



MILANO 2015

## THE CZECH REPUBLIC SIGNS THE PARTICIPATION CONTRACT OF EXPO MILANO 2015

Today the Czech Republic signed the participation contract of Expo Milano 2015, the next Universal Exposition, to be held in Milan, Italy, from May 1<sup>st</sup> to October 31<sup>st</sup> 2015, which will focus on the universal theme “*Feeding the planet, energy for life*”.

The contract, which defines The Czech Republic’s commitment at the Universal Exposition, was signed by the Commissioner General of the Czech Pavilion, **Jiří František Potužník**, and by the CEO of Expo 2015 S.p.A., **Giuseppe Sala**. With this signature, Expo Milano 2015 has now signed **37** contracts, out of a total of 125 countries which have so far confirmed their participation. The signing ceremony was held at the Centre for the promotion of Czech culture in Milan during Design Week and was attended by **Roberto Formigoni, General Commissioner of Expo Milano 2015**, by **Petr Buriánek, Czech Ambassador to Italy**, and by the Czech model and actress, **Alena Šeredová**.

The Czech Republic has chosen the title “*Laboratory of Life*” for its interpretation of the Expo core theme. This choice is dictated by the International standing of the Czech Republic in the fields of research and development connected to water management and water purification technologies, organic chemistry and nanotechnology. Czech excellence in these fields stems from the foresighted R&D policies of its Government and its excellent technical and scientific universities.

The pavilion will be built in a strategic position within the exhibition site, near one of the main entrances of the Expo venue. The architectural design of the pavilion will be modern, using glass, a traditional Czech product, and environmentally friendly materials and low-energy technologies. Expo visitors will have the opportunity to see the experience and the innovation of the Czech Republic in the sustainable use of water and other natural resources and its expertise in environmentally friendly agriculture.

“The nutrition theme chosen by Expo Milano 2015 is very stimulating because it is shared by every inhabitant of the planet. It is a topic that erases the differences between large and small, developed and underdeveloped countries” said **the Commissioner General of the Czech Pavilion, Jiří František Potužník**. “Milan is the ideal venue for such an Expo. I wish the organizers of Expo Milano 2015 every success in the organization of such an exciting event”.



MILANO 2015

"The outstanding innovative expertise of the Czech Republic in the field of nanotechnology applied to agriculture and water management is of great significance in the development of the theme '*Feeding the Planet: Energy for Life*'" said **Giuseppe Sala, CEO of Expo 2015 S.p.A.** "During Expo each country is asked to share its knowledge in helping solve the food and environmental emergencies which are afflicting the world. The Czech Republic's contribution will be fundamental".

Milan, 10<sup>th</sup> April 2013