



Expo 2020 Dubai

Understanding Expo 2020 Dubai

- Expo 2020 is **the world in one place – a global experience** dedicated to bringing together people, communities and nations to build bridges, inspire action and deliver real-life solutions to real-life challenges
- A launch pad for broadening horizons and exchanging ideas, Expo is all about **innovation, collaboration and inspiration**, and is the UAE's commitment to building a cleaner, safer, healthier future for everyone
- In a spirit of optimism, Expo 2020 will gather **more than 200 participants – including 192 countries**, as well as multilateral organisations, businesses and educational establishments – for a **visually striking and emotionally inspiring** 182 days
- Through Expo's Programme for People and Planet, participants will explore **solutions to fundamental global challenges** such as climate change, equal access to education and healthcare, and bridging the digital divide
- Visitors from all over the planet are invited to **join the making of a new world** as they explore new frontiers, embrace the opportunities of tomorrow and discover life-changing innovations that can have **meaningful, positive impacts** on our planet and its people
- Expo 2020 is the first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region, hosted in **a city of the future**, in one of the world's most **inclusive, ambitious and future-focused** nations, in the year of the UAE's Golden Jubilee.

The Bureau International des Expositions (BIE) regulates and oversees World Expos, preserving the core values of education, innovation and cooperation on behalf of its 170 member states.

Themes

'Connecting Minds, Creating the Future' is our **theme** and our purpose, and is based on the belief that innovation and progress are the result of people and ideas coming together in inspiring new ways. Our three **subthemes** are areas we see as essential to building a better world for everyone:

- Opportunity: Unlocking the potential for individuals and communities to shape the future
- Mobility: Creating more efficient and effective movement of people, goods and ideas, both physically and virtually
- Sustainability: Respecting and living in balance with the world we inhabit to ensure a cleaner, safer, healthier future for all



Something for everyone

Expo 2020 is for explorers and adventurers; for foodies and culture enthusiasts; for children and grandparents; for entrepreneurs, thought-leaders, businesses and governments; for the casual tourist, and for the curious who want to experience the future – now.

- The Expo site will come alive with the sounds, rhythms and sights of a global cast of performers across its dynamic, diverse and ever-changing entertainment programme, from music, dance and art to inspiring poetry and insightful talks. With up to **60 live events** each day, all day, it will be a 182-day feast for the senses, featuring an array of internationally celebrated names
- For six months, Expo 2020 will be the **must-visit family destination**, with thousands of family events, amazing exploratory experiences and free entry for kids up to age 18
- Visitors can tuck in to **50-plus global cuisines** from 200 F&B outlets, enjoy delicious culinary tours and explore innovative culinary tech
- Expo's **inspiring arts and culture programme** includes a series of commissioned substantial public artworks, as well as a showcase of contemporary Emirati design and craft commissions
- Expo's **musical programmes** include *Al Wasl*, an Emirati opera that combines Emirati and global talent, bringing to life the UAE's rich history; and the Firdaus Orchestra, an all-female orchestra creatively led by Oscar-winning composer AR Rahman
- Expo 2020 will run from **1 October 2021 to 31 March 2022**, opening 1000-midnight (Saturday to Wednesday) and 1000-0200 (Thursday and Friday)
- Tickets to Expo 2020 Dubai went on sale on 18 July 2021
 - Season Passes (AED 495/USD 135 – Mastercard debit and credit card holders receive a 25 per cent discount) offer unlimited entry for the entire six months of Expo 2020
 - Family Package (AED 950/USD 258) includes Season Passes for two parents plus nanny; discounts on F&B; 25 per cent off five additional Multi-Day Passes; and a photograph voucher worth AED 125

- Multi-Day Passes (AED 195/USD 53) allow holders unrestricted entry for 30 consecutive days
- 1-Day Tickets (AED 95/USD 26)
- Children under 18 years old, visitors ages 60 years and above, and students holding valid student ID from any academic institution in the world will be given free entry. Complimentary tickets will also be available for people of determination, with their companion receiving a 50 per cent discount

Where is Expo 2020 Dubai?

- Expo 2020 is located in Dubai South, close to Al Maktoum International Airport and easily reached from Dubai and Abu Dhabi's international airports and cruise terminals
- Expo 2020 is easily accessible public transport, including the Route 2020 Metro extension and Expo Rider, a dedicated complimentary public bus service
- The Expo 2020 site is 4.38 sqkm, approximately 2 sqkm forms the gated area, while the remaining 2.4 sqkm features supporting amenities and facilities

An exceptional site

- Expo 2020 is one of the world's most technologically connected sites, a **city of the future** powered by state-of-the-art innovations that will link every aspect of the event to ensure visitors have an unparalleled experience
- Expo aims to be **one of the most sustainable World Expos ever – an example of innovation in action from its cutting-edge sustainable architecture to sensors that monitor energy efficiency**

- The Thematic Districts include performance spaces, innovation galleries, art installations, parks and outdoor gardens. Each is anchored by its own Thematic Pavilion
- **Mission Possible – The Opportunity Pavilion**
- **Alif – The Mobility Pavilion**
- **Terra – The Sustainability Pavilion**

Al Wasl Plaza is **Expo's beating heart** – its iconic centrepiece and the focal point for celebrations during Expo 2020. Its steel trellis dome the world's largest 360-degree projection surface

- Expo's 21-metre-high, mashrabiya-style carbon fibre Entry Portals give visitors a first taste of the **amazing architecture and unprecedented innovation** they will experience across Expo 2020
- Dozens of participants have already revealed their pavilions – each is **future-focused, inspiring and innovative**

Expo Programmes

Expo 2020 is already bringing people and communities together to build a better future for everyone.

- **Expo Live**, Expo's global innovation and partnership programme is backing 140 projects from 76 countries, each offering innovative solutions to pressing challenges, helping to improve people's lives or preserve the planet
- Expo's **Global Best Practice Programme** spotlights 50 projects already providing impactful, sustainable solutions to some of our biggest challenges, with a commitment to expanding them across the globe
- The **Expo Education Programme** is inviting students from high schools and UAE and international universities to join specially curated tours, gain hands-on skills, and shape their future careers by connecting with peers, industry leaders and global experts
- The **Expo School Programme** is inspiring the younger generation by engaging with UAE schools and educators. During Expo 2020 it will offer students a once-in-a-lifetime learning experience via four bespoke school tours

- A total of 30,000 **Expo 2020 Volunteers**, a diverse and inclusive mix of UAE residents and expats from a range of nationalities and backgrounds, will be the welcoming ‘face of Expo 2020 Dubai’, reflecting UAE’s inclusive and hospitable spirit
- Expo’s **World Majlis** will bring global thought-leaders together for the conversations that matter, in the traditional Emirati *majlis* setting

Driving growth

- Expo 2020 is a global launch pad for business, **opening up new markets and new opportunities** to every business visitor, and including far-reaching business programming that will assist in attracting investments, forging agreements and promoting international cooperation
- Expo 2020 has committed 20 per cent of direct and indirect spending to small and medium-sized enterprises (SMEs), which it sees as **key to future prosperity** in the UAE and the region
- The **world-class** Dubai Exhibition Centre (DEC), Expo 2020 Dubai, with its 45,000 sqm of flexible space, will be a major draw for the MICE industry during Expo and beyond
- Expo 2020 will support the tourism sector and serve as an incubator for innovative, knowledge-based businesses and entrepreneurs, diversifying the economy and enhancing the country’s welcoming and thriving reputation as **an ideal location** to live, play, work and do business



Legacy

The UAE has shown the world what is possible through its remarkable transformation and progress. Expo 2020, coinciding with the UAE's 50th anniversary in 2021, engages people in this journey, inspires the next generation, and, together, sparks innovations that will kick-start another 50 years of purposeful progress, contributing to the nation's continued prosperity and enabling growth in the region and beyond.

More than 80 per cent of Expo's infrastructure will live on in the future city of **District 2020 – a model global community** for the future that will use state-of-the-art innovation, science and sustainability to create a cleaner, safer, healthier environment to live and work

- Expo 2020 is committed to building a meaningful, measurable long-term legacy that will set a **benchmark for future World Expos**
- Through its youth and business engagement activities, Expo will **stimulate economic, cultural and scientific prosperity**
- The experiences our visitors will enjoy, the innovations they will discover and the connections they will make will reveal inspiring, new perspectives and **encourage lasting, positive impact**

COVID measures

The health and safety of all visitors and workers is our first responsibility. Consulting with the world's leading medical experts and guided by the latest science and data, we have implemented a range of measures and continue to monitor new developments to ensure a safe and exciting visitor experience at Expo 2020 Dubai.

Measures include mandatory mask wearing, hand sanitising stations and capacity restrictions to ensure social distancing. The pre-booking of tickets is strongly encouraged, and visitors are urged to make use of Expo's Smart Queue system to book their pavilion experience.

All Expo and International Participant staff, volunteers, contractors and service providers must be vaccinated.

Expo will continue to monitor and adjust these measures as necessary, as the situation continues to evolve.