## Guidelines for National Days at Astana EXPO 2017 International Specialized Exhibition

#### **Definitions and terms**

- 1. **Organizer** "Astana EXPO-2017" National Company Joint-Stock Company;
- 2. **BIE** the Bureau International des Expositions;
- 3. **Theme of the Exhibition** Future Energy;
- 4. **Exhibition** the International Specialized Exhibition Astana EXPO 2017, which will be held from 10 June, 2017 to 10 September, 2017;
- 5. **Official Participant** countries and Intergovernmental Organizations participating in the Exhibition;
- 6. **National Day** number of regulated ceremonial official events of the Exhibition held by the participating countries.

#### Introduction

The present Guidelines for National Days were developed in accordance with provisions established by the Bureau International des Expositions, generally accepted international standards, as well as the legislation of the Republic of Kazakhstan.

The Republic of Kazakhstan as a host country represented by the Organizer will give active support and assistance for holding of National Days by the Official Participants.

The provisions regulating the conduct of Special Days by Non-Official Participants as well as provisions relating to the conduct of special and/or cultural events within the framework of the Exhibitions will be described in the relevant sections of the Guidelines for Events.

## 1. National Day concept

National Days represent the tool for international cultural exchange promoting the strengthening of relations between the participating countries. National Day celebration will allow the Official Participants to demonstrate the best examples of their national culture. The Official Participants may select any day as a National Day, for example, a national holiday of their country, except for Opening Ceremony (10 June), City Day of Astana (6 July), Day of the Constitution of the Republic of Kazakhstan (30 August), BIE Day (9 September), Closing Ceremony (10 September).

# 2. General provisions and principles

Events held within the framework of the National Day will be planned and held in accordance with the following principles:

- the Official Participants are given equal and fair opportunities in the choice of the date of the National Day;

The Official Participants may jointly organize Regional Days (for example, Day of the South Pacific Region), rather than individual National Days;

- considering that it is only possible to organize National Days within the 88 days of the Exhibition, and the number of Official Participants may exceed 125, it is very likely that 2 (two) National Days will be held on the same date; the National Day of the first Official Participant will start at 10 a.m., and the second at 3 p.m.
- if more than two Official Participants have submitted an application for the National Day to be held at the same day, the Organizer gives the right to hold the Day to the applicant, who has applied first. The Organizer reserves the right to adjust the schedule in accordance with the interests of the Exhibition;
- events dedicated to the National Day will be held in accordance with the standard program, and include the official ceremony, cultural and entertainment events (according to the request of the Participant), parade (according to the request of the Participant) and visits to the pavilions. It is possible to arrange a press conference;
- the Organizer will not provide the Official Participants with rooms for storing props. Dressing rooms on the National Day stage will be provided at the day of the event for official delegation and artists that will be performing on the stage;
- it will be possible to conduct a rehearsal of the event at the Exhibition site only upon agreement with the Organizer.
- distribution of goods, conducting tastings and distribution of samples may be conducted only within the Official Participant's pavilion as referred to in Article 11 of Special Regulation No. 9.
- special parking spaces near the entrance for VIP guests will be provided for cars of official delegations;
- delegations of the Official Participant will move along the Exhibition site by foot, but if necessary the Organizer can arrange golf cars for the Heads of States;
- the National parade will be held at the discretion of the Official Participant during the National Day. The National parade will start from the venue of the official ceremony (the National Day Stage) and will be finished near the Official Participant's pavilion. The parade in other places will be prohibited. The Official Participant using its own resources will hold the National parade;
- the National parade will start after the completion of events at the National Day Stage;
- events held within the framework of the National Day can be cancelled by the Organizer for reasons of public order and security. In this case, the Organizer will notify the Official Participant in writing indicating the reasons for cancellation;
- when holding the National Day, the Official Participants will have the right to involve their own staff for holding the event to ensure safety during the National Day subject to agreement with the Organizer;
- events during the celebration of the National Day shall be open for all visitors free of charge;
- the Organizer will provide the Official Participants with the National Day Stage, as well as basic technical equipment for celebrating the National Day free of charge. *Venue description* is given in **Appendix I**.
- the Official Participant shall be entitled to use additional equipment and materials, other than those specified in the *List of basic technical equipment*, at it's own expense.

Please note that it will be published at *the Events Guidelines*. At the same time, the Official Participant shall cover all the costs related to the use of additional equipment and materials. The cost of buying and renting additional equipment and materials will be published in *the Events Guidelines*;

- regarding the Official Participants benefiting from the Program of Assistance to Developing Countries, the Organizer shall ensure that appropriate events are held and shall cover the expenses thereof. National Days in this respect are arranged by the Organizer together with the Official Participant.

### 3. Application for National day

The National Days Calendar is given in the **Appendix II**. The countries, which have already submitted their applications for National Day, are not required to re-submit them. The Official Participants, who have not submitted an application, should fill in and send the application for National Day (**Appendix III** to the present Guidelines) to the Organizer's email address <a href="mailto:nationalday@expo2017astana.com">nationalday@expo2017astana.com</a> before 1 April 2017. The final list of the approved National Days will be published on the official website <a href="https://expo2017astana.com/en/">https://expo2017astana.com/en/</a> in April 2017.

In case of any changes to the National Day's program or cancelling the National Day, the Official Participants should send a notification addressed to the Organizer before 30 April 2017.

Within 7 (seven) working days the Organizer considers the application and formally approves one of the selected dates or proposes alternative dates, if selected dates have been booked by other Participants.

## 4. Conducting of events as part of National Day

## 4.1. Standard National Day program

The National Day ceremonies may be held in the morning or in the afternoon, starting at 10 a.m. or from 3 p.m. respectively. National Days follow a standard program, which involves elements such as:

- National flag raising and playing the National anthems of the Official Participant and of the Host Country
  - welcome speech by the Host country's representative
  - welcome speech by the head of the Official Participant delegation
  - collective photographing
  - cultural and entertainment events (optional)
  - National parade (optional)
  - visit to the Official Participant's Pavilion
  - photo session
  - visit to the Kazakhstan Pavilion
  - visit of the thematic pavilions and/or other pavilions
  - signing of guestbook
  - press conference (optional).

Standard National Day programs are provided in **Appendix IV & V** of this guide.

### 4.2. Arrival at the National Day Stage

The Official Participant's delegation will arrive at the Exhibition through the entrance for VIP guests located on Uly Dala street. The Official Participant's delegation will walk to the National Day Stage, but if necessary, the Organizer can provide golf carts for the Heads of States.



## 4.3. Ceremony of the National flag raising

Flagstaffs will be placed in close proximity to the National Day Stage. The National flag of the country holding the National Day and the National flag of the Republic of Kazakhstan will be raised after the official speeches of the heads of the delegations at the National Day Stage.

## 4.4. Speeches

The official delegate representing the Republic of Kazakhstan will deliver a welcome speech, after which the Head of the delegation of the Official Participant holding the National Day will deliver a speech. The Official Participant should send the text of an opening speech to the Organizer (<u>nationalday@expo2017astana.com</u>) no later than 10 days prior to the National Day. After speeches a collective photography will be made.

#### 4.5. Cultural and entertainment events

After the official ceremony, the Official Participant will conduct, at its discretion, 30-minute cultural and entertainment events at the National Day Stage.

The cultural and entertainment program will allow the Official Participants to demonstrate the best examples of national culture and demonstrate cultural heritage to the Exhibition's visitors.

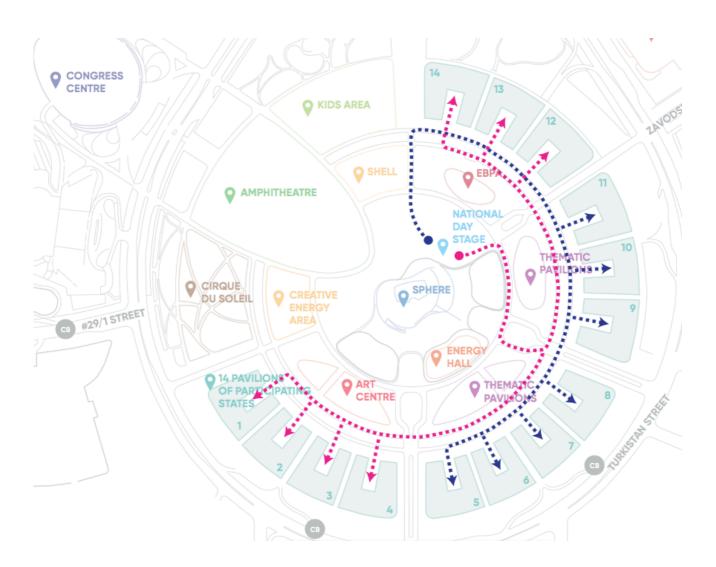
The Organizer welcomes the use of "Future Energy" theme by the Official Participant when holding cultural and entertainment events of the National Day.

Some of the cultural and entertainment events may be held in the pavilion of the Official Participant separately from the Official program.

## 4.6. National parade

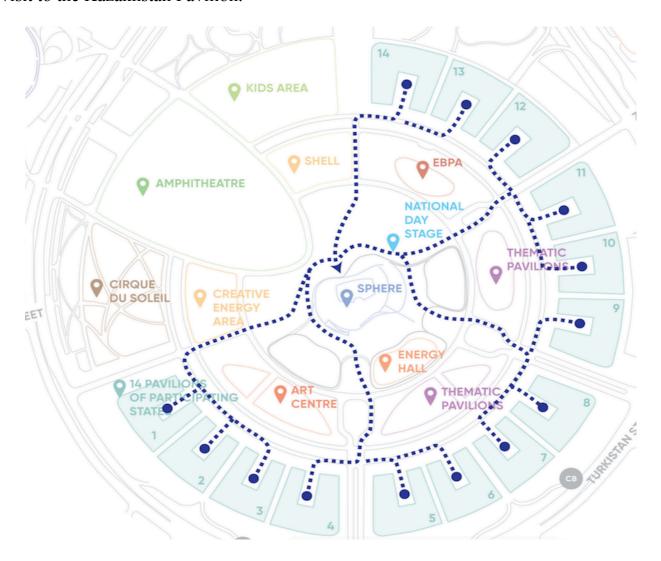
The National Day program includes a National parade, but is not obligatory and is conducted at the discretion of the Official Participant. If the Official Participant expresses the wish to hold the National parade, it should be indicated in the National Day program submitted to the Organizer.

The National parade will begin from the National Day Stage and will be finished near the National Pavilion of the Official Participant. The parade in other places will be prohibited.



### 4.7. Visiting the Pavilions

The delegation will visit the Official Participant's Pavilion, after which there will be a visit to the Kazakhstan Pavilion.



### 4.8. Signing of guestbook and photo session

After the visit to the Kazakhstan Pavilion, the head of the delegation will sign the Guest book and participate in the photo session together with other members of the delegation.

### 4.9. Press conference

Press conference will be held at the Media Center on the initiative of the Official Participant and upon pre-approval by the Organizer (10 days prior to the conference). The press conference is not obligatory. The application form is provided in the **Appendix VI**.

For the press conference and briefings, the Official Participant must complete an application form (refer to **Appendix VI**) and send it to **mediacentre@expo2017astana.com.** 

Media representatives, being members of the delegation of the Official Participant, shall accomplish the required accreditation procedures for Official Delegations. The

number of media representatives that may be accredited for each Official Delegation should be agreed upon between the Official Participant and the International Participants Relations Department of "Astana EXPO-2017" NC.



#### 4.10. Lunch and/or dinner

The official lunch and/or dinner for the Official Participants will be arranged by the Organizer in the restaurant. Up to 10 members from the Official Participant's delegation will be invited for lunch/dinner. If there are more than 10 members, the Commissioner has to apply to the Country Manager via e-mail in a free form letter.

If the Head of State or the Head of Government of the Participating country attends lunch/dinner, the number of guests of the Participant may be increased with the approval of the Organizer. In that case the Official Participant has to apply via e-mail in a free form letter with increased number of guests. The pre-approval shall to be given by the Department of Public Relations. The Organizer will subsequently inform the Official Participant whether it is possible to increase the number of people attending lunch/dinner.

The Official Participant must submit to the Organizer the information about dietary restrictions of the invited delegation members 10 days prior to the National Day.

The Official Participant can arrange lunch/dinner at its own discretion and at its own expense for the rest of the delegation.

## 4.11. End of the official program and farewell

Upon the end of the official program, the representatives of the Official Participant will be accompanied to the entrance for VIP guests.

### 5. Organizational matters of the National Day's events

#### 5.1. Accreditation and admission tickets

For successful organization of the official and cultural events during the National Days, the Organizer will provide accreditation passes and admission tickets to the members of the delegations, artists and staff of the Official Participant.

Accreditation passes should be obtained in the prescribed manner in accordance with **Special Regulation No. 13** governing admissions to the site and with the Guidelines for accreditation.

All applications should be submitted exclusively through the person responsible for the accreditation. At the same time, quotas and categories of Participants will be approved by the International Participants Department.

The Official Participants would need to submit the list of delegates who will take part in the National Day to the Organizer, as well as their transport details for timely obtainment of accreditation passes. The Organizer will not guarantee the issuance of accreditation passes if the application is submitted less than **5 working days** before the National Day.

The Organizer will give free admission tickets to the Official Participants in accordance with the pavilion size at the rate of 1 ticket per 1.5 sq.m. (rounding upward, if necessary). Additionally, the Organizer will give 100 free tickets to the country hosting National Day, which will be valid only for this day.

The procedure for granting tickets for the participating countries will be given by a country manager upon request.

# 5.2. Accommodation and transport

Vehicles of the delegations shall deliver the Official Participants to the VIP gate located on Uly Dala street. At the end of official events, the delegations shall return to their vehicles located in special parking spaces near the VIP gate.

The Official Participant shall submit information on the number of parking spaces required for the delegation.

The necessary information regarding accommodation is included in the Guidelines for the EXPO Village.

## 5.3. Developing countries assistance program

The Organizer will provide full financial support to the Official Participants benefitting from the Developing countries Assistance program, who wish to hold a National Day.

Within the framework of the Developing countries assistance program, the Organizer will bear the following expenses:

- 1. Return air tickets (1 VIP + 9 Observers);
- 2. Accommodation (1 VIP + 9 Observers);
- 3. Travelling allowance (1 VIP + 9 Observers);
- 4. Cultural and entertainment program. Payment of artists' expenses up to the limit set by the Organizer. The Organizer will send the amount of limit for the payment of artists' fees to each participant individually.
- 5. Vehicles (1 vehicle + 1 minibus per each joint pavilion);
- 6. Cocktail reception;
- 7. Visa support;
- 8. Medical insurance.

### 5.5. National flag

The Official Participants shall submit to the Organizer the examples of the National flag in Adobe Illustrator and CorelDRAW, as well as information about colors (according to Pantone color model). More detailed information about flags is given in the Protocol Guidelines.

#### 5.6. National anthem

The Official Participant shall send an electronic file with the record of the official National anthem and the musical score of the National anthem. Musical score of the National anthem shall be provided in PDF.

## 6. Venues for the National Day

# 6.1. National Day Stage

National Day stage is a special area provided by the Organizer to hold the official part of the National Day and the cultural and entertainment program.

National Day Stage is a covered construction with the stage 9,5 m of width, 8,3 m of depth and 7,2 m of height, which allows installing additional sound and lighting equipment depending on the complexity of the technical rider of the event.

# Appendix I National Day Stage









Temporary stage construction with the roof, located on the territory of the EXPO site. The main purpose of constructing this venue is to get a convenient stage for organizing National Days, including protocol and entertainment parts of the event. The scenario of the National Day can also include National Parade, which should start at the National Day stage and finish at the Country's national pavilion.

**Technical specification of the stage** 

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Construction type	Temporary	
Measurements of the	Width - 9,5m; depth - 8,3m; height - 7,2m	
stage		
Load capacity	Stage: 250 kg per sq.m. Roof: 5 tons maximum	
Lighting equipment	Available	
Sound equipment	Available	
Video equipment	Available	

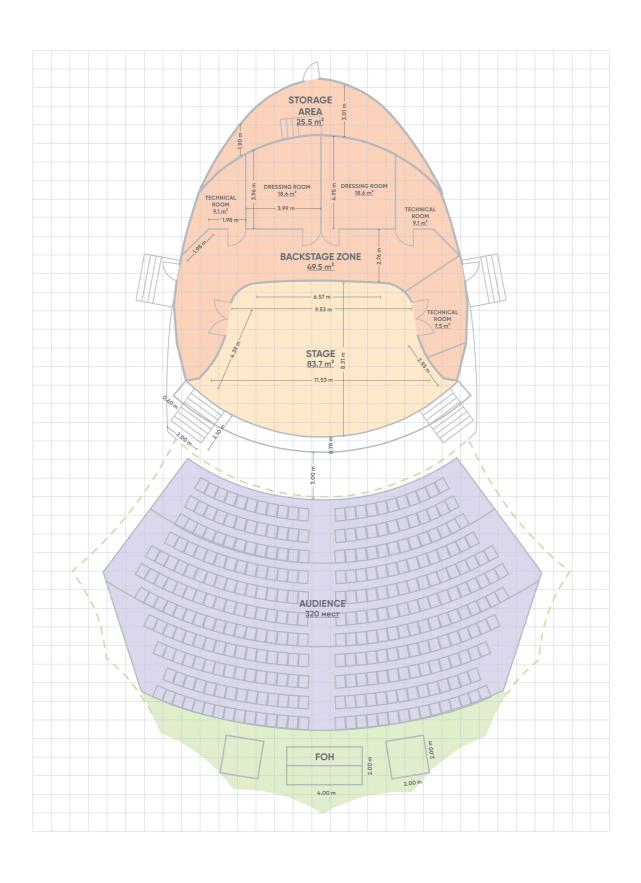
#### Audience

Capacity	320 seats
Type of seats	Chairs located under tent

**Additional Opportunities** 

Dressing rooms	2 rooms behind the stage		
Flagpoles	4 flagpoles, installed near the National Day stage.		
	One of them is available for raising a		
	National Flag during the Ceremony		

# **NATIONAL DAY STAGE**



# Appendix II

# National Days Calendar as of 27.02.2017

Date	Country	Notes
10 June 2017		Opening Ceremony
11 June 2017		
12 June 2017	Republic of Tajikistan	
13 June 2017		The United Nations (UN) (all day)
14 June 2017	Republic of Austria (all day)	The International Science and Technology Center (ISTC)
15 June 2017	Ukraine	<u> </u>
16 June 2017	Africa Plaza Day	
17 June 2017		
18 June 2017		
19 June 2017		
20 June 2017	Republic of Finland	
21 June 2017	French Republic	
22 June 2017	Kingdom of the Netherlands (all day)	
23 June 2017	Republic of Lithuania	
24 June 2017	•	
25 June 2017	Principality of Monaco (all day)	
26 June 2017	United Kingdom of Great Britain and Northern Ireland	
27 June 2017	Republic of Djibouti     State of Qatar	
28 June 2017	Republic of Serbia	
29 June 2017	State of Israel	
30 June 2017	<ol> <li>Democratic Republic of the Congo</li> <li>Georgia</li> </ol>	
1 July 2017	Union of the Comoros	
2 July 2017		
3 July 2017	Arab Republic of Egypt (second half of the day)	
4 July 2017	<ol> <li>People's Democratic Republic of Algeria</li> <li>United States of America</li> </ol>	
5 July 2017	People's Republic of China (all day)	
6 July 2017		Astana City Day
7 July 2017	Solomon Islands	
8 July 2017		
9 July 2017	<ol> <li>Republic of Azerbaijan</li> <li>Republic of Latvia</li> </ol>	
10 July 2017	Malaysia	

Date	Country	Notes
11 July 2017	, and the second	Organisation for Economic Co-operation Development (OECD) (all day)
12 July 2017	<ol> <li>Republic of Ghana</li> <li>Federal Republic of Germany</li> </ol>	
13 July 2017	Burkina Faso	
14 July 2017	11 countries of the Caribbean Community	
15 July 2017	Czech Republic	Shanghai Cooperation Organisation (SCO)
16 July 2017	Kingdom of Saudi Arabia	
17 July 2017	Kingdom of Spain	
18 July 2017	Slovak Republic	
19 July 2017	Republic of Korea	
20 July 2017	Democratic Socialist Republic of Sri Lanka	
21 July 2017	Kingdom of Belgium	
22 July 2017	Japan (all day)	
<ul> <li>1. Federative Republic of Brazil</li> <li>2. Independent State of Papua New Guinea</li> </ul>		
24 July 2017	Romania (all day)	
25 July 2017	Republic of Singapore	
26 July 2017	Republic of Cuba	
27 July 2017	The Hashemite Kingdom of Jordan	
28 July 2017		
29 July 2017	Republic of Paraguay	
30 July 2017		
31 July 2017	Kingdom of Lesotho	
1 August 2017	Republic of the Gambia	
2 August 2017		
3 August 2017		
4 August 2017	Islamic Republic of Iran	
5 August 2017	<ul><li>1. Kingdom of Tonga</li><li>2. Republic of Uzbekistan</li></ul>	
6 August 2017	Plurinational State of Bolivia	
7 August 2017		
8 August 2017		
9 August 2017	D 11: 07: 1	
10 August 2017	Republic of Turkey	
11 August 2017	Swiss Confederation	
12 August 2017	Kingdom of Thailand	
13 August 2017	Islamia Danuhlia of Paleistan	
14 August 2017 15 August 2017	Islamic Republic of Pakistan	
13 August 2017	Republic of India	

Date	Country	Notes
	1. Republic of Fiji	
16 August 2017	2. Republic of Belarus	
17 August 2017	Independent State of Samoa	
18 August 2017	<ol> <li>Republic of Madagascar</li> <li>Hungary</li> </ol>	
19 August 2017	Islamic Republic of Afghanistan	
20 August 2017		
21 August 2017		
22 August 2017		
23 August 2017		
24 August 2017	Central African Republic	
25 August 2017		
26 August 2017	Republic of Sierra Leone	
27 August 2017		
28 August 2017	Republic of Angola	
29 August 2017	Social Republic of Vietnam	
30 August 2017		Constitution Day of the Republic of Kazakhstan
31 August 2017	Kyrgyz Republic	
September 2017		
2 September 2017	Republic of Honduras     Holy See	
September 2017	Republic of Guatemala	
September 2017	Tuvalu	
September 2017	Italian Republic	
September 2017	United Arab Emirates	
7 September 2017	Republic of Poland (all day)	
September 2017	Russian Federation	
9 September 2017	Bureau International des Expositions	
10 September 2017		Closing Ceremony

# **Application for National Day**

Application date:	 	(d)	(m)	(y)
Country:				

№	General information	Notes
1.	Preferred date of the event	It is necessary to provide 3 options of preferred dates of the National Day indicating the start time of the event (Either 10 a.m. or 3 pm)
2.	Proposed Program of the National Day	The program of the National Day should include the following ceremonies\events: National flag raising, playing the National anthem, welcome speech of the head of the Official Participant delegation, welcome speech of the Host country's representative, cultural and entertainment events (up to the Participant), National parade (up to the Participant), visit to the Official Participant's Pavilion, photo session, visit to the Kazakhstan Pavilion, signing of guestbook, press conference (up to the Participant).
3.	Type of cultural and entertainment activities if any	Concert, theatrical performance and etc.
4.	Technical rider	Technical requirements for the event implementation
5.	Members of the delegation	Expected number of event participants from the Official Participant
6.	Manager, in charge of this event, contact details	Full name, position, local telephone number, mobile phone number, email address
7.	Number of parking spaces required for delegations	

Send application to the email address: nationalday@expo2017astana.com
Organizer's contact details: Astana EXPO 2017' NC' JSC, tel: +7 717 2 938633,
Address: 55, Orynbor street, Astana, Yessil district, 010000, Republic of Kazakhstan.

# **Standard National Day Morning Program**

Time without cultural program	Time with cultural program	Programm
09.30 - 10.00	09.30 - 10.00	The arrival of the delegation of the International participant to the VIP-entrance  Official delegation of the International participant meets the Protocol Service and then accompanies it to the National Day Stage. The movement is carried out on foot / on electric cars on request.  On the National Day stage a head of the delegation of the International participant meets: a high representative of the organizer, a senior representative of the BIE, Exhibition Commissioner and / or the representative of the Government of the Republic of Kazakhstan. (10 min)
10.10	10.10	Playing the national anthem of the Republic of Kazakhstan  Moderator announces the beginning of playback of the national anthem of the Republic of Kazakhstan.  The state flag is being raised during the playback of the anthem. (3 min)
	10.13	Playing the national anthem of International Participant  Moderator announces the beginning of playback of the national anthem of the International Participant. The state flag is being raised during the playback of the anthem (2 min)
10.15	10.15	Welcome speech by the government representative of Republic of Kazakhstan or Organizer's representative  Moderator invites the representative to the stage (5 min)
10.20	10.20	Welcome speech by the Head of the Official participants delegation  Moderator invites the Head of the delegation to the stage (5 min)
	10.25	Collective photographing Upon completion of the speech by the Head of the delegation, moderator thanks speakers and invites them to a photo session. (5 min.)
	10.30	Completion of the ceremonial part of the National Day

		Moderator announces the beginning of concert (cultural) program / National Parade of the	
		International Participant	
-	10.30	Cultural and Entertainment program (up to 30 min)	
-	11.00	National parade (10-30 min)	
10.30	11.30	Visit of Official Participant's pavilion (30 min)	
11.00	12.00	Visit of the Kazakhstan Pavilion (30 min)	
11.30	12.30	Signing of guest book (5 min)	
11.35	12.35	Photo shoot in Kazakhstan Pavilion (5 min)	
11.40	12.40	Press conference - optional (up to 30 min)	
12.10	13.10	Official lunch hosted by the Organizer	
		End – delegation leaves Expo 2017	

Detailed information should be provided in the forms submitted indicating the name of the official delegation, the head of the delegation who shall make a speech etc., the names of performing artists or groups, description of the cultural events, the names of pavilions to be visited etc.

# Standard National Day Afternoon Program.

Time without cultural program	Time with cultural program	Programm
14.30 - 15.00	14.30 - 15.00	The arrival of the delegation of the International participant to the VIP-entrance  Official delegation of the International participant meets the Protocol Service and then accompanies it to the National Day Stage. The movement is carried out on foot / on electric cars on request.  On the National Day stage a head of the delegation of the International participant meets: a high representative of the organizer, a senior representative of the BIE, Exhibition Commissioner and / or the representative of the Government of the Participant of Kazakhatan (10 min)
15.10	15.10	Republic of Kazakhstan. (10 min)  Playing the national anthem of the Republic of Kazakhstan  Moderator announces the beginning of playback of the national anthem of the Republic of Kazakhstan.  The state flag is being raised during the playback of the anthem. (3 min)
	15.13	Playing the national anthem of International Participant  Moderator announces the beginning of playback of the national anthem of the International Participant. The state flag is being raised during the playback of the anthem (2 min)
15.15	15.15	Welcome speech by the government representative of Republic of Kazakhstan or Organizer's representative  Moderator invites the representative to the stage (5 min)
15.20	15.20	Welcome speech by the Head of the Official participants delegation  Moderator invites the Head of the delegation to the stage (5 min)
	15.25 15.30	Collective photographing Upon completion of the speech by the Head of the delegation, moderator thanks speakers and invites them to a photo session. (5 min).  End of the ceremonial part of the National Day
	13.30	End of the Ceremoniai part of the National Day

		Moderator announces the beginning of concert	
		(cultural) program / National Parade of the	
		International Participant	
-	15.30	Cultural and Entertainment program (up to 30 min)	
-	16.00	National parade (10-30 min)	
15.30	16.30	Visit of Official Participant's pavilion (30 min)	
16.00	17.00	Visit of the Kazakhstan Pavilion (30 min)	
16.30	17.30	Signing of guest book (5 min)	
16.35	17.35	Photo shoot in Kazakhstan Pavilion (5 min)	
16.40	17.40	Press conference - optional (up to 30 min)	
17.10	18.10	Official lunch hosted by the Organizer	
		End – delegation leaves Expo 2017	

Detailed information should be provided in the forms submitted indicating the name of the official delegation, the head of the delegation who shall make a speech, the names of performing artists or groups, description of the cultural events, the names of pavilions to be visited etc.

# Application form for the press conference and briefings\*

№	Application from: (Name / Country / organization)	Date of press conference	Topic of press conference	List of speakers / participants	Additional Information

<sup>\*</sup> For the press conference and briefings, the Official Participant must fill in the above application and send to <a href="mailto:mediacentre@expo2017astana.com">mediacentre@expo2017astana.com</a>.