



EXPO  
2020  
DUBAI  
UAE

# REWARDING YOUR BEST PERFORMERS

CORPORATE INCENTIVES OFFERINGS

1 OCTOBER 2021 – 31 MARCH 2022

VERSION: SEPT 2020







# UNITED ARAB EMIRATES

## A ONE-OF-A-KIND INCENTIVE DESTINATION

Visit the UAE and discover a country of hypermodern innovation, built on the foundations of a rich history and flourishing tradition. Dubai, the 4<sup>th</sup> most visited city in the world, will be hosting the World Expo from 1 October 2021 to 31 March 2022.

Along with Abu Dhabi, the capital of the UAE, and the five other Emirates, **Dubai is home to some of the world's most noteworthy attractions.**

MARVEL AT GREATNESS



Grand Mosque,  
Abu Dhabi

SHOP AT THE WORLD'S BEST



Dubai Mall,  
Dubai

TAKE A DESERT ADVENTURE



Desert Safari,  
UAE

SEE THE WORLD FROM NEW HEIGHTS



Burj Khalifa,  
Dubai

GET IMMERSSED IN THE ARTS



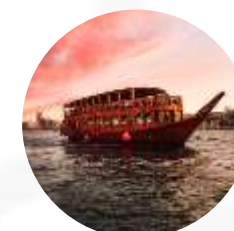
Louvre,  
Abu Dhabi

WITNESS MAJESTIC SPLENDOUR



Presidential Palace,  
Abu Dhabi

CRUISE BACK IN HISTORY



Dhow Cruise,  
Dubai





WORLD EXPOS  
BE PART OF 169 YEARS OF  
HUMAN BRILLIANCE AND ACHIEVEMENT

World Expos are the largest mega events in the world, attracting more visitors than the FIFA World Cup and the Olympic Games combined.

World Expos have unveiled incredible innovations to the world, including like the X-Ray Machine, the ice-cream cone, live television, the first mobile phone, among others.



Ketchup, 1876



Eiffel Tower, 1889



Gramophone, 1889



X-Ray, 1901



Ice cream cone, 1904



Live TV, 1939



Mobile phone, 1970





# 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.

1<sup>ST</sup>  
WORLD EXPO

IN THE MIDDLE EAST, AFRICA  
AND SOUTH ASIA REGION

192  
COUNTRIES

RECORD PARTICIPATION AT  
A WORLD EXPO

1 COUNTRY,  
1 PAVILION

FIRST TIME IN EXPO  
HISTORY

182  
DAYS

OF CREATING  
THE FUTURE

# MEET THE THEME AND SUBTHEMES OF EXPO 2020

Connecting Minds, Creating the Future

Every World Expo has a theme geared towards finding solutions for a better future. Expo 2020's overarching theme is "Connecting Minds, Creating the Future", with three subthemes to inspire solutions to the world's greatest opportunities and challenges.



## SUBTHEME OPPORTUNITY

Explore the 17 Sustainable Development Goals (SDG) and learn how you can contribute to a brighter future.

### TOPICS & DISCIPLINES

- FINANCE
- HOSPITALITY & TOURISM
- HEALTHCARE & LIFE SCIENCES
- EDUCATION
- WATER & SANITATION
- CLIMATE CHANGE
- GENDER EQUALITY
- SUSTAINABLE CITIES



## SUBTHEME MOBILITY

From driverless cars to the hyperloop and connecting the world, explore the latest innovation in mobility.

### TOPICS & DISCIPLINES

- IoT
- AI
- SPACE MISSION
- TELECOMMUNICATIONS
- TOURISM
- ENGINEERING
- LOGISTICS & OPERATIONS
- TRANSPORT (AUTOMOTIVE & AVIATION)
- INNOVATION & TECHNOLOGY
- E-COMMERCE



## SUBTHEME SUSTAINABILITY

Understand your impact on the environment and learn how you can become an agent of change.

### TOPICS & DISCIPLINES

- FOOD & BEVERAGE
- CONSUMER GOODS
- TRANSPORTATION
- ENERGY, OIL & GAS
- HEALTHCARE & LIFE SCIENCES
- INDUSTRIAL MANUFACTURING





- OPPORTUNITY
- MOBILITY
- SUSTAINABILITY

### EXPO SITE MAP LEGEND

- 01 Mobility Pavilion
- 02 Mobility District
- 03 Dubai Exhibition Centre
- 04 Route 2020 Metro Station
- 05 Al Wasl Plaza
- 06 Opportunity District
- 07 Opportunity Pavilion
- 08 Sustainability District
- 09 Sustainability Pavilion

## EXPO 2020 SITE MAP

Conveniently located between Dubai and Abu Dhabi, the iconic Expo site is easily accessible for all visitors.



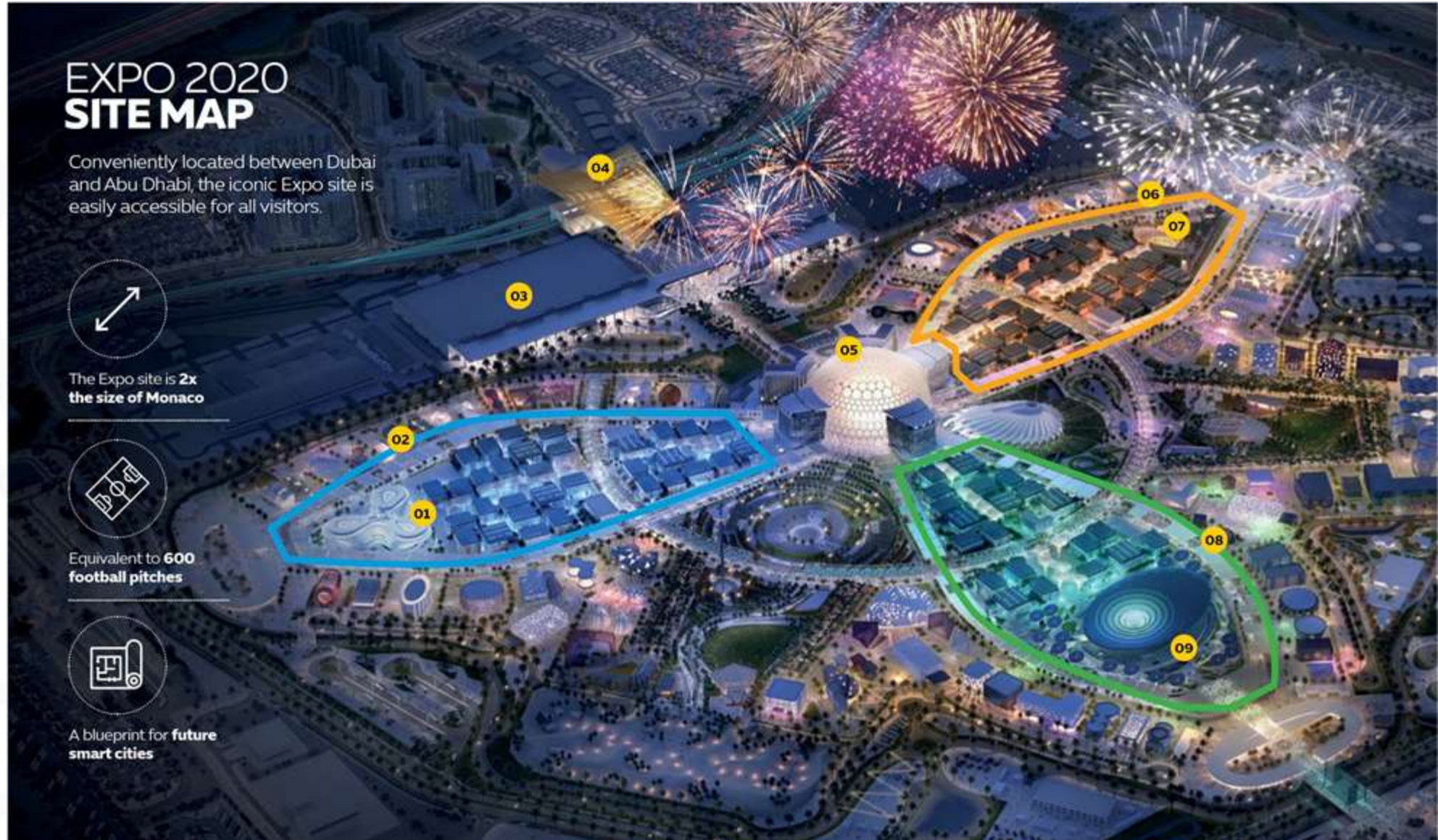
The Expo site is **2x** the size of Monaco



Equivalent to **600** football pitches



A blueprint for **future smart cities**



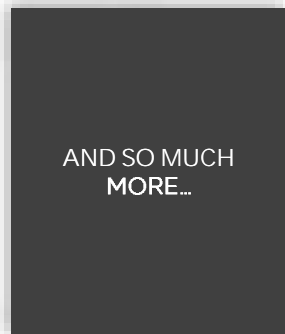






# 182 DAYS OF ENTERTAINMENT AND ONCE-IN-A-LIFETIME EXPERIENCES

For six months, no two days are the same at Expo 2020. Each day brims with new experiences creating unforgettable memories.







## DISCOVER THE WORLD IN ONE PLACE

EXPLORE THE EXPO  
2020 PAVILIONS

192 country pavilions as well as thematic and landmark pavilions will feature interactive exhibits, live entertainment, history and cultures, quirky hangouts and plenty more.





## THEMATIC PAVILIONS

From the world's most renowned architects and creative teams behind blockbuster movies, our thematic pavilions bring the Expo sub-themes to life through experiences never seen before.



### OPPORTUNITY PAVILION

The Opportunity pavilion aspires to engender empathy in visitors to trigger a desire to act to create a better world.

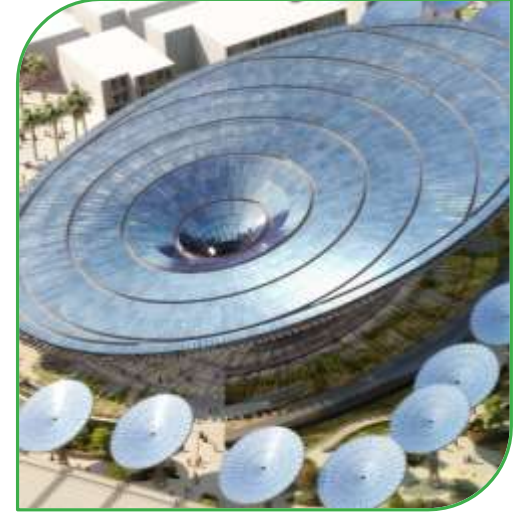
The visitor experience is based on a series of gameplay moments that will **challenge the visitor's thinking** on issues related to basic needs of water, food, and energy by simulating environments of real life individuals who are agents of change in their own communities.



### MOBILITY PAVILION

Proceed to the House of Wisdom in ninth-century Baghdad before you head on to meet nine-metre-tall historical giants of Mobility.

Wow moments designed by storytellers behind some of the top productions in the world such as **"Lord of the Rings" and "The Hobbit"**.



### SUSTAINABILITY PAVILION

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.





# COUNTRY PAVILLIONS

- OPPORTUNITY
- MOBILITY
- SUSTAINABILITY

Navigate the universe with the world's first astronomers at the Australian pavilion, talk to aliens in the Chinese pavilion and take a glance at the future of air travel in the year 2071.



**AUSTRALIA**  
Navigate the universe with the world's first astronomers, and explore a diverse land built on 60,000 years of innovation. Learn about Australian optimism, ambition and creativity.



**AUSTRIA**  
Austria is a nation reimagining ideas. This is reflected in its decision to use 9,000-year-old soil to build its pavilion. The 38 shiny white cones are inspired by the Arab model of wind towers.



**CHINA**  
As one of the largest pavilions at Expo 2020 Dubai, China will symbolise hope and a bright future. The pavilion artistically integrates the Chinese elements with modern technologies.



**COMOROS**  
Experience the magic of Comoros. Come play with humpback whales, rare turtles and the famous coelacanth, one of the rarest fish in the whole world. Smell ylang-ylang, the flower that revolutionized perfume.



**AZERBAIJAN**  
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.



**BAHRAIN**  
Experience density as you walk through artisan elements including live weaving stations. Take a first-hand look at innovative craft technologies while enjoying exceptional Bahraini cuisine.



**CZECH REPUBLIC**  
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.



**DJIBOUTI**  
The Djibouti Pavilion introduces the country as the Land of Trade and Meeting, a hub for transportation and logistics, and a future leader in technology and economy.



**BELARUS**  
The Belarus pavilion creates a forest experience highlighting lessons that humanity can learn from the natural world. It showcases how nature and technology can help us grow together.



**BELGIUM**  
Covered in lush greenery, the arch-inspired pavilion is designed to demonstrate a green and smart Belgium. Don't forget to treat yourself to Belgium's world-famous fries known as frietjes.



**DP WORLD**  
Centered around a five-storey waterfall installation to inspire and reflect, the DP Pavilion creates an immersive 270-degree experience showing the transformative power of data in how we live and work.



**EMIRATES**  
Experience the Future of Commercial Aviation in UAE's Centennial Year 2071. A technically advanced, must-see opportunity to learn, experiment and engage with future technologies and innovations in air travel.



**BRAZIL**  
Given that the world's largest river runs through Brazil, it's no surprise that the pavilion incorporates water as its most striking feature, evoking the Amazon basin in the Dubai desert.



**CANADA**  
Canada tells the story of its past, present and future in a 360-degree immersive theatre. Discover the values that drive the Canadian spirit of innovation and collaboration.



**FINLAND**  
The Finland Pavilion resembles an Arabic tent made of snow. Inside the 'Snow Cape', visitors will discover the country's natural beauty and find a peaceful haven full of surprises.



**FRANCE**  
The pavilion explores light as an enabler of progress, a vehicle for connections and a source of heat and creativity. It will feature Claude Monet-inspired solar panels and interactive light displays.





# COUNTRY PAVILLIONS

- OPPORTUNITY
- MOBILITY
- SUSTAINABILITY

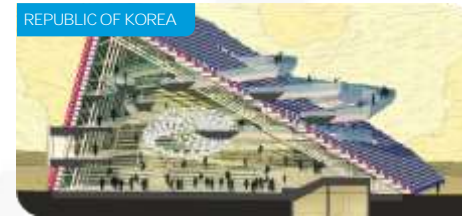
Enroll at Campus Germany for the lesson of a lifetime, learn about India's rich culture and heritage, and celebrate Korean Pop Culture.



**GCC**  
The pavilion will highlight the GCC's achievements and unity by creating an experience that showcases the links between its member states, including their shared history, religion and culture.



**GERMANY**  
'Enrol' at Campus Germany for the lesson of a lifetime. Visitors can wear cutting-edge connected devices as they venture through wonderful array of creative environmental ideas with real-life results.



**REPUBLIC OF KOREA**  
Showcasing the wonder of mobility and how it changes our lives, the pavilion features the best of Korean technology, art and the nation's modern culture, including its world famous K-pop music.



**KUWAIT**  
Discover a country with a far-reaching vision for sustainability and experience its culture through authentic Kuwaiti dishes. Get to know the people through an aural experience of music, song and poetry.



**GRENADA**  
Reflecting Grenada's calm, safe and peaceful lifestyle, the pavilion features tranquil waters that mirror its relaxed and hospitable people. A country of rich history and culture passed down through generations.



**INDIA**  
Reflecting its culture, heritage and technologies, including its space programme, new India' shows the strengths of human resources and youth aspirations. Enjoy food festivals, literary shows, music and dance.



**LATVIA**  
Take a journey through imagination and thought. Feel a soft breeze and occasionally, a refreshing mist when you walk inside the Latvia pavilion - a space that creates a more breathable future.



**LUXEMBOURG**  
Luxembourg will highlight the resources that have contributed to the country's success, and the essential need to preserve them and create new opportunities through their intelligent use.



**INDONESIA**  
Explore how Indonesia is creating a better future with innovations that merge modern technologies and local knowledge. Expect cultural performances originating from different regions of the archipelago, an art exhibition and a delightful culinary journey.



**IRELAND**  
Experience Ireland's culture and history, creativity and innovation throughout the pavilion. Experience Ireland as an unrivalled place of inspiration, with a long and deeply rooted heritage of ingenuity, imagination and innovation.



**MALAWI**  
Malawi's pavilion will showcase the country's rich culture, business opportunities, tourism, historical and transformational journey in various sectors, and will offer an overall fun experience.



**MALAYSIA**  
The carbon net-zero pavilion showcases the best of Malaysia's culture and its commitment to balance socio-economic progress with environmental concerns for a sustainable future.



**ITALY**  
Italy will tell a story of culture, art, sustainability, education, science, security and innovation. Embark on a journey through history to the future, inspired by the connecting routes of the Mediterranean.



**JAPAN**  
Get inspired to put the 'JoinSyncAct' message into action, and discover the vibrant art, culture and technology of the Far Eastern nation. Enjoy a restaurant with both Japanese and local elements.



**MALI**  
Embark on a journey along the Niger River in joyful anticipation of finding a precious treasure. Discover the value chain of cotton and centuries-old Malian weaving techniques.



**MAURITIUS**  
Dive deep into the Indian Ocean and virtually hike through the Mauritanian forests. A free trip to Mauritius is up for grabs if you can selfie while you surf!





# COUNTRY PAVILLIONS

- OPPORTUNITY
- MOBILITY
- SUSTAINABILITY

Walk through Monaco's multi-sensory journey, explore Singapore's urban innovations in the net-zero energy pavilion and embark on a treasure hunt in the Seychelles.



**MONACO**  
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.



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



**PERU**  
Enjoy a sensory experience through one of the cradles of mankind and most biodiverse countries in the world. See a real-time construction of the last Incan bridge and treat yourself to Peruvian superfoods.



**PHILIPPINES**  
The pavilion is designed to resemble a coral reef or 'Bangkóta', focusing on the vital need to safeguard precious marine life across thousands of islands in the Philippines from global climate change.



**MOROCCO**  
Morocco is a land rich in talent, full of opportunities and a source of inspiration. Enjoy one of the best views of Expo from atop this vertical earthen village and explore its various exhibition areas.



**MYANMAR**  
Showcasing Myanmar's significant culture, deep history and values of its people, the pavilion incorporates unique wooden architecture.



**POLAND**  
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, and its role as a leading producer of goods.



**PORTUGAL**  
The Portugal Pavilion will highlight the human spirit through the diversity and inclusiveness of its people, reflect the culture of creativity and innovation, and reveal an ecosystem of great opportunities.



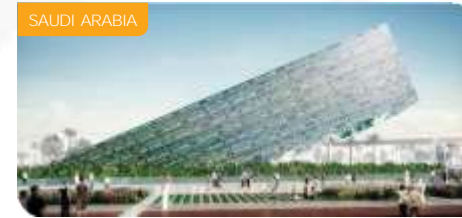
**NETHERLANDS**  
Achieving sustainable solutions through out-of-the-box creativity, this pavilion takes you to a miniature world with its own climate system. Experience new Dutch farming ideas with indoor rain and a vertical farm.



**NEW ZEALAND**  
Reflecting the Maori value of "kaitiakitanga", the pavilion emphasises the deep kinship between people and the environment. Maori culture is also highlighted through the pavilion's architecture.



**RUSSIA**  
Get a chance to see what future minds will be able to achieve. This pavilion will give you the opportunity to see inside yourself and offers a wide range of modern Russian cuisines.



**SAUDI ARABIA**  
Covering an area of the size of two football pitches, the pavilion resembles a huge window opening up from the ground and soaring into the sky. Expect an immersive journey showing the country's glittering future.



**NORWAY**  
Explore the deep blue sea and learn about the importance of ocean conservation as well as Norway's seafaring heritage. Embark on an interactive journey from beneath the seabed to the water's surface.



**OMAN**  
Oman's pavilion will give you an enchanting experience inspired by frankincense. The five zones within the pavilion will take you through thousands of years of Omani progress and international collaboration.



**SEYCHELLES**  
Discover how Seychelles is treasuring nature and preserve its paradise in a cleverly designed treasure-hunting visitor experience.



**SINGAPORE**  
In the Singapore Pavilion, it is hard to tell where nature begins and architecture ends. Explore Singapore's urban innovations in the net-zero energy pavilion.





# COUNTRY PAVILLIONS

- OPPORTUNITY
- MOBILITY
- SUSTAINABILITY

Explore the knowledge of thousand-years-old Yemeni manuscripts and Tiptoe through the Scandinavian woodland, interwoven with geometric Islamic design.



**SOUTH SUDAN**  
Learn more about the rich cultural heritage of the world's youngest country, followed by a unique tripod lens journey and step into its history of photography and poetry.



**SPAIN**  
Discover Spanish creativity throughout the ages, showcasing Spain's close historical ties to the Arabic world. The pavilion is built from reusable materials including wood and iron.



**THAILAND**  
State-of-the-art technology meets traditional charm. Learn about the country's new economic model, development breakthroughs and experience the 'Thai DNA' of friendliness and hospitality.



**TONGA**  
Relive your childhood imaginations in the Last Kingdom of the Pacific. Discover talking forests, swim with the whales and learn how to preserve the Earth.



**SRI LANKA**  
From local industries to human capital, the Sri Lanka Pavilion illustrates Sri Lanka's strong capacity as a partner in trade and tourism.



**ST. KITTS AND NEVIS**  
Explore the rich cultural heritage of St. Kitts and Nevis through beauty, food and music. This unique pavilion is sure to stimulate all five senses.



**TURKMENISTAN**  
Majestic native Akhal-Teke horses will play a prominent role in this pavilion. Your movement within the pavilion will be reflected by 360-degree imagery, accompanying you through an interactive three-sided hologram.



**UNITED KINGDOM**  
Explore leading British innovative expertise in sectors including artificial intelligence, machine learning and space. Inspired by Stephen Hawking, designed by Es Devlin and curated by AI, this pavilion will blend human creativity and technology.



**SURINAME**  
Learn about Suriname's ethos of diversity, also known as 'Moksi Patu' (translating 'everything in one'), a reflection of Suriname's respect for unity and tolerance. Take a journey from city to vegetation to mountains, and explore the unique sounds, music and poetry of Suriname.



**SWEDEN**  
In Sweden's pavilion, the forest is a metaphor for co-creation. You will be inspired as you walk through a rich Scandinavian woodland that combines with geometric Islamic design.



**UKRAINE**  
Discover how future technologies and ideas can create a more balanced world, with inventions such as an e-bike travelling 380km on a single charge, a 3D printer for ceramics and solar blinds generating energy.



**YEMEN**  
The pavilion's design features elements of Yemeni design, architecture and nature. Explore the knowledge of thousand-years-old Yemeni manuscripts through an immersive, augmented reality experience.



**SWITZERLAND**  
A theatre emerging from a sea of fog, evoking the Swiss mountains. Take a 'hike' and see how Switzerland is responding to the challenges of tomorrow in a structure inspired by Bedouin tents.



**TANZANIA**  
Experience Tanzania's beauty and potential through a multi-dimensional and engaging trip through the streets of Dar es Salaam, a virtual safari and meeting the people of the country.



**ZIMBABWE**  
Representing Zimbabwe as a country whose strength is its people, the pavilion reflects a country rapidly diversifying into new areas of innovation and growth.





# JOIN 192 COUNTRIES IN CELEBRATION

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

## NATIONAL DAYS CELEBRATION CALENDAR

AFGHANISTAN	BULGARIA	GEORGIA	LUXEMBOURG	THAILAND
AFRICAN UNION	BURKINA FASO	GERMANY	MADAGASCAR	TIMOR-LESTE
ALBANIA	BURUNDI	GHANA	MALDIVES	TOGO
ALGERIA	CABO VERDE	GREECE	MALAWI	TONGA
ANDORRA	CAMBODIA	GRENADA	MALAWI	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	GUATEMALA	MALI	TUNISIA
ANTIGUA & BARBUDA	CANADA	GUINEA	MALTA	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REPUBLIC	GUINEA-BISSAU	MARSHALL ISLANDS	TUVALU
ARMENIA	CHAD	GULF COOPERATION COUNCIL	MAURITANIA	UAE
ASEAN	CHILE	GUYANA	MAURITIUS	UGANDA
AUSTRALIA	CHINA	HAITI	MICRONESIA	UKRAINE
AUSTRIA	COLOMBIA	HOLY SEE	MOLDOVA	UNITED KINGDOM
AZERBAIJAN	COMOROS	HONDURAS	MONACO	UNITED NATIONS
BADEN WUERTTEMBERG	COSTA RICA	HUNGARY	MONGOLIA	URUGUAY
THE BAHAMAS	CÔTE D'IVOIRE	INDIA	MOROCCO	USA
BAHRAIN	CROATIA	INDONESIA	MOZAMBIQUE	UZBEKISTAN
BANGLADESH	CUBA	IRAN	MYANMAR	VANUATU
BARBADOS	CYPRUS	IRAQ	NAMIBIA	VENEZUELA
BELARUS	CZECH REPUBLIC	IRELAND	NAURU	VIETNAM
BELGIUM	DANISH BUSINESS COUNCIL	ITALY	NEPAL	YEMEN
BELIZE	DEMOCRATIC REPUBLIC OF THE CONGO	JAMAICA	NETHERLANDS	ZAMBIA
BENIN	DJIBOUTI	JAPAN	NEW ZEALAND	ZIMBABWE
BHUTAN	DOMINICA	JORDAN	NICARAGUA	
BIE DAY	DOMINICAN REPUBLIC	KAZAKHSTAN	NIGER	
BOLIVIA	EGYPT	KENYA	NIGERIA	
BOTSWANA	EL SALVADOR	KIRIBATI	NORWAY	
BRUNEI	EQUATORIAL GUINEA	KOSOVO	OMAN	
	ESTONIA	KUWAIT	ORGANISATION OF ISLAMIC COOPERATION	
	ESWATINI	KYRGYZSTAN	PAKISTAN	
	ETHIOPIA	LAOS	PALAU	
	FIJI	LATVIA	PALESTINE	
	FINLAND	LEAGUE OF ARAB STATES	PANAMA	
	FRANCE	LEBANON	PAPUA NEW GUINEA	
	GABON	LESOTHO	PARAGUAY	
	THE GAMBIA	LIBERIA	PERU	
		LITHUANIA		
			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	







## A WORLD OF ENTERTAINMENT

ENJOY MORE THAN 60  
LIVE EVENTS A DAY

From daily parades, processions, nightly spectacular fireworks to hundreds of magnificent performances from renowned global artists, Expo 2020 offers something unique for everyone.







MORE THAN  
60 LIVE EVENTS &  
PERFORMANCES  
A DAY

Daily mesmerising shows  
on the World's largest 360-  
degree projection surface.

Expect breathtaking performances from renowned artists and ensembles as well as local newcomers from all corners of the world – all included in your Expo ticket.

DANCE

MINI MUSIC FESTIVALS

MUSIC SHOWS

STAR PERFORMERS

POETRY

COMEDY NIGHTS

THEATRE

EXPO 2020 MASCOTS



#### DAILY PROCESSIONS

A daily international procession will tour the Expo site, bringing the inclusive spirit of all nations to life celebrating **each country's national day**.



#### DAILY PARADES

When night falls, get ready for a one-of-a-kind performance by acrobats, percussionists, musicians and dancers, with the backdrop of incredible lighting and soundscape.



#### STUNNING AL WASL SHOWS

Make your way to the heart of Expo 2020 – Al Wasl Plaza. This ground breaking dome features a 360-degree video projection screen with unbelievable lighting and epic tales creating a unique once-in-a-lifetime experience.



# 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.



## 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
2020	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
	31 OCT	WORLD CITIES DAY
	16 NOV	INTERNATIONAL DAY FOR TOLERANCE
	20 NOV	WORLD <b>CHILDREN'S DAY</b>
	3 DEC	INTERNATIONAL DAY OF PERSONS WITH DISABILITIES
	5 DEC	INTERNATIONAL VOLUNTEER DAY
	10 DEC	HUMAN RIGHTS DAY
	12 DEC	INTERNATIONAL UNIVERSAL HEALTH COVERAGE DAY
	18 DEC	ARABIC LANGUAGE DAY
	20 DEC	INTERNATIONAL HUMAN SOLIDARITY DAY

2022	24 JAN	INTERNATIONAL DAY OF EDUCATION
	11 FEB	INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE
	3 MAR	WORLD WILDLIFE DAY
	8 MAR	<b>INTERNATIONAL WOMEN'S DAY</b>
	20 MAR	INTERNATIONAL DAY OF HAPPINESS
	21 MAR	<b>MOTHER'S DAY</b>
	22 MAR	WORLD WATER DAY







## FOOD & BEVERAGE

### WHAT'S ON THE MENU AT EXPO 2020?

From tailor-made private group dining experiences to thematic award gala dinners, Expo 2020 provides the perfect venue and/or outlet for every request across more than 200 food and beverage (F&B) options.





SURPRISE YOURSELF  
WITH THE FUTURE OF  
FOOD AND TECHNOLOGY



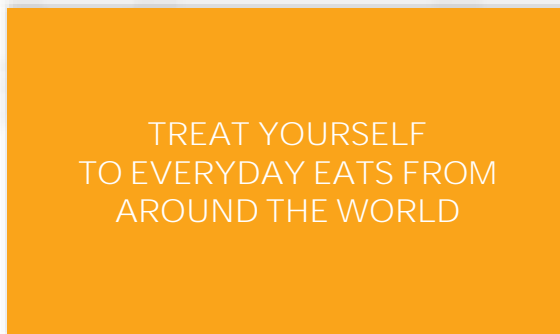
30+ NEVER  
BEFORE SEEN  
DINING CONCEPTS  
IN DUBAI



ROBOTICS &  
CUISINE



TREAT YOURSELF  
TO EVERYDAY EATS FROM  
AROUND THE WORLD



PICK FROM  
**200+ VENUES**  
FOR EVERY TASTE

From everyday eats to  
creative cuisine, take a  
**food lover's journey**  
through the world.

AUGMENTED  
REALITY  
EXPERIENCES



IMMERSE YOURSELF  
IN A CULINARY JOURNEY  
**OF THE WORLD'S GREATEST**



FROM FOOD  
TRUCKS TO FOOD  
HALLS



VIRTUAL REALITY  
DINING



AUTHENTIC CUISINES FROM ALL  
OVER THE WORLD, INCLUDING

American / Greek / Argentinian / Indian /  
Australasian Fusion / Italian / Brazilian /  
Japanese / British / Lebanese / Caribbean  
/ Levant Fusion / Chinese / Mexican /  
Emirati / Peruvian / Euro-Fusion / Spanish  
/ French / Thai





## A WORLD OF BUSINESS OPPORTUNITIES

REWARD, MOTIVATE AND  
INSPIRE

Whilst being a spectacular entertainment destination, Expo 2020 offers fantastic opportunities for business.

From local start-ups to global conglomerates, Expo 2020 is the ideal platform for networking, educational and industry events featuring unique offerings for meetings, incentives, conferences and exhibitions.

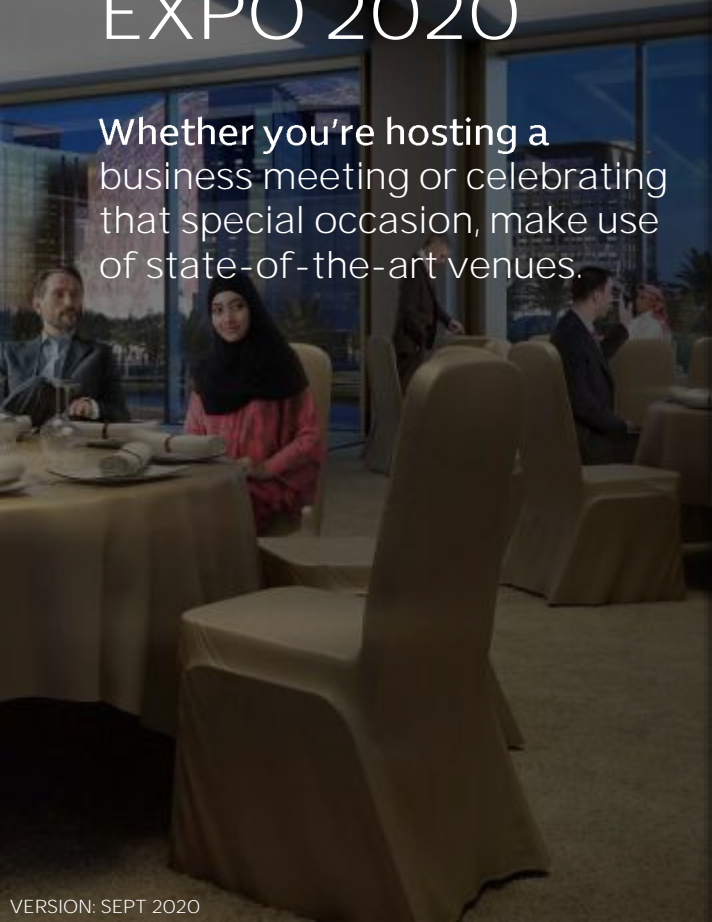






# BOOK ONE OF THE UNIQUE VENUES AT EXPO 2020

Whether you're hosting a business meeting or celebrating that special occasion, make use of state-of-the-art venues.



DUBAI EXHIBITION  
CENTRE (DEC)

## A WORLD CLASS VENUE FOR WORLD CLASS EVENTS

The Dubai Exhibition Centre, co-located with Expo 2020 is a world-class conferencing and exhibition venue featuring 45,000 sqm of programmable space, and packed to the brim with state-of-the-art technology including one of the first conference venues anywhere in the world to feature 5G connectivity.

With 24 meeting rooms and a space to host 30,000 people, DEC conferences and exhibitions will connect internationally renowned experts, create scientific networks and facilitate knowledge exchange across the region.



2020 CLUB BY EMAAR

## EXQUISITE VENUE AT THE HEART OF EXPO 2020

Emaar Hospitality Group will operate the 2020 Club by Emaar, at Emaar Expo Tower, overlooking Al Wasl Plaza. It will include a Golden Lounge, a Rooftop Bar and 2-levels of bookable space for your incentive groups.

Expect best-in-class services including food and beverage experiences, dedicated concierge, bespoke packages tailored to your needs and complimentary transfers to and from Expo 2020.



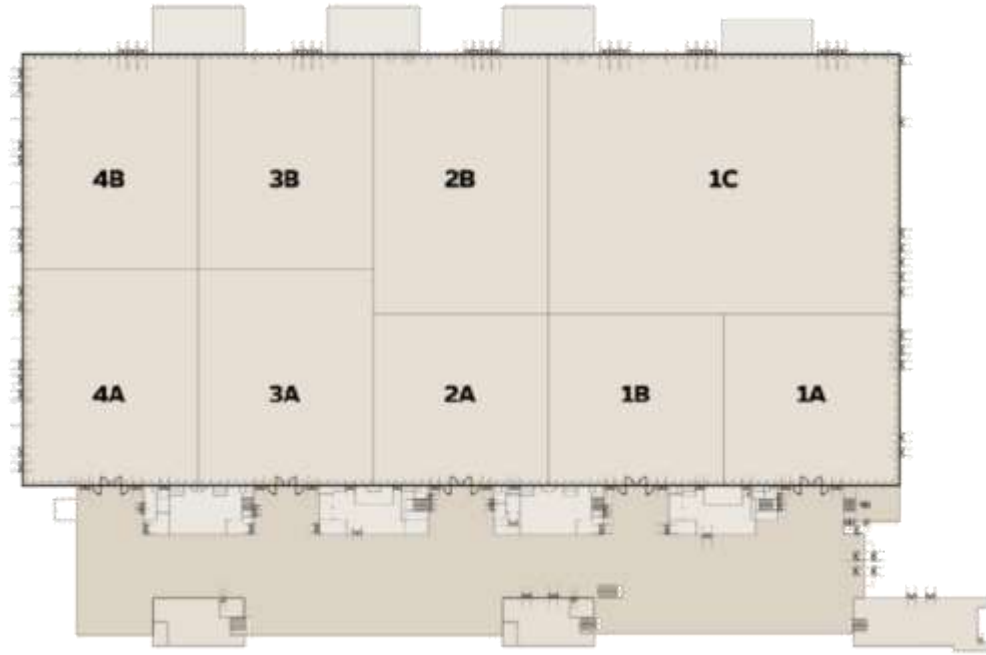
# DUBAI EXHIBITION CENTRE

## FLOOR PLAN

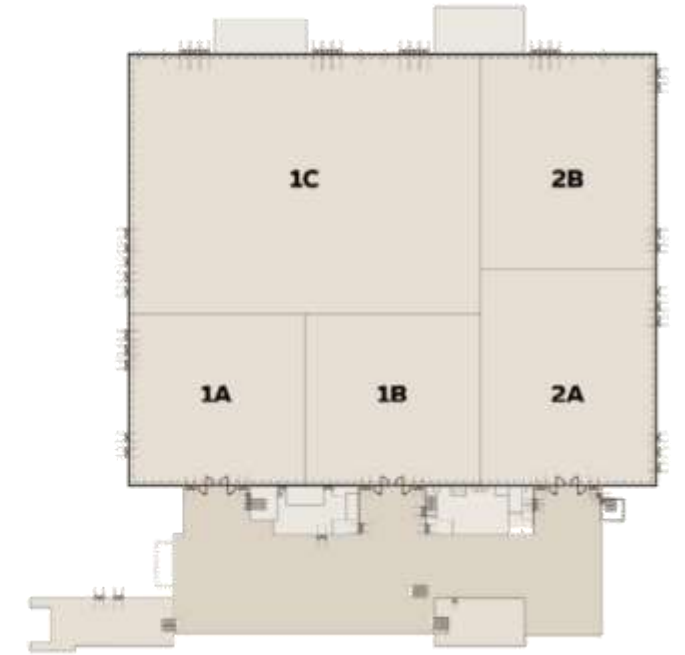
45,000 SQM  
MULTI- PURPOSE SPACE

- ✓ 14 MULTI-PURPOSE HALLS
- ✓ 24 MEETING ROOMS  
Ranging from 10 to 120 pax
- ✓ 2 MAJLISES
- ✓ 4 SUITES  
Ranging from 40 to 200 pax
- ✓ 2 GREEN ROOMS

SOUTH COMPLEX



NORTH COMPLEX



MEETING ROOM



SUITE

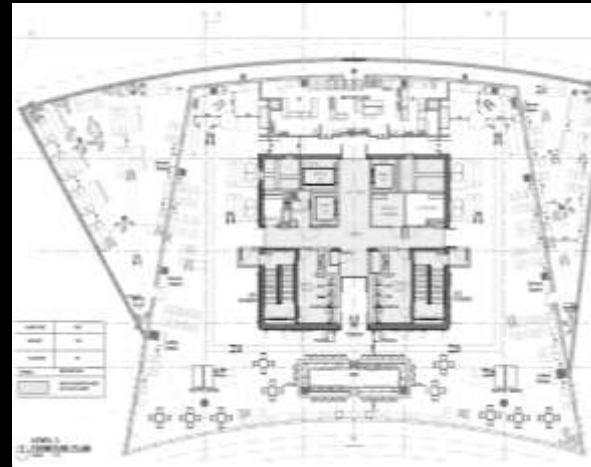


# 2020 CLUB BY EMAAR

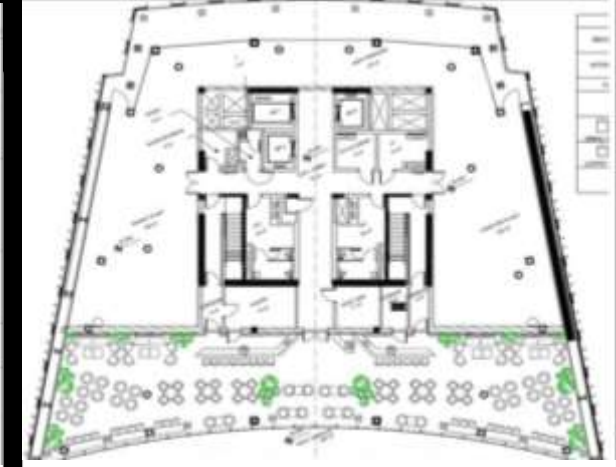
As the official Hotel & Hospitality Partner, 2020 Club by Emaar will offer outside catering and host events at dedicated venues in Al Wasl Plaza.



**LEVEL 1 FLOOR PLAN**  
Indoor Space. Perfect for cocktail & networking receptions for up to 200 pax



**LEVEL 3 FLOOR PLAN**  
Indoor & Outdoor Space. Perfect for seated meals, buffets & cocktail receptions for up to 300 pax



**ROOFTOP FLOOR PLAN**  
Outdoor Space. Perfect for light snacks & pass around menu for up to 150 guests



**LEVEL 8 BAR VIEW**  
Bar space with 246 seats



**LEVEL 9 BAR ENTRANCE**  
Bar space with up to 224 seats



# THE PERFECT OPPORTUNITY FOR INCENTIVE ACTIVITIES

From team building to treasure hunts, take advantage of the ideal place to extend your incentive offering.



## BUSINESS ACTIVITIES

- Sector specific itineraries
- Thought leadership programmes
- Seminars and panel discussions



## TEAM ACTIVITIES

- Team building activities
- Treasure hunts
- Workshops
- Cooking courses
- Art tours
- Technology-based team sports



## SOCIAL ACTIVITIES

- Gala dinners & banquets
- Cocktail receptions
- Award ceremonies
- Dine around
- Progressive dinners





## CURATED ITINERARIES UNFORGETTABLE JOURNEYS

Visit the world in one place. Your Expo journey will take you to your favourite **countries and some you've never** considered, whilst discovering the latest innovations, international country cuisine and world-class entertainment throughout.





## CURATED ITINERARIES UNFORGETTABLE JOURNEYS

With an extensive amount of once-in-a-lifetime experiences that Expo 2020 will offer, we have created tailored suggested itineraries featuring a selection of highlights.

Itineraries duration can be customized to fit half-day, 1-day, or 3-days journeys.

- Itineraries can be adapted to your needs and requirement. Images and content are for illustrative purposes only and may change.
- The duration of the tour may vary and there is a moderate to intensive amount of walking required. Sites and pavilions are subject to accessibility, security, holiday festivities, opening times, queues, time constraints and other unforeseen circumstances.

### EXPO 2020 CURATED ITINERARIES INCLUDE

MORE COMING SOON



#### EXPO ESSENTIALS

Visit the world in one place. Your Expo journey will take through the latest innovations, international country cuisine and world-class entertainment.



#### EXPO ARCHITECTURE & DESIGN JOURNEY

View architectural marvels & country pavilions designed by some of the world's greatest architects, such as Foster + Partners, Grimshaw Architects.



#### EXPO FOR FOODIES

Dine around the world in the country pavilions and experience the future of food. Enjoy entertainment whilst sampling local & regional cuisine.



#### EXPO HEALTH & WELLNESS JOURNEY

Discover the latest developments in healthcare industry. Experiment the latest technologies and global best practices for a better future.



#### EXPO MOBILITY JOURNEY

Explore how data, people and goods will move across industries and countries and stay up to date with the latest international mobility innovations.



#### EXPO ENERGY JOURNEY

Learn about the enhancements in sustainable energy and efficient technologies. Explore the future of integrated energy solutions.



# EXPO ESSENTIALS

## 1-DAY ITINERARY

### HIGHLIGHTS



#### VIRTUAL & AUGMENTED REALITY EXPERIENCES

Experience innovative virtual reality gamification, technology and more.



#### UNIQUE CULINARY JOURNEYS

Try dishes that cater to your taste buds while also stimulating your mind.



#### CULTURAL & LIVE PROGRAMMES

Enjoy daily live entertainment from around the world.

1

#### TRAVEL THROUGH TIME AT THE MOBILITY PAVILION

Start your day by taking the world's largest elevating platform into the 'House of Wisdom' in ninth-century Baghdad before meeting nine-metre-tall historical giant Mobility statues. Learn how people, goods and ideas moved from ancient exploration to artificial intelligence.

MOBILITY PAVILION MOBILITY



2

#### ENTER A WORLD OF CHARMING HIGH TECH IN THAILAND

Experience Thai warm hospitality, innovation and flora. Covered on the outside by a curtain of 500-plus woven artificial flowers, the nation will present its capabilities in digital innovation and technology in transportation, logistics, digital connectivity and personal mobility.

THAILAND MOBILITY



3

#### UNWIND OR SHOP AT EXPO'S ENTERTAINING PUBLIC REALM

On your way to the Opportunity District, watch live performances of talents from all over the world. Choose from a wide range of dining options from more than 200 F&B outlets on site, from food trucks, coffee shops, country-specific delicacies to virtual dining.

PUBLICREALM MOBILITY



4

#### TALK TO ALIENS AT THE CHINA PAVILION

Witness the world's largest radio satellite capable of detecting signals from alien life. The pavilion will highlight 5,000 years of advancements including paper and the compass and will showcase the future of 5G-tech in a 5G time and space tunnel.

CHINA OPPORTUNITY



5

#### EXPLORE AI & HUMAN INTERACTIONS AT THE UK PAVILION

Explore leading British innovative expertise in sectors including artificial intelligence, machine learning and space. Inspired by Stephen Hawking, designed by Es Devlin and curated by AI, this pavilion will blend human creativity and technology.

UNITED KINGDOM OPPORTUNITY



6

#### LISTEN TO A BEETHOVEN-INSPIRED ROBO-BAND IN GERMANY

Wear cutting-edge connected devices throughout the pavilion and listen to a band of robots playing Beethoven tunes. Ride on the world's first ropeless elevator powered by magnetic technology. And learn about sustainability in the Energy, Future City and Biodiversity Labs.

GERMANY SUSTAINABILITY



7

#### WATCH A STUNNING 360-DEGREE PROJECTION SHOW

Head towards the iconic Al Wasl Dome, an architectural marvel connecting the three thematic districts for a once-in-a-lifetime show. Watch spectacular tales on the huge canvas of the unique dome, making it the world's largest 360-degree projection screen.

AL WASL DOME AL WASL PLAZA



8

#### EXPERIENCE THE FUTURE OF FOOD FOR DINNER

Go on a fully immersive, experiential journey with Expo's 'Future of Food' concept combining technology, entertainment, lasers and fog with delectable dishes, and try aerogel meringues or soups glowing in the dark.

PUBLICREALM MOBILITY DISTRICT



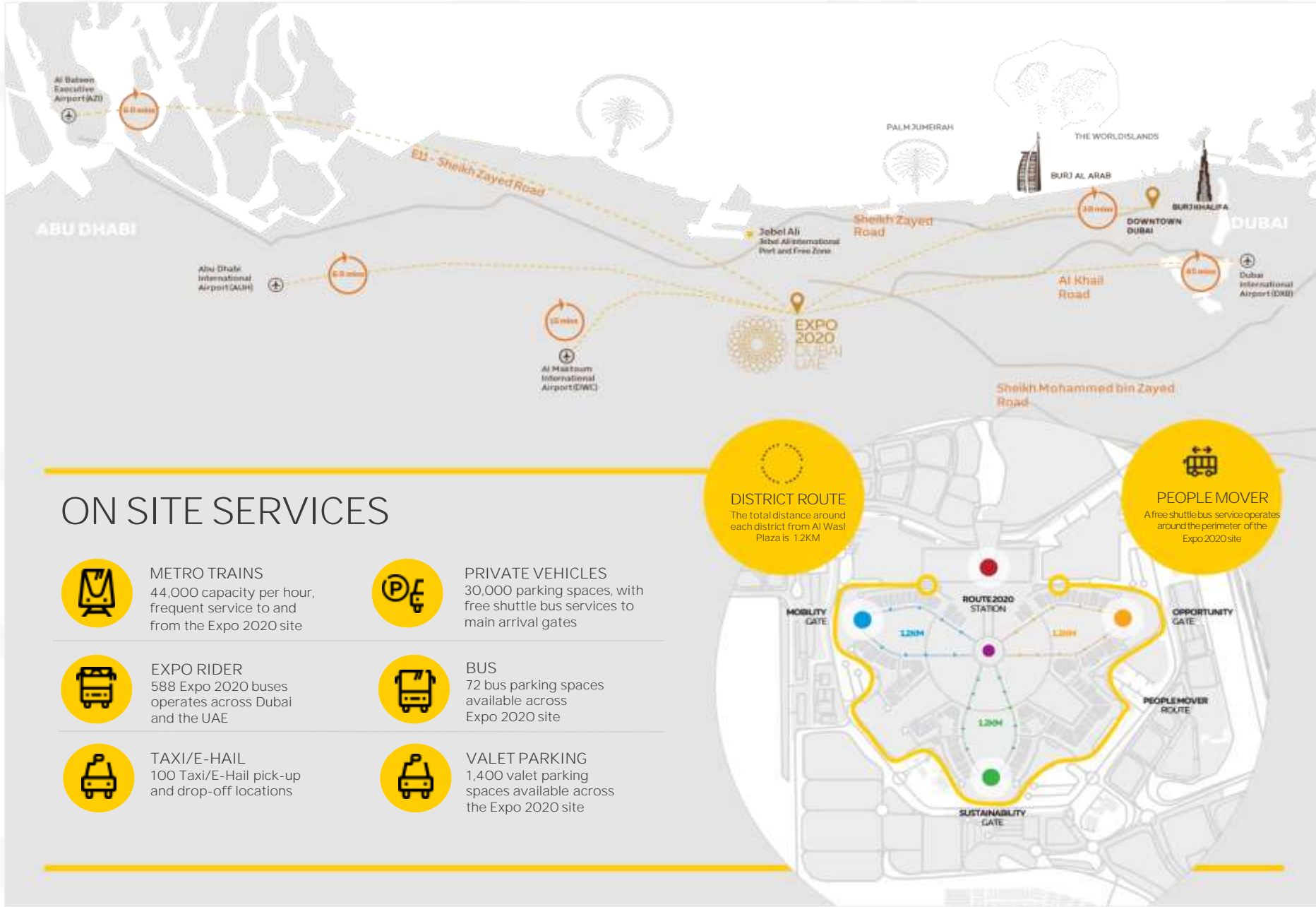




# GETTING TO AND AROUND EXPO 2020

Expo 2020 is conveniently located between Dubai and Abu Dhabi and easy accessible by any mode of transport.

Find buggies and people movers within the Expo site to ensure a smooth transfer within venues and pavilions.



## ON SITE SERVICES



**METRO TRAINS**  
44,000 capacity per hour, frequent service to and from the Expo 2020 site



**PRIVATE VEHICLES**  
30,000 parking spaces, with free shuttle bus services to main arrival gates



**EXPO RIDER**  
588 Expo 2020 buses operates across Dubai and the UAE



**BUS**  
72 bus parking spaces available across Expo 2020 site



**TAXI/E-HAIL**  
100 Taxi/E-Hail pick-up and drop-off locations



**VALET PARKING**  
1,400 valet parking spaces available across the Expo 2020 site





# TICKETING AT EXPO 2020

ONE DESTINATION WITH SPECTACULAR ENTERTAINMENT & INSIGHTFUL BUSINESS EVENTS

## Getting tickets

Obtain tickets from our Authorised Ticket Resellers listed on [expo2020dubai.com](http://expo2020dubai.com) or from our Call Centre at (+971) 800 EXPO (3976).

## Enhance your experience with add-ons

- ✓ Tour Guides: Half day (3hrs) at AED 65 / Full Day (6hrs) at AED 120 per person. Please contact [Expotours@expo2020.ae](mailto:Expotours@expo2020.ae)
- ✓ Additional Bookable Venues – Emaar Lounge – venues available for up to 500 guests. Please contact [MFahmi@emaar.ae](mailto:MFahmi@emaar.ae)
- ✓ Additional Bookable Venues – Dubai Exhibition Centre (DEC) please visit [expo2020dubai.com/DEC](http://expo2020dubai.com/DEC) or email [MICE@expo2020.ae](mailto:MICE@expo2020.ae)
- ✓ Bulk purchase option  
Receive a 15% discount with a minimum purchase of 30 seasonal passes - Please contact [Tickets.Corporate@expo2020.ae](mailto:Tickets.Corporate@expo2020.ae) for more information.

### 1-DAY TICKET (GENERAL ADMISSION)

- Adult: AED 120 (USD 32)
- Youth (6-17 y/o), students of any age, companion for person of determination: AED 60 (USD 16)
- Senior (65+), person of determination (special needs): Free of charge
- Child (0-5 y/o): Free of charge

### 3-DAY TICKET (GENERAL ADMISSION)

- Adult: AED 260 (USD 70)
- Youth (6-17 y/o), students of any age, companion for person of determination: AED 130 (USD 35)
- Senior (65+), person of determination (special needs): Free of charge
- Child (0-5 y/o): Free of charge

### MONTHLY PASS (GENERAL ADMISSION)

- Adult: AED 350 (USD 94)
- Youth (6-17 y/o), students of any age, companion for person of determination: AED 175 (USD 47)
- Senior (65+), person of determination (special needs): Free of charge
- Child (0-5 y/o): Free of charge

### SEASON PASS (GENERAL ADMISSION)

- Adult: AED 595 (USD 161)
- Youth (6-17 y/o), students of any age, companion for person of determination: AED 297 (USD 80)
- Senior (65+), person of determination (special needs): Free of charge
- Child (0-5 y/o): Free of charge

### SEASON PASS PREMIUM (GENERAL ADMISSION)

- Adult: AED 895 (USD 242)
- Youth (6-17 y/o), students of any age, companion for person of determination: AED 597 (USD 161)
- Senior (65+), person of determination (special needs): AED 300 (USD 81)
- Child (0-5 y/o): Purchase Season Pass, Free of charge

### SEASON PASS ULTIMATE (GENERAL ADMISSION)

- Adult: AED 1,295 (USD 350)
- Youth (6-17 y/o), students of any age, companion for person of determination: AED 997 (USD 269)
- Senior (65+), person of determination (special needs): AED 700 (USD 189)
- Child (0-5 y/o): Purchase Season Pass, Free of charge







Your questions answered:

- ▶ 1. Tickets and Bookings
- ▶ 2. Guided Tours
- ▶ 3. Corporate Events and F&B
- ▶ 4. Getting Around

## FREQUENTLY ASKED QUESTIONS

EVERYTHING ELSE YOU  
NEED TO KNOW.





# FAQs

## 1. TICKETS & BOOKINGS

Get the best rates for your unforgettable Incentive at Expo 2020.

### Which ticket types are recommended for incentive groups?

Expo offers a wide variety of ticket options. If your group's itinerary allows for a 3-day experience at Expo, the 3 Day General Admission pass is the basic option. This can be complemented with purchase of additional services like guided tours, hospitality lounge and bespoke F&B experiences. Please refer to the ticketing section of this document for more detailed information.

### How do I purchase tickets for incentive groups and are group rates applicable?

Currently, any group bookings of more than 30 people will be coordinated by the Expo 2020 Group Sales Team. For now, group sale enquiries can be sent to Mohamed Munjed at [mohamed.munjed@expo2020.ae](mailto:mohamed.munjed@expo2020.ae). As we get closer to event time, group bookings will be conducted through the Expo 2020 Call Centre at (+971) 800 EXPO (3976).

### Can pavilion entries be pre-booked?

At Expo 2020, each country manages their own operations independently. We would therefore recommend that each pavilion be contacted individually to ensure that your pre-booking is effectively handled.

# FAQs

## 2. GUIDED TOURS

Turn your Incentive visit into an extra insightful one by making use of Expo 2020 guided tours.

### How much does a guided tour cost?

We have two packages available depending on your needs. For more information about these packages, kindly get in contact with us:

- Expo Essentials – Full Day Tour (6 hours) @ 120aed per person
- Expo Signature – Half Day Tour (3 hours) @ 65aed per person

### Is there a recommended group size?

Yes — the recommended group size is between 15 -20 guests, however, bespoke programmes can be created for groups of any size.

### What gear is available for guides to communicate to large groups?

A device that supports larger group communication will be made available for the guided tours. More details about the gear will be confirmed closer to event time.

### Does Expo offer guides?

Yes. Multi-lingual guides are also available and languages will be confirmed closer to event time.

### How do I book a guided tour?

For bookings or any other questions contact [ExpoTours@expo2020.ae](mailto:ExpoTours@expo2020.ae)



## FAQs

### 3. CORPORATE EVENTS AND F&B

Host the perfect corporate function, event or Gala Dinner at Expo 2020 and indulge on the food and beverages on offer.

#### Where can corporate events and functions be hosted?

The Dubai Exhibition Centre (DEC), co-located at the Expo 2020 site, will be a world-class venue offering 45,000 sqm of customisable space, housed in a 60,000 sqm site. DEC provides configurable space for all types of events, including conferences, exhibitions, seminars, award ceremonies, gala dinners, banquets, product launches, and many other types of corporate activities. For more information, please visit <https://expo2020dubai.com/DEC> or email [MICE@expo2020.ae](mailto:MICE@expo2020.ae)

#### Which venues, besides Dubai Exhibition Centre, can be booked for corporate events?

For gala dinners and cocktails, the 2020 Club by Emaar will have two floors purely dedicated for social events. The maximum capacity for a seated dinner will be 220 guests on one of the floors, while 300 guests can be seated on the other. The Observation Tower can be privatized for drinks receptions and can accommodate 98 guests. For more information, please contact Sarah Aziz from Emaar directly [saziz@emaar.ae](mailto:saziz@emaar.ae) or [MFahmi@emaar.ae](mailto:MFahmi@emaar.ae) for the 2020 Club By Emaar.

#### Are F&B outlets available for corporate functions and group bookings?

Some outlets will be available for private events and exclusive use. We will make the relevant contact details available for booking in the second quarter of 2020. In certain limited occasions, there may be the possibility to reserve group seating in advance. Our on-site tour operator will support these requests and will assist you.

#### How are F&B payments handled for group bookings?

Groups payments will be handled directly between yourself and the outlets. If desired, Mastercard — Official Partner of Expo 2020 — can support pre-loaded credit cards with a fixed balance.

#### Are alcoholic beverages on offer?

Certain F&B outlets at Expo 2020 will be fully licensed with a variety of alcoholic beverages and spirits available in certain outlets. The list of outlets offering alcohol will be made available in the coming months. Each restaurant will have their own beverage price list according to the type of cuisine and environment they offer.

## FAQs

### 4. GETTING AROUND

Whether you're looking to get to the site or want to get around on site, there are multiple opportunities available.

#### Are there any group arrival facilities on site?

Visitors travelling to Expo 2020 Dubai as a part of a tour or as a group, using a bus or coach, can use the designated coach parking areas. There are five bus parking lots for groups near the three different arrivals entrances: Mobility, Opportunity and Sustainability. Any private coach will need to display an official and valid vehicle permit to gain access to the private motor coach parking areas on the Expo 2020 Dubai site.

#### Does Expo accommodate very large Incentive groups?

Large incentive groups are catered for. Parking lots can be found at each of the arrivals entrances (Mobility, Opportunity and Sustainability) with more than 350 bus bays in total. Tour operators can book 60 minute slots for drop-off and pick-up. Important points to note:

- Group transfers will have a limited number of slots that can be booked per day.
- In case of a large group, Expo 2020 will work closely with the organiser **to make sure a suitable solution for the group's arrival and departure is reached**, and parking slots will be confirmed.
- The Coach Booking System **will work on 'first booked – first served' basis**.

#### How do bookings work for drop-offs and pick-ups?

The system will allow bookings up to one month prior to the arrival date. When a slot is booked (via the Coach booking System), Expo 2020 will provide a vehicle permit that will need to be displayed on the front window of the bus or coach. This vehicle permit will be valid for a specific day and time slot only. For availability please book in advance.

#### Are longer term vehicle access permits available?

Tour Operators providing tour series, or daily groups confirmed to Expo 2020, may receive a permanent vehicle permit for the **period it services groups on the Expo site**. Transport plans and formal confirmation of the group's attendance needs to be presented to Expo 2020 for approval.



## FAQs

### 4. GETTING AROUND (CONTD.)

Whether you're looking to get to the site or want to get around on site, there are multiple opportunities available.

What is the maximum number of buses that can drop-off or pick-up at a time?

Groups can choose any of the Expo 2020 entrances where coach parking is available in the system. In case of bigger groups, the Expo 2020 team will be working together with its trade partners to ensure the group will also be well accommodated.

Are there shuttle or buggy facilities that transports visitors from one pavilion to another?

Walking is the primary and recommended mode of transport within the Expo 2020 Site. Expo will also offer supplementary transport services on site, including the People Mover bus and a golf buggy hire service. The buggy service is not designed for large groups of people, but instead to support people with accessibility needs and families with small children.

How many buggies are available?

There are a limited number of golf buggies available for hire at Expo 2020 Dubai at each of the main entrance gates. Buggies range from 6 to 11 seats (wheelchair accessible buggies will be available) and can be hired for a single destination ride, or by the hour. This is also conducted on a first-come, first-served basis. For your convenience and safety, there are no self-drive buggies; all buggies will be driven by a trained driver.

Are there any transport services available for larger groups?

People Mover is a free and un-ticketed bus system that runs around the perimeter of the Expo Site, like a public transport bus, allowing visitors and guests to move from one end of the site to the other easily. Buses leave the station every few minutes from when the site opens each day until it closes. This service is fully accessible by POD, people with accessible needs and families with baby strollers. This service will be available to all visitors and not possible to be exclusively booked for groups.



EXPO 2020 DUBAI  
THANKS ITS PARTNERS FOR THEIR SUPPORT

OFFICIAL PREMIER PARTNERS



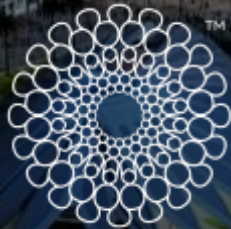
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OFFICIAL PROVIDERS







EXPO  
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CREATING THE FUTURE

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