THIS REPORT IS DEDICATED to the entire team at the U.S. Consulate Milan, Consul General, Ambassador Philip T. Reeker, and Deputy Commissioner General Elia Tello. The entire staff at the consulate in Milan was a critical element in the success of our efforts at the Milan Expo. They demonstrated the best of what the Department of State has to offer.

In addition to the team in Milan, we could not have done what we did and how we did it without Department support in Washington, D.C. We were blessed to have Ambassador David Thorne, Beatrice Camp, and Kelsey Bacon, examples of the world-class professionals who serve our country.
June 8, 2016

Dear Secretary Kerry,

As the process of transforming the Expo site into an innovation hub for Milan gets underway, I wanted to take this opportunity to reflect upon the United States of America’s participation in Expo Milano.

The journey to Expo 2015 began more than a decade ago when Italians from across society, government, private sector and ordinary citizens bid for the opportunity to host the 2015 Expo in Milan. This group demonstrated its vision by focusing on a key issue affecting all citizens of the world: how we will feed the planet. Our exhibits focused on six key pillars of global food security—policy, farming, nutrition, and health of people around the globe—it is one of the most important challenges of our time. That’s why we have made it a priority in the United States to increase food security everywhere. This means improving agriculture, promoting healthy eating habits, and combating climate change so that families around the world have access to healthy food and communities can lift themselves out of poverty. Welcome to the future we are working to create. Join us in building a world where food and communities can lift themselves out of poverty. Welcome to the future we are working to create. Join us in building a world where food and communities can lift themselves out of poverty.

One of the most beautiful elements of the pavilion was the vertical farm. While it was visually stunning, the vertical farm also represented what innovation can result when we combine the miracle of nature and the power of technology. The vertical farm was but one example of the way the USA Pavilion sought to improve the world: to create a sustainable food system and to improve the agriculture, nutrition, and health of people around the globe—creating a future where all nine billion of us have a chance to thrive. “That so many innovations, so many possibilities—it’s now up to us to share those, to learn the lessons, to implement, to provide resources, funding, investment, and to inspire the next generation.”

In addition to the pavilion’s structure and content, one of the most important and impactful elements of the U.S. presence at Expo was our Student Ambassador program. The Student Ambassadors were 120 strong, spoke 28 languages, and represented 56 states and 95 different academic institutions from across the United States. The Student Ambassadors embodied the face of America to the more than six million visitors to the USA Pavilion. They represented our country and our culture in a powerful, personal way to ordinary citizens from around the world as well as to world leaders.

Ben Gerard, a Student Ambassador from Pennsylvania State University noted, “Having the opportunity to take part in EXPO and to come into contact with such an international context which forms the basis of my academic studies, is extremely important for me. Every day, I can meet people coming from all over the world and talk about sustainability on topics which are affecting all of us.”

The remarkable success and impact of the USA Pavilion could not have been possible without the direct efforts of you, Mr. Secretary, Ambassador John Phillips, Ambassador David Thorne, Ambassador Philip Reeker, Deputy Commissioner General Elia Tellisi, Beatrice Camp, Kelsey Bacon and so many others from the State Department. The USA Pavilion was a success in no small part due to the generous sponsorship provided by both U.S. and Italian Companies demonstrating the power of the relationship between our two countries as well as the potential of a true public-private partnership.

I came to Milan a strong advocate of the United States’ participation in Expo. I leave with even stronger belief that America has to participate in these marquis events on the world stage. They afford us some of the most efficient and effective opportunities available to show the world the best the United States has to offer.

I am pleased to submit this report to the 114th Congress as a record of the U.S. Participation at the Milan Expo 2015.

Sincerely,

Douglas T. Hickey

Ambassador
Commissioner General
USA Pavilion Commissioner General World Expo 2015 Milan

The USA Pavilion was the most visited pavilion at the Milan Expo with more than 6 million guests during the 184 days of the World’s Fair. The Expo and our participation through the USA Pavilion is one of the best examples of public diplomacy in recent history. Capturing almost one third of the 21.5 million visitors to Expo allowed the USA Pavilion to highlight leadership and ingenuity in the discussion of how we will feed the planet. Our exhibits focused on six key pillars of global food security—policy, farming, nutrition, cooking, research, and industry. Our presentation gave visitors insight into the importance of each pillar and how the interaction of all is key to solving the issues we face.
“...the American Pavilion will be a huge opportunity to educate the estimated 20 million people that are going to come to this Expo...about what we’re doing in the U.S. in terms of agriculture, in terms of innovation, in terms of technology, and certainly in terms of nutrition.”

—Under Secretary of Agriculture Kevin Concannon
“...We have so many powerful solutions and possibilities. But when you walk in here and you look at what’s possible, and you think about transplanting those ideas and innovations to other parts of the world where people are starving—we know that we can fix these problems. And that’s why it’s so important for us all to be here at this Expo, sharing these ideas with the world, learning from each other, celebrating the advancements that we’ve made, but also not being complacent.”

–Michelle Obama
HIGHLIGHTS from the USA PAVILION
“Welcome to the USA Pavilion, where we’re proud to showcase contributions and innovations America’s making to a central part of daily life all around the world—the food we eat.”

—President Barack Obama

Significant Accomplishments of the USA Pavilion

Expo Visitors—More than Six Million Welcomed

Within the Expo Milano theme “Feeding the Planet, Energy for Life,” the USA Pavilion “American Food 2.0: United to Feed the Planet” showcased our unique food culture as well as the American spirit of innovation, technology, and entrepreneurship to over 6 million visitors. The USA Pavilion focused on the U.S. commitment to supporting global food security by presenting different voices of American leadership across a wide range of related fields. Expo Milano 2015 welcomed 22 million visitors and the USA Pavilion welcomed nearly one-third of them; the most visited country pavilion at Expo Milano 2015.

U.S. Business in Italy & U.S. Brands

The USA Pavilion was proud to have the support of 67 official sponsors and eight official suppliers. Each was woven into the dual narratives of global food security and American food culture presented in the pavilion’s exhibits and programming. Senior-level management from nearly every Sponsor visited the USA Pavilion, including: Marc Allen, President of Boeing International; Chris Thompson, CEO of Brand USA; Ornella Barra, Executive Vice President of Walgreens Boots Alliance; Ellen Kullman, former CEO of DuPont; Claudio Del Vecchio, President of Brooks Brothers; John Elkann of Fiat Chrysler; Andrea Illy, Chairman/CEO of illycaffè; and John Rice, Vice-Chairman of General Electric. More than 300 sponsor events were held at the USA Pavilion including gala events, luncheons, and business development meetings.

expo milano 2015 welcomed 22 million visitors and the usa pavilion welcomed nearly one-third of them: the most visited country pavilion at expo milano 2015.
A LIVING, BREATHING BUILDING

The structure of the USA Pavilion reflected Expo Milano 2015’s theme and the American values of openness and innovation. The architecture critic of Arch Daily called it “a scaffolding of ideas.” The building incorporated some very American dichotomies: analog and digital, nature and technology, and innovation and reuse.

A unique feature of the USA Pavilion was its design to have a continuous flow of visitors who were able to enter without or with very little queuing. Among the most prominent features of the building were a free-flow boardwalk entrance made from wood repurposed from the famous Coney Island boardwalk, the largest known vertical farm in the world, and an energy saving, electro chromatic glass canopy that protected our roof terrace from sun and rain.

PEOPLE-TO-PEOPLE DIPLOMACY: STUDENT AMBASSADORS

The USA Pavilion Student Ambassadors, a group of 120 college students and recent graduates—representing 36 different states and 95 different American academic institutions, and speaking 28 different languages—were an essential element of our public diplomacy efforts in Milan. These students engaged guests, guided visitors, interacted with media from around the world and strengthened our people-to-people diplomatic efforts. The Student Ambassadors greeted as many as 65,000 visitors per day and experienced myriad aspects of pavilion operations and guest relations.

Student Ambassadors greeted as many as 65,000 visitors per day.
“…the World Expo in Milan will all be geared to helping the world answer this fundamental question: How do we make sure that future generations—as we go from six and seven billion up to nine billion people in the next 20, 30 years—how do we make sure they have enough nutritional food to eat?”

–Secretary of State John Kerry
TOP ITALIAN AND WORLD LEADERS

Leaders and distinguished guests from all over the world came to experience American Food 2.0. The USA Pavilion welcomed more than 50 special guests most notably First Lady of Italy Agnese Landini, ESA Astronaut Samantha Cristoforetti, Italian actress Maria Grazia Cucinotta, television personality Paolo Bonolis, Expo Ambassadors Lidia and Joe Bastianich and many, many more.

The pavilion also welcomed leaders and officials from around the world including, Prime Minister Miro Cerar of the Republic of Slovenia, Prime Minister Joseph Muscat from the Republic of Malta, Prime Minister Benjamin Netanyahu of the State of Israel, President Borut Pahor of the Republic of Slovenia, Prime Minister Valeriu Strelet from the Republic of Moldova, and Qiang Zhou, President of the Supreme People’s Court from the People’s Republic China. The pavilion also hosted royals including Her Royal Highness Lalla Hasna Alaoui, Princess of Morocco, His Highness Sheikh Hamdan Mohammed Al Maktoum, the Crown Prince of Dubai, and Her Royal Highness Maha Chakri Sirindhorn, Princess of Thailand.

AMERICAN CULTURE AND INNOVATIVE PERSPECTIVES

While the building “hardware” was designed to keep a constant flow of visitors moving through the pavilion, the cultural “software” kept them informed, entertained, and engaged. Almost 100 speakers participated in our afternoon Terrace Talks on the open roof of the USA Pavilion, representing a broad range of perspectives on global food security and American food culture. The James Beard American Restaurant in central Milan welcomed more than 60 chefs from the United States to showcase American gastronomy. Symposia, roundtables, and conferences on pertinent subjects related to our theme were held with partner organizations throughout the six months, either at the Pavilion or in central Milan at our cultural center, Casa America. And various performers, bands, artists, and others contributed to the dynamic programming of the USA Pavilion, unmatched by any other country pavilion at Expo.

POSITIVE MEDIA COVERAGE

During the six months of Expo, the USA Pavilion had over 1,000 media placements through television, radio, print, and online publications with a readership of over one billion. The pavilion had over 337 million readers of print media, over 950 million unique viewers of online media, and 46 million viewers/listeners of television/radio media.

The USA Pavilion also utilized online capabilities in a completely new way for a World’s Fair.
UNITING for the EXPO CHALLENGE
A timeline of U.S. PARTICIPATION AT EXPO MILANO 2015

2013

OCTOBER 11, 2013
U.S. Assistant Secretary of State for European and Eurasian Affairs Victoria Nuland notified the “Friends of the USA Pavilion” that the Department of State selected its team to represent and lead the USA Pavilion presence at Expo Milano 2015.

OCTOBER 16, 2013
During Former Italian Prime Minister Enrico Letta’s visit to the United States, the White House issued a fact sheet confirming U.S. participation in Expo through “Friends of the USA Pavilion.”

NOVEMBER 13, 2013
U.S. Ambassador to Italy John Phillips and Expo Milano 2015 CEO Giuseppe Sala hosted a press conference in Milan introducing Friends of the USA Pavilion.

2014

MARCH 27, 2014
President Obama, in Rome, announced that the United States would participate in Expo. The official Participation Contract was signed, formally committing the United States to Expo Milano 2015.

APRIL 14, 2014
President Obama and Prime Minister Renzi participated in a joint press conference which formally announced and celebrated U.S. participation.

JULY 16, 2014
Parallel receptions in Washington, D.C., and Milan celebrated the groundbreaking of the USA Pavilion. Through a live stream from Washington, D.C., Secretary John Kerry and Ambassador David Thorne kicked off the ceremony, while Ambassador John Phillips, Mayor of Milan Giuliano Pisapia, and Expo Milano CEO Giuseppe Sala participated in the ribbon cutting ceremony on site in Milan.

DECEMBER 1, 2014
Secretary John Kerry appointed Douglas T. Hickey as Commissioner General of the U.S. section of Expo Milano 2015.
Expo Milano 2015 opened to the public. Ambassador John Phillips, Milan Consul General Ambassador Philip Reeker, and USA Pavilion Commissioner General Ambassador Douglas Hickey spoke at the pavilion opening ceremony, swore in Student Ambassadors, and opened the doors of the pavilion.

The USA Pavilion welcomed First Lady Michelle Obama to Milan and Expo. During her visit to Expo Milano 2015, Mrs. Obama was guided through the USA Pavilion by our Student Ambassadors, toured the Italian Pavilion with Italy’s First Lady Agnese Landini, and met Italian school-children.

First Lady Michelle Obama and the Presidential Delegation highlighted the importance of healthy eating through a cooking demonstration led by New Orleans chef John Besh at the James Beard American Restaurant with 20 international students from the American School of Milan. The healthy food program highlighted Let’s Move! the First Lady’s initiative for healthy eating.

The USA Pavilion hosted the first LGBT events in Expo history. A series of programs in partnership with local LGBT organizations included an event with rugby star Ben Cohen and celebrity chef Art Smith and a dance party hosted by Madonna’s producer DJ Tracy Young to a Milano Pride Week Kick-off Party on June 20. The day featured rainbow colors on our logo, a press conference well attended by local politicians, family activities on our roof, fast-passes to other pavilion for people wearing USA Pavilion rainbow stickers and performances by the touring company of “Priscilla Queen of the Desert.”

The USA Pavilion welcomed its one-millionth visitor, a family from Italy. Ambassador Hickey treated the family to lunch at Food Truck Nation and presented them with a certificate and a gift bag of USA Pavilion souvenirs.

The Presidential Delegation led by Secretary of Agriculture Tom Vilsack attended USA National Day at Expo Milano. The day featured a bilateral meeting and remarks by Secretary Tom Vilsack and Italian Agricultural Minister Maurizio Martina, a festive parade led by the University of Southern California Trojan Marching Band and Cheerleaders, and public activities on the roof of the pavilion, including red, white, and blue cupcakes, and a temporary tattoo station. A portion of retail and food and beverage sales were donated to Save the Children.

The USA Pavilion welcomed its five millionth visitor.

The USA Pavilion launched World Food Week, a week of programming and events in support of global food security and the UN Sustainable Development Goals, building up to the United Nation’s World Food Day on October 16 and Secretary John Kerry’s visit on October 17.

Secretary John Kerry delivered public remarks regarding the threat of climate change to global food security, and visited the USA Pavilion.

The USA Pavilion welcomed six million visitors, making it the most visited country pavilion at Expo Milano 2015.

USA Pavilion at Expo Milano 2015 closed its doors for the last time after welcoming 6.2 million visitors, nearly 30 percent of all Expo Milano 2015 visitors—well beyond the pre-Expo projection of four million.
WE BUILT IT
and
THEY CAME
For 184 days, the USA Pavilion welcomed an average of 34,000 visitors per day. The pavilion offered a multi-level experience that flowed with activity from top to bottom. As guests entered on a wooden ramp salvaged from the Coney Island boardwalk destroyed by Hurricane Sandy and repurposed for the pavilion, they were welcomed by the audio exhibit "Voices of the Land," a harmonious mix of Native American poetry and quotes from American farmers. Visitors were then greeted by a message from President Obama welcoming them to join in the global dialogue on how to feed the future.

On the main boardwalk level, visitors strolled through a forest of exhibit stations representing six different pillars of global food security: industry, policy, research, nutrition, cooking, and farming. Each pillar presented a video montage of Americans engaged in the cutting edge of their field. Each pillar was crowned with a chandelier of heirloom American vegetables growing hydroponically using the same technology as the vertical farm. The diversity of voices in the pillars represented America’s wide-ranging efforts to find solutions to achieve global food security.

The USA Pavilion also included a video exhibition entitled "The Great American Foodscape." Seven vignettes showcased American food culture, past and present, through an innovative screen patchwork. At the top of pavilion, the roof terrace provided guests with a panoramic view of the Expo and served as a venue for more than 400 events.

At 44,000 square feet, the USA Pavilion was one of the largest national pavilions at Expo Milano 2015. The operating teams included 120 Student Ambassadors, 30 hosts and stewards, more than 200 staff members, including management, operations, chefs, maintenance, and security. U.S. Department of State and U.S. Consulate in Milan staff worked closely with the pavilion team providing administrative oversight and guidance.
USA PAVILION ARCHITECTURE AND DESIGN

The USA Pavilion was designed by New York-based American architect James Biber, with the support of Milan-based Italian architect Andrea Grassi. The pavilion was constructed by Swiss-based company NUSSLI. Exhibits and installations were designed by award-winning, New York-based Thinc Design.

The USA Pavilion was created to be completely dismountable, relocated, up-cycled or donated after Expo Milano 2015 concluded. The pavilion utilized a strategy of locally sourcing borrowed, donated, and recyclable material, as well as showcasing many Italian-American product partnerships from our sponsors.

The pavilion highlighted both natural and high-tech materials, showing innovation through sophisticated technology and reuse. Inspired by the brawny openness of an American barn, the wood slab floors of the pavilion and the exposed steel frame referenced industrial buildings, while the visible moving parts turned the building into an agricultural machine.

The pavilion's forecourt was filled with a grid of misting columns to keep the visitors cool in the summer without blocking the view. The rear court had a grove of oak trees to shade the queue into the “Great American Foodscape.”

The centerpiece of the forecourt was an enormous USA Pavilion American Food 2.0 logo, as well as a programmable digital waterfall descending from the logo to an aquatic garden below.

American innovations were integrated into the construction and design, including a digital electrochromic glass roof canopy; a hydroponic, water-recapturing vertical farm; and a passive system of ventilated heat exchange to keep the building cool.

The USA Pavilion was designed to accommodate a continuous flow of visitors to enter with minimal to no wait. The ramped boardwalk entry facing the main Expo thoroughfare allowed visitors to arrive onto the main floor of the exhibit without a queue.

Topping off the pavilion was the roof terrace. The terrace was protected by a 10,000 square foot glass canopy of SPD Smart Glass, switchable from 99.9 percent opaque to 65 percent clear in a matter of seconds. The entire roof was operated with just 600w of power and ran on a number of programmed patterns to make visitors aware of the glass and keep them comfortable.

The longest public façade at Expo Milano 2015 was the USA Pavilion’s vertical farm. The vertical farm was longer than an American football field and gridded into large squares, a reference to the gridded American agricultural landscape. The vertical farm was composed of 83 large-scale louvers, each with 18 hybrid Hydroponic Zip Grow towers holding up to seven plants apiece. These 10,000 plants, towers, and panels were constantly in motion with the louvers moving in a wave-like motion, invoking wind across a field of wheat. With the farm, the pavilion became more than a building; it was also a living, breathing ecosystem.

…”roof was operated with just 600w of power and ran on a number of programmed patterns to make visitors aware of the glass and keep them comfortable.
The Student Ambassadors served as the face of America at Expo Milano 2015. They were a critical part of our public diplomacy efforts through their personal interaction with visitors. These 120 Student Ambassadors represented 36 states, 95 American colleges and universities, and together spoke 28 languages, including sign language. In addition to being the “public” face of the USA Pavilion, Student Ambassadors assisted our hostesses and stewards in operational aspects of the pavilion. They contributed to our dynamic programming by creating an acapella singing group, by choreographing flash mob dance performances, producing videos about their experiences at Expo Milano, and authoring blog posts for our website.

High-Level Delegations: Student Ambassadors helped welcome First Lady of the United States Michelle Obama, Secretary John Kerry, and Secretary Tom Vilsack, in addition to leaders from countries around the world.

Media Engagement: Many Student Ambassadors highlighted their experience at the USA Pavilion through television appearances, newspaper interviews, and blogs.

Outside of the Pavilion: In addition to being ambassadors at the pavilion, students were also ambassadors in the community and participants in special events. Student Ambassadors participated in a range of activities from food packaging and soup kitchens, to parades and charity races. Events included:

- Milan Pride Day at USA Pavilion (June)
- World Humanitarian Day at Expo (August)
- Expo Kenya Run at Kenya National Day at Expo (September)
- September 11 Memorial Ceremony at the pavilion featuring our student acapella group (September)
- Refettorio Ambrosiano Soup Kitchen City of Milano (September)
- Food Truck Nation Burger Battle judging panel at FTN (October)
- Save The Children National Day (October)
- Gates Foundation Reception at Expo (October)
- Tree of Life Parade at Expo (October)
USA NATIONAL DAY
On July 4, 2015, the Presidential Delegation led by Secretary of Agriculture Tom Vilsack presided over our USA National Day at Expo.

USA National Day at Expo Milano 2015 began with a morning flag raising ceremony where Italian Agriculture Minister Maurizio Martina and Secretary Tom Vilsack celebrated the U.S. commitment to global food security and our participation in Expo. Following the program, the USC Trojan Marching Band and members of their cheerleading squad led a parade down the Decumano, the main thoroughfare of the Expo, to the USA Pavilion.

Our Student Ambassadors participated in family activities for the public on the pavilion’s roof terrace that included face painting, temporary USA flag tattoos, and cupcakes decorated in patriotic colors. Guests at Food Truck Nation received free sustainable Pepsi tote bags. The Presidential Delegation headlined a special dinner at the James Beard American Restaurant prepared by celebrated Italian chef Massimo Bottura who expressed his love for America (his wife is American) through a clever and whimsical narrative menu. A portion of the proceeds from retail and food and beverage sales on our national day was donated to our charitable partner Save the Children.
“From the food security standpoint—we have a positive story to tell here at Expo Milano 2015. With the global focus on the impact of climate change in agriculture, our efforts to develop more productive and sustainable ways to produce food on earth and in the ocean, are contributing to a stronger food systems, able to feed a growing global population.”

~Secretary of Agriculture Tom Vilsack
Left to right: Astronaut Samantha Cristoforetti, European Space Agency; Astronaut Terry Virts, National Aeronautics and Space Administration (NASA); Cosmonaut Anton Shkaplerov, Russian Space Agency pose with student ambassadors.

A PLATFORM FOR IDEAS

and a FORUM FOR CONVERSATIONS
“Thanks to technology, innovation and entrepreneurship, America now produces more food—more consistently and more safely—and delivers it to more people at a more affordable price than ever before. We will tell this story here, in the Pavilion.”

–U.S. Ambassador to Italy John Phillips

Six months of ENGAGING PROGRAMS

While the USA Pavilion’s physical structure and exhibits welcomed and engaged people throughout the six months of Expo Milano, the day-to-day programming brought the pavilion to life. Our programs included almost daily public Terrace Talks on subjects related to global food security, high-level roundtables, conferences, and symposia on a variety of topics related to Expo themes, and other programs that showcased American culture.

Almost 100 speakers participated in our Terrace Talks, usually held in the afternoon on the USA Pavilion terrace. Visitors to the USA Pavilion engaged with experts from diverse fields such as space travel; pastry and bread baking; sustainable seafood; entrepreneurship; consumer advocacy and biotechnology. With Italian interpretation by our Student Ambassadors, these talks offered USA Pavilion visitors a chance to learn about American perspectives and ask questions.

HIGHLIGHTS OF THE SIX MONTHS INCLUDED:

Rural and Urban Agricultural Innovations (May 19, 2015)

Pavilion partner DuPont timed the release of the 2015 Global Food Security Index (produced by the Economist Intelligence Unit), to host a high-level symposium on agricultural innovation at Casa America, the USA Pavilion’s cultural venue in central Milan.

The Pink Cloud (May 19, 2015)

In support of the Pink Cloud Initiative to encourage young women to pursue science, technology, engineering, and mathematics careers, our partner Microsoft, in collaboration with UN Women, brought 1,500 young women to the USA Pavilion as part of a three-day event to inspire more women to pursue tech-related studies and careers through 150 free courses, hackathons, networking opportunities, and inspirational talks from successful female role models.
Urban Food Security Roundtable (May 20, 2015)
Organized by the Secretary's Office on Global Food Security and moderated by the Aspen Institute the discussion focused on policy and the importance to find new technologies and science to present solutions to solve modern and future food security issues.

Great American Chefs Rally (July 21, 2015)
In conjunction with the James Beard Foundation, the U.S. Department of State's Diplomatic Culinary Partnership and the international Club des Chefs des Chefs, the USA Pavilion welcomed chefs from the United States and around the world to Casa America and the USA Pavilion to discuss culinary diplomacy and culinary tourism.

Hollywood and Dine: The Image and Impact of Food in Entertainment (September 4, 2015)
Produced in partnership with the Norman Lear Center and the Center on Communication Leadership and Policy at the USC Annenberg School for Communication and Journalism, together with The Annenberg Retreat at Sunnylands, this special symposium explored the role and responsibility the entertainment industry has for making a positive impact on eating behaviors and food-related issues. Special guests included celebrated television producers Norman Lear and Phil Rosenthal and actress Maria Grazia Cucinotta.

Food and Technology Innovation Summit (September Pause 29-30, 2015)
In conjunction with our partners, including Microsoft and Copernico, the USA Pavilion hosted a two-day innovation summit on the nature of disruption in the food and technology space. The summit concluded our Feeding the Accelerator program for food and technology start-ups.

World Food Week (October 12-17, 2015)
Working with a network of organizations led by the Bill and Melinda Gates Foundation, including Oxfam, One, Global Poverty Project, World Food Programme, the EPA and others, the USA Pavilion hosted a week of programming on a variety of topics related to global food security: These programs included an EPA-led public talk on the importance of keeping food waste out of landfill, a special World Food Day reception on the USA Pavilion roof and UN Secretary-General Ban Ki-Moon addressing a UN roundtable to encourage country commitments to the Sustainable Development Goals at the James Beard American restaurant. The week culminated with Secretary John Kerry's public policy remarks at Expo Center.

Other events held at the USA pavilion throughout the six months of Expo brought diverse aspects of American culture to Expo visitors. These programs ranged from rock bands to children’s choirs, orchestras to flash mobs, music, poetry, and spontaneous dance parties.

“It was thrilling to see American innovation, achievement and focus on improving our global food system... And the highlight was cooking and sharing my passion for good food at the James Beard Restaurant—with guests ranging from Jackson Browne to Qatari, Turkish and Japanese diplomats. As a member of our country's Diplomatic Culinary Partnership, I am grateful to the James Beard Foundation for facilitating an important exchange of ideas and values around food—the life sustaining resource we all share.”

–Mary Sue Milliken, Chef
COMMERCIAL DIPLOMACY
The USA Pavilion offered a wonderful opportunity to demonstrate the [FCA’s] core values including innovation, sustainable mobility, and community, while at the same time, showcasing the vital role trucks play in the everyday life of those in agriculture and reaffirming our long-standing commitment to supporting those who work in family farming, agriculture and other farming-related industries. 

– Walid Saba, Director Marketing Design, Fiat Chrysler Automobiles (FCA)

A total of 70 sponsors and 80 suppliers contributed to the construction, presentation, and operations of the USA Pavilion. These included American corporations, Italian companies, public and private foundations, and U.S. states and municipalities. As a founding partner of Friends of the USA Pavilion, the American Chamber of Commerce in Italy—celebrating its centennial anniversary in 2015—was integral in realizing the commercial diplomacy goals of our participation in Expo Milano.

Each of our sponsors utilized the global platform in a unique manner depending on their industry, company culture, and goals. Sponsors harnessed the platform to host company VIP visitors, increase government and media/public relations exposure, build corporate networks, promote brand awareness, expand corporate social responsibility messaging, and participate in a myriad events at the USA Pavilion.

USA PAVILION’S ROOF TERRACE

The USA Pavilion’s expansive roof terrace was a unique feature of the pavilion that served as a gathering place for the general public, a programming hub, and a venue for special events. Very few pavilions at Expo constructed roof terraces boasting panoramic views, and none could compete with the USA Pavilion in terms of sheer size. The roof terrace included a dedicated area for VIPs, which comprised the Bank of America Boardroom, a VIP terrace, a dedicated entrance and elevator, and restroom facilities. During the course of Expo, special guests of the roof terrace included: sponsors, their clients and employees; official U.S. government delegations; Italian dignitaries; celebrities; foreign delegations; chefs; journalists and bloggers; scientists; and photographers. During the 184 days of Expo, the VIP terrace accommodated more than 400 events and welcomed tens of thousands of guests.

Through the assistance of SPONSORS & SUPPLIERS
“Every industry has a role in sustainable solutions that benefit the planet, people and economy—including food supply. From Energy, Transportation, Lighting and beyond, our technology is tackling these global challenges.”

Deb Frodl, Executive Director, Ecomagination, GE

“The USA Pavilion was a great platform to deploy our culinary strategy that seeks to inform the world about all the great food traditions and diverse geographies around the country. It was a platform that allowed us to bring in our partners at the state and local level to tell their own culinary story. We were pleased with the USA Pavilion and our ability to leverage it with our travel trade partner.”

Chris Thompson, President, Brand USA

“One-third of food produced is never consumed. That’s unacceptable. Through innovation and collaboration across the public and private sectors, we can bridge the gap between food waste and food security.”

Indra K. Nooyi, Chairman & CEO, PepsiCo
Michael Beirut, graphic designer and partner at Pentagram enjoys American street food at Milan Expo.

“Travel Oregon’s activation at the USA Pavilion during World Expo offered an incredible opportunity to tell the Oregon story to a global audience. We have no doubt that the interactions made at this event will inspire visitors from around the world to travel to Oregon.”

– Teresa O’Neill, Vice President, Global Sales, Travel Oregon

FOOD TRUCK NATION

Our presence at Expo also showcased the diversity of American cuisine. As many visitors discovered, the hottest food trend in the United States is not being served in restaurants, but on the streets of cities and towns across the country. Food trucks, food carts, and other artisanal street vendors have brought cuisine to the road, and the USA Pavilion brought this new style of dining all the way to Expo.

As much a symbol of American entrepreneurism as gastronomic creativity, the USA Pavilion’s food trucks served up a wide variety of dishes, traditional and modern—regional barbecue, Black Angus burgers, New England lobster rolls, California fish tacos, hot dogs, veggie burgers, kale salads, cupcakes, and much more. With an eye toward wholesomeness and sustainability, a taste for local ingredients, and a partnership with Brand USA, Food Truck Nation celebrated the fresh culinary flavors of the United States to a global audience in collaboration with Brand USA partners: The Beaches of Fort Myers and Sanibel in Florida, Louisiana, California, and Oregon.

Food Truck Nation offered food of the highest quality and utilized American ingredients whenever possible. All of the meat served at Food Truck Nation came from the United States, including lobster from Maine, salmon from Alaska, and Black Angus beef from Kansas.

Renowned Italian journalist and New York Times best-selling author Beppe Severgnini declared the USA Pavilion’s Food Truck Nation’s lobster roll “the best in Italy.”
JAMES BEARD AMERICAN RESTAURANT AT SEVEN STARS GALLERIA

With the pavilion theme American Food 2.0 in mind, the USA Pavilion set out to counter preconceived notions about American cuisine. As part of that mission, the pavilion extended its presence into the city with the creation of the James Beard American Restaurant. In association with the James Beard Foundation and support from The Rosso Group, the pavilion presented this full-service, fine-dining, pop-up restaurant in the historic Galleria Vittorio Emanuele II in central Milan. As an important extension of the USA Pavilion, the James Beard American Restaurant, also referred to as JBAR, showcased American cuisine at its finest, featuring over 60 accomplished American chefs and representing all of the American regions. The menus introduced diners to a multitude of styles and to the unique ingredients that our diverse American culture has to offer. Additionally, JBAR hosted a number of important Italian and international chefs who produced dinners derived from their impressions of American cuisine or that reflected a playful commentary on American cuisine. At each event, guest chefs had the opportunity to explain the origins of their cuisine and share their perspective on American cuisine, as well as their views on sustainability and feeding the planet. Each dinner represented a valuable cultural exchange and effectively enriched the message of the USA Pavilion in showcasing American Food 2.0.
“The United States is so much more… than Hollywood and fast food, rappers and gas-guzzling SUVs. At the USA Pavilion and the James Beard American Restaurant, I had the chance to share the delicious complexity of who we truly are. Bringing people from all over the world together around our table offered us a generous blank canvas on which to paint the real pictures of an America filled with rich culinary traditions and thought leaders who are leading us into a sustainable future.”

–Chef Rick Bayless
“We have exceeded the expectations in terms of visitors… The experience and impact of the Feeding the Accelerator with Hackathon—and having 10 world-class startup teams in Milan—has been outstanding.”

Caro Purassanta, General Manager, Microsoft Italy

The Feeding the Accelerator program, produced in collaboration with Atelier Slice, re-imagined the model of a food and technology accelerator for innovative start-up companies addressing various aspects of the food-systems issues. Ten participating companies were selected from almost 100 applicants from around the world. The accelerator began with online meetings in July, and the companies came on site in Milan for the month of September. Housed at Copernico, a local tech incubator and co-working space, the participating companies were exposed to experts on food systems issues, chefs, entrepreneurs and others. Regular visits to Expo and other programs around the city enriched the experience. Feeding the Accelerator concluded with the Innovation Summit and awards September 29 and 30, 2015.

PARTICIPATING COMPANIES:

PNAT
Offering new ways of farming through modular floating greenhouses that allow for intensive cultivation and water purification using solar energy (based in Italy)

MICROVITA
Proposing an alternative, sustainable animal feed that does not compete with human feeding through an efficient industrial system to convert organic by-products into protein feed for livestock using houseflies (based in Italy)
ICE DREAMS
A revolutionary way to produce artisanal Italian gelato that substitutes traditional ingredients, such as milk, eggs, and artificial additives, and requires only water (based in Italy)

FOODTRACE
Providing new tools for the wholesale marketplace to help farmers and artisans sell more efficiently to more informed and targeted buyers through a cloud-based software platform (based in the United States)

COOKBOOK
Proposing the future of the cookbook through an accessible self-publishing tool that will allow professional and amateur chefs alike to document, share, and monetize their knowledge, experimentation, and techniques (based in the UK and Spain)

KALULU
Developing shorter supply chains that connect farmers directly to local consumer, reducing carbon footprints, and increasing the involvement of farmers in their communities (based in Italy)

URBAN PASTORAL
Developing collectives of integrated food and agricultural businesses that understand food as a vehicle for social, economic, and environmental progress (based in the United States)

IGNITIA
Providing a highly accurate, location-specific weather forecast technology that improves farmers’ everyday decision-making in remote areas of West Africa by SMS (based in the United States and Sweden)

MINTSCRAPS
Providing an platform that helps businesses throughout the food supply chain manage food waste with analytical data to help save thousands of dollars in monthly food-purchasing and waste-disposal costs (based in the United States)
Secretary Kerry greets Diana Bracco, President and General Commissioner for the Italian Pavilion at Milan Expo.
His Highness Sheikh Hamdan Mohammed Al Maktoum (United Arab Emirates) tours the USA Pavilion with Friends of the USA Pavilion CEO Charlie Faas.

The USA Pavilion provided the United States government with a tremendous public diplomacy opportunity to directly engage government officials, business leaders and global citizens. Leaders from Italy and international officials representing 59 countries and NGOs visited the USA Pavilion.

DIPLOMATIC PLATFORM

The U.S. presence created an opportunity to reaffirm connections between U.S. government officials, Italian, and international counterparts. Officials participated in public programs and conferences, press events, and bilateral meetings. One such event was a two-day International Conference of Ministers of Culture, which attracted the participation of 83 countries. The conference theme, “Culture as an Instrument of Dialogue among Peoples,” sought to elevate the importance of cultural heritage, especially in the face of natural disasters or acts of terror. The conference highlighted the acts of systematic destruction of cultural heritage sites, including well-documented examples by Da'esh in Syria and Iraq, and in countries around the world. The pavilion also played host to U.S. government experts to highlight collaboration and expertise on issues such as biotechnology, agriculture, and space innovation.

Leaders from Italy and international officials representing 59 countries and NGOs visited the USA Pavilion.
DELEGATION VISITS

A total of more than 800 VIP delegations experienced the USA Pavilion. These included high-level U.S., Italian, and international officials, thought leaders and academics in food security, nutrition, climate change, influential media figures, philanthropists, performers, and artists.

Interagency Cooperation: The U.S. Department of State was the primary U.S. government entity engaged on U.S. government representation at the USA Pavilion. State led the effort to develop thematically-relevant content and programming for the U.S. pavilion in collaboration with hundreds of colleagues and experts from across government. An interagency communications group included representatives from: National Security Council, Department of Agriculture, Department of the Interior, Department of Commerce, Department of Energy, Department of Transportation, Environmental Protection Agency, National Aeronautics and Space Administration, Food and Drug Administration, and the National Oceanic and Atmospheric Administration.
SHARING OUR STORY
The USA Pavilion received positive coverage across Italian and global media during the course of Expo. Expo Milano 2015 provided the USA Pavilion with multiple communications platforms to reach vast audience in Italy and abroad and to promote the message of healthy and sustainable "American Food 2.0."

**KEY FIGURES**

The USA Pavilion generated 1,206 media placements through television, radio, print, and online media. The pavilion press desk fielded 908 journalist requests from 625 different publications and managed 159 interviews. Total readership over all media was over 1.3 billion with 94 percent of media placed in Italy focusing predominantly on the pavilion, events, innovation, and food trucks. A total of 45 press releases were launched, 29 press invites or media advisories distributed, and 504 media requests managed.

**USA PAVILION ONLINE**

The reach of the USA Pavilion extended far beyond the in-person visitors to Expo. The USA Pavilion utilized social media platforms in completely new ways to engage and cultivate an audience that stretched beyond Expo, Milan, and Italy.
Official Pavilion Website

The USA Pavilion website had a total of 144,437 sessions throughout Expo with 107,317 new users. The page served as a highly networked hub of information on the pavilion’s visitor experience with comprehensive exhibition and event content. The website also plugged into a dedicated USA Pavilion mobile app.

Additionally, the homepage prominently featured all of our active social media channels. Highlights of our homepage included an embedded widget that displayed our Twitter feed in real time, videos from our USA Pavilion’s YouTube channel, rotating blog posts, and two navigation bars for easy access to content.

The USA Pavilion website went live before Expo Milano 2015 opened its doors with a soft launch that teased out a selection of the exhibition content videos and articles related to our “Pillars of Food Security” on the pavilion’s main Boardwalk Level. Published in both Italian and English, this portion of the website piqued the curiosity of potential visitors and provided a means of engagement for those who could not physically visit USAP.

During Expo, the USA Pavilion’s website provided a digital archive for our immersive and diverse programming. Activities at the USA Pavilion were featured on a comprehensive calendar updated daily. Public events on the website included: all Terrace Talks, evening musical performances, the Great American Chef’s Rally, World Food Week, USA Pavilion’s National Day on July 4, as well as cooking demonstrations and all featured dinners at the James Beard American Restaurant.

The website regularly updated our rotating menu at Food Truck Nation to reflect special state sponsorships and featured food items.

Official Pavilion Blog

We published a total of 110 blog posts, 63 of which were authored by Student Ambassadors. The Student Ambassador-authored blog posts on our website chronicled all USA Pavilion activities as well as Expo-hosted events. The posts served to recap the important facts and stories gleaned from our Terrace Talk series and highlight the impact of the ongoing roster of VIP visits and lectures at the pavilion.

The USA Pavilion social media staff and the U.S. Consulate in Milan shared oversight of all of the posts. The blog also provided content for the USA Pavilion’s weekly electronic newsletter, Facebook, Twitter, and Instagram accounts, as well as a link to share with individuals invested in activities at the pavilion and with speakers and organizations that participated in Terrace Talks.

Facebook

The USA Pavilion had two Facebook pages. The official USA Pavilion page had 7,031 likes and the page dedicated to The James Beard American Restaurant accumulated 1,336 likes. Top Facebook posts from our pavilion page included a Student Ambassador flash mob video and the announcement of First Lady Michelle Obama’s visit to the USA Pavilion.

Twitter

The official USA Pavilion Twitter account had 7,800 followers and 7,300 tweets demonstrating the growing strength of Twitter as a form of communication. Top Tweets included posts on breaking our daily visitor records, reaching our milestone of two million visitors, and Prime Minister Benjamin Netanyahu’s visit.

Between Facebook and Twitter, the accounts had 84,227 interactions, 59,981 unique users with the reach of 156,214,147 people.

Instagram

The official Instagram account for the pavilion had 8,156 followers. The USA Pavilion shared 1,196 photos that accumulated 36,821 likes, 931 comments, with 38,752 total engagements. Top Instagram posts included pictures from First Lady Michelle Obama’s visit, our Vertical Garden, desserts from Food Truck Nation, and a picture of our Student Ambassadors on the day we welcomed our five-millionth visitor.

USA PAVILION RETAIL STORE AND MEMORABILIA

A great amount of memorabilia was produced, sold, and traded at Expo and the USA Pavilion was no exception. The pavilion featured a retail store with branded American Food 2.0 merchandise. Products ranged from Brooks Brothers American Food 2.0 button down shirts, ties, and aprons, cutlery, mugs, espresso cups, and pins. Top sellers of the USA Pavilion included American Food 2.0 t-shirts, pins, and Brooks Brothers-produced American Food 2.0 baseball hats and aprons.
The USA Pavilion was entirely privately funded through the generous support of 67 sponsors. In March of 2014, the U.S. Department of State signed a Memorandum of Agreement with Friends of the U.S. Pavilion Milano 2015, the private, nonprofit organization that managed design, development, construction, fundraising, integration of sponsors, staffing, and operation of the USA Pavilion. The Commissioner General was a non-compensated employee of the U.S. Department of State.

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