EXPO 2017 is as a strategic objective of cultural policy

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Abstract

Each exhibition is a phenomenon of cultural and political life. Any kind of exhibition agitates cultural traditions of certain nations and it’s meaning is to show innovation and cultural policy of this nation. Since ancient times, people despite the different language barriers have tried to show their national achievements and lived in the spirit of world competition. During the period of technological revolution and scientific progress as a result of open and novation processes each year an international competition develops. Among other exhibitions international exhibition EXPO occupies an important place. However, the international exhibition is a special tool that is based to create a dialogue with the community. EXPO held in recent years, affecting all global problems of humanity, such as a communications boom, the elimination of the division between the rich and the poor, the growth of mega-cities, the prevention of environmental disasters and etc., they are also transformed to solve all these problems effectively. EXPO-2017, which will take place in Kazakhstan, undoubtedly, will be an international exhibition based on modern technological achievements.

1. Introduction

Each exhibition is a phenomenon of cultural and political life. Any kind of exhibition agitates cultural traditions of certain nations and it’s meaning is to show innovation and cultural policy of this nation. For example, achievement of the Paris Exhibition in 1889 is the Eiffel Tower (fr.Tour Eiffel) - the most famous architectural structure in Paris. It was named after the author of the project Gustave Eiffel. The tower was built as a temporary structure in honor of

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the exhibition in 1889 as a symbol of Paris; it has been designed and built at the entrance to the exhibition. It was the tallest tower in the world for 40 years before the Chrysler Building in Manhattan. After that, other major cities have started to show interest to entrepreneurs and masters in this field. Since ancient times, people despite the different language barriers have tried to show their national achievements and lived in the spirit of world competition. During the period of technological revolution and scientific progress as a result of open and novation processes each year an international competition develops. Among other exhibitions international exhibition EXPO occupies an important place.

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EXPO is also a place for a dialogue between different cultures as well as exhibitors and visitors are given the opportunity to review the values and traditions of different people. International Trade Fair or Expo (EXPO) is an international exhibition, which has become a symbol of industrialization and technological achievements. EXPO exhibitions are held every five years and it's the most prestigious exhibition. World Universal Exhibition EXPO is a world important event and in its significance can be compared with the world economic EXPO exhibition and forum or with world sport event [1].

EXPO reached strengthening of economic and social, political and cultural cooperation of many countries. EXPO exhibitions have become a worldwide event opens the opportunity to review the economic, scientific, technological and cultural achievements of the world, also it is a mirror of historical experience, the exchange of innovative ideas and a platform for the integration of future collective gaze. Thus, the international exhibition is a great opportunity not only for the development of cross-cultural communication, as well as to create a cultural dialogue.

There are three kinds of world fairs, which are approved by IEB (International Exhibitions Bureau): universal, international and specialized. Now considered two kinds of EXPO exhibitions. They are the internationally registered (universal) and internationally recognized (specialized) exhibitions.

International Universal Exhibition (International Registered Exhibition) held for six months and takes place every five years, there are no restrictions in the area and all the participants have one common theme. International Recognized Exhibition takes place between two Universal exhibition and lasts for three months. Here the exhibition area must not exceed 25 hectares and its theme is mandatory according to organizers. Usually, the topics involve advances in precision industries like humanities, social and environmental aspects as well as scientific, technological and economic. For example, EXPO 2008, which took place last time in Zaragoza, was held with the theme of "Water and sustainable development". Here the theme of the exhibition is mandatory to confirm not only the International Exhibitions Bureau (IEB), but also other global organizations, including those agreed at the UN.

The first international exhibition World Expo is called "The Great Exhibition of works by all industrial nations" (The great exhibition of the works of industry of all nations). This exhibition was initiated by Prince Albert, Queen Victoria's husband and it took place in Hyde Park in London. The proposal to hold the exhibition came in 1849 from the British Union of Entrepreneurs "Society of Arts", and it endorsed by the Government of Kingdom. The main goal was to create a global free trade platform, the development of art design, improved international relations and tourism. Historically, the first industrial exhibition was held in 1944 in Paris, but it was limited to work only for French industrial entrepreneurs.

The country that is now a candidate for the successful implementation of the goals of the exhibition must possess an advanced communication system strategy. The city where the exhibition is held must have a convenient geopolitical and geographical location, developed transport links both within the country and also with neighboring countries, as well as the pre-show to have a plan of development of the transport system. To carry out a certain type of show, also must have the appropriate boundary of the city, infrastructure and public transport system (if does not have it, must create the plan for the development of this system). In the city for guests and exhibitors should be an appropriate number of hotels, conference centers, etc. Of course, the exhibition site should be easy and convenient to access [2].

International Universal Exhibition is the largest exhibition, which involves not only individual companies and businesses, but also the states. Since 1951, the international exhibitions are continued. The first exhibition in London showed the need to legitimize the exhibitions between states. As a result, in 1928 on November 22nd in Paris was adopted the convention “On the international exhibitions”, in 1930 on December 30th it entered into force.
International Exhibitions Bureau approves universal, international and special kinds of exhibitions. Now there are 157 member countries of it and Kazakhstan is a member of the IEB since 1997.

In 2010, 1st of July at the headquarters of the International Exhibitions Bureau in Paris at the General Session of the 147th Assembly Kazakhstan expressed its application to host the exhibition in 2017 in Astana. On receiving the response it took six months. Carry out the international exhibition EXPO 2017 expressed a desire and gave a statement Australian city Newcastle, Canadian Edmonton, Serbian Belgrade, French Lille, Norwegian Stavanger, Australian Sydney, and Spanish Salamanca. But in fact, the real candidate was the Belgian city of Liege. On 15th March 2011 IEB Expert Committee listened to three sections of Kazakhstan documentations. By September 47 countries have agreed to hold EXPO 2017 in Astana.

In 2012, on November 22nd in Paris on 152nd General Assembly of the International Exhibitions Bureau became known the country that will hold EXPO 2017. By secret ballot of Representatives of 161 members of the International Exhibitions Bureau Astana gained a lot of votes and became a city where will take place EXPO 2017. Astana was supported by 103 countries of the International Exhibitions Bureau, 44 of them voted against. Astana and Liege were candidates to host EXPO 2017. Belgium had proposed the theme "Connecting people", Kazakhstan proposed "Future energy". It was dedicated to the equivalent energy sources and "green" technology. Why the theme "Future energy"? For the global community theme proposed by Kazakhstan to host EXPO 2017 is very actual. This topic has been given in the frame of the report of the Advisory Group of the General Secretariat of the UN "Energy for the sustainable development".

According to the UN information 1.6 billion people are not provided with electricity, 2.4 billion people do not have possibilities to cook and warm their houses with modern heat capacity. Rising of the global number of people in the world rapidly complicates this question. Therefore the power is a major factor, which impacts to development of worldwide environmental and economic issues. Kazakhstan will make its own contribution to solve this problem and aimed to collect projects and the best thinkers in the power sphere in Astana. According to the fact this topic allows to introduce widely energy saving selected global new technologies, also using alternative energy of the sun, the wind, the sea, the ocean and thermal projects worldwide [3].

Regarding this victory our President said: “During EXPO exhibitions all nations of the world show their most advanced technological, scientific and cultural achievements. They form a new agenda for global development. At such an event from ten countries around the world can be involved millions of people. Astana won the right to hold the event on purpose. Firstly, it became known that our capital emerged as a center that can hold this international event. Secondly, the fact that the choice fell on the Kazakhstan proves that the success of the country highly appreciated and shows that in Eurasia its future development will reach perfection. Third, advances have helped us to win our offer with theme "Future energy". Most important, the choice of Astana is the result of forces of all Kazakhstan people [4]. Also the head of state pointed out that the exhibition EXPO 2017 in Astana is a historical event.

EXPO 2017 in Astana will be the first international exhibition held in the countries of Central Asia and the CIS. It will last 3 months - from 10th June to 10th September 2017. It is expected that 100 countries and 10 international organizations will attend the exhibition. This exhibition will be a major event for the entire international community, and for millions of viewers. According to experts, more than 5 million people will be at this exhibition. It will be a big step in the international shift in Kazakhstan.

In Astana and its near regions will be particularly developed small and medium enterprises, especially the service sector, hotel business and tourism industry. This event will attract huge investments in the construction of exhibition facilities and infrastructure, the creation of tens of thousands of jobs, the development of domestic tourism and the flow of foreign tourists to the country, as well as the connection of economic and social resources of Kazakhstan.

The exhibition introduces the world of the multinational culture of Kazakhstan, ancient history, art, traditions and hospitality, as well as to increase the tourist attractiveness of Kazakhstan. Cultural development of Astana is also important. During the EXPO in Astana will be heard voices from different cultures of all over the world. Every day will be held concerts, national days and other recreational activities.

By the order of the Prime Minister of the Republic of Kazakhstan on February 8th, 2010 in preparation for the city of Astana to EXPO 2017 was created the organizing Committee. The Deputy Prime Minister of the Republic of Kazakhstan KairatKelimbetov chairs the Committee. National Project Coordinator EXPO 2017 Executive Secretary of the Ministry of Foreign Affairs of the Republic of Kazakhstan RapilZhoshybayev.

The inspection and organizer institution is the Ministry of Economic Development and Trade of the
Republic of Kazakhstan.

In the frame of moving forward EXPO 2017 in Astana city were created State headquarters.

The state headquarters:
2. Diplomatic headquarter (Ministry of Foreign Affairs of the Republic of Kazakhstan).
4. Infrastructure headquarter (Astana city).
6. Communications headquarter (Ministry of Communications and Information of the Republic of Kazakhstan).

On January 15th 2013 Kazakhstan Prime Minister SerikAkhmetov met with Vicente Loscertales, the General Secretary of the International Exhibitions Bureau. At this meeting they discussed the national plan for EXPO 2017.

EXPO-2017 is not a large commercial project, which will cover only the region in general; it will be a strong catalyst for the development of the whole country. Not to mention the income from the investment in the construction, tourism infrastructure, and on the hotel business, also the intellectual heritage of Kazakhstan from the exhibition will raise to a new level. This will contribute to the rapid development of Astana and will give new impulses to the implementation of other goals. And the people of Kazakhstan will be able to convince once again in their abilities and capabilities of the country. "Now our challenge to hold the EXPO 2017 worthy. This is not the only exam for our country, as well as the possibility of opening our creative potential. Carrying EXPO in Astana enables innovative development of our country, - said the Head of the State. President of Kazakhstan believes that our country will perform this mission at the high level.

International exhibitions are developing in different specifications. There have been many exhibitions in different places of the world. For example, starting from the 1951 London exhibition-to-exhibition Yeosu (South Korea) in 2012 there were about 60 international exhibitions. These exhibitions are divided into three major periods: the period of industrialization, the period of the Cultural Revolution and the period of national branding.

The period of industrialization (1851-1938) was aimed at the development of international trade, for the invention of new technologies and achievement of success. International exhibitions have been based on the development of different fields of science and technology. From all corners of the world exhibitions brought high technology exhibits. The first telephone was also shown for the first time at one of these shows.

Period of cultural revolution (1939-1987). During 1939-1940 years at the New York International Exhibition all the technological advances to solve human problems were relegated to the background and the problem of person, his future, the issue of human values to create a new cultural dialogue were considered. New York Exhibition of 1939-40 was held on the theme of “Creating the world of the future”, the exhibition of 1964-65 - “Peace through understanding”, the exhibition in 1967 in Montreal - "The person and his world" and etc. Cross-cultural dialogue and exchange of its decision become the defining elements of exhibitions.

The third period began in 1988 and continues to the present. The concept of “national branding” was formed in Brisbane at EXPO 1988. There were considered the problem of representational means improving national images through their pavilions. Participating countries seek to solve the problem of territorial marketing. Through participation at EXPO seeks to raise the national image and national production. In short, it is the formation of a national brand.

From the cultural perspective international exhibitions can be seen as asking for a cultural function. For example, the humanistic function - the relation of a person to himself and the environment (environmental issues and the noosphere, and so on exhibitions). Iconic and symbolic function - every country in preparation for the exhibition pays great importance to cultural development. For example, the city where performed this event becomes a symbol of the state or the symbol of the exhibition city (Eiffel Tower, etc.). The country is also pursued to create a symbolic emblem of the exhibition and tries to add all the cultural wealth of the country. For example, at Shanghai Expo it was in the shape of Chinese hieroglyph. Translated it firstly means “peace” and there are other meanings as “person” and “desire for harmony”. In addition the international exhibition performs adaptive, regulatory (normative), cognitive, informational, communicative, aesthetic, hedonistic, interactive features of culture.
References

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