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*Bill I just
received a copy
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approval. It
looks OK to
me. OK
to you?
Jim*

INFORMATION MEMORANDUM

S/S

UNCLASSIFIED

TO: The Secretary of STATE
FROM: EUR - Jim Gadsden
SUBJECT: U.S. Participation in EXPO 2000 World's Fair in
Hannover, Germany

The United States is about to get another black eye in the world's fair business.

The next World's Fair, EXPO 2000, will take place in Hannover, Germany, June-October, 2000. As a result of problems at previous World's Fairs, Congress passed legislation prohibiting USIA from spending any USG funds for such purposes. President Clinton appointed businessman William Rollnick as the US Commissioner General for the Hannover EXPO, giving him the task of raising the funds necessary for an American pavilion from the private sector. The total amount needed is estimated at \$45 million. Unfortunately, without any government funds to back the project, the private sector has been reluctant to commit its own resources. Commissioner General Rollnick has requested that the White House provide \$15 million to construct the pavilion, confident that the private sector would then contribute the funds necessary for the exhibits and activities. Ambassador Kornblum has also approached OMB with the same message. To date, no federal funds have been forthcoming, so no private sector funds have been committed. Best estimates from Embassy Berlin are that we have about one month left to begin construction of the US pavilion if we are to open on time. Absent federal funding for the building, there may be no U.S. presence at the Hannover Fair.

UNCLASSIFIED

*↓ file
World's Fair
Hannover*

Unofficial Translation:

Dear Bill,

In less than 300 days, on June 1, 2000 the first World Exposition in Germany will open its gates. In August 1997 you accepted the invitation for the United States to participate in EXPO 2000 and soon after nominated Mr. William D. Rollnick as American Commissioner General. The Government of the Federal Republic of Germany and the organizers of EXPO 2000 welcomed your decision.

I believe a substantial presentation of the U.S.A. at EXPO 2000 in Germany is unrenounceable / of utmost importance. The significance of the transatlantic partnership between the United States of America and the Federal Republic of Germany should receive an appropriate recognition at the World Exposition.

Lately there has been reasonable concern that the preparations for the US presentation at EXPO 2000 are faced with difficulties particularly as far as the financing of the US participation is concerned. The private sector has made encouraging motions concerning its willingness to financially support the exhibits of the US pavilion.

In order to secure sufficient funding from the American private sector for the construction of the pavilion Mr. Rollnick is striving for an initial contribution from the public sector. Unfortunately, so far no significant result has been achieved. Considering the very tight schedule for the construction of the pavilion, the still pending decision of the US administration could endanger the entire presentation of the United States at EXPO 2000.

In light of this, I would be very grateful if you could look into the matter concerning the financing of the American presentation at EXPO 2000. There is the impression that a respectable participation of the private sector can only be achieved if an initial contribution from the public sector can be secured in time.

Yours sincerely,

Fax bon 5086955895

**BUNDESREPUBLIK DEUTSCHLAND
DER BUNDESKANZLER**

Bonn, den 30. Juli 1999

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MR Dr. Ballandt, 2460

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Vfg.

Seiner Exzellenz
dem Präsidenten der
Vereinigten Staaten von Amerika
Herrn William Jefferson Clinton

Washington, D.C.

Lieber Bill,

In kaum 300 Tagen, am 1. Juli 2000, wird die erste Weltausstellung in Deutschland eröffnet. Ihre Zusage vom August 1997 zur Teilnahme der Vereinigten Staaten an der EXPO 2000 sowie die Ernennung von Herrn William D. Rollnick zum amerikanischen Generalkommissar haben die Bundesregierung und die Organisatoren der EXPO 2000 sehr begrüßt.

Ich halte eine substantielle Beteiligung der USA an der EXPO 2000 in Deutschland für unverzichtbar. Die besondere Bedeutung der transatlantischen Partnerschaft zwischen den Vereinigten Staaten von Amerika und der Bundesrepublik Deutschland sollte eine entsprechende Würdigung auf der Weltausstellung erhalten.

In jüngster Zeit besteht Anlaß zur Sorge, daß es Probleme bei den Vorbereitungen der US-Beteiligung an der EXPO 2000 geben könnte, vor allem hinsichtlich der Finanzierung des US-Beitrags. Der private Sektor hat in ermutigender Weise die Bereitschaft signalisiert, die inhaltliche Ausgestaltung des US-Pavillons auf der EXPO 2000 finanziell zu unterstützen.

- 2 -

Um auch für den Bau des Pavillons ausreichende finanzielle Zusagen von US-Firmen zu erhalten, bemüht sich Herr Rollnick, für den Pavillon eine öffentliche Anschubfinanzierung sicherzustellen. Leider konnte hier noch kein entscheidender Durchbruch erzielt werden. Angesichts des drängenden Zeitplans für den Bau des US-Pavillons könnte die bisher ausstehende Entscheidung der US-Administration die Präsentation der USA auf der EXPO 2000 insgesamt gefährden.

Vor diesem Hintergrund wäre ich Ihnen sehr dankbar, wenn Sie sich der Frage der Finanzierung des US-Betrages zur EXPO 2000 annehmen würden. Hier besteht der Eindruck, daß eine angemessene Beteiligung der US-Wirtschaft am amerikanischen Pavillon auf der EXPO 2000 nur dann zu erreichen ist, wenn die öffentliche Anschubfinanzierung für den Bau des Pavillons noch rechtzeitig sichergestellt werden kann.

Mit freundlichen Grüßen

W.

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ROLL ELLISON

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UNCLASSIFIED



DIRECTOR

*file World Expo
Hannover*

January 20, 1999

Ms. Melanne Verveer
Office of the First Lady
The White House

Dear Melanne:

I want to describe the situation we face with respect to a U.S. presentation at the Millennial World's Fair event in Hannover, Germany in the Year 2000.

Commissioner Bill Rollnick and his deputy, Nancy Ellison, have put together a very creative plan working with representatives of the German government and those who are planning for the event. The plan involves construction of a temporary building/pavilion to house various U.S. exhibitions and is budgeted at more than \$40 million for both the building and presentations during the course of the fair.

However, Bill has discovered that U.S. corporate sponsors who are interested in participating will not gauge their cash contributions to the project in terms that come close to meeting the cost of constructing a the building of this magnitude. They may be willing to share the cost of space for exhibits or presentations, but on a much limited scale.

I can testify, after many conversations with U.S. corporate officers, that there are two reasons for this. First, a World's Fair presentation is simply not a major target for U.S. corporate public relations budgets these days, even one as significant as "Hannover 2000." It is something they will commit to do, but only on a limited budget since there are increasingly more effective ways to spend their promotion budgets. While there is significant corporate interest in participating in the U.S. exhibitions at the Hannover World Fair, the fact is that national governments (the U.S. in this case) have far more interest in an impressive national presentation at a world's fair (national pride, diplomatic recognition, etc) than do corporate and business interests.

Which brings us to the second reason why we will not be able to raise funds for the cost of the building from corporate donors. Bill hears every day what I have heard for six years, what Tony Coelho heard so often while trying to assemble a U.S. presence at Lisbon, "why should the business sector make this a major priority for promotional funds when the federal government is making no provisions for funding from the U.S. budget?" Such declarations are not in the spirit of concern for reducing federal spending, inconsistent with other sentiments often expressed by the corporate sector with respect to federal spending, the fact is we are not likely to get greater corporate contributions, adequate corporate participation, unless our government shows some commitment to seek funds for this presentation in the federal budget.

Ms. Melanne Verveer
January 20, 1999
Page Two

Unless some new effort by the Administration gives more support to the Rollnick efforts to raise funds for the presentation, we may be forced to withdraw from the fair and deal with the diplomatic fallout from a disappointed and frustrated Germany.

But we do have an option. This will take some concentration from the White House and/or a directive from the White House to the State Department or Department of Commerce to get to work on this issue promptly and with some urgency.

What can we do?

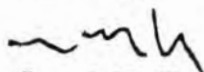
Seek a limited appropriation for the cost of construction of a pavilion from the Congress in the Year 2000 budget, in the amount of \$15 million. The "catch", however, is that the budget will not be a reality until very late this year. We must commit to the construction of the building in the next month or so.

So--what do we do if we want to proceed?

1. Ask Senator Richard Lugar to lead an effort to support an appropriation (most likely by offsets in several Departmental budgets). I have talked with Dick Lugar about this. I believe he would be willing to give leadership here. But an absolutely necessary requirement would be for someone in a major position in the Administration or White House to request his help and assure him of full Administration support in this effort.
2. With this step and a clear effort by the Administration and some members of Congress to seek Congressional support, it might be possible for Bill Rollnick to seek some "bridge loans" to move the building project forward.

This is, in my opinion, the only way we can or will avoid a significant national embarrassment with regard to this event.

Sincerely,



Joseph Duffey

cc: The Honorable Samuel E. Berger
The Honorable John Podesta
The Honorable Larry Stein
Ms. Ellen Lovell
Mr. Robert Kyle

Federal Republic of Germany
The Federal Chancellor

Bonn, January 13, 1999

To the General Commissioners of EXPO 2000
Mrs. Nancy Rollnick
Mr. William Rollnick

Dear Mrs. Rollnick,
Dear Mr. Rollnick:

On behalf of my daughter, I would like to thank you very much for your present. She was very pleased with it. For my part, I recall with pleasure our enjoyable meeting in Washington.

I am sure you are well aware that EXPO 2000 is an important undertaking for me. In particular, the close cooperation of the United States of America with Germany and Europe is certainly one of the most important aspects of this undertaking. I am looking forward to your work in realizing this goal.

Sincerely yours,

(signed) Gerhard Schröder

BUNDESREPUBLIK DEUTSCHLAND
DER BUNDESKANZLER

Bonn, den 13. Januar 1999

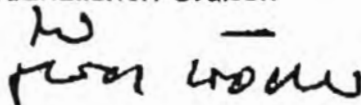
An die
Generalkommissare der EXPO 2000
Frau Nancy Rollnick
Herr William Rollnick

Sehr geehrte Frau Rollnick,
sehr geehrter Herr Rollnick,

Ich möchte mich ganz herzlich im Namen meiner Tochter für das Geschenk von Ihnen bedanken. Sie hat sich sehr darüber gefreut. Auch mir wird die vergnügliche Begegnung mit Ihnen in Washington in Erinnerung bleiben.

Daß die EXPO 2000 in Hannover für mich ein herausragendes Projekt ist, wird Ihnen sicherlich nicht entgangen sein. Gerade die Darstellung der engen Zusammenarbeit zwischen den Vereinigten Staaten von Amerika und Deutschland bzw. Europa und den USA wird sicherlich einer der wichtigsten Punkte dieses Projektes sein. Ich bin gespannt, wie Sie diese Thematik umsetzen werden.

Mit freundlichen Grüßen





DIRECTOR

World Expo - Hannover

January 20, 1999

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Office of the First Lady
The White House

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Sincerely,



Joseph Duffey

cc: The Honorable Samuel E. Berger
The Honorable John Podesta
The Honorable Larry Stein
Ms. Ellen Lovell
Mr. Robert Kyle



USA AT HANNOVER 2000, INC.
USIA RECEPTION CENTER
SIXTH FLOOR
666 FIFTH AVENUE
NEW YORK NEW YORK 10103

January 11, 1999

WILLIAM D. ROLLNICK
COMMISSIONER GENERAL

IN PARTNERSHIP WITH THE
UNITED STATES INFORMATION AGENCY

President William Jefferson Clinton
The White House
Washington, D. C. 20500

Dear Mr. President,

I would like to update you on the challenging reality of the United State's commitment to Expo 2000, the World's Fair in Hannover, Germany, June 1 through October 31, 2000.

When you appointed me to be, not only Commissioner General, but Special Envoy and your Personal Representative, you did so with your avowal that Germany is one of our strongest and most important allies. Germany, too, sees our participation as absolutely essential to the success of their fair. Ambassador Kornblum, who shares these views, has been deeply involved.

Our challenge is twofold: While we have received considerable support from the First Lady and her staff, we do not have the attention and support from senior members of the administration. Which leads us to our second reality; without government support — particularly public funding — corporate sponsors have been reluctant to commit!

We have some sponsors, but we cannot commit to the construction of the United States Pavilion unless we can honorably guarantee its completion costs. If we do not have \$15 million committed by the middle of February, I believe we will have no alternative but to withdraw from the Expo.

Nancy (whom you appointed Deputy Commissioner General) and I have been personally funding all activities to date and in fact, have created designs for a remarkable pavilion, exhibition and cultural schedule which will make America proud.

As I said, we have no commitment of public funds — no contingency back-up to allow us, in good faith, to take money from companies and begin construction. While we suspect sponsorship will come in closer to the Fair dates, without government support at this crucial stage we are lost.

Sincerely yours

William D. Rollnick
Commissioner General and
Special Envoy and Personal Representative
of the President of the United States

WDR/at