

Care in the square

Geberit an der Weltausstellung 2015 in Mailand



↑ The Swiss pavilion at Expo 2015 in Milan has the motto "Confoederatio Helvetica" and offers visitors typical Swiss food. As a company that is committed to the principles of sustainability, Geberit supports the Swiss pavilion.

Expo 2015, which will take place in Milan from the beginning of May to the end of October, will be held under the theme "Feeding the Planet, Energy for Life." 144 countries are participating in this universal exposition. Geberit is a partner of the spectacular Swiss pavilion.

Expo 2015 is dedicated to the big issue of feeding the planet. The Italian organisers expect a total of 20 million visitors, with a large number coming from abroad. The numerous pavilions representing the participating countries will therefore be the focus of global attention for 184 days.

The cornucopia is emptying

Geberit opted for a partnership with the Swiss pavilion, which bears the name "Confoederatio Helvetica". Covering a total area of 4,432 m², this pavilion is a large open space featuring four towers that can be seen from afar. These towers are filled with typical Swiss food to which visitors can help themselves. As the towers are slowly emptied over the course of the expo, the platforms on which they rest are also

lowered, changing the structure of the pavilion. The gradual emptying of the towers will be continuously documented, thus encouraging visitors to reflect on their own consumption and lifestyle habits.

The Swiss pavilion was designed by the young team of architects at Netwerch AG in Brugg. The sanitary technology in the buildings is from Geberit. For example, the toilet facilities are equipped with AquaClean shower toilets.

Committed to sustainable action

For decades, Geberit has been demonstrating that it is possible to act in a way that is economically profitable as well as both socially acceptable and environmentally compatible. The sustainability strate-

gy pursued by Geberit covers all activities and business areas. It ranges from product development (materials, design/construction, quality, spare parts), production (processes, emissions, systems) and logistics right through to personnel policy.

Furthermore, the company finances an aid project each year where Geberit apprentices make a real contribution to improving the quality of life of people in need. Having already completed projects in Cambodia, Indonesia, Ecuador, South Africa, Romania and India, Geberit is looking forward to continuing this commitment this year.

As a result of this entrepreneurial approach, Geberit has been deemed one of the most sustainable companies in the world by nu-

merous expert committees from business and finance. Against this backdrop, Geberit's role as a partner at Expo 2015 represents a logical continuation of a commitment that it pursues with conviction. ←

* A play on "Confoederatio Helvetica" – the official Latin name for Switzerland



↑ The Swiss pavilion's design was the work of the young team of architects at Netwerch.

Feeding the Planet, Energy for Life

Expo 2015 in Milan

- 184 days
- 144 participating countries
- 1,000,000 m² of exhibition space
- 20 million visitors expected

Swiss pavilion

- 4,432 m² of exhibition space
- Cost of the pavilion: CHF 23 million
- 2 million visitors expected

Further information about the Swiss pavilion at Expo 2015:

www.padiglionesvizzero.ch