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### **United States' World's Fair Bid Named a Finalist**

*Minnesota to compete with Buenos Aires, Argentina and Lodz, Poland*

*The Minnesota World's Fair Bid Committee's plan to host Expo 2023 focused on health and wellness is the United States' Official Bid for the 2023 World Expo. The Bureau International des Expositions (BIE) will announce a final decision on the official 2022/2023 host city in November of 2017.*

**MINNEAPOLIS**, June 14, 2017 – Yesterday in Paris, the General Assembly of the Bureau International des Expositions (BIE) voted to make the United States a finalist to host a World's Fair ("Expo") in 2023. The United States/Minnesota, Argentina/Buenos Aires and Poland/Lodz will continue to promote their respective Expo projects until the 162nd General Assembly of the BIE in November 2017, when Member States of the BIE will vote for the organizing country of Specialized Expo 2022/2023. Should the BIE Member States elect the United States as the host country, Minneapolis, Minnesota will organize a Specialized Expo in 2023 under the theme of "Healthy People, Healthy Planet."

This theme was chosen by the Minnesota World's Fair Bid Committee to both highlight the importance of health and medicine at a global level and to spotlight Minnesota's unique position as one of the world's most important centers of excellence and innovation in health, healing, medical sciences and the promotion of wellness. Its companies, academic institutions and research centers are among the top institutions in the world.

Rejoining the BIE succeeded because of broad support in the United States. President Obama supported the Minnesota project, the U.S. Congress unanimously consented to rejoining the BIE, and President Trump supported the effort. The U.S. State Department quickly executed the treaty documents before a May 12 deadline in order to sustain the Minnesota bid.

There is an ongoing campaign by the U.S. Departments of State and Commerce for the Minnesota proposal. Deputy Secretary of State John Sullivan emphasized the Administration's support for the Minnesota bid at a

June 5 event in Washington attended by 70 countries. U.S. State Department Expo Unit Director Jim Core strongly promoted the Minnesota bid in an address to the General Assembly of the BIE. U.S. Diplomats around the world delivered an official message last month seeking support for the bid.

In May, the United States rejoined the BIE having not been a member since 2002. It has been over thirty years since the United States last hosted a World's Fair. World's Fairs are the largest global events in terms of total visitors and present an opportunity to showcase cities and industries to a global audience.

"This is a big day for the people around the world who work to advance the health of our planet and all its people," said Marilyn Carlson Nelson, co-chair of Minnesota World's Fair Bid Committee. "We still have our work cut out for us in the competition, but the affirmation from the General Assembly of the BIE has brought Expo 2023 USA-Minnesota one step closer to reality. Now is the time for U.S. businesses, as well as public and civic leaders to come together to make the strongest case possible to ensure that the BIE selects the Twin Cities as the site for Expo 2023."

"We are long-time, committed believers in the dream of hosting a global showcase in Minnesota to share its multi-cultural approaches to health promotion, well-being and vitality with our neighbors from around the world. Today we are one step closer to fulfilling that dream," said Jacob Gayle, vice president of Global Philanthropy at Medtronic and president of Medtronic Foundation. "Medtronic Foundation stands arm-in-arm with Expo 2023 USA-Minnesota as it gets ready to share with each of the BIE delegates our vision of bringing people together in 2023."

World's Fairs bring millions of visitors and generate billions of digital impressions on a global scale. An expected twelve million visitors will attend the three-month Expo 2023 USA-Minnesota, a "Specialized Expo" focusing on the issues of health and wellness.

The overall national economic impact of Expo 2023 USA-Minnesota is estimated to be over USD \$4 Billion. As per the *United States Wants to Compete for a World Expo Act* (H.R. 534), funding for all World's Fair projects in the U.S. must come from private sources. Expo 2023 USA-Minnesota is expected to generate over 40,000 jobs across the state in support of the event.

Expo 2023 USA-Minnesota will place the Twin Cities region, and its seven-county population of 3.5 million, on a global stage, introducing Minnesota to the world. The effort to join the BIE was led by the Minnesota World's Fair Bid Committee, headed by Co-Chair Marilyn Carlson Nelson, and former Minnesota Secretary of State Mark Ritchie, who serves as chief executive officer of the Minnesota World's Fair Bid Committee.

Minnesota has a strong connection to the health, wellness, nutrition and medical sciences industries. Nine Fortune 500 companies that operate in the health, nutrition and food, medical technology and wellness sectors are headquartered in Minnesota. In addition to these large publicly-held companies, Cargill, the nutritional giant and the world's largest privately-held company, is headquartered in the Twin Cities. Minnesota employs over 250,000 workers in the health care sector alone.

#### About World's Fairs ("Expos")

The first "World Fair" was held in London in 1851 and was called the "The Great Exhibition." Founded by the 1928 Convention Relating to International Exhibitions, the Bureau International des Expositions (BIE, English: Bureau of International Exhibitions) is the intergovernmental organization in charge of overseeing and regulating all World's Fairs. One hundred and seventy countries are Member States of the BIE. There are two primary types of BIE-sanctioned Expos:

-World Expos are held every five years. The last World Expo was held in Milan in 2015 and attracted more than 21 million visitors; Dubai is slated to host the 2020 World Expo.

-Falling on the calendar in between World Expos, are the BIE-sanctioned "Specialized Expo," which typically have a central theme or topic. Expo Astana 2017 (Kazakhstan) just opened with the theme of "Future Energy." The next Specialized Expo has three competing bids: USA/Minnesota ("Healthy People, Healthy Planet"), Argentina/Buenos Aires ("Science, Innovation, Art and Creativity") and Poland/Lodz ("City Reinvented").

The United States withdrew from the BIE in 2002. Expo 1984 in New Orleans was the last World's Fair in the United States.

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