

Millions to 'visit' Ontario at Expo '92

Ontario is a Great Place

More than three million people from around the world will soon "discover" the wealth of natural resources and innovative technology that give Ontario a bright future.

Visitors to the Canada Pavilion will also learn how these Ontario riches have "shaped our culture and social values," said Robert LaMarre, Project Manager for the Ontario Exhibit.

Ontario will have a two part program for participation at Expo '92: a Program of Special Events, to be spearheaded by Senior Representative Richard Howard of the Ministry of Industry, Trade and Technology, and the Ontario Exhibit in the Exhibition Hall.

"International events such as expositions are beneficial to the province," said Mr. LaMarre, "because they allow us to showcase our economic achievements to—in this case—the other 110 countries on the Expo '92 site, plus 3.2 million visitors to the Exhibition Hall."

Around 55 percent of expo-goers will be Spaniards. Focus-group testing conducted in Spain by a design team which included Toronto architects Reich + Petch, revealed not many Spaniards know about Ontario.

"However, while they don't connect two of the province's water wonders with Ontario, they have

heard of Niagara Falls and the Great Lakes," Mr. LaMarre said. In fact, generations of children have learned in school that the Great Lakes and their homeland are about the same size as Spain.

"Expo'92 is a golden opportunity to push the idea that "Ontario is a great place to do business, visit or live—in short—to discover that province."

Mr. Howard, Mr. LaMarre, and Trade Officers will be in Seville throughout Expo'92's April 20 to October 12 run. They'll be meeting and greeting many of the thousands of VIP Business and Trade Guests who will visit the Canada Pavilion, and the World Trade Centre every month.

While the exhibits convey a strong message about the province, officials also will be touting how Ontario has developed unique ways to care for its resources, its achievements in science, communications, technology, culture and social values as well as showcasing Ontario products and capabilities.

"On a regular basis, a number of Ontario ministries and Private Sector groups will have officials in Seville for Special Functions, including the World Mining Congress in

May, and Ontario Special Day on September 22," said Mr. Howard.

Planning for Ontario's participation began in the fall of 1990 and besides Tourism and Recreation and Industry, Trade and Technology, the Ministries of Agriculture and Food, Culture and Communications, Energy, Environment, Natural Resources, Northern Development and Mines and Transportation also have been involved in developing the province's show.

The Ontario Exhibit was constructed by Exhibits International of Etobicoke and was shipped to Spain in enormous containers. Assembly took place between January and March.

Divided into three distinctive parts, the Exhibit includes an introduction to Ontario, including a more than striking mural of Niagara Falls, a gigantic map of the world made from Ontario carpeting showing where the province is located relative to Spain, a Niagara Falls sound and light experience, interactive A/V exhibits and special water features including an 800 kilogram sphere of Ontario Granite, floating on water!

In the Natural Resources area of the exhibit, visitors will have a chance to get a close look at Ontario's wealth underground, and



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The project team preparing the Canada Pavilion for Expo '92 consists of personnel from EAITC and the Canadian Government's Expositions and Audio-Visual Services.

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