

Tuesday, June 14, 2022

Avenida de Cervantes, 4 Málaga - 29016 - Tlf. 951 92 60 10

Málaga's candidacy to Expo2027 is also present at the Des-Digital Enterprise Show

A sustainable stand is offering information on this project to visitors of the event that is being held from today at the Congress Hall

Málaga's candidacy to Expo2027, i.e. "The Urban Era: Towards the Sustainable City" has a stand at the DES-Digital Enterprise Show which is being held at the Congress Hall (FYCMA, in its Spanish acronym) from today and until 16th of June. The stand has been made using 100% sustainable, reusable and environmentally-friendly materials to follow the theme of the candidacy, which promotes innovation and sustainability as a way to improve the quality of life in the cities.

The laminated flooring has been made of natural transpirable cork, which also contributes to air improvement. The walls have been made with wood from sustainable-certified forests which implement responsible forestry and selective logging processes. The use of photocatalytic fabric to cover the ceiling is one example of the latest technologies that have been used on the stand. This material enables air purification by converting CO2 into oxygen through a photocatalytic process, thus becoming an ally in the purification of the air that is so necessary in our cities. Visitors will find a QR code next to each element of the stand providing information on the specific material.



The stand's design has been inspired on the circles of the official logo of Málaga Expo2027 and on the SDGs. Additionally, all the components of the stand are easy to disassemble, making it very convenient to transport it around, especially given the fact that it will be travelling to the various exhibitions and events, such as the promotion of Málaga's candidacy to Expo2027, until June next year.

You can watch the candidacy's official video here and obtain merchandising, which is all made of sustainable and fair-trade products.

"The Urban Era: Towards the Sustainable City"

The Expo2027 would be held in Málaga from 5th of June to 5th of September and the main reason to organise this event is its theme, which is relevant to every country and organisation at a global scale. In this regard, it is essential to remember that in the nearly two decades between this Expo and the Expo held in Shanghai back in 2010 that was dedicated to the city of the future, the world's population will have increased by 1,600 million inhabitants mainly settled in cities. In 2050, over three quarters of the world's population will live in cities and it is necessary to sit back and reflect upon how we can make demographic growth and sustainability compatible.

The theme of this event therefore affects all countries, regardless of their level of development and confronts them with the challenge of using innovation as a tool to change the current model. This change must have the Sustainable Development Goals set out by the UN for 2030 as guidelines. Together with the main theme, other

selected subthemes are also relevant such as citizenship, innovation and the environment. Avenida de Cervantes 4, Málaga - 29016 - Tlf. 951 92 60 10

Please visit <https://expo2027.malaga.eu/en> [<https://expo2027.malaga.eu/en>] and the social media for information on the project, which started in 2019.