

COMMISSION OF THE EUROPEAN COMMUNITIES

COM(80) 123 final

• Brussels, 19th March 1980

PARTICIPATION BY THE COMMISSION OF THE EUROPEAN COMMUNITIES
IN THE KNOXVILLE INTERNATIONAL EXPOSITION
(TENNESSEE, USA) IN 1982

(Communication from the Commission to the Council)

COM(80) 123 final

1

COMMISSION COMMUNICATION TO THE COUNCIL

Participation by the Commission of the European Communities in
the Knoxville International Exposition (Tennessee, USA) in 1982

I. THE KNOXVILLE INTERNATIONAL EXHIBITION

On December 18, 1978 the United States Secretary of State invited the Commission of the European Communities to participate in an international exposition on energy to be held in Knoxville, Tennessee, from 1 May to 31 October 1982. This followed the signing of the relevant proclamation by the President of the United States on 6 December 1978.

A. Nature and theme of the exposition

The Knoxville exposition has been approved by the International Exhibition Bureau (IEB) in Paris as an "international exhibition" (2nd category) and will be held from 1 May to 31 October 1982. In accordance with the criteria laid down by the IEB for this category of event, the organizers will construct the exposition buildings and will rent them out to the participants.

The theme of the exposition will be "Energy turns the world".

According to the ideas of the organizers, the exposition should reflect a wide range of aspects of this theme, in particular :

- the production of energy
- conservation (storage)
- utilization (economy)
- the energy-environment relationship

as well as the research and technology relating to the above headings.

The exposition will also provide an opportunity of examining energy problems from both the producers viewpoint and the consumers viewpoint.

A whole series of meetings, congresses, symposia, etc. will make this exhibition the world centre for the efforts undertaken by scientists, research workers and industrialists to resolve the energy problem.

The organizers are anticipating some 12 million visitors.

.../...

B. Present situation as regards preparatory work and participation

The Knoxville International Energy Exposition is receiving cooperation and support from the Government of the United States, the authorities of the State of Tennessee, the County of Knox, the City of Knoxville and from economic, industrial and scientific circles. Its financing is guaranteed and work on the preparation of the site has begun.

As far as participants are concerned, over 40 countries have either visited the site or have expressed interest or requested further information.

The United States has definitely confirmed its participation in this event and has reserved an area of approx. 80 000 square feet (approx. 8 000 m²).

Options have been taken by :

the Soviet Union (: approx. 45 000 square feet

COMECON : approx. 22 000 square feet

Czechoslovakia : approx. 12 000 square feet

Switzerland : approx. 12 000 square feet

Finland : approx. 5 000 square feet

the European Community : between 45 000 and 50 000 square feet

Discussions are also in progress with :

Canada

Australia

Japan

China

the Scandinavian countries

Mexico

II. THE VALUE OF PARTICIPATION BY THE COMMISSION OF THE EUROPEAN COMMUNITIES
AT THE KNOXVILLE INTERNATIONAL EXPOSITION

A. Political reasons

Since its creation, the European Community has participated in all the world fairs (Brussels 1958, Montreal 1967 and Osaka 1970) as well as in certain second category international exhibitions (Turin 1961, Seattle 1962, Munich 1965 and Okinawa 1975), where the context and themes were important for an illustration of certain activities of the Community.

The Knoxville International Exposition fully meets these criteria.

Participation in this event appears particularly important for the following reasons :

.../...

The theme : the problems of energy can be seen as of prime importance not only at the present time but in the medium and long-term;

The location of the exposition: the role of the United States in the energy field is of capital importance; the USA is also one of the Community's main interlocutors at world level ;

The possibilities for group participation by the Member States : in view of the fact that the Member States are endeavouring increasingly to establish joint positions (as seen recently at the Strasbourg European Council and the Tokyo Summit), a joint participation at this event could constitute a further practical illustration of this position.

For the European Community, then, this participation would offer the first possibility of appearing as an entity at a world-scale event - with the political impact this would entail.

B. Position of the Member States and formula envisaged

The same political reasons, as set out in point A, are valid for the Member States of the Community and militate in favour of participation at this event.

When the exposition was announced, the representatives of the Member States agreed in principle not to reply individually to the invitation until consultations had been held within the Community bodies (the Council Working Party on Fairs and Exhibitions) with a view to possible joint action.

Following a study mission to the location, grouping together representatives of the Member States and of the Commission, an agreement in principle was taken for group participation in a single pavilion and an option was taken out on a suitable building. On the basis of the indications of required surface area provisionally envisaged by each of the Member States, the option covers 45 000 to 50 000 square feet, broken down as follows :

Belgium : approx. 4 000 square feet	Italy : approx. 8 000 square feet
Denmark: approx. 2 000 square feet	Luxembourg: not specified
Federal Republic of Germany : approx. 5 000 square feet	Netherlands : approx. 4 000 sq. feet
France : approx. 8 000 square feet	United Kingdom : approx. 8 000 sq. feet
Ireland : approx. 2 000 square feet	

Leaving the Commission the possibility of occupying one unit, of 4 000 square feet.

The total surface area also provides for some spare space for possible participation by Greece, which will be a Member State of the Community as from 1981.

.../...

This option does not involve any legal or financial consequence. It merely constitutes a declaration of intent and a precautionary booking of premises best corresponding to the requirements for a group participation by the European Community.

Each Member State and, if so decided, the Commission will have to take a decision as to whether to participate and, in the affirmative, will have to confirm individually to the organizers their area requirements within the option taken out.

The option is valid until 1 May this year.

III. ORGANIZATION OF THE PARTICIPATION BY THE COMMISSION

In view of the above, it is proposed that the Commission should participate, in the context of a group participation with the Member States, in the Knoxville International Exposition with an information stand.

A. Theme

The Commission stand would reflect two main aspects :

overall presentation of the European Community, not forgetting its external relations and more particularly its relations with the United States;

its policy in the energy field and the various aspects of its activities in this field.

The theme will have to be worked out in collaboration with the Directorates-General concerned.

B. Surface area

It is proposed that the Commission information stand should cover an area of approx. 4 000 square feet (= approx. 400 m²). It is possible, however, that this area might need to be increased slightly in the light of the possible requirements for premises to be used in common, where such use is envisaged as part of the group participation with the Member States (room for meetings and receptions, cinema, etc.).

C. Budget

It is naturally difficult at the present time to prepare any detailed budget forecast. This will only be possible after the theme and an initial draft presentation have been drawn up and after at least the broad lines of the events to accompany the participation (information activities, European Day, joint activities with the Member States, etc.) and the publications to be produced have been established.

However, in the light of the few price indications in our possession at the present time and of the experience gained via the Commission's participation in the 1975 Okinawa International Exhibition - exhibition of the same category and Commission stand with a comparable surface area (500 m²) - and taking into account the general increase in costs, an overall appropriation of 875 000 ECU for the Commission participation should be envisaged.

This appropriation should be granted by the budget authority under item 2721 "Participation in international exhibitions" and phased over the financial years 1980, 1981 and 1982 on the basis of the following timetable :

<u>1980</u> :	First site instalment design and preparatory work	125 000 EUA
<u>1981</u> :	Second site instalment production of the stand in Europe preparation of the printed matter (and possibly audio-visual material) costs relating to the establishment of the Commissioner General's office	375 000 EUA
<u>1982</u> :	Final site instalment transport, assembly work, printing of the material for distribution operation European Day and information activities, removal work	375 000 EUA

This budget only covers the costs of the maintenance staff (hostesses, technicians, etc.).

The salaries and mission expenses of the Commissioner-General and the officials from other Directorates-General who may be seconded to his office will have to be met out of the corresponding Commission budgets as has been the case when the Commission has participated in world fairs and international exhibitions in the past.

