



EU participation in Expo Milano 2015

EP-COMAGRI

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MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE



European Union

Official Participant

David Wilkinson

EU Expo Commissioner General
EC-Joint Research Centre

- **657,150 visitors to EU pavilion**
- **Over 254,400 people reached via social media**
- **90% very happy or happy visitors**
- **Volunteers' programme with 850 students from 40 Countries (30% from Erasmus Students Network)**



How we planned the EU participation in Expo

- Close collaboration with the EP through the EPIO in Milan
- Organisation of monthly Interservice Meetings with 22 EC DGs, EP, EESC, CoR and relevant EU Agencies
- Strict cooperation with Italian Authorities, in particular Expo Spa
- Coordination of the participant Member States and organisation of regular meetings with their Commissioners General.
- Creation of an EU Expo Scientific Committee
- Creation of a Task Force within the JRC



EU Visitors' Experience Impact

Key messages:

- A new way of communication
- Put together tradition and innovation
- Put together agriculture and science to answer to the world challenges on food security
- Young volunteers: the face of the EU participation



***Expo Milano was the ideal opportunity to show
a friendly face of the EU, to get closer
to the heart of the citizen***

Results:

- 75% of interviewed visitors want to know more about EU policies
- 61% of interviewed visitors stated their opinion of the EU improved

An Interinstitutional Success

- Pavilion Inauguration Ceremony on 9th May at the presence of *EP President Martin Schulz* and EC HR/VP Federica Mogherini
- 14 Commissioners and 85 MEPs involved in the EU Pavilion activities
- 5 EP Committees (AGRI, INTA, ITRE, PECH, DEVE) met at the EU Pavilion
- 40 Heads of State or Ministers visited the EU Pavilion
- 230 events with the participation of more than 30 000 international experts.



B2B Meetings

- More than 3.000 B2B Meetings
- More than 1800 participating SMEs, clusters and organisations from EU
- 57 Third Countries from Middle East and North Africa, China, Japan, Latin America, Caribbean, Sub Saharan Africa, Southeast Asia and USA

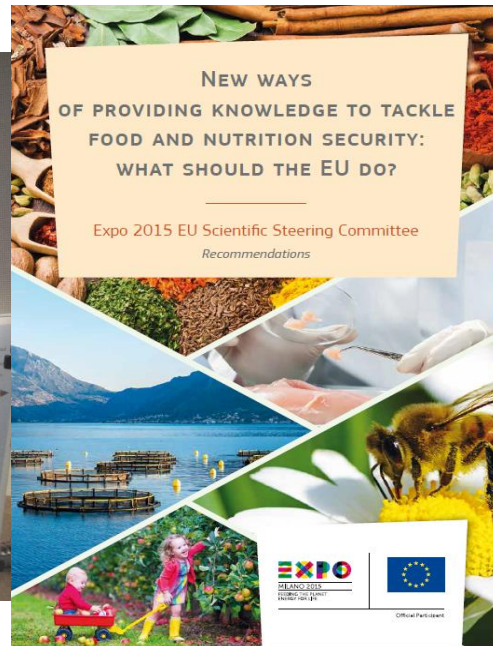
Follow up:

- More than 90 company cooperation agreements concluded
- More than 700 ongoing negotiations
- More than 85% appreciation rate for the events

Main sectors:

The whole value chain of agro-food	Renewable energies, environment, sustainability	Biotechnologies	IT and new technologies linked to agro-food industry and sustainability
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Relevant contribution to the Expo legacy on the Global debate on Food Security



[EU Expo Milano 2015 video](#)