

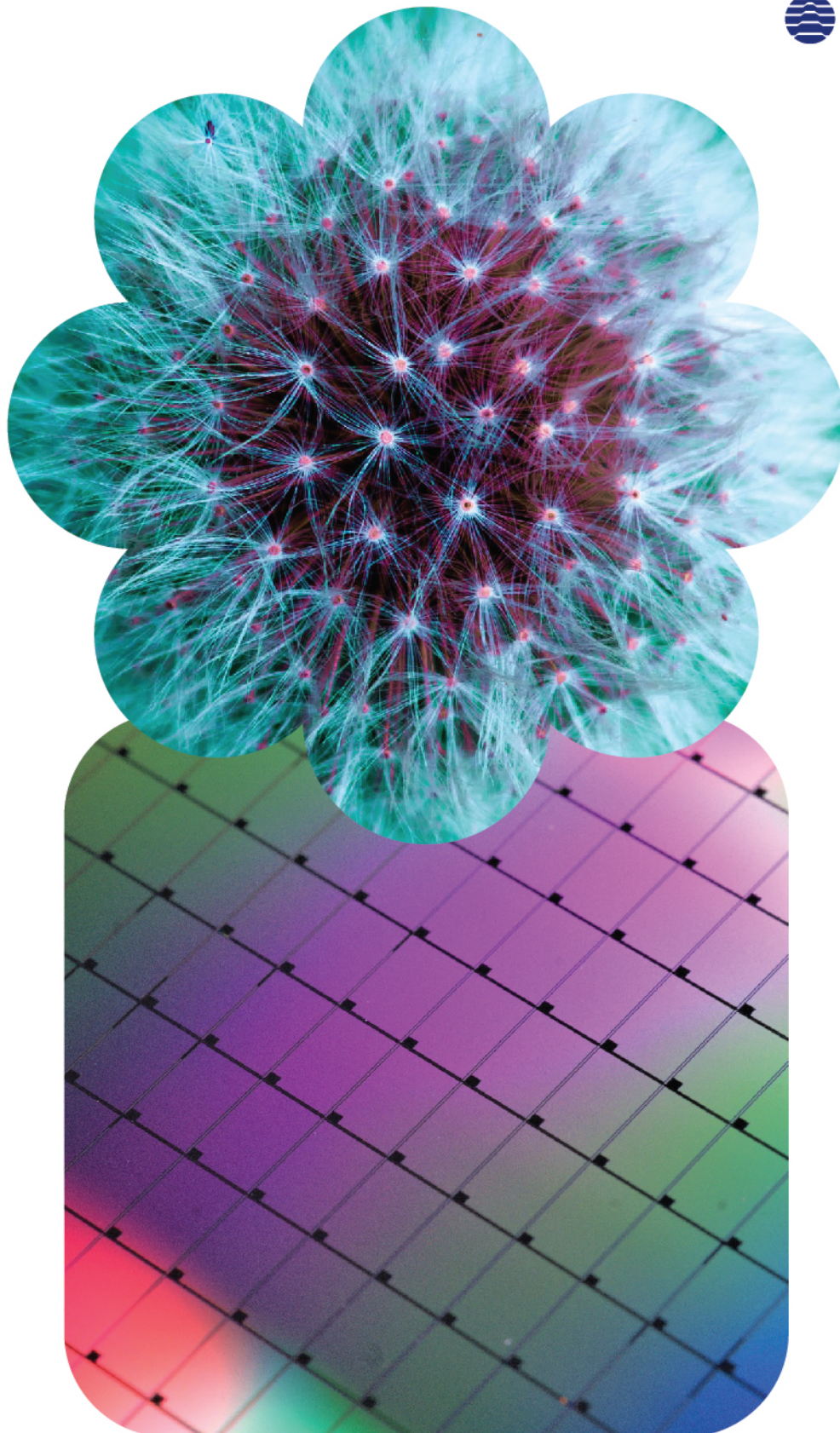
Future of Life


Living in Harmony,
Sharing Prosperity



EXPO 2028
PHUKET | THAILAND

 Specialised Expo 2027/28
Candidate





“
Expo 2028 Phuket Thailand
will unlock the path towards
a strong, sustainable and
resilient future living for all.
”



Vision Statement

Expo 2028 Phuket Thailand

will advocate innovative and collaborative solutions towards
a sustainable and equitable future by 2030 and beyond,
under the theme
"Future of Life: Living in Harmony, Sharing Prosperity",
focusing on People, Planet and Prosperity.



Expo Date

20 March – 17 June 2028

(90 days)



Fast Facts

about Expo 2028 Phuket Thailand



Theme

Future of Life:

Living in Harmony, Sharing Prosperity



Subthemes

- Life and Well-being (**People**)
- Human and Nature (**Planet**)
- Mutual Prosperity (**Prosperity**)

The Expo that matters!

Theme

Future of Life:

Living in Harmony, Sharing Prosperity

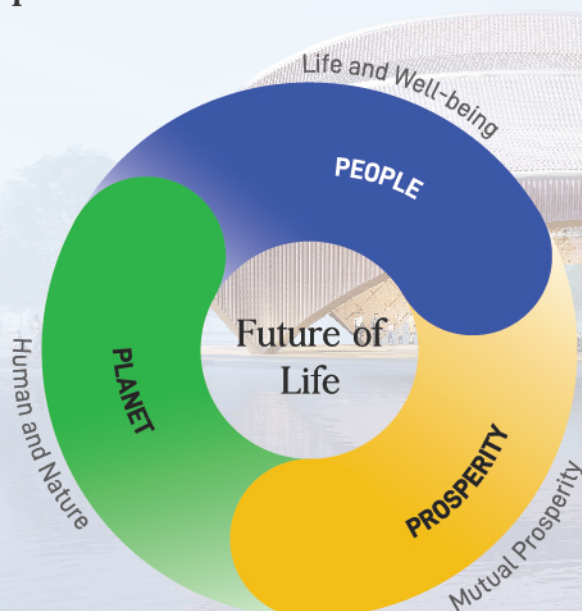
The world today faces a multitude of increasingly severe and complex issues that adversely impact the lives of People, the health of the Planet, and the path to Prosperity. These global issues require global solutions. It is on us to find innovative and collaborative solutions to overcome these issues and move forward for a better future living for all. We have come so far as a species, but together we can do more as a civilization.

The theme "Future of Life: Living in Harmony, Sharing Prosperity" reflects Thailand's vision for a sustainable and equitable future.

The inspiration lies in our unwavering commitment to the United Nations 2030 Agenda for Sustainable Development, where we believe **"People, Planet and Prosperity"** are inextricably intertwined and key to a brighter future.

Subtheme

Concept of Subthemes



“Unlock the path towards sustainable future living for all”
through 3 subthemes:



Subtheme 1
**Life and Well-being
(People)**

**Go far beyond to reach within:
an integration of technology and wisdom**

Tackling the issues impacting **People**, with an aim to build quality living, supported by quality healthcare and education, gender equality and equity among all groups of society, as well as tailored approaches to meet unique individual needs and requirements by embracing and integrating local knowledge and wisdom with technologies and innovation.



**Restore balance to realise the future
through partnership and collaboration**

Restoring balance between human and nature and prioritising environmental sustainability in tandem with growth, including through responsible production and consumption, decarbonisation, conservation of the eco-systems and biodiversity, and collective actions to address climate change, paving the way towards a healthy **Planet** for future generations.



Subtheme 2
**Human and Nature
(Planet)**

**Aspire to bridge the gap for a better
future where everyone prospers**

Redoubling efforts to deliver inclusive and equitable gains for all, bridge the gap between the haves and the have-nots, the developed and the developing, and eliminate inequalities for all people and countries without leaving anyone behind, supported by strong institutions, infrastructure and communities, in order to ensure that **Prosperity** is shared, and all can grow and thrive inclusively and equitably.



Subtheme 3
**Mutual Prosperity
(Prosperity)**





The Expo with Contributions

Expo 2028 Phuket Thailand will be a platform to stimulate dialogue and foster tangible solutions for the benefit of all. We aim to inspire everyone to explore their own innovative and collaborative ways to a future living of peace and harmony: where health and wealth are in balance, where all lives can thrive and prosper, where environment and nature are restored. Everyone, big or small, can play a role and make a difference.

Global Level



- ✦ **Fostering global dialogue**

to promote cooperation and partnerships to address challenges particularly those beyond borders, such as climate change, migration, supply chain disruptions, health threats, and inequalities.

- ✦ **Phuket Declaration: Advocating new initiatives to foster**

"Harmony Index" of life, to support harmony living and shared prosperity, for example voluntary commitments and pledges by young international leaders.

- ✦ **Sharing knowledge and best practices**

to create a long-lasting impact for community health and well-being for the future generations, not only in Thailand but the citizens around the world.

Regional Level



- ✦ **Connecting potentials and possibilities**

through Thailand's strategic location as a gateway to the heart of the Southeast Asian emerging market, as well as the crossroads between ASEAN and other dynamic markets and engines of growth in Asia, allowing access to a burgeoning consumer population overseas. Expo 2028 Phuket will serve as a springboard to generate momentum, drive changes and accelerate towards the global goals. Given the extensive regional linkages and connectivity, Thailand is confident that the Expo 2028 will further facilitate and connect people and businesses, boosting economic activities to the region.

Individual Level



- ✦ **Offering unique opportunities**

for Startups, Innovators, and Wisdom Bearers across all nations, empowering them as co-creators to explore modern technology and innovation alongside traditional wisdom to create mixed solutions and unlock endless possibilities to tackle global challenges facing the People, Planet and Prosperity.

- ✦ **Inspiring everyone**

to pivot towards responsible and sustainable mindsets and actions, celebrating and tapping into local knowledge, wisdom, creativity, and entrepreneurial spirit to find unique solutions for each individual community. Education programs dedicated to health and wellness collaboration are crafted to create long-lasting impact for community health and wellbeing for the next generation not only in Thailand but for citizens of the world.

Phuket, Thailand:

a beautiful canvas to host Expo in 2028

Thailand, as a renowned world-class destination for wellness and medical tourism, offers a platform for all countries, as well as individuals, with a mutual passion for a better world to share resources, knowledge, and expertise in search for innovative and collaborative solutions for the future of life beyond 2030.

Phuket, the famed paradise of the Andaman, is not only exceptional for its scenic nature but for its diversified ecosystem, people with pioneering spirit, and culture that have carried the city through various challenges and given it hope for a brighter future. Phuket has emerged stronger and more resilient in the face of adversity.

01

Opportunity to reach an emerging marketplace with ASEAN+6 collaboration

02

Our dedication and collaboration

03

An experienced host country



04

World-class hospitality

05

Rich biological and cultural diversity

06

A unique ecosystem for resilient and sustainable living

Thailand enhances international collaboration as a key to success for hosting the Expo 2028 Phuket Thailand by presenting an opportunity to an emerging market with over 660 million people, or even bigger market of half of the world population when combining with ASEAN+6.

Thailand's nomination to host Expo in 2028 is supported by a strong coalition of key partners to ensure its success. Most importantly, the local communities in Phuket are driven and fully committed to doing their part for the Expo and showcasing their strengths to the world.

Thailand has extensive experience in hosting world events, for instance APEC 2022, the A1 Horticultural Expo 2006 in Chiangmai, as well as the upcoming International Horticultural Expo 2026 in Udonthani, guided by the warm Thai hospitality, value-for-money facilities, professional and quality services, and world class infrastructure.



Bureau
International
des Expositions



AIPH

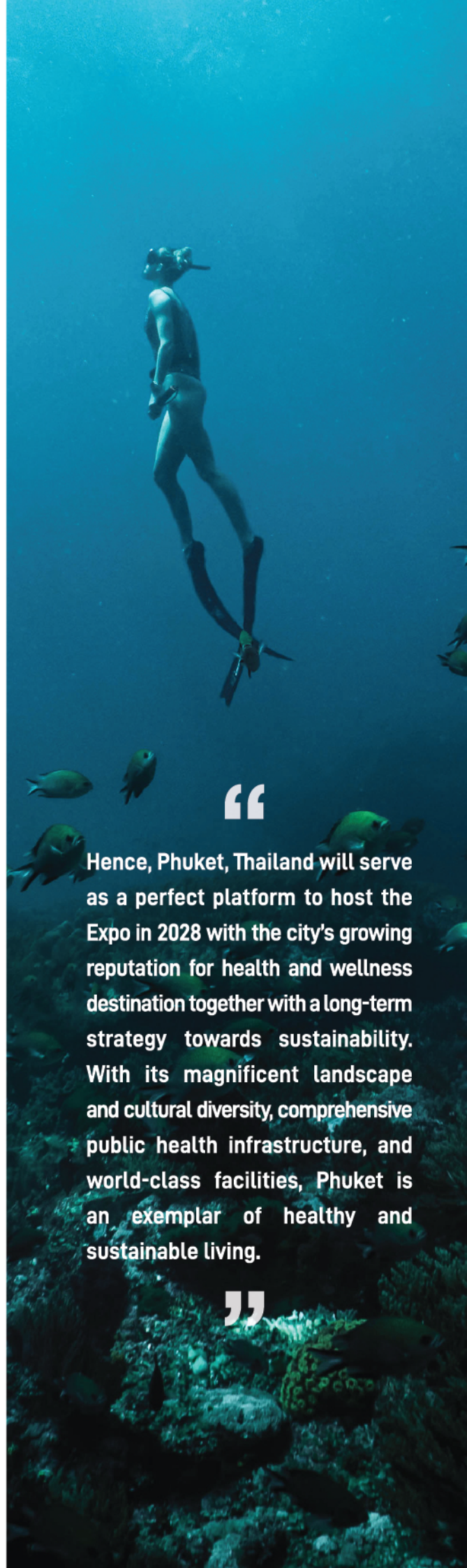


Royal Flora
Ratchaphruek
2006

With well-established supporting industries such as services, hospitality, gastronomy, medical and wellness, coupled with quality human and natural capitals, Phuket is well-equipped to provide a conducive environment for advancing dialogue for solutions and collective actions to address today's most challenging issues.

Phuket's rich biodiversity provides valuable input for an innovative growth model known as the bio-economy, while its vibrant cultural diversity contributes to a thriving creative economy fueled by artistic and innovative ideas and products.

Collaboration and solidarity are key contributing factors behind the resilience and strength of Phuket's economy and society. In the long term, Phuket is committed to building a strong, resilient and sustainable future, putting efforts in providing quality infrastructure and services such as healthcare, while also offering a unique enabling ecosystem for a new way of living and doing business.



“

Hence, Phuket, Thailand will serve as a perfect platform to host the Expo in 2028 with the city's growing reputation for health and wellness destination together with a long-term strategy towards sustainability. With its magnificent landscape and cultural diversity, comprehensive public health infrastructure, and world-class facilities, Phuket is an exemplar of healthy and sustainable living.

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The Expo Site

at the Pearl of the Andaman

Expo 2028 Phuket Thailand will be located on a dedicated coastal site in the northern part of Phuket, Thailand, covering an area of 22.5 hectares, within 20 minutes from the Phuket International Airport, and conveniently connected via a variety of transportation choices.





‘Flow of Nature’, a bio-ecological concept of the site development

The development and zoning concept for the site is anchored on humans and nature living in harmony, based on a bio-ecological concept and the 3 subthemes of People, Planet and Prosperity, making the area not only a paradise for health enthusiasts but also an important source of knowledge for the next generation.



Expo with Sustainable Legacy

As the first-ever Expo in Southeast Asia/South Asia, Thailand is keen to present the dynamism of this fast growing and harmonious region through Expo 2028 Phuket Thailand's vision that benefits everyone. Thailand's plan for the Expo has also integrated its sustainability as another essential point for consideration. With the Government's full commitment, the Expo construction will ensure sustainability and take into account the environmental impact by leveraging innovative designs and advanced technologies.

Upon its conclusion, the Expo site will be adapted into a **'Phuket World Medical Tourism City'**, providing medical services, health and wellness activities, recuperative care, as well as practitioner skills trainings and research. It will build on Phuket's development policy and strategy on health and wellness, with the commitment to benefit not only people in the country but also the region and the world.

Moreover, communities will also benefit from related infrastructure development, including the light rail, medical tourism infrastructure, medical school, and the Health Hub of the Andaman.







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