

SPECIAL REGULATION No. 9

CONCERNING THE COMMERCIAL ACTIVITIES BY OFFICIAL PARTICIPANTS

CHAPTER I – General Provisions

ARTICLE 1 – Purpose

The purpose of this Special Regulation is, in accordance with the provisions of Articles 19, 20, 21, 22, 23, and 34 of the General Regulations of the Expo Milano 2015, to specify the necessary requirements for commercial and other activities to be carried out within the Site of the Exhibition by the Official Participants.

ARTICLE 2 – Applicability

1. The commercial activities in the context of this Special Regulation refer to the operations of *Food and Beverage* and sales of goods by Official Participants in their respective Sections in accordance with the Participation Contract. All commercial activities have to be previously approved by the Organizer.
2. The *Food and Beverage* activities operated by Official Participants shall mainly serve the food with their national flavours or specialties and shall fall into three categories:
 - Table service restaurant and buffet restaurant;
 - Self service restaurant and cafeteria;
 - Snack bars, kiosk, fast food and take away.
3. The goods sold by Official Participants, in accordance with the Article 20 of the General Regulations shall be representative of their own countries or international organizations and strongly related to the Theme of Expo Milano 2015. The Organizer is in charge to approve the selection of goods which are truly representative of Official Participants' Countries and International Organisations.

ARTICLE 3 – Theme Commitment

1. The Exhibition Space as a whole has to be developed based on the Theme of Expo Milano 2015: "Feeding the Planet, Energy for life". All spaces of the Exhibition Site, as well as those hosting commercial activities must become an expression of the Theme. The Organizer requires all Participants to select, present and display contents based

upon the consistency with the Theme. This principle is applicable also for the goods sold by Official Participants in the areas dedicated to their commercial activities (sale of goods and *Food and Beverage* operations). The Theme has to be reflected in every layer of the Exhibition. The Organizer will issue a Theme Guide that will help Participants to develop the commercial activities and Food and Beverage areas according to this key principle of Expo Milano 2015.

2. The goods sold and the *Food and Beverage* operations implemented by Participants should reflect their cultural, social, historical identity into the Theme and its illustrations to:
 - a) Encourage sustainable development and the protection of the environment,
 - b) Place science and technology at the service of society,
 - c) Examine the links between food & health,
 - d) Promote informed choices for producer and consumers,
 - e) Focus on cooperation for development,
 - f) Offer a unique and pleasant experience of food and culture diversity.
3. Since the close adherence to the Theme is considered a key element for the Exhibition success, Participants have to receive the previous approval of the Organizer concerning goods and contents sold or offered in the area of the commercial activities. Also those areas have to explore the importance of nutrition and shall allow visitors to experience unforgettable tasting experience.

ARTICLE 4 – Compliance with Laws and Regulations

1. Official Participants shall comply with the Agreement between the Italian Republic and the Bureau International des Expositions on measures necessary to facilitate participation in Universal Exposition 2015 in Milan, done in Rome, on July 11th, 2012, with the relevant laws and ordinances of Italy, with the General Regulations and the Special Regulations, (hereinafter collectively referred to as “the Laws and Regulations”) and the supplementary Guidelines issued by the Organizer that are in accordance with the General Regulations and the Special Regulations.
2. The Organizer may, when any of the commercial activities of an Official Participant violates the “Laws and Regulations”, direct the Official Participant concerned to cease said activities. The Official Participant shall abide by the directives given in such a case. The Organizer shall assume no responsibility whatsoever for any damage or loss relating to and resulting from the violation of the Laws and Regulations by the Official Participants.
3. Official Participants shall, within the Site of the Exhibition, ensure that all parties concerned with them comply with the “Laws and Regulations” and the Participation

Contract as well as follow the directives of the Organizer that are deemed necessary for the operation of the Exhibition.

CHAPTER II – Approval for Commercial or other Activities

ARTICLE 5 – Responsibilities of the Commissioners General of Section

1. In accordance with Article 19, paragraphe 2, of the General Regulations, commercial or other activities in the national Sections fall exclusively within the jurisdiction of the respective Commissioner General of Section. In the case when the rights to commercial activities are assigned, subleased, or transferred to or used as securities by a third party, the Commissioner General of Section shall inform the Organizer providing also the contract details. The Commissioner General of Section will remain directly liable for the actions of the said third party.
2. Official Participants shall, in accordance with the Participation Contract, pay to the Organizer royalties when carrying out commercial activities. These royalties shall be collected by the respective Commissioner General of Section or the representative he/she has appointed and remitted to the Organizer.
3. Official Participants shall, in accordance with Special Regulation No. 7, bear the expense of any taxes, tariffs, or duties incurred in regard to their commercial activities.

ARTICLE 6 – Approval for commercial activities

1. Official Participants may start *Food and Beverage* operations in which the national food of their Country will be mainly served.
2. Official Participants wishing to establish the *Food and Beverage* operations mentioned in paragraph 1 must receive the approval of the Organizer with regard to the types, prices and price display methods of food to be sold as well as to the *Food and Beverage* operation location, area, size, style, capacity and management method. Any subsequent changes to the above items shall necessitate approval thereof by the Organizer.
3. Also the categories of goods sold by Official Participants in their shops necessitate the previous approval of the Organizer.
4. The Organizer will provide Official Participants with Guidelines concerning the selection of goods which are truly representative of their Country or their International Organisations.

ARTICLE 7 – Areas authorised for commercial activities

In accordance with Article 19, paragraph 3, of the General Regulations, the total space of the area authorized for commercial activities (the combined space for *Food and Beverage* operations and shops) by Official Participants shall not exceed 20% of the total covered Exhibition Space, in order to ensure that each national exhibition complies with the provisions in Article 1, paragraph 1, of the Convention relating to International Exhibitions, signed at Paris on November 22, 1928, and supplemented by the protocols of May 10, 1948, November 16, 1966, November 30, 1972, and the amendments of June 24, 1982, and May 31, 1988. Furthermore, the said Area shall remain subject to the approval procedures defined in Article 6 herein.

ARTICLE 8 – Royalties

1. Official Participants shall pay royalties for the exercise of their commercial activities to the Organizer in accordance with the conditions determined in the Participation Contract and the further Guidelines.
2. Official Participants shall, monthly and by a separately specified method, pay to the Organizer the royalties. Those are calculated as a percentage of gross sales (net of VAT or similar taxes) deriving from the commercial activities, categorized as following.
 - a) Food and Beverage activities 8%
 - b) Shops 10%
3. With the approval of the Organizer, each Official Participant may set up a restaurant for the exclusive use of its own staff. In this case, the Official Participant shall not pay any royalties or assume any other financial obligations.

ARTICLE 9 – Handling of sales proceeds

1. Official Participants shall record and, on a daily basis, report sales proceeds in a way determined and within the deadline established by the Organizer. As regards commercial activities Official Participants shall use the Financial Institutes that will be indicated by the Organizer with a branch in the Site. The Organizer may, at regular intervals, request from Official Participants detailed revenue and reports pertaining to their commercial activities and perform any necessary audits during operating hours to confirm the proceeds of those commercial activities. The monitoring activities will be defined by the Organizer in further specific guidelines.
2. Official Participants shall use a standard cash counter register system, connected with an IT network, to handle the sales income from their commercial activities. The registered data have to be available to the

Organizer on a daily basis, the specific technical procedure will be detailed in the Guidelines.

ARTICLE 10 – Sale of exhibited objects

1. After the closing of Expo Milano 2015, Official Participants may sell the exhibits or materials used during the exhibition. No royalties shall be paid to the Organizer on such sales.
2. If the above-mentioned items are sold by an Official Participant, they shall not enjoy the benefit of temporary admission, stated in the Special Regulation No. 7. Moreover, these items shall be subjected to the completion of import procedures, submission of the import license and payment of applicable taxes in accordance with the "Laws and Regulations".

ARTICLE 11 – Special events

1. Official Participants who wish to arrange special events within the site of the Exhibition in accordance with Article 23 of the General Regulations shall apply to and receive the approval thereof from the Organizer no less than 6 months prior to the opening of the Exhibition with regard to the dates, durations, locations and details of the events as well as to any additional information necessary for the smooth operations of said events. The Organizer may add specific criteria, where necessary, for approval.
2. Special events organized by Official Participants could have an admission fee, previously authorized by the Organizer.

ARTICLE 12 – Performances associated with commercial activities

Official Participants may, with the approval of the Organizer, hold music, dance and other performances in the area where they conduct commercial activities. In such cases, Official Participants shall not charge any further fees.

ARTICLE 13 – Distribution of sample items and foods

1. Under the provisions of Article 22 of the General Regulations, the sample items and foods to be distributed free of charge by Official Participants shall be representative of their respective Countries and have received final processing within the Country concerned or have been produced by machines, apparatus or equipment exhibited by the Official Participant concerned.

2. Official Participants who wish to distribute sample items and foods free of charge in accordance with Article 22 of the General Regulations shall apply to and receive the approval of the Organizer with regard to lists of the said sample items and foods as well as to their quantities, times and places of distribution. The Organizer may add specific criteria, where necessary, for approval. Furthermore, such Official Participants shall post signs indicating that the distribution is free of charge.
3. The Organizer may withdraw approval when the distribution of free sample items and foods by an Official Participant is judged to be in violation of the conditions of approval mentioned in the preceding paragraph or to be inappropriate to either the order or the overall harmony of the Exhibition.

CHAPTER III - Business Operations

ARTICLE 14 – Business hours

1. The business hours of commercial activities are defined by the Organizer in the Special Regulation No. 13, in consideration of the daily opening hours of Expo Milano 2015.
2. Official Participants may not suspend commercial activities during the whole period of the Exhibition and its business hours without previous agreement of the Organizer.
3. The Organizer may, when necessitated by the operational needs of the Exhibition, direct a change in the business hours referred to in paragraph 1 of this Article. Official Participants shall abide by the directives given in such a case. Specific disciplinary measures will be described in the Guidelines.
4. Official Participants may not use the changes in business hours referred to in the preceding paragraph as a reason for claiming compensation for damages from the Organizer.

ARTICLE 15 – Goods for sale and prices

Official Participants shall clearly display to visitors the prices of the goods and services they offer.

ARTICLE 16 – Currency to be used

The Euro shall be the currency used in all commercial activities within the Exhibition site.

ARTICLE 17 – Matters requiring notification

Official Participants shall notify the Organizer of the names of persons in charge of commercial activities and provide other information required by the Organizer. Official Participants shall notify the Organizer of any change in the above information in a timely manner, as mentioned in the specific Guidelines.

ARTICLE 18 – Management of Personnel

1. The Organizer may, in cases when any of the Personnel do not follow the “Laws and Regulations” or when it is judged that the behaviour of any of the Personnel is inappropriate in terms of maintaining the order of the Exhibition site, direct the Official Participant concerned to remove said Personnel member from the Exhibition site or forbid said Personnel member from engaging in commercial activities within the Exhibition site. The Official Participant concerned shall abide by the directives given in such a case.
2. Official Participants shall provide the Organizer with the following information:
 - a) The names and contact information of the persons responsible for commercial activities;
 - b) The names of the persons who carry out commercial activities (hereinafter referred to as “personnel”);
 - c) Any other matter specified by the Organizer.

ARTICLE 19 – Transport of goods, etc.

Official Participants shall comply with the requirements set forth by the Organizer, when transporting into and out of the Exhibition site, good materials, equipment and other items related to commercial activities, as mentioned in the Special Regulation No. 7 and its further Guidelines.

ARTICLE 20 – Prohibiting sale of goods that violate intellectual property rights

1. Official Participants may not offer for sale goods or services that violate the industrial property rights, copyrights, or neighbouring rights prescribed in Special Regulation No. 11.
2. The Organizer shall not be considered responsible for any violation by the Official Participants of industrial property rights, copyright, or neighbouring rights.

ARTICLE 21 – Use of the Exhibition mark, etc.

Official Participants may not use the names, images, logos, marks, mascots, contents, etc. relating to the Exhibition or the Organizer in their commercial activities without obtaining the prior approval of the Organizer.

ARTICLE 22 – Advertising

1. Official Participants may, within their Exhibition Spaces, display or distribute advertisements such as signboards, posters, notices, and other material featuring their own names, certifications, or products. In such a case, the said advertisements shall conform to the advertising standards determined by the Organizer. Special Guidelines will indicate the use of brochures, leaflets and any other paper advertising materials.
2. Official Participants must submit the design plan, related to external façade advertising, with detailed description of the specification and location of the installation to the Organizer for approval. Sponsors cannot display any advertising outside the pavilion (including the external façade).
3. To ensure the security, order and harmony of the Exhibition, the Organizer may direct Official Participants to adapt or remove their advertisements. The Official Participants concerned shall comply with the directives issued by the Organizer and the Commissioner General of the Exhibition in terms advertising.
4. Official Participants may not shout or use any sound amplification devices to attract visitors or for advertising within the Exhibition site.

ARTICLE 23 – Confirmation of business conditions

1. The Organizer may send designated persons into areas where commercial activities are carried out to undertake on-site inspections of the business premises of Official Participants to ascertain to what extent the provisions of the contract are being fulfilled and to confirm the conditions of commercial activities. Monitoring procedures, concerning inspections, will be drawn up in specific Guidelines.
2. The Organizer may, based on the result of the on-site inspection mentioned in the preceding paragraph, direct the Official Participant concerned to carry out any correction or improvement measures deemed necessary. The Official Participants concerned shall abide by the directives given in such case.

ARTICLE 24 – Hygiene

1. Official Participants shall follow the provisions of Special Regulation No. 10, Article 15, and the Guidelines provided by the Organizer.
2. The Organizer and the Italian Authorities may perform health and hygiene inspections in the pavillion area used for the commercial activities by the Official Participants. The control procedures will be detailed in further Guidelines.

ARTICLE 25 – Environmental and social performances of commercial activities

1. Official Participants shall, as separately specified by the Organizer in further Guidelines, take every measures required to guarantee high environmental and social performances regarding commercial activities.
2. For products and services related to commercial activities, Official Participants shall define a strategy to guarantee the adoption and application of criteria that will be defined in further Guidelines.
3. For all goods sold in the areas of commercial activities, Official Participants shall define a strategy to guarantee that products are environmentally preferable i.e. those which have a low or reduced impact on people's health and the environment compared with other products and services used. It is particularly recommended that the products be accompanied by documents or certificates giving objective information that is both comparable and credible as regards the products' environmental performance i.e. with environmental labelling systems that are internationally recognised (e.g. ISO standards series 14020).
4. In case of the organization of special events, music, dance and other performances, within the site of the Exhibition, Official Participants will guarantee the adoption, where applicable, of measures aimed at the reduction of environmental footprint of such events.

CHAPTER IV – Commercial Facilities

ARTICLE 26 – Preparation for commercial activities

1. Official Participants shall, at their own expense and responsibility, carry out the design, construction and establishment of the facilities, etc. within the area to be used for their commercial activities and follow the provisions of Special Regulation No. 4 as well as Special Regulation No. 5 and any other relevant Special Regulation concerning this subject.

2. Regarding the restaurant facilities, the procedure described in the previous Article is not enforceable for the Participants that will be located in the Cluster Pavilions. In those areas the design, construction, and establishment of the restaurant facilities will be borne by the Organizer.
3. Official Participants shall, in order to carry out commercial activities, complete the necessary procedures in accordance with the "Laws and Regulations" and other standards separately specified by the Organizer.

ARTICLE 27 – Maintenance and control

1. Official Participants shall pay due attention to maintaining their facilities located in the areas where commercial activities are carried out in good order.
2. In the case when the Organizer, for security or other reasons, directs an Official Participant to carry out repairs on the concessions facilities in its possession, the Official Participant concerned shall abide by the directives given therefor.
3. Official Participants shall, when carrying out repairs on concessions facilities under the provisions in the preceding paragraph, comply with the directives of the Organizer in regard to the date and time for the completion of such repairs.
4. Official Participants shall, when carrying out improvements on their own concessions facilities, notify the Organizer of such improvements or changes and follow any directives given by the Organizer concerning such work.