

WORLD EXPO 2012: 80 MILLION VISITORS ARE ESTIMATED



The whole world is converging together this May in one of the most important events in history. The World Expo 2012 is being attended by more than 100 countries in hopes of furthering world relations and sharing each other's culture and interpretations. With the excitement and all the festivities occurring around the host country, South Korea began construction of the site in May 12 in the city of Yeosu.

This year the event means so much more, especially with environmental concerns regarding nature and the conservation of natural resources. With all the major issues happening throughout the world, 'The Living Ocean and Coast' had been chosen as a theme.

The event is expected to generate worldwide attention. Billions of dollars were invested in the construction and the undertaking of the huge event. It has been a long while since the last World Expo had taken place, with the last fair taking place in Shanghai, China in 2010.

The tradition has been culminated and practiced continuously from the last century. The diversity of countries and the attention it gets have increased especially with the development of media. The exposition is expected to have an estimated count of 80 million people with more than half a million more from abroad. Concerns for security and traffic are a major concern for the organizers. With the huge volume of visitors fitting inside an area of 1.74 square kilometers of pavilion spaces, the exposition has to rely on support from the 10 international organizations.

Opening ceremonies were presented by South Korea president Lee Myung Bak. After which the three month event initiated with grand festivities and technological exhibitions. All the countries have their own exhibition space, making sure to expose their own interpretation of the theme centered on their own culture.

In all sense, the benefit of the World Fair has a rather large impact on South Korean economy. With an estimated ripple effect of 12.2 trillion of Korean won produced, it has to be perfectly executed. The added value of another 5.7 trillion won has in effect employed about 80 thousand employees.

The World Fair is an international tradition that has aided in relations for many generations. The fact that it will be held in South Korea will be an economic boom as well as letting the country garner more exposure to the rest of the world. The fair does well to convey the message it wants to tell the rest of the world, with more than 100 countries together in saying it.

Date: 2012-05-21

Article link:

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