



THEME & SUBTHEMES

CONNECTING MINDS, CREATING THE FUTURE

OPPORTUNITY

Unlocking the potential within
individuals and communities to shape
the future

INCENTIVES EXPO 2020

MOBILITY

Creating smarter and more
productive movement of goods,
people and ideas

SUSTAINABILITY

Respecting and living in balance
with the world we inhabit

EXPO 2020

SITE

Route 2020
Metro Station

Dubai
Exhibition Centre

Al Wasl Plaza

UAE Pavilion

Al Forsan Park

Mobility
District

Sustainability
District

Jubilee Park

SIZE

4.38 SQ KM

OPPORTUNITY PAVILION



Architect
Cox Architecture

Experiences

Shaped like desert dunes, and built with only natural material including 111km of woven rope, this pavilion uses gaming technology to encourage visitors to make a positive change in the world.

Experiences are based on a series of gameplay moments trying to change views on issues related to basic needs of water, food and energy.

Opportunity District Pavilions - A journey from Ocean Conservation to Artificial Intelligence



Austria Pavilion

Theme: Every Good Idea Begins with the Right Question
Architect: Querkraft

Austria is a nation reimagining ideas. This is reflected in its decision to use 9,000-year-old soil to build its pavilion, which comprises 47 truncated cones.



Belarus Pavilion

Theme: Forest of Future Technology
Architect: NÜSSLI AdunicAG

Belarus is exploring the themes of innovation, investment and the individual at its pavilion, which recreates the look and feel of the nation's primeval forests.



Monaco Pavilion

Theme: Monaco 360° - a World of Opportunities
Architect: AODA

Inspired by the Rock of Monaco, this gem-like, polygonal pavilion will take visitors on a multi-sensory journey through mirrored exhibition spaces, replicating the sights and smells of the French Riviera.



Morocco Pavilion

Architect: QUALALOU + CHOI

The pavilion architecture combines modernity and tradition with a building that, while being at the forefront of construction techniques, is inspired by ancestral methods using earth, like in some Moroccan villages.



China Pavilion

Theme: Building a Community with a Shared Future for Mankind - Innovation and Opportunity
Architect: Construction Engineering Design Group Corporation Limited

The China Pavilion will be one of the largest at Expo 2020 Dubai. It will symbolise hope and a bright future.



Italy Pavilion

Theme: Beauty Connects People
Architect: Carlo Ratti, Italo Rota, Matteo Gatto, F & M Engineering

Celebrating beauty as the connecting element between creativity and knowledge.



Norway Pavilion

Theme: Norway as a world-leading ocean nation
Architect: Rintala Eggertsson Architects, Expomobilia, FiveCurrents

The Norway Pavilion will allow you to explore the deep blue sea and learn about the importance of ocean conservation - all without changing into a wetsuit.



Saudi Arabia Pavilion

Theme: The Sky is the Limit
Architect: Boris Micka Associates

The pavilion, resembling a huge window opening up from the ground and soaring into the sky, will offer visitors an immersive journey showcasing Saudi Arabia's transformation.



Japan Pavilion

Theme: Join. Sync. Act.
Architect: Yuko Nagayama and NTT Facilities

Get inspired to put the 'Join.Sync.Act.' message into action, and discover the vibrant art, culture and technology of the Far Eastern nation, which will host Expo 2025 in the city of Osaka.



Luxembourg Pavilion

Theme: Resourceful Luxembourg
Architect: Metaform

Discover the nation's efforts to connect human, natural, technical, industrial and financial resources. Enjoy a slide and a gift shop selling designed products and gifts.



UK Pavilion

Theme: Innovating for a Shared Future
Architect: Es Devlin Studio, Avantgarde, Veretec

The pavilion will offer an awe-inspiring glimpse into the future, exploring everything from the commercialisation of space to creating exoskeletons for the disabled.



Ukraine Pavilion

Theme: Smart Ukraine: Connecting Dots

Smart living, smart thinking and smart feelings will come together at the Ukraine Pavilion, as the nation demonstrates how bright ideas and the latest innovations can help create a better future.

MOBILITY PAVILION



Architect
Foster + Partners

Experiences

Visitors explore the movement of people, goods, ideas and data throughout time. Take a journey from the House of Wisdom in ninth-century Baghdad to futuristic space missions.

Visitors can take a ride in the world's largest elevator, meet ancient Giants of Mobility before leaping forward in time in the City Of Tomorrow.

Mobility District Pavilions - A journey from Ancient Exploration to the City of the Future



Belgium Pavilion

Theme: Smart and Green Belgium 2050
Architect: Assar Architects & Vincent Callebaut Architectures

The Belgium Pavilion will draw on renewable resources to feed its energy needs, smart technologies to feed its plants and the country's world-class cuisine to feed its guests.



Finland Pavilion

Theme: Sharing Innovative Competences
Architect: JKMM

Finland will showcase its many areas of excellence, from education and sustainable technologies to health and wellbeing, as well as the natural beauty that attracts travellers from around the world.



Russia Pavilion

Architect: Tchoban SPEECH, Simpateka Entertainment Group

Showcasing Russia's extensive knowledge in various fields, the pavilion will take visitors to the next level, where they will be able to experience the possibilities of tomorrow.



Thailand Pavilion

Theme: Mobility for the Future
Architect: Index Creative Village

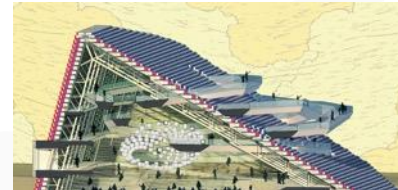
Covered on the outside by a curtain of over 500 woven artificial flowers, the Thailand Pavilion will present the nation's warm hospitality and its capabilities in digital innovation and technology.



France Pavilion

Theme: Light, Lights
Architect: Atelier du Prado Architectes and Celnikier & Grabli

Titled 'Light, Lights', the pavilion's theme explores light as an enabler of progress, a vehicle for connections and a source of heat and creativity.



Republic of Korea Pavilion

Theme: Smart Korea, Moving the World to You
Architect: Mooyuki Architects

The structure will explore the ways that mobility is set to change our lives, featuring the best of Korean art, style and technology. The nation's modern culture including its world-famous K-pop music, will also be shown.



Turkmenistan Pavilion

Theme: Power of Five
Architect: Tekmil

Native to Turkmenistan and symbolising national pride, horses will play a prominent role in this pavilion experience that promises to immerse the senses.



Peru Pavilion

Theme: Timeless, Always Peru
Architect: Habitare

A sensory experience through one of the cradles of mankind and one of the most biodiverse countries in the world. The Pavilion features real-time construction of the last Incan bridge and experiential gastronomy with Peruvian superfoods.



Oman Pavilion

Theme: Oman - Opportunities over Time
Architect: Adi Architecture

Reflecting the country's rich past, five zones within the pavilion will explore how frankincense has been playing an important role in Omani life for over 5,000 years.

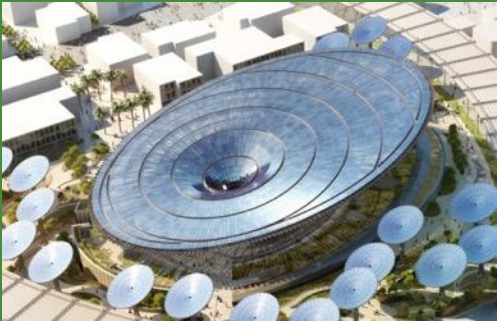


Poland Pavilion

Theme: Kinetic Flocks of Birds Floating over Visitors' Heads
Architect: WXCA

The tree-like structure, which references the large-scale migration of birds from Poland to the Arab world, explores the nation's diverse global connections, as well as its role as a leading producer of goods.

SUSTAINABILITY PAVILION - TERRA



Architect
Grimshaw Architects

Experiences

Creating its own electricity and water, this pavilion features global projects that are creating new paths for sustainability.

Visitors tiptoe underneath a dense forest as the roots communicate with one another and dive into ocean depths to meet a Giant Fish disturbed by ocean pollution.

Sustainability District Pavilions - A journey through Vertical Farms to the Amazon Basin



Azerbaijan Pavilion

Theme: Seeds for the Future
Architect: Simmetrico

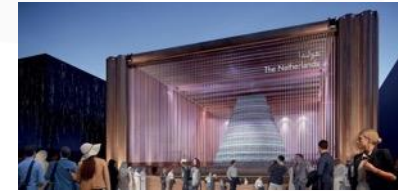
The nature-inspired pavilion, which has a leaf-shaped roof, will encourage visitors to consider the impact of their individual choices and invest in the future to restore balance to our natural world.



Brazil Pavilion

Theme: Together for Diversity
Architect: JPG.ARQ, MMBB and Ben-Avid

Recreating the Amazon Basin, the pavilion will have a water feature that visitors can walk through (or around) as they take in the sights, sounds and scents of Brazil's riverside areas.



Netherlands Pavilion

Theme: Uniting Water, Energy and Food
Architect: V8 architects

Brimming with sustainable solutions, the Netherlands Pavilion will harvest water, energy and food through innovations including a cone-shaped vertical farm.



Philippines Pavilion

Theme: Bangkôta: Philippine Coral Reef
Architect: Budji + Royal Architecture + Design

The natural, organic shape of the coral reef, or Bangkôta, will draw visitors to the Philippines Pavilion into defined, free-flowing, open spaces, reflecting how Filipino culture embraces openness and meaningful encounters.



Canada Pavilion

Theme: The Future in Mind
Architect: Moriyama & Teshima

Admire the wooden structure surrounding the pavilion and a 360° immersive theatre showcasing Canada's story. This pavilion has stunning night-time views.



Czech Republic Pavilion

Theme: Czech Spring
Architect: Formosa AA

View new technology that promises to transform a desert into an oasis. The pavilion will also boast a large-scale installation that shows the nation's long history of glassmaking.



Singapore Pavilion

Theme: Nature. Nurture. Future.
Architect: WOHA

Showcasing Singapore's urban innovations, the net-zero energy pavilion explores our journey towards livability and resilience.



Spain Pavilion

Theme: People and Places
Architect: Amann-Canovas-Maruri

Exploring everything from historical innovation and adventure to biodiversity and organ transplants, the Spain Pavilion offers a diverse experience with a town square atmosphere.



Germany Pavilion

Theme: Campus Germany
Architect: LAVA, facts and fiction

Visitors can wear cutting-edge connected devices as they venture through themed areas featuring a wonderful array of creative environmental ideas with real-life results.



Montenegro Pavilion

Theme: Montenegro - Blessed by Nature
Architect: Matija Vukovic

Immerse yourself in Montenegro's rich cultural history, explore its sustainability-driven future and admire its wild beauty.



Sweden Pavilion

Theme: Co-Creation for Innovation
Architect: Alessandro Ripellino Arkitekter, Studio Adrien Gardère, Luigi Pardo Architetti

Learn how Sweden is building smart cities, developing the next generation of travel, innovating life sciences and developing a bio-circular economy.



Switzerland Pavilion

Theme: Belles Vues
Architect: OOS

Visitors can 'hike' through this pavilion, which will show the country's cultural values and progressive ideas in a structure inspired by Bedouin tents. Experience a theatre emerging from a sea of fog, evoking the Swiss mountains.

From Thought Leadership Forums to Exhibitions

BUSINESS EVENTS & ENTERTAINMENT



60+ LIVE EVENTS A DAY

I N C E N T I V E S E X P O 2 0 2 0



Ted Talks



Leadership Forums



Networking Events



Exhibitions



Panel Discussions



Experiential Learning



Seminars



Workshops

Day 1:

BRONZE Meet and assist Service can be booked for arrival or departure at the Dubai Airport. You will be met by a friendly Marhaba staff member who will guide and assist you through the formalities, making your journey much easier and more relaxing.

ARRIVALS MEETING POINT

You will be met at the arrivals area before immigration – look for your name on the Marhaba plasma screens located at different points along your journey.

ON ARRIVAL

- Handover of your visas and/or other essential documents
- Escort through immigration formalities and the security screening
- Assistance at the baggage belt area*
- Escort to the receiving party at the meeting point outside arrivals
- * Porter service available at an extra charge

SILVER Meet and assist Service Silver service (previously known as Diamond Service) offers a full meet and greet service from the minute you arrive at the airport or into the terminal. This service includes a complimentary porter service and is recommended for passengers with special needs as well as young and first-time passengers.

Meet and assist by Desert Gate Airport representative, Guests are met, welcomed and in the arrival meeting and then escorted to the transfer vehicle.

Check in at the hotel private area delegated to the group.

Overnight at the hotel



GENERAL ITINERARY

Day 2 - SAMPLE ITINERARY

This sample general itinerary attempts to combine the highlights of Expo 2020 in one day by combining the most informative signature pavilions with a glimpse of the F&B offers and a taste of what Expo has to offer on the entertainment side of the world's greatest show.

STOP 1 | 15 MINS Welcome Parade



STOP 5 | 30 MINS AI Wasl Plaza

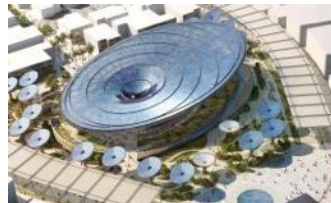
Take pictures of the 360 degree dome and enjoy its vegetation and sheer scale.

STOP 10 | 30 MINS Opportunity Pavilion

Start with a fun and immersive journey as guests build their own robot, understand how their choices impact the world via interactive gaming and explore solutions.



STOP 6 | LUNCH Enjoy lunch at one of the many restaurants



STOP 7 | 35 MINS Terra - The Sustainability Pavilion

Wander through forest roots, dive into ocean depths see earth's wonders corrupted and then discover the innovative global projects that are creating new paths of sustainability.



STOP 11 | 1 HOUR One Country Pavilion from the Opportunity Themed Pavilions & Tea

Guests can choose the pavilion of their choice in this thematic area and stop at a café of their choice for some refreshments. Pavilion options include Austria, Hayyakum for disabled guests, India, Indonesia, China, Belarus, Italy, Japan, Luxembourg, Norway, Monaco, Saudi Arabia, Ukraine and the United Kingdom.

STOP 8 | 40 MINS Sustainability Themed Pavilions

Guests are free to choose a pavilion to visit while enjoying retail and photo opportunities. Pavilions include Azerbaijan (discover their rainwater harvesting,) Brazil (walk through the Amazon Basin), Czech Republic (learn about using water vapour for irrigation), France (witness a solar-powered version of Monet's Water Lilies), Germany (attend a variety of labs), Malaysia (explore the 'Butterfly Effect') New Zealand, Philippines, Spain and Sweden.



STOP 12 | 1 HOUR Live Performance:

Watch a live show or concert, while having a beverage and a snack. Be enthralled by one of 60 live performances of the day.



STOP 4 | 40 MINS Live Performance:

Watch a live performance while having tea and a snack. Be enthralled by one of 60 live performances of the day.



STOP 9 | 30 MINS UAE Pavilion

Be immersed in the culture and traditions of the Emirates at this pavilion designed in the shape of a falcon in flight.



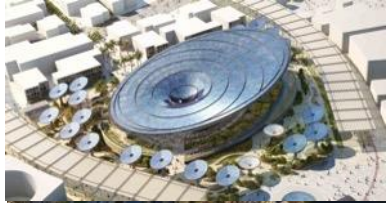
STOP 13 | EVENING Host an Award Ceremony or Gala Dinner at the Dubai Exhibition Center

Wow your guests by hosting a once-in-a-lifetime event at the Dubai Exhibition Center.

ARCHITECTURE & DESIGN

Day 3 - SAMPLE ITINERARY (OPTIONAL)

This Expo 2020 Dubai itinerary explores the most architecturally intriguing pavilions designed by some of the world's greatest architects, such as Foster + Partners, Grimshaw Architects and Santiago Calatrava.*



STOP 1 | 1 HOUR

Sustainability Pavilion

Visit the eye-opening Terra -The Sustainability Pavilion, designed by Grimshaw Architects. Creating its own electricity and water, this pavilion features global projects for sustainability.



STOP 2 | 1 HOUR

Azerbaijan Pavilion

This nature-inspired pavilion features a leaf-shaped roof, solar power, natural ventilation and rainwater harvesting technology.



STOP 3 | 1.5 HOURS

Austria Pavilion

The pavilion is a combination of traditional materials and modern techniques that involve the innovative use of cone structures for ventilation.



STOP 4 | 1 HOUR

Belgium Pavilion

A design that allows the pavilion to produce more energy than it consumes through natural light and ventilation, renewable energies and the smart use of water.



STOP 5 | 1 HOUR

UAE Pavilion

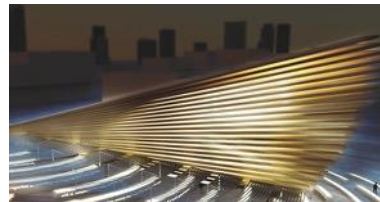
This pavilion will be one of Expo 2020 Dubai's greatest icons. Conceptualised by Santiago Calatrava, it has been designed to represent a falcon taking flight.



STOP 6 | 1 HOUR

Mobility Pavilion

This magnificent building, designed by Foster + Partners has a trefoil-shaped structure and complements the Expo's subtheme of connections and movement.



STOP 7 | 1 HOUR

UK Pavilion

Marvel at the techniques behind cone-shaped, cross-laminated timber on a concrete structure that is made up of small pieces of solar powered video screens.



STOP 8 | 1 HOUR

Al Wasl Plaza

Discover the innovative technology used to piece together the trellis and the mechanism behind enveloping it in the material that makes it one of the world's largest projection canvases.

SELF-EXPLORATION OPTIONS

Discover the wonders of Expo 2020 Dubai at your own pace, with a selection of entertainment and global culinary options.



F&B

Savour world cuisines and redeem an F&B voucher in a thematic district.



LIVE EVENTS

Attend a live concert by a headline artist.



CULTURAL EXPERIENCE

Attend a cultural performance by one of the many Expo 2020 Dubai participants.



VIRTUAL EXPERIENCE

Discover Expo 2020 Dubai through a virtual gamified experience.

Day 4: Dubai Sustainability Tour

Breakfast at the hotel.

Dubai Sustainability City Visit - The Sustainable City is a 46 hectare property development in Dubai, United Arab Emirates. Situated on the Al Qudra road, it is the first net zero energy development in the Emirate of Dubai. The development includes 500 villas, 89 apartments and a mixed use area consisting of offices, retail, healthcare facilities, a nursery and food and beverage outlets.

Key elements of the City include:

- A residential area of 500 townhouses and courtyard villas inspired by Dubai's old Bastakiya district
- 11 natural 'biodome' greenhouses, organic farm and individual garden farms for local food production that use a passive cooling method with fans and pads.
- 10 MW peak solar production
- Waste water recycling, with segregated drainage for greywater and blackwater using papyrus as a biofilter
- Biking and shaded jogging trails
- Charging stations for electric cars
- An equestrian centre

Afternoon enjoy the open Desert Safari
Desert Gate Camp:



Green Initiatives in the Desert Desert Gate Camp

Desert Gate has its own upscale desert camp with space for up to 350 daily guests. Each night, after the dune bashing activity, there is a local heritage show followed by an excellent barbecue dinner. Camel rides, sand boarding, shisha and henna tattoos are all available and included in the package.

The DG Camp has long been recognized as one of the very best experiences and venues in the region but Desert Gate Management wanted to take further steps to make the camp more ecological compliant and in June 2018, the following initiatives were undertaken

- Removal of plastic glasses and cutlery
- Plastic straws removed and replaced
- Recycling of 50% of waste with 75% as a target
- Replace of light bulbs with more efficient LEDs
- Waste water management program
- Partial replacement of sugary drinks with natural fruit juices
- Healthy food options



DEPARTURE FROM HOTEL TO THE DESERT.

The group is picked up from Hotel in the afternoon and driver directly to the desert. The guest will have the option to take part in activities which is only unique to this region

SUNSET MOCKTAIL

The group will then be taken by 4WD to a beautiful spot in the middle of the desert where a refreshments station will be set up in order to provide the guests with cold towels and assorted fruits. Sparkling Date Juice in the middle of nowhere relax in the Sunset Bar with a glass of sparkling date with sweet strawberries. On the horizon, you will notice the Sun in a spectacular array of colors sinking before disappearing into the vast sea of sands, making this moment the highlight of the journey

FALCON SHOW DURING SUNSET

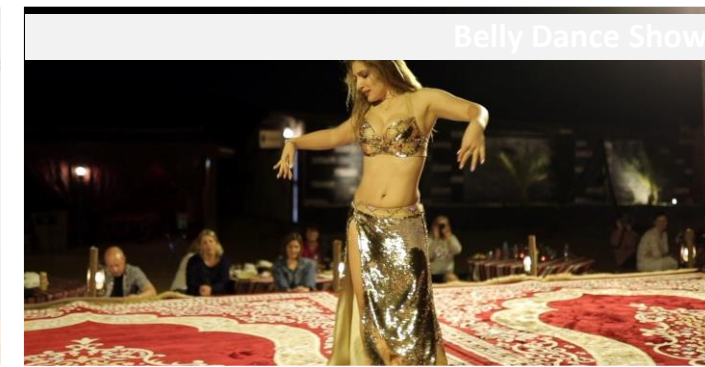
"...have you held a falcon and later watched it soar, circle, and then fall in a flash for its prey?"

Fly to the lure" demonstrations, give guests the opportunity to see and photograph falcons in flight. Guests can view various species up close and even handle these magnificent hunting birds under the careful supervision of a specialist.

BEDOUIN CAMP

The group will be welcomed with Arabic coffee/dates.

Try out some Hubblie-bubblie (water pipes) traditional end to an Arabic dinner. As the guest would be, relaxing after the dinner, a well-decorated camel appears into the camp and music builds up. To all their surprise belly dancer dismounts from the camel and starts her performance.





Day 5: Masdar City visit

MASDAR CITY

Masdar City is an ecosystem integrating urban planning, knowledge, research and development. Our focus during the tour is livelihood, innovation and sustainability of Masdar City. By pushing the boundaries of design and innovative technology, it offers a innovative ecosystem housing pioneering R&D and pilot facilities that nurture and implement ground-breaking solar energy, energy storage, green building and urban sustainability projects. Masdar City's template for a sustainable city also showcases the effective deployment of passive design that is tailored for arid, desert regions.

During this tour, we emphasize the design of the buildings and the planning of the city: Some time is taken to specifically discuss the absence of cars and how life is organised (neighborhood shops, accessibility of administrations...) as well as the general design of streets, the urban natural cooling, and the buildings architecture.

Understanding how Ancient Arab architecture was used in Masdar City is vital in order to understand the importance and richness of UAE culture and history. The Burjeel, the Msharrabiyye, the narrow streets... All these are elements from Arab architecture that were modernised using present technologies and are used in Masdar.



Sustainability training

Depending on the participants interest, we can include executive training sessions that we offer in any the learning expeditions and team-building activities we offer. The training topics we deliver are:

- The environmental crisis
- Sustainability and innovation
- Social entrepreneurship and impact investing
- Solar and renewable energy sources
- Food and agriculture
- Reduce - reuse - recycle: Trash and consumption
- Sustainable mobility

ABU DHABI CITY TOUR

Abu Dhabi is the capital of the United Arab Emirates and the residence of the Federal National Council. Recognized as one of the world's largest producers of oil, Abu Dhabi is undergoing a massive diversification of its economy and is investing in many different areas such as commerce, tourism and culture. Your journey begins in Abu Dhabi Port, you will be spellbound by the splendor of the new additions to Abu Dhabi's skyline, as well as the grandiose Grand Mosque, which is the 4th largest mosques in the world. (Please refer to the mosque manners on the next slide)

We then drive back to Dubai



Evening we proceed to Al Habtoor City

LA PERLE SHOW DUBAI

La Perle is an unforgettable experience that you do not want to miss out on. Creating an unprecedented immersive production that can only be delivered in a purpose-built theatre, the show marks an iconic milestone for live entertainment in Dubai and the region.

These often gravity-defying performers will mesmerise as they dive into an on-stage pool or fly through the air, creating a visually captivating experience both below and above stage level.

DINNER AT BABIOLE RESTAURANT

Set on the 44th floor of the Hilton Dubai Al Habtoor City, is Babiole. The chic Mediterranean restaurant. Babiole is by far the most elegant, We arrive early enough for a pre-dinner drink and take a seat on the terrace, which is a delight in cooler months. It has a wide-ranging view across Business Bay and Downtown Dubai, with the Burj Khalifa looming large.

Day 6:

DEPARTURE

Check out by noon and departure transfer to Dubai Intl. airport.

