

progression

the BIE newsletter



Kazakhstan and EXPO 2017

During the 152nd BIE General Assembly, on November 22, 2012, the BIE Member States selected **Kazakhstan** and its capital Astana as the host of the International Expo in 2017 with the theme " **Future Energy** " .

BIE General Assembly : Moment of happiness at the announcement of the victory of Astana to host Expo 2017.



Imangali Tasmagambetov, Mayor of Astana, and Kairat Kelimbetov, Deputy Prime Minister of Kazakhstan.

Kairat Kelimbetov, Deputy Prime Minister of Kazakhstan - H.E.M. Nurlan Danenov, Ambassador of Kazakhstan in France - Rapol Zhoshybayev, Commissioner general of EXPO 2017 Astana



The EXPO will be held for the first time in the heart of the large Eurasian continent. I am sure that the International Exhibition "Future Energy" will give a powerful bound to the transformations of the energy in the world. Kazakhstan will make all possible efforts to guarantee an exceptional quality level, declared the same day the President of Kazakhstan, Nursultan Nazarbayev.





INTERNATIONAL SPECIALIZED
EXHIBITION EXPO-2017 ASTANA

The President of Kazakhstan, Nursultan Nazarbayev, addresses the guests in the evening of November 22nd and expresses his happiness.



A short History of Kazakhstan

Kazakhstan is a young country. It gained its independence in 1991 after having been one of the socialist republics. This country, **with a surface area of 2 724 900 km² and 17 million inhabitants**, has a long and rich history due to its geographical location, **in the middle of the Eurasian continent**, lying at the centre of caravan and transport routes that once linked Asia and Europe.



The attributes of a young country have given Kazakhstan a unique role in the region, where it has become a steady example of social and political stability.

The dismantling of the USSR and the independence of its former republics led to a period of instability in an immense region of the world, a region where the strategic borders of Asia and Europe intersect, a region crisscrossed by trade routes that are no less significant today than they were in centuries past.

Taking into account this data, Kazakhstan, as it has amply demonstrated ever since gaining its

independence, has been a model of stability and an example at both a regional and global level. A good illustration of that was the nomination of Kazakhstan to the Presidency of the OSCE - Organization for Security and Cooperation in Europe - for 2010. This was the recognition not only of Kazakhstan's capacity to hold the Presidency but also of its ability to be a worthy partner for all the members of the organization, as well as playing an active peace-making role.

The recent history of Kazakhstan and its capital of Astana is linked closely to the successful organization of international events related to the culture of peace and international cooperation.

Astana hosted three congresses of leaders of World and Traditional Religions, which took place in the Palace of Peace and Accord, purposefully built for such events.

Due to such efforts at furthering peace and cooperation, the Organization for Security and Cooperation in Europe named Kazakhstan to hold the Presidency for 2010 and to host its summit in December 2010.

Furthermore, Astana has hosted many major events in the framework of the organization of Islamic cooperation, the ECE of the UN, the NATO, the CIS and other international and regional organizations.

In sports, Kazakhstan was the host country for the Asian Winter Games of 2011, which required considerable investment and a major organizational effort in Astana and Almaty, the two host cities.

The summits of mountains and rocky peaks border forests and crystal clear lakes. It is a country whose nature fascinates by the originality of its fauna and its flora.



The logotype of EXPO 2017 ASTANA is an extrapolation and a diffraction of the sunbeams as symbol of source of energy. The design was created by dividing the circle into rounded forms petals. The petals are asymmetric, placed in a circular order, and they redraw the movement of a new symbol of energy sources. The colours, even though the yellow and light blue are predominant, remind those of the rainbow. The logotype evokes in a bright, artistic and interactive way the idea of a new energy and the notion of "future energy". The predominating colour is turquoise, the colour of Kazakhstan.



EXPO, why and where?

An international exhibition is an attempt of collective reflection on a topic of great significance to humanity as a whole. It seeks to bring together organizations, participants and visitors in one place, inspired by a common goal. The Expo wants to achieve all these objectives in a period of time and in the context of a single event.

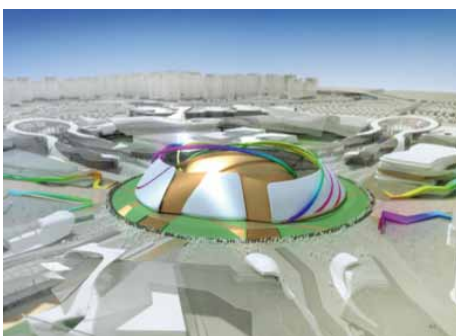
The history of international exhibitions demonstrates that to be successful, such events not only need to be thoroughly planned and well organized, but also their central theme needs to be chosen carefully and well presented. The host country needs to have reached a certain degree of political and social maturity. The recent history of Kazakhstan has made the country a perfect example of the transition to a modern democracy. Kazakhstan has succeeded in consolidating and showcasing such admirable values as tolerance and freedom, values that have been welcomed and enthusiastically embraced by the citizens of the country. This successful transition has crystallized into a modern political system that meets all the criteria of a progressive industrialized society.

In 2008, while visiting Expo Zaragoza, Spain, President of Kazakhstan, Nursultan Nazarbayev, spoke of the need to organize an exhibition in Astana in the nearest future. The project of hosting the EXPO 2017 was broadly welcomed at all levels of the Government. For the international community, hosting an Expo is an evidence of the prestige of a State.

Kazakhstan, a recognized leader of the Central Asian region, one of the largest States in the world in terms of area, has ensured, throughout its 20 years of independence, a stable investment climate and rapid political and economic development.

The overall plan for this purpose relies on modern ideas of space and bioclimatic design. This notion will be expressed through an ultramodern and sustainable surrounding environment. The urban design and the location of the Expo Site have to endow it with a uniform and symmetric character while creating both physical and visual connections with the surrounding urban panorama of Astana.

The site of the Expo, an area of 113 hectares, is ready for the construction of pavilions, the village of Expo and other necessary premises. The participation of more than 100 countries and at least 6 international organizations is expected.



The location of the site was chosen so as to facilitate access to the city centre, international airport and railway station. The Expo Site will be also connected to the highway network of Kazakhstan, which ensures rapid access to all the axes of inter-city links.

Broad avenues will be laid out to ensure easy mobility together with rest areas for **more than 5 million expected visitors from June 10 to September 10, 2017**. They will be designed as broad pedestrian walkways, lined with a great number of high-tech gardens, fountains and thematic elements that will use green energy.

The Post expo

The EXPO 2017 Site will be incorporated into current and future urban planning for Astana.

The future plans concerning the post-EXPO 2017, are to use the international exhibition area site of 113 hectares, both for adjacent residential neighbourhoods and for the city in order to put all together in a coherent whole.

The Site facilities are to be classified into the following categories:

1. *Exhibition facilities*
2. *Sporting facilities*
3. *Culture and entertainment facilities*
4. *Administrative facilities*
5. *Trade-fair facilities*
6. *Accommodation and hotel facilities*
7. *Catering facilities*

Mr Rapol Zhoshybayev,

Commissioner General of EXPO 2017 Astana

At the 153rd General Assembly Astana acts as the host city for EXPO-2017.

Please allow me on behalf of the Government of the Republic of Kazakhstan to express my gratitude towards the BIE Member countries for their support throughout the bidding campaign, and especially for the votes in favor of Astana. We are also grateful to our friends from Liege for a fair competition.

EXPO-2017 is a national project that will give a powerful impetus to further the economic diversification and modernization of the country, Kazakhstan's transition towards a "green economy", ensuring a long-term socio-economic benefit.

We fully comprehend the historical responsibility that Kazakhstan has towards a further development of the international exhibitions and its input to the important and highly relevant theme "Future Energy".

Kazakhstan will put all the effort into hosting a successful exhibition in the year 2017. And we will do it at such level, for Astana to create its own page in the history of the international exhibition movement.



Mr Talgat Yermeguiyayev,

Chairman of Astana EXPO 2017 National Company

Kazakhstan has started with full commitment its preparations to host the International Exhibition EXPO 2017.

From the first day of our bid campaign we make it evident to the international community that our country is ready to hold such an event. We will hold our commitment and make all the necessary to answer your expectations.

In January 2013 a "National Company "Astana EXPO-2017" joint stock company was established.

A territory for EXPO 2017 site has been allocated, the concept of the exhibition has been developed, the preliminary master plan is ready, including the arrangement of pavilions, as well as our first vision for the post-use of the EXPO site.

The chosen theme "Energy of the Future" demonstrates that Kazakhstan is a socially responsible state. We are confident that this important theme will attract the attention of the global community towards EXPO-2017 held in Astana.

Thank you for your trust!



The EXPO Theme

Considering the importance of energy and ecology issues, Kazakhstan suggests to the world community the theme "Future Energy" for EXPO 2017 Astana.

As a reliable energy partner, Kazakhstan plays an important role in ensuring global energy security. We consider the exhibition as a unique opportunity to promote dialogue, which will ensure energy and ecology security, stability and prosperity on a global scale.

The exhibition held in Astana will be the contribution to the development and use of alternative energy will allow representing the world's best technology in Astana and will help to promote energy efficiency programs and new solutions.

The question of energy saving and the introduction of alternative energy sources is equally important for leaders of the global economy and for developing countries.

Therefore the exhibition will become an ideal platform for the exchange of experience at international level in the field of alternative energies, which growth accelerates every year: the solar energy + 28.1% ; + 7.5% geothermal energy ; wind energy + 48% ; traditional energy + 2.2%.



Symposium of Astana : Nurlan Danenov, Vicente Gonzalez Loscertales, Kairat Kelimbetov, Rapol Zhoshybayev and the BIE Delegates



Presentation of the solar aeroplane of Solar Impulse by Bertrand Piccard

From the first days of its independence, Kazakhstan devoted itself to the development of alternative energy sources:

- The creation of a « Green Bridge » between Europe and Asia was proposed by Kazakhstan in 2010. This idea was strongly linked to the new UN declaration that prioritize the exchange of scientific research experience between Western and Eastern countries, and the combination of efforts, which will facilitate the universal transition to a new economy.
- The development of wind energy. The country's wind power potential is considerably higher than the annual national consumption in electric power. According to the assertions of the scientists, in 2015, 1% of all electrical energy of Kazakhstan will be produced from the sources of renewable energy.
- Reduction of the CO2 emissions. Around 2030, Kazakhstan plans to reduce greenhouse gas emissions to 25 per cent. This goal would be achieved, first, through the implementation of new technologies and renewable energy sources.

The Centre for Energy Studies was established within the "Nazarbayev University", the main institution of higher education in the country. The Centre is opened to scientific activities in the field of renewable energy, physics and energy high technology.

The impact of EXPO 2017 ASTANA theme

EXPO ASTANA 2017 will become the first international exhibition to be held in the Central Asian region and in a CIS Member State. The exhibition will last 3 months - from June 10 to September 10, 2017. Kazakhstan is expecting more than 5 million visitors, which will be an important step in the international promotion of Kazakhstan. The holding of EXPO 2017 will serve as an additional motivation for economic and infrastructural development of both the capital and the country in general.

The new strong impulse to the development will be applied for small and medium sized companies in the capital Astana and the surrounding region, especially those of the service sector, hotel business and domestic tourism. Such event will attract significant private investment in the

construction of exhibition places and Astana's infrastructure, creating tens of thousands of jobs for its service. It will also develop domestic tourism and increase the inflow of foreign tourists to the country; it will mobilize economic and social resources of Kazakhstan.

In addition to the investment in the construction of exhibition things, the economic effect will be felt through buildings erected within the framework of the Expo and will help to consider Kazakhstan and its capital as a major international, exhibition and information-presentation platform.

The Expo will introduce to the world a multi-national culture, ancient history, art, traditions and hospitality of Kazakhstan; it will also raise awareness and tourism appeal of Kazakhstan within the international community.

Equally important is the cultural development of the city. During the Expo, Astana will be filled with sounds of different cultures from all over the world. Every day, there will be concerts, shows, national days celebrations and other recreational activities.

EXPO 2017 ASTANA - a big project, which will be a powerful catalyst for the development of the country and the region in general. Intellectual heritage of the exhibition will be able to lift Kazakhstan to a new level, not to mention the multiplier effect of investment in construction, tourism infrastructure, accommodation and hospitality. Astana will get momentum for growth and an incentive for even more ambitious goals. And Kazakhstani people once again will be convinced of their abilities and of the capabilities of their country.

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Astana symbolizes the aspiration of the Kazakhstania people to embark on the path of peaceful progress.



The History of Astana

The urban planning of the city, as well as many buildings as the auditorium "Arena", were designed by the Japanese architect Kisho Kurokawa.

The city became the capital of Kazakhstan in 1997 – **in Kazakh, Astana means "Capital City"** – and so will commemorate its 20th anniversary in 2017. In ten years the city's population – the average of the inhabitants is 32 years old - has grown from 280,000 to the current 700,000, proof of its attractiveness and dynamic growth.

Administrative capital and economic platform, Astana is in the centre of Kazakhstan, on the right bank of Ichim River. Formerly, it was a small independent village in the middle of steppes, and to-day Astana is considered as the city of the future where all the ideas and all the dreams can become reality.



The Presidential Palace.

The Government took a number of decisions that have since contributed to the harmonious development of the city as an administrative and business centre, reinforcing its role in the cultural, economic and social life of the country. It has thereby transformed Astana into the engine of change in a country renowned for its irresistible growth. Astana has come to



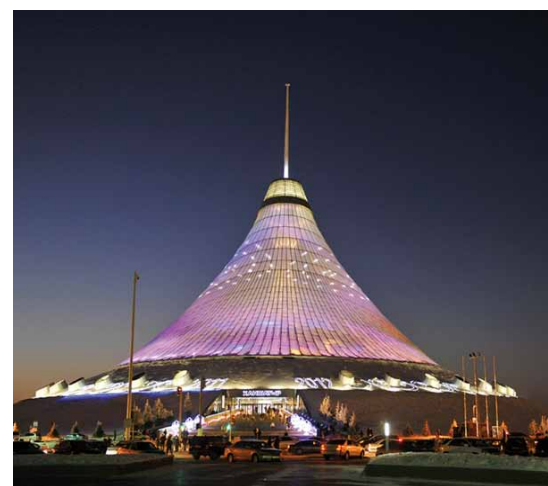
The Palace of Peace and Accord, a stone and stained glass pyramid designed by the British architect Norman Foster, is a symbolic monument for Astana.

embody both economic and social change, and has gained such international visibility that, in 1999, Astana was awarded by the UNESCO with the title of "World City".

The site of the city of Astana is very interesting in architectural terms, with an association of the influences of Asia and Europe.



The shopping mall and leisure Centre, Khan Chatyr, is a giant transparent tent.



Bayterek, a Norman Foster's project, is the symbol of the city and country. The shape represents the tree of life holding a golden egg.



SH.E.Mr Nourlan Danenov, Ambassador of Kazakhstan in France

BIE: How do you evaluate the cooperation of Kazakhstan with the Bureau International des Expositions?

H.E.Mr Nourlan Danenov: The Republic of Kazakhstan is a member of the Bureau of International Exhibitions since June 4, 1997. During the past 16 years, Kazakhstan took part in all the universal and specialized exhibitions held under the aegis of the BIE. Our pavilions attracted great interest, as many visitors wanted to discover our young and recently independent country in the heart of the Eurasian continent.

Since 2009, our country is a member of one of the four BIE Committees – the Information and Communication Committee. This work is well appreciated, as it helps to strengthen the cooperation with the BIE as well as with our partners - other BIE Member States. Moreover, this allows us to be "in the subject line" with the most problematic issues of the BIE activity. And in this regard, the most important is that, for Kazakhstan, the cooperation with the BIE gives the ability to keep up with the world's scientific and technological achievements and to participate directly, through exhibitions, in the industrial, cultural and educational progress of mankind.

BIE: What was the reaction of the population of Astana and of the country to the victory of Astana to host the Expo in 2017?

H.E.Mr N.D.: The people of Kazakhstan and its leadership met with great joy this news. Certainly this reflected their expectations. This was evidenced by the strong support at all levels during our promotion campaign, when the Enquiry Mission members and the BIE Delegates visited Astana and met the President, the Government, the Parliament, representatives of NGO and business community, students and ordinary citizens.

In fact, for many people, and in particular for Kazakhstanians, this exhibition will provide an opportunity to get acquainted with the achievements and culture of many countries. Not even mentioning the fact that a lot of new installations will be built, many new jobs created, and architecture, construction and transport infrastructure of the capital will be improved.

There is another important fact, which brings joy to our people. The nation was encouraged by the words of President Nursultan Nazarbayev who underlines the importance to turn EXPO 2017 into a center of transition towards the third industrial revolution, which includes, as we know, an alternative economy, the production of appropriate

high-tech materials, renewable energy sources. Thus the exhibition in Astana and its preparation will be an opportunity to give a new impetus to the development of the country, the region, to activate the efforts to solve modern global problems.

BIE: Why has Kazakhstan chosen the theme "Future Energy" for the EXPO?

H.E.Mr N.D.: We believe that this theme reflects the most important challenges that international community is facing.

Problems of energy supply and transition to alternative energy sources are equally important for leaders of the world's economies and for developing countries. Investment in "clean energy" gives us the opportunity to solve more successfully the most important problems that the world is facing: the economic and financial crisis and the global climate change.

Kazakhstan has a strong commitment to modernize its economy, gradual transition to international ecological standards. For this purpose, programs have been initiated in the fields of energy and environment such as the "Global Energy Strategy for Sustainable Development in the 21st Century", the Partnership "Green Bridge", etc. More recently, on June 1st of this year, Kazakhstan's President, Nursultan Nazarbayev, signed a decree approving the concept of the country's transition to a "green economy" and instructed the government to prepare a plan for its implementation. All these measures are in line with the global trend to strengthen the protection of the environment.

It should be noted that, since the beginning of the 21st century, EXPO's themes began to focus more attention to the problems of environment, for example "Nature's Wisdom" (Aichi-Nagoya, Japan, 2005), "Water and Sustainable Development" (Zaragoza, Spain, 2008), "Better City, Better Life" (Shanghai, China, 2010), "The Living Ocean and Coast: Diversity of Resources and Sustainable Activities" (Yeosu, South Korea, 2012) and "Feeding the Planet, Energy for Life" (Milan, Italy, 2015). That's why, in accordance with this trend, our theme proposes to the international community to continue this dialogue on the Expo Site and confirms the firm intention of Kazakhstan to develop a "green economy."

BIE: In your opinion, how can the preparation of the Expo be a driving force for the economy? What would be the economic, social and international impact of its implementation?



H.E.Mr N.D.: Nowadays a very demanding, challenging but interesting work for Kazakhstan is beginning. A National company "Astana EXPO 2017" was established, responsible officials were appointed, necessary mechanisms and tools for implementation of goals and objectives were set up.

After approval of the master plan and feasibility study documentation, the construction of a new exhibition Astana-City will begin, using the most high-tech technologies and all necessary facilities will be created for future EXPO participants. The most famous and experienced international companies will take part in this work, so our capital can become more attractive and subject of legitimate pride for our nation, and Kazakhstan will be able to write its own page in the chronicles of the international Expo movement.

As a reliable energy partner, Kazakhstan already plays an important role in ensuring global energy security. The exhibition offers a unique opportunity once again to raise on a global stage issues such as energy and environmental security, stability and prosperity on the planet. For us, a key aspect of this event will be the participation of developing countries, because the problem of access and use of energy is becoming more urgent.

Hosting such a large international event will certainly boost the development of tourism in Kazakhstan. The government has already developed a national program to attract investment and create tourism infrastructure for a comfortable and pleasant stay of country visitors.

I would also like to highlight the special role that the Expo will play in the promotion of bilateral relations between Kazakhstan and participating countries in numerous fields such as "green economy". As Ambassador of Kazakhstan in France, I would like to underline the key role of France in this sector thanks to its technology and expertise, as well as its valuable contribution to the international Expo movement since its creation. Moreover, we actively cooperate in a number of projects linked to the themes of the upcoming Expo.

I am sure that the efforts of our country in the framework of the preparation of EXPO 2017, a close cooperation with the leading countries on this important stage, including France, will give a new impetus to the modernization of our economy and progress to our goal that Kazakhstan will enter the number of 30 most developed countries in the world by 2050, an objective we have written in the Strategy of development of our Nation.