



United States' Specialized Expo Bid Hosts October 5 Paris Symposium

October 6, 2017

FOR IMMEDIATE RELEASE

The United States is a final candidate for hosting a Specialized Expo (World's Fair) on Health and Wellness in Minnesota in 2023 under the theme "Healthy People, Healthy Planet."

This past week as part of the international campaign in support of the United States' proposal to the Bureau International des Expositions (BIE), the Minnesota World's Fair Bid Committee held a symposium in Paris. Experts from around the globe discussed the opportunity to organize a BIE Specialized Expo to contribute to the success of the United Nation's Sustainable Development Goals Action Campaign. 2023 is the mid-point in the UN 15-year campaign and presents an important opportunity to bring nations together to explore and collaborate on health to help the world reach these important objectives. Expo 2023 USA-Minnesota will produce outcomes directly linked to the goals to ensure healthy lives and promote well-being for all at all ages.

The U.S. Department of State was an important contributor to the symposium and underscored the national support of Expo 2023 USA-Minnesota bid. In Washington, DC the Department's spokesperson Heather Nauert previewed the symposium to journalists (see [video](#)). Public-private partners of the bid committee, City of Bloomington and Mall of America, underscored their collective commitment to ensuring an optimal site for all participating countries and their citizens.

STATEMENT

"This international symposium reiterated that the bid is a U.S. priority, and that no other issue touches all lives and communities the way health and wellness does," said Mark Ritchie, President and CEO, Minnesota World's Fair Bid Committee. "Now is the time to bring the power of a BIE Specialized Expo to this vital topic, and especially in 2023—in the middle of the 15-year campaign to achieve the United Nation's Sustainable Development Goals."

PARIS SYMPOSIUM, OCTOBER 5, 2017

- Welcome remarks from Ambassador Gilles Noghes (ret.), Dimitri Kerkentzes, Deputy Secretary General, Bureau International des Expositions (BIE)
- Update on the Expo 2023 USA-Minnesota bid
 - Introduction by Kathy Tunheim, Minnesota World's Fair Bid Committee
 - Presenters: Jamie Verbrugge, City Manager, City of Bloomington; Jill Renslow, Senior Vice President Business Development, Mall of America; Jim Core, Director of the U.S. Department of State's International Expositions Unit in the Office of the Under Secretary for Public Diplomacy; David Loehr, lead architect, Minnesota World's Fair Bid Committee
- First Panel: Organizing Expos to Maximize Public Engagement for Sustainable Development
 - Introduction by Dr. Tedros Ghebreyesus, Director General, World Health Organization (video)

- Facilitator: Ambassador Gilles Noghes (ret.), International Advisor, Expo 2023, former President of the BIE, and former Ambassador of Monaco to the U.N. and the United States
- Presenters: Natalie Africa, Senior Director for Private Sector Engagement for the UN Secretary-General’s initiative on women’s and children’s health at the UN Foundation and former delegate to the BIE from South Africa; Sue Stephenson, Interim CEO, Impact2030, Former VP, Corporate Social Responsibility, The Ritz-Carlton Hotel Company; Thomas Debass, U.S. Department of State Acting Special Representative for Global Partnerships
 - Discussion Summary: Given the 2015-2030 timeline for the UN Global Goals, it is a “priceless opportunity” (to quote one of the panelists) to support nations’ efforts with an Expo at the midpoint of that timeline. The opportunity to work in collaboration with the many organizations focused on the Global Goals also enables member countries to effectively use and build their capacities for this work.
- Second Panel: The Future of Healthcare and Medicine
 - Facilitator: Kathy Tunheim, Minnesota World’s Fair Bid Committee
 - Presenters: Don Morrison, Global Director, Smart Cities Initiative, Intel Corporation; Dominik Schneider, Heraeus Medical Components, Global Accounts – Europe; Jennifer Chavez Rubio, Sr. Director, Medtronic Foundation, Executive Committee, IMPACT2030
 - Discussion Summary: As member countries grapple with challenges to improve health and health outcomes for their people, the speed of innovations in digital technology and other core sciences will enable transformative approaches by governments and their key partners.
- Closing Session: Partnering to Achieve Local and Global Sustainable Development Goals
 - Discussion Summary: Minnesota World’s Fair Bid Committee has plans underway to provide financial assistance, technical assistance and, perhaps most importantly, development of public-private partnerships uniquely designed to meet the needs of each and every country participating in Expo 2023.
- Official reception at the Hôtel de Talleyrand

IMAGES

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Mark Ritchie, President and CEO of the Minnesota World's Fair Bid Committee, and Alain Berger, French delegate to BIE and Commissaire Général of the French section at the Universal Exhibition in Milan in 2015.



Thomas Debass, U.S. Department of State Acting Special Representative for Global Partnerships, with panelists.



Jim Core, Director of the International Expositions Unit at the U.S. Department of State, and Alain Berger, French delegate to BIE and Commissaire Général of the French section at the Universal Exhibition in Milan in 2015.



Kathy Tunheim, Minnesota World's Fair Bid Committee, with panelists.



Symposium attendees.



Jamie Verbrugge, City Manager, City of Bloomington.

INTERVIEW AVAILABLE

Mark Ritchie, President and CEO, Minnesota World's Fair Bid Committee and former Minnesota Secretary of State. To arrange media availability, contact: Liz Sheets, lsheets@tunheim.com

MEDIA

Additional information and multimedia resources can be downloaded here: expo2023.info/mediareources

Please be in touch to discuss the symposium in more detail, or to arrange a background meeting on the United States' bid to host the 2023 Specialized Expo.

CONTACT

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