

CONNECTING MINDS, CREATING THE FUTURE

A short guide to Expo 2020 Dubai



EXPO
2020
DUBAI
UAE



WORLD
EXPO

A World Expo is a global destination 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.

Through our theme, **'Connecting Minds, Creating the Future'**, Expo 2020 Dubai will provide a platform to foster creativity, innovation, and collaboration globally.



1 INTRODUCTION

Expo 2020 Dubai



Expo 2020 Dubai will give the UAE an unprecedented opportunity to show the world what it has been doing throughout its history: bringing minds and nations together to create a better future for itself and humanity.

It will bring jobs and economic investment to the parts of society that need it most and enhance the UAE's image as a place where the world can meet safely and work together.

The UAE can show itself at the forefront of dialogue in matters which are at the centre of global attention, ranging from preserving the environment, to connecting people, to creating jobs for youth.

Expo 2020 Dubai also offers MEASA, a region which boasts one of the youngest populations in the world, a golden opportunity to put its stamp on the future with the sharing of fresh ideas and cultural experiences while delivering new business opportunities and jobs.

In this way, its young people in particular, will be empowered to create a new momentum for themselves, ensuring they unleash their full potential and reshape their own world.

Additionally, the region will use this global platform to show a different, modern, progressive side to its culture and people.

Expo 2020 Dubai will take place at a very important time, with people never before being able to collaborate across the world and fields so easily.

Expo has a rare opportunity to accelerate and fully exploit this convergence, where people from all walks of life can come together and explore new possibilities and solutions.

Expo 2020 Dubai is all about the future. The work we are doing now, Connecting Minds, and Creating the Future, is already underway and creating positive outcomes.

After Expo 2020 Dubai closes in April 2021, its buildings and structures will find new life to educate and inspire its future visitors and residents.

Beyond that, it will leave a lasting legacy as the UAE continues its progress to an economy based on its human potential, having shown the world a dynamic and welcoming hub for innovation, collaboration and aspiration.



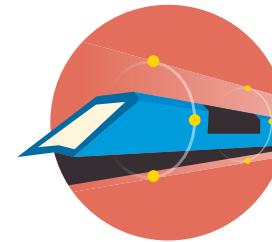


OPPORTUNITY



UNLOCKING THE POTENTIAL
WITHIN INDIVIDUALS AND
COMMUNITIES TO SHAPE
THE FUTURE

MOBILITY



CREATING SMARTER AND
MORE PRODUCTIVE
MOVEMENT OF PEOPLE,
GOODS AND IDEAS

SUSTAINABILITY



RESPECTING AND LIVING IN
BALANCE WITH THE WORLD
WE INHABIT

EXPO 2020 DUBAI

- Expo 2020 Dubai is the first World Expo to be held in the Middle East, Africa and South Asia (MEASA), and the first to be hosted by an Arab nation.
- The Expo event will run from 20 October 2020 until 10 April 2021.
- We plan to host 25 million visits, with 70 percent of them coming from beyond the nation's borders – the largest proportion of international visitors in Expo history.
- The Expo Gated Area will occupy 2 km², while the remaining 2.4 km² of the site will house supporting amenities and facilities, including the Expo 2020 Village for participant and staff accommodation, warehousing, logistics, transport nodes, hotels, retail and a public park.
- At the centre of the site, will be the Al Wasl Plaza, an open space that combines breathtaking design, innovative technology and an intricate domed trellis incorporating a huge immersive projection experience.

THEME

- Through our theme 'Connecting Minds, Creating the Future', Expo 2020 Dubai provides a platform to foster creativity, innovation and collaboration globally. We want to trigger new thinking for a long-term effect in the Middle East, Africa and South Asia (MEASA) and the wider world. This is underpinned by three interwoven themes that we see as fundamental in addressing the most pressing issues of our time: Opportunity, Mobility and Sustainability.
- The average size of pavilions will range from one tennis court (250m²) to 17 tennis courts (4,200m²).
- Expo will be connected by three Theme Districts named Opportunity, Mobility and Sustainability after its three subthemes.
- Participants will be offered the choice of whether to build their own pavilions or rent them from the organisers.

SITE

- Expo 2020 Dubai will be the first World Expo to take place in the Middle East, Africa or South Asia. Serving an area with a collective population of nearly 3.2 billion people and a GDP of more than USD 6.5 trillion, this will be the first Expo to be close to home for many who have had no previous access, making an immediate and lasting impact on the lives of an entire region. Expo's site is located in fast-developing Dubai South, directly accessible by road and rail and a short distance from three international airports. The site is also in close proximity to Jebel Ali Port.
- Support will be made available to participating nations in developing their pavilions' physical structure and the thematic content within it.
- Expo 2020 Dubai aims to generate 50 percent of the site's energy needs over the six-month duration of the event from renewable sources.

The ambition of World Expos

Wonder, anticipation and an optimistic outlook towards the future have always been the hallmark of World Expos. Every Expo has celebrated the unique achievements and international outlook of its era, and unveiled new concepts and experiences to its audiences. Generations of people have discovered new modes of life and have been inspired by new domains of activity, emerging practices, new cultures and unexpected possibilities represented by technological advancements, national identities, social perspectives, iconic architecture and works of art, to name just a few.

Since their origin in 1851, until the present day, World Expos have showcased the world's best and brightest. The very first World Expo in London took place in the Crystal Palace – a peerless exhibition space and a showpiece for revolutionary new techniques in cast iron working and plate glass manufacture that would revolutionise construction for the coming century.

After World War II, the fascination for material progress gave way to the promotion of human progress and international dialogue. Technology was still at the centre of Expos, not as an end in itself, but rather as a means for human development. Brussels 1958 was dedicated to “Progress and Mankind”; Seattle 1962 was about “Man in the Space Age”; Montreal 1967 was dedicated to “Man and His World.”

By creating a peaceful discussion platform, Expos started contributing to global dialogue and fostering cooperation. The Montreal 1967 and Osaka 1970 World Expos facilitated the Cold War “détente” of the early 1970s.

At the same time, the progress of decolonisation allowed the creation of new countries that became new players of Expos. The number of participating countries increased year after year: 39 in Brussels 1958, 62 in Montreal 1967, 78 in Osaka 1970, 109 in Seville 1992, 155 in Hannover 2000, 193 in Shanghai 2010.

Today, Expos have become a showcase for good.



2 UAE AND DUBAI

Ideal hosts



Taking action on global problems, mobilising global resources and talent, and harnessing global creativity and innovation requires a truly global platform of convergence. This is what the UAE is, and what it has always been. Today, its ability to engage communities and talent from around the world in the common pursuit of a better future is unrivalled.

With 200 nationalities living and working in Dubai, the city is a nexus for people, nations, goods, institutions, ideas and partnerships. With a world-class infrastructure, advanced technology, effortless efficiency and true innovation, Dubai is fully mobilised and ready to create an exceptional World Expo.

The UAE sits at a crossroads of global trade and commerce. The perfect vantage point from which to consider our interdependent world, where economic, political, environmental and socio-demographic shifts pose challenges for us all. Clearly, the solutions to these great challenges can no longer be developed unilaterally. They demand a considered and collaborative response. They must take into account multiple and diverse stakeholders; be they small or large nations, public or private sectors, civil societies, academics or simply concerned citizens.

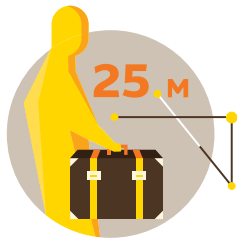
As a global crossroads, the UAE recognises that many of its own successes are the fruit of international partnerships that have engaged, and continue to engage, diverse stakeholders and innovative voices from different domains and perspectives. As such, the UAE is the ideal place to host a World Expo, providing a unique platform for the global community to address critical issues and explore creative, pioneering solutions that could positively impact the lives of generations to come.



AT A GLANCE



MEASA 3.2 BILLION
PEOPLE GDP OF MORE
THAN USD 6.5 TRILLION



25 MILLION VISITS
TO EXPO 2020 DUBAI

THE FIRST EXPO IN THE MEASA REGION:

Expo 2020 Dubai will be the first World Expo to take place in the Middle East, Africa and South Asia. Serving an area with a collective population of nearly 3.2 billion people and a GDP of more than USD 6.5 trillion, Expo 2020 will act as a gateway to one of the most important geo-economic trends shaping our world: the rise of emerging markets, developing countries and South-South trade. It will be an exceptional opportunity to bring the Expo close to home for a population that has had no previous access, thereby making an immediate and meaningful impact on the lives of an entire region.

A UNIQUE OPPORTUNITY FOR TRULY INTERNATIONAL EXPOSURE:

Expo 2020 Dubai is set to attract 25 million visits. For the first time in Expo history, more than 70 percent of our guests will be international, originating from outside the host country. This will create a distinctly global perspective and offer participants a powerful platform for global exposure and engagement.

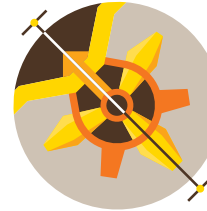
A ROBUST PROGRAMME OF ASSISTANCE TO DEVELOPING COUNTRIES:

In order for our aspiration to be met, and to welcome the world to our borders as we celebrate our Golden Jubilee, it will be critical to attract broad and global participation. In this spirit, the Expo 2020 Dubai Higher Committee has formulated a comprehensive assistance programme for developing countries, to ensure their participation at Expo 2020 Dubai. This programme aims to cover all necessary expenditures to ensure that developing nations are able to maintain strong, compelling, and innovative theme-relevant representation at the Expo.

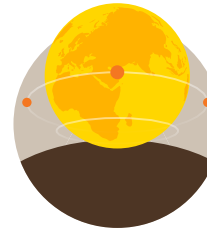
AN INTEGRATED MASTERPLAN FACILITATING PARTNERSHIPS:

Expo 2020 Dubai will be hosted on a 4.4 km² site, among the largest in Expo history. Equidistant between Dubai and Abu Dhabi, directly adjacent to the new Al Maktoum International Airport and 20 minutes from Jebel Ali Port, the site has been carefully chosen to provide optimal operational and logistical efficiency for participants, ease of access for visitors, a high level of international visibility and the utmost consideration of security. It also ensures the theme and subthemes can be brought to life not just through the environment created, but also through the experiences delivered. The masterplan employs an integrated approach to the distribution of pavilions, ensuring optimal and maximum visibility for all participants, as well as seamless integration of the theme and the three subthemes Opportunity, Mobility, and Sustainability. The masterplan has also been

AT A GLANCE



EXPO 2020 DUBAI
WILL BE HOSTED ON
A 4.4 KM² SITE



70 PERCENT OF VISITORS
WILL BE INTERNATIONAL

designed to foster new partnerships, encourage collaboration and ensure interaction between all participants and visitors. A fully integrated and diverse content masterplan has been developed to support and overlay the Expo.

EXPO'S LEGACY: CONNECT, CREATE, INNOVATE

Imagine a place built with the future of business in mind. Right from the start. A place designed by master planners who recognise that inter-dependency is what really matters today, leading to tomorrow's meaningful, lasting collaborations. A business hub envisioned right from the design table to unify people, businesses, and spark endless connections – intended and unintended. A sustainable hub built with an innate sense of responsibility to its environment and our planet. A platform where global industries will flourish in line with the UAE's national priorities. Where companies working in big data, the internet of things, augmented reality, the next big thing, will be just around the corner. And collaborations between key strategic industries and future technologies are just part of the day-to-day routine. Where carefully selected companies will create something special through shared vision and unexpected compatibility. Where only the highest design standards are accepted, so that at a minimum, all structures must meet LEED Gold awards of construction. But, at the same time, simple and flexible designs in a balanced environment make you always feel at home. A place where you can breathe and think. In or out of your workplace. In your sneakers or your suit. Located in one of the most innovative and connected countries in the world, where two-thirds of the global population are no more than eight hours' flying time away. A place that builds on Expo 2020 Dubai's special spirit of 'Connecting Minds, Creating the Future'. That place is District 2020. Expo 2020's lasting legacy.



ECONOMY:

- 70 percent of Fortune 500 companies have their regional base in Dubai and it regularly tops the World Bank's annual index for 'Ease of Doing Business' in the Arab world.
- The IMF has reported that annual growth will ease to about 1.3 percent in 2017, before rising to above 3 percent over the medium term.
- On 21 November 2015 the UAE announced the details of the Emirates Science, Technology and Innovation Higher Policy. This is a USD 82 billion plan to foster a knowledge economy, and prepare the UAE for a world beyond oil.

LOGISTICS:

- The UAE has nine sea ports. Dubai's Jebel Ali Port, on the doorstep of the Expo site, is the largest container terminal between Rotterdam and Singapore and is currently the world's sixth largest terminal.

ACCESSIBILITY:

- Every major global city can be reached from Dubai in one stop. More than two-thirds of the world's population lives within an eight-hour flight and one-third within four hours.
- In 2016, Dubai International Airport was the busiest in the world for international passenger traffic for the third year in a row, recording movements of more than 83 million passengers. Abu Dhabi International Airport served more than 24 million passengers in 2016.
- The demand for connectivity is so great that Dubai is developing an additional airport – Al Maktoum International, with the capacity to handle an extra 160 million passengers a year.
- Access to the UAE is made particularly easy through two of the world leading airlines, Emirates, and Etihad. Emirates Airline, which currently serves more than 150 destinations internationally, operates a fleet of 255 aircraft, comprised largely of Boeing-777 and Airbus A380 aircraft. Etihad Airways carried 18.5 million passengers in 2016 to 112 destinations.

GLOBAL EVENTS HOST:

- Serving as the global headquarters of the International Renewable Energy Agency (IRENA), the UAE hosts the Global Energy Forum, World Future Energy Summit and IRENA General Assemblies.
- The World Bank, International Monetary Fund and various UN agencies host global events and conferences in the UAE, as does the World Economic Forum.
- The UAE has emerged as the undisputed sporting capital of the Middle East. The successful Dubai Desert Classic Golf Championship has maintained its momentum over the past two decades. The renowned Dubai World Cup, launched in 1996, remains the world's richest horse-race.
- In addition, Abu Dhabi boasts the prestigious Formula 1 Grand Prix; the Abu Dhabi Desert Challenge; the Abu Dhabi International Triathlon; and the 2011-12 and 2014-15 Volvo Ocean Race, to name a few.

RETAIL:

- With more than 60 shopping malls and nine more under development, Dubai's modern infrastructure includes a wide selection of popular shopping malls and retail arcades to cater to every taste.
- Based on the input of 323 of the world's top retailers across 73 countries, Dubai and London currently share the top position as the most targeted retail destinations in the world, attracting approximately 56 percent of all global retail brands.

- The flagship Dubai Mall, the world's largest shopping mall in terms of area, houses 1,200 shops, with the world's most prominent retail brands among them. In 2012, Dubai Mall became the world's most-visited shopping and leisure destination, attracting in excess of 65 million visits – more than the total number of visits to New York City that year.
- The retail experience in Dubai reaches a crescendo at the city's annual shopping festivals hosted in the winter and summer periods, attracting millions of local, regional and foreign consumers.

TOURISM:

- The UAE is one of the world's fastest growing tourist and business destinations and is the most preferred travel destination across the Middle East and Africa, out-ranking iconic cities like New York, Rome, Milan and Vienna in terms of visitor traffic.
- In 2016, more than 15.2 million visitors from around the world chose Dubai as a destination of choice, up one million from the year before (DTCM).
- Official statistics record more than 104,000 hotel rooms in Dubai to February 2017, up 6,000 from the same period in 2016 (DTCM).
- India, Saudi Arabia, the UK, China and Oman are Dubai's top five source markets for international visitors (DTCM).



3 EXPO 2020 DUBAI

Inviting the world to Dubai



Airport is home for Emirates airline and is major aviation hub in the Middle East.

Dubai, United Arab Emirates - December 26, 2012: Emirates Airbus A380 landed at Dubai Airport.



From now until 2021, we are inviting people from diverse backgrounds and perspectives – national governments and businesses, academic and civil society partners, young people and the general public – to be a part of a shared vision and the legacy that we hope to create together.

For the first time in World Expo history, a majority of the visitors (around 70 percent) will be from beyond the borders of the UAE. This represents a new paradigm for World Expos: Dubai will bring Expo 2020 to the world, and the world to Expo 2020 Dubai. Our objective is to deliver a transformative event that will achieve a sustainable impact on the future of the UAE and the world for generations to come.

The participants, from governments, businesses, international organisations and universities around the world, will be the centrepiece of the event.

- Countries will be integral and vital partners in creating an authentic and engaging visitor experience. They will showcase how they contribute to the future in their own unique way through social, economic, technological and cultural fabrics that make up the life of their nation, and benefit others.
- Companies will have the opportunity to demonstrate their commitment to playing a positive role in society and the future - through their products, their research and development, their policies, and the hard work and expertise of their people. This will be a forum to mark progress, share knowledge, forge relationships for the long-term and engage an audience in the MEASA region and across the globe.
- International organisations, NGOs and Foundations will have a platform to connect to countries and communities around the world, share their thinking and advocate the action needed to seize the possibilities of Opportunity, Mobility and Sustainability.
- Universities, and the young people brought together through programmes running up to and during the event, will help to spark creativity and push the boundaries to drive progress and new innovation around the world.

An emphasis on the young. The Middle East, Asia and Africa are bursting with youthful talent.

As the innovators and thought leaders of tomorrow, they have a central role to play in creating a better future. Ensuring that we engage with these young people, and their global

contemporaries, and give them a chance to meet, share ideas and collaborate on new ones that could change their lives and ours is a major aspiration for Expo.



4 EXPO 2020 THEME

Connecting Minds, Creating the Future



The dawn of the 21st century is a unique time to reconfigure, reinvigorate and re-explore our connections, away from traditional approaches to resolving global problems. Connecting Minds, Creating the Future is about forging essential, smart partnerships across three critical priorities – Opportunity, Mobility and Sustainability – to inspire and shape the future of all countries and communities.



Opportunity is at the heart of development, ensuring that new horizons are opened to individuals and communities to help them meet their current needs and their future aspirations.

Mobility is the bridge to opportunity by connecting people, goods and ideas, and providing easier access to markets, knowledge and innovation.

Sustainability guides how we grow opportunity by doing more with less, while protecting and preserving our environment for future generations.



Expo 2020 Dubai
will offer a unique platform
to showcase the best
in ideas and innovation.

NEW INDUSTRIES



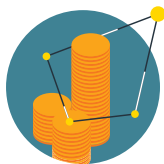
EMPLOYMENT



EDUCATION



FINANCIAL CAPITAL



GOVERNANCE



OPPORTUNITY

UNLOCKING THE POTENTIAL WITHIN INDIVIDUALS AND COMMUNITIES TO SHAPE THE FUTURE.

Creating opportunity for the growing global population is one of the key challenges of our times. Today, an estimated 10 million jobs globally cannot be filled within manufacturing organisations due to a growing skills gap, while over the next decade automation is set to replace the work of tens of millions of employees. High structural unemployment is among the World Economic Forum's top five global risks.

That's why the Sustainable Development Goals have placed a focus on equitable and high-quality education, inclusive growth, the reduction of inequality and good governance across the world.

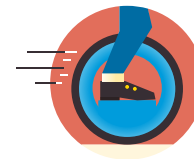




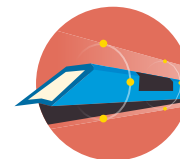
LOGISTICS



PERSONAL MOBILITY



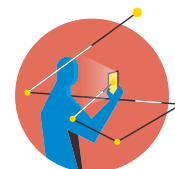
TRANSPORTATION



TRAVEL AND EXPLORATION



DIGITAL CONNECTIVITY



MOBILITY

CREATING SMARTER AND MORE
PRODUCTIVE MOVEMENT
OF PEOPLE, GOODS AND IDEAS.

Mobility spans every delivery mechanism from physical logistics and transport, the built environment and supporting infrastructure to virtual communications and visionary innovations.

Every week more than one million people move into towns and cities – increasing our potential to connect more productively. The way in which we move within those urban areas is changing as existing technology like video conferencing matures, and new technologies like driverless cars emerge.

RESOURCES



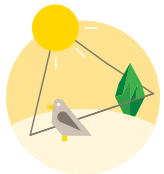
CLIMATE CHANGE



GREEN GROWTH



NATURAL ECOSYSTEMS AND BIODIVERSITY



SUSTAINABLE CITIES AND BUILT HABITATS



SUSTAINABILITY

RESPECTING AND LIVING IN BALANCE WITH THE WORLD.

Sustainability has been and will continue to be a critical area for global debate, discussion, agreement and collaboration. The growing human population places an increased burden on our planet. A kilogram of meat requires up to 20,000 litres of water to produce (compared with about 1,200 litres to produce a kilo of grain). Global demand for meat is forecast to increase 50 percent by 2025.

Around the world, researchers are exploring alternative sources of clean and renewable energy, water conservation, saltwater-based agriculture, biodiversity sanctuaries and expanding frameworks for the transition to a low-carbon economy, as well as stimulating the development of human capital in science, technology, engineering and related disciplines.

Milan, Italy - 19 September, 2015: 'Bosco Verticale' (literally 'Vertical Forest') is a complex of two residential towers in the modern district of Porta Nuova in Milan; unusually, they host hundreds of trees and plants in the facades.



EXPO LIVE

Addressing some of the world's most pressing challenges, World Expos have always celebrated the latest in innovation and technology.

Expo 2020 Dubai's Expo Live programme has an allocation of USD 100 million to back projects that offer creative solutions to pressing challenges that impact people's lives or help preserve the world – or both.

Expo Live's flagship Innovation Impact Grant programme is open for submission twice a year. The programme supports projects from around the world whose solutions generate social and environmental value and are in line with Expo 2020 Dubai's subthemes of Opportunity, Mobility and Sustainability.

The programme was launched in January 2017, following a pilot phase last year. It aims to stimulate innovation that has a social benefit, by supporting winning projects with funding, business guidance and promotion.

Successful applicants will also have the chance to showcase their work to many millions of visitors to Expo 2020 Dubai.

Expo organisers received 575 responses to their initial call for proposals. This was whittled down to 29 winners.

Interested applicants can find out more on:
expo2020dubai.ae/expo-live



FACT BOX: EXPO LIVE WINNERS

Expo Live is already supporting 29 projects around the world. The winners include:

BABYL RWANDA

A Rwandan branch of the UK-based digital healthcare tech startup, Babyl, offering smartphone 'chatbot' technology for live consultations and medical prescriptions.

The system enables Rwandans, especially those in rural areas and those without smartphones or with limited access to the internet, to access 'call-in' consultations with doctors from anywhere in the country.

Rwanda's population of around 11 million has access to a doctor at a ratio of 1 to 15,428 inhabitants. Obtaining qualified medical advice is consequently very challenging, especially in rural areas. With Babyl, patients can receive consultations via their mobile phones very easily while reducing the burden on the country's hospitals. Babyl also supports patient histories, records consultations from nurses and doctors, and offers access to more than 250 pharmacies across the country.

IGNITIA

A Swedish start-up that offers farmers in West Africa precise weather forecasts so they can plan their crops and better manage their land. It uses an algorithm that delivers tropical weather forecasts on a mobile phone and has been shown to be more than 80 percent accurate – twice the level using previous methods.

These forecasts help small-scale farmers in West Africa to increase yields and reduce the risk of being wiped out by bad weather conditions.

Most weather forecasts use models developed for temperate climates like North America and Europe. Conditions in the tropics, where 40 percent of the world's population lives, are much less stable and predictable, rendering these traditional models far less effective.

ALGRAMO

A social enterprise based in Santiago, Chile, has developed technology to deliver low-cost food and internet to poor communities.

Algramo, meaning 'by the gram', uses integrated self-service food dispensing machines in grocery stores so people can buy food at lower prices, as well as offering wireless networks to provide internet services.

Currently working with 1,000 stores in Chile, Algramo has placed vending machines containing basic items in bulk and dispensing them in smaller quantities. By cutting down the cost of selling, packaging and transport, Algramo has cut grocery bills by up to 50 percent.

APON WELLBEING LTD

A Bangladeshi social enterprise that aims to improve the lives of garment workers by offering them discounted goods and services through a membership scheme.

APON, which means 'Buddy' in Bengali, increases their disposable income, reduces healthcare costs and helps them build better, healthier lives. APON aims to increase the income of these workers without harming the competitiveness of their companies. Workers spend around 27 percent of their wages on necessities and daily disposable items but by receiving products and services at a discounted rate, APON members can save up to USD 55 a year.

5 THE EVENT

Creating an unforgettable experience



Expo 2020 Dubai aims to create impressive and memorable experiences that will delight, educate, intrigue, and inspire visitors of all ages. The event will showcase some of the most exciting topics and developments around the world and within the UAE, addressing key challenges and exploring outstanding achievements.

Through a rich palette of thematic exhibitions, Expo 2020 Dubai will provide insights into the theme and subthemes to spark interest and generate ideas, foster connections and drive collaboration. The form and content of the themed exhibitions will stimulate people's curiosity and wonder, inspiring visitors to reflect, dream, and collaborate.

Theme-specific exhibits will extend beyond the boundaries of the pavilions, permeating and connecting the entire site through engaging interactivity, augmented experiences and interrelated ideas. Exhibits will serve as landmarks that guide the visitor's explorations through the site, as well as creating thought-provoking opportunities for informal learning. They will be specifically designed to capture the imagination, communicate ideas as vividly as possible, and reveal multiple angles to each story.





THE MASTERPLAN

The site for Expo 2020 Dubai will itself be an iconic expression of the theme, capturing the central role of connectivity. The overall physical site will symbolise the power of collaboration and connections in addressing some of the world's major challenges in the 21st century. A central physical 'connection' space, Al Wasl, will encourage people to meet, conversations to start and partnerships to form.

Branching out from the centre, three petal-shaped thematic districts are dedicated to Opportunity, Mobility and Sustainability. Their shape is derived from the overlapping segments of three interconnecting circles, symbolising the importance of thinking across domains and breaking down silos. In this way, the masterplan conveys that each thematic area represents not just a stand-alone concept, but promotes overlaps between subthemes as they interconnect to support the central connecting nucleus, the heart of the Expo 2020 Dubai's philosophy and physical expression.

PUBLIC SPACES

The Welcome Hall, located at the primary entrance of the site, will orientate visitors through an experiential journey that will introduce them to Expo 2020 Dubai with its theme, subthemes and attractions. The Welcome Hall will generate interest and anticipation of the immersive exhibits that visitors will see and experience, while also providing general information about the content and the structure of the site. It will entice visitors to undertake their journey with an inquisitive mind, encouraging them to seek out new connections and unexpected partnerships as they explore the site.

At the centre of the Expo site, symbolising the power of people connecting, the Al Wasl Plaza will be an iconic representation of the theme 'Connecting Minds, Creating the Future'.

The Al Wasl Plaza will be a unique space at the centre of the site that will make a dramatic impression on the millions of visitors.

Al Wasl, which is 150 metres in diameter, was designed to have not only the 'wow factor', but also to be the central hub for Expo.

It will connect the three thematic districts - Opportunity, Sustainability and Mobility - as well as the other main concourses, including the Dubai Metro link and the UAE Pavilion, through its six entrances and exits.

The Plaza will be topped by a 65-metre high domed trellis inspired by the shape of the Expo 2020 Dubai logo. The trellis will act as an immersive 360-degree projection surface.

THEME PAVILIONS

Three main zones dedicated to Opportunity, Mobility and Sustainability will stem from the central Al Wasl Plaza. Each will lead visitors to one of three pavilions, each dedicated to a theme: Opportunity, Mobility and Sustainability. Each pavilion will be an iconic building symbolising its own subtheme and providing visitors with an immersive experience merging education, exhibition and revelation.

The objective of each pavilion is to allow visitors to explore each of the subthemes in depth and understand the interdependencies with the other subthemes.

To complement the participants' own exhibits, the theme pavilions will provide a more comprehensive view of each subtheme. They will strive to explore each subtheme in depth and from a variety of perspectives.

PAVILIONS

In July 2015, 13 of the world's leading architectural firms took part in a global competition to design the three Expo 2020 Dubai theme pavilions, dedicated to Opportunity, Mobility and Sustainability.

A key criterion for the competition was ensuring that the designs not only embodied one of Expo's core themes, but also had the flexibility and longevity to live on as landmarks and functional structures after the Expo closes in 2021.

Foster + Partners, the internationally renowned practice, based in London, submitted the winning proposal for the Mobility Pavilion. Their design drew on nearly four decades of pioneering designs including Dubai's The Index building, and the masterplan for Masdar City.

The winning design for the Sustainability Pavilion, which will become a long term 'cluster' centre promoting innovative technologies, was submitted by Grimshaw Architects. The firm designed the Eden Project in Cornwall, UK, and is a leader in the field of sustainable architecture.

The Sustainability Pavilion is expected to be a magnet for Expo 2020 Dubai visitors, especially children and youth, interested in best-practice sustainability. It will continue its immersive and educational mission as a science 'Exploratorium' after Expo's April 2021 closure.

And the UAE National Pavilion for Expo 2020 Dubai will be designed by Santiago Calatrava. His design, 'The Falcon' is inspired by the national bird of the UAE, a symbol of a young nation's long heritage and its culture.



SUSTAINABILITY PAVILION
Grimshaw Architects



MOBILITY PAVILION
Foster + Partners



UAE PAVILION
Santiago Calatrava

THEMATIC EXPERIENCES

Our core message that connecting minds is the key to addressing the challenges of the 21st century guides the design of the site and exhibitions for Expo 2020 Dubai.

Through the exhibits, we aim to create the tools and the experiences to foster a greater awareness of future possibilities and to convey the message that when we connect we can make the world a better place for more people and for our planet as a whole. It will also help everyone gain a deeper understanding of the region and its contribution to the theme and subthemes while setting the foundations for a vibrant legacy of innovation, culture and education.

Taken together, the exhibits will highlight the depth and breadth of perspectives and interconnections we can find when we start exploring Opportunity, Mobility and Sustainability from many different narrative viewpoints. By ensuring conceptual and physical links between exhibits, Expo will encourage visitors to purposefully explore ideas while reminding them of the importance of the theme and subthemes, their interconnections and their role in shaping our common future.

6 LEGACY

Making a lasting impact



Expo 2020 Dubai will offer tremendous opportunities for building a legacy that is sustainable and long lasting, one that extends its impact and benefits beyond the UAE and is shared by the region and the rest of the world.

The leadership of Expo 2020 Dubai are committed to ensuring a legacy that will continue to retain the spirit of the Expo well beyond the six months of the event itself. Our vision is to ensure continuation of the positive impact of hosting Expo 2020 Dubai across the arenas of the physical site, business model, knowledge creation, and reputation of the UAE and the region.

Legacy planning is already well underway to maximise opportunities for short, medium and long-term benefits. The legacy-planning framework is comprehensive and designed to ensure that legacy objectives will achieve maximum impact for the host country, participants, visitors and the wider community.

We are building a legacy plan that will be inclusive and relevant not just for the UAE, but for the rest of the world. The legacy planning process is based on five guiding principles. These are:

1. Strengthening national and global agendas in line with key priorities
2. Enhancing knowledge creation and awareness in each of the subthemes
3. Augmenting the social and economic benefits of hosting the event
4. Reinforcing the subthemes through the masterplan and operations plan delivery
5. Strengthening the reputation of the UAE and the region.

PHYSICAL LEGACY

More than 80 percent of the Expo site will be reused or repurposed post April 2021 when it transitions to its long-term future as District 2020, a global business and residential hub.

Expo's iconic theme pavilions will also be reused under the legacy plans. The Mobility Pavilion will become a logistics institute, and the Sustainability Pavilion is planned to become a science and children's centre.

The conference and exhibition centre, a key structure within the Expo masterplan will become a major event venue for Dubai, to be operated by Dubai World Trade Centre, benefiting from the synergies between the conference venue and the economic ecosystem formed on the Expo site. The site will also feature fully integrated residential communities and retail offerings.

Already, world-class companies have seen the potential of District 2020. Expo's Premier Partner, the giant German manufacturing conglomerate, Siemens, announced in 2017 that it would set up its global logistics headquarters there.



ECONOMIC LEGACY

As the 21st century unfolds, we are already witnessing fundamental transformations, reshaping every aspect of human life. Global populations are rapidly growing, societies are becoming predominantly urbanised, and new technologies are transforming the ways we produce and consume, with an ever-greater impact on the environment. As these trends converge, they present potential sources of disruption that can also be viewed as exceptional opportunities. We need collaborative approaches to address these challenges.

Expo 2020 Dubai will also contribute economic opportunities in the form of new business generation, GDP growth and job creation across the region and will seek to maximise these benefits throughout the different phases of the Expo.

The development of the site, infrastructure and services for Expo 2020 is already supporting the UAE's ongoing economic diversification. Expo 2020 will stimulate direct and indirect GVA contribution of over USD 19 billion, and support over 200,000 jobs.

20 percent of the Expo's total direct and indirect spend will be allocated to SMEs, both local and international.

SOCIAL LEGACY

Beyond the physical and economic benefits of hosting Expo 2020, further tangible and intangible legacies will be stimulated, from now, until many years post-event. These benefits will result from Expo 2020 Dubai diffusing knowledge and enhancing awareness of the subthemes, building social capital in the form of national pride and empowerment, strengthening social cohesion and inclusion, and changing perceptions about the region.

As the first World Expo to be hosted in the Middle East, Africa and South Asia, Expo 2020 Dubai is already a source of pride for people in the UAE and across the region and is boosting the aspirations of the youth. In a region where the younger population is growing at a high rate, initiatives and programmes to inspire them to be creative and strengthen their ability to become productive members of society are essential.

To strengthen this positive impact, youth and community engagement initiatives are being implemented to encourage inclusion and participation. These include engagements with youth, academic institutions and schools, cultural entities, corporates and SMEs, and government bodies.



GVA contribution of over
USD 19 Billion,
and support over 200,000 jobs



200 Cultures and Nationalities

EDUCATIONAL & INNOVATION LEGACY

Through its programmes, and in the culmination of the event, Expo 2020 Dubai will drive the generation of new knowledge and research in the subthemes, and thereby stimulate education and innovation, which will be valuable for countries and organisations around the world as they seek to address global challenges. Additionally, through initiatives launched by Expo Live, a programme to provide grants and support to stimulate and back innovations that address challenges in the realms of Opportunity, Mobility and Sustainability in ways that benefit whole communities, we plan to extend a legacy of education and awareness.

CULTURAL LEGACY

Expo 2020 Dubai will provide outstanding opportunities to strengthen cultural understanding among nations and change perceptions of the region. The many cultural programmes and initiatives that Expo 2020 Dubai will launch before and after the Expo will promote the importance of culture, history and traditions, presenting the UAE in a different light, and inviting reconsideration of the historical role of the Arab region. Participating countries will likewise be given the opportunity to showcase their cultures and heritages. The unique demographics of the UAE, with nearly 200 cultures and nationalities, and the visitors to Expo from every corner of the world, present a powerful opportunity to further global cultural understanding.

REPUTATIONAL LEGACY

The value and impact of Expo 2020 Dubai will last well beyond 2020. Expo 2020 Dubai will substantially strengthen the international reputation not only of the UAE and the region, but also for many of the event's participants.



7 CONCLUSION

Connecting Minds, Creating the Future



There are countless reasons
to be optimistic about the future.

All over the world, people are dedicating effort and imagination to making a better future. From unlocking development opportunities for the next generation to re-imagining how people move and connect, and finding sustainable solutions around energy and water, new innovations are being created that only five years ago would have been unimaginable.

Our aim is to create new ways of thinking and working that reflect our connected age.

We're inviting people from diverse backgrounds and perspectives – national governments and businesses, academic and civil society partners, young people and the general public – to share this vision and create, with us, a lasting legacy of cooperation and collaboration.

Expo 2020 Dubai will provide a platform to foster creativity, innovation and partnership globally.

Over the course of six months from October 2020, Expo will explore visions for the next 50 years. Dubai will bring together 25 million visits and over 180 participants for a celebration of human ingenuity. Millions of minds; one purpose – to showcase and explore what's possible when new ideas and people connect.

We will strive to ensure that Expo 2020 Dubai is an engaging and entertaining experience for all those who visit or take part, and that they leave it inspired by our shared future and their place in it.

We look forward to connecting with you on this exciting journey.



EXPO 2020 DUBAI
THANKS ITS PARTNERS FOR THEIR SUPPORT

OFFICIAL PREMIER PARTNERS





OFFICIAL PARTNERS



expo2020dubai.ae

 [@Expo2020Dubai](https://twitter.com/Expo2020Dubai)

 [Expo2020Dubai](https://www.facebook.com/Expo2020Dubai)

 [expo2020dubai](https://www.instagram.com/expo2020dubai)