

EXPO 2015

*EIF Study Visit to Milan for MEPs
17 October 2014*

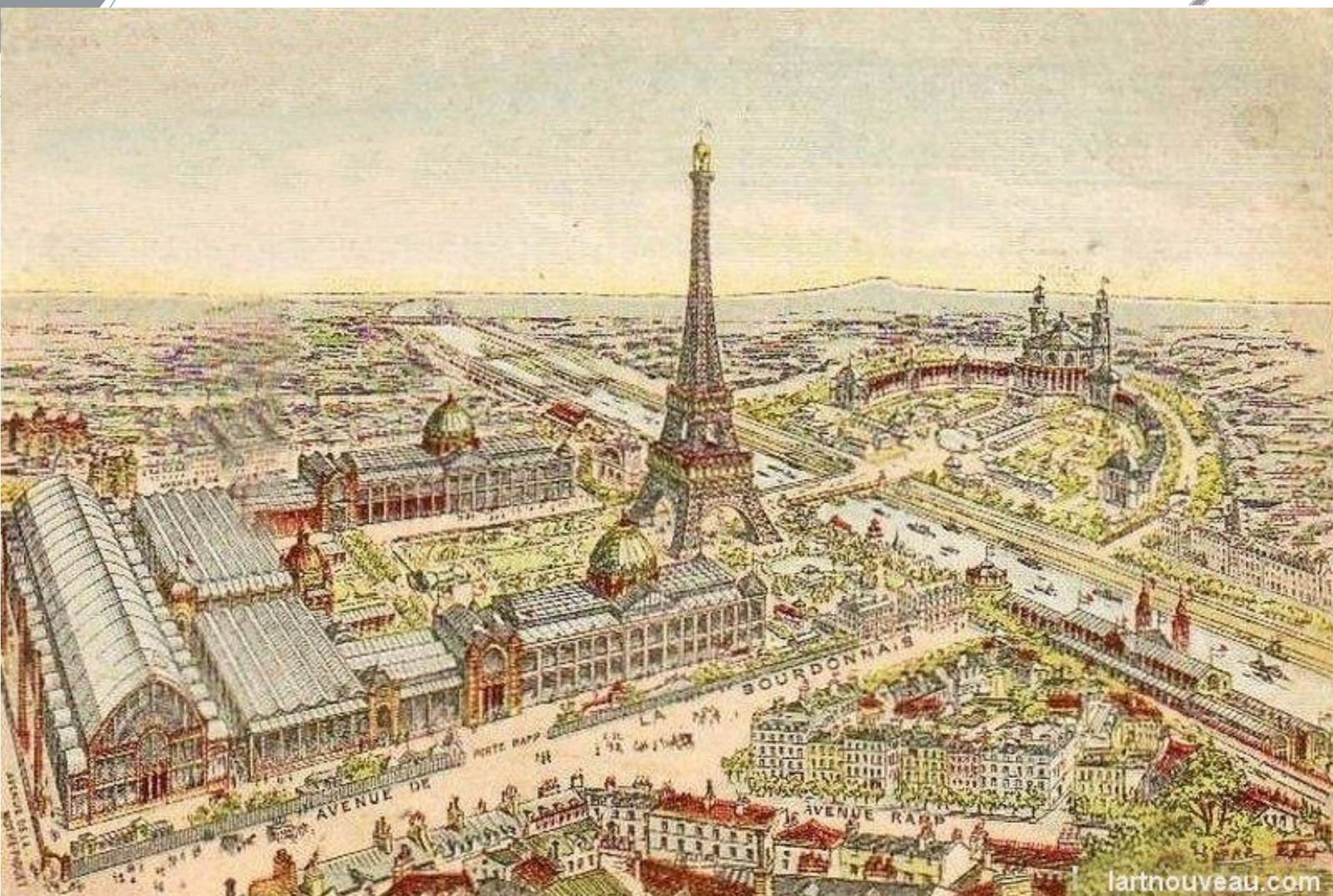
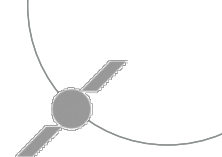
Stefano Zara

*EXPO2015 Project Coordinator &
Business Development*



eutelsat
COMMUNICATIONS

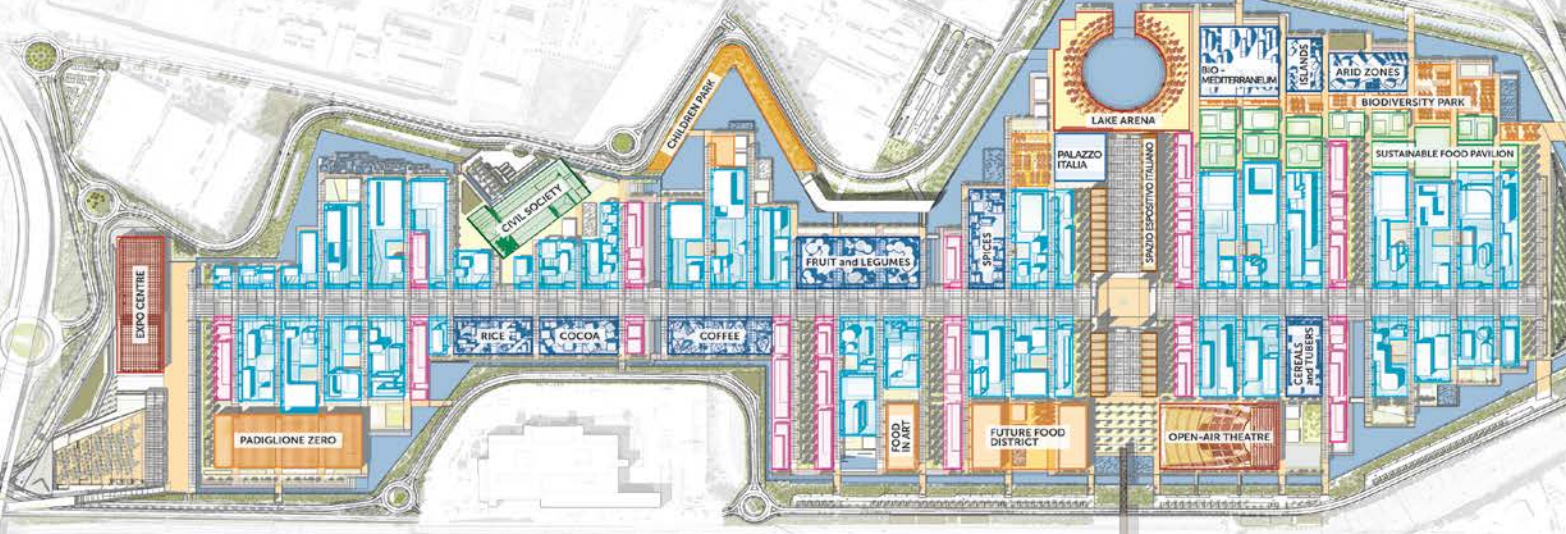
From Exposition Universelle (1889) to ..



... EXPO Milano 2015



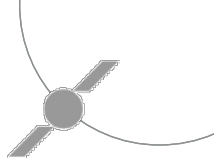
MILANO
FEEDING THE PLANET
ENERGY FOR LIFE



- THEMATIC AREAS
- EVENT AREAS
- SPAZIO ESPOSITIVO ITALIANO
- OFFICIAL PARTICIPANTS SELF BUILT LOTS
- OFFICIAL PARTICIPANTS CLUSTERS
- PALAZZO ITALIA
- CORPORATE
- CIVIL SOCIETY
- SERVICE AREAS



«Feeding The Planet, Energy For Life»



DATE:

1 MAY – 31 OCTOBER 2015 (184 DAYS)

MAIN TARGETS:

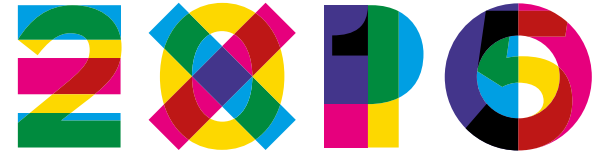
130 COUNTRIES and 20 MILLION VISITORS

EXHIBITION SITE AREA:

1.1 MILLION SQUARE METRES

INVESTMENTS (EUROS):

**PUBLIC SECTOR 1.3 B€ and PRIVATE >
0.4 B€**

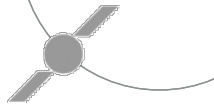


MILANO

**FEEDING THE PLANET
ENERGY FOR LIFE**



Official Participating Countries Up to NOW



OFFICIAL PARTICIPANTS

OFFICIAL PARTICIPANTS

144 COUNTRIES

94% of the world's population is taking part in the Event

“ They are always at the heart of the Universal Exposition: in Milan they will participate innovatively between self-built pavilions and Clusters ”



7 BILLION PEOPLE

MILAN 2015

3 INTERNATIONAL ORGANIZATIONS

“ Composed of States whose mission is coherent with the Theme of Expo Milano 2015 ”



NON OFFICIAL PARTICIPANTS

NON OFFICIAL PARTICIPANTS

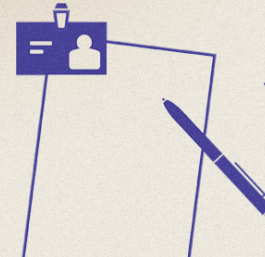
13 NON-GOVERNMENTAL ORGANIZATIONS

“ For the first time in the history of the Expo they will play a fundamental role in the development of the project ”



CORPORATE PAVILIONS

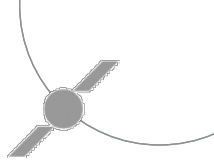
3 “ Companies taking part with their own pavilion at Expo Milano 2015 to present innovative solutions connected to the Theme. ”



THE LARGEST INTERNATIONAL EVENT EVER!



International & Civil Society Organizations



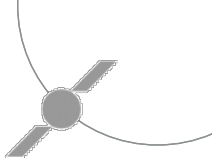
act:onaid



Lions Clubs International



Official Partners



Eutelsat for EXPO 2015

... contributing with other Tech Partners to the Next Digital Experience



eutelsat

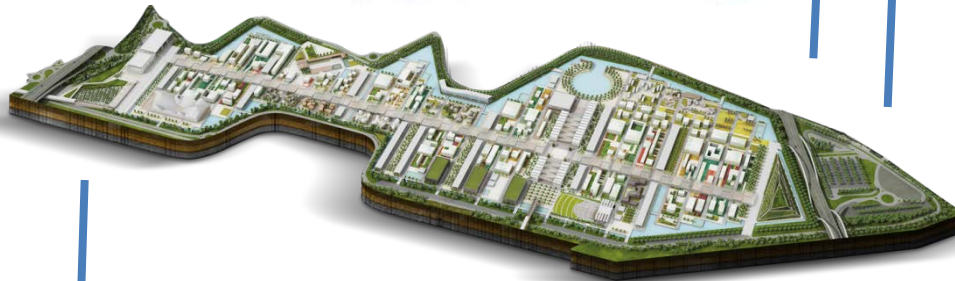
Satellite Video
Connectivity



Integrated Connectivity
& Services



IP Network and
Solutions



CAME

Automation,
Management and
Access Control



System Integration



A Finmeccanica Company

Safe City & Main
Operation Center

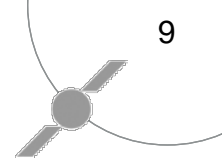


Edutainment



Smart Energy
& Lighting





Eutelsat for EXPO 2015 – Officially announced on Jan '14 *One of the Key Partners ...*

Jan '14

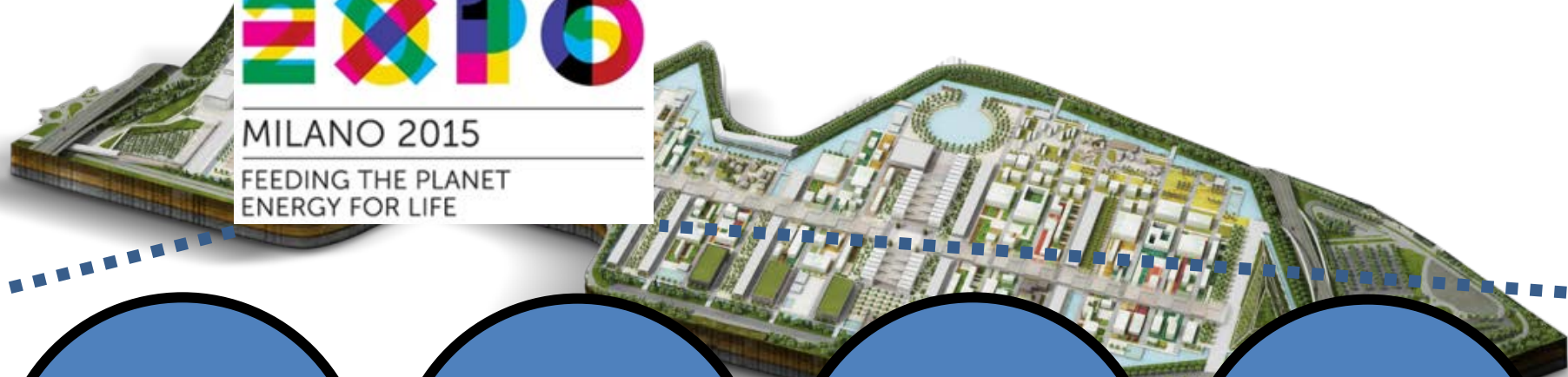


Official Partner



MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE



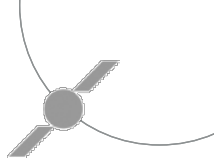
**Expo2015
Dedicated
Satellite
Channel**

**200 Millions
of House-
holders
Covered**

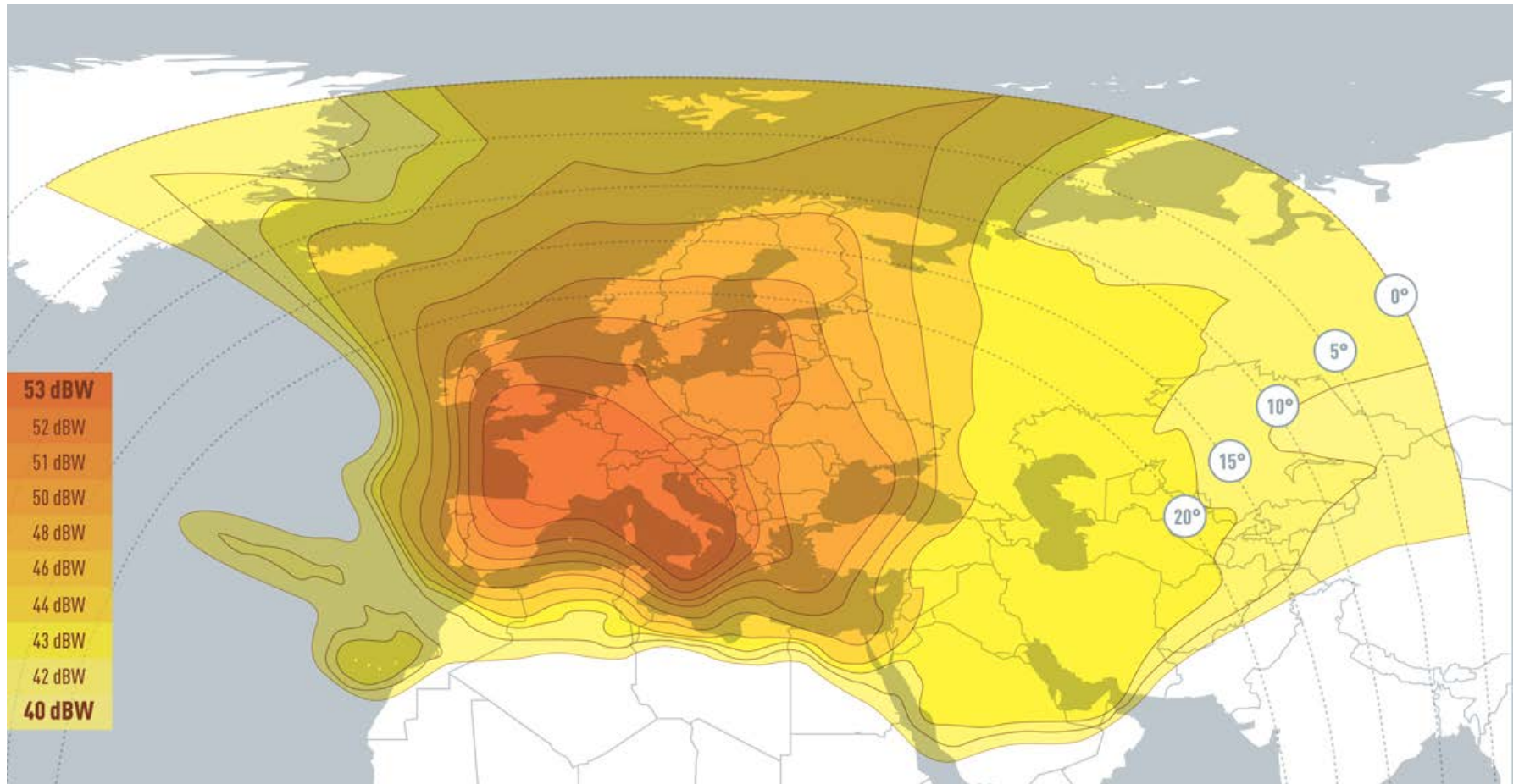
**Satellite
Connectivity
from and to
the World**

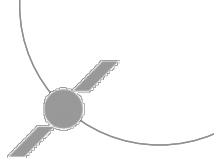
**Audio/Video
Distribution
in Countries
Pavilions**



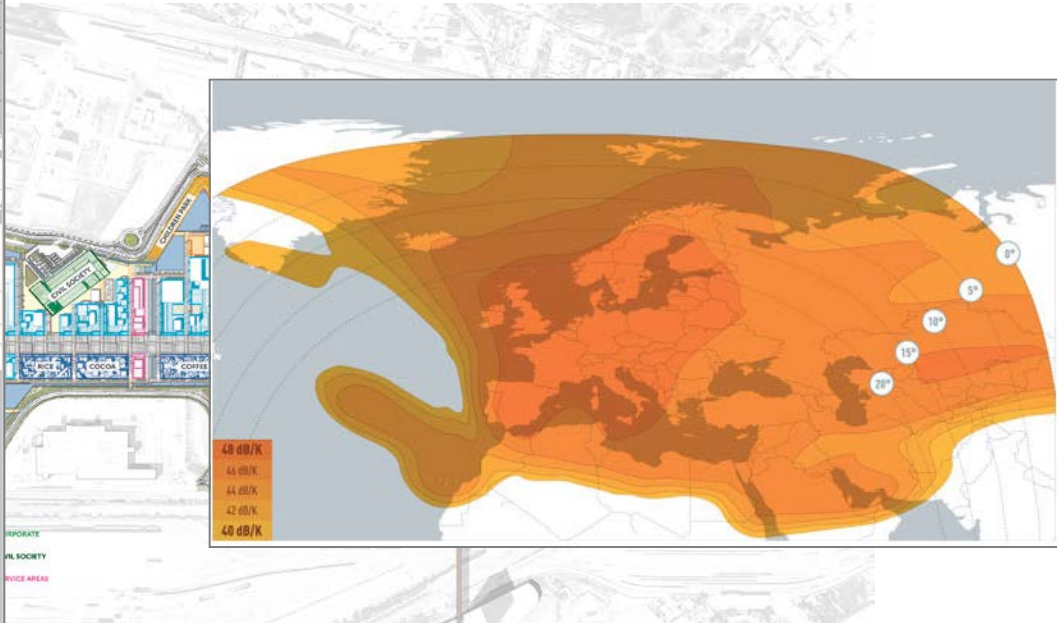
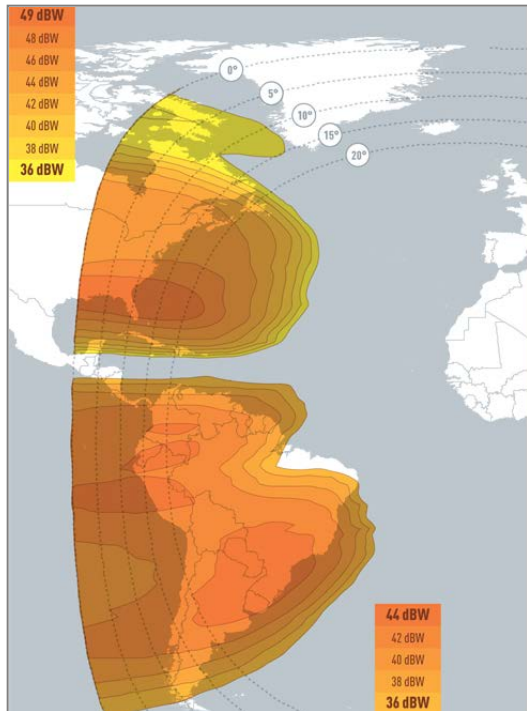


➔ EXPO2015 Channel on HotBird 13° East: more than 120 Million of Households

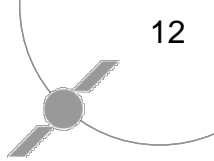




- EXPO2015 Promotional Events for all Countries
- Country Events for EXPO2015 Site.



Satellite Services: A "Must to Have" to Exploit the EXPO2015's Edutainment Full Potential



Satellite Services, a "Must to Have" to...

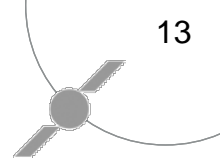


... Attract and Engage Visitors
in your Country Pavilion

... Enable Expo Visitors to Access
and Interact with your Country
Events, Contents and Culture

... Share Expo Events and Contents
with your Country Institutions,
Companies and Citizens

Enable Expo Visitors to Access and Interact with Country Events, Contents and Culture



Let's the 20 Millions Expo2015 On-Site Visitors ...



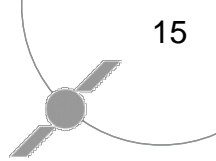
... virtually visit your Country

Share Expo Events and Contents with Country Institutions, Companies and Citizens

Let's your Institutions, Companies and Citizens...



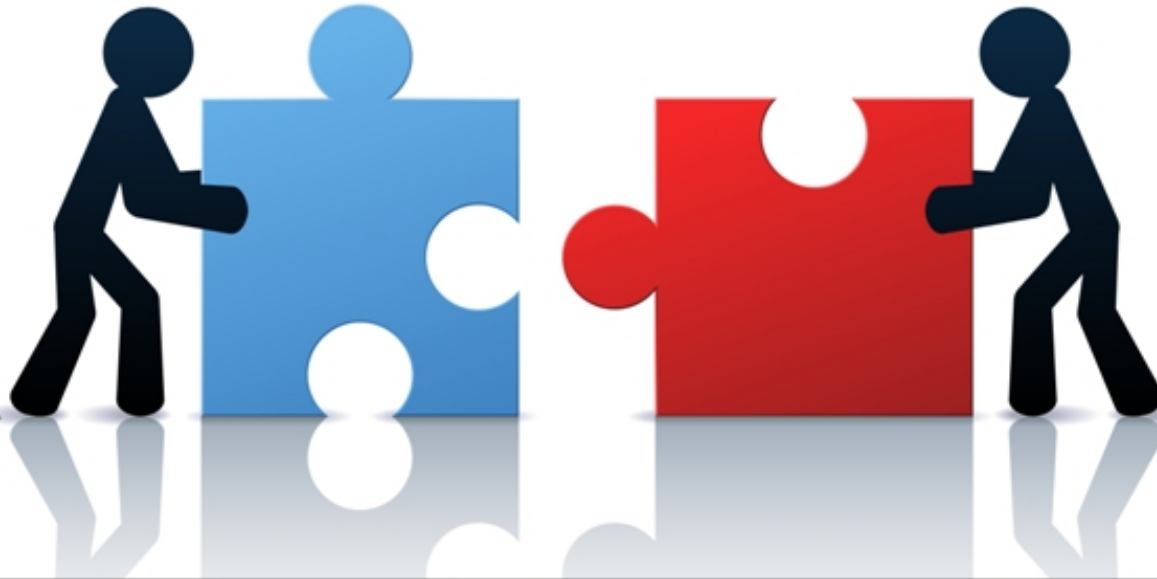
... virtually get access to EXPO2015 On-Site Events



Eutelsat – Telecom Italia Alliance for Expo 2015

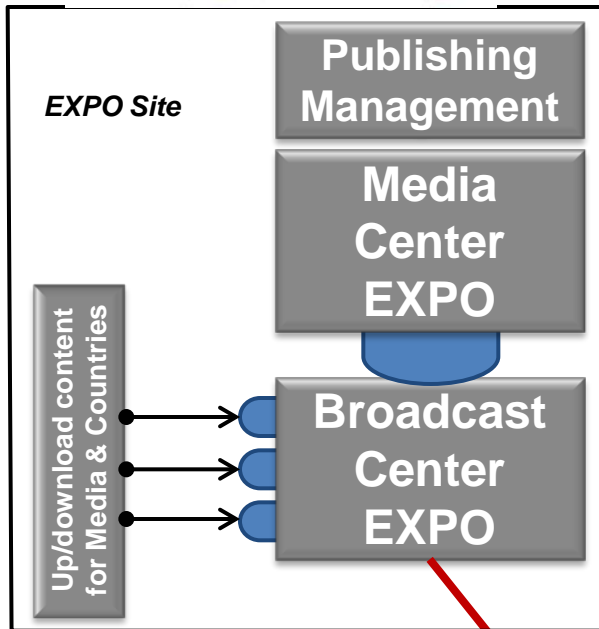
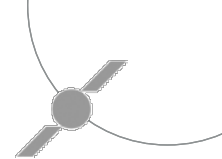


eutelsat

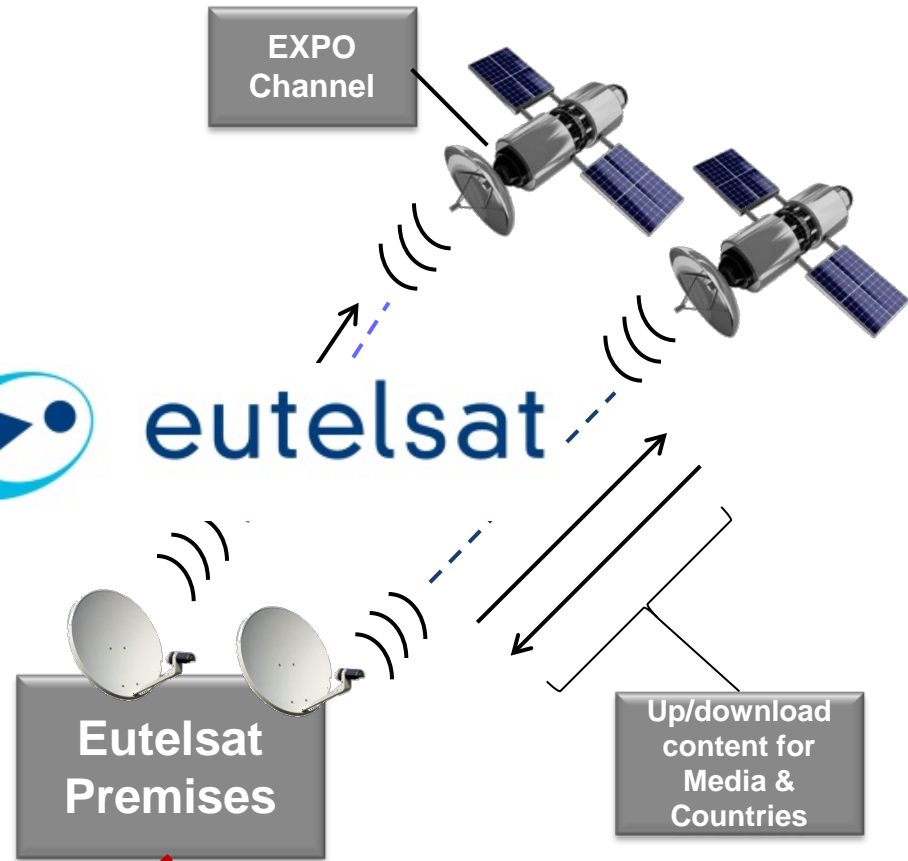


A Native End-to-End Integration

Overall Model in Partnership with Telecom Italia



eutelsat



Grazie

196 Day to go!

