



WHAT IS EXPO 2031?

Media Backgrounder



EXPO 2031
MINNESOTA, USA



THE NEXT GREAT AMERICAN WORLD'S FAIR

We are now the official rights holder of the first A1 International Horticultural Exposition in U.S. history

WHAT IS EXPO 2031?

Think of Expo 2031 as a global visitor destination, cultural gathering, innovation showcase, and international festival all in one.

A six-month world horticultural exposition (May–October 2031)

Hosted in Dakota County, Minnesota

Licensed A1 International Horticultural Exhibition (AIPH)

Federally approved by the U.S. Department of Commerce

The next U.S. “World’s Fair–level” event

Expected to draw 6+ million visitors from 100+ countries



WHY HOST EXPO 2031?

Global gatherings like this expand trade relationships, attract global delegations, and create economic engines that remain long after the closing ceremony.

Elevates the United States on the world stage

Strengthens global trade, diplomacy, and cultural exchange

Showcases American innovation in agriculture, horticulture, technology, and sustainability

Catalyzes long-term economic development and tourism

Leaves a lasting public legacy for future generations



WHERE HUMANITY AND HORTICULTURE MEET

This Expo is built around a powerful idea: how humanity and the natural world co-create the future.

Human/Nature
Where Humanity and Horticulture Meet

Expo 2031 Theme: *Human / Nature*

A global stage exploring the relationship between people and the natural world

Focus on climate innovation, resilient agriculture, food systems, health, and future living

Immersive visitor experience across five USDA-aligned climate zones



A 240-ACRE GLOBAL DESTINATION

This is a purpose-built site comparable to theme-park-level horticultural destinations.



240 acres of Horticultural, Agricultural, and U.S Travel Consumer Experiences
Five immersive Biodome Zones (Arid, Tropical, Temperate, Continental, North Star)
Nine Thematic Pavilions aligned with Industry Sectors
USA Pavilion at the center — a Permanent Legacy Landmark
Smart Technology Spine powering the Future Living District



SIGNATURE PAVILIONS & ZONES

Each pavilion invites nations, industries, and innovators to showcase their contributions to the future.

USA Pavilion – legacy landmark on pollinator-shaped lakes

Future Technology Pavilion – AI, robotics, digital twins, next-gen mobility

Health & Well-Being Pavilion – longevity, medical tech, wellness innovation

Agriculture–Food–Water–Energy Pavilion – future food + climate innovation

Multimedia Studio – live broadcast center, influencer suites, news hub

Women’s Pavilion, Secret Garden Wedding Pavilion, and more



THE GLOBAL HORTICULTURE COUNCIL

*This is not a traditional top-down model.
It is a collaborative design ecosystem with industry and global partners at the table.*

24+ committees shaping the Expo's Design (*initially 10 Industry Sectors*)

Includes leaders from horticulture, agriculture, energy, tech, health, tourism, multimedia, and more

Founding Partners and Committee Chairs co-design the Expo experience

International delegations engaged through diplomatic outreach and global convenings



ECONOMIC & COMMUNITY DEVELOPMENT

Expo 2031 is one of the largest economic opportunities Minnesota will see this decade.

6+ Million Visitors over 6 Months

Thousands of Jobs generated during Design, Construction, and Operations

Long-term Tourism Brand Lift for Minnesota

New Global Gateway for Business Attraction and Trade

Anchors a Future Living District — Mixed-use, Smart Technology Legacy Development



THE LEGACY / A FUTURE LIVING DISTRICT

The Expo lasts six months — the legacy lasts generations.

A permanent Mixed-use District built after the Expo

Housing, R&D, Tourism, Retail, Green Spaces, Trails, Edutainment and Innovation Hubs

Anchored by the permanent USA Pavilion

Designed as a “Living Smart Living District of the Future“

Long-term Economic Development Engine for Dakota County and Minnesota



WHY ENGAGE NOW

Expo 2031 is happening. Now is the moment to claim leadership, visibility, and involvement in shaping it.

Federal Approval Secured — the project is finalizing its Master & Planting Plan development

Founding Partner status open until December 31, 2025

Committee Leadership roles are being filled now

Early Investor Partners shape Design, Programming, and Long-term Legacy Opportunities

A Once-in-a-Generation Chance to help Build America's Next Great World's Fair



EXPO 2031 
MINNESOTA, USA

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