



## STAFF REPORT ACTION REQUIRED

### Support for an Ontario Installation and Presence at Expo 2015 (Milan, Italy)

<b>Date:</b>	December 16, 2014
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development, Culture & Tourism
<b>Wards:</b>	All
<b>Reference Number:</b>	

#### SUMMARY

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As requested by the Economic Development Committee at its meeting on August 19, 2014, this report provides an update and recommendations for participation in the upcoming Milan Expo 2015 as part of the Partner City Agreement between Toronto and Milan signed in 2003.

#### RECOMMENDATIONS

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**The General Manager, Economic Development and Culture recommends that:**

1. City Council direct the General Manager of Economic Development and Culture to partner and work with the Italian Chamber of Commerce in Ontario (ICCO) to explore and develop a project plan for the City of Toronto's participation at "Expo in Città (*Expo in the City*) 2015".

#### Financial Impact

- All actions will be accommodated within the 2015 operating budget.

## DECISION HISTORY

On August 25, 2014, City Council adopted the following:

1. City Council request the General Manager, Economic Development and Culture and the President and Chief Executive Officer, Invest Toronto, to write letters to the Province of Ontario, endorsing the existence of an Ontario Pavilion in Milan at Expo 2015.
2. City Council request the General Manager, Economic Development and Culture to report on the ways in which the City of Toronto can participate in an Ontario Installation at Expo 2015, no later than the January 2015 meeting of the Economic Development Committee.

## ISSUE BACKGROUND

In 2013, Ernst & Young (EY) were commissioned to prepare a Feasibility Study in Respect of Hosting the 2025 World Expo. At its meeting of February 19, 2014, City Council considered the findings of EY's feasibility study.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.ED28.5>

The EY report notes that there are significant positive impacts to hosting a World Expo. However, the EY feasibility study also notes, there are also significant costs and risks associated with a bid to host a World Expo. Canada's membership in the Bureau International des Expositions (BIE), the governing body responsible for organizing World Expos, expired in December 2013 as directed by the federal government. Since federal government support is essential for a successful bid, there would have to be a reversal of the decision to exit the BIE and the federal government would have to become a strong supporter and use its international offices to promote Toronto's bid. The support of the government of Ontario is also essential.

Both the federal and provincial levels of government have decided not to participate in the upcoming Expo 2015 in Milan, therefore, there will be no pavilion representing Canada or Ontario in Milan. The Province's decision to support the Federal government came at a much later date upon review of a cost benefit analysis.

On July 23, 2014, the City of Toronto received a letter from the City of Milan inviting the City to participate in a project developed by the City of Milan and the Milan Chamber of Commerce along with organizers of Expo. The project entitled, Expo in Città (*Expo in the City*) will take place simultaneously with World Expo Milan 2015 outside of the Expo site. This invitation to participate is in alignment with the Partnership Agreement signed between Toronto and Milan back in 2003.

Expo in Città will entail a rich program of thousands of events, both in the City of Milan and its surroundings, during the six months of Expo 2015. Events will be organized by both public and private, Italian, international and foreign players, who wish to participate. The events can range from art exhibitions to show performances, from scientific conferences to street initiatives and from touristic and economic promotion to sporting events.

The City of Milan will ensure special support to cities participating with most of the logistical matters as well as developing an effective communication campaign. The respective cities are responsible directly for their project costs in planning and implementing their ideas.

Participating in the Milan Expo 2015 will:

- build exposure for the City of Toronto
- promote Toronto as a place to do business, as well as to visit
- generate new business opportunities
- explore and develop two-way trade in goods and services between Toronto and Milan
- build the partner city relationship to create cultural and economic benefits
- raise Toronto's municipal profile and presence at World Expo
- learn and share best practices with the City of Milan for potential future bid to host the 2025 World Expo

All nine countries with which the City maintains formal city-to-city agreements will have a presence at Expo 2015 in Milan. The Toronto partner cities participating in Expo in Città event include Chicago and Frankfurt but to what degree has not yet been confirmed.

## **COMMENTS**

### **About the ICCO:**

The Italian Chamber of Commerce of Ontario (ICCO) is a private, independent, not-for-profit organization whose aim is to enhance and promote business, trade and cultural relations between Canada and Italy.

Since 1961, the Chamber has represented Italian-Canadian small and medium sized companies, and has become the primary liaison between the Canadian and Italian governments and each country's business communities.

As part of a global network of 75 Italian Chambers of Commerce in 49 countries, the ICCO bring international connections and expertise to every business relationship. They currently have a membership database of 500+ businesses in Ontario and internationally.

The ICCO intends to leverage its considerable networks in order to facilitate the task of promoting the City of Toronto as a place to do business, as well as to visit and to experience both culturally and socially.

In March 2008, an agreement between the City of Milan and the Italian Chamber of Commerce of Ontario was signed aimed at increasing trade between small and medium sized enterprises (SMEs) in both cities.

**ICCO relationship with the City of Toronto:**

In 2003, the City of Toronto and the City of Milan signed a formal partnership agreement to strengthen economic and cultural links. Since then, through the efforts of our City leaders, EDC staff and the efforts of the ICCO, many successful exchanges have materialized between Toronto and Milan in business, fashion, design, and culture.

The ICCO can act as the City's community partner for Expo in Città and has been very instrumental in the business and cultural exchanges between Toronto and Milan to date. The ICCO will continue to play a key role in the project management of this event by providing expertise and leadership on the city-to-city projects with Milan.

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**SIGNATURE**

Michael H. Williams, General Manager  
Economic Development and Culture

**ATTACHMENTS  
LETTER OF INVITATION**



July 23<sup>rd</sup>, 2014

Dear Colleague,

from May to October 2015 the City of Milan will host the next Universal Expo under the theme *Feeding The Planet, Energy for Life*. In the light of the privileged relationship that ties our two Municipalities, I am writing to you because I would like to invite your City to join this extraordinary initiative.

In particular, I would like to introduce you to *Expo in Città (Expo in the City)*, a project developed by the City of Milan and the Milan Chamber of Commerce along with the organizers of Expo. *Expo in Città* will take place simultaneously with World Expo Milan 2015 outside of the Expo site.

*Expo in Città* will entail a rich program of thousands of events, both in the City and its surroundings, during the six months of Expo 2015. All these events will be organized by those public and private, Italian, international and foreign players, who wish to be with us in this great adventure.

This is why we really would like Toronto to join the program by developing its own event. Thanks to *Expo in Città* Milan will be even more lively and attractive for the millions of tourists coming to Italy for Expo.

As you may see on the website <http://en.expoincitta.com> the events range from art exhibitions to shows and performances, from scientific conferences to street initiatives, from touristic and economic promotional activities to sport events. Your creativity and imagination are highly welcome!

On the basis of our friendship, we will ensure Toronto special support in choosing an appropriate location, in developing an effective communication campaign and in going through the necessary bureaucratic procedures for logistics, provided that production and costs for the planning and implementation of the event will be borne by the proponent.

If you wish to accept this invitation, your dedicated Department can contact our International Relations Office led by Ms. Raffaella Scalisi ([raffaella.scalisi@comune.milano.it](mailto:raffaella.scalisi@comune.milano.it), tel. +39 02 884 56671).

From a perspective of mutual reciprocity, should your City, in the framework of the events already planned in Toronto, propose us an opportunity of high visibility for a promotion of Milan in the next months or in 2015, we would be glad to participate.

Looking forward to meeting you in Milan during Expo and *Expo In Città*, please accept my most sincere regards to you and to all the citizens of Toronto.

  
Giuliano Pisapia  
Mayor of Milan

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**Hon. Rob Ford**  
**Mayor of Toronto**

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