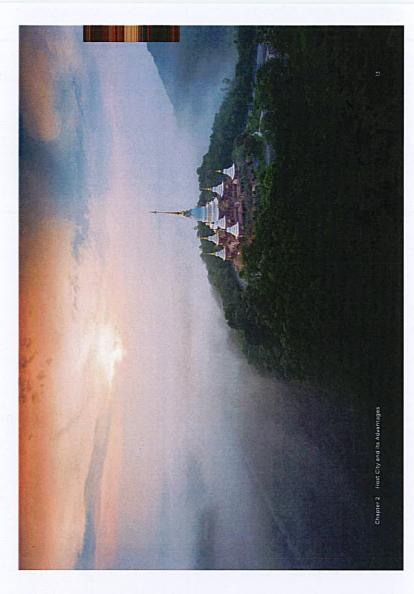
Presently, boasting a population of over 26 million, the city stands as a vibrant urban centre, seamlessly blending its ancient heritage with a thriving local business community. As it assumes its role as a burgeoning hub for meetings, incentives, conventions, and events (MICE). Korat embraces its destiny as a dynamic centre of cultural evortange and enterprise. Having hosted the prestigious 2007 Southeast Asian Games, Korat reinforced its reputation as a beacon of sports, culture, and vibrant energy in Thailand. As they embark on the international Horticultural Expo, they open their arms to the world, inviting all to witness the blooming transformation of a countryside dream into a global reality.



Throughout history, nature has been our muse—an eternal wellspring of inspiration for art, science, and philosophy. It has guided our explorations, encouraged our curiosity, and offered profound insights into the mysteries of existence. Yet, in the shadow of progress and development, we have at times distanced ourselves from the very wellspring that sustains us.

We have been drawn towards rapid urbanisation and technological advancements, often forgetting that our prosperity is deeply intertwined with the health of our environment. "Envisioning the Green Future" calls for a rekindling of this primal bond, a return to the cradle of life where greenery thrives, and hurmanity thrives in kind. It challenges us to seek a path of balance and coexistence, where our growth and progress do not come at the expense of nature but instead harmonise with it.

Furthermore, strategic location of Korat offers seamless connections with major urban centres within the nation as well as neighbouring countries such as **Lao PDR**, **Cambodia**, and Vietnam. Its close proximity to Bangkok, coupled with excellent infrastructure, including ongoing mega-projects of a motorway network and a high-speed railway linking the capital with the Eastern Economic corridor, will significantly expand travel and economic possibilities of the region. Upon the completion of the high-speed train, visitors to Korat Expo 2029 will be able hours.





#### REASONS FOR CHOOSING KORAT AS THE HOST FOR THE 2029 INTERNATIONAL HORTICULTURAL EXPO

Korat's strengths lie in its deep roots in the horticultural and agricultural industries, diverse heritage, and abundant natural and human resources. The city has demonstrated its capacity to blend tradition and innovation in development, making it an ideal hub for MICE, sports, arts & culture, and smart city initiatives. Its dynamic environment provides a breeding ground for cultivating inventive solutions and collaborative ventures that hold the potential to transform the trajectory of sustainable development. Korat Expo 2029 is set to unlock the province's future potential as a model of sustainable living through agroforestry. This transformative event underscores Korat's significance and its ability to shape a promising future that embraces both its cultural heritage and its potential for economic advancement. Chapter 2 Host City and its Advantages

### **1. UNESCO TRIPLE HERITAGE CITY**

"Triple Crown designation – the fourth city in the world to achieve this recognition"

Korat, a charming city nestled in the northeast region of Thailand, has recently achieved UNESCO's coveted "Triple Crown" designation, making it the fourth city in the world to receive this recognition. The "Triple Crown" title was awarded to Nakhon Ratchasima after the Korat Geopark was designated as a Clobal Geopark by UNESCO, following previous declarations of **Khao Yai National Park** as a World Natural Heritage site and the **Sakaarat Biosphere Reserve** as a Biosphere Reserve. Khao Yai National Park is a sprawling protected area that is home to diverse wildlife and ecosystems, including elephants, tigers, and gibbons. The **Sakaerat Biosphere Reserve**, on the other hand, is a research and conservation area that serves as a model for sustainable development. These designations highlight Korat's commitment to preserving its natural heritage and promoting sustainable development.

Chapter 2 Host City and its Advanta



In May 2023, UNESCO endorsed the "Korat Geopark" in Nakhon Ratchasima Province as a UNESCO clobal Geopark, making it the fourth such park worldwide. The geoparks landscape is underlain by Messzolic rocks of the Korat Coup, Maha Sarakham, and Phu Thok formations. The rising of the Himalayas 65 to 55 million years ago caused lifting and folding of the rock layers, forming a plateau and basin. Alternating layers of more and less resistant rock have resulted in the formation of two rows of cuestas in the western and southwestern regions.

Korat Ceopark, also known as "Cuesta and Fossil Land" Is a geological wonder that showcases parallel ranges of cuestas and numerous fossils. The geopark's centre has yielded numerous reptile fossils, including three new species of iguanodont dinosaurs, while fluvial sediments in the east have yielded three rare species of fossil mammals. The great diversity of mammalian fossils from the Miocene to Pleistocene is considered the main geological highlight of the geopark. With its integrated management approach that includes conservation, education, and sustainable development initiatives, local communities participate in management from the bottom up, reinforcing the local identity.

Korat Geopark's stunning landscapes and rich geological heritage make it a true gem of Korat, which proudly wears its "Triple Crown" designation as a symbol of its natural beauty and cultural significance.

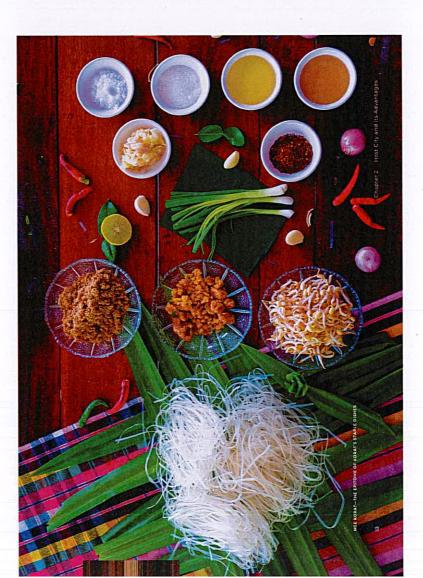


Hosting the Korat Expo 2029 in the UNESCO Triple Crown area of Korat would be an exceptional experience. This vibrant province, with its rich cultural heritage and breathtaking natural beauty, would provide the perfect backdrop for such an event. The stunning Korat Geopark, with its unique geological features and abundance of fossils, would be an ideal location to showcase the latest advancements in science and technology.

Moreover, hosting the Expo in this UNESCO Triple Crown area would provide a significant boost to the local economy and tourism industry, promoting Korat as a must-visit destination for travellers seeking an authentic and unforgettable experience. The province's commitment to preserving its natural beauty and rich heritage for future generations is evident in its "Triple Crown" designation, making it a premier destination for sustainable development and cultural exchange.







#### 2. FROM THE KITCHEN OF NORTHEASTERN THAILAND TO THE KITCHEN OF THE WORLD "Korat Food Valley: Leading the Way to a Sustainable

and Innovative Clobal Food Industry" Thai cuisine is renowned and beloved the world over thanks to its cultural diversity. Ever since local

thanks to its cultural diversity. Ever since local ingredients met the ancient influence of Chinese cuisine, the expert use of spices in Indian cuisine, and the game-changing introduction of chilli from the New World, Thailand has been a melting pot of food cultures and a pioneer of fusion foods.

This holds true even at the regional level. There are more than 11 ethnic subgroups within Korat alone, most of which belonged to the Tai people, resulting in a unique and intriguing blend of cultures. Gastronomy in Korat can be divided into four main categories:

Chapter 2 Host City and its Advantag

Korat Food Valley: Leading the Way to a Sustainable and Innovative Global Food Industry "Korat Food Valley is an initiative that aims to advance Thailand's food industry for domestic consumption and export, with a focus on becoming the "Kitchen of the World." The valley promotes sustainable agricultural practices and innovative Agri-Tech and Food-Tech startups, empowering businesses to develop competitive and high-value products with standardised quality. It cutivates at apestry of High Value Added (HVA) products, embracing the bountiful choices of produce rooted in the land's remarkable biodiversity. fostering a resilient ecosystem where businesses flourish and compete on the global stage. The valley also paves the way for a harmonious alignment with sustainable urbanisation through visionary research and innovation, making it a baecon of inspiration for other regions across Thailand, Southeast Asia, and the world. Overall, Korat Food Valley aligns closely with AIPH's vision of a sustainable, innovative, and diverse horticulture industry, driving the industry towards a greener and more sustainable future.

### TRADITIONAL KORAT

Originated by the Tai Korat group, their traditions have been preserved in the concept of "Toh Korat" (Koratstyle table), consisting of the following staple dishes:

Korat Noodles: a dish utilising soft and doughy noodles fried in secret sauce.

 Korat Grilled Chicken: a uniquely prepared grilled chicken with over 60 years of history.

Khao Phae: a local rice dish.
 Khanom Cheen Pradok: Named for the Pradok village, its recipe has given birth to a unique Khanom Cheen (fermented rice noodle) dish.

 Som Tam Korat: Som tam is a well known Thal papaya salad with a twist, resulting in a more sour and salty hybrid between classic Thai som tam and Lao som tam. The folk wisdom of adding ginger and powdered fish also helps to relieve gas caused by raw papaya.

Miang Kham Korat: a bite-sized leaf wrap dish with a filling of boiled coconut palm sugar, pork, tamarind sauce, and ground peanuts.

 Isan sausage: the secret ingredient that granted the unique flavour to the sausage is "liver juice".

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### POPULAR DISHES WITH LOCALLY SOURCED INGREDIENTS

Popular dishes with locally sourced ingredients. This includes Korat wagyu beef, Pak Chong beef, organic vegetables, Pak Chong wine, 1% decaf coffee beans, and many more.

### ISAN (NORTHEASTERN) DISHES

Popular dishes we all know and love, such as som tam, larb, and grilled chicken with sticky rice, can be found on practically every corner.

Chapter 2 Host City and its Advantages



### INTERNATIONAL DISHES WITH A SHARED HISTORY IN KORAT

International dishes with a shared history in Korat. For example, Seow Seow is a Chinese restaurant founded over 100 years ago during an era of great migration of ethnic Chinese to Korat.



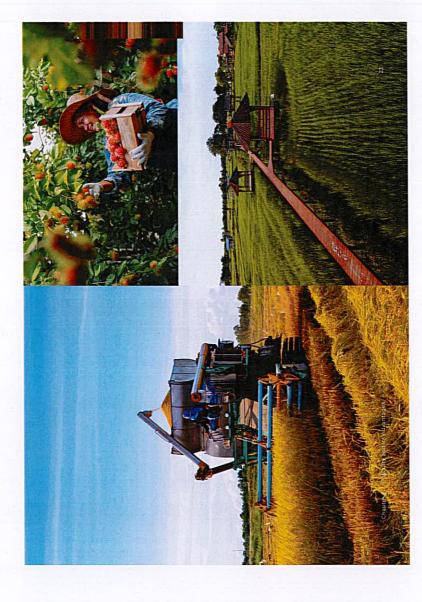
### 3. DYNAMIC GROWTH

"Korat: The Thriving Hub of Agriculture and Investment Opportunities"

### 3.1 THE HUB OF AGRICULTURE

Korat, is a province of significant size in Thailand, known for its flourishing agricultural industry. The province boasts the largest arable land area in the country, making it a hub for agriculture. Key crops grown in the region include rice, cassava, sugarcane, and the world-renowned jasmine rice. In addition to these staple crops, Korat is also home to a diverse range of fruits, vegetables, and flowers. Notable examples include custard apples, monkey apples, gold mango, Manila tamarind, marigolds, and chrysanthemums. The latter is ranked as the second-most-valuable flower crop globally after roses.

Over time, the agricultural industry in Korat has undergone a significant evolution. There has been a shift towards more diverse crops such as fruits, vegetables, and flowers due to government policies promoting crop diversification and increasing demand in domestic and international markets. Furthermore, modern farming techniques and technologies have been adopted to improve crop yields and reduce waste. Sustainable agriculture practices such as organic farming and integrated pest management have also been implemented.



## 3.2 THE KORAT SPECIAL ECONOMIC ZONE (SEZ)

The Korat Special Economic Zone (SEZ) in Thailand is a designated area that aims to promote economic growth, investment, and job creation in the northeastern region. The SEZ supports the distribution of wealth and prosperity, thereby improving the quality of life in Korat and nearby provinces by promoting investment and tourism. Among the ten special economic zones in Thailand, the Korat SEZ stands out for its unique focus on specific industries such as automotive, electronics, and logistics.

Its location in the northeastern region of Thailand and its range of incentives, including tax exemptions, duty-free import of machinery and raw materials, and streamlined processes for permits and licences, make it an attractive destination for investors looking to do business in Thailand.

The SEZ boasts modern infrastructure facilities such as transportation, utilities, telecommunications, industrial estates with ready-to-use factory buildings and warehouses, and a one-stop service centre that provides assistance with permits, licences, and other administrative tasks.

These advantages make Korat SEZ an ideal location for businesses looking to establish their operations in Thailand, thereby making it an attractive destination for investors looking to do business in the northeastern region of Thailand.

Chapter 2 Host City and its Advantage



3.3 BUSINESS ECOSYSTEM FOR NEW GENERATION "Empowering the Next Generation of Entrepreneurs and Innovators"

Korat is undergoing an unprecedented transformation, positioning itself as a hub for innovation and research in Thailand. This evolution is driven by visionary institutions and groundbreaking projects that attract researchers, startups, and investors to the city. **Korat Startup City** is one such project, fostering entrepreneurship and technological ingenuity. Here, aspiring entrepreneurs receive invaluable resources and mentorship to transform their ideas into reality. Science Square@Korat and Technopolis Suranaree University of Technology further cement Korat's reputation as an innovation powerhouse. These institutions provide researchers with the resources and facilities needed to embark on transformative projects.

With the support of the Program Management Unit for Competitiveness (PMUC), Korat's vision for nurturing the next generation of researchers and innovators is accelerated. PMUC plays a pivotal role in promoting research and development projects, empowering emerging talent, and catalysing groundbreaking initiatives. The upcorning incubation project arising from Korat Expo 2029 promises to be a cornerstone of this visionary pursuit. By providing aspiring entrepreneurs with a mutruring environment, expert guidance, and access to resources, the incubation project will pave the way for groundbreaking startups to flourish. As these fledgling businesses take flight, Korat's reputation as an innovative and entrepreneurial city will continue to grow, attracting researchers, innovators, startups, and investors to partake in the city's remarkable journey.



### 4. KORAT MICE CITY

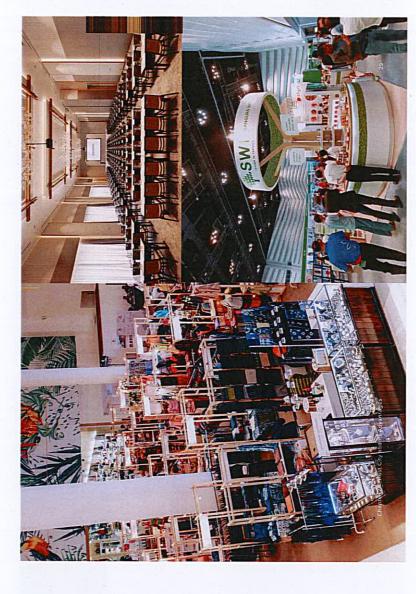
"Where Business Meets Culture and Connectivity"

Korat is a rising destination with immense potential as the bustling Meetings, Incentive Travel, Convention, and Exhibition (MICE) hub in northeastern Thailand, the city offers a vibrant local business community and an ideal setting for hosting a variety of events and gatherings.

Korat's strategic location with its well-connected transportation networks, including highways and a highspeed railway system, ensures smooth accessibility for both event organisers and attendees from neighbouring provinces and beyond. This accessibility fosters a strong sense of community engagement, allowing local businesses to come together and collaborate in the heart of Korat, strengthening regional connections and driving economic growth.

In addition to its favourable location, korat boasts a range of modern facilities and venues to accommodate meetings, conferences, and exhibitions of varying scales. From well-equipped conference centres to contemporary meeting spaces, the city could host up to 4,000 people under one roof at its largest convention venue, while the local stadium can accommodate 20,000 participants for any spectacles and international events.

Furthermore, the city's cultural charm adds a distinct character to every gathering, infusing meetings with a touch of local authenticity. Attendees have the chance to explore the region's rich heritage, experience traditional customs, and indulge in local cuisine, fostering a sense of camaraderie and shared experiences.





The region's diverse cultural landscape is evident in its archaeological sites, which are pivotal to the study of community celebrates its diversity through various Thailand. Southeast Asia, and the broader global landscape. The blend of identities has given rise to cultural resulting in a vibrant and dynamic community. This cultural events and festivals, showcasing the unique traditions and customs of its people. Visitors to Korat can experience this rich tapestry of cultures through its food, music, art, and architecture, making it a truly immersive crossroads between original inhabitants and newcomers, cultural experience.

religious groups. This cultural fusion has created a unique making it an ideal destination for those seeking to experience the rich diversity of Thailand and Southeast Throughout history, Korat has been shaped by various factors, including wars, historical events, and economic pursuits, resulting in a melting pot of diverse ethnic and blend of identities, where original inhabitants and newcomers have preserved their distinct heritage while also exchanging and propagating select cultural elements. Today, Korat is a cultural crossroads that celebrates its multi-ethnic and multi-religious identity,

Asia.

its tributaries.

5. MULTICULTURALISM

"A Cultural Crossroads Celebrating Diversity and Heritage"

our ancestors still visible today. From the Palaeolithic era to the Bronze and Iron Ages, the region has witnessed Korat's rich cultural heritage is a reflection of its hospitable natural environment and strategic geographical location. The region has been home to human settlements for thousands of years, with traces of significant progress in agriculture, animal farming, and the establishment of settlements near the Mun River and



Korat City of Art Unlocking the Creative Spirit: The New Hub of Thai Contemporary Art and Culture

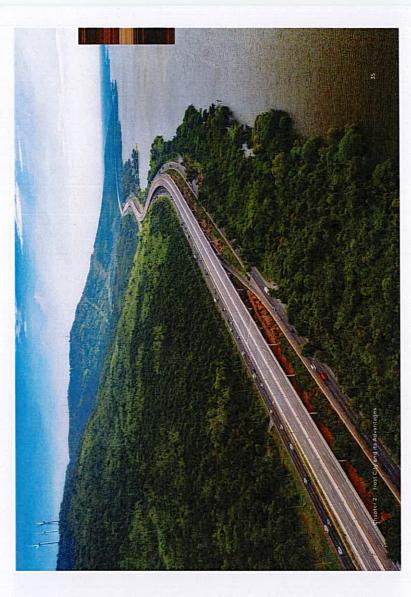
"As the new generation of Korat people strives to redefine the city's identity, they are crafting a new aspect of the metropolis—one that shines as the hub of Thai contemporary art and culture. Drawing inspiration from the city's centuries-old heritage and diverse communities of folk people, Korat has become a canvas where imagination knows no bounds. Korat is committed to fostering artistic brilliance and preserving its cultural heritage while embracing contemporary artistic visions. This is reflected in the Thalland Biennale, which draws art enthusiasts from all over the world, the Big Mountain Music Festival, which gathers talented musicians and bands, the Korat Candle Festival, which showcases awe-inspiring candle sculptures and pays homage to Buddhist traditions, and the Interkeramos Korat Clay Festival, which celebrates the ancient art of ceramics and inspires a new wave of ceramic enthusiasts. These festivals are a testament to Korat's dedication to co-creating a vibrant hub of art and culture."

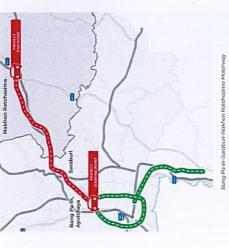
#### 6. ACCESSIBILITY

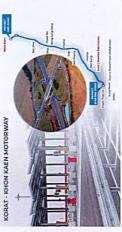
"Korat's Robust Transport Network and Expansion Projects Make It the Perfect Host for the International Horricultural Expo 2029"

Korat's established infrastructure and future development plans make it an ideal location for the international Horticultural Expo in 2029. The city's robust transport network serves as the linchpin connecting Thalland's central region and the northeast, all the way to the Mekong and the Eastern Economic Corridor. Mittraphap Road, one of Thalland's four primary highways, stretches from Saraburi in the central region to Nong Khai, connecting directly with Lao PDR. The province also boasts a well-established railway system, with Nakhon Ratchasima Railway Station acting as a pivotal hub for the region. Nakhon Ratchasima Airport, Buriram Airport, and Khon Kaen Airport are conveniently situated just a short drive from the venue, while Suvarnabhumi Airport is within a few hours drive.

In conjunction with existing infrastructure, Korat is undergoing a series of transport network expansion projects to fortify the necessary capacity required to accommodate heightened opportunities.





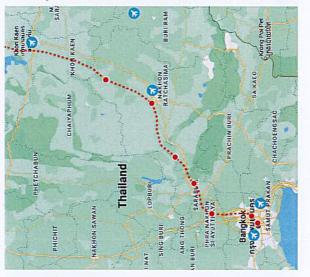


KORAT - KHON KAEN MOTORWAY

#### Road

Saraburi-Nakhon Ratchasima Motorway (M6) and the additions aim to mitigate traffic congestion along and ensuring optimal travel time and experience Ongoing road network development involves the construction of two crucial motorways: the Bang Pa in-Nakhon Ratchasima-Khon Kaen Motorway. These Mittraphap Road, effectively enhancing travel capacity between the central region and the northeastern region. Chapter 2 Host City and its Advantages

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#### High-Speed Rail:

0

South Economic Corridor (NSEC) initiative in collaboration with Lao PDR and China. With an expected completion by 2027, the first phase of the high-speed train links Bangkok and Korat, condensing the journey into a mere The High-Speed Rail constitutes a key route of the North-1.5 hours.

> ntages Chapter 2 Host City and its Adv



### Light Rail Transit (LRT) system

The forthcoming Light Rail Transit (LRT) system is designed to establish a highly efficient intra-city public transport network while smoothly integrated with the High-Speed Rail network. Covering three routes and a total distance of over 50 kilometres, this integrated transport system is set to ensure the fluid movement of people and goods, driving multifaceted economic value across various industries, tourism, and the overall well-being of the local residents.

Chapter 2 Host City and its Advantages







Chapter 2 Host City and its Advantages

# TAKING STEPS TOWARDS ACHIEVING "GREEN CITY"

In the Anthropocene era, humanity faces an unprecedented challenge. As urbanisation accelerates, entire ecosystems are being disrupted, biodiversity is declining, and climate change is intensifying. These challenges demand a collaborative effort that transcends borders, ideologies, and economic models. The urgent need to harmonise human progress with nature's vitality calls for a paradigm shift from passive recognition to proactive rectification, fostering a sustainable and harmonious coexistence between humanity and the environment. The theme "Nature and Greenery: Envisioning the Green Future" speaks directly to these challenges and offers a framework through which they can be effectively addressed on a global scale.

The Korat Expo 2029 envisions a world where hurman progress co-exists in harmony with nature's innate rhythms, unleashing the latent potential of our collective hurmanity to create novel ecosystems that thrive on sustainable. corbabitation. This visionary therme is underpinned by five impactful subthermes that collectively address global challenges and align with the Sustainable Development Goals (SDGs), promising a brighter, greener, and more sustainable world for generations to come.

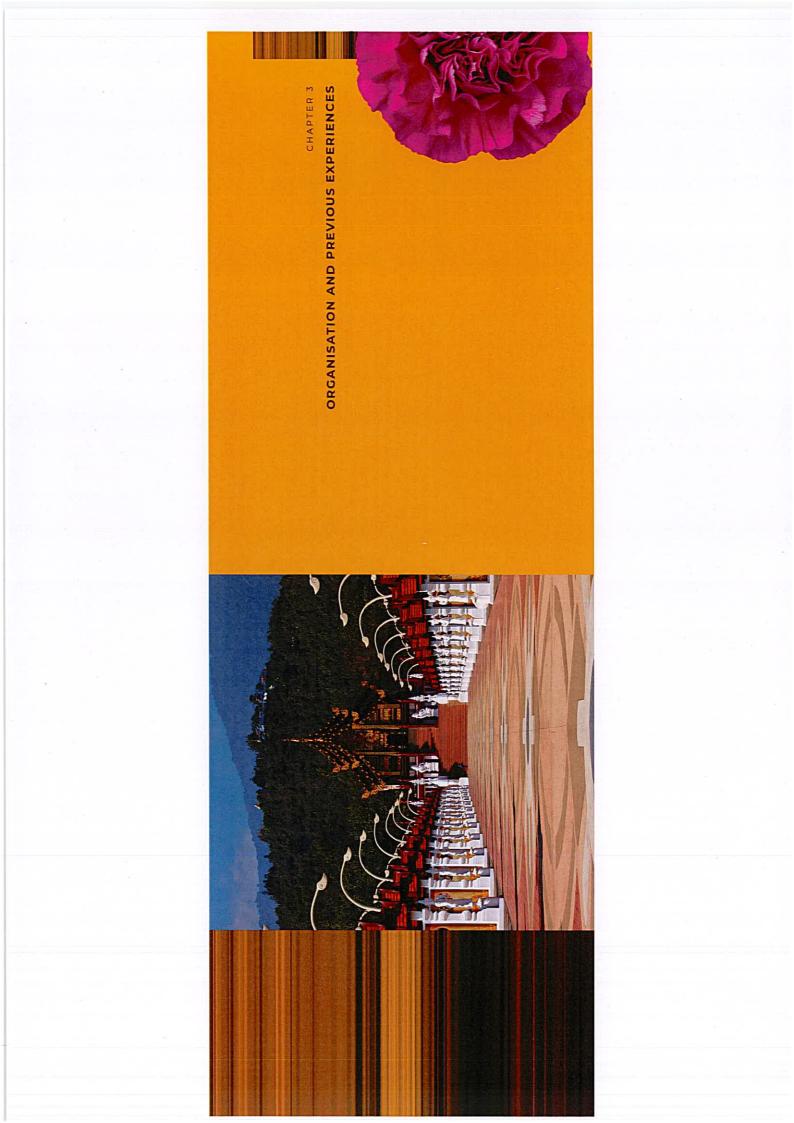
Chapter 2 Host City and its Advantage

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Korat, the largest province in Thailand, is leading the way in sustainable development. The province has taken significant steps to reduce environmental impact and promote green solutions, including a 20-year plan to become a clean energy city, a central hub for the green area in Mueang district, covering all 7 dimensions of the province's smart city development plan aims to create trade industry, and an agricultural and tourism city. Korat has also identified the leading smart city development smart city development. By utilising data and technology, a systematic management system that has a positive impact on the wider community. In addition, Nakhon Ratchasima has established policies to develop the quality of data and open data centres for the public sector. These efforts align with the theme "Nature and Greenery: Envisioning the Green Future" of the Korat Expo 2029, which promises to unleash humanity's collective potential to create novel ecosystems that thrive on sustainable cohabitation.

By pursuing green solutions and sustainable development, Nakhon Ratchasima's development strategy supports the goal to establish global well-being by promoting a harmonious coexistence between humanity and the environment.





#### OVERVIEW

Thailand has established itself as an exemplary host of successful international events, including but not limited to, leader summits, sports competitions, art and cultural festivals, academic and business conferences, and trade and industrial exhibitions and expositions. This proven track record has portrayed the country as a modern and dynamic destination on the global stage, while also acting as a key driver of economic and societal growth and development.

With its rich history in agriculture and horticulture, reputation as a top tourism destination, diverse and welcoming culture, and a strong commitment to sustainable development, Thailand represents a natural fit for hosting a International Horticultural Expo, with Korat as the host city.



# **EXPERIENCES AND SUCCESS**

### EXAMPLES OF INTERNATIONAL EVENTS HOSTED BY THAILAND

Nestled at the heart of Southeast Asia, Thailand has established itself as a premier global event destination, renowned for hosting events of profound significance and impactful legacy for participants worldwide. Seamlessly blending exceptional capacities and unique identities, the country offers rich natural and cultural heritage, worldclass facilities, superior value for money, and unparalleled hospitality. As a limitless source of inspiration, Thailand beckons visitors to explore, invest, and experience transformative encounters, etching memories against a backdrop of warmth, value, and excellence.

Chapter 3 Organisation and Previous Experien



# A) ASIA-PACIFIC ECONOMIC COOPERATION (APEC)

APEC is a year-long cooperative and intergovernmental economic and trade forum consisting of 21 member economies. APEC 2022 marked Thailand's third time hosting APEC, with previous meetings held in 2003 and 1992. Operating under the theme "Open. Connect. Balance," Thailand successfully organised over 100 meetings throughout the year, including the 33<sup>ed</sup> APEC Ministerial Meeting and the 29<sup>th</sup> APEC Economic Leaders' Mieting. The event culminated in the adoption of the 2022 APEC Leaders' Declaration and the Bangkok Goals on Bio-Circular-Green Economy, showcasing the commitment to sustainability and resolve to address pressing economic challenges.

#### **B) ASEAN SUMMIT**

ASEAN summit is a prominent regional and international conference attended by world leaders. The summit is a biannual meeting between Association of Southeast Asian Nations (ASEAN) regarding economic, security, political, and socio-cultural development of countries in Southeast Asia. Thailand has hosted the ASEAN summit 5 times.



Chapter 3 Organisation and Previous Experiences

# c) SOUTHEAST ASIAN GAMES OF SEA GAMES (SEAG) DI

SEAG is a biennial multi-sport event with 11 countries participating being Thailand, Brunel, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Timor-Leste, and Vietnam. The games follow the regulation of the Southeast Asian Games Federation supervised by the International Olympic Committee (IOC) and the Olympic Council of Asia (OCA). Thailand has hosted 6 SEAGs and is expected to host the 33<sup>ad</sup> SEAG for the 7<sup>th</sup> time in 2025.

# D) ROTARY INTERNATIONAL CONVENTION 2012

Rotary International serves as a service organisation whose goal is to inspire and bring about professional leaders and business with the purpose to provide humanitarian service and peace across the globe. There are over 1.2 million individual members and over 35,000 club members around the world. Thailand hosted the Rotary International Convention in 2012 at IMPACT Exhibition and Convention Centre in Bangkok, Thailand with over 38,500 delegates attending.



### THAILAND AND INTERNATIONAL HORTICULTURAL EXPOSITION

Building upon its track record of hosting two successful International Horticultural Expositions in 2006 and 2011, Thailand is gearing up to deliver an elevated experience with the upcoming Udon Thani International Horticultural Expo 2026.



A) INTERNATIONAL HORTICULTURAL EXPOSITION FOR HIS MAJESTY THE KING: ROYAL FLORA RATCHAPRUEK 2006

Category	AI
Date	14 November 2006 - 314 January 2007
Location	Chiang Mai Royal Agricultural Research Centre, Chiang Mai, Thailand
Budget	69.8 million euros
Visitors	3.8 million visitors
Revenue	575 million euros

The success of this Exposition in 2006 resulted in the decision of AIPH Council to award the AIPH Cold Medal to Thailand. In recognition of the outstanding achievement of organising an International Horticultural Exhibition of the highest quality. The award was presented by the President of AIPH, Dr. Doeke Faber on 4 September 2007 during the 59<sup>th</sup> Annual Congress of AIPH in Brighton, United Kingdom. Thailand was the 3<sup>rd</sup> country to receive this AI category award which had been presented to Japan in 1990 and the People's Republic of China in 1999.



B) INTERNATIONAL HORTICULTURAL EXPOSITION: ROYAL FLORA RATCHAPRUEK 2011

Category	A2/B1 (equivalent to current Category B)
Date	14 <sup>th</sup> December 2011 – 14 <sup>th</sup> March 2012
ocation	Royal Flora Ratchapreuk, Chiang Mai, Thailand
Budget	21.4 million euros
Visitors	2.2 million visitors
Sevenue	400 million euros

For this 2011 Exposition, Thailand has been awarded the AIPH International Award Royal Flora Ratchaphreuk 2011. Thailand was also the winner of the International Outdoor Garden Competition for Large Garden. At Taipei International Flora Exposition in the same year, Thailand has also received the Special Honor Award of Clobal Garden Area and Vistor's Favorite Garden Award Top 3 of Clobal Garden Area.



Chapter 3 Organisation and Previous Expo

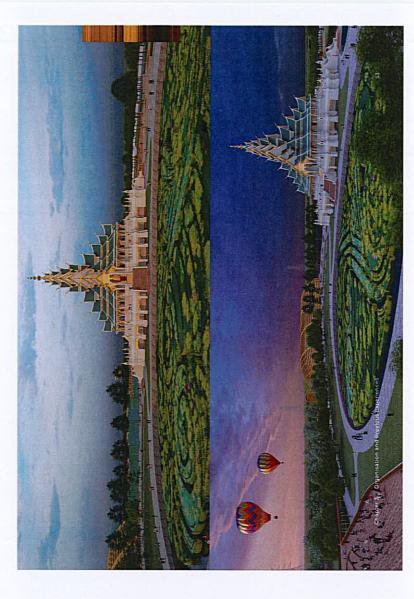
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### C) UDON THANI INTERNATIONAL HORTICULTURAL EXPO 2026

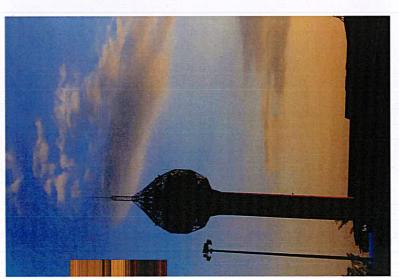
Category B	B
Date 1ª November 2026 - 1	I* November 2026 - 14 <sup>th</sup> March 2027
Location Udon Thani, Thailand	Udon Thani, Thalland
Budget 6:25 million euros (pro	62.5 million euros (projected)
Visitors 3.6 million visitors (pro	3.6 million visitors (projected)
Beventie 800 million	800 million at troe (projected)

At the annual AIPH General Meeting in 2022, Thailand has been selected as the host country for the International Horticultural Expo 2026, set to take place in Udon Thani province in the country's upper northeastern region. This prestigious expo will be the first global landmark event in the Greater Mekong Subregion and will feature the theme "Diversity of Life : Connecting People, Water, and Plants for Sustainable Living," driven by the governments "35' food and farming policy, the Bio-Circular-Green (BCG) economic model, and the Sustainable Development Coals (SDCs) set by the United Nations.





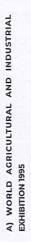
Chapter 3 Organisation and Previous Experiences



# KORAT AS THE HOST CITY

Korat has successfully hosted a diverse array of worldclass international events, encompassing sports competitions, trade expositions, art exhibitions, and cultural festivals. The most notable events include:





The World Agricultural and Industrial Exhibition 1995 was held at Suranaree University of Technology in Korat. The event spanned a full 42 days and showcased agricultural advancements, technological innovations, and new inventions in the fields of agriculture, industry, and the environment from domestic and international companies.

events.

Chapter 3 Organisation and Previous Exp

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Chapter 3 Organ

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B) THE 24<sup>TH</sup> SOUTHEAST ASIAN GAMES (SEA GAMES) 2017 Korat hosted the 24<sup>th</sup> Southeast Asian Games, also known as SEA Cames 2007. The event featured the participation of 11 National Olympic Committees representing ASEAN member countries. Over 5,000 athletes competed in 43 different sports, comprising a total of 436 individual



C) THAILAND BIENNALE, KORAT 2021

The 4-month long biennale was the 2<sup>nd</sup> edition of Thailand's premier international contemporary art event. Titled "Butterflies Frolicking on the Mud: Engendering Sensible Capital," it featured the participation of 54 artists from 26 countries and regions. The event showcased exhibitions as well as site-specific art projects in collaboration with local communities.



D) ASIAN WOMEN'S VOLLEYBALL CHAMPIONSHIPS

The Asian Wormen's Volleyball Championship is a biennial international competition in Asia and Oceania, featuring senior women's national teams from the member countries of the Asian Volleyball Confederation (AVC). Korat has been a proud host of the championship 4 times, in 2001, 2007, 2013, and the upcoming 2023 edition.

Chapter 3 Organisation and Previous Experience

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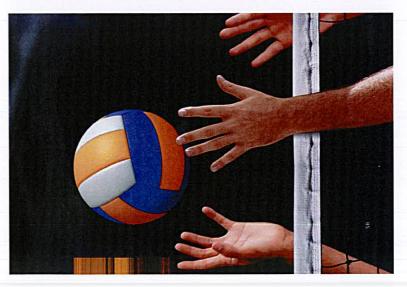
## E) FIFA FUTSAL WORLD CUP 2012

The 2012 FIFA Futsal World Cup, the 7<sup>th</sup> edition of its kind, was an international futsal championship that brought together men's national teams from FIFA's member associations. Korat, along with Bangkok, served as host cities for the matches. The tournament was participated by 24 teams representing all six regional confederations.



F) THE 4<sup>TH</sup> ASEAN PARA GAMES 2008 AND THE 13<sup>TH</sup> ASEAN PARA GAMES 2026 Korat 2026 will mark the 2<sup>rd</sup> ASEAN Para Games in Thailand and the 2<sup>rd</sup> time Korat hosts the event, following its previous hosting in 2008. The 2008 edition featured approximately 1,000 athletes competing in 488 events across 14 sports. The games aim to promote inclusivity, sportsmanship, and the development of para-athletics within the region.

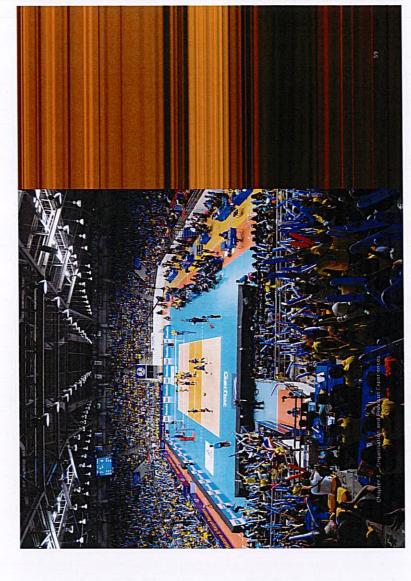
Chapter 3 Organisation and Previous Experiences



#### **G) OTHERS**

- 2013 FIVB Volleyball Girls' UJB World Championship
   International Art and Culture Fair 2015 2019
  - · Thai Society of Agricultural Engineering Academic
- Conference 2019 International Classic Guitar Championship and Guitar
  - Festival 2019 • Agritechnica Asia & Horti Asia Regional Summit 2020
    - International Clay Festival 2020
- · 2020 Women's Asian Volleyball Olympic Qualification
  - Tournament • 2021 Asian Women's Club Volleyball Championship
- 2021 Asian Women's Luud Volleyball Champlonship
   2021 Asian Men's Club Volleyball Champlonship
   Agritechnica Asia & Horti Asia Regional Summit 2020
  - Agritechnica Asia & Horti Asia Regional Summit 2020
     International Wheelchair and Amputee Sports (IWAS) World Games 2023 (scheduled)

Chapter 3 Organisation and Previous Experien







#### IDEA

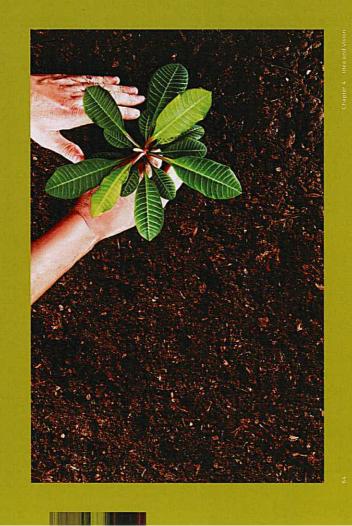
In the era of the Anthropocene, the world faces a complex web of interconnected challenges that threaten to disrupt the delicate balance between human progress and the health of our planet. As urbanisation accelerates, ecosystems are disrupted, biodiversity is degraded, and climate change intensifies. The compounding forces of these man-made challenges demand collaborative efforts that transcend borders, economic models, and dieologies. There is an urgent need to harmonise human progress with nature's vitality and introduce a paradigm shift from passive recognition of these issues to proactive rectification, fostering a sustainable and harmonious coexistence between humanity and the environment. The theme "Nature and Greenery: Envisioning the Green Future" speaks directly to these challenges and offers a framework through which they can be effectively addressed on a global scale. The Korat Expo 2029 envisions a world where hurman progress coexists in harmony with nature's innate rhythms, unleashing the facent potential of our collective hurmanity to create novel eccosystems that thrive on sustainable cohabitation. The Expo will prove to be a fertile ground for ideation and Chantel A tase and Vision

innovative horticultural practices that promote sustainability. This visionary theme is underpinned by five impactful subthemes that collectively address global challenges and align with the Sustainable Development Goals (SDCs), promising a brighter, greener, and more sustainable world for generations to come. At the heart of this grand endeavour lies the wisdom of horticulture - a timeless art that has sustained us for generations. The Expo invites us to trust in this ancient wisdom and revolutionise the agri-food industry, answering the urgent call for sustainability in food production. As our planet hurtles towards urbanisation, with an unprecedented 70% of humanity projected to live in cities by 2050, the need for effective solutions such as pollution control, city cooling, and sustainable food production has never been more pressing. Korat Expo 2029 is an invitation to reimagine our relationship with the earth and create an entirely new urban community from an underdeveloped area - a scenario often encountered in developing countries.

Chapter 4 Idea and Vision

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This visionary theme, "Nature and Greenery: Envisioning the Green Future," promises to unleash humanity's collective potential to create novel ecosystems that thrive on sustainable cohabitation. The Expo encourages us to embrace the tender bond between humankind and the earth, nurturing and preserving this precious relationship that sustains us all. In this magnificent journey towards a brighter, greener, and more sustainable future, Korat Expo 2029 charts a distinct course. Pather than retrofitting established cities, it endeavours to create an entirely new urban community from an underdeveloped area - a scenario often encountered in developing countries. This verdant bluepint showcases how to sow the seeds of a liveable city - one that flourishes and thrives sustainably, reimagining their identities as vibrant ecosystems where concrete and greenery coalesce in perfect harmony. Let us unite in nurturing and preserving the precious detionship that sustains us all - the timeless bond between humanity and the Earth, our cherished and enduring companion.



#### VISION

**Korat Expo 2029** aspires to be a testament to environmental sustainability and the prowess in cutting edge innovation, showcasing experimentation rooted in local wisdom and knowhow under the theme **"Nature and Greenery: Envisioning the Green Future"** that aims to tackle common global challenges through green living, urban design and sustainable food production in line with the United Nations Sustainable Development Goals.

Chapter 4 Idea and Vision

# KORAT EXPO 2029: COLLABORATING TODAY FOR A GREENER TOMORROW

With its overarching theme and objectives, the Korat Expo 2029 will contribute to promoting sustainable practices, raising environmental awareness, fostering innovation, and catalysing global collaboration through the following key deliverables:



#### 1. Showcasing Innovation

Korat Expo 2029 will serve as a global hub for exhibiting cutting-edged and innovative horticultural practices that blend modern technology with age-old wisdom. It will highlight breakthroughs in sustainable agriculture, vertical gardening and food production for the future, seed refinement, urban reforestation, and climateresilient landscaping, among others, inspiring vistors and participants alike to adopt greener lifestyles.



#### 2. Knowledge Exchange

Through seminars and workshops, the Korat Expo 2029 will provide avenues for international knowledge sharing armong participants from all walks of life - scientists, researchers, practitioners, and policymakers alike. Experts will converge to deliberate on vital topics such as climate change mitigation and adaptation, food security, food loss and food waste, and biodiversity conservation, utitimately leading to a more comprehensive understanding of how to navigate the challenges facing our time and aling our planet.

Chapter 4 Idea and Vision



#### 3. Public Engagement

The Expo will provide dynamic educational platforms, airning to engage visitors of all ages and walks of life. Through interactive exhibitions, workshops, and seminars, the Expo will foster environmental awareness and empower individuals to take actions towards a sustainable future. By nurturing a sense of responsibility and stewardship for the environment, everyone could and should be a part of global collaborative efforts that lead to lasting impacts in creating a green and sustainable future for all.

Chapter 4 Idea and Vision



#### 4. Cultural Fusion

Thai culture is deeply intertwined with nature and the natural environment, evident in our traditional practices and festivals. Through cultural showcases and performances, the Expo will celebrate this harmonious relationship, emphasising how cultural heritage can play a pivotal role in shaping environmentally conscious societies worldwide.

# OPPORTUNITIES FOR PARTICIPATING COUNTRIES / VISITORS

The Korat Expo 2029 offers a myriad of benefits to both participating countries and visitors:



#### 1. Global Showcase

Participating countries can showcase their innovative horticultural practices, sustainable technologies, and biodiversity conservation efforts on an international stage.



# 2. Collaboration and New opportunities

The Expo fosters a collaborative environment that paves the way for the adoption of best practices and inspires the implementation of new policies and initiatives. With over 15 million visitors expected, the Expo opens doors to new trade and investment opportunities and groundbreaking collaborations at the global scale. Chapter 4 Idea and Vision

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### 3. Inspiration and Empowerment

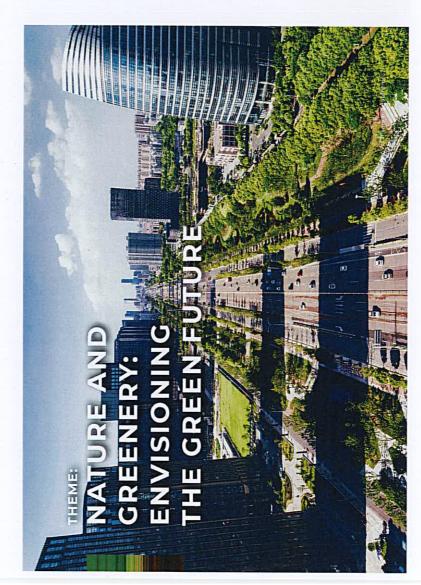
Visitors will be inspired by innovative horticultural practices, green technologies, and sustainable designs showcased at the Expo. Inspiration can, in turn, spark creativity, motivate individuals to adopt similar sustainable practices in their communities, and empower them to become active participants in addressing global challenges.

Chapter 4 Idea and Vision

#### 4. Cultural Enrichment

The Expo's international showcases and cultural performances offer visitors a chance to experience the diverse traditions, art, and lifestyles of different countries. This cultural immersion fosters cross-cultural understanding and appreciation.





Amidst the lush embrace of northeastern Thailand lies a visionary city with a profound calling. It yearns to paint a verdant future upon the canvas of time, where the harmonious coexistence of nature and urban landscapes creates a symphony of sustainability.

Welcome to Korat Expo 2029, an ave-inspiring global event where the theme "Nature and Greenery: Envisioning the Green Future" beckons us to embark on an extraordinary journey that transcends the boundaries of nations. Our imagination blossoms a greener tomorrow — a dream-become-true future that can be nurtured through collective action. "Nature and Greenery: Envisioning the Green Future" is more than a mere phrase; it is a profound call to action and a testament to our collective responsibility.

Throughout history, nature, with its timeless wisdom, has been our muse—an eternal wellspring of inspiration for art, science, and philosophy. It has guided our explorations, encouraged our curiosity, and offered profound insights into the mysteries of existence. Yet, in the shadow of progress and development, we have at times distanced ourselves from the very wellspring that sustains us. We have been drawn towards rapid urbanisation and technological advancements, often forgetting that our prosperity is deeply intertwined with the health of our environment.





"Envisioning the Green Future" calls for a rekindling of this primal bond, a return to the cradle of life where greenery thrives, and humanity thrives in kind. It challenges us to seek a path of balance and coexistence, where our growth and progress do not come at the expense of nature but instead harmonise with it.

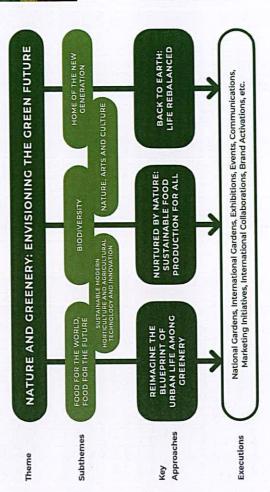
In this vision, cities can rise like flourishing gardens, vibrant urban ecosystems that sustain both the material and spiritual needs of their inhabitants. Within the aspiring horticultural spectacular of Korat Expo 2029, you are invited to immerse in three captivating key approaches, each unfolding a compelling narrative that resonates with the collective heartbeat of humanity. Each key approach serves as a guiding light, illuminating the path to a greener, more sustainable future.

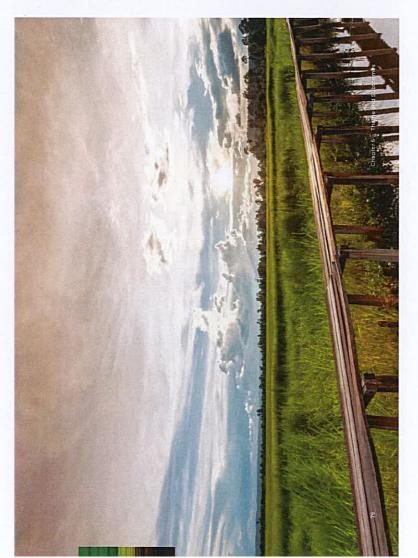
The Korat Expo 2029 will intricately interweave these five subthermes together so that they may form a transformative whole that serves as an aspiring example of leveraging local wisdom to address pressing global problems. By nurturing sustainable food production for all, reimagining urban life among greenery, and seeking no rebalance life with the Earth, the Korat Expo 2029 is a powerful call to action, a beacon of hope and a catafyst for change, inspiring individuals, communities, and nations to collectively work towards a greener, more harmonious future.

Chapter 5 Theme and Subthemes

Chapter 5 Theme and Subthemes







# THE FIVE SUBTHEMES OF KORAT EXPO 2029 ARE:

### SUBTHEME 1: FOOD FOR THE WORLD, FOOD FOR THE FUTURE

Global and interconnected challenges such as climate change and growing population exert immense pressure and soil degradation. Responding to this urgent need, future. This subtheme contributes to SDG 2 (Zero on global food production and the agri-food industry. This, in turn, creates urgency to enhance sustainability in the global food system with a view to ensuring food this subtheme takes centre stage. The subtheme growing population while ensuring the long-term health of our planet. It calls for innovative approaches to cultivation, resource management and distribution to ensure a stable food supply for the present and the Hunger) and SDC 12 (Responsible Consumption and security for all, as unsustainable agricultural practices have invariably led to deforestation, loss of biodiversity, emphasises the vital role of horticulture in nourishing our Production).

Chapter 5 Theme and Subthemes





# SUBTHEME 2: BIODIVERSITY

The relationship between humanity and nature has fallen into disequilibrium, resulting in biodiversity loss, environmental degradation, rendering mankind more susceptible to the adverse effects of climate change. This subtheme emphasises our responsibility to safeguard the planets irreplaceable natural resources and the urgent call for humanity to find a way to reform its symblosis with nature through horticulture and bbtanical practices. By showcasing a diverse array of plant species, highlighting conservation efforts, and promoting habitat restoration, this subtheme directly contributes to SDG IS (Life on Land). Chapter 5 Theme and Subthemes

#### SUBTHEME 3: HOME OF THE NEW GENERATION (LIVEABLE ENVIRONMENT, NEW GENERATION)

the year 2050. The process of urbanisation is worldwide, with an approximate of 70% of the entire spaces, and intensive energy demand, among others. The development of sustainable, green cities that cater to the needs of both present and future generations. By The pace of urbanisation is accelerating rapidly global population expected to be living in urban areas by accompanied by a set of unique challenges running the gamut from worsening air pollution, reduced green urban spaces and nature and emphasises the need to create liveable environments through design and highlighting eco-friendly urban planning, green infrastructure, and community-centric designs, it aligns with SDG 11 (Sustainable Cities and Communities) and subtheme envisions harmonious coexistence between SDG 15 (Life on Land).



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#### SUBTHEME 4: SUSTAINABLE MODERN HORTICULTURE AND AGRICULTURAL TECHNOLOGY AND INNOVATION

Advancements in technology and innovation hold the key to sustainable horticulture and agriculture. This subtheme champions the integration of cutting-edge technologies, smart farming practices, and sustainable production methods.

By showcasing the latest breakthroughs in agricultural innovation, it paves the way for a more efficient, resourceconscious, and environmentally-friendly approach to farming. Addressing **SDC 13 (Climate Action**), this subtheme propels the agricultural sector toward a greener horizon.

Chapter 5 Theme and Subthemes

Chapter 5 Theme and Subthen

#### SUBTHEME 5: NATURE, ARTS AND CULTURE (NATURAL, NATIONAL AND LOCAL ASSETS)

This subtheme celebrates the rich interplay between nature, arts, and culture. It underscores the intrinsic connection between humanity and the environment, demonstrates how art can inspire positive change and encourage sustainable living, and showcases how local and national assets can be preserved and celebrated through artistic expression. By fostering a deeper appreciation for nature's beauty and cultural significance, this subtheme aligns with SDG **11** (**sustainable Cities and Communities**) and **SDG 12** (**Responsible Consumption and Production**).





#### REIMAGINE THE BLUEPRINT OF URBAN LIFE AMONG GREENERY

In the spirit of Urbanisation, where progress and challenges dance in a delicate tango, Korat Expo 2029 beckons us to trust in the wisdom of horticulture—the ancient artistry of nurturing nature. As our planet steadily gravitates toward urban landscapes, citles must arm themselves with ingenious solutions to create sustainable and liveable environments. But in the fertile heartland of Korat, Thailand's high-energy plant production hub, a new narrative unfolds—one of hope, innovation, and responsibility. KORAT Expo 2029 embraces the urgent call for sustainability in food production, aiming to revolutionise the agri-food industry. By 2050, it is estimated that an unprecedented 70% of humanity will live in urban areas, making the need for effective solutions—such as food production, pollution control, and city cooling—undeniably pressing. Korat

Expo 2029 embraces this challenge and aspires to craft a living testament, showcasing how to sow the seeds of a liveable city, one that flourishes and thrives sustainably. In this verdant blueprint, cities become the protagonists of their own transformation, reimagining their identities as vibrant ecosystems where concrete and greenerry coalesce in perfect harmony. In contrast to the usual approach of greening existing urban areas through rootop gardens, urban green spaces, and eco-friendly transportation and land use solutions, the vision for Korat Expo 2029 sets a distinctive course. Instead of retrofitting established cities, the Expo endeavours to create an entriely new urban community from an underdeveloped area, a scenario often encountered in developing countries. This unprecedented opportunity allows us to build from scratch, affording the incorporation of innovative green ideas sourced from the international horticultural community. The Expo's blueprint will be a testament to the transformative potential of the horticulture industry. showcasing how it can bring to life the dream of a sustainable city. Through thoughtful design and Chapter 5 Theme and Subthemes

integration of horticultural wisdom, this newly built community will stand as an icon of environmental sustainability and prosperity. Korat Expo 2029 offers a unique platform for the AIPH to take centre stage in advancing sustainable urban development worldwide. By capitalising on this extraordinary occasion, AIPH can demonstrate its leadership in shaping cities that harmonise with nature and prioritise the well-being of inhabitants. The Expo represents a profound endeavour to showcase the power of collaborative innovation, where knowledge from diverse sources converges to create a flourishing and green urban landscape. It is an embodiment of the shared vision to build a greener future—one that stands as a shining example of the horticulture industry's potential in shaping sustainable cities around the globe.

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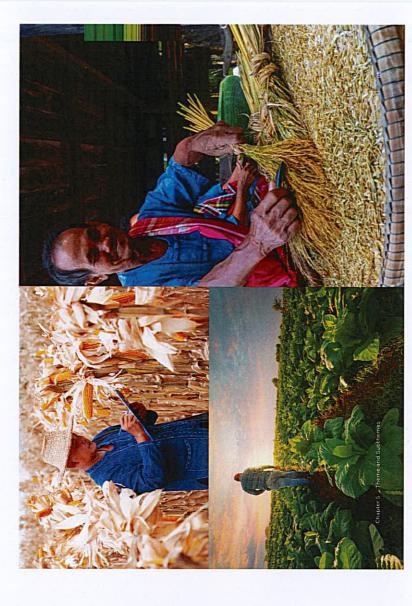


### NURTURED BY NATURE: SUSTAINABLE FOOD PRODUCTION FOR ALL

As we confront the formidable challenges posed by climate change and a growing global population, the delicate web of biodiversity begins to fray. Our relationship with food lies at the heart of this urravelling, revealing a grand narrative of consumption and consequence. Humanity, enticed by overindulgence, treads a precarious path, reaping the earth of its fertility without regard for the future. The Expo represents a profound endeavour to showcase the power of collaborative innovation, where knowledge from diverse sources converges to create a flourishing and green urban landscape. It is an embodiment of the shared vision to build a greener future—one that stands as a shining example of the horticulture industry's potential in shaping ustainable cities around the globe.

But in the fertile heartland of Korat, Thailands highenergy plant production hub, a new narrative unfoldsone of hope, innovation, and responsibility. KORAT Expo 2029 embraces the urgent call for sustainability in food production, aiming to revolutionise the agri-food industry. This subtheme resonates with the principle of sustainable consumption—a profound recognition that our food choices are not isolated acts but interconnected threads in the intricate fabric of the planet's health. The Expo celebrates the richness of biodiversity and the critical role of regenerative agriculture in preserving it. It urges individuals, businesses, and policymakers to foster a food system that nourishes not just bodies but also the Earth's regenerative capacity.

Chapter 5 Theme and Subthemes



# **BACK TO EARTH: LIFE REBALANCED**

The inner spirit of Korat Expo 2029 yearns to return to our roots, to embrace the primordial wisdom of living in harmony with nature. This calling finds expression in the concept of rewilding, where ancestral knowledge and cutting-edge technologies intertwine, weaving a path toward sustainability and rebalancing our relationship with the natural world. Rewilding is not merely a return to the past; it is a resplendent future where humanity and nature coexist in a grand ballet—a dance of symbicsis and mutual thriving. As we venture forth on this transformative journey, KOPAAT Expo 2029 embraces the vital importance of recalibrating our lifestyles and adopting practices that honour the earth's rhythms. In this era of renewal, the Expo resonates with the harmonious rhythm of life in sync with the earth's natural cadence. A central focus of the event lies in showcasing innovative conservation efforts that prioritise the restoration and protection of eccosystems facing threats from human encroachment and unsustainable practices.

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The collaborative spirit at the Expo fosters a deep sense of stewardship towards the land—a commitment to safeguarding the invaluable resource that sustains all forms of life. Arrong the vital aspects of rewilding presented at the Expo, special attention is given to the restoration and establishment of green corritors—connective pathways designed to facilitate the free movement of plants and enable them to thrive across landscapes. These corridors serve as crucial lifelines for plant biodiversity, reviving fragmented ecosystems and supporting the flourishing of diverse species. Remarkably, even in urban environments, the Expo demonstrates how cities can be environments, the Expo demonstrates how cities can be environments, the tandord between humans and the lush wegeration that graces these urban spaces. Moreover, the Expo illuminates the transformative potential of blending advancements. Indigenous practices are celebrated,

Chapter 5 Thome and Subthem

honouring the wisdom that has sustained ecosystems for generations.

essence, is a conscious choice to embrace a future where rediscover the intrinsic value of nature, not just as a protect. In KORAT Expo 2029, "Back to Earth: Life actionable path. It unveils a symphony of renewal, where a bequest that we tenderly pass on to generations yet to enrich contemporary conservation efforts. Rewilding, in lifestyles, seeking serenity and sustainability, a profound sense of gratitude sweeps through our souls. We resource to exploit but as a partner to cherish and Rebalanced" becomes a powerful reminder that our green future is not an abstract concept but a tangible, the rhythm of life is once again syncopated with the earth's cadence. Humanity's profound bond with nature demonstrating how ancient wisdom can inform and humanity takes its place as a steward of the land rather than a mere inhabitant. As we strive to recalibrate our These practices are juxtaposed with modern innovations. is rekindled, leading us to forge a legacy of compassion--come.





#### HARMONISING KEY APPROACHES: A SYMPHONY OF COMPLEMENTARY CONCEPTS

The synergy of sustainable urbanisation and horticulture wisdom creates cities that thrive as vibrant ecosystems, nourishing both human and non-human inhabitants.

At first glance, the three key approaches may seem disparate, each with its unique focus. Yet, when we peer deeper into the tapestry of KORAT Expo 2029, we realise that they complement each other in a wondrous dance of coexistence. "Reimagine the Blueprint of Urban Life Among Greenery" becomes the catalyst for a metamorphosis—a transformation that leads urban landscapes to embrace greenery as an essential component of their identity. The synergy of sustainable urbanisation and horticulture wisdom creates cites that thre as vibrant ecosystems, nourishing both human and non-human inhabitants.

As cities open their arms to rewilding, embracing the second key approach, they become sanctuaries for wildlife and biodiversity. Urban parks bloom into sanctuaries, vibrant with flora and fauna, providing habitats for creatures to flourish arriidst the city's hustle and bustle.

The movement to reintroduce native species and revitalise ecosystems echoes the ancestral wisdom of the land, a dance of nature's resurgence in the heart of human habitation. As urban landscapes and rewilded spaces harmonise, the other key approach, "Nurtured by Nature: Sustainable Food Production for All," emerges as the celebration of hope. Sustainable food systems become the thread that weaves urban and natural landscapes together, nourishing both human communities and the ecosystems they inhabit. Circular economies bloom, turning waste into nourishment for the soil, and regenerative agriculture replenishes what it takes, fostering a vituous cycle of abundance. In this grand symphony, cities flourish as vibrant ecosystems, rooted in sustainable practices, and enlivened by the beauty of nature. The green renaissance blossoms, where the wisdom of horticulture and ecocentric food production converges with the enchantment of rewilding.

The three key approaches together reveal the true essence of sustainability—a euphony of cities with nature, weaving a majestic tapestry where humanity flourishes alongside the ever-beating heart of the earth. In the heart of KORAT Expo 2029, we discover a compelling revelation—the three key approaches complement each other in a wondrous dance of coexistence. Together, they reveal the true essence of sustainability—the harmonious integration of cities with nature, weaving a majestic tapestry where humanity flourishes alongside the ever-beating heart of the earth. KORAT Expo 2029 beckons the world to embrace this vision—a testament that, indeed, sustainable ubanisation and rewilding can dance together, paving the way to a green future that transcends the boundaries of what was once thought impossible.



#### KORAT EXPO 2029'S KEY APPROACHES AND THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS (SDGS)

As "Nature and Greenery: Envisioning the Green Future" takes centre stage at Korat Expo 2029, it aligns seamlessly with several of the United Nations' Sustainable Development Goals (SDGs). Through the coordinated ventures within the exposition, Korat aims to contribute significantly to the following SDGs:



Chapter 5 Theme and Subth



SDG 2 - Zero Hunger

global food security and agricultural sustainability. The cutting-edge innovations in sustainable agriculture and All approaches are beacons of hope in the quest for Expo's commitment to the United Nations Sustainable Development Goal 2 is reflected in its showcase of food production. Experts, policymakers, and practitioners from various fields will converge at the Expo to share the Expo aims to raise environmental awareness and empower individuals to take actions towards a sustainable future. The Korat Expo 2029's promotion of sustainable agriculture, food security, and environmental awareness is a crucial contribution to the achievement of SDG 2 and the broader goal of creating a more equitable their knowledge and collaborate towards a greener future. Through its various activities and programmes, and sustainable future for all.

Chapter 5 Thome and Subthem



SDG 11 - Sustainable Cities and Communities

"Reimagine the Blueprint of Urban Life Armong Greenery" epitomises the essence of this goal. Korat Expo 2029 strives to showcase sustainable urbanisation practices, where greenery and nature are integrated into the very fabric of cities. By addressing challenges such as food production, pollution control, and city cooling, the Expos vision seeks to set a precedent for creating liveable and resilient cities, fostering sustainable communities around the globe.



SDG 12 - Responsible Consumption and Production

"Nurtured by Nature: Sustainable Food Production for All strikes a harmonious chord with SDG 12. Through innovative solutions and collaborations fostered during the Expo, Korat aims to redefine the agri-food industry, promoting sustainable practices and reducing the environmental impact of food production. By championing responsible consumption, the Expo seeks to pave the way for a future where food security is ensured without compromising the Earth's ecological balance.



SDG 13 - Climate Action

All key approaches project a profound commitment to combat climate change. The main theme underscores the urgent need to restore and protect ecosystems, thus mitigating the impact of climate change. By showcasing sustainable practices and fostering innovations, the Expo aims to inspire climate action at both individual and collective levels. Chapter 5 Theme and Subthemes



SDG 15 - Life on Land

The overarching approach of "Nature and Greenery" exudes a passionate dedication to preserving and reviving life on land-the essence of SDG 15. Korat Expo 2029 serves as a platform to amplify the importance of rewilding and restoring biodiversity, thus rejuvenating terrestrial ecosystems. The main theme plants a deep commitment to address the crucial issue of soil health and land degradation. Under the broader SDG 15 - Life on Land, the specific target of Land Degradation Neutrality (LDN) takes centre stage in Korat Expo 2029 Soil, the very foundation of life on Earth, sustains ecosystems and nurtures the growth of food that feeds humanity. However, extensive land use, deforestation, unsustainable agricultural practices, and urbanisation have taken a toll on soil health, leading to land degradation and loss of arable land.

Chapter 5 Theme and Subthemes

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2 ecosystems, Korat Expo 2029 fosters a sense of As a consequence, global efforts to achieve LDN have become paramount in securing a sustainable future for our planet Korat Expo 2029, with its emphasis on rewilding and sustainable land-use practices, aligns closely with the principles of LDN. Through innovative agricultural approaches showcased in the key approach "Nurtured by Nature: Sustainable Food Production for All," the Expo strives to reverse soil degradation trends and restore the fertility of land. By promoting responsible land use and raising awareness about the importance of soil health, the Expo takes crucial steps towards achieving LDN. Moreover, the key approach "Back to Earth: Life Rebalanced" further emphasises the significance of soil conservation and restoration. By recognising the intrinsic connection between healthy soils and thriving stewardship toward the land-a collective effort protect the invaluable resource that sustains all life.



# SDG 17 - Partnerships for the Goals

Korat Expo 2029 stands as a testament to the power of collaboration and partnerships, symbolising SDC 17. By bringing together diverse stakeholders, from governments and businesses to local communities and NGOs, the Expo fosters alliances committed to realising the green future envisioned. Through these global collaborations, the seeds of change sown during the exposition have the potential to bloom into a thriving and sustainable planet for all.

5



# A CALL TO CO-CREATE A SUSTAINABLE FUTURE" **"FROM KORAT EXPO TO THE WORLD:**

complementary dance of the key approaches-Reimagine the Blueprint of Urban Life Among Greenery, Nurtured by Nature: Sustainable Food Production for All, nourishment abounds, and the resplendence of biodiversity thrives. As we step and Back to Earth: Life Rebalanced. The three approaches constitute the future we all thrive for: The Green Future. This journey has revealed that a sustainable tomorrow beyond Korat Expo's embrace, let us carry this vision in our hearts, united in purpose and dedication.

Together, hand in hand, we co-create the Green Future—an enduring ode to life's sustainability into the fabric of our societies, and creating a green legacy for generations to come. The story of "Nature and Greenery: Envisioning the Green Future" unfolds with each step we take, with every choice we make. Let us heed this call, for within it lies the promise of a flourishing tomorrow—a world where humanity and nature dance in harmonious coexistence, an everlasting symphony of hope. magnificence, an inspiration for generations to cherish.

# KORAT IS READY TO BE A PLATFORM TO CELEBRATE THE PROFOUND BOND BETWEEN HUMANKIND AND THE EARTH.

Korat Expo 2029 envisions cities that rise like flourishing gardens, vibrant urban ecosystems that sustain both the material and spiritual needs of their inhabitants. The Expo invites visitors to immerse themselves in five captivating subthemes, namely:

# 1. Food for the World, Food for the Future

Emphasising the vital role of horticulture in nourishing our growing population while ensuring the long-term health of our planet.

#### 2. Biodiversity

Underscoring our responsibility to safeguard the planet's irreplaceable natural resources and the urgent call for humanity to reform its symbiosis with nature through horticulture and botanical practices.

#### 3. Home of the New Generation (Liveable Environment, New Generation)

Envisioning harmonious coexistence between urban spaces and nature and emphasising the need to create liveable environments through design and development of sustainable, green cities that cater to the needs of both present and future generations.

#### 4. Sustainable Modern Horticulture and Agricultural Technology and Innovation

Championing the integration of cutting-edge technologies, smart farming practices, and sustainable production methods.

#### Nature, Arts and Culture (Natural, National and Local Assets)

Celebrating the rich interplay between nature, arts, and culture.

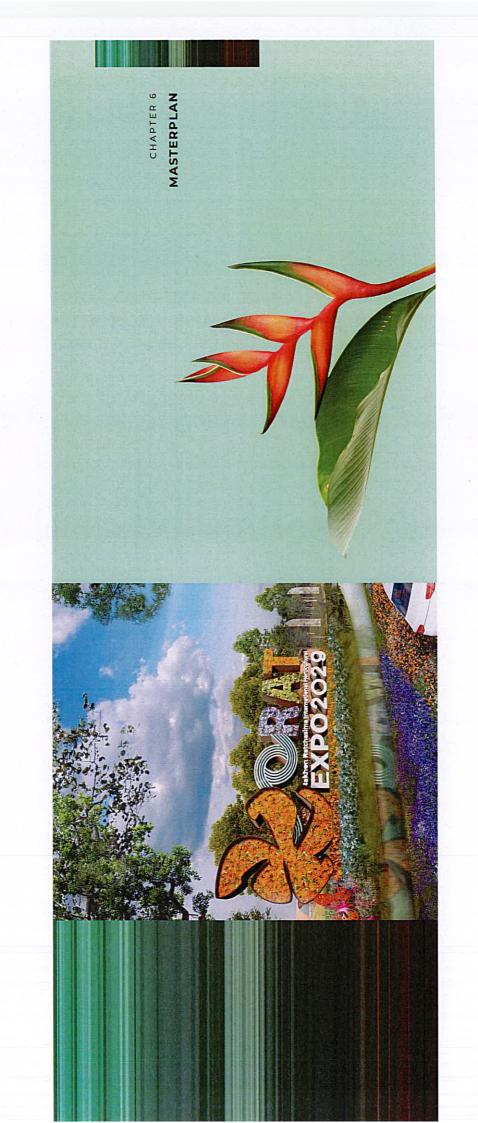
Chapter 5 Theme and Subthemes

Each subtheme unfolds a compelling narrative that resonates with the collective heartbeat of humanity. Each subtheme serves as a guiding light, illuminating the path to a greener, more sustainable future. The Korat Expo 2029 invites us to trust in the wisdom of horticulture and the art of nurturing nature. The Expo embraces the urgent call for sustainability in food production and aims to revolutionise the agri-food industry. By 2050, it is estimated that 70% of humanity will live in urban areas, making the need for effective solutions undeniably pressing. The Expo endeavours to create an undeniably pressing. The Expo endeavours to create an errel instead of retrofitting established cities. The vision for Korat Expo 2029 sets a distinctive course by focusing on creating green spaces, eco-friendly transportation, and innovative land use solutions.

Chapter S Theme and Subthemes



By 2050, it is estimated that 70% of humanity will live in urban areas, making the need for effective solutions undeniably pressing.





#### MASTERPLAN

Zone A: Carden of Korat Reception Garden	Administration     Expo Command Centre	Theatre	Zone B: National Garden	National Pavilion	Indoor National Exhibition Building	Corporate Garden	4 Parts of Thailand Garden	Fruits Gargen		Orchids Pavilion/Garden	😨 Tropical Plants Pavilion/Garden	Winter Plants Pavilion/Garden	Ornamental Flowers Pavilion/Garden	Auspicious Plants and Aromatic Woods Garden	Palm Garden	Economic Crops Pavilion/Garden	Field Crops and Environment Garden	Rare Plant Species Carden	Provincial Plants Carden	Park and Playground	Regenerative Agriculture
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#### Zone C: International Gardens International Pavilion E Foliage 1 Foliage 2 Foliage 4 Foliage 4 Foliage 6 Outdoor International Carden AIPH Garden Service Facilities Inside

#### Inside Main Entrance/Cate Parking Food Centre/OTOP Shop Kiosk Service Bonded Warehouse Waste Management Area Outside Outside Nursery Ground Support Parking

# 1. SITE SELECTION AND ITS CHARACTERISTICS

# 1.1 A SPECIMEN OF KORAT BIODIVERSITY

The love and respect that the people of Khong district region's resilience and enduring spirit. The people of goods and connect with neighbouring communities, and people of Thailand. The Royal Way was once used by royalty on their travels throughout the country, and its heritage. The people of Khong district are committed to preserving the legacy of the Royal Way for generations to have for their land is evident in their efforts to preserve the natural beauty and cultural heritage of the area. This respect for nature and tradition is reflected in the preservation of the Royal Way, an ancient highway that passes through the district and serves as a symbol of the Khong have used this road for centuries to transport it has become a significant cultural landmark for the historical and cultural significance has made it a popular destination for tourists looking to explore Thailand's rich come, as they continue to showcase their love and respect for their land and its traditions.

The Khong district in Korat is proud to host the Korat Expo 2029, covering 108.48 hectares of land. With a unique blend of urban, agricultural, and forested landscapes, this location serves as a living blueprint for an urban future that exists harmoniously with nature. The district is a sanctuary of nature, often referred to as the Land of Angels, with lush forests hosting the majestic Pateung Rang trees that have flourished for centuries. The rich tapestry of Khong district narrates stories of generations past, adorned with tangible echoes of standing store culture, ancient Khmer heritage, and more. A harmonious blend of Lao-Isan, Cambodian, and Thai cultures converges here, creating a living masterpiece of traditions. Chapter 6 Masterplan

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Kok Nong Rangka, Thephalai Sub-district, Kong District, Korat is a fertile land that has been selected to host the International Horticultural Expo in 2029 due to its unique Dipterocarpus alatus forest and its central location that combines various ethnic groups' culture and traditions. The area has a long history and culture, rich in tangible evidence such as ancient temples, archaeological sites, where leaders and communities have protected the large forest to survive until today, making it an ideal location for the global botanical garden.

Khong district's pivotal role in connecting the North and South of the region is marked by its historical significance. It is the perfect stage for the grand spectacle of Korat Expo 2029, which showcases Thalland's commitment to forging a sustainable future. Here, in Khong, we showcase our homegrown blueprint for a thriving city, seamlessly merging horticultural wisdom with cutting-edge technology. Join us on a journey of wonder and innovation in Thalland's Korat Province and Khong District, where we craft a tomorrow where nature and progress dance hand in hand at the Korat Expo 2029!

Chapter 6 Masterplan

# **1.2 REVEALING THE MYSTERIES OF KORAT'S CLIMATE!**

The diverse climate of korat is a significant advantage for the korat Expo 2029. Visitors will have the opportunity to experience different seasons and weather conditions, adding to the excitement and variety of the event. The rainy season, with its lush greenery and refreshing showers, will create a picturesque backdrop for outdoor activities. The winter season, with its cool temperatures and clear shies, will be ideal for outdoor exploring the city. The summer season, with its warm sun and blue skies, will be ideal for outdoor exhibitions and performances.

Moreover, the average temperature throughout the year is comfortable and pleasant, making it an attractive destination for visitors from all over the world. The province's unique blend of urban, agricultural, and forested landscapes, combined with its diverse climate, makes it an ideal location to showcase an urban future that exists harmoniously with nature.

The Korat Expo 2029 will benefit greatly from Korats climate, as it will provide a dynamic and ever-changing environment that will keep visitors engaged and entertained.



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# **1.3 PROXIMITY HIGHLIGHTS: GATEWAY TO THE NORTHEAST**

Korat, the gateway to the northeast, is a land of strategic significance. It lies on the lower northern plain at latitude 15 degrees north and longitude 102 degrees east, with an elevation of 187 meters above sea level. The province spans over 1,281,872 ha (12,818,72 sq.km), accounting for 12,12% of the northeastern region's area and is home to 32 districts. This province holds a pivotal position as a centre connecting the East to West and North to South. It is conveniently accessible from Bangkok, with just a 15hour high-speed train ride or a 3-4 hour drive. Korat is also in close proximity to eight neighbouring provinces, including Chaiyaphum, Khon Kaen, Prachinburi, Nakhon Nayok, Sa Kaeo, Buri Ram, Saraburi, and Lopburi. As a major transportation hub, visitors have frequent options for air, rail, or road travel to neighbouring provinces and countries.

Besides its domestic connectivity, Korat plays a significant role in regional cooperation and partnership, fostering economic and cultural exchange with Laos, Cambodia, Vietnam, and China. The province's strategic location and excellent connectivity make it an ideal destination for business and leisure travellers alike.

Hence, The Korat Expo 2029 will benefit greatly from its strategic location and excellent connectivity, as it will provide a dynamic and accessible platform for businesses, entrepreneurs, and innovators to showcase their products and services. Visitors will have the opportunity to explore the province's rich cultural heritage, natural beauty, and urban development initiatives, making it a truly unique and memorable experience.

#### 2. LAND AND COMMUNITY HIGHLIGHTS

Korat is a key player in Thailand's 20-year National Strategy to spearhead development in agriculture, tourism, and the silk industry. As the largest producer of agricultural products, it serves as a food producer hub for more than 20 communities around the region. Additionally, Korat has great potential as a tourist destination rich in heritage.

Attractions and activities in Korat embrace a strong community identity intertwined with horticulture, agriculture, and nature. These highlights demonstrate a profound connection between nature and the lives of the Korat people, from ancient geological and archaeological sites to modern industrial and gastronomic scenes. The experiences beautifully complement the visit to Expo 2029, offering visitors a comprehensive exploration of the Korat and Isan way of life.



# 2.1 HORTICULTURE AND AGRICULTURE





### A) JIM THOMPSON FARM TOUR

Open from December to January every year, the Jim Thompson Farm in Pak Thong Chai District is an agricultural tourism destination that allows visitors to learn about the local culture and traditions of the northeastern region of Thailand. Attractions within the farm include flower fields, outdoor art installations, and traditional northeastern villages offering samples of local cuisine and products.

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#### B) SUAN KASET 66

Suan Kaset 66 is a park located in Pak Thong Chai District, showcasing winter flowers such as cosmos, colourful cockscomb and celosia, morning glory, and imported zinnia. In addition to the flower gardens, the park also features jasmine rice fields and agricultural product booths. The park is open from December to January every year.



#### C) FLORA PARK

The Flora Park is a botanical garden located in Wang Nam Khiao District, showcasing a wide variety of winter flowers, over 400 auspicious plant species, and bamboo tunnels. The park also houses an educational centre focused on sustainable agriculture for flowering and decorative plants, along with an OTOP market (One Tambon, One Product).



D) KORAT FLOWER AND AGRICULTURE OPEN HOUSE FAIR Korat Flower and Agriculture Open House Fair is an annual fair led by students of the agriculture department. Held at the Korat Agricultural University and Technology Nakhon Ratchasima campus in Si Khiu District, it showcases agricultural achievements, farming exhibitions, diverse flower gardens, and agricultural product booths. Chapter 6 Masterplan

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E) CHRYSANTHEMUM FLOWERS IN THE FOG FESTIVAL

Taking place in February each year, visitors can admire expansive flower fields featuring over 30 varieties of chrysanthemum, as well as gladiolus, and pesticide-free vegetable gardens. Activities during the festival include local product showcases and bike races, organised near Thai Samakkhi Subdistrict Administrative Organisation in Wang Nam Khiao.

F) 100 RAI AGRICULTURAL FAIR AT NAKHON RATCHA-SIMA RAJABHAT UNIVERSITY Held annually in December or January, the fair showcases various exhibitions, including royal projects and educational displays. It also features academic conferences, learning bases for agricultural practices, cosmos and sunflower fields, as well as community enterprise and agricultural product booths.



# 2.2 NATURE, CULTURE AND HISTORY

### A) KHAO YAI NATIONAL PARK

A designated UNESCO World Heritage Site and ASEAN Heritage Park, Khao Yai National Park is Thailand's oldest national park. Encompassing a variety of forests, majestic waterfalls, and a rich diversity of wildlife, visitors can partake in a range of activities such as hiking, walking along nature trails, wildlife observation, and camping.





## **B) SAKAERAT BIOSPHERE RESERVE**

Promoted under the UNESCO Man and Biosphere Programme, the Sakaerat Biosphere Reserve is the largest of Thailand's biosphere reserve. The reserve is home to the Sakaerat Environmental Research Station, where visitors can engage in activities such as bird and insect watching, as well as guided trail trekking to learn about the regional biodiversity and ongoing research and conservation efforts.

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#### C) KORAT GEOPARK

Spanning 316,700 ha in the Lam Takhong river basin, the geopark is home to fossils dating back 16 million to 10,000 years ago, including those of dinosaurs, ancient elephants, and pertified wood. It has been recently designated by UNESCO as a Clobal Ceopark in 2023, making Korat the fourth city in the world to achieve the title of UNESCO Triple Heritage City.





Korat is home to several ancient Khmer temple complexes known as Prasat Hin (Stone Palace). The complexes are renowned for their exquisite architectural features and the meticulous use of sandstone by the Khmer civilisation. The well-preserved archaeological ruins serve as a testament to the region's significant historical and cultural legacy.



Dan Kwian is a community renowned for its traditional pottery and skilled craftsmanship. Visitors can witness the intricate process of ceramic production, participate in workshops, and purchase handcrafted ceramics. Chapter 6 Masterplan

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## F) PAK THONG CHAI SILK VILLAGE

Pak Thong Chai District is renowned for its silk production. In this village, visitors can witness the demonstration of silk production by the locals, visit silk weaving centres, and purchase high-quality silk products, including fabrics, clothing, and accessories.



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### **3. SITE ANALYSIS**

### **3.1 ROAD NETWORKS**

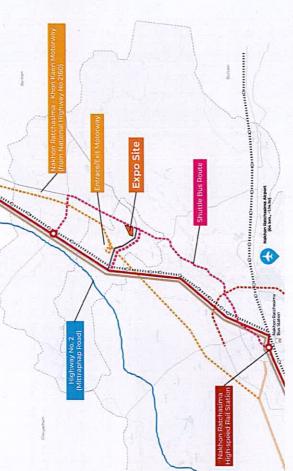
The Korat Expo 2029 site is located on the outbound State Highway No. 2 (Mittraphap Road), the main route that leads to all major cities in the Northeast of Thailand. The road serves as the main lifeline for transport between Korat and Bangkok, as well as to various key locations such as bus terminals and train stations. The road network — both the main roads and the secondary roads connecting to other provinces — is currently undergoing development to increase its capacity to be able to accommodate the estimated number of visitors. After completion, visitors to the Korat Expo 2029 will have the following accessibility options:

Access by car via State Highway No. 2 (Mittraphap Road)

-

 Access by car via the new Korat - Khon Kaen motorway interchange at the intersection with National Highway No. 2160  Access by public transport system (Shuttle Bus) between the Expo site and the train and high-speed train stations in Mueang District, Khong District, and Bua Yai District.

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# 3.2 ACCESSIBILITY AND SURROUNDINGS

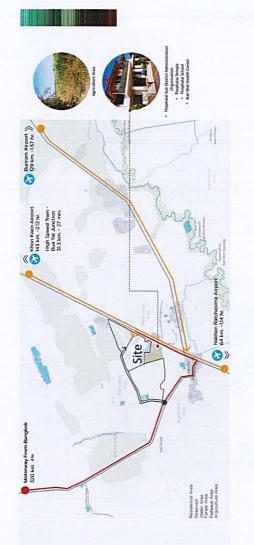
Estimated Travel Time from Expo Site to Landmarks of Interest

The site of the Korat Expo 2029 is located in the coordinates of 15° 21 '48.5'N 102° 27' 12.0'E in Thepalai Subdistrict, Khong District. Situated in the northeastern part of Nakhon Ratchasima Province, it is approximately 20 kilometres from the city centre (Mueang District). The surrounding facilities include Thepalai Subdistrict. The automoding facilities include Thepalai Subdistrict theore, Khong Telecommunication Station, Thepalai Temple and Thephawan Temple. The site is in close proximity to various villages, with the nearest residential area located in Thepalai subdistrict. The distances from important points in the province are as follows:

Landmarks of Interest	Nakhon Ratchasima Bus Terminal	Nakhon Ratchasima Train Terminal (future)	Nakhon Ratchasima Airport	Buriram Airport	Khon Kaen Airport	Bua Yai Junction Train Terminal (future)	
Estimated Travel Time (by car)	57m	lh 2m	1h 14m	1h 48m	lh 53m	32m	
Distance	63.7 km	68.7 km	64 km	120 km	140 km	38.8 km	



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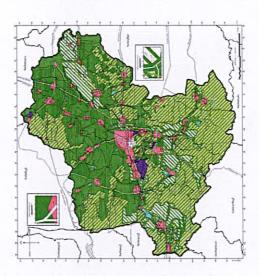
#### **3.3 LAND USAGE**

The Korat Expo 2029 site is part of a public land compound measuring 396.48 ha [3.9648 sq.km]. It encompasses the Expo site, spanning 108.48 ha (1.0848 sq.km.), along with an adjacent forest area covering 219.52 ha (2.1952 sq.km.) and an agricultural area of 68.48 ha (0.6848 sq.km.). This land usage has been comprehensively planned to implement Korat's vision of sustainability and innovation during the Expo and beyond.

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### Korat's Land Use Plan

ALL SELLE





hural and Apricultural Area Forest Conservation Area **Dural and Apricuttural C** Educational Institution Space for

# 3.4 SITE OBSERVATION: CREATING A BALANCE BETWEEN NATURE AND AGRICULTURE WHILE CONSERVING WATER

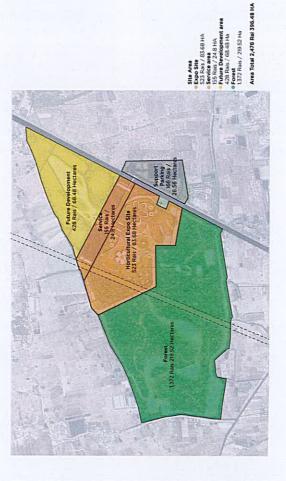
By observing and analysing the site, we can create a harmonious balance between nature and agriculture. The ideal scenario would be 100% forest, but in cases where agriculture is necessary, a 50/50 or 25/75 forest to agriculture ratio can be implemented.

To prevent water loss due to evaporation in dry areas, retention ponds will be dug in a deep and narrow manner. Collecting topsoil for tree planting and cultivation can aid in water conservation. Digging water helps reduce soil salinity and retain moisture in the soil, promoting natural grass growth or legume cultivation. Plowing the soil before planting trees can increase organic matter in the topsoil and protect against acidic soil. When planting trees, its important to consider their water from water sources. After five years, the trees high and far from water sources. After five years, the trees high grow slowly and can thrive without care or watering, creating a rich natural environment for the ecosystem.

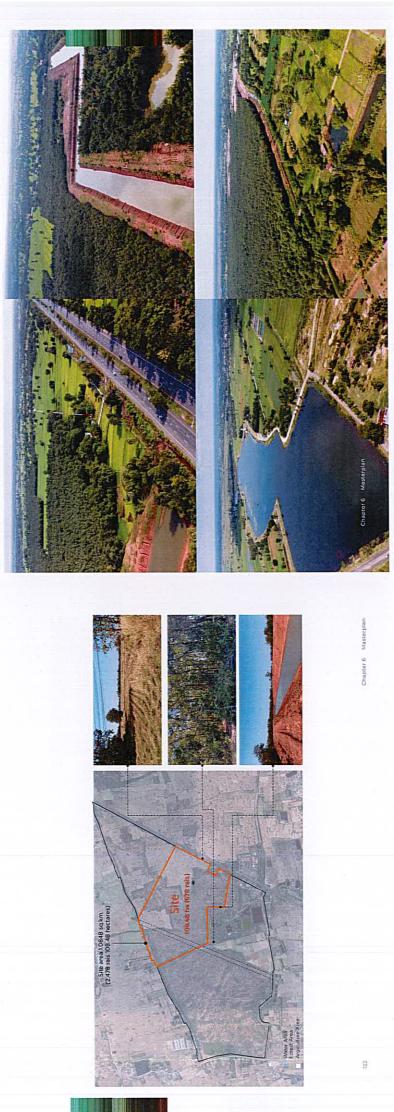


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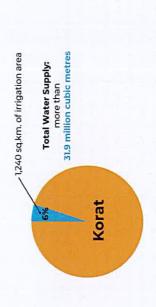
### **3.5 WATER RESILIENCE**

The abundance of water — both at present and in future developments — ensures proper maintenance of plants to be exhibited in the Expo and beyond. The design is geared towards long-term usage until after the Expo to provide added value to local agriculture. The development of the irrigation water system acts as a sustainable backup reservoir for the Khong district as well as the northern region of Korat.

Korat has a significant irrigation area, covering 124,000 ha (1,240 sq.km.), which is equivalent to 6% of the total area of the province. Out of this, 74,900 ha (749 sq.km.) are considered beneficial, which is 3% of the total area in the province. The province is also home to 500 important reservoirs, including 4 large, 23 medium-sized, and 473 small reservoirs. In terms of water supply, there are 22 service units in the province that have a water production capacity of 31,999,140 cubic metres and a distribution capacity of 24,553,330 cubic metres. In Korat Municipality alone, there are 59,225 water users with a production capacity of 38,938,100 litres per year. The raw water source for the region is the Lam Takhong reservoir.

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The Expo site in northeastern Thailand is a breathtaking blend of nature and culture, where the resilient spirit of the inhabitants has flourished for centuries. The land is imbued with a rich history of local wisdom passed down through generations, rooted in the Thai way of life that emphasises respect for the land and fellow beings. This value has led to valuable insights that shaped the bodies of Thai local wisdoms that have helped people survive on the basic ground of living.

The site boasts a relatively flat terrain and a gentle slope of about 2-5%, with picturesque ponds dotting the landscape. The soil is a testament to the adaptability of local plants, with acidic soil in the triangular area and lower acidity levels in the remaining soil, perfect for growing crops and cultivating fresh produce.

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Desplite the challenges posed by the area's flood-prone location, the Expo has plans to maximise land use efficiency by implementing new agricultural theories and mixed farming systems year-round. This can help farmers diversify their crops and increase their income while reducing their dependence on a single crop. With its focus on sustainable agriculture practices, the Expo can help transform the local economy while preserving the region's unique way of life.



### 4. CONCEPT DESIGN

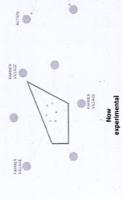
The Korat Expo 2029 poses a crucial question that demands our urgent attention: **How do we pave the way for a greener future?** As visitors meander through the Expo, they bear witness to the collective wisdom of horticulture, which serves as the cornerstone of a sustainable future for all. The Expo is an open carvas brimming with endless possibilities, where local and international communities converge to showcase traditional knowledge and cuttingedge innovations, exchange expertise, and inspire one another to join hands in this journey towards a sustainable future. In homage to Korat, this wisdom finds tangible expression through the integration of Korat soil and clay throughout the Expo, celebrating the resilience legacy and future potential that bind the land and its people together.

sustainable city that can be adapted and implemented in creating a world where no one is left behind. By laying a strong foundation in agriculture and innovation, the Expo improved nutrition, and promoting sustainable distribute income, and create a sustainable economy, the Ultimately, the Expo aims to create a blueprint for a locations worldwide, each honouring its unique qualities while remaining in harmony with nature. This vision aligns with the Sustainable Development Goals (SDGs), which are at the forefront of the global agenda for sustainable development in all dimensions, particularly in strives to improve production quality, access to resources, and opportunities for farmers, leading to important goals such as eradicating hunger, achieving food security and agriculture. In line with its objective to reduce inequality, Expo paves the way for a brighter future for all.

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y result, showcase and back to Developing own place



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Expo 2029 Showcase

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POST Agriculture Center ary result, showcase and t Developing own place

BLUEPRINT ACTION MODEL

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### 6. KEY EXPO PARTS

The Expo is divided into three main zones:

- The Carden of Korat, serving as the reception area for visitors and includes administrative and support facilities;
- The International Carden, providing a platform for international countries and communities to showcase horticultural practices and innovations towards the Sustainable Development Goals (SDGs). The outdoor gardens will feature at least 30 participating international countries, and;
- The National Carden, offering eight thematic gardens that represent different sustainability agendas, such as agroforestry, Thai cuisine, and wellness.

Renovation works will take into account transforming the site into a place where researching, learning, and sharing can take place, while ensuring its value as a tourist destination. The Expo aims to promote sustainable practices, raise environmental awareness, foster innovation, and catalyse global collaboration in line with the United Nations Sustainable Development Coals (UNSDCs). The Korat Expo 2029 will contribute to promoting sustainable practices, raising environmental awareness, fostering innovation, and catalysing global collaboration through four key deliverables:

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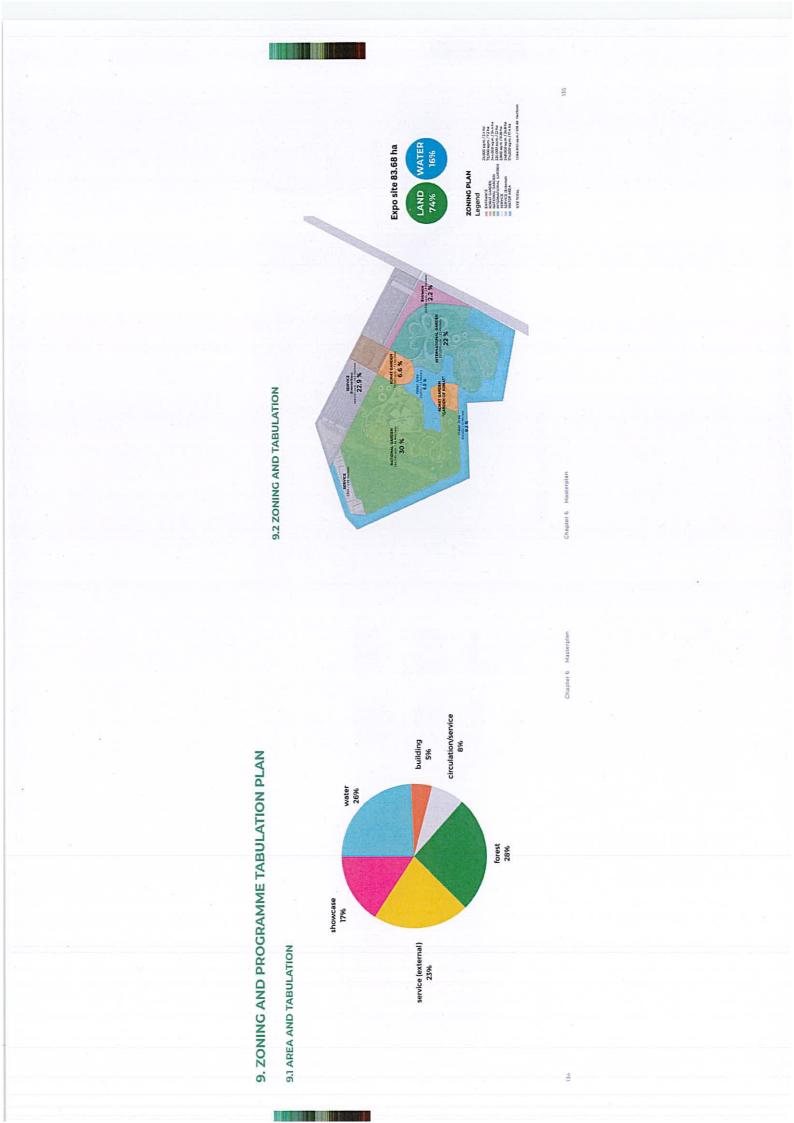
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First, showcasing innovation by exhibiting cutting-edge and innovative horticultural practices that blend modern technology with age-old wisdom. Second, knowledge exchange through seminars and workshops to provide avenues for international knowledge sharing among participants from all walks of life. Third, public engagement through dynamic educational platforms to foster environmental awareness and empower individuals to take actions towards a sustainable future. Fourth, cultural fusion by celebrating the harmonious relationship between Thai culture and nature through cultural showcases and performances. The Expo will ultimately lead to a more comprehensive understanding of how to navigate the challenges facing our time and ailing our planet.

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### **10. SITE OVERVIEW**

小川市

Korat Expo 2029 divided in to 3 zones: the Garden of Korat, the International Garden, and the National Garden. In accordance with the main theme of **Nature and Greenery: Envisioning a Green Future**, the development of the facilities after the Expo is geared towards sustainability, first and foremost. The goal is not only to create public avareness of sustainability, but to also nurture the site's future potential in engaging the public in educational, research, and recreational purposes. Buildings constructed within the Expo area make up less than 10% of the total are in order to maintain the original ecosystem.

The Centre of East to West, North to South

Nakhon Ratchasima The largest province in the Thailand

19.39% 19.39% Forested and Wellan Research and Wellan B.143%

Agriculture Area 65.47% Nakhon Ratchasima The most agricultural areas in Thailand 137

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# **11. LAND ADJUSTMENTS**

### 11.1 SITE RESTORATION

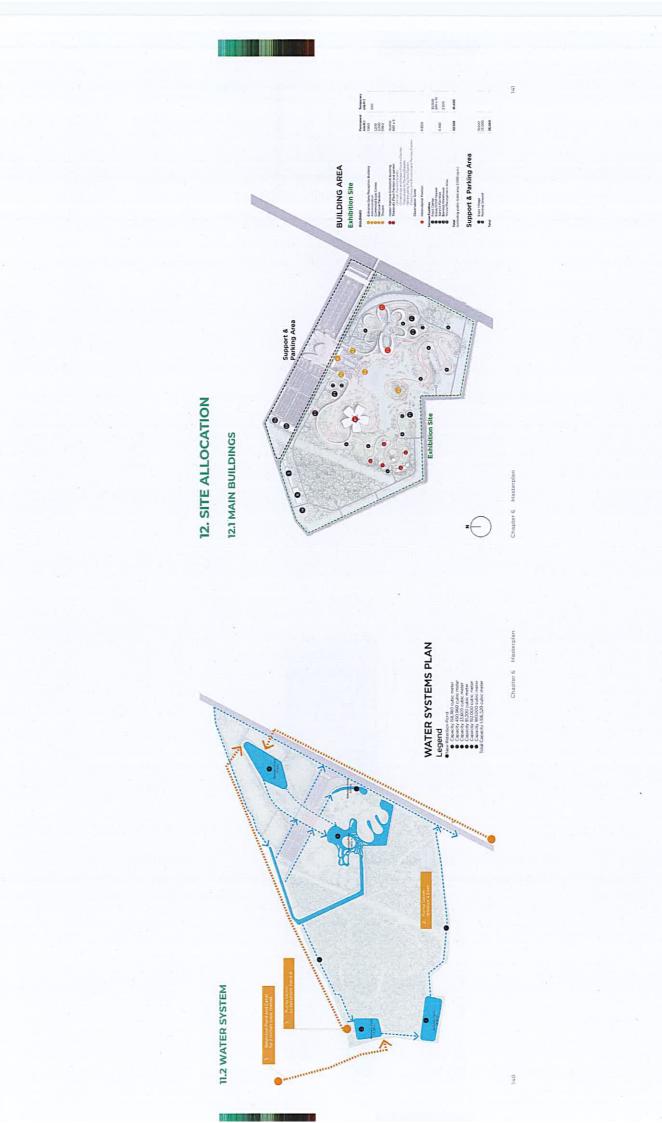
Leading up to the Korat Expo 2029, comprehensive land development will be undertaken to restore and create an optimal environment for the site. This includes enhancements to the land, water, and overall ecosystem to ensure a harmonious and sustainable setting for the event.

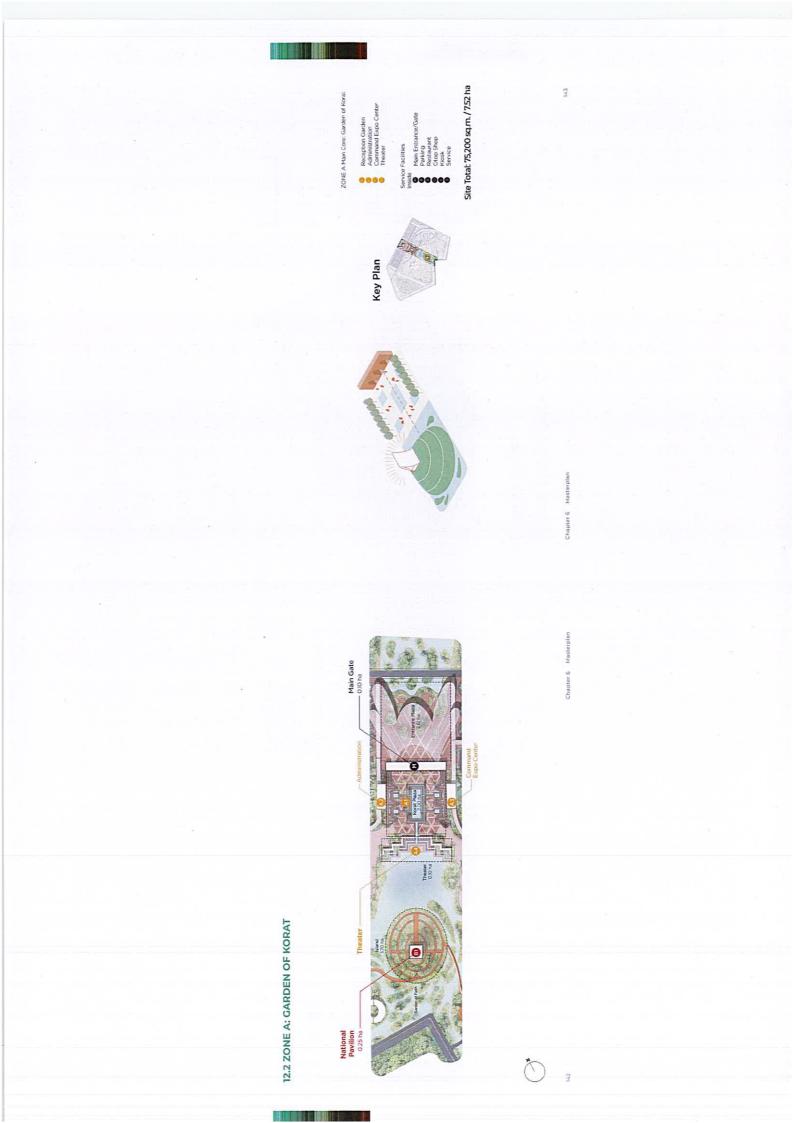


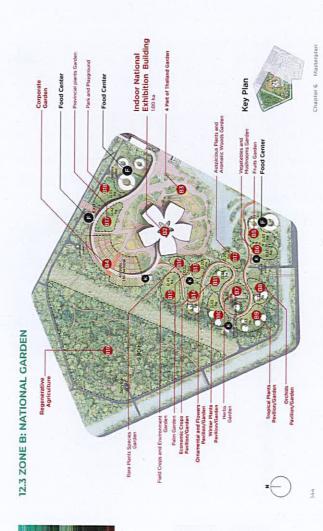
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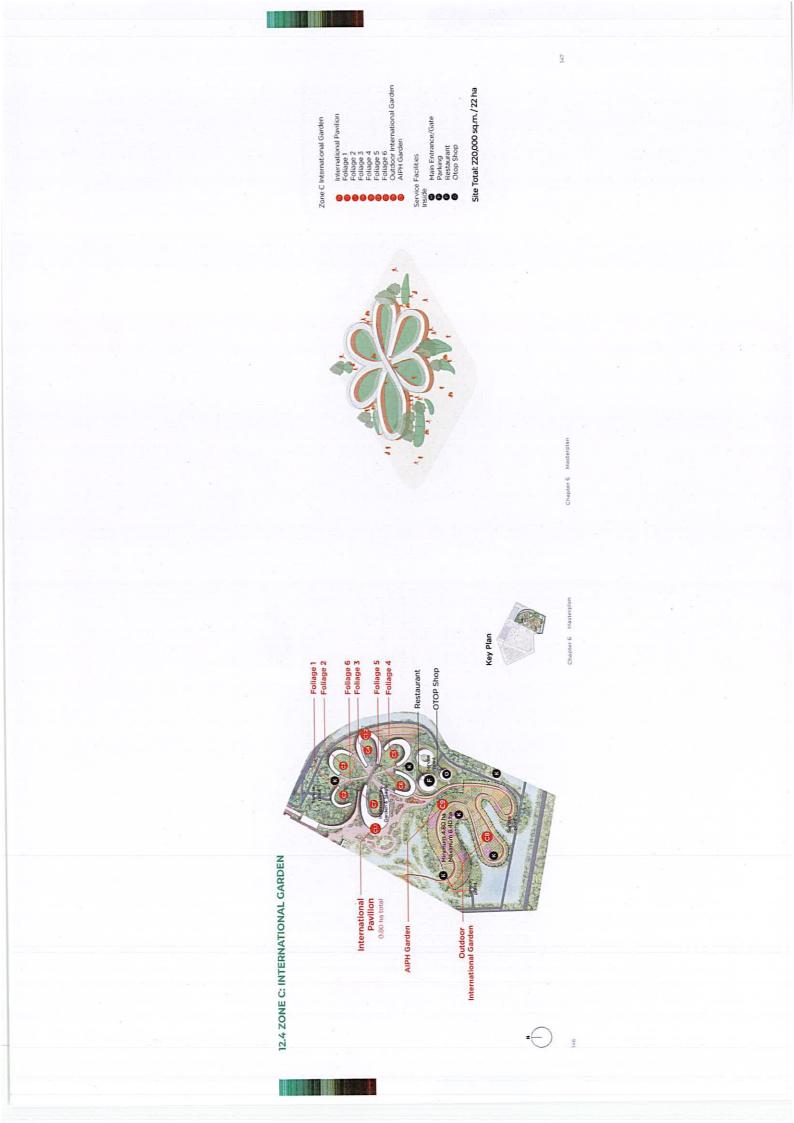


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CONE II Mational Gradiena Matorial Physican National Matorial Entitient Corporate Autorial Corporational Service Practice Physical Gradien Practice Physical Gradien Restore Autorial Council National Science Council Practice Autorial Restorementical Electric Council Practice Autorial Practice Autor 145

Site Total: 344,000 sq.m. / 34.4 ha



# **13. SHOWCASE AREAS**

**13.1 OUTDOOR STAGES** 



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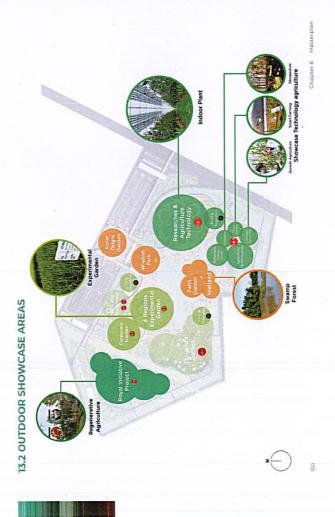
Ceramic Kiln

Symbolism

Icon of Korat









Heros varient Orchids Pavilen/Garden Tropical Plants Pavilen/Garden Winter Plants Pavilen/Garden Ornamental Flowess Pavilen/Garden Auspicious Plants and Aromatic Woods Garden

raim ouch Pariliory/Garden Economic Crops Paviliory/Garden Field Crops and Environment Garden Pare And Plant Societs Garden Provincial Plants Garden Perk and Playsround Regenerative Agriculture



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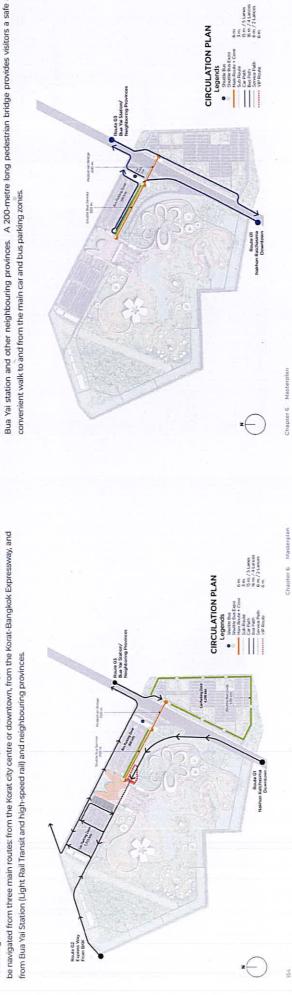


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14. CIRCULATION PLAN AND ON-SITE LOGISTICS

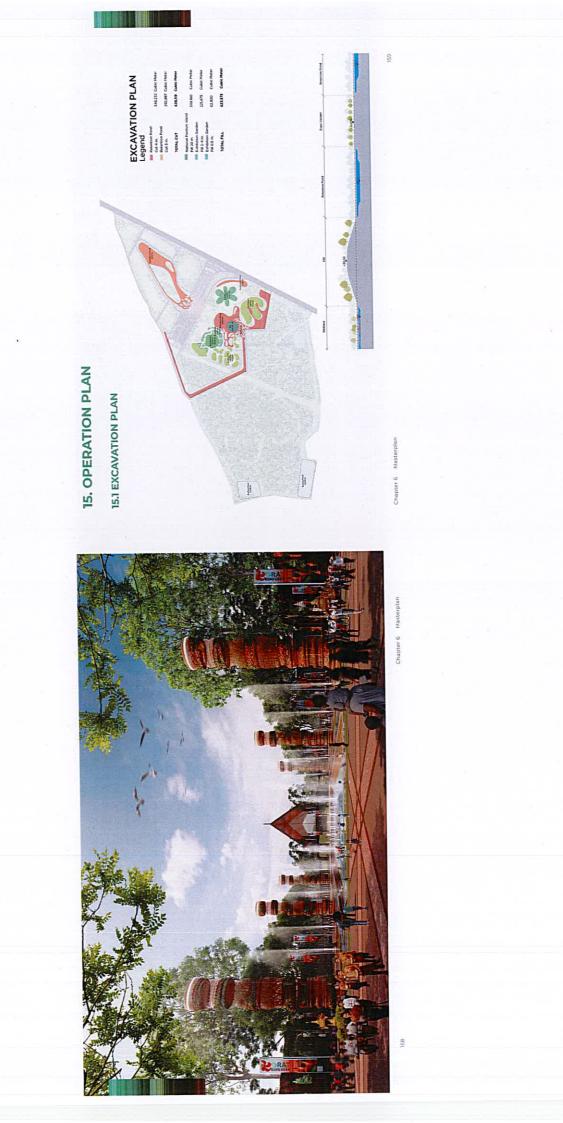


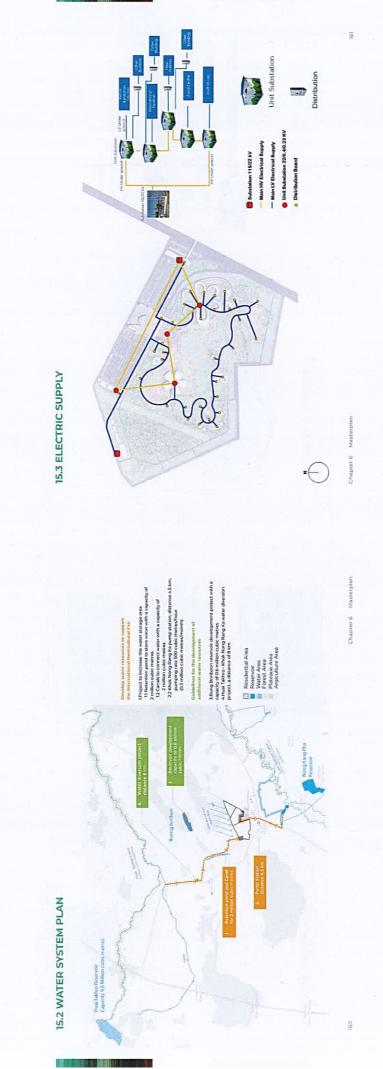
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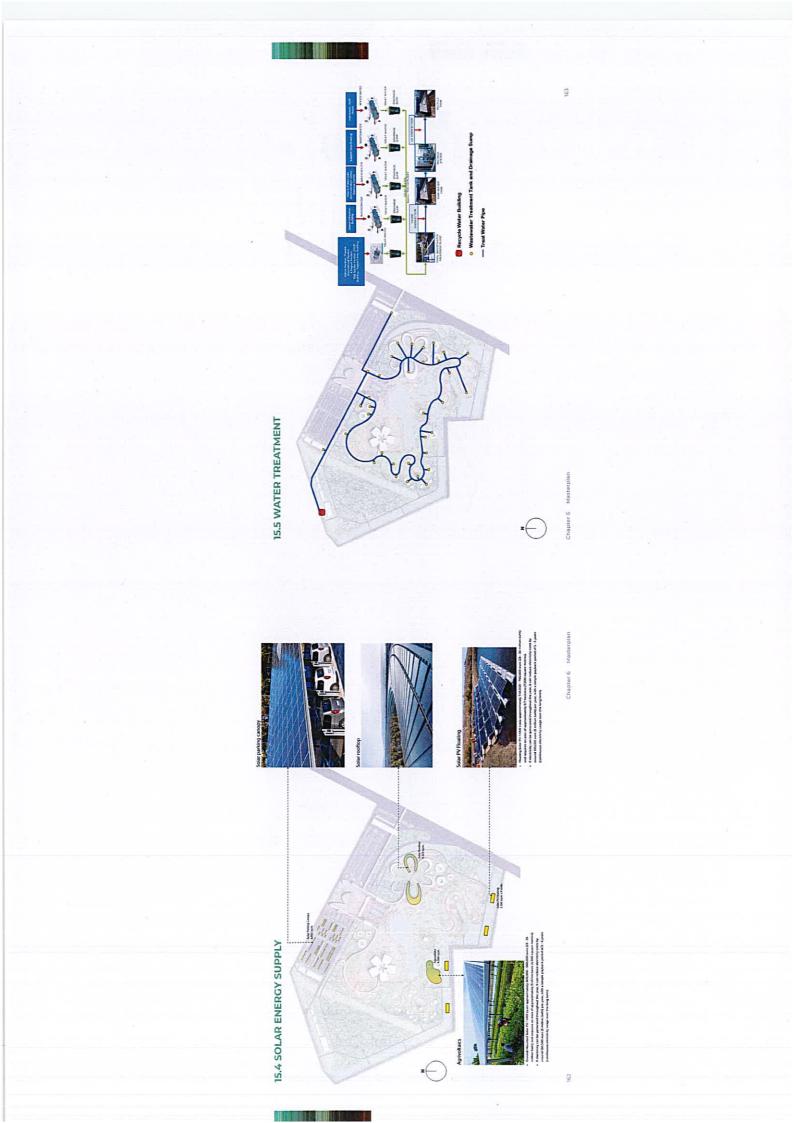
Regular shuttle services are available for Expo visitors travelling on routes via the Korat city centre/downtown and via the Bua Yai station and other neighbouring provinces. A 200-metre long pedestrian bridge provides visitors a safe and

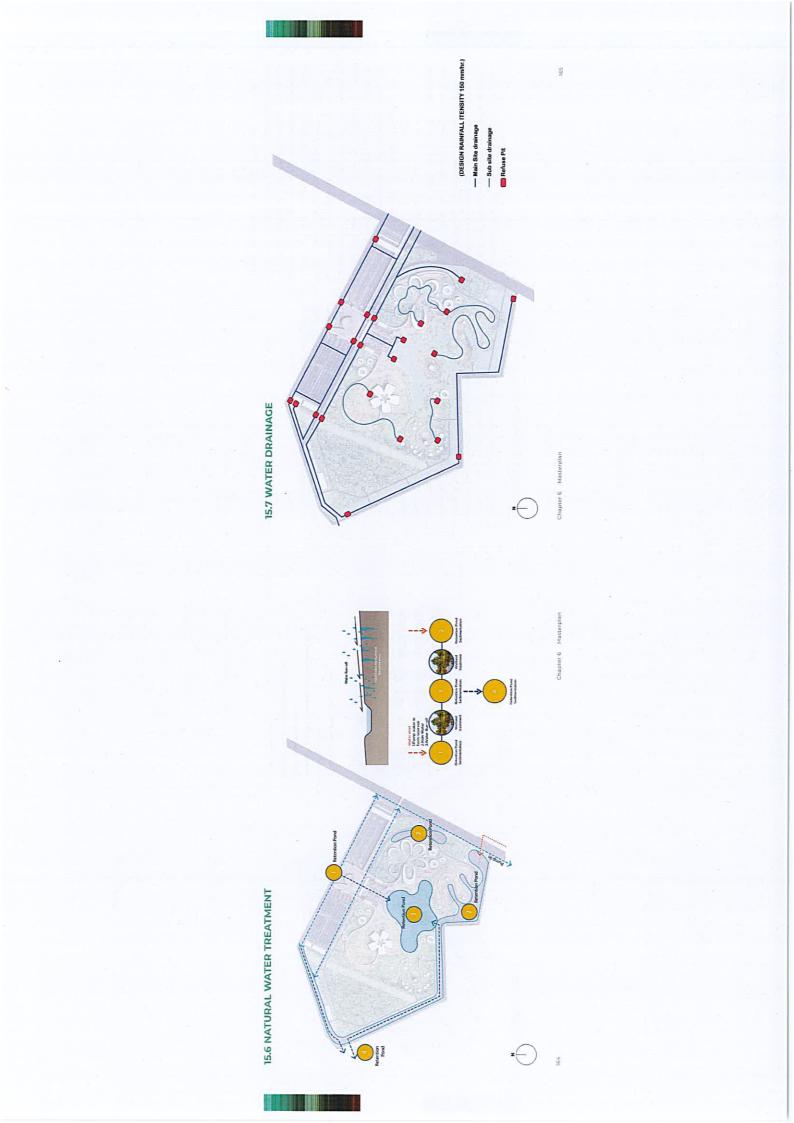
To manage and ensure efficient traffic between the Korat Expo 2029 site and major destinations, the main entrance can



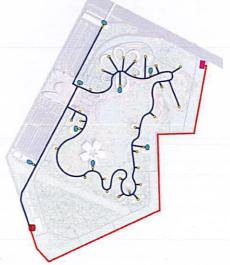








**15.8 WATER SUPPLY** 





— Raw Wuter Pipe — Main Water Suppy in project to main water storage tank — Raw Water Pump Room

Water Storage Tank and Pump Room (Sub)

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### **15.9 WASTE MANAGEMENT**

Korat aims to organise the event as a Green Event, Zero Waste, and Carbon Footprint. The plan focuses on reducing waste, reusing and recycling materials (Reduce, Reuse, Recycle). The plan is divided into 3 phases from pre to post expo. Relevant agencies such as the municipality, provincial level agencies such as the Department of Natural Resources and Environment, and the state universities are involved in the plan. The estimated amount of waste generated by 2.6 million visitors is approximately 2.6 million kilograms or an average of 23,000 kilograms per day. The plan includes separating waste into different categories to reduce the amount of waste by 200 kilograms per person. The plan also includes using innovative waste management technologies and encouraging participation from private sectors.

Additionally, important measures such as reducing paper usage and using technology to replace plastic products such as water bottles will be implemented. The plan also involves separating organic waste to make compost for trees to adapt to climate change. The preparation phase aims to make Korat a clean and safe city to welcome visitors to the exposition. During Expo, there will be a task force assigned to monitor waste management to ensure sustainability. The provincial government will assign local administrative organisations and communities to participate in waste management. The plan will follow the measures established in the pre-expo plan, focusing on managing all waste generated, especially waste from visitors. The province will encourage visitor participation in waste reduction strategies, such as exchanging during the materisfor admission discounts. Additionally, during the event, the province will invite private sectors with innovative waste management technologies to

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participate in the waste management strategy to distribute benefits to all sectors.

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For the post-expo, the provincial government will manage the post-event area to create revenue and sustainability. The province plans to involve local administrative organisations and private sectors in future waste management plans to mitigate the impact of waste. The Expo in 2029 aims to be a model for sustainable event management in Thailand.



# 15.10 EMERGENCY MANAGEMENT

#### 1) FIRE SAFETY

Korat Expo 2029 will be fully-equipped with comprehensive firefighting systems throughout the venue in preparation for any fire emergencies. The systems, including a Standpipe System and fire hydrants equipped with automatic sprinkler systems and fire hoses, are capable of at least one hour continuous operation using electric motor water pumps and pressurised water pumps.

Fire hydrants equipped with fire hoses, along with 4.5 kg ABC Dry Chemical Fire Extinguishers, will be strategically placed throughout the Expo area to comply with regulations and enable prompt response to any indoor or outdoor emergencies.

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Sprinkler system and fire hose cabinet system

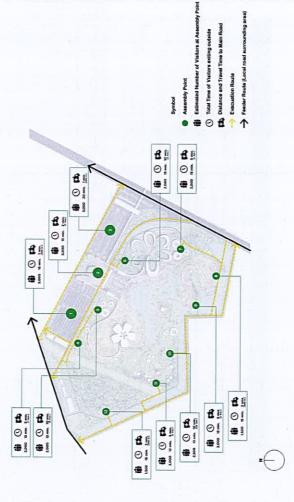
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#### 2) EVACUATION

In the event of an emergency, our dedicated staff members and security personnel will work closely with first responders to ensure a swift and ordenly evacuation. Our well-coordinated emergency evacuation plan is designed to be completed within minutes, prioritising the security and well-being of everyone at the Expo.

To ensure the safety of all visitors, all service accesses along the service lane will be promptly cleared. Visitors will be guided through designated evacuation routes leading to 7 assembly points throughout the Exposite.

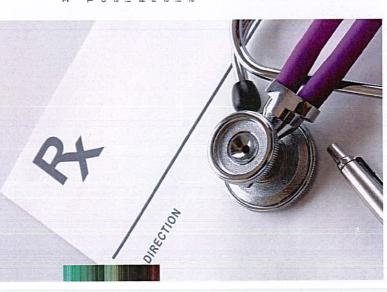
From each assembly point, the time taken for visitors to exit is 15 minutes maximum. There are 6 exits in total, with three evacuation routes in the front and the back of the site, passing through all expo zones including the external service facility area. These routes run the length of the Expo site, connecting the State Highway no. 2 and local road (feeder route) on each end of the site.



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#### 3) MEDICAL SERVICES

The municipality of Korat is committed to providing comprehensive and effective medical care to its residents and visitors. A strategic 4-year plan (2025-2029) will be implemented in preparation for the Korat Expo 2029. The plan aims to enhance the quality and standards of medical and healthcare services throughout the event and also encourages investment in healthcare infrastructure to foster long-term benefits for the local and regional population.

Medical Services	Facilities
Primary Care	Local healthcare volunteers Sub-district health promoting hospitals: • Non Daeng Hospital (7 km from venue) • Khong Hospital (19 km)
Secondary Care	Advance-level hospitals: • Pimai Hospital (20 km) • Bua Yai Hospital (25 km) Coordinate with local and regional private-owned hospitals.
Emergency Care	<ul> <li>Collaborate with and strengthen local foundations and volunteer networks, currently consisting of over 1,000 individuals, for emergency responses.</li> <li>Ensure an adequate availability of ambulance vehicles and an efficient ambulance dispatch system, including the possibility of developing a mobile application.</li> </ul>

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4) **RISK MANAGEMENT** 

Additionally, the Korat Expo 2029 has developed a comprehensive risk management plan that encompasses various scenarios and establishes protocols to address each type of risk.

Risk Issue	Management Measures	Agencies in Charge
Crowd control	<ul> <li>Determine the maximum carrying capacity for the Expo.</li> <li>Develop visitor management protocol.</li> <li>Ensure efficient guides and staff.</li> </ul>	<ul> <li>Expo Committee</li> <li>Local police</li> <li>Tourism police</li> <li>Security volunteers</li> </ul>
Number of visitors and revenue prospect	<ul> <li>Establish PR and communication channels among both domestic and international agencies, as well as tourism-related bodies in Thailand and abroad.</li> <li>Promote visiting by local and national agencies.</li> <li>Establish rapport with neighbouring countries (Laos, Cambodia, Vietnam Myanmar, and China) to visit.</li> <li>Establish collaboration with the private sector to promote travel routes and tourism centred around Korat Expo and the region.</li> <li>Establish collaborations with horticultural societies, clubs and enthusiasts.</li> </ul>	• Expo Committee

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Risk Issue	Management Measures	Agencies in Charge
Public health and safety	<ul> <li>Devise public health plans at the provincial, local, and Expo levels.</li> <li>Encourage the integration of Public Health agencies into the locale.</li> <li>Encourage investment from the private sector in public health systems.</li> <li>Devise a safety plan for visitors. This includes safety within the grounds, providing sufficient capacity to transport patients to nearby hospitals, and possible subsequent transfers.</li> </ul>	• Expo Committee
Natural disasters (e.g., floods, storms)	<ul> <li>Develop a disaster relief plan.</li> <li>Organise disaster drills.</li> <li>Organise disaster drills.</li> <li>Assign agencies in charge of disaster relief. Ensure that the agency has upper provide a perference personnel and equipment.</li> <li>Provide a perform.</li> <li>Provide a fifticent relief efforts.</li> </ul>	<ul> <li>Expo Committee</li> <li>Disaster relief</li> </ul>
Unrest and terrorism	<ul> <li>Devise and implement comprehensive security measures and personnel training.</li> <li>Collaborate between law enforcement agencies, intelligence agencies, and emergency services to assess threats and ensure effective and coordinated actions.</li> <li>Develop a detailed crisis response protocol and conduct regular drills and simulations.</li> </ul>	<ul> <li>Expo Committee</li> <li>Local police</li> <li>Tourism police</li> <li>Royal Thai Police</li> <li>National and local security teams and volunteers</li> </ul>

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# **16. SERVICE FACILITIES PLAN**



#### FACILITIES PLAN Legend

- Klosk
   Information
- -Service -Toliet H -Fire Extinguisher
- Food Centre 0
- Totiet in Permanant Building :
- Seating Area Der 30 p. Seating Area per 150+ p. seating ana every 800 m.

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# **16.1 ON-SITE SERVICE FACILITIES**

The Korat Expo 2029 will be a fully-serviced event, with a wide range of facilities available to visitors. These facilities will ensure that visitors enjoy the fullest experience the Expo has to offer. These include:

· Free electric shuttle buses to transport visitors around the site

· Food centres and stalls (3.6 ha, 9,000 pax) with a variety of food options available to visitors, including Retail markets and shops (0.24 ha), including souvenir local delicacies, international cuisine, and snacks

- shops, OTOP markets, and plant markets
- 1,000 restrooms located throughout the site
- · Parking area (10,000 spaces) for the general public, VIP, shuttle services, and other modes of public transport
  - Bonded warehouse and plant quarantine station
- (0.25 ha)
- · Utility management facilities (electricity and water Maintenance facilities water treatment)

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### **16.2 OFF-SITE FACILITIES**

Off-site facilities are intended to accommodate support staff, plant management, and car parking.

 Staff accommodation (2.6 ha, capacity: 600 occupants) · Greenhouse and quarantine hold (7 ha)

# **17. ATTRACTION ROUTES - USER TARGET GROUPS**



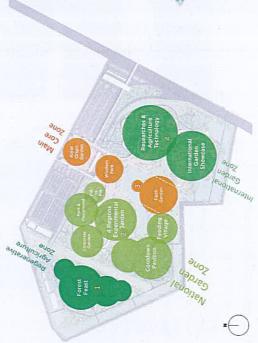
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# **18. PLANTING CONCEPT**

**18.1 PLANTING ZONE** 

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Internation Garden Zone

Main Core Zone

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# REGENERATIVE AGRICULTURE ZONE

The vegetation in this zone demonstrates agricultural systems that emulate the natural forest ecosystem. It involves intercropping various plant species and allowing animals to coexist naturally. In this zone, large-sized trees, mediumsized trees, shrubs, and understory vegetation, including various nativa and indigenous tree species, will be cultivated.



### NATIONAL GARDEN ZONE

The vegetation in this zone will be divided into three

Tree

Group 1 - Parking Area: Shade-providing plants that remain green throughout the year will be used in this groups: area.

Croup 2 - Entrance Area: Indigenous and auspicious plants will be used in this zone, with occasional flowering plants added to enhance the area's visual appeal.

Group 3 - Thai Garden: This zone will feature Thai-native plants and indigenous herbs, providing knowledge about traditional food and medicinal herbs.





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### KORAT GARDEN ZONE

The vegetation in this zone will be a variety of palm species: tall trees, shrubs, ground cover, and aquatic plants. The focus will be on using indigenous plants that are commonly found and can be used for studying the characteristics of natural streams and as an educational area for understanding natural water filtration through plant-based methods.



# INTERNATIONAL GARDEN ZONE

The vegetation in this zone will be divided into two groups:

**Croup 1** - Parking Area: Shade-providing plants that remain green throughout the year will be used in this area.

**Croup 2** - Interior Activity Area: The focus in this zone will be on using indigenous plants that bloom during the winter months. This is to attract tourists since it is an area near the main road of the project. These plants will alternate their blooming cycles from November to February, providing different flower colours each month.



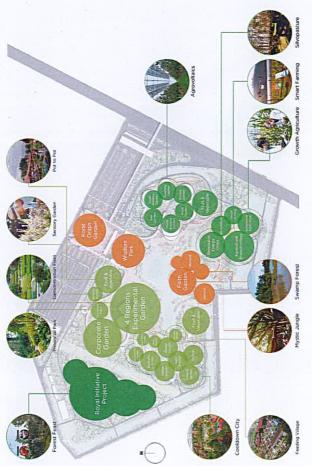
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**18.2 PLANT PLANNING** 

To incorporate the concept of sustainable agriculture in the Northeastern region, the design plan integrates the unique geographic and natural features of the local ecosystem, known as "pa Boong Pa Tam" or "Lowland Floodplain Forest". This ecosystem is characterised by an annual flooding area caled "Bung" (meaning swamp in the Isan language), with the Pa Bong area flooding for approximately 3.4 months. The resulting plant ecosystem has adapted to thrive in this environment, with traits such as water resistance, fast growth, and serving as a spawning ground for fish during the forest's flood season. The ecosystem is highly valued as a treasure trove by the local community.

A reception building will welcome visitors at the main axis of the area, serving as a starting point for exploration via main walking paths. The ecosystem of the Lowland Floodplain Forest of the Northeastern region will be introduced to visitors. The Thai and international pavilions will exhibit the main components of the project, providing visitors with a comprehensive understanding of It. The walking path will loop back to the starting building, allowing visitors to expand their knowledge and ideas gained from their visit to the project. The main walking path will also connect to smaller paths in different zones for more detailed exploration of each zone.

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#### 1) PLANTS

Plants take the centre stage in many of the Expo areas: International Garden puts exotic plants on display, and in National Garden features a variety of tropical plants, the Expo are a myriad of herbs, ornamental plants, flowers, economic crops, and vegetables, each of which plays a part in enriching the biodiversity of the planet.

#### 2) FRUITS

Thailand has long since established its position as the products can be grown all year round all over the country, leading producer of major tropical fruits. Our champion such as durian, mangosteen, mango, papaya, pomelo, longan, pineapple, banana, custard apple, dragon fruit, sapodilla, lime, guava, rambutan, jackfruit, etc.

#### **3) ORCHIDS**

Thai orchids are known worldwide and include a wide variety of rare and exotic species. The orchids will be displayed in both the outdoor orchid zone and exhibition buildings.

# 4) FLOWERS AND ORNAMENTAL PLANTS

Flowers and ornamental plants are classified into four planting zones:

- · Tropical flowers: Chrysanthemums, Paper flowers (Bougainvillea), Adenia, Siam tulip (Curcuma), Etlingera elatior, etc.
  - Winter and foreign flowers
- · Landmarks created from flower patches, such as a Vertical garden / green wall and green roof

sundial patch





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#### 5) HERBS

Herbs are widely used in Thailand as a part of both cuisine and medicine. Their properties can range from garnishes to active ingredients in folk medicine. Many of the herbs in the Expo are listed as a national medicinal recipe, herbs in fundamental healthcare, as well as traditional medicinal recipes.

#### 6) MUSHROOMS

Mushrooms have been gaining popularity as a new viable food source and medicine. Examples include medical mushrooms and Mycorrhiza.

# 7) INDUSTRIAL CROPS

These crops include those with high economic value, such as tea, coffee, coconut, macadamia, date, palm, and cashew nut.

### **B) OTHER INDUSTRIAL CROPS**

Other industrial crops such as rice are divided into field crops like cassava, sugar cane, peanut, sesame, and mulberry—one of the key components in silk production.





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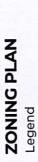


## **19. ZONE PLANNING**

The Korat Expo 2029 unfolds across three main zones: the Main Core which is known as (1) the Garden of Korat, (2) the International Garden, and (3) the National Garden. Spanning across the corridors of these zones is the vast water area that extends from the central core. This water area acts as the ExpoS main water retention pond, sustaining the ecosystem as well as hosting educational and recreational activities on the aquatic domain.



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ENTRANCE 24,000 sq.m. / 24 Hectares KORAT GARDEN 24,000 sq.m. / 24 Hectares NATIONAL GARDEN 34,000 sq.m. / 34 AHectares INTERNATIONAL GARDEN 220,000 sq.m. / 22 Hectares SERVICE External) 220,000 sq.m. / 24 BHectares SERVICE (External) 74,000 sq.m. / 74 BHectares WATER AREA

> Entrance 2.2 %

Mater Acta

KORAT GARDEN

NATIONAL GARDEN 344.000 IAT / 141 HULING 30 %

SERVICE Commentance 22.9 %

SERVICE

INTERNATIONAL GARDEN 270000 Mar / 22 Martine

KORAT GARDEN

Water Area 0 miles / Scherts 9.2 %

SERVICE (External) 248,000 sqm./ 17.4 hectares WATER AREA 174,000 sqm./ 17.4 hectares SITE TOTAL 1,084,800 sqm./ 108.48 hectares

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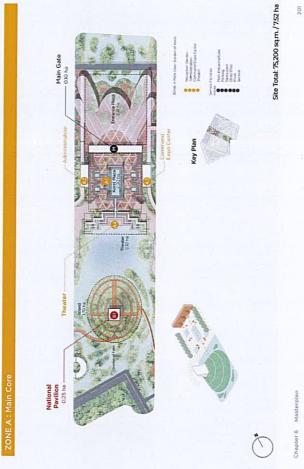
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#### 19.1 RECEPTION AREA "GARDEN OF KORAT"

The Garden of Korat serves the reception area for Expo 2029 visitors as they enter through the main entrance building. The zone hosts various administrative and support facilities, including the main business centre and a dedicated library and learning centre housed in the national pavilion. The Carden of Korat centres between the National Carden and international Carden, offering smooth navigation and overarching views across the site.





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### A) MAIN ENTRANCE BUILDING

The Main Entrance Building serves as the gateway to the Korat Expo 2029, encompassing ticketing facilities, waiting areas, and an outdoor stage for performances and events.

As visitors enter through its doors, they will be greeted by a space that celebrates the harmonious blend of heritage and innovation, embodying local and global efforts towards a sustainable future. The architecture is inspired by Korat's Dan Kwian earthenware, renowned for its unique forming techniques, durability, pliability, and rusty colour derived from its special clay. Adopting a "green building" approach, the building integrates sustainable design elements, including vertical gardening, which adds natural greenery to the structure, and utilises clay and rainwater to help moderate the building's temperature.

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The national pavilion serves as a seed bank and learning centre at the Korat Expo 2029. It draws inspiration from Isan Sim — traditional pavilions built to serve as ordination halls in Buddhism. Elevated on tall columns, Sim had long served as a space where monks and locals in Thailand would gather to perform Buddhist ordination rituals and other ritual ceremonies. Isan Sim represents local wisdom and resilience in both its construction and function.

Following the architecture of Isan Sim found in Korat and in Isan, the pavilion at Expo 2029 emphasises the use of locally sourced wood, ternacotta roof tiles, and other natural materials from Korat forests. The pavilion walls incorporate intricate wood and terracotta carving patterns and structures, showcasing the skilled craftsmanship of traditional atrisans while allowing for air ventilation and thermal control. The design embodies qualities of solitude, tranquility, simplicity, and contentment found in the Thai-Isan way of life and beliefs. Chapter 6 Masterplan



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The main water area, which also houses the pavilion, serves as a multi-functional space for ecological, educational and recreational purposes. The wetland acts as a water retention pond and a natural wastewater treatment site, harnessing the inherent mechanisms of a wetland ecosystem. As a designated learning area, the lake exhibits local wisdom and practical technologies related to irrigation and living. A notable example is the Lam Takhong Water Wheel, a traditional hydropower system widely adopted in the community to channel water from the Lam Takhong River into rice fields. Additionally the waterfront area provides a platform for exploring waterside ecology and the various ways rural and urban waterfronts can be utilised.

Visitors have the opportunity to appreciate panoramic views from the spacious wooden bridge that connects to the pavilion, the lakeside, or above the water while enjoying activities such as kayaking.





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### **19.2 INTERNATIONAL GARDEN**

The International Garden Zone stands as another cornerstone of the Korat Expo 2029, where international countries and communities join in to foster the collective wisdom of horticulture that propels us towards a sustainable tomorrow. Combining indoor and outdoor establishments, the International Garden Zone allows for diverse creations and networking opportunities, serving as a platform where entrepreneurs, specialists, policymakers, and enthusiasts can learn from each other. Events such as conferences, workshops, and trade shows provide opportunities for stakeholders to network, forge partnerships, and drive innovation.

The International Carden is home to indoor international gardens and exhibitions. It is fully climate-controlled to accommodate exotic and rare plants from around the world. With future urban mobility in mind, the pavilion is designed with a human-centric and carbon-neutral approach, with universal-design walkways, bicycle paths, and play spaces to foster engagements and interactions from all groups of audiences.

The Outdoor International Gardens serve as an extraordinary canvas for international participants to celebrate the diversity of horticultural practices and innovations from around the world, in a united front towards the Sustainable Development Goals (SDGs). Gardens from at least 30 participating international countries, including AIPH garden and AIPH member countries, will be showcased.

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DNE C INTERNATIONAL GARDEN



### **19.3 NATIONAL GARDEN**

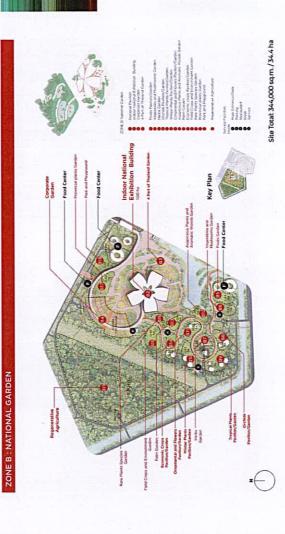
The National Carden Zone offers an immersive and thought-provoking journey through the landscapes of Thailand's natural and cultural heritage.

The National Carden comprises 8 thematic gardens. Each garden within the zone represents a different sustainability agenda.

Upon completing the zone, visitors are led through a comprehensive exploration into how horticulture can be harnessed to build a green and sustainable future through wisdom and innovation. Chapter 6 Masterplan

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### A) THAI CUISINE GARDEN

The garden offers a feast for the senses and a journey into the heart of the beloved Thai gastronorry. From the diverse variety of rice to local crops, herbs and spices, visitors are guided through the wisdom, history and artistry behind each dish. The visit can be paired with a built-in dining option, where guests can explore delectable courses inspired by creative interpretations of local ingredients and techniques of Thai cuisine.

# **B) AGROFORESTRY AS LOCAL FOOD SOURCE**

Here, visitors can witness a living demonstration of agroforestry to create a sustainable and resilient food system. Addressing monocuture challenges, the model utilises local wisdom and environment to nurture the land and community, featuring diversified produce and industrial trees, soil-enriching ground covers, and beneficial insect habitats. Through workshops, visitors can gain practical insights on planting techniques, food preservation, and integrating agroforestry principles in communities.

#### C) GARDEN OF FAITH

The Garden of Faith pays homage to the spiritual and cultural significance of plants in Thailand and Southeast Asia. The belief in the sacredness of nature is deeply rooted in Thai society, past and present, highlighting the interconnectedness between nature and people. The garden combines horticulture and art installations to showcase plants that are attached to specific meanings and rituals in Thai society, and the ways in which different parts of plants are utilised in religious and cultural traditions.

### D) GARDEN FOR ALL GENDERS

In the Carden for All Genders, visitors are invited to witness the harmonious interplay between nature and identity. Along with symbolic visuals and installations, the garden features medicinal herbs known for their hormonal effects, as well as plants and fungi that challenge the binary normativity. Together, they foster a deeper understanding and appreciation for the richness and complexity of gender diversity, honouring the spectrum of human experiences.









# E) FOOD PRODUCTION IN THE URBAN AREA

In this garden, visitors can explore the benefits of food production in urban areas and how they can get involved. It features a variety of gardens adapted to urban spaces, ranging from micro-level to macro-level applications. These include edible gardens on apartment balconies and rooftop terraces, vertical gardens on walls and fences, community gardens and urban food forests in public spaces, and corporate gardens on company grounds. The gardens are designed to enhance food security, economic benefits, and community building aspects.

#### F) POT TO POT GARDEN

The pot to pot garden is a microcosm of urban sustenance, showcasing innovative ways to transform limited spaces — the planting 'pot' — into flourishing edible gardens — the cooking 'pot'. Adjacent to the space is a food centre where visitors can explore and sample a variety of Thai street food inspired from the very produce displayed in the garden.





### **G) GARDEN OF WELLNESS**

Inspired by Thailand's recognition as a premier destination for wellness tourism, the garden invites visitors to reconnect with nature and nurture their physical and mental wellbeing. Set in an environment that allows for unwinding urban stress and revitalising through the power of nature, this holistic approach includes exploring therapeutic and medicinal uses of local plants and herbs, as well as experiencing traditional treatment and wellness practices such as massage, meditation, and natural sound and aroma healing.

### H) GARDEN THAT COOLS DOWN CITIES

The Carden that Cools Down Cities is a collaborative effort in urban planning to demonstrate how thoughtful design, sustainable materials, and the incorporation of local wisdom as well as innovations can help mitigate the impact of climate change and create more livable, cooler cities. Visitors can explore different possibilities to combat urban heat islands, including structures and spaces such as rain gardens, canopy and green corridors, as well as innovative utilisation of wind, water, and materials rooted in local wisdom such as solid clav and bamboo.







### Plant Concept for National Garden:

#### Thai Tropical Gardens

plant species and the diversity of Thai fruit varieties. The 1) Fruit Carden: The focus is on major tropical fruits, which are the product champions of Thailand that can be produced year-round in various areas. These fruits have high nutritional value. The garden displays new production technology and innovative full-cycle processes enable exporting large amounts of products.

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Major tropical fruits such as durian, mangosteen, mango,

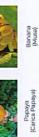












Minor tropical fruits such as rambutan, dragon fruit, tamarind, lychee, guava, longkong, and others.





Rambutan (Nephelium Lappaceum) 12 St









Guava (Psidium Guajava)

Lychee (Litchi Chinensis)

2) Orchid Garden: Focus on showcasing various breeds of orchids, including new breeds, and their uses. It is divided into two parts: the orchid garden and the exhibition hall.

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breeds, and export orchid breeds and showcasing rare countries. It also displays various uses of orchids such as herbal medicine, cosmetics, fragrance, health food, Displaying natural orchid breeds, industrial orchid and exotic orchid breeds from Thailand and other traditional medicine, and alternative medicine.















(Paphiopedilum)

Venus Slipper







hilippine Ground

i.

ple-red Flow







abrilingue, Lindi) Dendrobium (Dendrobium Rough-Lipped Colden Bow Orchid Chrysotoxum, Lindi)

(Dendrobium

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3) Flower and Ornamental Plant Carden: Focus on showcasing breeds of flowers and ornamental plants, production technology, breeding and collection of breeds such as:







(Bougainvillea) Paperflower 







Torch Ginger

Alismatifolia Curcuma Etlingera Elatior)

4) Herb Carden : Focus on showcasing high-value export herbs and indigenous knowledge herbs, divided into displays traditional Thai herbs, including those used in three sections. The first section is the herb garden, which Thai medicine, and herbs with economic potential. The second section is inside the exhibition hall, which provides academic information on herbal medicine and traditional medicine in Northeastern Thailand, as well as special activities such as herbal massages. The third section focuses on the production of marijuana and hemp for medical, nutritional, and recreational purposes. 5) Vegetable and Mushroom Carden: Focus on showcasing a variety of vegetables and mushrooms, including commercial and local varieties, new breeds, and innovative techniques for growing them. The exhibition also showcases economically important mushrooms, medicinal mushrooms, mushroom processing, and smallscale mushroom farms for urban farming. Additionally, the exhibition highlights the creation of landmarks from vegetables and mushrooms.

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a variety of economic plants, including rice, field crops, information on breeding, farming, and production cycle of rice production. Additionally, the exhibition three beneficial functions and two types of agroforestry and flowering trees that bloom throughout the year, as 6) Other Economic Plant Garden: Focus on showcasing silk, agroforestry, and trees. The garden provides processes for each type of plant. It showcases new breeds of rice, modern agricultural theories, and the complete features crops like cassava and sugarcane, potential field crops like peanuts and sesame, and different breeds of silk. It also highlights the significance of silk in Thai gardens. Finally, it displays non-deciduous trees for shade culture. The exhibition showcases a forest garden with well as carbon-absorbing trees.





















Peanut



(Manihot Esculenta)

Cassava





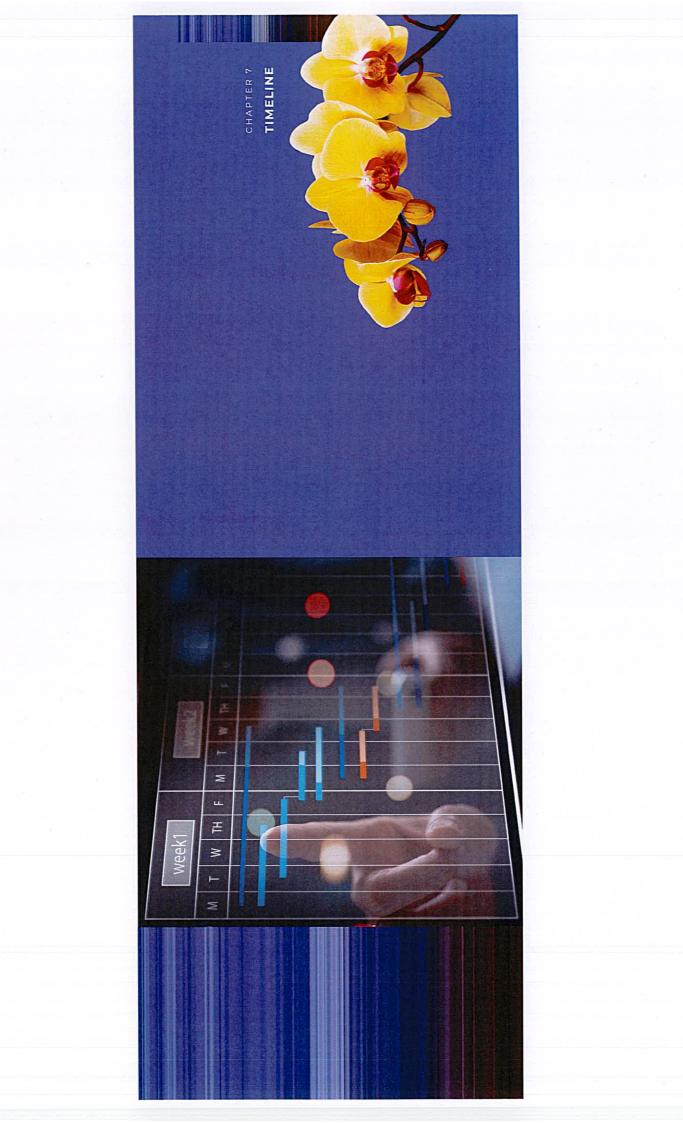
Sesame Seed (Sesamum indicum) Nigrum) Chapter 6

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20. TOTAL AREA OCCUPIED BY EXHIBITION

Category	Area in ha	Area in sq.m.
Exhibition Area	83.68	836,800
Parking Area	24.8	248,000
Permanent Buildings	3.21	32,100
Temporary Buildings	4.14	41,400
Buildings Area (excluding indoor exhibitions)	5.55	55,500
Outdoor Area	76.63	763,300
Land	58.93	589,300
Water	17.4	174,000
International Area (including indoor exhibitions)	7.2	72,000
Total Area	108.48	1,084,800

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#### TIMELINE

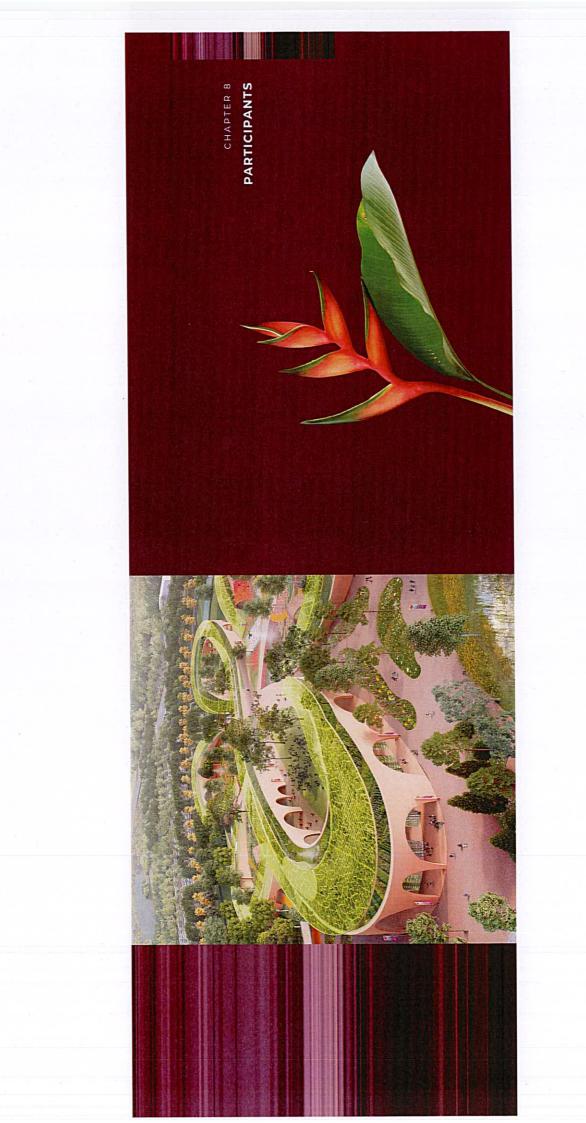
Korat Expo 2029 will take place from 10<sup>th</sup> November 2029 to 28<sup>th</sup> February 2030, lasting 110 days in total. This timeline covers the phases of the project, from planning and preparation to post-Expo repurposing.



Chapter 7 Timeline

	2024	2025	2026	2027	2028	2029	2030	2031	2032
		Pre	Pre-Expo						
Planning and design	*								
Bid submission	*								
Construction		*	*	*					
Landscaping		*	*	*				1	
Public transport and infrastructure		*	*	*	*				
AIPH on site inspection		*	*	*	*				
рк				*	*	*	*		
		Durin	During Expo						
Programme						*	*		
		Post	Post-Expo						
Evaluation									*
Site renovation									*
Submission of summary papers									*
Site reopening									*

Chapter 7 Thmeline





Nurturing a globally sustainable future requires a collective effort. As a celebration of the diversity of life in terms of both societal and environmental aspects, Korat Expo 2029 plans to invite a variety of esteemed guests to join us in building a harmonious collaboration and a strong commitment towards a greener society.



Chapter 8 Participants

# INTERNATIONAL PARTICIPANTS PLANNING

The Korat Expo 2029 is set to welcome over 30 countries, with both government and non-government entities taking part as international exhibitors and participants. All exhibits will align with the Expo's theme of "Nature and Greenery: Envisioning the Green Future," inspiring visitors to imagine a more sustainable tomorrow. International participants include countries and organisations that maintain strong trade and diplomatic relations with Thalland, collaborating with nations across the globe. These may be countries with commercial or environmental cooperation projects with Thailand, members of AIPH, or organisations that share the Expos vision.

More than 30 countries are expected to participate in the Expo, with the international garden area situated in the southwest corner of the site, adjacent to the main road. This prime location ensures that the international garden area will be the first thing visitors see upon arrival, located on their left-hand side once they pass through the event entrance.



Chapter 8 Participants

## TARGETED COUNTRIES

#### ASEAN:

Thailand, Brunel, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Timor Leste, Vietnam

#### Asia:

Armenia, Bangladesh, Bhutan, China, India, Japan, Nepal, Pakistan, Qatar, South Korea, Chinese Taipei, Yemen

#### Europe:

Belgium, Netherlands, Russia, Spain, Turkey

#### **Africa:** Kenya, Morocco, South Africa, Sudan

The Americas: Canada, United States Chapter 8 Participants



# ENSURING INCLUSIVE PARTICIPATION

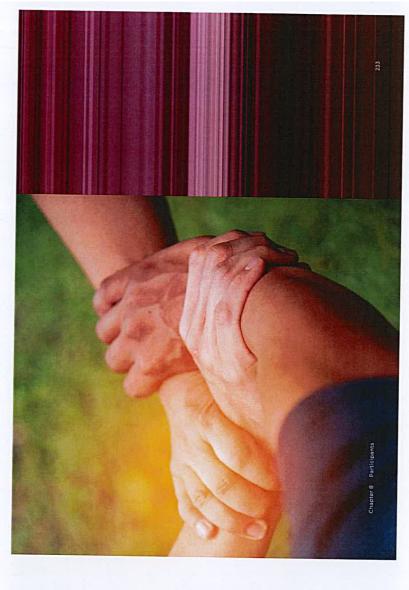
Thailand, like many developing countries, faces challenges related to agriculture, which is responsible for producing food and ensuring food security for all people. The agriculture sector plays a crucial role in achieving global food security, and Thailand is committed to addressing these challenges and supporting our partners in this important endeavour.

Reflecting the Expos theme of "Nature and Greenery: Envisioning the Green Future," Thailand aims to be as inclusive as possible, inviting every country to join us on a remarkable journey that transcends national boundaries. Together, we can envision a greener tomorrow, a future that can be nurtured through collective action and our individual efforts.

To exemplify the spirit of the Expo and honour the AIPH's conditions, Thalland has established support measures to encourage and assist our partners, especially developing countries, in participating in the Korat Expo 2029. As host, we value the participation of every single country and see ourselves as a committed and capable partner in overcoming the challenges that many nations face. Assistance package will be considered to support developing countries valued at approximately 80,095 euros.

Thailands national agenda has long been focused on achieving the United Nations Sustainable Development Goals (SDGs) set in 2015. To this end, we have adopted the Bio-Circular-Green (BCG) model as a strategy for economic development. As a host and a nation, we are proud to be at the forefront of horticultural and agricultural development, working towards a greener and more sustainable future for all.

Chapter 8 Participants







Korat Expo 2029 would serve as a platform for competitions of numerous plants of all types and kinds to showcase their wonders and uniqueness based on the AIPH Regulations for Category Al World Horticultural Exhibitions. The competitions will include:

- Outdoor International Carden
- Indoor International Garden
- Competition by types of plants
- Orchid: Individual Plant, Container Display, Garden, Cut Flower
  - Cut Flowers and Flowering Pot Plants
- Flower Garden
  - Aquatic Plant Carden
- Foliage Plant
- Fruits and Vegetables
- Plant exhibits
   Herbs and Spices & Medicinal plants
  - Mushrooms
    - Silk Fabrics
       Etc.

Chapter 9 International Competition





# 1. OPENING CEREMONY (10<sup>TH</sup> NOVEMBER 2029)

# ENVISIONING GREEN FUTURE TOGETHER

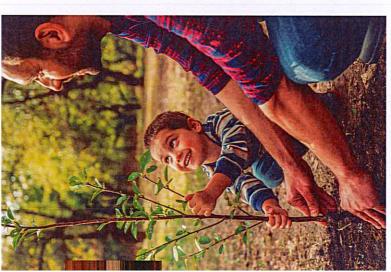
Welcome to the grand opening ceremony of Korat Expo 2029, a captivating Journey into the heart of "Erwisioning Green Future Together." As the sun sets in the horizon, we stand at the threshold of a remarkable event that symbolises our commitment to harmonious coexistence between humanity and nature. In the next few hours, we will be transported into a world where creativity, innovation, and unity converge to shape a greener, more sustainable tomorrow. Our opening ceremony is a celebration of shared aspirations, a testament to the power of unity, collaboration, and a visual spectacle that mirrors the beauty and vitality of our theme. Through these extraordinary acts, we invite you to witness and partake in the magic that unfolds—a celebration of the future we are co-creating, where nature's brilliance and human ingenuity blend seamlessly.

Chapter 10 Event Programme

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Chapter 10 Event Programme



#### **Global Unity Planting**

Kick off the ceremony by inviting representatives from different countries to plant small trees in a communal planter. As each tree is planted, project the corresponding country's natural landscape on a screen, emphasising global unity in nurturing our planet.

### Nature's Symphony and Living Garden

Begin the ceremony with a captivating living sculpture garden where performers embody various plant species. Their synchronised movements represent the growth and vitality of nature. Accompany this with an orchestra that combines classical instruments and sounds from nature, creating a symphony that reflects the harmony between hurnan creativity and nature.

Chapter 10 Event Programme

Chapter 10 Event Progr

#### **Rising From The Ground**

A breathtaking visual journey that encapsulates the essence of the subtheme "Back to Earth, Life Rebalanced" A central element stands tall, a majestic replica of a thousand-year-old Laterite castle—a tribute to Korat's ancient heritage and the resilience of the earth's resources. The performance commences with a stirring narration, echoing the interdependence of humanity and the earth. Dancers adorned in costumes inspired by the colours and textures of nature emerge, conveying the symbiotic relationship between humans and the ervironment. A captivating display of multimedia projections follows, showcasing the journey of civilisation and its intertwined connection with the earth. The ancient Laterite castle comes to life with captivating animations depicting its creation from the earth's resources. The visuals transition seamlessly to scenes of lush forests, flowing rivers, and thriving eccosystems, highlighting the treasures of our planet. The message is clear—life's vitality emerges from the earth's embrace, and its preservation lies in our hands.

Digital Art Projection and Floating Lanterns of Hope

Utilise projection mapping technology to transform the Expo site into carvas for digital art. Project images that depict the Exposi journey from concept to reality, echoing the theme of envisioning a green future together. Conclude the ceremony with floating lanterns released into the sky, forming a breathtaking visual symbolising unity, collaboration, and a shared vision of a green world.



### 2. KEY EVENTS

#### 2.1 LOY KRATHONG FESTIVAL (20<sup>TH</sup> NOVEMBER 2029)

At Korat Expo 2029, the Loy Krathong Festival takes on a contemporary and environmentally conscious twist, aligned perfectly with the Expo's commitment to sustainable practices. The serene lake at the heart of the Expo's site becomes the canvas for an innovative celebration that embraces tradition while promoting ecological awareness.

### The Digital Krathong Experience

As the sun sets and the full moon graces the night sly, visitors are invited to participate in the Digital Krathong Experience. At designated areas around the lake, interactive stations are set up where attendees can craft their digital krathongs using touchscreens. These virtual baskets are adorned with intricate floral designs and personalised messages, reflecting the traditional artistry of Loy Krathong.

#### A Symphony of Lights

As the digital krathongs take form, hushed anticipation envelops the crowd. The water's surface comes alive with a mesmerising dance of lights, artfully illuminating the lake. The digital krathongs are synchronised with LED lights, creating a radiant display that mirrors the full moon's reflection above.



Chapter 10 Event Programn



## Virtual Release and Symbolic Gratitude

At the peak of the celebration, attendees gather around the lake's edge, holding their mobile devices. With a simple gesture on their screens, they release their digital krathongs onto the virtual water. As the virtual krathongs glide across the lake's surface, attendees are prompted to express their gratitude for the life-glving element of water. The messages and wishes shared are projected onto large screens, uniting the collective sentiments of appreciation.

### Educational and Eco-conscious

Alongside the celebration, educational booths are set up to raise awareness on water conservation and environmental stewardship. Interactive displays highlight the impact of pollution on water bodies and the measures individuals can take to preserve this precious resource. This educational element amplifies the ethos of Korat Expo 2029 as a platform for learning, collaboration, and positive change.

### Innovative Performances

The celebration is further elevated by innovative multimedia performances that combine technology, art, and tradition. Dancers adorned with LED costumes perform a captivating dance, symbolising the ebb and flow of the tides and humanity's connection to it. The performance culminates in a spectacular light show, bringing together the beauty of nature, technology, and human creativity. As the Digital Krathong Experience concludes, attendees are left with a sense of wonder and connection. The celebration pays homage to tradition while embracing the need for sustainable alternatives, illustrating how innovation can transform cherished rituals into meaningful expressions of gratitude and environmental consciousness.

Chapter 10 Event Programm



#### 2.2 WORLD SOIL DAY CELEBRATION AT KORAT EXPO 2029 (5<sup>TH</sup> DECEMBER 2029)

**World Soil Day** takes place annually on the S<sup>th</sup> of December, serving as a poignant reminder of the vital significance of healthy soil and advocating for the sustainable stewardship of this invaluable natural resource. The inception of an international day to celebrate soil was initially proposed by the International Union of Soil Sciences (IUSS) in 2002. Guided by the visionary leadership of the Kingdom of Thalland and operating within the framework of the Global Soil Partnership, the Food and Agriculture Organisation (FAO) played an instrumental role in formalising the establishment of WSD as a global platform for raising awareness.

The resounding endorsement of World Soil Day occurred in June 2013, when the FAO Conference unanimously embraced this initiative. In response to this momentous decision, the 68<sup>th</sup> session of the United Nations General Assembly was approached to recognise and adopt World Soil Day formally. Subsequently, in December 2013, the UN General Assembly etched an indelible mark in history by officially designating the 5<sup>th</sup> of December as the inaugural World Soil Day. This auspicious occasion serves as a resounding call to action, uniting nations, communities, and individuals in the shared commitment to nurturing and safeguarding our Earth's soil resources. With each passing World Soil Day, we are empowered to reflect on the profound role that soil plays in sustaining life and fostering a greener, more sustainable future for all.



#### World Soil Day at Korat Expo 2029: Cultivating a Greener Future

At Korat Expo 2029, World Soil Day emerges. as a compelling chapter that harmonlise flawlessly with our overarching theme, "Nature and Greenery: Envisioning the Green Future," and the Exposite sconant subthemes. As we craft the narrative of this commemorative occasion, the Exposite story gains depth, intertwining soil's significance with our asplrations for a sustainable world.



### Royal Pavilion: The King and the Earth

Step into the "Royal Pavilion: The King and the Earth" exhibition at korat Expo 2029, a poignant tribute to the legacy of King Rama IX, whose birthday (5<sup>th</sup> December) inspires World Soil Day. This immersive experience invites visitors to journey through the remarkable life of the monarch whose devotion to soil technology and sustainable practices reshaped Thalland's agricultural landscape. The pavillon pays homage to King Rama IX's visionary initiatives spanning his 70-yaar reign through captivating multimedia presentations, interactive displays, and meticulously curated artefacts. From pionerring soil conservation techniques to advocating for organic farming, the exhibition unveils the King's profound impact on transforming the nation's relationship withe land.



### Soil Workshops for Urban Visionaries

Resonating the key approach: **Reimagine the Blueprint** of Urban Life Among Greenery, World Soil Day at Korat Expo 2029 becomes a classroom for urban planners and enthusiasts. Engaging workshops delve into the symbiotic relationship between urban spaces and healthy soil. Attendees witness how thiving gardens can flourish amidst cityscapes, breathing life into concrete jungles. The Expo's greenery seamlessly transforms urban blueprints, ecoloig the harmony that can be struck between cities and nature.

#### **Gastronomic Soil Journey**

Within the heart of Korat Expo 2029, a gastronomic extravaganza unfolds, celebrating the vital connection between soil health and sustainable food production. Expert-led demonstrations showcase soil's pivotal role in nourishing the world's crops. Innovative culinary experiences feature farm-to-table concepts, igniting conversations on responsible consumption and food security. This celebration of soil and sustenance becomes the epitome of our commitment to a nourished and thring future as we promote in the subtheme. Nurtured by Nature: Sustainable Food Production for All.

#### Soil Restoration Fair

In line with the subtheme "Back to Earth: Life Rebalanced," World Soil Day assumes a pivotal role in Korat Expo's narrative. The soil restoration fair invites participants to witness hands-on soil enrichment demonstrations, unravelling the integral connection between soil health and carbon sequestration. Cultural festivities shine a light on our heritage of nurturing the land, weaving the past into the fabric of a balanced and sustainable future.

### Seeds of Sustainability Planting Initiative

World Soil Day serves as a launchpad for the "Seeds of Sustainability" campaign. Expo visitors engage in collective tree-planting activities, sowing seeds that symbolise our commitment to nurturing both soil and community. This living legacy grows beyond the Exposition confines as these trees flourish into tangible reminders of our collaborative journey towards a greener future.









#### Soil Science Symposium

Korat Expo 2029's scientific endeavours culminate in the Soil Science Symposium on World Soil Day. Esteemed researchers, innovators, and environmentalists convene to delve into the nuances of soil health and its pivotal role in a sustainable world. Engaging discussions ripple across the Expo, sparking a collective understanding of soil's significance.

#### Digital Soil Storytelling

Harnessing the power of technology, the Expolaunches a captivating digital storytelling initiative. Through immersive virtual experiences, visitors traverse the life beneath the surface, uncovering the soil's intricate narrative. This digital campaign amplifies soil's importance, bidging the gap between technological innovation and environmental consciousness.





#### Soil Artistry Showcase

World Soil Day Celebration ignites a creative spectacle as artists from around the world converge at Korat Expo 2029. The Soil Artistry Showcase transforms soil into a medium of artistic expression, revealing the intersection of nature and creativity. These breathtaking installations evoke a deeper appreciation for soil's role in shaping our world's aesthetic and ecological landscapes. Korat Expo 2029's World Soil Day celebration honours soil's vitality and breathes life into our overarching mission. As we cultivate a greener future, this commemoration becomes a testament to our collaborative efforts, embodying the spirit of unity that propels us towards collective sustainability.

Chapter 10 Event Programm



#### 2.3 THE CHILDREN, STUDENTS, AND EDUCATORS' WEEK AT KORAT EXPO 2029

THAILAND'S CHILDREN'S DAY (12TH JANUARY 2030)

THAILAND'S TEACHER DAY (16<sup>TH</sup> JANUARY 2030) INTERNATIONAL DAY OF EDUCATION (247H JANUARY 2030) The "Children, Students, and Educators' Week" at Korat Expo 2029 brings together three important days, consecutively spanning two weeks, to celebrate and empower the key drivers of our green future.

As we embrace the theme of nurturing a love for nature and sustainable living, the Expo undergoes a transformative shift into a dynamic and inspiring playground for children, families, students, and educators. The spotlight shines on the creativity and dedication of young minds during **Thailand's Children's Day on 12<sup>th</sup> January**, as we showcase captivating performances by children from across Thailand.

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Interactive contests and challenges instil horticultural wisdom, equipping our youth with the knowledge to build a sustainable world. Through playful exploration, educational workshops, and immersive activities, we ermpower the next generation to champion environmental causes, fostering an unwavering connection to nature and an urge to protect it.

This commitment extends to educators as we recognise their influential role on **Thaliand's Teachers' Day on 16**th **January.** We offer tailored workshops and guided tours to equip teachers with tools to infuse horticulture and sustainability concepts into their teachings, ensuring a generation of environmentally conscious citizens.

The celebration continues on 24<sup>th</sup> January, the International Day of Education, with seminars, panel discussions, and talks spotlighting education's pivotal role in driving sustainable development. By engaging with experts and participating in interactive sessions, attendees are inspired to harmess education as a force for positive change, propelling us toward a greener and more harmonious future. For the Children, Students, and Educator's Week at Korat Expo 2029, all educators get a free pass, while prebooking groups of students get ultra-low prices.







#### 2.4 LUNAR NEW YEAR CELEBRATION (3<sup>RD</sup> FEBRUARY 2030)

Embrace the spirit of togetherness and renewal this Lunar New Vear at Korat Expo 2029, where a vibrancy of traditions, colourful gardens, and unforgettable experiences await. As families across Asian countries embark on their cherished celebrations, we extend a warm invitation to make the Korat Expo the centrepiece of this year's festivities. With its exquisite national gardens, captivating music events, and the allure of Thailand's cultural treasures, Korat Expo promises an enriching and joyous experience for all.

# Asian National Gardens: A Tribute to Traditions

A breathtaking showcase of national gardens, meticulously crafted to pay homage to the cultural heritage of Asian nations. Visitors embark on an immersive journey through intricately designed gardens, each reflecting the distinctive essence of their respective countries. These gardens bloom with the spirit of unity, offering a glimpse into the heart and soul of diverse Asian cultures. Chapter 10 Event Programme

#### **Enchanting Music Events**

The enchantment of the Lunar New Year comes alive with a series of captivating music events at Korat Expo 2029. Melodies of joy and hope resonate through the air as traditional performances and contemporary concerts fill the Expo grounds. Immerse yourself in the harmonious cadence of celebratory tunes, unliting cultures and generations under the same melody of shared experiences.

### International Lantern Display

As the Lunar New Year shines its radiant glow, the Expo transforms into mesmerising lantern displays, each a unique expression of diverse Asian nations. From the intricate designs of East Asian nations such as the glowing masterpieces of China, Japan, and Korea, the vibrant hues of Southeast Asian creations of Laos, Myanmar, and Vietnam, to the delicate craftsmanship of famed Thai lanterns, the International Lantern Display showcase the artistry that spans continents. In this showcase the artistry that spans continents in this and an embodiment of the Expos theme, "Envisioning Green Future Together."

treasures.

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# Cultural Odyssey in Thailand: Beyond the Expo

Korat Expo 2029 extends an open invitation to explore Thailand's cultural treasures beyond the Expo grounds. Delve into the rich history and vibrant tapestry of Thai heritage, from ancient temples to bustling markets. Embark on culinary escapades, savouring the delectable flavours of Thai cuisine. The landscapes and hospitality of Thailand provide a perfect backdrop for a Lunar New Year journey of discovery and rejuvenation.

### **Exclusive Lunar New Year Packages**

To ensure an unforgettable Lunar New Year experience, Korat Expo 2029 presents exclusive packages that combine the essence of the Expo with the allure of Lunar New Year celebrations. From flights, accommodations, and special garden tours to immersive cultural workshops, these packages offer the seamless blend of tradition and innovation, allowing visitors to fully embrace the festive spirit while exploring the Expos

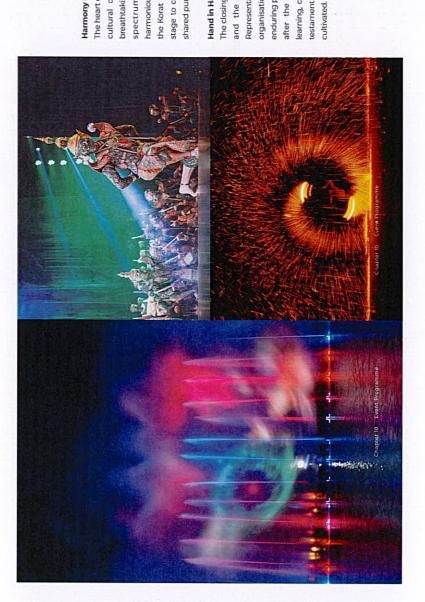
#### 3. CLOSING CEREMONY (28<sup>TH</sup> FEBRUARY 2030)

# BUILDING OUR COMMON DREAMS

As the spectacular Korat Expo 2029 comes to a close, we gather to celebrate the culmination of a journey that has ignited our collective imagination, fostering unity, innovation, and a shared commitment to a greener future. Under the theme "Building Our Common Dreams," our closing ceremony becomes a grand finale that encapsulates the spirit of collaboration, progress, and the realisation of our aspirations.

## The Blueprint Unveiled: From Vision to Reality

The closing ceremony unfulls as a magnificent tapestry of accomplishments woven together by the threads of dedication and vision. We reflect on the transformation that Korat Expo 2029 has brought to life—a city reborn, a blueprint realised, and the world united. Against the backdrop of lush gardens and vibrant greenery, we marvel at the physical manifestations of our shared dreams.



# Harmony of Nations: Celebrating Unity in Diversity

The heart of our theme beats stronger as we embrace the cultural diversity that has enriched our journey. A breathtaking display of performances representing the spectrum of our global visitors showcases the harmonious symphony of different cultures converging at the Korat Expo. Dancers, musicians, and artists take the stage to celebrate the unity that blossomed amidst our shared pursuit of sustainability.

## Hand in Hand: Fostering Collaborative Legacy

The closing ceremony pays tribute to the alliances formed and the friendships forged at Korat Expo 2029. Representatives from partner countries, institutions, and organisations join hands on stage, symbolising the enduring partnerships that will continue to bear fruit long after the Expos conclusion. The promise of shared learning, continued innovation, and a greener world is a testament to the lasting legacy we have collectively 259

# Reflection and Projection: A Glimpse into the Future

Armidst the splendour of the closing ceremony, a reflective pause invites us to gaze beyond the present moment. Captivating visuals and testimonials showcase the journey of transformation, underscoring the impact of our collective endeavours. As we look forward, a compelling glimpse of the future unfolds—where the seeds sown at Korat Expo 2029 take root and flourish in cities around the world.

together.

#### Fireworks and Drone Show: Illuminating Our Hopeful Path Forward

The evening sky comes alive with a breathtaking display of fireworks, painting the heavens with brilliant hues. Each burst of light symbolises a shared dream reallsed, a promise fulfilled, and a future illuminated by the values we championed at Korat Expo. As the night sky sparkles, we stand united, energised by the spirit of our collective aspirations.

In the closing ceremony of Korat Expo 2029, "Building Our Common Dreams" becomes more than a themeit's a declaration of our commitment to a world where nature and humanity coexist harmoniously. With hearts full of gratitude, unity, and hope, we bid farewell to this transformative journey, carrying with us the inspiration to build a future that echoes the dreams we nurtured



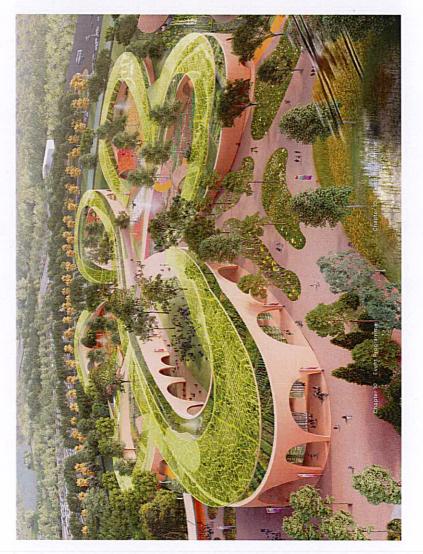
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#### 4. AIPH MEETINGS AND ISHS MEETINGS

TCEB, the Thailand Incentive and Convention Association As the national representative of the AIPH, the Department of Agriculture (DOA), Ministry of Agriculture hosting all AIPH-related events aside from the Expo itself. also to be handled by the DOA team in collaboration with leading universities in Thailand and Southeast Asia with strong horticultural research profiles. All hospitality services, including venue management, catering, meeting appointments, and networking will be executed recommended by the Thailand Convention and can accommodate all AIPH executives and esteemed members' expectations, a special task force consisting of (TICA), and the Thai Hotel Association (THA) will and Cooperatives will be responsible for secretarial tasks, The ISHS International Congress and related meetings are transportation, logistics, the convention secretariat, by a trusted professional convention organiser Exhibition Bureau (TCEB). Additionally, to ensure Korat collaborate closely.

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#### 5. PROFESSIONAL ACTIVITIES / SEMINARS / SYMPOSIUM

As the flagship MICE City, Korat will roll out special support schemes, both in-kind and in cash, for Meetings, Incentives, Conventions, and Exhibitions for those who choose the city as an official location from 2029-2030. This incentive will boost Korat's capabilities in delivering a refined MICE experience and expand the capacity of the local business events industry to meet global standards. This campaign will benefit most domestic meetings and seminars and the international events in establishing trust in Korat. The focus sectors will be:

- · Agriculture, Horticulture, and Freshwater Fisheries
  - Soil and Water Management
- · UNSDGs, Sustainability, and Green Economy
  - Climate Change
     Biodiversity

Cultural Diversity and Humanity, and other related fields or special topics supported by the government.

### 6. B2B ACTIVITIES

### 6.1 LOCAL TO LOCAL

Encouraging local businesses to leverage opportunities from the Expo by working closely with the local government agencies, universities, and well-established business owners to create incubation programmes for SMEs and local communities and incentivise innovations. The goal is to build up profiles for local businesses to join larger platforms and connect to national and international markets.

### 6.2 LOCAL TO GLOBAL

Devising new trade exhibitions or expanding the existing ones to allow more businesses to join and connect with more opportunities. Bringing in international buyers to learn more about new products, services, and innovations created by local businesses with support from the Federation of Thai Industries. The focus sectors include: Agriculture, Horticulture, Food, Green Products, and Lifestyle Products.





#### 7. OTHER NATIONAL AND INTERNATIONAL DAYS DURING KORAT EXPO 2029

Leveraging key dates, holidays, and international days can be an excellent way to create targeted marketing campaigns and community engagement initiatives for Korat Expo 2029. Here are some ideas presented in date order from 10th November 2029 to 18th February 2030:





World Science Day for Peace and Development (12<sup>th</sup> November 2029) On World Science Day for Peace and Development, observed on I2<sup>m</sup> November, Korat Expo 2029 takes centre stage in celebrating the transformative power of science. Our expo becomes a dynamic platform to showcase the proteil role of scientific innovation in shaping a greener and more harmonicus future. Through a series of engiging exhibitions, interactive workshops, and informative tails, we nightlight broadsthroughs in horticulture, agriculture, and sustainability that are driving postitive change on a global scale. By fostering dialogue between experts, researchers, and visitors, we emphasise the collaborative nature of scientific advancement and inspire a shared commitment to harmesing knowledge for the greater good Join us in commemorating this day as we explore how science can lead us toward peace, development, and a flourishing world.



### World Diabetes Day (14th November 2029)

Through engaging exhibitions, insightful seminars, and interactive vorkshops, we shive a light on the intersection of phans, murition, and diabetes management. Our specially curreated displays highlight the role of certain plants and foods in promoting healthy living and managing diabetes visitors will have the opportunity to explore how horticulture can contribute to wellness, both in preventing and managing this condition. We extend a warm welcome to those impacted by diabetes, inviting them to learn, engage, and connect with a communy delicated to fostering a greener and healthier future. Join is in this collaborative effort to raise avareness and empower individuals to make informed roless for their wellcenis.



# International Day for Tolerance (16th November 2029)

In celebration of the International Day for Tolerance on lith November, Korat Expo 2029 embraces the spirit of unity and acceptances by unveiling the "Harmony Garden," This unique space is a living testament to our commitment to fostering understanding and appreciation for diverse cultures and ideas. Visitors are invited to particle in a symbolic act of planting a tree or flower togethor, representing the collective effort to cultivate harmony and tolerance. As each plant takes root and thrives in this garden, it becomes a living reminder of the beauty that enverges when different cultures and ideas come together in an environment of respect and acceptance. This garden serves as an inspiring oasis, inviting guests to reflect on the importance of fostering a world where tolerance blossomisin a garden we all own and share.

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### World Philosophy Day (17th November 2029)

Engage in profound discussions and enlightening talks that bridge the realms of philosophy and practicality. Delve into the heart of sustainable living as we intertwine philosophical concepts with actionable strategies to cultivate a greener future. "Carlen of Thinkers"—our curated series of discussions will explore the philosophical underpinnings of our relationship with nature, the ethics of environmental strewardship, and the profound interconnectedness of alife. Join us in these thought-provoking dialogues in the gardens, where wisdom from the ages meets the urgency of todays environmental challenges. By infusing philosophical insights with tangible solutions, we aim to inspire a harmonious and sustainable coordistnee, with the natural world, enriching our minds and our shared planet.

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### World Fisheries Day (21st November 2029)

On this significant day, korat Expo 2029 will turn its focus toward the vital role of freshwater fisherles in nourishing communities and sustaining our planet. Through a series of engaging siminars, inards-on workshops, and informative displays, visitors will gain insights into the innovative practices driving sustainable freshwater fisherins. Interactive exhibits will showcase auccessful aquaculture projects that prioritise environmental stewardship, water conservation, and community well-being. Guided tours of specially designed aquatic gardens will hiphlight the diverse ecosystem of designed aquatic gardens will hiphlight the diverse ecosystem of designed aquatic gardens will hiphlight the diverse ecosystem of designed aquatic gardens will hiphlight the diverse ecosystem of designed aquatic gardens will hiphlight the diverse ecosystem of the average balance between aquatic life and our shared green future.





As we celebrate the invaluable split of volunteerism on this day, feart Expo 2029 invest its visions to join in expessing heartfek gratitude to the dedicated volunteers who have tirelessly contributed to the success of this remarkable event. A designated area will be transformed into a vibrant hub of appreciation, where visitors can leave personalised messages of thanks, create artwork, and even record video restimonials to monur these unsurg herees. Interactive activities, workshops, and collaborative art installations will allow attendens to actively participate in expressing their adminiation for the volunteers' efforts. Additionally, a volunteer recognition ceremony will shine a spotlight on the individuals who have selfessly devoted thair time and pasion, turther fosteng a series of unity and shared purpose armong the Expos diverse community.



# nber 2029) Human Rights Day (10th December 2029)

workshops, art exhibitions, and educational displays, visitors will impact of environmental degradation on marginalised attendees to advocate for both a greener planet and the rights of all green initiatives and human rights, while cultural performances and Expo will encourage visitors to reflect on their choices and commitments to a more sustainable and just world, uniting the principles of environmental protection and human rights in a On 10th December, Korat Expo 2029 will hold a celebration for Human Rights Day to illuminate the vital intersection of human rights and environmental sustainability. Through interactive engage in meaningful conversations about the disproportionate nteractive installations will underscore the importance of diversity, nclusivity, and equal rights. Through these engaging activities, the communities. The Expo's Green Activism Zone will empower ndividuals. Cuided tours will spotlight the relationship between powerful and impactful manner.

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#### Year-end and New Year celebrations (The last week of December 2029 till 1st January 2030)

Embrace the spirit of unity and hope as we bid farewell to the year gone by and welcome the promise of a new beginning at Korat Expo 2029's spectacular Year-end and New Year celebrations. From the last week of December till 1 January, our expo site will be adorned with feative lights and a palphale scree of excitement. As the clock strikes midnight on New Year's Eve, the night sky will come allow with breathlaing fireworks and drone schows, illuminating the heavens in breathlaing fireworks and drone schows, illuminating the heavens in a symphony of colours that reflect the diversity of our global community.

Adding to the excitement, we have lined up a star-studded performance featuring Thai pop idols and esteemed guest artists from selected Asian countries. Their enchanting melodies and dynamic stage presence will create an unforgettable atmosphere, uniting our visitors in a shared celebration of music and cutture.

Chapter 10 Event Programme

But our festivities go beyond mere entertainment, at the heart of the celebration liles our commitment to promoting the United Nations Sustainable Development Coals (UNSDCs) for the year 2030. As we revel in the joy of the moment, we also strive to raise avarences about the urgent, need for collective action to build a greener, more sustainable world for generations to come. Our event's nationvide broadcast will ensure that our message of unity, hope, and sustainable progress reaches every corner of Thaliand and boond.



## World Braille Day (4th January 2030)

In our dedication to inclusivity, Korat Expo 2029 is honoured to colebrate World Braile Day by making our expo a welcoming space for all. Recognising the importance of accessibility, we will offer guided tours and exhibits thoughtfully equipped with braille descriptions, ensuring that our visually impaired visitors can fully engage with the immersive hortcuttural experience. This inhibite aligns with our commitment to a sustainable and harmonious future and embraces the values of equality and diversity that World Braille Day represents. Through this endearour, we hope to inspire a sense of wonder and connection as every individual, regardless of ability can envision the vibrant green future we are co-creating together. Moreover, as a demonstration of our commitment, the Expo will proudly hire blind individuals to be part of our operation team, showcasing our dedication to fostering an inclusive environment that empowers individuals of all abilities.

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## World Cancer Day (4th February 2030)

On 4<sup>th</sup> February, World Cancer Day, Korat Expo 2029 will underscore the crucial connection between environmental health and personal well-being. Through informative exhibitions, health-focused well-being, and discussions on the role of nutrition and lifestyle in preventing diseases, the Expo will empower visitors to make informed choices that contribute to both their own health and the preservation of a healthy planet.

Chapter 10 Event Program



## World Pulses Day (10th February 2030)

World Pulses Day, observed on No<sup>11</sup> February, will be marked at Korat Expo 2029 with a celebration of sustainable food production and consumption. The Expo will showness the significance of pulses in promoting food security and environmental sustainability through cultinary demonstrations, informative displays, and tasting sessions. By highlighting the role of these nutritional powerhouses, the event aims to inspire visitors to make mindful distary choices that benefit both their health and the planet.



### International Day of Women and Girls in Science (1)<sup>th</sup> February 2030)

Korat Expo 2029 will shine a spotlight on the remarkable achievements of women and girls in science, celebrating their invaluable contributions to the horitculure industry. The Expo will create a platorm for female scientists, researchers, and innovators to share their experiences and insights through engaging panel discussions, inspiring talks, and interactive workshops. Special guided tours will highlight pioneering women-led projects within the Expo, showcasing their innovative approaches to sustainable practices. The day will also feature mentorship sessions, fostering professionals, igniting the spark for future generations of female scientists and green pioneers.

Chapter 10 Event Program

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## St. Valentine's Day (14th February 2030)

deeper connection with the environment.

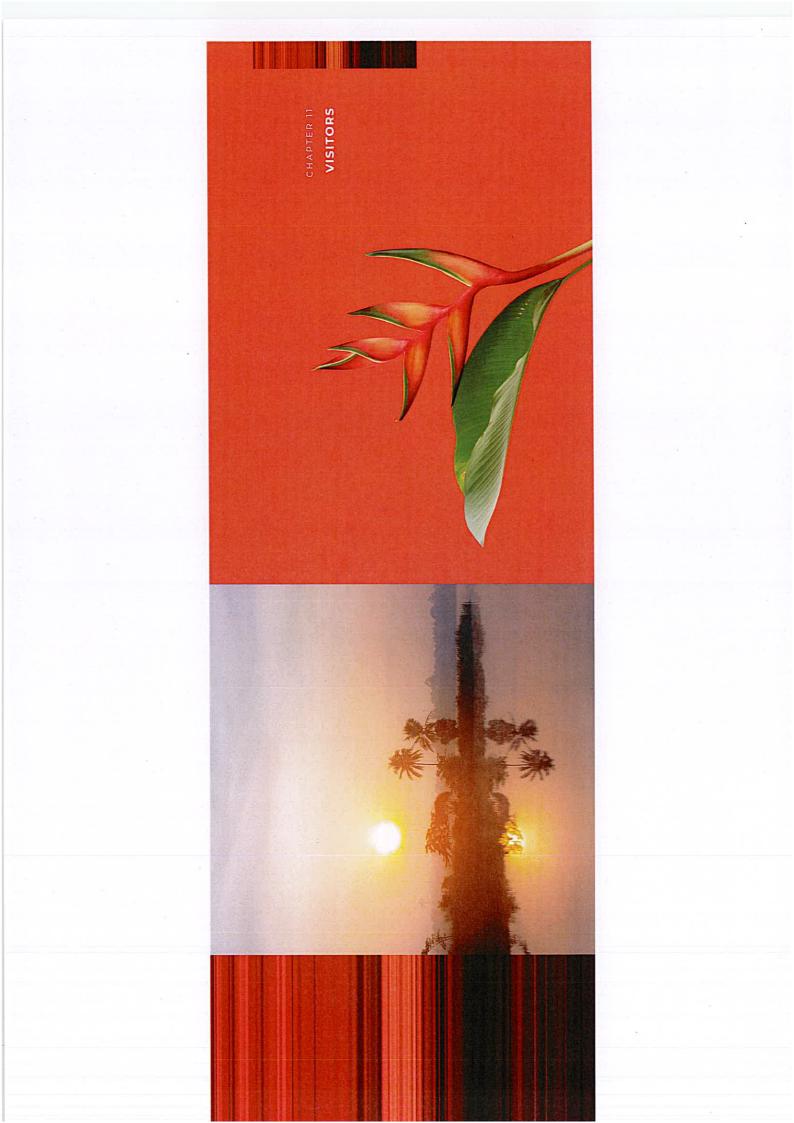


On 14th February, Korat Expo 2029 will infuse the air with love and eco-consciousness, celebrating St. Valentine's Day with a special focus on green gestures. Visitors will be invited to share their heartfelt messages with a sustainable twist - by creating plantable cards embedded with seeds. These tokens of affection will not only convey love but also serve as a reminder of our interconnectedness with nature. The Expo will host romantic garden walks, couples' workshops on upcycled crafts, and botanical art sessions, offering couples a unique way to express their affection while fostering a

### United Nations International Mother Language Day (21st February 2030)

Diversity in the language is a treasure that enriches our world, and tapestry that binds us all. Embracing the theme of linguistic unity in diversity, the Expo will showcase its commitment through thoughtfully crafted multilingual signage and immersive audio guides. Visitors will be treated to a symphony of languages, including Cambodia, Vietnam, and Myanmar. This vibrant linguistic experience will enhance visitors' connections to the Expo's themes as they on this day, Korat Expo 2029 proudly celebrates the linguistic the local dialects of Korat residents, the myriad dialects that flourish in the region, and the languages spoken by our neighbours in Laos, explore and engage with our shared vision of a green and harmonious future. Chapter 10 Event Progr





# TICKETING REVENUE FORECAST

To ensure inclusion for people of all ages and genders to get full immersive experience and enjoyment of our expo, we offer varieties of tickets to cater to all diverse visitors from youth tickets for visitors under 18 years old to people with disabilities and seniors over 60 years old.

- Ticket types are as follows:
- Standard One-Day Ticket
- Special One-Day Ticket
  - Group Ticket
- Student Ticket
- Senior and People with Health conditions or Impairments Ticket

		Adult	<b>6</b> (1997)	Student	Student / Senior
category	lype	Thai baht	Euros	Thai baht	Euros
Ono-Day	Standard Day	300	7.5	200	5
Pass	Designated Day	500	12.5	300	7.5
Multi-Day Pass	Ordinary Day	1,200	30	850	21.25
<b>Group Ticket</b>	Group Ticket Ordinary Day	200	S	150	3.75

Note: The exchange rate used for the conversion is 1 euro = 40 Thai baht

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Chapter II Visitors

## VISITOR FORECAST

The perfect combination of a prime location, rich with diversity of culture and nature and equipped with fast domestic and international transportation systems, Expo 2029 is expected to see an abundance of visitors.

FIGURES (PERSONS) 2,665,742 2,418,246 199,576	000 67	199,576	2,418,246	2,665,742	FIGURES (PERSONS)	
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Chapter II Visitors



### PEAK PERIOD

It is expected that the peak periods for visiting the Expo in 2029 will mainly be the opening ceremony on 10<sup>th</sup> November 2029, which will focus on highlighting the richness of nature and history of Korat and the closing ceremony on 28<sup>th</sup> February 2030. This date will conclude the global event in the resilience of the Isan by reinforcing the significance of the Expo's theme. According to previous data from events hosted by Nakhon Ratchasima. it is estimated that the peak number of visits will be 36,000 per day.

Chapter II Visitors





## **I. GLOBAL CONNECTIVITY**

Thailand's accessibility is unparalleled when it comes to connectivity. With the bustling **Suvarnabhumi Airport** serving as Southeast Asia's air transportation hub, over **800 international flights** from around the world make it easy to access the country. Nestled in the heart of Asia, **Thailand is no more than a 6-hour flight from any major Asian city**, making it a central location for travellers seeking to explore the region.



Newly opened in September 2025, Suvarnabhurni international alipotits new satellite terminal will nevease the total capacity to 60 million passengers per year through over 200 daily filights fram more than 120 distinctions.



X.

Apart from **Suvarnabhumi** and **Don Mueang** as the major aviation hubs in Bangkok, there are also airports in other provinces with daily international flights connecting Thailand with various Asian destinations, especially the neighbouring countries.

The Americas (via connecting flights)

Vancouver (direct flight)

Melbourne, Sydney, St. Petersburg, Prague, Vienna, Helsinki, Stockholm, Oslo London, Paris, Frankfurt, Munich

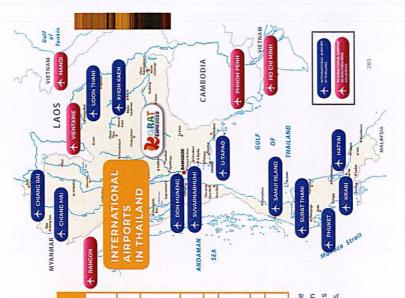
> 10-12 hour 13-14 hour

18+ hour

Chapter 12 Transportation and Accommoda

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Doha, Riyadh, Istanbul, Addis Ababa

Seoul, Beijing, Tokyo, Osaka, Dubai, Muscat

> 5-6 hour 7-9 hour

Kuala Lumpur, Singapore, Hanoi All major Southern China cities Manila, Jakarta, Hong Kong, Macau, Taipei, Okinawa,

3-4 hour

Vientiane, Phnom Penh, Rangon

1-1.5 hour

2 hour

Ho Chi Minh City

Origin city (Direct Flight) All domestic flights

verage Flight Duration Shanghai, Hangzhou, Shenzhen, All major cities in India

#### 2. TRANSPORTATION NETWORK CONNECTIVITY WITH THE NEIGHBOURING COUNTRIES

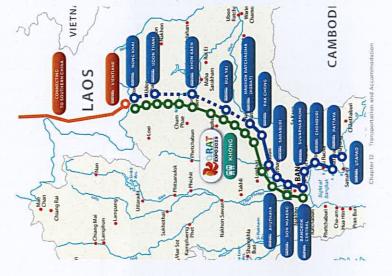
Through multiple daily direct flights from all major cities in Southeast Asia **to Suvarnabhumi, Don Muaeng,** and **Utapao** (completed in 2028), visitors can take **high-speed train** to Korat within 3-4 hours (phase 1 completed in 2027-28, connecting U-tapao all the way to Korat) The high-speed train rail is shown here.

O-O www. High-speed rail phase 1 (completion in 2028) O--O www. High-speed rail phase 2 (completion in 2032)

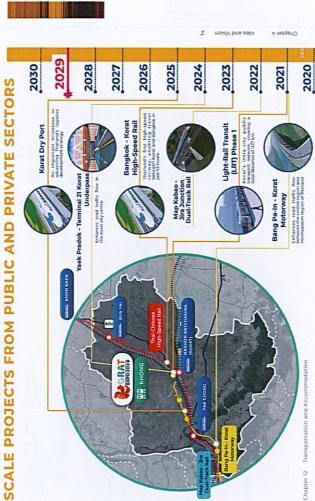
O-O ER Dual track system (Now in operation)

For visitors from Laos, Cambodia, Vietnam, and cities in Southern China, the existing road system connecting the region is now in operation with multiple expansion under construction. The trans-border immigration is convenient with free visa agreement among ASEAN countries and also visa facilitations for Chinese passport bearers for sight-seeing purpose.

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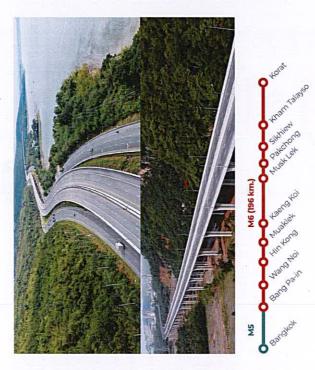
# 3. NAKHON RATCHASIMA PROVINCE'S ONGOING LARGE-SCALE PROJECTS FROM PUBLIC AND PRIVATE SECTORS



### **3.1 ROAD NETWORK**

Korat serves as a gateway to the

connected by the main highway, which is the Phahonyothin Road or the Mittraphap Highway, linking Bangkok, Pathum Thani, Ayutthaya, and Saraburi to Korat province in the upper northeastern region of lower northeastern region of Thailand province via Highway 24, including the construction project of the Bang Pa-in - Nakhon Ratchasima Motorway (M6), which will help alleviate traffic problems on the Friendship Highway and is scheduled northeastern region of Thailand, Thailand and Laos through Khon Kaen province, connecting with the and Cambodia through Buri Ram to open by the end of 2024.





#### 3.2 NAKHON RATCHASIMA LIGHT RAIL TRANSIT (LRT) PROJECT

gradually repay the investment over a the private sector will invest in the period of 10 years. The total distance of the project is 50.09 km, with three lines km Green Line, with an estimated investment value of 8 billion baht. The LRT system will serve as a mass transit system in Korat, connecting with the high-speed train system to enhance convenience for locals and tourists, as well as boosting economic value for the province and Thailand in various A Public-Private Partnership (PPP) The government will provide land while and operations. The government will planned. The first phase will be the II.17investment in a mass transit system. construction of infrastructure, vehicles, dimensions." 287

Chapter 12

Chapter 12

### 3.3 THE BANGKOK-NAKHON RATCHASIMA-NONG KHAI HIGH-SPEED RAILWAY PROJECT

INAHT NOOU AND INAHI

NUMBER OF STREET

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"EXPO EXPRESS"

25 min

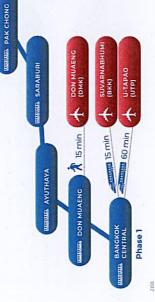
NAKHON RATCHASIMA (KORAT)

VIIIIIII

UNITE NONG KHAI

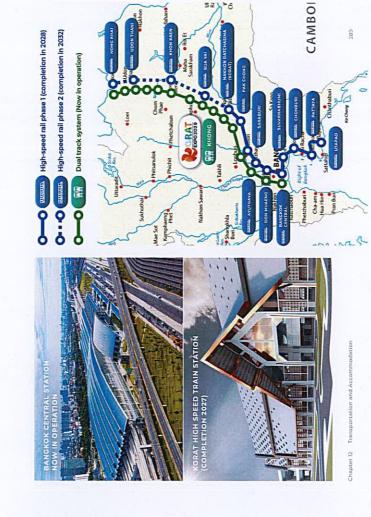
Phase 2

Thailand's first high-speed railway project. It was constructed in December 2017 through a collaboration between Thailand and China. The high-speed railway runs at a speed of 250 km per hour and can travel from Bangkok to Nakhon Ratchasima in just over an hour. The first section of the high-speed railway, from Bangkok to Nakhon Ratchasima, is expected to be completed in 2029, while the Nakhon Ratchasima.



 Distance: 252.3 km
 E Stations in Phase 1: Bangkok Central, Don Mueang, Ayuthaya, Saraburi, Pak Chong, Nakhon Ratchasima
 Chong, Nakhon Ratchasima
 Top Speed: 250 km/h
 Scheduled for operation in 2029
 Operation Hours: 06:00 - 22:00
 Departing every 90 minutes
 Fare starts from 107 up to 554 Thai baht

(2.7 - 13.3 Euros) Chapter 12 Transportation and Accommodati



## 4. TRANSPORTATION PLAN

### 4.1 AIR ACCESS

As the major transportation hub in the lower northeastern region of Thailand. Korat offers a comprehensive transport network that will ensure that multiple travel options are available for visitors travelling from any major city to Korat and the site, for the experience of seamless connectivity. The closest airport to Korat Expo 2029 venue is the Nakhon Ratchasima Airport (NAK), with direct flights connecting to major international airports in Thailand. Alternatively, visitors can alight at the neighbouring Buriram Airport (BFV) or Khon Kaen Airport (KKC), where shuttle services will be available for a direct transfer to the expo site.



	Accommodation
	pue
	Transportation
	Chapter 12

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Airport	Distance to/ from Exposite	Driving time	Duration R taking high speed trains	Notes
Nakhon Ratchasima Airport (IATA Code: NAK)	58 km	1 hour	N/A	<ul> <li>Direct flights from: Bangkok, Chiang Mai, Phuket</li> </ul>
Buriram Airport (IATA Code: BFV)	124 km	1.5 hours	N/A	<ul> <li>Capacity: 550 passenger/hr 16 Filghts/day</li> <li>Future Plan &gt; 900 /hr 2.6 million/year</li> </ul>
Khon Kaen Airport (IATA Code: KKC)	137 km	2 hours	N/A	<ul> <li>Capacity: 2,000 passenger/hr or 5 million/year</li> </ul>
Bangkok Suvarnabhumi International Airport (IATA Code: BKK)	332 km	4 hours	1 hour 45 minutes	<ul> <li>Capacity: 45 Million/year &amp; 68 Flights/hour</li> <li>Future Plan: 60 Million/per &amp; 94 Flights/hour</li> </ul>
Bangkok Don Mueang International Airport (IATA Code: DMK)	297 km	4 hours	1 hour 30 minutes	<ul> <li>Capacity: 30 Million/year &amp; 60 Flight/hour</li> <li>Future: 50 Million/year</li> </ul>
U-Tapao Rayong-Pattaya International Airport (IATA Code: UTP)	393 km	5.5 hours	2 hour 30 minutes	<ul> <li>Capacity. I.S Million/year</li> <li>Future Plan: 37 Million/year</li> </ul>

### 4.2 RAILWAY ACCESS

### HIGH SPEED TRAIN

1st phase: Bangkok - Nakhon Ratchasima Distance: 252.3 km, Travel time: 1.5 hr (Scheduled completion: 2027)

## 2nd phase: Nakhon Ratchasima - Nong Khai

Distance: 355 km, Travel time: 3 hr (Bangkok - Nong Khai) (Scheduled completion: 2032)

## 3rd phase: Nong Khai - Vientiane, Laos

Kunming to Singapore (421 km) with construction set to Ongoing: China's One Belt One Road, connecting finish 2021. Within Korat, Light Rail Transit (LRT) will be available to enhance public transportation within the city and connect with the high-speed train system. Three routes are planned for the project, covering the total distance of 50.09 km.

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Shuttle services will be available throughout the day to accommodate Korat Expo 2029 visitors.

#### EXPO EXPRESS

The Expo Express will carry visitors seamlessly to Korat Expo 2029, as illustrated in the diagram in the next page. Located between the Korat and Bua Yai stations, the Expo Express stands out as the highlight of every visitor's journey. visitor's journey.

With a dedicated dual-rail system, this specialised train will operate daily from 6:00 to 1:00, providing a pleasant and efficient travel experience from early morning till late. Step aboard the Expo Express to discover a world of Korat Expo 2029, this train offers exclusive onboard family cabins for comfort, playroom, captivating enchantment. Adorned with the distinctive design of services, including delightful botanical drinks and snacks, performances to delight the senses, and a unique collection of souvenirs available exclusively on this train.

tation and Acc Chapter 12 Tra



passengers will be immersed in the spirit of Korat Expo As the Expo Express traverses the lush landscapes, 2029, experiencing the vibrant journey towards a sustainable and green future. The Expo Express is more than just a mode of transport; it's an extension of the Expo's magic, bringing visitors together on a shared voyage of inspiration and hope.

LICHT RAIL (LITT)

HAKHON BATCHASIMA (KORAT)

1

•

EXPO EXPRESS\* 25 min

IN AUR AUMANN

**EXPO2020** HONG KHONG



NEWLA NONG KHAI Phase 2 MININ KHON KAEN "EXPO EXPRESS" 25 min

NHIMMA UDON THAN

### 4.3 ROAD ACCESS

#### CAR

Visitors with a car can take the following routes to get to Korat: • Mittraphap Road (State Highway No.2) • Bang Pa-in-Sanaburi-Nakhon Ratchasima Motorway • Nakhon Ratchasima-Khon Kaen Motorway Visitors from several surrounding cities can access Korat through prepared remote parking areas near the Expo site. The approximately estimated travel time to the prepared remote parking areas surrounding the event site are described below.

city	Chaiyaphum, Buriram	Khon Kaen, Maha Sarakham, Surin, Saraburi	Udon Thani, Prachin Buri, Lopburi, Nakhon Nayok	Bangkok
Travel Time	1-15 hours	2-25 hours	3.35 hours	4 hours

### INTERCITY BUSES

Intercity public bus services to Korat are frequent and available from many major cities in Thailand and neighbouring Laos.

Domestic routes Bangkok: Bangkok Bus Terminal (Chatuchak-Mo Chit) Northeastern Region: Chaiyaphum, Khon Kaen, Loei, Udon Thani, Mukdahan, Ubon Ratchathani, Nong Khai, Yasothon, Surin, Buri Rarn, Nakhon Phanom

Northern Region: Nakhon Sawan, Philsanulok, Phetchabun, Chiang Mai, Chiang Rai Central Region: Bangkok, Saraburi, Ayutthaya, Lopburi

Eastern Region: Sa Kaeo, Chanthaburl, Chonburi (Pattaya), Rayong, Trat Western Region: Prachuap Khiri Khan (Hua Hin) Southern Region: Songkhia (Hat Yai), Krabi

International routes Laos Vientiane Chapter 12

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### SHUTTLE SERVICES

Shuttle services will be available to transport Korat 2029 Expo visitors between the venue and leay locations, such as aliports, transportation hubs, city centres, hotek, and main attractions of Korat and surrounding areas. They will complement the existing transport system to ensure seamless connectivity and pleasant experience for all attendees The shuttle services will utilise electric buses to showcase Thailand's innovation and commitment to sustainability. Additionally, within the Expo, various transportation options are provided for visitors to fully enjoy their experience, including tarms and water transportation vehicles powered by electricity or solar energy. Furthermore, an online reservation system will be required for efficient and prepared service.

## SHUTTLE SERVICES TO THE EXPO SITE

 Shuttle Bus departing from Korat city: at bus station 1,2, and train stations. High-speed milway departs every 30 minutes (8:00-2:00) with an environmental-friendly service. 50 buses are available for 40 passengers per trip. Nakhon Ratchasirna province cooperates with private sectors to design transportation technology for horicolnual events and services. Shuttle Bus departing from Nakhon Ratchasima Airport 10 buses are available for 40 passengers per trip.  Shuttle Bus departing from Buriram airport: 10 buses are available for 40 passengers per trip.  Shuttle Bus departing from Khon Kaen airport/city. 10 buses are available for 40 passengers per trip.  Shuttle Bus departing from Bua Yal train station: 20 buses are available for 40 passengers per trip.

### TO-FROM SITE TRANSPORTATION

Korat is implementing a smart card system called **Korat Pass** and tour packages to promote economic opportunities in nearby areas during Korat Expo 2029. They will also collaborate with nearby provinces to host the event and create interconnected tourist routes.

An integrated transport network map will be available to connect public transport with tourism in nearby areas, including buses, taxis, tuk-tuks, and public motorycics. Shuttle services are available from key transport terminals and locations, while park and ride areas offer shuttle bus services to the expo for visitors with personal vehicles. There are various modes of public transport available, including buses, metered taxis, motorcycle taxis, and tuktuks.

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Efforts are being made to promote tourism in the province, including the development of a **KORAT Pass** accessible through an application or linked to a company.

**SE Korat** is managing transportation for event attendees, while ticket purchasing systems and reservation applications are being developed. Vehicle and service providers are preparing for Korat Expo 2029, and airline connections are being established between airports. Collaborations with tour companies are also being developed to connect attendees with other tourist destinations.

## 5. ACCOMMODATION

Korat is one of the most visited cities in Thailand, serving as an important economic hub and the gateway to the lower northeastern region. Visitors to Korat Expo 2029 will have access to extensive infrastructure and a superior range of accommodation options. As of 2019, Korat alone had a capacity of 19,838 rooms and accommodated 5,796,890 guests throughout the year. When combined with nearby areas accessible by car or direct flights, the total accommodation capacity reaches 176,354 rooms.

All accommodations information presented in this chapter is cited from the Tourism Authority of Thailand's Intelligence Center.

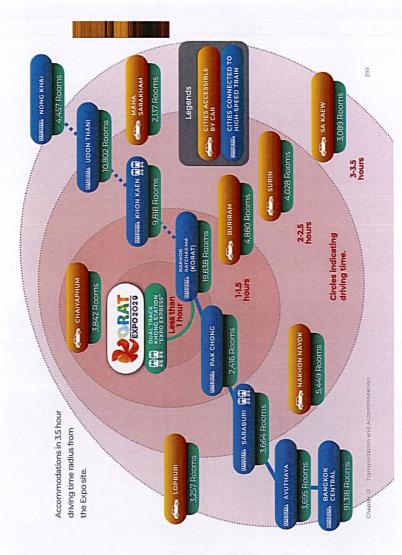
### 5.1 ACCOMMODATION CAPACITY IN KORAT

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### 5.2 ACCOMMODATION CAPACITY IN NEARBY AREAS

## ACCESSIBLE BY CAR AND HIGH-SPEED TRAIN

Chapter 12 Transportation and Accommodat





### 5.3 ACCOMMODATION CAPACITY IN MAJOR CITIES

### ACCESSIBLE BY DIRECT FLIGHTS

Travel Time	Province	Number of Establishments	Number of Rooms
Less than 1-1.5	Bangkok	728	91,318
hours	Chiang Mai	647	23,910
2 hours	Phuket	920	54,284
Total	al	2,295	166,370

Note: Air travel time excludes travel time to the airport and check in.

Aligned with the vision of Korat Expo 2029, Korat and its neighbouring cities are committed to promoting environment and community-friendly accommodation choices. This includes offering sustainable establishments such as green hotels, eco-lodges, farmstays, and homestays within the community. Collaborative efforts with the private sector and relevant associations will be strengthened to ensure a seamless and exceptional tourism experience throughout the event.

Chapter 12 Transportation and Accommodation

# 6. ACCOMMODATION PLAN

Korat divides attendees into two groups: **visitors** and **participants**. They estimate a total of 2.6 million attendees during the high season, which is from November to February.

For visitors, there are an estimated 2,665,742 people attending,

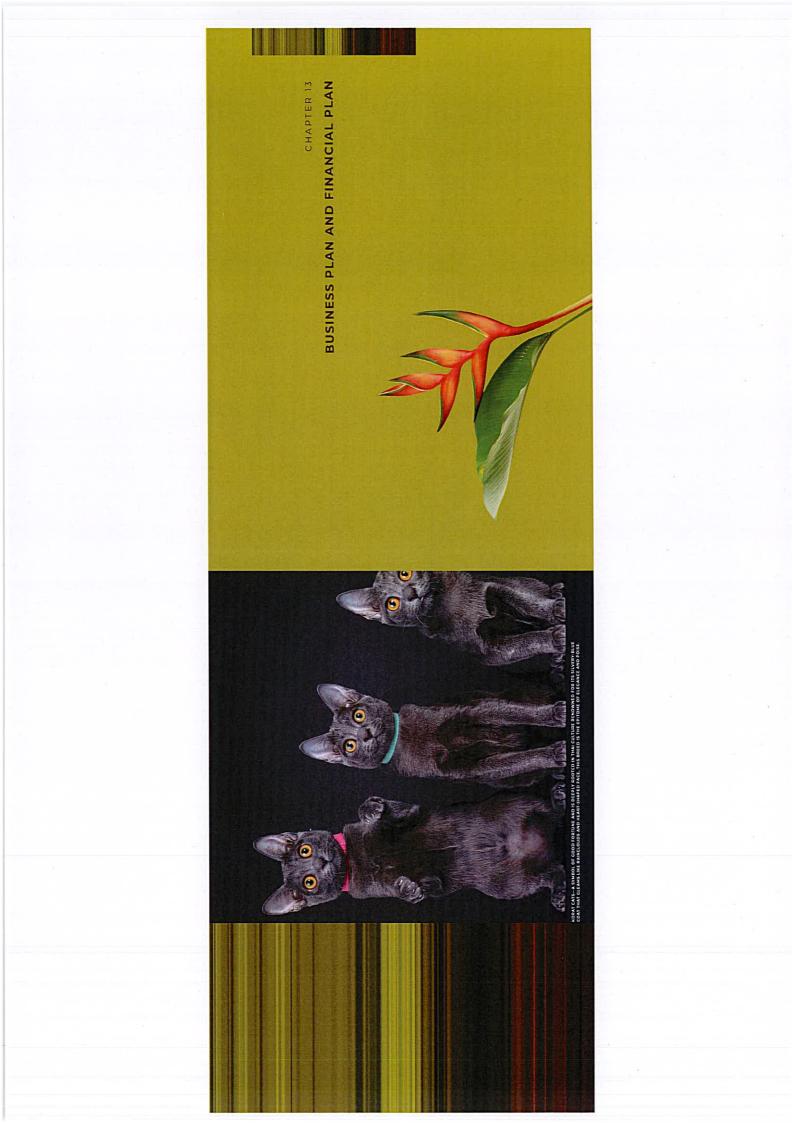
- 2,418,246 Thai visitors
- 47,920 foreign visitors.
- The estimated daily number of visitors is 24,234 people, with a room demand of 12,118 rooms per night for two people sharing a room and staying an average of two nights.

## For participants and Expo staff, there are

- accommodations available in three locations: • Phimai district with a capacity of approximately 300
- people within 20 km,
  Bua Yai district with a capacity of approximately 300
- people within 20 km, and Musson Makhon Darchasima district with a consolition
- Mueang Nakhon Ratchasima district with a capacity of more than 3,000 people within 60 km.

Chapter 12 Transportation and Accommodation





# **1. ESTIMATED REVENUE STREAM**

The revenues of Korat Expo 2029 are generated through three sources: ticket sales, event sponsorship by the private sector, and venue rental.

### **1.1 TICKET SALES**

Description/Vear	2029 (Nov. Dari	2030 (Tan - Eah)	Total
in houding	land - would came	last tind area	
No. of visitors	1,226,240	1,439,502	2,665,742
Ticket revenue (euros)	9,196,800	10,796,265	19,993,065
Ticket revenue (Thai baht)	367,872,000	431,850,600	799,722,600

## **1.2 EVENT SPONSORSHIP**

ros) 6,250,000	baht) 250,000,000
Forecasted sponsorship revenue (eu	Forecasted sponsorship revenue (Thai

### **1.3 VENUE RENTAL**

At Korat Expo 2029, up to 60.478 ha or 604,780 sq.m. or of commercial area will be available for rental. The commercial rental fee is estimated to 2.14 euros (85.71 Thai baht) per sq.m. per day.

recasted rental revenue (euros) 777,535	casted rental revenue (Thai baht) 31,101,416
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### **1.4 TOTAL REVENUE**

Description	Ticket Sales	Event Sponsorship	Venue Rental	Total Revenue
Revenue (euros)	19,993,065	6,250,000	777,535	27,020,600
Revenue (Thai baht)	799,722,600	250,000,000	31,101,416	1,080,824,016

Note: The exchange rate used for the conversion is **1 euro = 40 Thai baht.** Ticket sules are calculated using the average ticket fee of 300 Thai baht and the event duration of 110 days.

2. OPERATING COST

# 2.1 TOTAL OPERATING COST BY SECTOR

	Description	Million Thai Baht	Million Euros
	Master Plan and Theme Design	61.07	1.52
2	Design		•
	Architecture	26.02	0.65
	Landscape Architecture	15.47	0.39
	Civil Engineering	2.02	0.05
	Infrastructure and Facilities	17.56	0.44
12	Consulting Fees		
1.3	Logos and Master Plan		
7	Bidding Document		
3	Construction Supervision (108 ha)	63.92	1.60
51	Architecture	26.02	0.65
2.2	Landscape Architecture	15.47	0.39
23	Civil Engineering	236	0.06
2.4	Infrastructure and Facilities	20.07	0.50

Chapter 13 Business Plan and Financial Pl

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	Description	Million Thai Baht	Million Euros
	Landscaping and Facilities	2,239.40	55,99
	Hardscape	386.72	67
3.2	Softscape: Large Trees	47,22	1.18
3.3	Softscape Maintenance	229.07	5.73
3.4	Infrastructure	201.67	12.54
3.5	Planting fees, including trees, seedlings and demonstration of horticultural and agricultural innovations	1,074.72	26.87
	Construction	1,074.54	26.86
	Land Levelling	15.69	0.39
4.2	Permanent and Temporary Buildings (including infrastructure and interior decoration)	867.45	21.69
4.3	Parking Area	124.00	3.10
4.4	Road Network	67.40	1.69

Chapter 13 Business Plan and Finan

Description	Million Thai Baht	Million Euros
Management, Public Relations, and Activities	781.23	19.53
Management and Activities	458.08	11.45
Outdoor and Indoor Garden Competitions	26.13	0.65
Temporary Exhibitions	58.08	1.45
Arts and Cultural Performances	7.26	0.18
International Academic Seminars/Symposiums	68.01	0.27
Opening and Closing Ceremonies	17.42	0.44
Royal Celebration Activities and Royal Projects Exhibition	101.63	254
Cleaning, Security, and Third-party and Public Liability Insurance	43.56	60'1
Bonded Warehouse Management	2.90	0.07
Seasonal and Supplementary Activities	74.05	1.85
Festivities	14.52	0.36
Utilities	36.30	16:0
Other Atmosphere-Enhancing Activities	21.78	0.54
Buzz-Generating Activities	43.56	601

	Description	Million Thai Baht	Million Euros
5.2	Public Relations	217.79	5.44
	PR prior to and during Korat Expo 2029	181.49	4.54
	PR to international platforms	36.30	16:0
5.3	Project Management	105.37	2.63
	Management and Preparation for Korat Expo 2029	18.58	0.46
	Coordination with International and Other Organisations	152	0.04
	Event Insurance	1.02	0.03
	Participation Support Costs for Domestic and International Organizations	24.68	0.62
	Domestic Transportation Service Costs for Participating Countries	4.36	шо
	Planting Material Costs for International Cardens	3.00	0.08
	Exhibitions and Activities of Herb Garden, Hand Woven Fabric, Silk and Orchid Garden	24,68	0.62
	VIP Guest Accommodation	66'1	020
	Coordination and Conference Organization	138	0.03
	Maintenance Fee	2.19	0.05
	Traffic Management	15.97	0,40



Bush

Chapter 13

2.2 OPERATING COST BY YEAR

# OPERATING COST BY YEAR (UNIT: MILLION THAI BAHT)

	Notes Williams		Sector	tor			
Year	Design	Construction Supervision	Landscaping and Facilities	Construction	Management, PR, Activities	Licence and Inspection	Total
2024	44,93	20.06	81.2.41	60.63	10.38	552	1284.70
2025	3.78	000	285.54	22.47	5.19	2.76	319.74
2026	3.09	14.62	270.54	330,48	5.19	22.26	646.18
2027	3.09	14,62	267.29	330.48	50.56	1.00	677.04
2028	3.09	14,62	265.29	330.48	122.85	1150	747.83
2029	3.09	0.00	3.00	000	296.14	250	304.73
2030	000	000	453	000	290.95	5.00	300.48
Total	61.07	63.92	75.952	1074.54	781.26	60.54	4,280 (rounding

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Note: The exchange rate used for the conversion

euro = 40 Thai bah

		Ser	Sector			
Design	Construction Supervision	Landscaping and Facilities	Construction	Management, PR, Activities	Licence and Inspection	Total
112	050	2858	152	0.26	0.14	32.12
60'0	0.00	7.14	056	0.13	0.07	66.7
0.08	037	6.76	826	0.13	0.56	16.1S
0.08	037	6.68	826	126	0.28	16.93
0.08	037	663	826	307	0.29	18.70
0.08	000	0.08	0.00	0%L	90.0	7.62
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153	1.60	55.98	26.86	52.01	151	107 frounding

# OPERATING COST BY YEAR (UNIT: MILLION EUROS)

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## **3. FUNDING PLAN**

The funding of Korat Expo 2029 is supported by the Royal Thai Government, the Nakhon Ratchasima Municipality, Thailand Convention and Exhibition Bureau, and the Department of Agriculture at **107 million euros (4,280 million Thai baht)**, while private sector contributions are **estimated at 6.25 million euros (250 million Thai baht)**.



### 4. BENEFITS

Korat Expo 2029 is projected to generate significant profits for Thailand, with a **Net Present Value (NPV) exceeding 44.75 million euros (1,790 million Thai baht)** based on the country's Gross Domestic Product (GDP). The NPV calculation considers the Expo's profits and expenses in relation to the GDP, providing a measure of its overall benefits.

Beyond financial gains, the Expo is expected to deliver farreaching impacts at the **community, provincial, and national levels**, including:

### 4.1 COMMUNITY LEVEL

### 4.1.1 SOCIAL LEGACY

The Korat Expo 2029 is poised to ignite a transformative social legacy within the local community. By generating a surge in employment opportunities and equitable income distribution, the Expo will bolster economic conditions, accelerate infrastructural development, and enhance the overall well-being of the local population. This surge in activity not only supports immediate livelihoods but also leaves a lasting impact on the community's socio economic landscape.



## Empowering Through Knowledge and Investment

With a steadfast commitment to community growth, the Expo promotes investment in supportive activities such as restaurants, merchandise, eco-friendly transportation, and more, all thoughtfully aligned with environmental considerations. Beyond economic ventures, the Expo becomes a launchpad for cultivating sustainable practices and knowledge-sharing. Residents gain empowers individuals to engage in innovative endeevours, ranging from sustainable farming practices to eco-friendly entrepreneurship.

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Equipped with a sense of ownership of their surroundings, residents can take it in their hands to become actively involved with local initiatives, environmental conservation efforts, and advocacy for sustainable community building.



# Fostering Intergenerational and Intercultural Bonds

The Expo bridges traditional wisdom with innovation and technology, while also serving as a platform for global cultural exchange where locals connect with visitors from around the world. This enriching exchange fosters open-mindedness, tolerance, and a deeper understanding of global perspectives, solidifying Korat Expo 2029 as an emblem of community empower-ment, inclusive connectivity, and a global mindest.

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### 4.1.2 SUSTAINABLE LEGACY

Centred around the cultivation of horticulture and agriculture expertise, the legacy of Korat Expo 2029 will culminate in an interconnected and holistic approach to sustainability that aligns with the UNSDCs. Here on this fertile ground, the seeds planted during Korat Expo 2029 take root and flourish, evolving into a legacy of sustainability and progress that extends well beyond the event's conclusion. With each facet of sustainability imagined and implemented, the Expo serves as a powerful driver for collective action, highlighting the boundless potential of a united community working towards a brighter, more sustainable future.



Blooms of Wisdom: Knowledge Dissemination and Education

Through the dissemination of knowledge at the grassroots level, the Expo sparks a culture of continuous learning and research within the community, it enables locals to harness the lessons and experiences gained from the Expo, while also providing a platform for the exchange of ideas, innovation, and opportunities for collaboration and investment. This equips individuals in the community to envision, shape, and claim a sustainable future for themselves.

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## **Branches of Green Growth:**

The Expo's dedication to biodiversity conservation, sustainable land management, and ecosystem restoration fortifies the natural world and enhances urban spaces, instilling a profound sense of environmental infrastructure, integration of renewable energy, and community and ecosystem. Furthermore, it positions the stewardship and resilience. The development of green effective pollution control all contribute to a sustainable region towards green growth, emerging as a model eco-Environmental Stewardship and Resilience tourism destination.



## Fruits of Change: Embracing Responsible Living

to facilitate a transition towards responsible consumption community gardens, and urban agriculture that fosters management, waste reduction, and recycling, forming a A pivotal aspect of the sustainable legacy is its integration into daily life. With this goal in mind, the Expo endeavours and production. This includes a redefinition of the agricultural and food industry through sustainable farming practices, the introduction of self-sufficient local and ethical sourcing, contributing to a bio-greencircular economy. The commitment extends to waste

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culture of mindful living.

# 4.2 PROVINCIAL AND NATIONAL LEVELS

#### ECONOMIC

and across the region, in particular the agricultural and Attracting investments and economic activities in 473.57 million euros (18,942.64 million Thai baht) 229.08 million euros (9,163 million Thai baht) 85.73 million euros (3,429 million Thai baht) Over 36,000 jobs created Economic impact: **GDP** generated: Tax revenue:



international partnerships and cooperation in related

regulations and agreements, as well as fostering

Serving as an opportunity to negotiate trade

service industries.

#### SOCIAL

 Enhancing the reputation of Thailand as a leading nation in agriculture, agroforestry, and green tourism.

Serving as a centre for learning and exchanging horticultural and agricultural knowledge and

technology, as well as a platform to advance green policy.

 Improving local infrastructure and quality of life. Promoting sustainable urban development to

mitigate environmental impacts, enrich biodiversity and ensure social inclusivity.





# 1. NATIONAL GOVERNMENT

The Royal Thai Government will be the prime mover of Korat Expo 2029 and is responsible for the organisation, investment, management, and facilitations regarding the international Horticultural Expo in order to deliver the highest commitment that the key objectives and the high standards of the International Horticultural Expo are achieved. At the national level the Royal Thai Government is committed to: Successfully prepare and organise the Expo, including establishing the Organising Committee with high-level supervision

- Expand and strengthen infrastructure in preparation for the Expo, in particular the express highway (inter-city motorways), railway lines, and the Nakhon Ratchasima Airport
- Prepare the site and grounds for the Expoincluding the construction of exhibition pavilions
- Work with volunteers, involving the youth in the preparation and operation of the Expo.

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## 2. LOCAL GOVERNMENT

At the regional and local level, Nakhon Ratchasima with numerous local authorities join hands to prepare and organise the Korat 2029 Expo as well as commit to maintenance of the post-expo area.

Educational Institutions related to the research on the innovations, GMS, and biodiversity will prepare knowledge and readiness to ensure employment in the next 4-year period.

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# 3. NATIONAL COMMITTEE FORMATION PROCEDURES

The Committee of Korat Expo 2029 – Nakhon Ratchasima, Thailand shall be appointed by the Royal Thai Government and shall have complete management authority with respect to the Korat Expo 2029. Members of the Commission will be recruited from both public and private sectors. The procedures and timeline of the Commissioner with regard to the organisation of the Korat Expo 2029 are as follows:

#### 2021

Year 2021 marked the establishment of the Thailand Candidature Committee to prepare for the Bld, which includes the following:

Ratchasima Tourist Business Association.

A) The Ministry of Agriculture and Cooperatives as the Chair and is responsible for appointing the Bid Working Group, whose responsibilities include hosting meetings, coordinating with relevant organisations, and supporting the organisation of the Korat Expo 2029, including the budget. B) The Nakhon Ratchasima Municipal Working Group to give support by providing in-depth information as well as area and provincial development planning to ensure that the location is prepared accordingly for the Expo. This Working Group shall consist of the Nakhon Ratchasima Provincial Authority, The Federation of Thai Industries Nakhon Ratchasima, and the Nakhon

Chapter 14 Legal Matters

### 2022 & 2023

C) The Candidature Process Working Group is responsible for coordinating with all relevant organisations for the purpose of the Bid Proposal and other documents, including presenting Thailand at the AIPH Annual Congress. The Working Group includes the Ministry of Agriculture and Cooperatives, the Nakhon Ratchasima Provincial Authority, the Thailand Convention and Exhibition Bureau, and related agencies.

D) The Marketing and PR Working Group is responsible for both domestic and foreign public relations promoting the Korat Expo 2029. The Working Group includes officials from the Ministry of Agriculture and Cooperatives and the Ministry of Sports and Tourism.

In 2022, the organisation of the Expo proceeded with greater intensity, specifically in the discussion of budget investment proportions, Expo organisation planning, and responsibility boundaries. In 2023, by liaising with both public and private supporting agencies, responsibilities regarding the support of the Expo shall be delegated. Such public supporting agencies are ones related to the subject matter.

Meanwhile, the relevant private supporting agencies are agriculture and horticulture associations, such as the Horticultural Science Society of Thailand, Agricultural Research and Development Institute, Thai Seed Trade Association, as well as business associations, such as the Thai Chamber of Commerce, Tunism Council of Thailand, Business of Creative and Event Management Association, and Thailand International Events and Festivals Trade Association, for instance. The Bid Working Group will then proceed to submit Thailand's proposal to host the Korat 2029 Expo to the AIPH. Chapter 14 Legal Matters

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### 2024-ONWARDS

The preparation for the Expo continues with regular supervision and follow-ups in order to ensure that all Working Groups are proceeding according to plan.

At the final stage of preparation is expected to be completed, the Organising Committee of the Expo will be streamlined, and an Exhibition Organiser entity will be formed to better manage the work that lies ahead.



#### COMMISSIONER 4. STATUS OF

countries shall enjoy special privileges. The Royal Thai Government will facilitate them in the same manner as if the Expo shall also be facilitated with visas and work they are awarded Diplomatic Status throughout the duration of the Expo. Professionals and specialists that are employed by the Commissioners for the purpose of Commissioners and the committee from participating permits.

#### CHART OF THE ORGANISING 5. DRAFT ORGANISATION COMMITTEE

### 5.1 EXPO MANAGEMENT

To supervise area and location management, which includes:

planning. This includes exhibition displays (structure, detail, decoration) and use of space in existing Design and Construction cover design and Expo plot buildings, new buildings, and service areas.

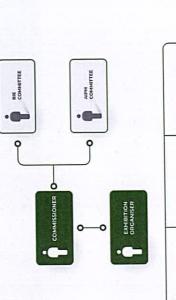
landscapes that communicate the Expo's theme as well as ensuring that these landscapes are appropriate for Korat's climate and natural environment. The objective is to create an outstanding visitor experience. · Landscape Development focuses on developing This includes area preparation for activities and events.

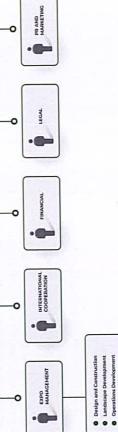
ensure all are able to perform their roles efficiently. This includes management of all visitor services at the Expo. team and foreign staff from participating countries, to resource management, both of the host organising

· Operations Development is responsible for human



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# 5.2 INTERNATIONAL COOPERATION

To liaise with foreign partners, and coordinate between the Organising Committee and officials/staff of participating countries, as well as Thai government agencies.

Other responsibilities include facilitating visa applications and documents submission for long stays in Thailand, and providing information and guidance that will help participants and visitors gain an excellent experience at the Expo.

### 5.3 FINANCIAL

Responsible for budget management and revenue and expense accounting throughout the Expo.

### 5.4 LEGAL

In charge of all legal reviews relating to the organisation of the Expo, and also representing the Organising Committee in contract signing, evaluation, and confirmation with counterparties.

### 5.5 PR AND MARKETING

Responsible for the public image of the Expo and activities that promote public awareness and interest in the Expo domestically and internationally.



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## 6. PREFERENTIAL POLICY

Korat Expo 2029 will implement a range of preferential policies in compliance with the requirements outlined in the Regulation for the Organisation of International Horticultural Exhibition pursuant to the content suggested in the conventions and regulations. This is to ensure that the needs of all exhibitors will be effectively addressed.

The Expo is committed to upholding standards and fairness for all international exhibitors in all aspects, including but not limited to products, related services, treatments, and accommodations, which will be on par with those offered to exhibitors from the host country.

# 6.1 VISAS, RESIDENCE, AND WORKING PERMIT

All Foreign Personnel engaged in the organisation and running of the Korat Expo 2029 shall enjoy preferential treatment regarding visa applications and work permits. The Royal Thai Embassies and General Consulates stationed all over the world will be instructed to assist Participants of the Expo. In this regard, AIPH members, staticoned all over the world will be instructed to assist participants of the Expo. In this regard, AIPH members, station all or participating countries, international organisations and companies will be able to make visa applications by virtue of their expo registration and accreditation.

Once the Expo organisers have confirmed the applicants' data, the said information will be forwarded to the Ministry of Foreign Affairs, which will then communicate with the Embassies and General Consulates in order to fast-track the visa applications.

The Royal Thai Government is aware and is committed to facilitating the matter, as it is necessary that all permits are approved without obstacles and delay in order to allow participants and staff ample time to perform their duties at the Exhibition.

In this respect, and to encourage participation in Korat Expo 2029, all Participants will receive preferential treatment and will benefit from logistical support, such as accommodation, transport, and customs facilitation.

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# 6.2 CUSTOM DISTRIBUTION AND STORAGE CENTRE

In order to facilitate customs procedures and services, Thailand shall create a bonded warehouse as an official storage specifically for goods intended for the Expo. The bonded warehouse will allow storage, display and sale of goods in storage, production, assembly, packaging, or processing in any manner related to the goods stored. Bonded warehouses will be created upon the approval of the Director General of the Customs Department for the purpose of exhibition, display, and merchandise of goods in the warehouse, or other goods that the Director General approves of as appropriate, according to the Thailand Customs Act. Import and export duties shall be exempted for goods released from a bonded warehouse to be exported out of Thailand, whether or not they are released in the same condition as they were at the time of their importation.

A release of goods from the bonded warehouse to be transferred to other bonded warehouses, or distributed to the importer under any person entitled to tax and duty exemption under the Customs Tariff Decree or other relevant laws, shall be deemed as an exportation out of the Kingdom at the time that such goods have been released from the bonded warehouse. The mentioned procedures shall be in accordance with the rules, procedures and conditions prescribed in the Notification of the Director General of Thalland's Customs Department.

### 6.3 TAXATION

Thailand will apply a special tax regime for staff of participating countries. Upon being authorised with the organisation of the Korat Expo 2029, the Royal Thai Government will introduce all necessary legislative measures in order to guarantee the aforementioned privileges and assistance, including eventual ad hoc provisions and agreements set for previous exhibitions.

### 6.4 SECURITY PLAN

For a large-scale event such as the International Horticultural Expo, a robust security plan is essential, and the organisers of Korat Expo 2029 have put in place world-standard security protocols to ensure the safety and well-being of all visitors, participants, and properties throughout the Expo. The main on-site security operation plan will be to "monitor and control" all accessible areas of the Expo, such as public spaces, parking lots, important locations in Korat City, and main transportation routes, etc., with the goal of creating a safe environment not only at the Expo site, but also around its perimeter and major transport nodes.

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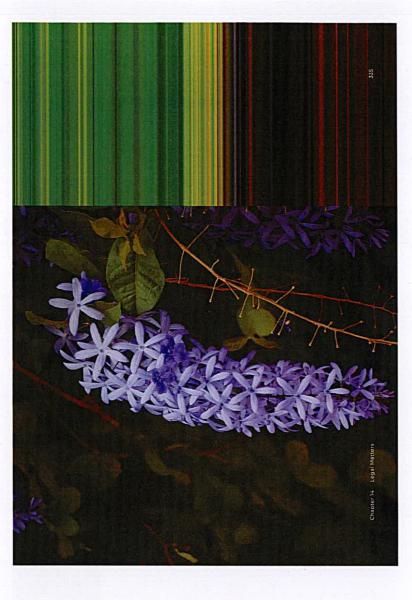
Within the Expo, facilitating points such as help desks, medical services, and first aid will also be established according to internationally accepted standards. Protocols and security measures for emergencies or accidents will be established as well. In addition to specialised security companies with professionally trained personnel specifically sourced for the Expo, Nakhon Ratchasima Provincial Authority shall also coordinate with other relevant public security forces, such as traffic police, tourist police, and volunteers, to pool all public and private sector resources to achieve the highest possible level of security for the Expo.

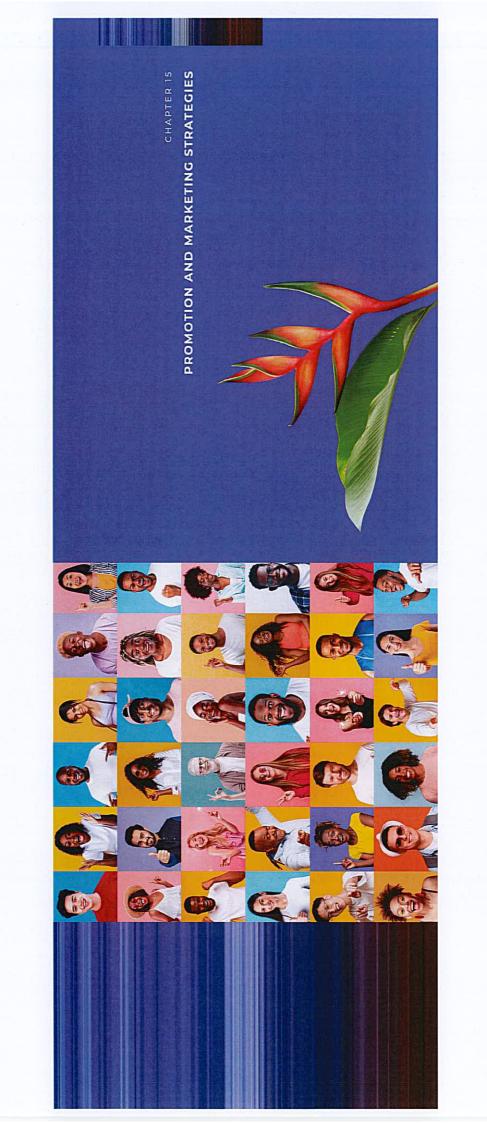
## **6.5 PLANT PROTECTION POLICY**

The Overall Plant Protection Policy Facility for Korat Expo 2029 is a comprehensive set of guidelines that aims to ensure the safety and sustainability of the exhibition. The policy covers both foreign and Thai exhibitors and outlines the requirements for participation. Foreign exhibitors must obtain formal acceptance after being invited by esteemed organisations such as the Ministry of Agriculture and Cooperatives or Horticultural Science Society of Thailand. The exhibition area is provided free of charge, and exhibitors are supplied with materials and utilities to showcase their products. All exhibited products must comply with the Plant Quarantine Act and related regulations, including the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CTES). The organiser reserves the right to refuse entries or products that do not meet these standards.

Thai exhibitors also receive free exhibition areas and utilities, and their entries may be arranged in the Corporate Garden or Indoor Exhibition. All exhibited products must comply with the Plant Quarantine Act and related regulations.

Overall, the Plant Protection Policy for Korat Expo 2029 will be established to ensure that all exhibitors comply with plant protection regulations and guidelines, promoting a safe and sustainable exhibition of horticultural practices and innovations. By adhering to these standards, exhibitors can showcase their products with confidence, knowing that they are contributing to a responsible and eco-friendly event. Chapter 14 - Legal Matters





**CENTRAL MESSAGE:** 

### "ENVISIONING THE GREEN FUTURE TOGETHER"

Our central marketing message of "Envisioning the Green Future Together" derives from the overarching theme, "Nature and Greenery: Envisioning the Green Future." As the emphasis falls on the integrated term, "Together," we are actively highlighting the collaborative essence of Korat Expo 2029, positioning it as the nexus for stakeholders to unite and co-create a blueprint for a greener, more promising future for all. Korat Expo 2029 transcends the conventional model of a large-scale event solely aimed at attracting travellers to admire horticultural marvels and captivating gardens. Rather, our vision is rooted in creating an inclusive space supplied with reasonable resources to invite brilliant minds, visionary investors, green innovators, advocates, and policymakers. Our aim is to manifest a future that is both transformative and collectively sustainable. In parallel, we are dedicated to crafting an indelible horticultural experience for visitors across the globe, a canvas upon which our collaborative efforts will flourish.



Structured into six integral facets, our marketing strategy is designed to encompass diverse dimensions:

- Tailored Offers for Different Markets: By precisely aligning our offerings with the unique preferences of each target country, we are set to resonate deeply with diverse demographics, fostering engagement and participation.
- Creative Brand Activations: Our strategy incorporates both conventional and unconventional brand activations, ensuring a steady stream of engagement and excitement leading up to the Expo and keeping the anticipation alive.
- Customised Experiences for Each Visitor Group: Recognising the varied needs of our visitors, we are curating experiences that cater to specific groups, from enthusiasts and innovators to families and scholars.
- Friends of Korat: This initiative envisions a supportive community of stakeholders, talents, and influencers united in their commitment to shaping a sustainable future. This network will foster collaboration and exchange, extending the Expo's influence beyond its duration.



 International Collaborations: By forming strategic partnerships with influential and upcoming players in sustainability and innovation, we aim to amplify the reach of our message and attract a broader audience.
 MICE Initiatives: To maximise opportunities for the strategies of the strategies of the strategies of the strategies.

businesses, we are collaborating with the Thailand Convention and Exhibition Bureau (TCEB) to Introduce four strategic MICE initiatives, fostering corporate meetings, incentive travel, conventions, and exhibitions. In crafting this comprehensive marketing strategy, we are not merely orchestrating an event but nurturing a movement. Korat Expo 2029 stands poised to transcend the boundaries of the horticulture industry, catalysing a profound shift toward a sustainable and harmonious global future. 341



### 1. TAILORED OFFERS FOR DIFFERENT MARKETS

To attract international visitors from across the globe, we put the top source markets into groups:

Source Markets	Main Approaches	Key Selling Points	Collaborations
Neighbouring Countries in the wiscong Region - Cambodia - Liaos - Myanmar - Wetham	<ul> <li>Promoting land access (rai/baad) with trans-bodier facilitation</li> <li>Easy travel with or without tour operation</li> <li>Collaboration with regional low- cost atilines</li> </ul>	Audio tour in local languages     Action accessibility privileges     Same ticket price and promotion     for Thals and foreigners	FloraLink Explorers     Earthscapes     Korat Creator
Top Short-Haul source markets for the Thai lourism industry - Malaysia - Malaysia - Tawan - Hong Kong - Marau	<ul> <li>Promoting land access (rail/oad) with trans-bonder facilitation</li> <li>Easy travel with or without tour providors</li> <li>Special direct flights</li> <li>Collaboration with regional low- cost alifines</li> </ul>	<ul> <li>Promoting Kant as new attraction, apart from leay cities those atreaby famous among these markets Extended stay, travel beyond the Expo</li> <li>AEEAN accessibility privileges/No visa privileges</li> </ul>	<ul> <li>FloraLink Explorers</li> <li>Koulab</li> <li>Eartheopes</li> <li>Konat Creator</li> </ul>
AEEAN and Friends - Instonesta - Brune - Brune - The Philippines - Timer Leste	<ul> <li>Easy travel with or without tour operators</li> <li>Collaborator with regional low- cost and full-service altilines cost and investment opportunities through MICE platforms</li> </ul>	<ul> <li>Extended stay, travel beyond the Expo</li> <li>ASEAN accessibility privileges</li> </ul>	<ul> <li>Floraturk Explorers</li> <li>Koztab</li> <li>Earthscopes</li> <li>Korat Creator</li> </ul>

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Source Markets	Main Approaches	Key Selling Points	Collaborations
Southern China	Promoting land bocess (rai/hoad) with trans-border facilitation     Collaboration with regional aitifnes     Tour operator's privileges	Exhibition content in Chinese Mandarin Aandarin Culmary experiences     Expo	Fibratink Explorers     Ko-tab     Korat Creator
Mainland China	<ul> <li>Tour operator's privilegas</li> <li>Collaboration with chimes altimes</li> <li>Business and investment</li> <li>opportunities through MICE platforms</li> </ul>	Exhibition content in Chinese Mandarin     Cultimary experiences     Extended stay, travel bisyond the Expo     Premium packages for an upscale     orperience	- Floralunk Explorers - Ko-Lab - Korat Creator
Japan and Korea	<ul> <li>Easy travel with or without tour operators</li> <li>Business and investment opportunities through MICE platforms</li> </ul>	<ul> <li>Exhibition content in local languages</li> <li>Premium packages for an upscale predirecte</li> <li>Research and innovation</li> <li>opportunities</li> </ul>	<ul> <li>Floral.Ink Explorers</li> <li>Ko-Lab</li> <li>Earthiscapes</li> <li>Korat Creator</li> </ul>

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Source Markets	Main Approaches	Key Selling Points	Collaborations
South Asian Nations	Tour operator's privileges     Explores and investment     Explores through MICE platforms	Extended stay, travel beyond the Expension packages for an upscale experience Research and innovation opportunities	de.loy.
The Middle East	<ul> <li>Upscale experiences</li> <li>Collaboration with key airlines in the region</li> <li>Business and investment</li> <li>opportunities through MICE platforms</li> </ul>	<ul> <li>Extended stay, travel beyond the Expo</li> <li>Premium packages for an upscale experience</li> <li>Research and innovation</li> </ul>	· Ko-Lab
The Long Hauls - Europe - Europe - Achcan - The Americas	<ul> <li>Upscale experiences</li> <li>Collaboration with key airlines in the region</li> <li>Buch region</li> <li>Buch restment</li> <li>Opportunities through MICE platforms</li> </ul>	<ul> <li>Extended stay, travel beyond the Expo</li> <li>Permium packages for an upscale experience</li> <li>Researchince</li> <li>Researchince</li> </ul>	<ul> <li>Florat.ink Explorers</li> <li>Ko-Lab</li> <li>Earthscopes</li> </ul>

# 2. CREATIVE BRAND ACTIVATIONS PLAN

## PRE-EXPO PHASE (YEAR 1 TO YEAR 4)

#### Domestic Market:

Vear 1-2: Collaborate with "Friends of Korat", who are educators and researchers, to design educational campaigns focusing on sustainability and environmental awareness. Engage schools and universities to integrate expo themes into their curricula. Launch nationwide art and innovation competitions aligned with the Expo's vision. Introduce the "FloraLink Explorers" programme, inviting local students to participate in a year-long botanical exploration and become green ambassadors for the Expo.

**Year 2.3:** Engage online celebrities, entertainment industry "Friends of Korat," and cultural ambassadors to create captivating content that resonates with different age groups and showcases the Expos vision. Launch teaser campaigns highlighting the upcoming "Earthscapes" antist residency and "Ko-Lab" researcher collaborative initiative. **Year 3-4:** Utilise international collaborations established through the "Korat Creator" programme to create multilingual content that appeals to both domestic and international markets. Collaborate with faith-based groups for spiritual events that align with nature and sustainability. Continue promoting the "FloraLink Explorers" programme to attractyoung participants.

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### International Market:

Year 1-2: Collaborate with "Friends of Korat" from key Asian countries to initiate international roadshows, workshops, and seminars. Establish partnerships with international educational institutions for research exchanges and collaborative projects. Launch the "Korat Creator" programme to train content creators from CLMV and ASEAN countries. Year 2-3: Utilise international influencers and online celebrities from the "Friends of Korat" network to launch online campaigns highlighting the Expo's significance. Host virtual seminars and forums to connect with global change makers and innovators. Highlight the upcoming "Earthscapes" artist residency and "Ko-Lab" researcher collaborative initiative through targeted communication.

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Year 3-4: Organise cultural exchange events with international "Friends of Korat" to celebrate diverse traditions and showcase the unity in diversity theme of the Expo. Continue engaging with the content creators trained through the "Korat Creator" programme to produce compelling content that sparks interest in the Expo.

## DURING EXPO PHASE (110 DAYS)

## Domestic and International Markets:

kids, students, higher education, elderly, foodies, wellness Develop customised experiences for each visitor group, as discussed earlier, including engaging programmes for enthusiasts, faith-based groups, history and heritage enthusiasts, and team-building activities.

Utilise the "Friends of Korat" network to conduct guided tours, workshops, and interactive sessions that provide deeper insights into the Expo's themes and exhibits.

Foster international collaborations through dedicated networking events, seminars, and showcases for researchers, innovators, and investors.

Integrate MICE initiatives by hosting corporate meetings, incentive travels, conventions, and exhibitions that allow businesses to benefit from the Expo's platform.

## POST-EXPO PHASE (12 MONTHS)

#### Domestic Market:

sector to develop post-expo educational materials and resources that schools and universities can use to Collaborate with "Friends of Korat" from the education continue promoting sustainability. Extend the impact of the Expo by organising events that showcase practical applications of research outcomes in local communities. Collaborate with change-makers and young visionaries to execute sustainable projects. Collaborate with local influencers and online celebrities videos, and campaigns that maintain awareness and among the "Friends of Korat" to share success stories, interest.

#### International Market:

Collaborate with international research partners and research projects through virtual showcases and "Friends of Korat" to showcase the results of collaborative webinars.

sustain the international network established during the influencers through online events and discussions to Continue engaging with global change makers and Expo.

to launch an Expo legacy project that addresses global Leverage the momentum of international collaborations sustainability challenges.

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### PROPOSED CREATIVE MARKETING IDEAS FOR KORAT EXPO 2029



#### Blossoming Billboards

Imagine billboards across key cities adorned with living plants and flowers, showcasing the vibrant essence of the Expo while championing green urban spaces.



Virtual Reality Exploration A virtual tour of the Expo site will allow global audiences, especially from Southeast Asia and developing regions, to explore and engage with our event from the comfort of their homes.



Eco-Friendly Countdown A 100-day countdown leading up to the Expo, featuring daily ecotrips, horticultural insights, and inspiring stories, fostering anticipation and education.

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#### Expo Express Documentary A captivating documentary about the Expo Express train's creation and its eco-friendly features will be produced and streamed globally, showcasing our dedication to

sustainable transportation.



#### Community Murals Inviting local artists and residents

to create vibrant murals around the city, depicting our expost themes, transforming Korat into a living gallery showcasing visions of a green future.



### **Green Initiatives Challenge**

A global competition where participants submit innovative green solutions, fostering a sense of shared responsibility towards sustainability.

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## Interactive Online Workshops

A series of webinars and workshops led by horticulture experts will empower global participants to adopt sustainable practices in their local communities.



### Eco-Culinary Delight

Eco-Culinary Delights Collaborating with local chefs to create a "green menu" featuring sustainable ingredients, encouraging visitors to make ervironmentally conscious dining choices.



#### Floral Flash Mobs

Floral Flash MODS Surprise performances by flash mobs of dancers and musicians adorned in floral costumes will captivate audiences across major cities, creating a viral sensation.



### Expo Popup Markets

Temporarily transforming open spaces into eco-friendly markets where local artisans and horticulturists can showcase their sustainable creations.



2

### Eco-Friendly Merchandise

Exclusive eco-friendly merchandise made from sustainable materials will serve as tangible reminders of our expo's mission.

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# 3. CUSTOMISED EXPERIENCES FOR EACH VISITOR GROUP

Korat Expo 2029 warmly embraces diversity, offering tailor-made experiences that resonate with every visitor group:





#### Kids and Family

A world of worder awaits young ones and families, with interactive gardens, storytelling sessions, and natureinspired workshops such as pot-to-pot cooking, gardening 101, finding insects, learning about local plants, etc. Engaging activities ignite children's curiosity and nutrure their connection to the environment, empowering them to be the next generation's stewards of a greener planet.

#### Students

The Expo unfolds as a treasure trove of knowledge and inspiration for students. Guided tours, hands-on experiments, and seminars led by experts open the doors to horticultural learning. Special classroom materials will be designed for schoolers at all ages, especially those in the vicinity of the Expo site. Also, the "FloraLink Explorers" –Expo's student exchange programme, will take centre stage anong student-led projects. By fostering a deeper understanding of nature, students are encouraged to envision careers that contribute to a more sustainable future.

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#### Wellness Seekers

For those seeking holistic wellness, the Expo offers rejuvenating experiences that combine nature's tranquility with relaxation techniques. Yoga sessions, wellness retreats, and mindfulness workshops create an oasis for attendees to nourish their minds, body, and soul.

#### Faith Groups

Faith is harmoniously integrated into the Exposilandscape and volting spaces for meditation, reflection, and splittual connection amidst lush gardens. Multi-faith activities and discussions underscore the shared value of nurturing the Earth for future generations. At the same time, expore the mysterious world of auspicious plants from Thai folldore and literature.

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The Expowholeheartedly welcomes our esteemed senior visitors through a dedicated and specialised Elderly. Visitors Programme. With a profound understanding of the evolving needs of our ageing society, this thoughtful initiative ensures that elderly attendees can embark on their Expo journey with utmost comfort and convenience. Specially designed exportation, while a team of caring volunteers offers attentive assistance every step of the way. The programme's thoughtfully crafted itinerary is mindful of slower paces and reduced walking distances, ensuring a wellness-centric experience that embraces relaxation and tranquility. Through this tailored approach, the Expo acknowledges and respects the wisdom and experience of our elderly guests, providing gardens, cultural performances that touch the heart, and wellness activities that cater to their well-being. As advocates of inclusivity, we strive to ensure that every individual, regardless of age, can immerse themselves in the beauty of nature and the transformative spirit of the

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#### Foodies

Culinary aficionados embark on a delectable journey, celebrating the union of sustenance and sustainability. We proudly showcase a diverse range of culinary delights, each thoughtully crafted to intertwine nature's bounty with the artistry of gastronomy. From immersive farm-to-table experiences that bring vistors closer to the source of their meals to captivating chef-led cooking demonstrations that ignite creativity, foodies revel in the profound connection between nature, nutrition, and conscious consumption. In recognition of Korat's unique culinary landscape, we embrace the future of food by highlightling the innovative use of insects, a sustainable and protein-rich source that aligns with our commitment to eco-friandly practices. As one of the foremost exporters of edible insects, Korat is at the foreform for of showcasing how these tirry creatures can transform into delectable and nutritious culinary creations, contributing to a greener and more ethical food culture.

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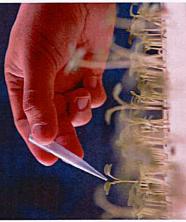
Moreover, the Expo pays homage to the rich tapestry of Northeastern Thai Cuisine, renowned for its bold and zesty flavours. The region's signature touch of flery heat and the unmistakable unmani of fermented freshwater fish, known as "Pla Ra," infuse our Isan dishes with a unique aroma and taste profile. From the comforting embrace of street food stalls offering traditional favourites to an elevated culinary journey akin to Michelin-starred experiences, our culinary offerings cater to every palate and preference.





### Team Building Activities

Corporate groups find unity in sustainability through team-building activities that promote camaraderie and environmental consciousness. Participants engage in collaborative workshops, hands-on projects, and challenges that align with the Expo's themes, fostering a shared sense of purpose and commitment to a greener world.



## Higher Education and Researchers

Academia finds a haven at Korat Expo, offering researchers and higher education professionals access to cutting-edge innovations, collaborative platforms, and thematic symposiums. The Expo will host multiple research platforms through "Ko-Lab", see "International Collaborations for more information. The Expo becomes a hub for sharing insights, advancing research, and forging international collaborations that propel sustainable development.

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### Green-at-heart Investors

portfolios with sustainable innovation, Korat Expo 2029 opportunities. As part of our commitment to nucleus where pioneering ideas converge with strategic investments, propelling the horticultural industry into a For forward-thinking investors seeking to align their visionary research with impactful investment "Envisioning the Green Future," the Expo serves as a offers a transformative environment that merges greener tomorrow.

oting Strategies pro Chapter 15

hectare of exhibition hall that seamlessly intertwines with concurrent, or following the main event, trade exhibitions tailored logistics arrangements ensure optimal conventional forums, leveraging a dedicated over a the vibrant tapestry of the Expo. Whether preceding, thrive within this conducive environment. Organisational privileges, streamlined import-export processes, and Our robust business ecosystem extends beyond participation and engagement.

Diving deeper, our focused sectors resonate with the Expo's vision and themes, affording unique opportunities for conventions and exhibitions:



ń Immerse yourself in the future of sustainable urban living, delving into concepts of smart homes Urban Greenovation:

**Gastronomy for Sustainability:** mapping a path toward a more between food cultivation and Uncover the harmonious link enduring culinary expedition. conscientious consumption,

> and mindful practices that reshape the urban scenery.



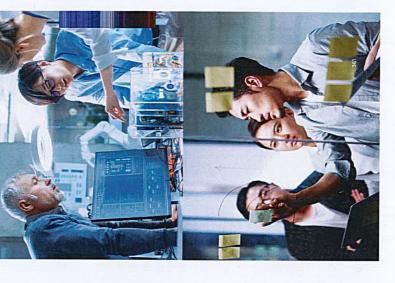
Rediscover the transformative potential of wellness rooted in invigorate both the mind and nature, tapping into Earth's recuperative energy to body.

Empowering Young Change Connect with the upcoming for change, nurturing Makers:

generation of visionary catalysts sustainable approaches among collaboration, innovation, and these enterprising trailblazers.

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testament to the synergy of local and international Transcending tradition, our "Ko-Lab" initiative stands as a researchers. Commencing three years before the exposition, researchers are granted resources to generate research facilities, guaranteeing a legacy that stretches ingenious solutions aligned with our sustainability aims. These impactful projects take centre stage during the event, beckoning potential investors and policymakers most promising projects find a haven in post-event with an interest in bolstering tangible resolutions. The well beyond the Expo's culmination.



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## 4. FRIENDS OF KORAT

The Expo is set to inaugurate the esteemed "Friends of Korat" programme at the plotal 3-year countdown juncture, strategically aligning these ambassadors with their respective fields. Serving as a crucial bridge connecting the Expo with diverse communities, the Friends of Korat initiative is designed to foster profound engagement and encompass:

#### Change Makers

Encompassing a pivotal segment of the Friends of Korat, change makers stand at the forefront of driving positive societal transformation. These individuals and organisations, dedicated to sustainability and social progress, collaborate with the Expo to amplify their impact. By aligning their initiatives with the Expo's thermes, they evolve into advocates for the sustainable future we all aspire to forge, catalysing change through advocacy, innovation, and collective action.





## Researchers and Innovators

At Korat Expo 2029, the spotlight shines on researchers and innovators who step into the role of Friends of Korat, amplifying the Expos mission of nurturing a greener future. These visionaries are invited to engage in collaborative dialogues, share groundbreaking solutions, and present pioneering research that seamlessly aligns with the Expos themes. By amalgamating their expertise with the Expos platform, researchers and innovators catalyse change, shaping a landscape of sustinable development that extends far beyond the event's horizon.

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#### Investors

The Friends of Korat initiative extends its reach to encompass investors, a pivotal force propelling the Expos mission forward. These individuals are granted exclusive insights into innovative projects, research outcomes, and sustainable initiatives presented at the event. Empowered as advocates for transformative change, they're enabled to forge connections with promising endeavours, directing investments that propel the realisation of the Expos blueprint for a greener world.

### Entertainment Industry

Celebrities, artists, and innovators spanning various domains unite their voices to leverage their platforms, disseminating the ideals of sustainability and harmony. Through their active involvement in performances, collaborative ventures, and advocacy undertakings, they illuminate the profound importance of the Expo's themes, inspiring a wider audience to envision and wholeheartedly embrace a future imbued with ecological vitality. Moreover, this engagement is heightened by the flourishing ascent of **Thailand's Pop Culture industry** (**TPOP**), which currently stands as the pacesetter in Southeast Asia. The resonance and influence of TPOP artists span numerous countries, a testament to their erreativity and the inclusive splrit of the industry. This emergence significantly enhances the Friends of Korat initiative by adding a new dimension of cultural connectivity and spreading the values of the Expo to a diverse range of audiences and enthusiasts.



#### Online Celebrities

Taking their place alongside the distinguished Friends of Korat league, online celebrities harness the power of their substantial digital reach to amplify the Expo's message to a worldwide audience. By crafting captivating content, facilitating real-time interactions, and orchestrating interactive initiatives, these digital trailblazers extend the reach of the event's vision, motivating their followers to actively participate, learn, and engage in discussions surrounding an eco-conscious future. It is notable that Thailand boasts one of the world's highest rates of internet penetration, with mobile phone users surpassing the country's population. Additionally, Thailand stands as one of the nations with the highest number of social media users per capita globally. This unique digital landscape offers an ideal platform for these online celebrities to galvanise a wide-ranging audience, contributing significantly to the Friends of Korat initiative's far-reaching impact.

# 5. INTERNATIONAL COLLABORATIONS

As a part of KORAT Expo 2029's marketing programme, these international collaboration initiatives are poised to be the culture and knowledge bridges for both those who join the programmes and the visitors of the Expo alike.

## FLORALINK EXPLORERS

Young Ambassador Programme Embark on a year-long botanical odyssey as a local student in korat with the "FloraLink Explorers" programme, where students from diverse lands cultwate connections in Korat's verdant embrace. Nurturing an appreciation for horticultural heritage and eco-conscious living, participants flourish as green ambassadors. Their role? To lead curious souls through the garden tapestry of the Expo, fostering cross-cultural pollination and sowing the seeds of sustainable growth. Join the "FloraLink Explorers" and watch cultural blooms intertwine in a one-year study programme onsite in Korat.

#### KO-LAB

## **Researcher Collaborative Initiative**

The "Ko-Lab" Initiative fosters collaboration between local and international researchers, alming to address real-world challengues outlined in the Expos thermes. Starting three years before the event, researchers will receive grants to develop innovative solutions aligned with the Expos sustainability objectives. These projects will be showcased during the Expo, attracting potential investors and policymkers interested in supporting impactul solutions. The most viable projects will be integrated into post-event research facilities, ensuring a lasting impact beyond the Expo.







#### EARTHSCAPES Artist Residency

"Earthscapes" artist residency offers early-career artists worldwide the opportunity to engage with Korat's unique landscape and artistic community. Participating artists, especially those working with natural materials, will collaborate with local artists and the community to create art that reflects or expands upon the Expos theme. The physical artworks will be featured in the Expos, while the artistic insights and approaches will be documented for post-expo incubation projects. This initiative enriches the Expo's cultural aspect and leaves a lasting artistic legacy.



### KORAT CREATOR

### Content Creator Empowerment

"Korat Creator" empowers young content creators from CLMV and ASEAN countries, offering them comprehensive training in creative content production. The programme covers content creation from correct to delivery, including language skills such as Thai, English, Chinese, Japaneso, Korean, and key European languages. This diverse team will collaborate with the Expos communication team to strategically produce content that resonates with the target market, thereby boosting engagement and artracting visitors. This initiative builds a skilled content creator worldorce while enhancing the Expos online presence. By aligning these programmes with the Expo's vision and themes, korat Expo 2029 establishes a comprehensive approach to international collaborations. These initiatives create enduring connections, stimulate innovation, foster cross-cultural understanding, and contribute to the Expo's legacy of sustainability and positive global impact.

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## 6. MICE INITIATIVES

Korat Expo 2029 extends an exclusive invitation to businesses seeking to sow the seeds of success through four dynamic MICE initiatives powered by the Expo's visionary organisers and the esteemed **Thailand Convention and Exhibition Bureau (TCEB).** 



## **Cultivate Corporate Meetings**

Blossom your corporate engagements amidst the horticultural symphony of Korat Expo. From product launches to executive summits, our lush backdrop provides the ideal setting for industry leaders in horticulture, agriculture, biotech, and agri-tech to converge—network with international experts attending the Expo while enjoying enhanced hospitality underpinned by government support.



## Harvest Incentive Travel Delights

Offer your teams the experience of a lifetime. Choose Korat Expo as a destination for incentive travel and immerse in a global event amidst vibrant festivals. Explore the beauty of Northeastern Thailand, indulge in creative cuisine, and be captivated by mesmerising performances that reveal the heart of our culture.

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## Convene in Horticultural Excellence

Associations and federations linked to our industries, including AIPH affiliates, are welcome to host congresses and conventions within Korat Expo's state-of-the-art facilities. Your delegates will have the unique privilege of experiencing the Expo's offerings, elevating the convention experience to new heights.

Exhibit for Enhanced Exchanges

Leverage our 1++ ha (10,000++ sq.m) exhibition hall, designed to integrate with the Expo's vibrant tapestry seamlessly. Whether preceding, concurrent, or subsequent to the Expo, trade exhibitions will thrive in this conducive environment—benefit from our streamlined import-export, customs, and logistics arrangement, extending organisational privileges to all.

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Furthermore, these sectors, which align with the Expo's vision and themes, will receive additional support for conventions and exhibitions:

11.



embracing concepts of smart homes and environmentally Embark on the journey of sustainable urban living. Urban Greenovation: conscious practices.



consumption, fostering a greener culinary future.



and body.



Empowering Young Change Makers:

Unite with the next generation of change agents, promoting collaboration, innovation, and sustainable practices among youthful visionaries.

Join us in reaping the rewards of these MICE initiatives, where opportunities bloom, and partnerships flourish amidst the vibrant scene of Korat Expo 2029.

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## EMPOWERING YOUR MICE JOURNEY AT KORAT EXPO 2029 TCEB'S UNWAVERING SUPPORTS:

Korat Expo 2029 is poised to thrive with steadfast backing from the Thailand Convention and Exhibition Bureau (TCEB), an essential partner in ensuring your event's triumphant success. Here's how TCEB's comprehensive support will elevate your Expo experience:



Unlock a world of financial benefits Financial Empowerment

participant numbers, duration of tailored to your event's economic influence. TCEB's financial support is calibrated to factors such as stay, source markets, and the enrichment of key industries. Rest assured, your event's economic impact will be dub acknowledged arded



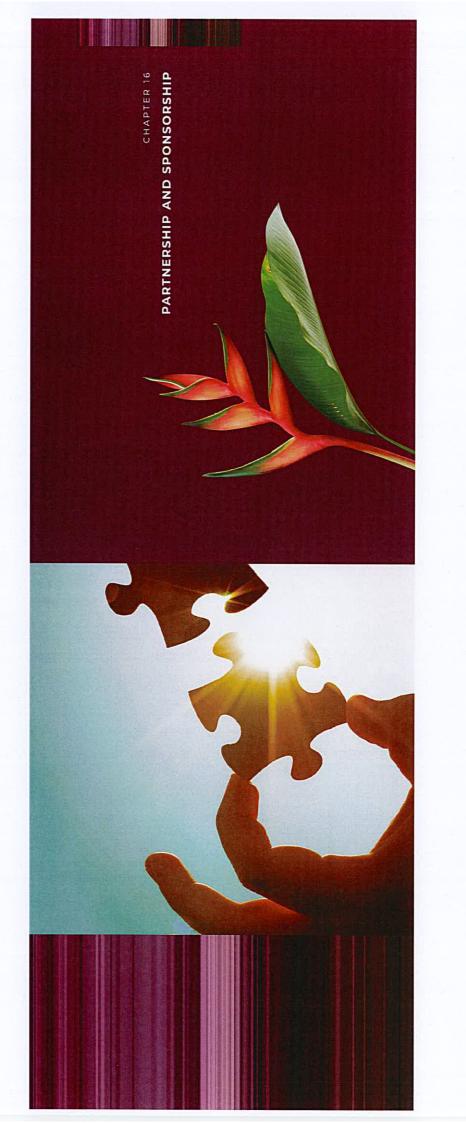
TCEB offers a rich network of local professionals poised to contribute to experts, culinary maestros, and entertainment specialists. Benefit from TCEB's extensive local connections to curate an event that your event's magnificence-cocreate participants' experiences through liaisons with logistics **Collaborative Enhancement** leaves an indelible impression Sail through event logistics with the "MICE Lane," a fast-track immigration service that expedites arrivals, saving you precious time and ensuring smooth transitions. TCEB's well-established connections with government bodies and local authorities streamline processes, facilitating your event's journey from inception to fruition. Seamless Facilitation



#### Strategic Promotion

Leverage TCEB's extensive situated in nine key international markets, your event's visibility will be promotional reach to put your Expo nd far and wide, ensuring your event ICEB's overseas representatives in the spotlight. Our online reaches a global audience. With amplified, inviting participants from campaigns and presence ext every corner of the globe.

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The success of Korat Expo 2029 relies heavily on the support of the private sector and other partners. Although the event's focus may not be commercial, support can be provided financially or in-kind and can take many forms. Past experiences from organising large-scale events have shown that support can be categorised into four areas with different levels of commitment and benefits. All official partners and sponsors of the Expo will receive some form of return on investment and will be able to participate in and promote their trademarks during the Expo.

Korat is forging strong alliances with partners and sponsors to enhance the experience for participants and visitors of the Korat Expo 2029. With the support of business associations, trade associations, corporate partners, and city-level connections, the Expo will serve as a platform to showcase Korat's potential across various industries while promoting sustainable development and investment opportunities within the region and beyond.

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The Expo in 2029 will be a platform to Join forces and pull all resources to strengthen the horticultural network within not only nationwide but also worldwide. As a key player and prominent trade centre in Thalland and the CMS, Korat has established relations as sister cities and friendly city bonds with various cities such as Chengdu in Sichuan, China, and Lào Cai, Vietnam. The connections highlight diverse forms of cooperation, exchanges, and investments in industries, agriculture, trade, palaeontology, science and technology, culture, and tourism.

Moreover, there are more than 30 associations in Korat that can contribute and participate in the Korat 2029, including the Nakhon Ratchasima Chamber of Commerce, the Federation of Thai Industries Nakhon Ratchasima Chapter, and the Thailand Tourism Council Nakhon Ratchasima Chapter, among others.

## **1. OFFICIAL SPONSORS**

Official sponsors provide financial support to the Expo in exchange for the right to use their corporate names or trademarks at the Expo. They can also assist by promoting and advertising the Expo, providing goods, services, or technology to support the event. Businesses and corporations in tourism, health, food, and beverage industries are most suitable to be official sponsors. Benefits from being an official sponsor include regional and international marketing gains, trade rights, and the opportunity to be single suppliers or service providers of the Expo.

## 2. OFFICIAL SUPPLIERS

Official suppliers provide discounts, goods, and outright gifts to reduce the cost of expenses such as airfare, transport vehicles, and technological devices. They receive recognition and other incentives from the organisers in exchange for their support. Some supplies received can also be put on sale after the completion of the Expo.

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## **3. CORPORATE EXHIBITORS**

Corporate exhibitors are business corporations that have their own pavilions in Korat Expo 2029. They link their products and services to the theme of the Expo.

## 4. PROJECT SPONSORS

Project sponsors support particular projects within the Expo in 2029, such as the light rail system project or infrastructure projects. They tend to have short-term participation in the Expo and may vary greatly in their financial commitment. Support from project sponsors is more often seen as a way to manage an Expo's budgetary allocation rather than a form of revenue.

### 5. SPONSORS

International Horticultural Expo is a one-off event, and therefore the organiser or host country will manage its sponsorship programme according to AIPH Rules and Regulations. With support from various partners and sponsors, Korat Expo 2029 will be a successful event that showcases korat's potential while promoting sustainable development and investment opportunities.

## 6. NATIONAL AIRLINE

Thai Airways International will serve as the main airline for visitors and participants of the Korat Expo 2029, offering international flights from worldwide destinations to Thailand. The airline also provides daily direct flights between Korat and major domestic destinations such as Bangkok, Chiang Mai, and Phuket, with additional flights scheduled during the Expo.





## **1. NATIONAL LEVEL**

# 1.1 ORGANISATIONS IN CHARGE OF KORAT EXPO 2029

Ministry of Agriculture and Cooperatives
 Ministry of Interior

- Nakhon Ratchasima Province
- Thailand Convention and Exhibition Bureau
- Office of the Prime Minister
  - Ministry of Defence
- Ministry of Finance
- Ministry of Foreign Affairs
- Ministry of Tourism and Sports
  - Ministry of Transport
- Ministry of Natural Resources and Environment
- Ministry of Digital Economy and Society
- Ministry of Culture
- Ministry of Higher Education, Science, Research and Innovation

- Ministry of Education
- Budget Bureau
- Diffice of the National Feener
- Office of the National Economic and Social
  - Development Council (NESDC)
- Royal Thai Police
- Tourism Authority of Thailand
- Office of Vocational Education Commission

## 1.2 SUPPORTING DEPARTMENTS

- National Science and Technology Development Agency (NSTDA)
  - Department of Agriculture (AIPH Member)
- Department of Agricultural Extension
- Horticultural Science Society of Thailand
- Horticulture Research Institute
- Tourism Council of Thailand
- The Thai Chamber of Commerce and Board of Trade of Thailand
  - Others

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## 2. LOCAL LEVEL

# 2.1 PROVINCIAL, LOCAL ADMINISTRATION AND PRIVATE SECTOR

Name of Organisation Nakhon Ratchasima Administrative Organization Nakhon Ratchasima Municipality
Khong District Office Thepalal Subdistrict Administration Organization Touriem Authority of Thailand Nathron
Ratchasima Office Iourism and Sport Office Nakhon Ratchasima Federation of Nakhon Ratchasima Industries
Nakhon Ratchasima Cultural Office Nakhon Ratchasima Agriculture Office
Nakhon Ratchasima Transportation Office Nakhon Ratchasima Public Health Office
Tourism Council Nakhon Ratchasima

No.	Name of Organisation
13	Hotel Association Nakhon Ratchasima
14	Khao Yai Tourism Association
15	Khorat Geopark and Fossil Association
16	Khao Yai National Park
17	Fine Art Department No.10 Nakhon Ratchasima
18	Nakhon Ratchasima Airport Office
el	Nakhon Ratchasima Pracharath Rak Samakkee Social Enterprise
20	Nakhon Ratchasima Food Association
21	Nakhon Ratchasima Chamber of Commerce
22	Sakaerat Biosphere Reserved Office
23	Korat Press Association
24	Korat Press Confederation

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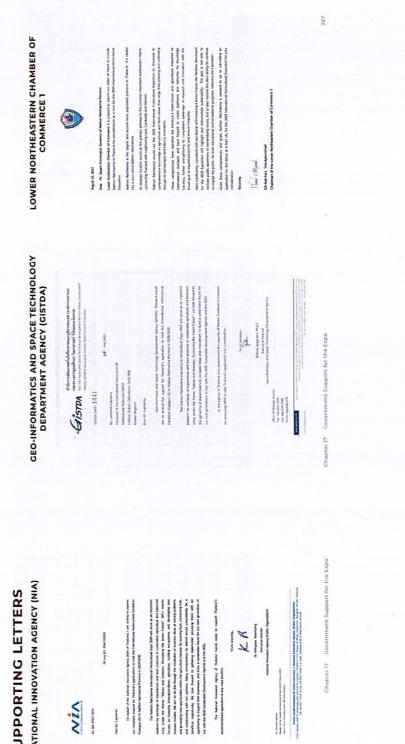
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## 2.2 EDUCATIONAL AND RESEARCH INSTITUTIONS

No.	Name of Organisation
	Suraneree University of Technology
~	Nakhon Ratchasima Rajabhat University
~	Rajamangala University of Technology
.+	Vongchavalitkul University



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2.3 OTHERS

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No. Name of Organisation	1 Tourism Council Khon Kean	2 Tourism Council Burirum	3 Tourism Council Chaiyaphum	4 Tourism Council Udonthani	5 Burirum Chamber of Commerce	6 Surin Chamber of Commerce	7 Chaiyaphum Chamber of Commerce	8 Khon Kean Chamber of Commerce
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Chapter I7 Government Support for the Expo

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## KHONG DISTRICT OFFICE

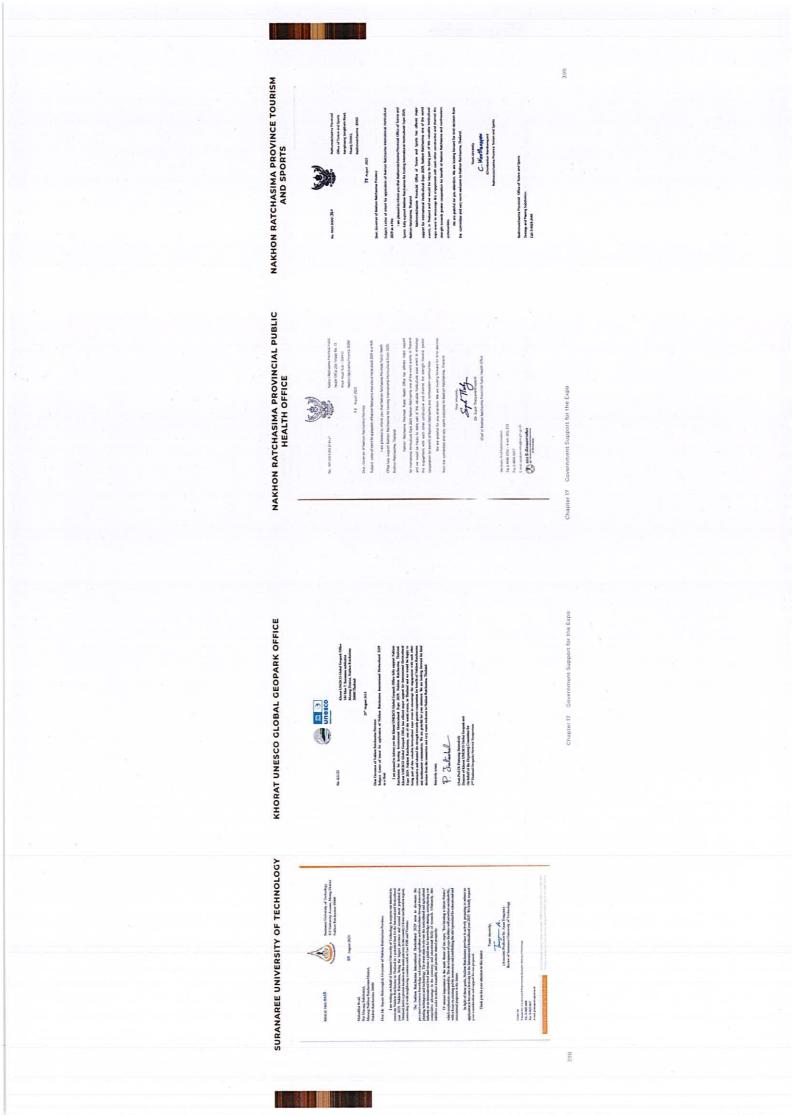
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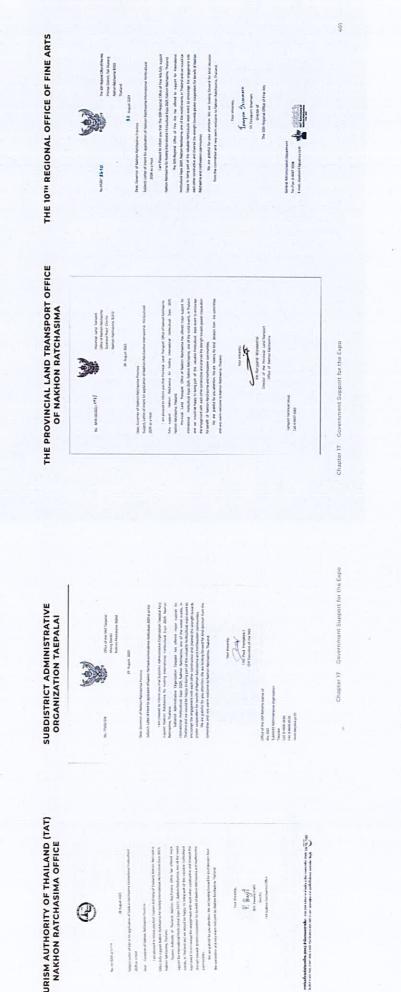
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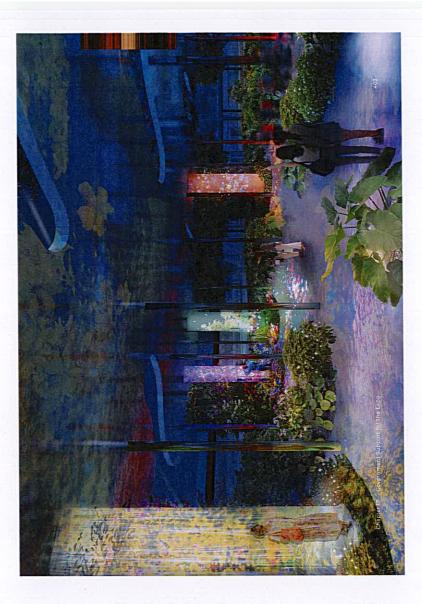
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ment Support for the Expo

Chapter 17 - Gover

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# LEGACY PLAN FOR "BETTER FUTURE"

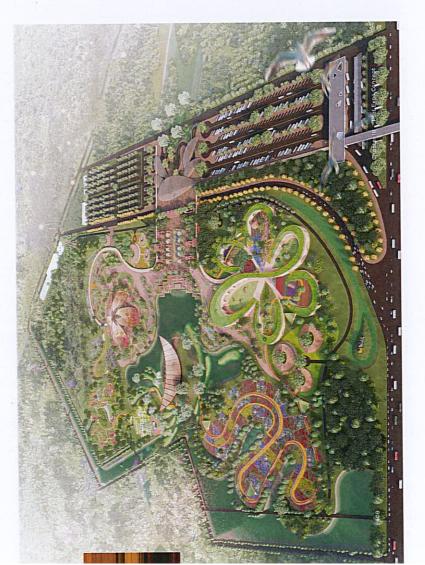
Korat Expo 2029 is committed to its theme of promoting sustainability and preserving nature. With this in mind, the Expo site will be developed with a focus on nature conservation. The buildings will be designed to have the smallest possible footprint, and the original vegetation of the site will be preserved as much as possible.

The Expo site is located in an area that is reserved for the future initiative to ensure sustainable agricultural that mimics natural forest ecosystems. It creates a selfsustaining relationship between the soil, water, trees, and wildlife. This approach is in line with the vision of King Rama IX of Thaliand, who emphasised the importance of reforestation and sustainable land use.

The International Horticultural Expo will incorporate the Regenerative Agriculture Concept as a theme to promote sustainable agriculture and develop innovative agricultural technologies. The goal is to create an environmentally friendly and self-sustaining eccsystem that can support long-term economic development and improve the quality of life for future generations. The Expo's commitment to sustainability and nature conservation will be reflected in every aspect of its development, making it a beacon of hope for a brighter and greener future.







# **POST EXPO MANAGEMENT PLANNING**

The province of Nakhon Ratchasima places great importance on post-management planning for the International Horticultural Expo 2029, with a focus on long-term sustainability development. The plan for post-management of the event includes the following:

- Establishing a project management committee to oversee and manage the benefits of the Expo site in Nakhon Patchasima.
  - The project will be open to private sector participation for a period of 30 years.
- The benefits will be divided for provincial management, and some areas will be allocated for research and development by academic institutions such as Kasetsart University, Suranaree University of Technology, and Rajamangala University of Technology Isan.

 The post-management plan includes five areas, which are:  A learning centre for horticulture and agriculture

- 2) A conservation-based tourist attraction for agriculture, recreation, and sports
  - 3) A meeting and exhibition area for regional
- An innovation and human resource development centre for internationallevel plantations used by academic institutions in northeast part of Thailand.
   A technology investment promotion agency for agricultural technology, biotechnology, and regional-level processing industries.

Chapter 18 Post Expo Concept



#### AFTER THE EVENT IS COMPLETED, THE SITE WILL BE TRANSFORMED TO INCLUDE:

- An international garden and natural diversity park as a permanent exhibition area and natural tourism attraction centre
  - An exhibition garden, a triennial hall, and a landmark that will serve as a conservation-based tourist
- attraction for agriculture, recreation, and sports - A reception area and support building that will be transformed into a meeting and exhibition area for

regional products • A part of the Thai-style building and area will be transformed into a research and development centre for international-level plantations and orchards by Kasetsart University and academic institutions in the area.

Chapter 18 Post Expo Concept

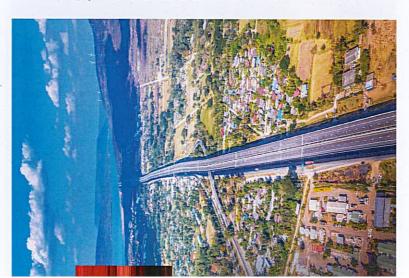
## POST EXPO SITE USAGE

Area	Post Expo Space Utilisation	Managing Organisations
Indoor National Exhibition Building	<ul> <li>Office Space for Startup Incubators</li> <li>Research and Development Space for Lease to Entrepreneurs to for Lease to Entrepreneurs to Promote Regional Innovation in Horticulture and Agriculture</li> </ul>	Public and Private Sector Organisations, Long-term Collaboration (30-50 years)
National Pavilion (Seed Bank) and Surrounding Areas	<ul> <li>Agriculture and Horticulture Royal Initiative Museum</li> <li>Tourist Attractions</li> <li>Public Park</li> </ul>	<ul> <li>Nakhon Ratchasima Province</li> <li>Related Government Agencies</li> <li>Tourism and Sports Office</li> </ul>
Thal Garden Exhibition Building and Garden Areas	<ul> <li>Laboratory</li> <li>Class Greenhouse</li> <li>Sub-research Centres</li> </ul>	<ul> <li>Agricultural Organizations</li> <li>Technology Institutes</li> <li>Public Institutes</li> <li>Private Sector</li> </ul>

Chapter 18 Post Expo Concept

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	Tansportation		100	Permanent Internation Garden	7	
/	Entking Area Etilura Development Area	Research Lab	0		of Region	
	Community Forest	Resea	•		Convention hall Convention hall Festival Area Fransant exhibition garden Sub- Research Lab Agriculture Hub of Region SNE Research Lab Agriculture Hub of Region	
	ŏ			Permanent Building	Entrance Gate     Actional Pavilion     Anatonal Pavilion     Anternational Pavilion     Green House 6 Units     Indoor National Exhibition Chapter 18 Post Expo Concent	
						4
Managing Organisations	<ul> <li>Kasetsart University</li> <li>Suranaree University of Technology</li> <li>Nakhon Ratchasima Rajabhat University</li> <li>Rajamangala University of Technology Isan</li> </ul>	Private Sector, Long-term Collaboration (30-50 years)	Private Sector, Long-term Collaboration (30-50 years)	Private Sector, Long-term Collaboration (30-50 years)	Nakhon Ratchasima Province	
Post Expo Space Utilisation	<ul> <li>Research and Conservation Areas</li> <li>for Local and Exotic Plant Species</li> <li>Permanent Exhibition Gardens for Ecotourism and Environmental</li> <li>Education</li> <li>Office Space for Startup</li> <li>Incubators</li> </ul>	Office Space for Conferences and E	Festival Event Space     Conference and Seminar Venue	<ul> <li>Office Space for Lease</li> <li>Startup Incubation Space</li> <li>Research and Development Space for Lease to Entrepreneurs</li> <li>Conference Space</li> </ul>	Accommodation for Research and Development Staff from Private and Public Sectors	
Area	International Pavilion and International Cardens	Reception Building S	Theatre	Command Centre/Expo Centre	Staff Accommodation Building D (Outside the Premises) p	





#### WELCOME TO THE HEART OF NORTHEASTERN THAILAND

Northeastern Thailand, a region of natural beauty and charm that inspires respect and appreciation for the people's connection to their land. The land's strength and resilience are reflected in the behaviour of its inhabitants, who are known for their honesty, endurance, and toughness. The land shapes the behaviour of its people, inspiring them to be honest, patient, and resilient. Korat is a province with a rich history since ancient times and is currently a large and well-prepared province in every aspect. It serves as a gateway to the Northeast, Indonesia, and China, and is home to three world heritage sites. The province is also rich in geography, history, sociology, astronomy, humanities, arts, and many other fields of study.

Chapter 19 Community Engagement







## KEY OBJECTIVES OF CITY'S STRATEGIC DEVELOPMENT PLAN

The Expo's theme Nature and Creenery: Envisioning the Green Future reflects the following four key objectives of Nakhon Ratchasima's Strategic Development Plan. The strategic plan for promoting agriculture, tourism, and local products to support sustainable development and improve the quality of life for the local community involves. developing infrastructure, transportation systems, and public utilities to create long-term benefits for the community.

The plan also aims to promote agriculture by focusing on safe and organic farming practices, developing agricultural technology, and creating value-added products. Additionally, the plan aims to improve tourism by developing logistics systems and promoting eco-tourism, cultural tourism, and sports tourism. There is also a focus on marketing local agricultural products and promoting MICE (Meetings, Incentives, Conferences, and Exhibitions) to support the Expo.

Chapter 19 Community Engagem

In summary, the strategic plan for promoting agriculture, tourism, and local products to support sustainable development and improve the quality of life for the local community involves:  Developing infrastructure, transportation systems, and public utilities to create long-term benefits for the community.

- Promoting safe and organic farming practices, developing agricultural technology, and creating valueadded products to support agriculture.
- Developing logistics systems, promoting eco-tourism, cultural tourism, and sports tourism to improve tourism.
   Marketing local agricultural products and promoting MICE (Meetings, Incentives, Conferences, and Exhibitions) to support the Expo.



### UNIQUE CHARACTERISTICS OF THE PEOPLE

Love and respect for the way of life and traditional culture of the people of Northeastern Thailand is a defining characteristic that reflects the unique identity and behaviour of the region's inhabitants. This love and respect for the land and its people is evident in their way of living.

## KORAT EXPO 2029 "A CRUCIAL EVENT FOR COMMUNITY PROSPERITY"

The Korat Expo 2029 will have a significant impact on the local community.

The International Horticultural Exposition is a crucial event that promotes the development of infrastructure and improves the quality of life for people in the area through collaboration between government and private organisations.

The government and private sector are prepared to welcome tourists who will participate in the event, creating employment opportunities and distributing prosperity and income to new areas.

the local community.

Furthermore, developing infrastructure, transportation systems, and public utilities are crucial components for achieving sustainable development growth (SDGs) that will lead to employment opportunities in agriculture and related industries. Hosting a global event presents an opportunity to accelerate infrastructure development to access the Expo site, and leaving a lasting legacy in the community. Post-Expo, the area will be transformed into agricultural land as well as creating long-term benefits for

chapter 19 Community Engagement Ch

#### LOCAL OWNERSHIP, CENTRAL GOVERNMENT SUPPORT

The support from local communities is critical to the success of Korat Expo 2029. The Royal Thai Government is confident that this project will enjoy strong local ownership. All relevant Local Government agencies, such as Nakhon Ratchasima Provincial Administrative Organisation, and Khong Subdistrict Administrative Organisation, will not be mere supporters but the driving forces of the Expo.



#### COMMITMENT FROM PRIVATE SECTOR

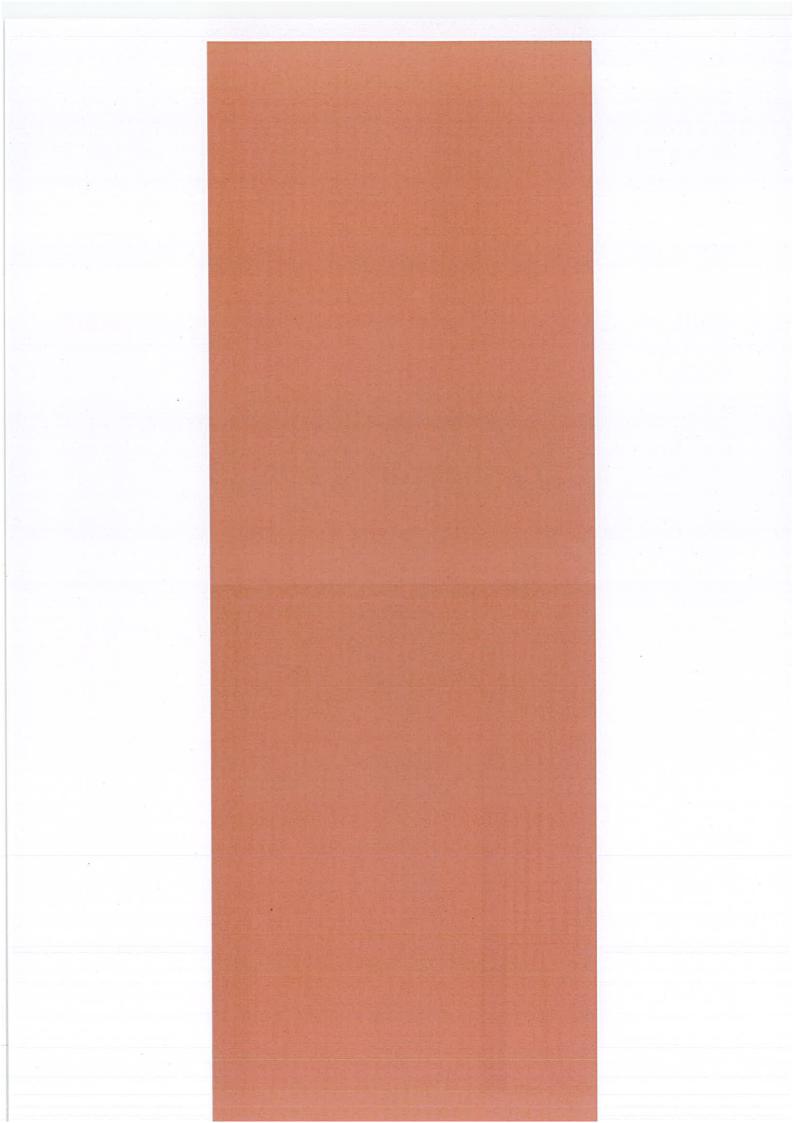
Other than local government agencies, leading businesses and private institutions have also expressed their support. Non-governmental agencies that represent Korat's key economic, cultural, and social sectors, such as tourism companies, hotels, medical service providers, real estate and other industry associations, Chamber of Commerce, Business Associations, and other groups, have also voiced their support and readiness to participate. Various governmental and non-Covernmental agencies have already committed budgets for the organisation of the Expo from 2023 onwards.

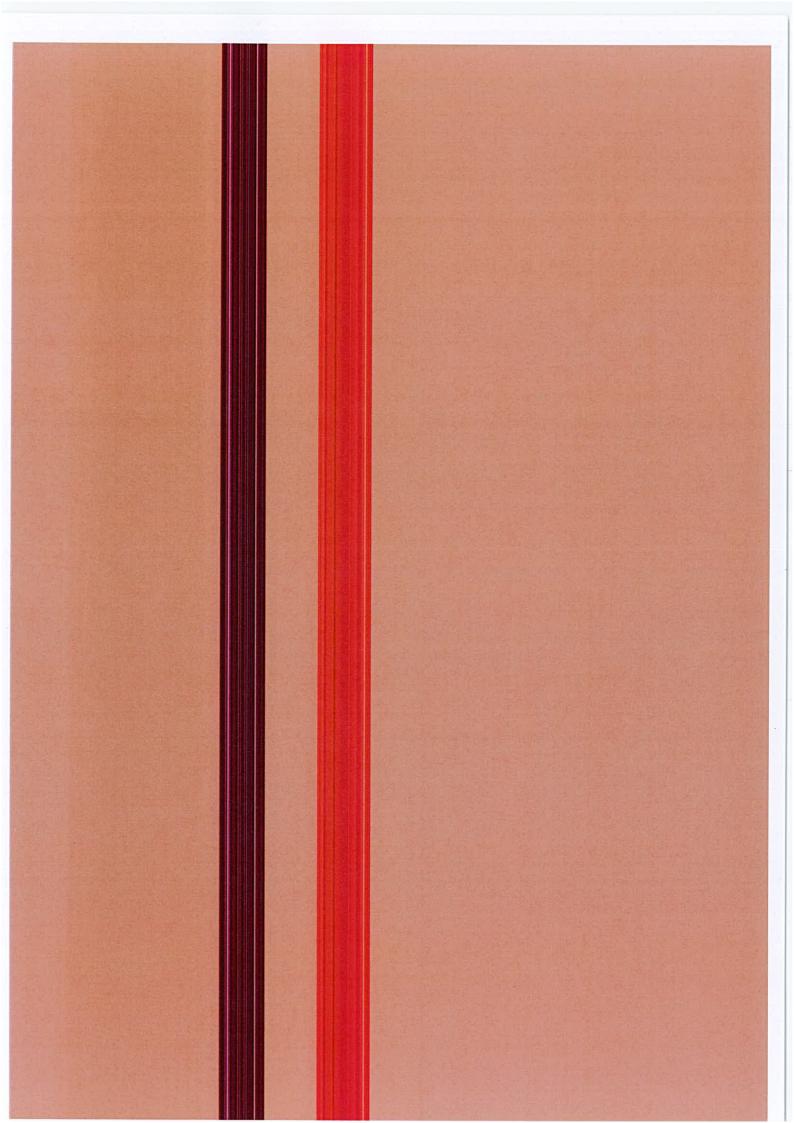
Chapter 19 Community Engage



To reform the privilege of being the host of AIPH's International Horticultural Expo transcends mere ambitions to showcase advanced infrastructure or national prowess. Instead, it is an earnest endeavour to share the wisdom of horticulture with fellow developing nations, fostering a blueprint for a sustainable future that unites us all. Embracing the limited resources bestowed by Mother Earth, we embark on a journey of humility, innovation, and collaboration, led by the energy and vision of the younger generation. Together, we strive for a green future that holds the promise of a flourishing tomorrow.

The spirit of Korat Expo 2029 lies in multi-faceted and multi-level collaboration, not only among the people of Korat and Thailand but also with partners facing similar challenges and those eager to share successful solutions. This event is not just a gathering of the international horticulture community, it is a platform for the world to cocreate solutions, born from the collective wisdom of the horticulture industry. As the Expo blooms on the soil of Korat, it blossoms with opportunities for all who grace our precious land of hope. Together, we cultivate the seeds of change, envisioning and nurturing a green legacy that shall endure for generations to come.







#### สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน)

#### ตารางแสดงวงเงินงบประมาณที่ได้รับจัดสรรและรายละเอียดค่าใช้จ่าย ในการจัดซื้อจัดจ้างที่มิใช่งานก่อสร้าง

 ชื่อโครงการ การเป็นเจ้าภาพจัดงานมหกรรมพืชสวนโลก พ.ศ. 2572 จังหวัดนครราชสีมา กิจกรรม การจัดทำรายงาน Recognition Dossier งานมหกรรมพืชสวนโลก จังหวัดนครราชสีมา พ.ศ. ๒๕๗๒ ประกอบ Country Presentation เพื่อเสนอ ต่อ BIE ภายใต้กิจกรรมตามข้อกำหนดของ BIE

	หนวยงานเจาของเครงการ	ฝายพัฒนาการจัดงาน	แมกะอิเวนทและเทศ	กาลนานาชาติ	
2.	วงเงินงบประมาณที่ได้รับจัดสรร			1,300,000.00	บาท
3.	วันที่กำหนดราคากลาง	25/06/68	เป็นเงิน	1,359,181.76	บาท
				(รวมภาษีมูลค่าเพิ่ม)	

#### ราคาต่อหน่วย (ถ้ามี) ให้แสดงรายละเอียดแต่ละรายการ

	ค่าทำความเข้าใจ ปรับปรุง เพิ่มเติมเนื้อหาข้อมูล	599,200.00	บาท
	Copywriter หรือ Editor ภาษาอังกฤษ 1 คน	279,983.33	บาท
	ค่าแปลรายงานจากภาษาอังกฤษเป็นภาษาฝรั่งเศส	183,683.33	บาท
	ค่าออกแบบและจัดทำเล่มรายงาน	196,270.10	บาท
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Э	บริษัท ชีนคราฟต จำกัด		

#### สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (องค์การมหาชน)

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อาคารสยามพิวรรธนทาวเวอร์ชั้น 25 และ 26 เลชที่ 989 พระราม 1 แขวงปทุมวัน เขตปทุมวัน กทม. 10330 โทร. 02-694-6000 โทรสาร. 02-658-1411 TCEB Call Center 1105 www.tceb.or.th

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