



COMMISSION OF THE EUROPEAN COMMUNITIES

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COMMUNICATION FROM THE COMMISSION
TO THE COUNCIL AND THE EUROPEAN PARLIAMENT

"EXPO 98"

Summary

In 1998, Portugal is organising in Lisbon from 22 May to 30 September an international exhibition with the theme "The Oceans, a Heritage for the Future". This will be the last international exhibition of the twentieth century and will be the first international exhibition to be organised by Portugal since it has been a member of the European Union.

Participation of the Commission at World Expo '98 offers an exceptional opportunity to inform the expected 8 million visitors, both EU citizens and overseas visitors, of the role of the European Union at the end of the twentieth century. In the selected theme of the exhibition, the oceans, the European Union has much to inform about as a broad range of EU policies are closely linked to issues involving the sea.

The Member States are to be represented in a grouping at the exhibition and the EU's presence will complement the national presentations. The EU's presence in Lisbon will offer a major occasion for the European institutions to inform citizens of their activities.

It is proposed that the European Union participates at Expo '98 in Lisbon on the basis of the proposal described in this communication.

1. The theme of the exhibition

The selected theme is "The Oceans, a Heritage for the Future". It is clear that for Europe, the oceans surrounding its coasts and regions have played an important role in its historical, cultural and economic development. The selection of the ocean theme by the Portuguese organisers is timely as 1998 marks the international year of the oceans. The organisers are expecting several major sub-themes to be illustrated as part of the overall approach, notably the integration of oceans and their resources in the process of development, the heritage of the oceans and how they have moulded our current world and what should be preserved of the oceans for future generations. Of particular interest to the organisers and to the visiting public will be the development of new policies for the world's oceans and their resources.

2. The exhibition site

The site of the exhibition will cover 60 hectares of land to the east of Lisbon, some five kilometres from the centre of the city. The southern side of the site is bordered by the river Tagus and therefore presents a natural marine location which underlines the theme selected for 1998. The site also presents a major commitment to urban renewal as much of the area is a former industrial location used by the fuel and petro chemical industry. Surrounding the site is a further 310 hectares of land which is currently undergoing redevelopment and industrial and urban renewal. Much of this work has been funded by the regional and cohesion funds.

At the end of Expo '98 the exhibition site will become a new exhibition centre for Lisbon and will create a new and attractive facility for the city.

3. The participants

The organisers foresee that there will be 115-125 participating countries at World Expo '98. The number of visits has been projected at a figure of 14 million. All EU Member States have indicated officially or unofficially that they will participate in modules supplied by the organisers.

4. Participation of the Commission

Since 1958, the European institutions have participated in universal and international exhibitions. Bruxelles 1958, Turin 1961, Seattle 1962, Munich 1965, Montreal 1967, Osaka 1970, Okinawa 1975, Knoxville 1982, New Orleans 1984, Tsukuba 1985, Vancouver 1986, Brisbane 1988, Genoa 1992, Seville 1992 and Taejon 1993. The international exhibitions were governed by the rules of the Bureau of International Exhibitions which is responsible for the implementation of the Convention of Paris (1928) on universal and international exhibitions.

Under the rules of the Convention, official participants are invited by the government of the host country.

The Commission was invited to take part at the Expo by the Portuguese Prime Minister and in this manner is considered an official participant under the terms of the Convention of Paris. In reply to this invitation President Santer indicated in his letter of 29 March 1995 that the exhibition was a priority for the Commission and gave an agreement in principle on participation, subject to the decision of the budgetary authority in the context of the 1997 and 1998 preliminary draft budgets. President Santer reiterated the Commission's commitment to participation in a further letter to the Portuguese Prime Minister on 19 July 1996.

5. Specific reasons for being in Lisbon

In view of the fact that a European Union member is host of this international exhibition there is a strong case for participating in Lisbon on the grounds of Union solidarity. The theme of the exhibition, which focuses on the oceans, is of major importance for the European Union because in the geopolitical development of Europe in the past centuries the sea has played a major formative role and because of the link of a number of EU policies with this theme.

Other than a general presentation on the EU today, the World Expo would provide the opportunity to present to the general public the results of such policies and initiatives as, for example:

- the European Action Plan for the Information Society (including MARIS G7 projects)
- Community Research and Technological Development (possibly including a showcase on concrete project results)
- maritime industry policy and industrial showcases
- maritime transport policy and maritime transport applications
- Mediterranean policy
- fisheries policy
- coastal environment and coastal regions
- research and development (results of the Fourth Framework Programme for RTD, emphasizing the following items: global change (including in particular EuroGOOS and

- ELOISE); offshore hydrocarbons; sustainable use of coastal zones (including marine technology, marine environmental issues, aquaculture ...); biodiversity and fisheries)
- trade and commercial exchanges
 - law of the sea
 - the sea in development policy
 - innovative forms of energy saving and new forms of energy production
 - tourism
 - sport and culture
 - education and training
 - high definition television.

It will also be an opportunity to present the challenges facing the EU, including the results of the IGC and progress towards the euro.

6. A pavilion for the EU

Expo '98 has submitted a proposal for a pavilion for the European Union at the base of the panoramic tower which is to be located at the northern waterfront site. The construction, which projects 60 metres into the river Tagus, resembles a large sail and the pavilion of the EU would be housed at the base of the sail. The EU pavilion would be surrounded by water. At the top of the panoramic tower is a form of a basket in which a revolving restaurant would be located. The restaurant which has a capacity of 10 000 visitors a day would be independently managed and not part of the EU pavilion. The EU exhibition space at the base of the sail is air-conditioned and there are large terraces for the public to view the Tagus and the site of Expo '98.

The pavilion offers the EU an exhibition space of 2 400 m², ample storage space, offices and meeting rooms. In this manner it offers an acceptably high profile for the European Union at Expo '98 and by being close to the north pavilion which houses the modules of the Member States offers the latter a privileged VIP lounge in an outstanding waterfront environment.

Expo '98, owner of the exhibition site and thus responsible for the design and construction of the panoramic tower, foresees that the tower will be commercialised after the exhibition and hence there are no demolition costs for the European Union. The offer from the organisers of the World Expo is conditional on a payment of 2.5 MECU to be paid by the European Union to house its exhibition in this prestigious site. In view of the importance of Expo '98 for the European Union and the advantages of housing its exhibition in a high profile pavilion (without incurring the commercial risks of exploitation after the exhibition) the Commission is favourable to this Expo '98 proposal. The pavilion will offer a showcase for the European Union in which the themes of the exhibition can be addressed using the latest information technology for example interactive systems, CD ROM technology, HDTV, video recording and of course the more classic features of exhibitions such as working models and panels.

The Commission intends to use 2 400m² space for mounting exhibitions on the European Union. Some 1 400m² of this will be devoted to a general exhibition coordinated and managed by its information service (DG X). A further 1 000m² will be made available to other services of the Commission and to other institutions and agencies of the European Union for mounting

specific and temporary exhibitions on specialised technical fields relating to the different policies of the Union.

The budget is estimated as follows:

- | | | |
|----|--|---------------|
| 1. | Staff (officials, temporary agents, auxiliaires, missions) | 1.690.000 Ecu |
| 2. | Overall conception for 2 400m ² ;
Production, assembly and decoration
of 1 400m ² of general exhibition;
Basic provision and availability of
1 000m ² space reserved for specific exhibitions | 1.000.000 Ecu |
| | Running costs and staff for 2 400m ² | 1.000.000 Ecu |
| | Information campaign and events for 1 400m ² | 400.000 Ecu |
| | Contingencies for 1 400m ² | 100.000 Ecu |
| | Installation rights for 2 400m ² | 2.500.000 Ecu |
| 3. | To date the European Parliament and DGs VII, VIII and XIV have confirmed their participation at a cost of 2 000 000 Ecu. The budget headings concerned are as follows: | |

DG	1997	1998	Budget heading
DG VII	200 000	-	B2-704
DG VIII	200 000		B7-610
DG VIII		800 000	B7-6200
DG XIV	400 000	100 000	B2-1101
European Parliament	300 000	-	2721
Total	<u>1.100 000</u>	<u>900 000</u>	= 2 000 000 Ecu

Other institutions, agencies or directorates-general may propose additional financing for specific, one-off exhibitions.

4. The total estimated cost of the action (see § 7.2 of the financial statement) amounts, therefore, to 8 690 000 Ecu.

Conclusion

The Council and the Parliament are informed of the intention of the Commission to participate in the 1998 exhibition in Lisbon on the basis of the proposal put forward.

Expenditure for 1997 will be covered by the appropriations in the 1997 budget. The appropriations needed for 1998 will be requested in the 1998 PDB.

FINANCIAL STATEMENT

1. TITLE OF OPERATION

Participation in "World Expo 98", the Lisbon international fair

2. BUDGET HEADING

Titles A1, A2, A4, A5: Officials and temporary staff

A-1110: Auxiliary staff

A-130: Mission expenses

A-3055: International meetings

Heading 2721: Budget heading in Section I - European Parliament

B2-1101: Objective 5(a) of the Structural Funds

B2-704: Establishment and development of a common sustainable transport policy

B7-6200: Environment in the developing countries

B7-610: Training and promotion of awareness of development issues

3. LEGAL BASIS

Autonomous decision by the Commission

4. DESCRIPTION OF OPERATION

4.1 *General objectives:*

In March 1995 the Commission, in response to an invitation from the Portuguese Prime Minister, indicated its intention of participating in "World Expo 98", subject to the decision of the budgetary authority for the 1997 and 1998 financial years.

Expo 98 is recognized by the BEI (International Exhibitions Bureau) as a specialized international exhibition.

Its theme will be: "The oceans, a heritage for the future" and will take place in Lisbon from 22 May to 30 September 1998. It will receive about 14 million visits over that period, which should mean around 8 million visitors.

Fifty-eight countries have already confirmed their participation. The Member States of the Union will be present; the last of them are currently in the process of confirming their participation.

Interdepartmental coordination between the Commission's different Directorates-General has begun with a view to promoting those Commission programmes which relate to the theme of Expo 98, such as the application of the information society to the maritime sector (MARIS), innovation in maritime industries and the conservation of sea products.

Parliament will also be present at the exhibition.

4.2 *Period covered:*

Expo 98 will be held in Lisbon from 22 May to 30 September 1998. The design studies will begin in 1997 and the project will finish at the end of 1998.

5. CLASSIFICATION OF EXPENDITURE

5.1 NCE

5.2 DA + NDA

6. TYPE OF EXPENDITURE

Grants for joint funding with other public or private sources and service contracts

7. FINANCIAL IMPACT

7.1 *Method of calculating total cost of operation:*

The total cost is based on the flat-rate rent payable to the Expo 98 organizers for 2 400 m² of exhibition floor space, of which 1 400 m² will be used by DG X for an exhibition providing general information on the Union and 1 000 m² will be made available to the Commission's other Directorates-General for specific exhibitions on Union policies connected with the sea.

To date the European Parliament and Dgs VII, VIII and XIV have confirmed their participation at a cost of 2 000 000 Ecu. The budget headings concerned are as follows:

DG	1997	1998	Budget heading
DG VII	200 000	-	B2-704
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Total	<u>1 100 000</u>	<u>900 000</u>	= 2 000 000 Ecu

Other institutions, agencies or directorates-general may propose additional financing for specific, one-off exhibitions.

The total estimated cost of the action (see § 7.2 of the financial statement) amounts, therefore, to 8 690 000 Ecu.

7.2 *Itemized breakdown of cost:*

Commitment appropriations in ecus

Breakdown	1997	1998	Total
Titles A1,A2,A4 and A5 : Officials and temporary staff	700 000	700 000	1 400 000
Item A-1110: Auxiliary staff	50 000	50 000	100 000
Article A-130: Mission expenses	45 000	145 000	190 000
Item A-3055: International meetings	1 300 000	3 700 000	5 000 000
- Installation dues for the overall area of 2 400 m ² (including 1 000 m ² made available to specific Commission departments, other institutions and European Union agencies)	(400 000)	(2 100 000)	(2 500 000)
- Design and external decoration of total area (2 400 m ²)	(200 000)	(100 000)	(300 000)
- Runnings costs for total area and local staff (2 400 m ²)		(1 000 000)	(1 000 000)
- Preparation, assembly and decoration for general exhibition (1 400 m ²)	(400 000)	(300 000)	(700 000)
- Communication and events for general exhibition (1 400 m ²)	(250 000)	(150 000)	(400 000)
- Miscellaneous expenditure and contingencies for general exhibition (1 400 m ²)	(50 000)	(50 000)	(100 000)
Other budget items to be determined for specific exhibitions (Commission, other institutions and European Union agencies)			
- Budgetary lines: 2721, B2-1101, B2-704, B7-610, B7-6200	1 100 000	900 000	2 000 000
ESTIMATED TOTAL COST OF OPERATION	3 195 000	5 495 000	8 690 000

8. FRAUD PREVENTION MEASURES

All the contracts for research, design and implementation will be awarded under tendering procedures held in accordance with the Commission's Financial Regulation.

9. COST-EFFECTIVENESS ANALYSIS

9.1 *Specific and quantifiable objectives; target population:*

Specific objectives:

The theme of the exhibition "The oceans: a heritage for the future" is of paramount importance for the European Union. Numerous Directorates-General are affected and Expo 98 will be a major opportunity for presenting Union policies connected with maritime issues, in the fields of industry, protection of the environment, fishery and other products, legislation, trade agreements, etc.

The Commission's participation in the Lisbon World Expo 98 has three specific objectives:

1. Provide general information about the European Union by setting up stands in the exhibition organized by DG X (1 400 m²).
2. Provide information about European policies and projects connected with the theme of the exhibition by setting up stands to be organized by DGs and other institutions and European Union agencies in the area set aside for this purpose (1 000 m²).
3. Make visitors aware of the challenges of the day, and in particular the outcome of the IGC and progress towards the single currency, by setting up appropriate stands in the general exhibition and providing the public with material produced for the priority information campaigns.

Target population:

The organizers anticipate around 8 million visitors over the duration of the Fair, which should mean more than 14 million visits to the European Union pavilion.

The target population will consist of both Portuguese visitors and foreign visitors from more than 100 other countries, the majority being specialists and decision-makers in the maritime field.

9.2 *Grounds for the operation*

Expo 98 is an international exhibition recognized by the International Exhibitions Bureau (Paris Convention). Some 125 countries, including the Member States of the Union, have expressed their wish to participate.

Our operations will be limited to the 1 400 m² fitted out by DG X and the 1 000 m² offered to the other Directorates-General and/or Community institutions wishing to participate in the event. Our operations do not include the construction of the pavilion, but only the erection and decoration of the stands and the organization of activities throughout the exhibition.

Community participation will be similar to that in other international exhibitions of this type, such as Vancouver in 1986, Brisbane in 1988, Genoa in 1992 and Taejon in 1993.

Visits by a specialized, international public will have an important knock-on effect, especially in view of the future worldwide importance of the maritime sector and the policies already implemented by the Union in this field.

As things currently stand and in view of the large number of participants expected, it is fairly certain that the exhibition should be a success.

9.3 *Monitoring and evaluation of the operation:*

Performance indicators:

The unit responsible for fairs and exhibitions in DG X will have to ensure that international participation conforms with what has so far been announced. Above all, it will have to coordinate the participation of the other Directorates-General and other European institutions in order to guarantee the best possible use of the 1 000 m² made available to them.

As regards the specific objectives of the operation:

- the impact of the general exhibition in terms of enhancing visitors' knowledge of the Union will be measured by daily counts at the Union pavilion (target: 14 million visits), backed up by a qualitative questionnaire given to a representative sample of visitors;
- the impact of the specific stands on Union policies and projects connected with the theme of the fair will also be assessed by means of the above qualitative questionnaire;
- awareness of the IGC and the Euro will be measured by the number of information items distributed, in particular brochures.

An overall assessment will be made on the basis of the qualitative questionnaire, and a financial audit will be carried out at the beginning of 1999 to evaluate the cost-effectiveness

of the operation, using previous participation in exhibitions of the same type as a benchmark.

10. ADMINISTRATIVE EXPENDITURE

Actual mobilization of the necessary administrative resources will derive from the Commission's annual decision on the allocation of resources, in the light of whatever additional staff and amounts are awarded by the budgetary authority.

Additional requests will at all events be without prejudice to the Commission's decision on:

- (a) requests for new posts in the preliminary draft budget, and
- (b) the allocation of resources.

10.1 *Effect on the number of posts*

Type of post		Staff to be assigned to managing the operation		Source		Duration
		<u>Permanent posts</u>	<u>Temporary posts</u>	Existing resources in the DG or department concerned	Additional resources	1997-98 (24 mths)
Officials or temporary staff	A	2.5	1.0	2.5	1.0	
	B	1.5	1.0	1.5	1.0	
	C	1.0		1.0		
Other resources			1.0	1.0		
Total		5.0	3.0	6.0	2.0	

10.2 Overall financial impact of additional human resources

(ecu)		
	Amounts	Method of calculation
Officials	400 000	2 temporary staff (Titles A1, A2, A4 and A5) ECU 1 000 x 2 x 2 years = ECU 400 000
Temporary staff		
Other resources		
Total	400 000	

Expenditure relating to human resources required for this operation which will be covered by mobilization of existing resources is estimated at:

- Titles A1, A2, A4 and A5 (5 officials):			
ECU 100 000 x 5 x 2 years =		ECU	1 000 000
- Item A-1110 (Auxiliary staff): ECU 50 000 x 1 x 2 years =		ECU	100 000
		ECU	1 100 000

10.3 Increase in other administrative expenditure as a result of the operation

(ecu)		
Budget heading	Amounts	Method of calculation
A-3055: International meetings	5 000 000	See Table 7.2
Total	5 000 000	

Expenditure on missions for this operation to be covered by mobilizing existing resources is estimated at:

1997: 48 missions (2 days)	ECU	45 000
1998: 81 missions (2/3 days)	ECU	145 000
Total:	ECU	190 000

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