Introduction

World Expos have been held since 1851, with the sole business to meet, learn and innovate. The most trasnscendental ones are Europe, as the first one ever in 1851 in London, with the Crystal Palace, the 1900 International Exhibition in Paris with the Eiffel Tower and the 1985 in Osaka with the Atomium. The Expos have been organized by different countries, in many cases on the occasion of a cultural event. The World Expos are far more than fairs, as a large number of countries and organizations have participated in the World Expos to promote their economic, cultural and technical developments. The World Expos have also been a platform for better integration in the world community of nations. (1851-1994), followed by an even more powerful government only very strong reflected in World Expos and cross-cultural dialogue became a defining element. For one, the outcome of the World Expos has started to be most valuable and more cross-cultural, more for nations and for the human society as a whole.

The organisation capacity of EXPO 2000 GmbH and EXPO GRUND GmbH can be blamed for the many weaknesses in the case. These companies had no clear vision about how to implement the vision and strategy for mainly the post-use.

The results of the case studies are first given by a short reflection on the implemented strategies. Followed by the resulted strength and weaknesses according to the implemented strategies. The strategic plan is divided in two parts. The first part includes the strategies for the variables; physical, economical and socio-cultural. During the investigation and this study, the five variables were measured according to the parameters visible in Table 1.

Case study results: Hanover Expo 2000 vs Lisbon Expo 98

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The success of a World Expo is measured by the outcome of the event and the strategies that are put in place to achieve this outcome. However, it is not only the event itself that determines the success of a World Expo. The decision-making process and the strategies that are put in place to achieve the desired outcome are crucial in determining the success or failure of a World Expo.

The variable Messuring:

Physical

Investigate the economic parameters: employment rate of the area, tourism rate, new economic activities, new business, etc. Did the city make use of urban economic regeneration? Properly used urban economic regeneration.

Socio-cultural

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