



EXPO
2020
DUBAI
UAE

EXPO 2020 DUBAI

CONNECTING MINDS, CREATING THE FUTURE

1 OCTOBER 2021 – 31 MARCH 2022

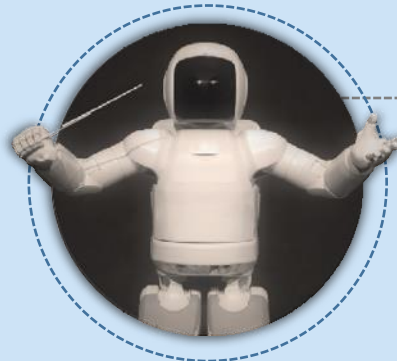
SUMATHI RAMANATHAN, DIRECTOR – MARKET STRATEGY & SALES

WORLD EXPOS OVER TIME

BE PART OF HISTORY

The world's longest-running and largest mega-event attracts more visitors than the FIFA World Cup and the Olympic Games. World Expos are hosted every five years in cities around the world and have wowed audiences since their inception in London in 1851.

The six-month festival celebrates human brilliance and achievements in the fields of architecture, technology, innovation, music, arts and more. Past World Expos have seen innovations such as the mobile phone, X-ray machine and the ice cream cone revealed to the world for the first time.



1851 LONDON

First World Expo was held

1904 ST. LOUIS

Ice cream cone was invented

1939 NEW YORK

Showcase of live television

1970 OSAKA

First mobile phone presented

2005 NAGOYA

First humanoid robot showcased

2021 DUBAI

Be there when history is written again at Expo 2020 Dubai



EXPO 2020 DUBAI

CONNECTING MINDS, CREATING THE FUTURE
1 OCTOBER 2021 – 31 MARCH 2022

From 1 October 2021 to 31 March 2022, visitors will experience warm Emirati hospitality at its finest. Discover world-class global culture, international cuisines, thrilling entertainment, state-of-the-art innovative technologies and much more.

**1ST
WORLD EXPO**

IN THE MIDDLE EAST, AFRICA
AND SOUTH ASIA REGION

**190+
COUNTRIES**

RECORD PARTICIPATION AT
A WORLD EXPO

**182
DAYS**

OF CREATING
THE FUTURE

**20,000
INTL MEDIA**

ON-SITE AND
REMOTE COVERAGE



AN EXPO FOR EVERYONE

With its groundbreaking legacy and six months of unique experiences, Expo 2020 is relevant to everyone. Be there when the world comes together to create a better future, and experience thousands of life-changing memories.



WHOEVER YOU ARE



FAMILIES



COUPLES



FRIENDS



BUSINESS
TRAVELLERS



STUDENTS

WHATEVER YOUR PASSION



FOODIES



ENTERTAINMENT
ENTHUSIASTS



THRILL
SEEKERS



TECHIES &
INNOVATORS



LUXURY
CONNOISSEURS



HEALTH &
WELLNESS
FANS



ART
AFICIONADOS

NEW CONTENT FOR NEW VISITORS

From cultural celebrations to best-in-class thematic weeks, enjoy a calendar of events that reflects the diversity of global cultures and themes.



SPECIAL DAYS

Celebrate the customs and traditions that differentiate us, the values and aspirations that unite us.

DIWALI FESTIVAL OF LIGHTS

UAE NATIONAL DAY

CHRISTMAS

NEW YEAR'S EVE

CHINESE NEW YEAR

INTERNATIONAL WOMEN'S DAY



THEMATIC WEEKS

These will feature global leaders and game changers including TED-style talks, exhibitions, forums and workshops.

2021	3 - 9 OCT	SPACE
	17 - 23 OCT	CLIMATE & BIODIVERSITY
	31 OCT - 6 NOV	URBAN & RURAL DEVELOPMENT
	14 - 20 NOV	TOLERANCE & INCLUSIVITY
	5 - 11 DEC	GOLDEN JUBILEE
	12 - 18 DEC	KNOWLEDGE & LEARNING
2022	9 - 15 JAN	TRAVEL & CONNECTIVITY
	16 - 22 JAN	GLOBAL GOALS
	30 JAN - 5 FEB	HEALTH & WELLNESS
	20 - 26 FEB	FOOD, AGRICULTURE & LIVELIHOODS
	20 - 26 MAR	WATER

CELEBRATE DIVERSITY & CULTURE

From cultural celebrations to best-in-class thematic weeks, enjoy a calendar of events that reflects the diversity of global cultures and themes.



— INTERNATIONAL DAYS —

Within a partnership of the United Nations and the UAE, Expo 2020 will see global key events and activations.

2021	16 OCT	WORLD FOOD DAY	2022	24 JAN	INTERNATIONAL DAY OF EDUCATION
	31 OCT	WORLD CITIES DAY		11 FEB	INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE
	16 NOV	INTERNATIONAL DAY FOR TOLERANCE		3 MAR	WORLD WILDLIFE DAY
	20 NOV	WORLD CHILDREN'S DAY		8 MAR	INTERNATIONAL WOMEN'S DAY
	3 DEC	INTERNATIONAL DAY OF PERSONS WITH DISABILITIES		20 MAR	INTERNATIONAL DAY OF HAPPINESS
	5 DEC	INTERNATIONAL VOLUNTEER DAY		21 MAR	MOTHER'S DAY
	10 DEC	HUMAN RIGHTS DAY		22 MAR	WORLD WATER DAY
	12 DEC	INTERNATIONAL UNIVERSAL HEALTH COVERAGE DAY			
	18 DEC	ARABIC LANGUAGE DAY			
	20 DEC	INTERNATIONAL HUMAN SOLIDARITY DAY			



JOIN 190+ COUNTRIES IN CELEBRATION

Experience your favorite country's National Day with spectacular processions and events at Expo 2020.

NATIONAL DAYS CELEBRATION CALENDAR

 AFGHANISTAN
 AFRICAN UNION
 ALBANIA
 ALGERIA
 ANDORRA
 ANGOLA
 ANTIGUA & BARBUDA
 ARGENTINA
 ARMENIA
 ASEAN
 AUSTRALIA
 AUSTRIA
 AZERBAIJAN
 BADEN WUERTEMBERG
 THE BAHAMAS
 BAHRAIN
 BANGLADESH
 BARBADOS
 BELARUS
 BELGIUM
 BELIZE
 BENIN
 BHUTAN
 BIE DAY
 BOLIVIA
 BOSNIA & HERZEGOVINA
 BOTSWANA
 BRUNEI

 BULGARIA
 BURKINA FASO
 BURUNDI
 BRAZIL
 CABO VERDE
 CAMBODIA
 CAMEROON
 CANADA
 CENTRAL AFRICAN REPUBLIC
 CHAD
 CHILE
 CHINA
 COLOMBIA
 COMOROS
 COSTA RICA
 CÔTE D'IVOIRE
 CROATIA
 CUBA
 CYPRUS
 CZECH REPUBLIC
 DANISH BUSINESS COUNCIL
 DEMOCRATIC REPUBLIC OF THE CONGO
 DJIBOUTI
 DOMINICA
 DOMINICAN REPUBLIC
 EGYPT
 EL SALVADOR
 EQUATORIAL GUINEA
 ESTONIA
 ESWATINI
 ETHIOPIA
 FIJI
 FINLAND
 FRANCE
 GABON
 THE GAMBIA

 GEORGIA
 GERMANY
 GHANA
 GREECE
 GRENADA
 GUATEMALA
 GUINEA
 GUINEA-BISSAU
 GULF COOPERATION COUNCIL
 GUYANA
 HAITI
 HOLY SEE
 HONDURAS
 HUNGARY
 INDIA
 INDONESIA
 IRAN
 IRAQ
 IRELAND
 ITALY
 JAMAICA
 JAPAN
 JORDAN
 KAZAKHSTAN
 KENYA
 KIRIBATI
 KOSOVO
 KUWAIT
 KYRGYZSTAN
 LAOS
 LATVIA
 LEAGUE OF ARAB STATES
 LEBANON
 LESOTHO
 LIBERIA
 LITHUANIA

 LUXEMBOURG
 MADAGASCAR
 MALDIVES
 MALAWI
 MALAWI
 MALI
 MALTA
 MARSHALL ISLANDS
 MAURITANIA
 MAURITIUS
 MICRONESIA
 MOLDOVA
 MONACO
 MONGOLIA
 MONTENEGRO
 MOROCCO
 MOZAMBIQUE
 MYANMAR
 NAMBIA
 NAURU
 NEPAL
 NETHERLANDS
 NEW ZEALAND
 NICARAGUA
 NIGER
 NIGERIA
 NORWAY
 OMAN
 ORGANISATION OF ISLAMIC COOPERATION
 PAKISTAN
 PALAU
 PALESTINE
 PANAMA
 PAPUA NEW GUINEA
 PARAGUAY
 PERU

 PHILIPPINES
 POLAND
 PORTUGAL
 REPUBLIC OF NORTH MACEDONIA
 REPUBLIC OF THE CONGO
 ROMANIA
 RUSSIA
 RWANDA
 SAINT LUCIA
 SAMOA
 SAN MARINO
 SÃO TOMÉ & PRÍNCIPE
 SAUDI ARABIA
 SAUDI ARABIA
 SERBIA
 SEYCHELLES
 SIERRA LEONE
 SINGAPORE
 SLOVAC REPUBLIC
 SLOVENIA
 SOLOMON ISLANDS
 SOMALIA
 SOUTH AFRICA
 SOUTH KOREA
 SOUTH SUDAN
 SPAIN
 SRI LANKA
 ST KITTS & NEVIS
 ST VINCENT & THE GRENADINES
 SUDAN
 SURINAME
 SWEDEN
 SWITZERLAND
 SYRIA
 TAJIKISTAN
 TANZANIA

 THAILAND
 TIMOR-LESTE
 TOGO
 TONGA
 TRINIDAD & TOBAGO
 TUNISIA
 TURKMENISTAN
 TUVALU
 UAE
 UGANDA
 UKRAINE
 UNITED KINGDOM
 UNITED NATIONS
 URUGUAY
 USA
 UZBEKISTAN
 VANUATU
 VENEZUELA
 VIETNAM
 YEMEN
 ZAMBIA
 ZIMBABWE



District
2020



A LASTING LEGACY

An integrated smart city, commercial and residential space that supports the acceleration of Dubai's development



CONNECTING MINDS, CREATING THE FUTURE



SUBTHEME **Opportunity**

Unlocking the potential within individuals
and communities



SUBTHEME **Mobility**

Smarter and more productive movement
of people, goods, and ideas



SUBTHEME **Sustainability**

Living in balance with
our planet



A STRATEGIC, CURATED ECOSYSTEM

Smart Dubai

Facilitating Dubai's smart transformation

UAE Centennial 2071

A five decade vision

Dubai Plan 2021

Reinforcing Dubai's position as a global centre

INDUSTRIES



Smart Logistics



Smart Mobility



Smart Wellbeing



And other M-O-S
Industries

ENABLERS



Accelerators &
Incubators



Co-working Spaces



Research & Education

TECHNOLOGIES



Big Data



Internet of Things



Blockchain



Artificial
Intelligence

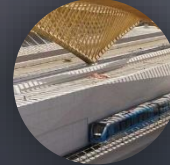


DISTRICT 2020 HOSTS EXPO 2020 FOR 6 MONTHS



METRO

Capable of transporting 46,000 riders in both directions



Serves the District 2020 community

SUSTAINABILITY PAVILION

State-of-the-art construction with LEED-platinum certification



Transforms into the Children's Science Museum

MOBILITY PAVILION

Pavilion dedicated to how we move, explore and connect



Corporate head office for leading global companies

AL WASL PLAZA

Opening & closing ceremonies and National Day celebrations



One-of-a-kind events and concerts venue

DUBAI EXHIBITION CENTRE

28,000 sqm of world class event & exhibition space



180,000 sqm of world class event & exhibition space

LONG TERM PARTNERSHIPS



PREMIER PARTNERS

accenture



DP WORLD



etisalat



SIEMENS

TERMINUS
特斯联

OFFICIAL PARTNERS

CHRISTIE

غرفة دبي
DUBAI CHAMBER



دلسكو
DULSCO

EMAAR
HOSPITALITY



L'ORÉAL



CORPORATE TENANTS

SIEMENS

TERMINUS
特斯联

DP WORLD

Atlas Capital

MERCK

2018 FIFA WORLD CUP RUSSIA



5M+

Tourists during World Cup



20% increase

In tourists within the first 6 months of 2019

EXPO 2015 MILAN ITALY



5M+

Tourists during Expo Milan



11% increase

In tourists in 2016 and 2017 combined

MEGA-EVENTS HAVE PROVEN TO CONTRIBUTE TO THE ECONOMIC SUCCESS OF A COUNTRY AND CITY

EXPO 2017 ASTANA KAZAKHASTAN



390k+

Tourists during Expo Astana



20% increase

In tourists in 2018 and 2019 combined

LONDON 2012 OLYMPICS



471k+

Tourists during Expo Astana



7% increase

In tourists in 2013 with a steady rise



EXPO 2020 IS A LONG-TERM INVESTMENT IN THE FUTURE OF THE UAE

EXPO 2020 AND ITS LEGACY WILL
BOOST ECONOMIC ACTIVITY BY



**AED 122.5
BILLION**

2013-2031



ECONOMIC ACTIVITY
WILL EQUAL

1.5% OF UAE GDP

DURING EXPO
OCTOBER 2021 – APRIL 2022



And support

~10K

Full-time equivalent
(FTE) job-years
2013-2031



SPENDING IN SME SECTOR

**AED 4.7
BILLION**

Supporting 12.6K job-years
November 2013 – October 2021



RESTAURANTS & HOTELS

**AED 11.4
BILLION**



**EVENTS ORGANISATION
& BUSINESS SERVICES**

**AED 68.9
BILLION**

AED 122.7B

GVA IMPACT

~10K

FTE JOB YEARS

+1.5% GDP

EQUIVALENT ADDITION
FOR THE PERIOD



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