



INDIA TRADE PROMOTION ORGANISATION



Promoting **BRAND INDIA** globally



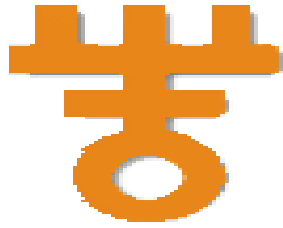
Schedule : June 10th to September 10th, 2017

Over 5 million expected visitors
More than 100 countries, approximately
6 international organizations expected to
showcase in the EXPO 2017

Organiser

**“Astana EXPO-2017” NC JSC
Astana, Kazakhstan**

**Mr. Rapol Zhoshybayev
First Deputy Foreign Minister and
Commissioner General of EXPO 2017**



Commissioner General of India Pavilion

Shri L C Goyal

**Chairman and Managing Director
India Trade Promotion Organisation**

Prime Minister of India has announced for participation in Expo 2017 Astana during his visit to Kazakhstan.

Ministry of Commerce & Industry, Govt. of India has approved grant to the tune of Rs.12.00 crores under MAI to ITPO for national level participation in Expo 2017 Astana in an area of 513 sqm.

Main Concept :

Displaying Theme and Sub theme

AREA FOR INDIA PAVILION

- An area 513 sq.mts has been earmarked by the Expo Authorities for India Pavilion.
- Space will be provided free of cost.
- 80% of the total area should be used for Theme
- 20% will be available for National Pavilion showcasing diverse strengths of India including commercial activities.

AREA FOR INDIA PAVILION

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- Commercial Activities of Participants includes management of food court, sale of goods etc.
- The 20% of area allotted, i.e., about 100 sqm will be available for commercial activities that will be sold to participants for generating revenue.
- Criteria for allotment and duration for the same along with rentals to be charged will have to be decided.

SPACE AVAILABILITY AND DATES FOR EXECUTION OF WORK -

- Space will be handed over to the official participant no later than January 02, 2017.
- The entry of items to be exhibited shall be authorized from April 03, 2017.
- Any changes and finishing touches to either the interior or the exterior shall be finished by May 08, 2017.

SPACE AVAILABILITY AND DATES FOR EXECUTION OF WORK - ...CONTD

- Decoration and installation of objects to be exhibited shall be concluded by May 26, 2017.
- The Commissioner of Expo will request to official participant to show their exhibits in a promotional campaign prior to the official opening of the Exhibition.
- Space must be vacated and restored to their original condition not later than December 15, 2017.



India Signs Agreement on Participation in Expo 2017 on Feb.12, 2016, New Delhi

Model of Expo 2017





EXPO 2017 - Theme

future
energy



Solutions for tackling mankind's greatest challenge

“Future Energy” addresses global energy related challenges and problems that have a direct impact on basic aspects of life on the planet.

Among them are global warming and climate change, development, energy security and resource shortage, access to water, protection of biodiversity and promotion of world equity.

THE STRUCTURE OF THEMATIC CONCEPT :

- Official name of the Pavilion,
- Selected Sub-theme of the Exhibition,
- Description of the pavilion and each its section, exhibition content, approach and key features, content technology and scenography.
- Provisional specification of functionality,
- Any reference material

FUTURE ENERGY : OBJECTIVES

- *Exploring strategies, programmes and technologies aimed at sustainable energy development, promoting energy security and efficiency, encouraging the use of renewable energy, and guiding visitors through their essential, active role in the design and execution of a plan for energy efficient production and use.*

SUB THEME

1. Reducing CO2 emissions
 2. Living Energy Efficiency; and
 3. Energy for all
- The participants may explore in their exhibits as many Sub-Themes as they choose.

1. REDUCING CO2 EMISSIONS

- Renewable energy
- A future in hydrogen
- Carbon capture and storage (CCS)
- Fusion energy

2. LIVING ENERGY EFFICIENCY

- Energy efficiency
- Urban planning and buildings
- Efficient transport
- Efficient industry

3. ENERGY FOR ALL

- Energy against poverty
- Access to sustainable energy towards development
- Decentralised energy systems

•The exploration of each sub-theme should be done by the participants from a minimum of two perspectives to be chosen from the following and according to the matrix.

- Scientific Research*
- Cutting-edge technologies*
- Governance*
- Innovative business models*
- Value Change*

GENERAL MATRIX OF SUB-THEME AND PERSPECTIVES

- **Scientific Research:**
 - Scientific knowledge and research areas focused on the future of energy.
 - (Concept development; energy systems; new sources; uses; trends, efficiency, etc.
- **ST-1 : Reducing CO2 emissions**
- **ST-2 : Living energy efficiency**
- **ST-3 : Energy for all**

GENERAL MATRIX OF SUB-THEME AND PERSPECTIVES :

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- **Cutting edge technologies:**
- Advanced technology solutions: products and services
- (Power generation; storage; transmission; distribution and consumption; energy systems; security; energy efficiency; comforts etc.
- ST-1: Renewable energy
- ST-2 : Energy efficiency
- ST-3 : Energy against poverty

GENERAL MATRIX OF SUB-THEME AND PERSPECTIVES :

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- **Governance:**
- The effects and decisions of public and private governance: National states; regional and local governments; supranational and multilateral bodies; corporations; NGOs and non-profits; and other stakeholders
- (Management; performance; strategies; policies; guidance; process and projects, etc.
- ST-1 : A future in hydrogen?
- ST-2 : Urban planning and buildings
- ST-3 : Access to sustainable energy towards development

GENERAL MATRIX OF SUB-THEME AND PERSPECTIVES :CONTD

- **Innovative Business model:**
- Business plans for new energy markets.
New types of business.
- (Technology markets; business opportunities; relationships; entrepreneurs; etc.)
- ST-1 : Carbon Capture and Storage (CCS)
- ST-2 : Efficient transport
- ST-3 : Decentralised energy systems

GENERAL MATRIX OF SUB-THEME AND PERSPECTIVES :

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- **Value Change:**
 - ST-1 : Fusion energy
 - ST-2 : Efficient Indus
- Value change due to social innovation through social networks and other platforms (such as cloud sourcing), social participation and behaviour change.

THEME STATEMENT :

- The theme statement shall contain the following :
 - The chosen sub-theme and the perspective from which the sub-theme shall be presented.
 - An indication of which one of the objective listed in article 3(iii) of SR-1 are pursued with the presentation proposed and a brief explanation in this regard

THEME STATEMENT :

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- ❑ The description of the general content of the Participant's presentation proposal.
- ❑ The inclusion of reference materials on the theme and sub-themes as they will be developed in Participant's presentation, and
- ❑ The description of the general outline plan for exhibition module, the exhibits or exhibited items and the display supports.

CUT OFF DATE FOR THEME STATEMENT -

- As per Participation Contract, last date for submission of Theme Statement is September 01, 2016.
- Once the Theme Statement is submitted, it shall be evaluated by the Organiser's Content Department.
- If the Content Department determines that the Theme Statement does not follow the guidelines set out in Regulation, it shall provide the consultancy services to said participant as a matter of urgency.

CUT OFF DATE FOR THEME STATEMENT -

.....CONTD.

- After the analysis, the confirmation of the aspects and inclusions of the modifications, if any, the Content Department shall approved the final Theme Statement by notifying the participant within five calendar days, following the receipt of the final theme statement.

CULTURAL PROGRAMMES

India will be celebrating National Day on August 15, 2017 and also organize Indian Cultural Week from August 14-20, 2017 during the Expo. Fair Organiser has confirmed booking of EXPO PLAZA (300 seats) for our celebration of National Day.

For celebration of Indian Cultural Week, an Auditorium having capacity of 2000 persons in the exhibition ground is being booked. Detailed information about cultural programmes to be organised (concept, format, timings etc.) will be finalised in consultation with ICCR.

THANK YOU

INDIA TRADE PROMOTION ORGANISATION,
www.indiatradefair.com