

# COMMISSION OF THE EUROPEAN COMMUNITIES

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## COMMISSION COMMUNICATION TO THE COUNCIL

Participation by the Commission of the European Communities in the  
International Exhibition to be held in New Orleans, Louisiana, United  
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### I. NEW ORLEANS INTERNATIONAL EXHIBITION

On 24 March 1982, the United States Secretary of State invited the Commission of the European Communities to participate in an international exhibition to be held in New Orleans, Louisiana, from 12 May to 11 November 1984. This followed the signing of the relevant proclamation by the President of the United States on 4th March 1982.

#### A. Nature and theme of the exhibition

The New Orleans exhibition has been approved by the Paris-based International Exhibition Bureau (BIE) as a "specialized international exhibition" and will be held from 12 May to 11 November 1984. In accordance with the criteria laid down by the BIE for this type of event, the organizers will erect the exhibition buildings and hire them to the participants.

The theme of the exhibition will be "The world of rivers - fresh water as a source of life".

The choice of theme is closely allied to New Orleans's own situation as a city built on one of the world's great rivers - the Mississippi - and as one of the most important ports in the United States, on a par with New York.

It is the organizers' wish, in order to promote greater diversity of presentation and hence increase the exhibition's interest, that the theme might be treated both in a general sense, i.e. from the geographical and historical standpoints, and also from more technical aspects.

#### B. Current state of preparations and likely participants

The exhibition is to occupy a site of over 33 hectares very near the business centre, on the bank of the Mississippi in an area of former commercial and industrial buildings associated with the port which are to be converted or renovated for the occasion.

The fact that the exhibition site will be in the city itself should help considerably to encourage visitors, many of whom will be tourists visiting New Orleans, a city which is undoubtedly one of the greatest tourist magnets in the United States.

It is estimated that visitors to the exhibition will number at least 12 million.

As regards participation, the response to initial invitations, both internationally and nationally, was muted by the opening of the Knoxville Exhibition which, until it closed in October 1982, drew away the attention of possible participants. However, even though participation contracts have not yet been signed, it can be expected that the industrialized world will be amply represented ; in addition to the United States, Japan and Canada - which are organizing international exhibitions themselves in 1985 and 1986 - should participate; Australia too has adopted a favourable position of principle. Furthermore, the Vatican, because of the size of the Catholic population in the area concerned, has all but decided to participate. The organizers are also hoping, given the geographical situation of New Orleans, to attract a number of Caribbean and Latin American countries.

At the national level the exhibition will undoubtedly receive solid support (some States, notably Louisiana, will have their own pavilion, as will many large American firms).

## II. USEFULNESS OF PARTICIPATION BY THE COMMISSION OF THE EUROPEAN COMMUNITIES IN THE NEW ORLEANS INTERNATIONAL EXHIBITION

There are uncertainties regarding international participation and the drawbacks of the site earmarked for such participation (in a long, cavernous building, practically all in one block, which limits the opportunities for distinguishing individual presentations and giving them a clearly-marked external identity).

It is also a fact that the theme of the New Orleans Exhibition - "The world of rivers... fresh water, source of life" - has a less direct link to the priority activities of the Community than the two next specialized international exhibitions which are in preparation, namely

- 1985 Tsukuba, Japan, "Dwellings and surroundings - science and technology for man at home"
- 1986 Vancouver, Canada, "Transport and communications".

These are obviously of greater importance for the Commission, as it was underlined during the meeting of July 7, 1982 of the Fairs and Exhibitions Group when the Commission gave the following priorities :

- 1) Tsukuba 1985
- 2) Vancouver 1986
- 3) New Orleans 1984 (ref. Council Doc. 9042/82 Expo 11)

However, the Commission must bear in mind the following positive arguments :

- The Member States - except for Italy, which is still considering the matter - have decided not to participate individually in the New Orleans International Exhibition, but the Council's Working Party on fairs and exhibitions considered that the Commission should participate in this event as the representative of the whole Community. On 7 December 1982 the Working Party on fairs and exhibitions asked the Commission to present an appropriate proposal to the Council.

- In the event that the above formula could not be implemented, Europe would run the risk of being totally absent from this exhibition, whereas, in the framework of our relations with the United States, the presence of the European Community could be desirable.
- Further the geographical venue of the exhibition offers the possibility of reaching a public at least in part different from that of Knoxville where a certain number of Member States and the Commission participated at the International Exhibition in 1982. 12 million visitors are expected at New Orleans including those from Latin America and the Carriibbean.
- Finally, the solution proposed for New Orleans falls within the framework of current Commission policy, namely to reinforce at international exhibitions the image and the character of unity of the European Community.

In view of these positive arguments which have been cited above, the Commission is ready to respond to the demand of the Member States to represent them globally in New Orleans, if :

- 1) the Council approves the principle of participation,
- 2) the budgetary authority decides on a transfer from chapter 101 for the credits necessary in 1983 towards the post 2721 which has a p.m.,
- 3) 1984 credits are to be allotted to the budgetary line for the 1984 budget,
- 4) the positive decision of the Council does not compromise any eventual participation of the Commission at the two future international exhibitions of Tsukuba 1985 and Vancouver 1986.

### III. ARRANGEMENTS FOR COMMISSION PARTICIPATION

In view of the foregoing, it is proposed that the Commission participate in the New Orleans International Exhibition as the representative of the European Community as a whole.

#### A. Area

As the Commission will, under the proposal, be representing by itself the whole of the Community, it will not have the material scope provided by a grouped participation of the Member States, as was the case at the Knoxville International Exhibition, where the Commission found 600 m<sup>2</sup> adequate because its stand formed only part of a "European Community Pavilion" covering a total area of around 4000 m<sup>2</sup>.

Budget possibilities will obviously preclude anything even remotely resembling participation on this scale.

However, an area of around 1000 m<sup>2</sup> would seem to be the minimum for presenting the European Community at New Orleans in a way that, though modest, would have sufficient dignity. Any appreciable reduction of this figure would be likely to be counterproductive.

#### B. Nature of the participation

In view of the very short time that will remain for preparing the operation once a final decision has been taken on the budget, the Commission proposes, instead of a conventional exhibition, a high quality audio-visual spectacle (as the theme will presumably lend itself to striking pictorial treatment), with a number of exhibition stands presenting the European Community in an entrance hall to the projection room proper.

There might in addition be a commercial concession (restaurant or souvenirs of the countries of the European Community) which would increase the visual scale of the Community presence: a number of proposals on these lines have already been put to the Commission departments.

#### B. Budget

It is obviously difficult to draw up a detailed budget estimate at the present stage. This will not be possible until the theme and a preliminary draft audio-visual presentation have been worked out and decisions have been taken, in broad outline at least, on the various back-up events (publicity schemes, European Day, etc.) and on the publications to be produced for the occasion.

However, in the light of its previous experience and its knowledge of the cost of audio-visual spectacles presented in other pavilions, notably at the Knoxville International Exhibition, and given the information it has already received concerning rates for the hire of sites and related expenses and the organizers' price estimates for fitting out stands, the Commission considers that the budget required must be set at 1.600.000 UCE (see Annex for breakdown of this estimate of costs).

These funds should be accorded by the budget authority from item 2721 (Participation in international and universal Exhibitions) and spread over the 1983 and 1984 financial years as follows:

1983 : 60 % of the total cost, i.e. 960.000 ECU

1984 : 40 % of the total cost, i.e. 640.000 ECU

This budget includes staff costs for general exhibition personnel (hostesses, technicians, etc.) only: the salaries and mission expenses of the Commissioner General and any officials seconded from other Directorates-General to the office of the Commissioner General will have to be borne, as in the case of previous Commission participation in universal and international exhibitions, by the relevant Commission budgets.

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It should be reiterated that this operation must not compromise Commission participation in the Tsukuba (Japan) and Vancouver (Canada) International Exhibitions in 1985 and 1986 respectively (exhibitions having the same standing as the New Orleans Exhibition under the rules of the International Exhibition Bureau), as the two countries where they are to be held are likely to attract wider international participation - notably by the Member States - and have not witnessed participation by the European Community in an event of this kind for many years, whereas in the United States the Community was present at the Knoxville International Exhibition in 1982.

In addition, the themes of the exhibitions to be held in Japan and Canada respectively (Dwellings and surroundings - science and technology for man at home; Transport and communications) are more directly relevant to major Community activities.

NEW ORLEANS INTERNATIONAL EXHIBITION, 1984

Estimate of costs

I. SITE AND FIXED CHARGES

- 11 000 square feet, of which 2 000 square feet free, i.e. 9 000 square feet at USD 35.0 =	USD 315.000,-		
- 11 000 square feet at USD 3.0 for iced water, as specified under the Exhibition rules =	USD 33.000,-		
Sub-total	USD 348.000,-	ECU	360.000,-

II. PREPARATION FEES

Initial studies, convocation of experts, architectural consultation, elaboration of alternative plans, etc.	ECU	5.000,-
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III. FITTING OUT AND DECORATION

a) Fees for European architect and for American consulting architect in accordance with United States special legal requirements	ECU 30.000,-
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b) <u>Internal and external fitting out</u> comprising: air conditioning, floor coverings, projection room, entrance hall, etc.	ECU 170.000,-
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c) <u>Decoration</u> Display units presenting the European Community in the entrance hall (including transport costs)	ECU 50.000,-
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Sub-total	ECU 250.000,-	ECU	250.000,-
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IV. AUDIO-VISUAL DISPLAY

consisting of films and slides to be projected on 3 screens each measuring 7 m x 10 m, i.e. 21 m x 30 m in all; cost of preparing films and slides, technical equipment and projectionist for the six months of the Exhibition	ECU	650.000,-
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V. RUNNING COSTS

Hostesses, electricity, water, heating, air conditioning, telephone, telex, postal expenses, maintenance, office equipment and machinery, service car, cleaning and security, insurance, etc.	ECU	100.000,-
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VI. PUBLICATIONS

Folder for general public, brochure for special interest visitors, reprinting of existing publications ECU 60.000,-

VII. EUROPEAN DAY AND OTHER VARIOUS INFORMATIONAL ACTIVITIES

such as conferences, seminars, discussions, press conferences, etc. ECU 25.000,-

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TOTAL: I + II + III + IV + V + VI + VII ECU 1.450.000,-

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VIII. RESERVE FOR CONTINGENCIES

As the above is only an estimate (before the plans for the stand have been drawn up) and in view of the uncertainty regarding the likely rate of inflation in the United States between now and 1984 (in the case of the 1982 Knoxville International Exhibition, the dollar appreciated by 40 % between the adoption of the budget and the date of the exhibition), it would seem essential to provide a reserve of 10 % for contingencies and exchange rate variation equivalent to

ECU 145.000,-

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GRAND TOTAL: ECU 1.595.000,-

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IN ROUNDED FIGURES ECU 1.600.000,-

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