



EXPO 2020 إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

Expo 2020 Dubai Factsheet (March 2021)

World Expos bring people together in a spirit of hope and collaboration for a better future, and Expo 2020 Dubai believes that now, more than ever, humanity needs to come together to remember what unites us, to celebrate our spirit and be inspired by the greatest examples of collaboration, innovation and cooperation from around the world. We look forward to welcoming a world that is unified in purpose as we work together to build bridges, enable action and inspire solutions towards some of our biggest challenges.

What are World Expos?

- World Expos are unrivalled among international events in their scale, duration and visitor numbers. They are large-scale platforms for education and progress that serve as a bridge between citizens, governments, companies and international organisations.
- They are festivals for all, where everyone can learn, innovate, create progress and have fun by sharing ideas and working together. Each Expo revolves around its own theme to leave a lasting impact on the path of human progress. Expo 2020 Dubai's theme is '*Connecting Minds, Creating the Future*'.
- The first World Expo was London's Great Exhibition of 1851.
- Buildings and products first revealed at World Expos include the Eiffel Tower, the Seattle Space Needle, the typewriter, the television and tomato ketchup.
- Founded in 1928, the [Bureau International des Expositions](#) (BIE) is the intergovernmental organisation that regulates and oversees World Expos, preserving the core values of education, innovation and cooperation on behalf of its 170 member states.

Expo 2020 Dubai: Highlights

- Expo 2020 Dubai is an opportunity to bring the world together in a spirit of hope and optimism and to help shape a better, post-pandemic future by inspiring new and exciting solutions to overcome some of the world's most challenging issues.
- Expo 2020 Dubai represents the hope and belief in the power and impact of human innovation, imagination and ingenuity.
- The first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region, and the largest event ever held in the Arab world, Expo 2020 Dubai will capture the world's imagination by welcoming the best minds and the most innovative ideas from around the globe.
- Expo 2020 Dubai's theme, '*Connecting Minds, Creating the Future*', is based on the belief that innovation and progress are the result of people and ideas coming together in new and unique ways – when we harness our collective power, we can change the world for the better.
- Through thematic weeks that address key issues such as climate change, and equal access to education, digitalisation and healthcare, Expo 2020 participants will discover fresh perspectives, challenge existing thinking, form new partnerships and ultimately help create a blueprint for our collective future that positively impacts people and the planet.
- Expo 2020 Dubai will be a once-in-a-lifetime experience – a six-month celebration of creativity, innovation, humanity and world cultures.

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- The Expo 2020 Dubai site is a vision of the city of the future, designed for more sustainable and human-centric living, filled with architectural and operational inspiration of a better world to come.
- Expo 2020 will welcome artists and academics, pop stars and pioneering thinkers, culinary wizards and corporate gurus, tech ninjas and tomorrow's leaders.
 - Up to 60 live events each day for 182 days
 - Around 200 F&B outlets, 50-plus global cuisines, future-shaping culinary tech, local favourites and delicious culinary tours
 - Participating countries will contribute to the dynamic, diverse and ever-changing events programme – from music, dance and art to inspiring poetry slams and insightful talks
- Expo 2020 Dubai coincides with the UAE's 50th anniversary in 2021, marking an important milestone for the UAE. Throughout its history, the UAE has shown the world what is possible through its remarkable development. At Expo 2020 Dubai, we want to engage people in this journey, to play a part in inspiring the next generation and, together, spark innovations that will underpin the next 50 years of human progress.
- Expo 2020 Dubai will contribute to achieving the UAE's 2071 Centennial Plan by supporting the growth of tourism, stimulating the development of innovative businesses in the UAE, and enhancing the country's international reputation as a location to do business.
- Through its youth and business engagement activities, and the Expo itself, Expo will stimulate economic, cultural and scientific growth, and unlock the potential of one of the world's youngest and fastest-growing populations.
- Expo 2020 Dubai is committed to building a legacy that is sustainable and enduring, and will set a benchmark for future World Expos.

Key Dates

- Opening day: 1 October 2021
- Closing day: 31 March 2022
- Opening hours
 - Weekdays: 1000-midnight
 - Weekends and special days: 1000-0200

Theme and Subthemes

- Expo's theme of '*Connecting Minds, Creating the Future*' is based on the belief that innovation and progress are the result of people from different fields and backgrounds, who would not normally collaborate, coming together in new and unique ways to share ideas.
- The nations and organisations that will take part in Expo, and the millions who visit, will explore the power of connections across the key subthemes of *Opportunity*, *Mobility* and *Sustainability* – areas that we see as fundamental in shaping our world.
 - **Opportunity:** Unlocking the potential for individuals and communities to shape the future
 - **Mobility:** Creating smarter and more productive movement of people, goods and ideas, both physically and virtually, that ensure we maintain our resiliency
 - **Sustainability:** Respecting and living in balance with the world we inhabit to ensure a sustainable future for all

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International Participants

- More than 200 participants – including countries, multilateral organisations, educational establishments and companies – as well as millions of visitors, will come together to celebrate Expo 2020 Dubai.
- Expo 2020 Dubai will provide a platform for all participating countries to present the best of their cultures, innovation and progress. For the first time in World Expo history, every country will have its own pavilion. Expo 2020 will also move away from traditional geographical clusters, and band together countries facing similar challenges within the three subthemes of *Opportunity, Mobility and Sustainability*.
- Dozens of nations have already revealed the design, theme and visitor experience of their pavilions. They are each innovative, enlightening and inspiring. For example:
 - The Kingdom of Saudi Arabia Pavilion opens up from the ground like a large window into the nation's bright future and will showcase the Kingdom's rich heritage and openness to businesses and tourists
 - The UK Pavilion is inspired by a project from the late scientist Stephen Hawking. It will feature a collective message created by contributions from around the world, and will showcase leading British expertise in sectors such as artificial intelligence, machine learning and space
 - The Brazil Pavilion is set to recreate the Amazon basin in the UAE. It will evoke the sights, sounds and scents of the country's riverside areas and resemble a luminous floating cube at night

The Expo 2020 Site

- **Site delivery:**
 - Construction of the three Thematic Districts was completed in May 2019 and all permanent Expo-led construction was completed at the end of 2019
 - Al Wasl Plaza was inaugurated in January 2020. During the six months of Expo 2020, it will be the focal point for celebrations.
 - The Expo Entry Portals, woven from carbon fibre to create 21-metre-high, mashrabiya-style lattices, were unveiled in February 2020
 - During 2020 and into 2021, work has focused on landscaping the Expo site and fitting out the Expo-owned buildings
 - To date, more than 225 million work hours have been completed on the Expo 2020 site
 - Participating countries are working on constructing/completing their pavilion plots
 - UAE-based companies are playing a leading role in the construction effort, including Al-Futtaim Carillion, Khansaheb, Besix, Tristar Engineering and Al Naboodah Construction
- Expo 2020 is located within the Dubai South district, close to Al Maktoum International Airport and easily reached from Dubai International Airport, Abu Dhabi International Airport and Dubai and Abu Dhabi Cruise Terminals.
- The Expo 2020 site is 4.38 sqkm. Approximately 2 sqkm will form the Expo gated area, featuring individual Country Pavilions that will showcase unique architecture, culture and exhibits, while the remaining 2.4 sqkm will feature supporting amenities and facilities, including the Expo 2020 Village for participant and staff accommodation, warehousing, logistics, transport nodes, hotels, retail and a public park.

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- The three Thematic Districts are central to the design of the masterplan and reflect the subthemes of *Opportunity, Mobility* and *Sustainability*. Each Thematic District will also include performance spaces, innovation galleries and art installations and outdoor parks and gardens.
- Linking the three Thematic Districts is **Al Wasl Plaza**, named after the Arabic word for ‘connection’ and the iconic centrepiece of Expo 2020. It will host major ceremonies and celebrations that will connect people – both during and after Expo – with the venue’s steel trellis dome acting as an immersive 360-degree projection surface that can be viewed from both inside and outside. In September 2019, Al Wasl Plaza’s 550-tonne steel crown was positioned at the top of the jewel of the Expo 2020 Dubai site in a feat of precision engineering involving hundreds of onsite technicians.
- The **Opportunity Pavilion** will encourage visitors to think and live differently and to make a meaningful contribution to the Sustainable Development Goals (SDGs), a set of 17 objectives designed to ensure a good basic quality of life for everyone. It will inspire renewed optimism that everyone can make a difference and show how collaboration can lead to lasting, positive change.
- The **Mobility Pavilion** will explore the movement of people, goods, ideas and data, and how mobility has driven humanity’s development from our first steps out of Africa to today’s cutting-edge innovations that ensure we maintain our resiliency during times of emergency.
- In April 2019, the visitor experience at the **Sustainability Pavilion** was revealed. The journey will tell the enchanting story of humankind’s relationship with nature and is designed to empower visitors to understand their impact on the environment and become agents of change.
- The Expo gated area will include a wide variety of food and retail options, as well as state-of-the-art conference and meeting spaces and entertainment areas that will be made available for private hire.

Expo Live

- Expo 2020’s global innovation and partnership programme Expo Live backs projects with creative solutions to pressing challenges, helping to improve people’s lives or preserve the planet.
- Expo Live’s **Innovation Impact Grant Programme** is already supporting 140 grantees from 76 countries, demonstrating that innovation can come from anywhere, to everyone.
 - Five cycles completed to date
 - 140 grantees from 76 countries have secured funding, guidance and exposure
 - Global Innovators receive grants of up to AED 367,000 (USD 100,000)
 - More than 11,000 applications have been received from 184 countries
- Expo Live’s **University Innovation Programme** has already provided 46 teams of students with grants of up to AED 50,000 each, plus exposure and support to help develop their creative solutions to pressing challenges in the country and wider region.
- Expo 2020 Dubai has joined forces with the Bill & Melinda Gates Foundation to support grassroots innovators that are improving the lives of people around the world. The initiative has enabled Expo Live to expand its reach to projects that address a range of complex humanitarian challenges, particularly in the areas of water, sanitation, health, agriculture and financial inclusion.
- Expo Live was inspired by a promise that His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE, and Ruler of Dubai, made when the UAE was bidding to host the World Expo: that

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Expo 2020 Dubai would be inclusive and host innovations and ideas from around the globe, not just from traditional hubs of innovation. His Highness dedicated a fund and entrusted us to find innovators, fund them and bring them to Expo – making Expo 2020 an Expo for everyone.

Global Best Practice Programme

- Expo 2020 Dubai's Global Best Practice Programme spotlights projects that are providing real solutions to the world's biggest challenges, in line with the global Sustainable Development Goals (SDGs), with a view to expanding them elsewhere.
- A total of 45 projects from around the world will be invited to showcase their work in a dedicated exhibition during Expo 2020 Dubai.
- In September 2020, the Programme launched a call for best practices that are already helping people prepare, respond and recover from the COVID-19 pandemic. Submissions closed on 31 December 2020 and selected projects for this round will be announced later in the year.
- The Programme honours a 2010 BIE mandate for all World Expo hosts to create a platform that spotlights tangible solutions from local communities that can be replicated, adapted and scaled for greater global impact.

Education

- Working to inspire the younger generation by engaging with schools and educators across the UAE, the **Expo School Programme** expects more than one million school students to visit during Expo 2020.
- In October 2019, the Expo School Programme announced the launch of Expo 2020 Young Stars, providing an extraordinary opportunity for the students of the UAE to perform at Al Wasl Plaza during Expo 2020.
- Launched in September 2019, the **Expo Education Programme**, formerly known as the Expo University Programme, invites all university students studying at UAE and international universities, and international high schools, to experience specially-curated tours during Expo.
- Tours cover seven disciplines, including technology, design and business, and will enable students to connect with peers, industry leaders and global experts, while gaining new skills.

Volunteers

- A total of 30,000 volunteers, a diverse mix of UAE residents and expats from a range of nationalities and backgrounds, will be the 'face of Expo 2020 Dubai'.
- So far, more than 160,000 people have expressed interest in being a volunteer.
- In September 2019, Etisalat was announced as the Official Premier Partner of Expo 2020 Volunteers.

Expo 2020 Mascots

- One magical ghaf tree (Salama), two intrepid Emirati siblings (Rashid and Latifa) and three robo-guardians (Opti, Alif and Terra) were revealed in September 2019 as the Expo 2020 mascots, embarking on a thrilling adventure through time and space to discover the meaning behind the next World Expo.

Culture highlights

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- Expo 2020 has commissioned *Al Wasl*, an Emirati opera. Produced in collaboration with Welsh National Opera and performed in English, it combines Emirati and global talent, bringing together more than 100 artists and musicians and a production team of 70 professionals.
- Twice Oscar-winning composer AR Rahman will mentor and creatively lead the Firdaus Women's Orchestra and put his name to a state-of-the-art Firdaus Studio by AR Rahman on the Expo 2020 site. Both will remain post-event and boost Dubai's arts credentials as an international music and recording hub.

Shaping the UAE's future workforce

- Expo's Emiratisation strategy is designed to ensure that UAE citizens play a central role in delivering an exceptional World Expo, while helping to build a world-class pool of national talent for generations to come.
- Expo's apprenticeship programme, known as the Expo Generation Programme, helps place young professionals into the UAE's workforce.
- Through the internship programme, hundreds of Emirati university students are gaining work skills and contributing to Expo 2020.

Economic impact

- Expo 2020 will help to achieve the UAE Vision 2021 National Agenda by increasing tourism and developing innovative businesses.
- Expo 2020 has put a special emphasis on small and medium-sized enterprises (SMEs) as key to future growth and job creation in the UAE, and has committed 20 per cent of direct and indirect spending to SMEs.
- As of the end of October 2020, Expo 2020 had awarded almost AED 5.12 billion to SMEs.
- More than 46,000 organisations from more than 180 countries are registered to do business with Expo 2020. SMEs account for approximately 54 per cent of all businesses registered with Expo, and 55 per cent of all Expo 2020 contracts were awarded to the sector.
- Thousands of official licensed products, made by UAE SMEs and companies around the world, will go on sale through the Expo 2020 Dubai Merchandising and Licensing programme. Many are already available, and include Expo-inspired chocolate by Mirzam, camel soap by the Camel Soap Factory, Bateel dates, energy bars by The Dates Bar Company, Paatchi chocolates, clothing lines by Splash and limited edition gold and silver commemorative coins manufactured by New Zealand Mint.

Dubai Exhibition Centre

- [Dubai Exhibition Centre](#) (DEC) will be a world-class venue with 45,000 sqm of flexible space.
- Co-located at the Expo 2020 site, it will be a major draw for the MICE industry during the six months of Expo and play a key role in Expo's legacy plans, attracting domestic and international visitors to the heart of [District 2020](#).

Commercial partnerships

- To date, Expo 2020 Dubai has announced **12 Premier Partners, eight Official Partners, eight Official Providers and one Official Supporter**. These [partnerships](#) play a vital role in delivering a successful Expo 2020 and supporting its legacy.

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- **Premier Partners:** Accenture (*Digital Services Partner*), Cisco (*Digital Network Partner*), DP World (*Global Trade Partner*), Emirates Airline (*Official Airline Partner*), Emirates NBD (*Official Banking Partner*), Etisalat (*Telecommunications Services Partner*), Mastercard (*Official Payment Technology Partner*), Nissan (*Official Automotive Partner*), PepsiCo (*Official Beverage and Snack Partner*), SAP (*Innovative Enterprise Software Partner*), Siemens (*Infrastructure Digitalisation Partner*), Terminus Technologies (*Official Robotics Partner*)
- **Official Partners:** Christie (*Official Projection and Display Partner*), Dubai Chamber (*Official Business Integrator*), DEWA (*Official Sustainable Energy Partner*), Dulsco (*Official Waste Management Partner*), Emaar Hospitality Group (*Official Hotel and Hospitality Partner*), ENOC (*Official Integrated Energy Partner*), L'Oreal (*Official Beauty Products and Services Partner*), UPS (*Official Logistics Partner*)
- **Official Providers:** Al Ain Farms (*Official Dairy Provider*), Canon (*Official Printing and Imaging Provider*), Digital14 (*Official Cyber Security Provider*), Domino's (*Official Pizza Provider*), Esharah Etisalat Security Solutions (*Official Secure Systems Provider*), Jacobs Mace (*Official Programme Delivery Management Provider*), Orient Insurance (*Official Insurance Provider*), Swatch (*Official Timing Provider*)
- **Official Supporter:** Dubai Culture & Arts Authority (*Official Culture Supporter*)

Legacy

- Ensuring a meaningful and lasting legacy post-Expo 2020 Dubai has been part of the planning since the beginning.
- The aim is to create a long-term legacy of collaboration and innovation for human progress through four pillars:
 - Economic
 - Physical
 - Reputational
 - Social
- More than 80 per cent of Expo 2020's infrastructure will live on in the future city of [District 2020](#).

District 2020

- District 2020 is the future of Expo that will repurpose more than 80 per cent of the site's built environment into a human-centric smart city, once the event closes its doors in March 2022.
- An innovation ecosystem and community with a mandate to support the UAE's advance towards an innovation-driven economy, District 2020 will bolster industry and technology growth in the region and will also house world-class educational, cultural and entertainment facilities.
- More than 165,000 sqm of gross floor area (GFA) will be available for rent at District 2020, including commercial and residential spaces ready to be occupied in 2022.
- Two Official Premier Partners, DP World and Siemens, have already committed to establishing a permanent presence in District 2020. Siemens will establish its global headquarters for airports, cargo and ports logistics at the site, and DP World is planning a logistics training centre in District 2020. Terminus Technologies has signed a long-term lease at District 2020, where it will set up a research and development centre and its first headquarters outside of China.
- The Sustainability Pavilion will become a Science Centre post-Expo. Many other major structures, including Al Wasl Plaza, the Mobility Pavilion and Dubai Exhibition Centre, will remain as permanent fixtures in District 2020.

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Timeline

- 27 November 2013: The UAE was elected as the host country of World Expo 2020 during the 154th General Assembly of the BIE, with a record number of votes.
- March 2016: Site development began; Expo 2020 revealed its new logo, inspired by a ring found at the Saruq Al Hadid archaeological site in Dubai, that represents the UAE's role in connecting ancient civilisations and as a hub that continues to connect the world.
- September 2019: Al Wasl Plaza's 550-tonne steel crown was positioned at the top of the jewel of the Expo 2020 Dubai site in a feat of precision engineering involving hundreds of onsite technicians.
- 4 May 2020: BIE Member States agreed to postpone Expo 2020 Dubai for a year due to the impact of COVID-19.
- 29 May 2020: The new dates of 1 October 2021 to 31 March 2022 were officially approved by the BIE on 29 May 2020. The event will retain the name 'Expo 2020 Dubai'.

Links to assets

- Site images for [download](#)

-ENDS-

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