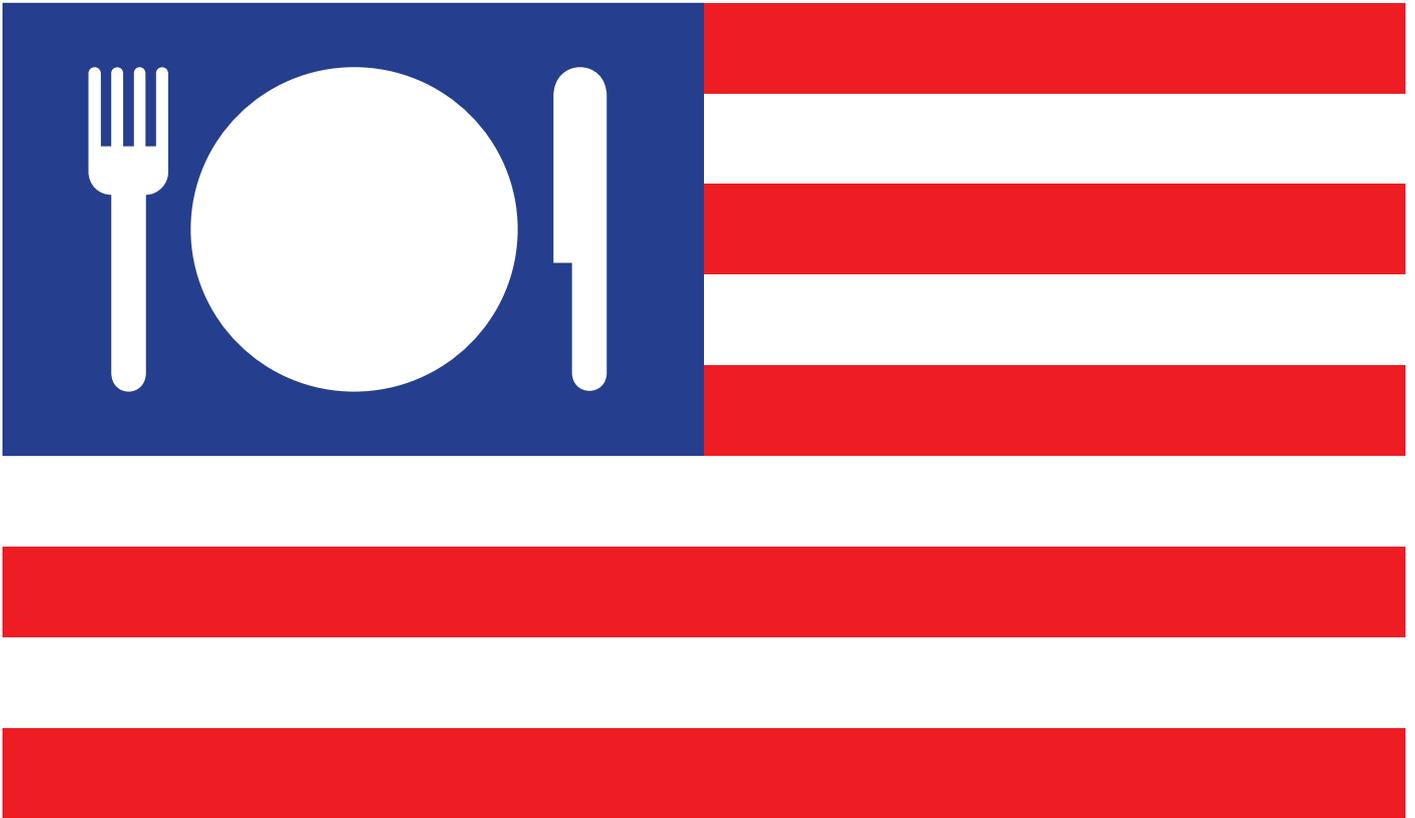


# AMERICAN FOOD 2.0



## PROGRAM SUMMARY

THE USA PAVILION AT  
EXPO MILANO 2015

Visit us at [usapavilion2015.net](http://usapavilion2015.net)  
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INTERNATIONAL  
CULINARY CENTER



**JAMES  
BEARD  
FOUNDATION**

# USA PAVILION AT EXPO MILANO 2015



Millions from around the world are heading to Europe in 2015 for the most exciting world's fair in decades, Expo Milano 2015: Feeding the Planet, Energy for Life. A European center of business, culture, and media, Milan will welcome 25 to 30 million visitors for this once-in-a-lifetime event. As one of the 140-plus participating countries, the United States is presenting a dynamic pavilion whose theme American Food 2.0: United to Feed the Planet will enlighten and surprise all who attend.

Our programming will welcome wide-ranging perspectives and sow common ground across the food, nutrition and policy spectrum.

Embracing the fact that we need to feed a planet of more than 9 billion people nutritiously by 2050, we'll convene around the big issues that affect us all, like food security, safety, and sustainability. We'll use the power of conversation and collaboration to strengthen bilateral ties between the United States and Europe and the rest of the global community to tackle together the enormous challenges ahead. We'll proudly introduce people from around the world to the gorgeous mosaic of our culinary tradition, diverse and far-reaching.

## KEY OBJECTIVES

Showcase U.S. leadership in the global food arena as responsible and diverse;

Celebrate our nation's rich agricultural history and regional food cultures;

Underscore America's role in advancing food security and sustainability through science, technology, innovation and free trade;

Foster awareness of and enthusiasm for American cuisine, chefs, products and purveyors;

Highlight American talent, products, ingenuity and entrepreneurship and the U.S. as a premier business and travel destination;

Connect people and businesses in the U.S., Italy, and throughout Europe, building on strong historical ties;

Provide a fun, engaging, informative, and delicious experience to all.

# AMERICAN FOOD 2.0: UNITED TO FEED THE PLANET

The United States was built upon the will of the individual and our collective determination to solve problems. The American spirit is one of optimism, energy and innovation, constantly striving to tackle the biggest challenges and make things better.

We bring this appetite for life and innovation to Expo Milano 2015. American food is as diverse, prolific and complex as our great nation itself, and represents both our dynamic present and vibrant future. The country's table has long been set with an abundance of conversation and debate, dialogue and resolution—a tradition we'll bring to life at the USA Pavilion at Expo Milano.

Food unites us. The global food source is something we all share and it's in our common interest to respect, protect and nurture its potential. Food is joy, celebration, nourishment and life.

Join us as we come together at the USA Pavilion, United to Feed the Planet.

"I'm proud to announce today that the United States will participate in the Expo. And together with our partners, we're going to put together an outstanding USA Pavilion that showcases American innovation to improve agriculture and nutrition and the health of people around the globe."

President Barack Obama, March 27, 2014, Rome

## UNITED TO FEED THE PLANET

### RESPONSIBLY

The United States is rising to meet the global challenge of feeding more than 9 billion people nutritiously by 2050 through food security and sustainability.

- Feeding the Planet
- Food Security
- Water Security
- Climate-Smart Agriculture
- Sustainability

### GLOBALLY

The United States values—and is committed to strengthening—our partnership with the global community to promote growth and progress for everyone.

- Global Connectivity
- Commitment to European Partners
- U.S./Europe Impact
- U.S./Europe Commerce
- Italian-Americans
- Robust Bilateral Relations

### INNOVATIVELY

The United States is harnessing the power of science, technology, and collaborative innovation to address food-system challenges that impact the world.

- Research
- Address the Big Challenges
- Sustainable Productivity
- The Future of Agriculture
- Food Safety
- Packaging
- Data
- Ingenuity

### NUTRITIOUSLY

The United States is focused on nutrition, innovating to promote more wholesome choices and healthier lifestyle habits for all.

- Commitment to Healthy Change
- A Better Food Supply
- Global Hunger & Malnutrition
- Local-Level Efforts
- Nutrition Education
- Health Promotion & Disease Prevention

### DELICIOUSLY

The United States is a culinary innovator, bringing delicious food to the world through our diversity, ingenuity and entrepreneurship.

- American Food Diversity
- Culinary Innovation
- Market Leadership
- Culturally Delicious



## EXPO MILANO 2015 FACTS

Feeding the Planet: Energy for Life  
May 1–October 31, 2015

**35**

minute Metro ride from the Duomo

**147**

participating countries

**1,000,000,000**

virtual visitors

**7,000**

events

**€25,000,000,000**

to Europe's economy

Source: Expo Milano



## PROGRAMS AND EVENTS

### MAIN PAVILION

Designed by award-winning architect, James Biber, the USA Pavilion pays homage to our rich agricultural history with an open design delimited by a vertical living wall that will be harvested daily. The flow leads visitors through a series of exhibitions and open gathering areas. The fully sustainable building features a large video installation, a rooftop terrace with gardens, an amphitheater, a food truck corridor, VIP meeting spaces, and retail.

### A PATH OF FOOD FROM FARM TO TABLE AND BEYOND

Through different virtual tours, visitors will learn about traditional and innovative ways food is grown, processed, distributed, prepared, served, and recycled in U.S. Issues such as nutrition and food waste will be part of the narrative.

### CULTURAL PROGRAMMING

Fun, informational, educational and delicious programs, including outdoor evening entertainment, celebrations of regional culture, celebrity events, musical performances, tastings, and wellness activities will complement the visitor experience.

### FOOD TRUCK NATION

Food truck events will take place across the U.S. to promote the USA Pavilion and then deploy to Europe to make the final approach into Italy. Once in Milan, trucks will serve food in the city during the Expo months, while replicas will be constructed at the pavilion, serving iconic American street foods to visitors.

### SOCIAL AND DIGITAL MEDIA

Cutting-edge communications and technology will be leveraged before, during and following the Expo to educate, engage and share with visitors, sponsors and key stakeholders.

### JAMES BEARD AMERICAN RESTAURANT

Separate from the USA Pavilion, the James Beard American restaurant will be a showcase for fine dining and casual American cuisine that will feature a rotating roster of American culinary talent. Menus will highlight American ingredients, beverages and traditions. There will also be a bar and hospitality lounge.

### STUDENT AMBASSADOR PROGRAM

American college students fluent in Italian and other languages will act as docents for the pavilion, greeting visitors and leading them through programs and experiences. The University of Southern California is organizing this program.

### FOOD FOR THOUGHT

Before, during and after Expo Milano, we'll convene talks, salons, workshops, conferences, hackathons, and other gatherings to facilitate a global, solutions-oriented conversation about issues confronting the future of food.

# WORLD EXPO: 163 YEARS OF GLOBAL INNOVATION

Since the first Expo in London in 1851, World Expos have been regarded as the Olympic Games of economics, science, technology and cross-culture dialogue, providing a global stage for individual countries to publicize and display their crowning achievements and innovations and to share ideas. For the countries and organizations that participate, Expos play an important role in public diplomacy and government relations. We have Expos to thank for the Crystal Palace, the Eiffel Tower and the Ferris wheel.

## WORLD EXPO FACTS

Originally known as the World's Fair, the World Expo is today governed by the Bureau International des Expositions (BIE) in Paris

Held every five years and attracts millions of visitors:  
Aichi (Japan), 2005 (22 million)  
Shanghai, 2010 (73 million)

Powerful driver of local and national economies

The most important European government and business initiative in decades

Source: BIE



## A NOTABLE LIST OF "FIRSTS" WERE INTRODUCED AT EXPOS

- Elevator
- Light bulb
- Diesel engine
- Telephone
- Commercial broadcast television
- Touch screens
- Energy-efficient transit
- Advances in robotics
- Green building techniques

Food has always been an important element of World Expos. At Expos on our own soil, Americans had their first taste of such delicacies as the ice cream cone (St. Louis, 1904), French cuisine (New York, 1939), the Belgian waffle (New York, 1964), and Cherry Coke (Knoxville, 1982).

## FOOD. ENERGY. PLANET. LIFE. PEOPLE.

Expo Milano 2015 will be an extraordinary universal event displaying tradition, creativity and innovation in the business and culture of food. Expo Milano will provide a global stage for possibility and the idea that everyone on the planet should have access to healthy, safe and sufficient food. A multi-year journey, Expo Milano is aimed at fostering dialogue and stimulating action to meet the challenges of the global food crisis and the sustainable development of our planet.

As always, the USA Pavilion is a cornerstone in both the State Department's and the White House's public diplomacy with Europe.

"As you look at what's happening in the world today, with about six-plus billion heading to nine billion over the course of the next 35 years, there is going to be unbelievable demand on resources. And when you couple that with climate change and the already real impacts on farming and fishing and all the other things that are part of sustaining life on this planet, we have a challenge."

Secretary of State John Kerry,  
March 27, 2014, Rome

## EXPO SITE MAP



## FRIENDS OF THE USA PAVILION

Friends of the USA Pavilion Milano 2015 is incorporated in Delaware as a 501(c)(3) charitable organization established to design, construct, manage and raise the funds for the USA Pavilion at Expo Milano. The organization is a collaborative effort of the James Beard Foundation, the International Culinary Center and the American Chamber of Commerce in Italy. After a competitive bid process conducted by the U.S. Department of State on October 17, 2013, President Obama announced Friends of the USA Pavilion Milano 2015 was awarded the opportunity to lead the country's participation in this global event.

## CONTACT

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## JOIN OUR GROWING LIST OF PARTNERS



# UVET OFFICIAL DESTINATION AND EVENTS PARTNER

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Uvet Group, leader in tourism market in Italy with a turnover of 2,2 billion euro, supports multinational corporations offering services and solutions for meetings, events, business travel and incentives. Thanks to its companies, Uvet is able to manage the incoming activity providing tourist services and special packages to offer the best solution about hospitality and accommodation, to plan and organize great events and conferences and to give companies support in communication.

Uvet Inc., the new American Company of the Group based in Chicago, has been created for the international business development for travel services, hospitality and events production. Uvet Inc. has signed an agreement with "Friends of the U.S. Pavilion", a non-profit organization represented in Italy by the American Chamber of Commerce, for the exclusive management of services and events for Expo 2015 USA Pavilion. Since many years Uvet Group, also, avails itself of a joint venture company with American Express, the international partnership which led to the creation of Uvet American Express.

Uvet is also **"Preferred Authorised Ticket Reseller"** for Expo Milano 2015.



AMERICAN FOOD 2.0



Official Destination and Events Management Partner  
for the USA Pavilion at Expo Milano 2015

With the objective of leading one million of American citizens to the Universal Exposition, Uvet Group will collaborate with American tour operators in order to provide travel services, packages and hospitality solutions for the U.S. market. Moreover, as partner of "Made of Italians" project, aimed at bringing the many Italians expatriated living abroad to visit the Expo in Milan next year, Uvet will engage and support the vast community of Italian Americans descendants (more than 5% of the population).

## MADE IN UVET

The new Company belonging to Uvet Group created to manage the incoming activity of foreign market; it will propose a large number of products and tourist services "Made in Italy" and special "experience packages" dedicated to design, fashion, lifestyle, wine and food, art and culture. A real DMC, Destination Management Company, whose mission is to create and identify an "Italian product of excellence" and to supply tailor-made proposals.

Contact us at:  
[info@madeinuvet.com](mailto:info@madeinuvet.com)  
Phone: +39 (02) 81 838 349

## UVETLAB

UvetLab is one of the leading Italian companies specialized in projecting and fulfilling great corporate and sports events for all communication and organization aspects. For Expo 2015, it will be responsible for designing and decorating the pavilions (furniture, multimedia technology and maintenance) and providing related services (communication, catering and creativity for interactive content). With a team of more than fifty professionals, UvetLab counts on internal digital specialists, designers and creative people with a solid know-how in events and communication.

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