THANK YOU FOR JOINING
EVENT WILL START SOON

Expo 2020 Dubai A Regional Platform of Opportunity for U.S. Businesses

Ambassador John Rakolta, Jr.  
U.S. Ambassador & Commissioner General  
U.S. Pavilion

Thomas Bruns  
Regional Senior Commercial Officer for the Gulf

Khalid Sharaf  
Director of the Expo Business Programme  
Expo 2020 Dubai

Matthew Asada  
Deputy Commissioner General  
U.S. Pavilion

Simon Arnold  
Project Director  
Operations & Commercial  
TVG - U.S. pavilion

Harriet Yorston  
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Mark Ritchie  
President  
Global Minnesota
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Monday, September 14, 2020

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THANK YOU FOR PARTNERING WITH US
Expo 2020 Dubai

Connecting Minds, Creating the Future
BE A PART OF HISTORY
WORLD EXPOS OVER TIME

1851
London
The first World Expo.

1876
Philadelphia
The telephone and Heinz Ketchup.

1893
Chicago
The Ferris Wheel & Fluorescent Lamp.

1904
St. Louis
The Ice Cream Cone & the X-Ray Machine.

1915
San Francisco
Inauguration of the Panama-Canal

1933
Chicago
Celebrated the City's Centennial.

1939
New York
The birth of the television broadcast.

1962
Seattle
The Space Needle.

2021
Dubai
THEME & SUBTHEMES

CONNECTING MINDS, CREATING THE FUTURE

OPPORTUNITY
Unlocking the potential within individuals and communities to shape the future

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

SUSTAINABILITY
Respecting and living in balance with the world we inhabit
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.

**FIRST EXPO**

IN MIDDLE EAST, AFRICA AND SOUTH ASIA REGION

**1 COUNTRY, 1 PAVILION**

FIRST TIME IN EXPO HISTORY

**182 DAYS**

OF CREATING THE FUTURE
AN EXPO FOR EVERYONE

With its groundbreaking legacy and six months of unique experiences, Expo 2020 is relevant to everyone. Be there when the world comes together to create a better future, and experience thousands of life-changing memories.

WHOEVER YOU ARE

- Families
- Couples
- Friends
- Business Travellers
- Students

WHATEVER YOUR PASSION

- Foodies
- Entertainment Enthusiasts
- Thrill Seekers
- Techies & Innovators
- Luxury Connoisseurs
- Health & Wellness Fans
- Art Aficionados
SPECIAL DAYS

CHRISTMAS

NEW YEAR

LUNAR NEW YEAR

DIWALI

MOTHER’S DAY
JOIN 192 COUNTRIES IN CELEBRATION

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

VERSION: MAY 2020
THEME WEEKS

**SPACE**  
3 – 9 October 2021

**CLIMATE AND BIODIVERSITY**  
17 – 23 October 2021  
IN ASSOCIATION WITH DP WORLD

**URBAN AND RURAL DEVELOPMENT**  
31 October – 6 November 2021

**TOLERANCE AND INCLUSIVITY**  
14 – 20 November 2021

**GOLDEN JUBILEE**  
5 – 11 December 2021

**KNOWLEDGE AND LEARNING**  
12 – 18 December 2021  
IN ASSOCIATION WITH DUBAI CARES

**TRAVEL AND CONNECTIVITY**  
9 – 15 January 2022

**GLOBAL GOALS**  
16 – 22 January 2022

**HEALTH AND WELLNESS**  
30 January – 5 February 2022

**FOOD, AGRICULTURE, AND LIVELIHOODS**  
20 – 26 February 2022

**WATER**  
20 – 26 March 2022

CROSS CUTTING THEMES

**YOUTH**

**WOMEN & GIRLS**

**TECH, INNOVATION & CREATIVITY**
<table>
<thead>
<tr>
<th>PROGRAMME SERIES</th>
<th>OBJECTIVE</th>
<th>PROGRAMMES</th>
</tr>
</thead>
</table>
| BUILD BRIDGES         | KNOW ONE ANOTHER BETTER                  | • Flip Your World View  
• Cultures in Conversation  
• Dignified Storytelling  
• Women of Arabia / Islam |
| LEAVE NO ONE BEHIND   | CATALYSE OPPORTUNITY FOR ALL              | • SDC Programme  
• Best Practice Programme  
• Women in Development  
• Expo Live Regular Series |
| LIVE IN BALANCE        | RESTORE BALANCE WITH THE PLANET           | • Sustainability @ Expo  
• Conservation for Hope  
• Coming Full Circle     |
| VISION 2071           | CREATE VALUE WITH THE UAE                 | • Policy Series  
• Intangible Cultural Heritage  
• Golden Jubilee Programme  
• Ministerial Dinners     |
| THRIVE TOGETHER       | ENABLE ECONOMIC GROWTH & PARTNERSHIPS     | • Global Business Forums  
• Thematic Business Forums  
• Participant Business Briefings  
• Expo Live Panels and Networking |
BUSINESS PROGRAMME
<table>
<thead>
<tr>
<th>PROGRAMMES</th>
<th>PRODUCTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global Business Forums</strong> (Africa, LatAm, ASEAN)</td>
<td><strong>Business Calendar</strong></td>
</tr>
<tr>
<td><strong>9 Thematic Business Forums:</strong> “Harnessing Opptns”</td>
<td><strong>Expo 2020 B2B App</strong></td>
</tr>
<tr>
<td><strong>Country Business Briefings</strong></td>
<td><strong>Business Visitor Journeys</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Business Connect Center</strong></td>
</tr>
</tbody>
</table>
PRODUCTS
BUSINESS CALENDAR

Pack your calendar with global investment forums, investor pitching conferences and inspiring addresses, attended by the who’s who of the business world and visionary minds.

Register on our website to be notified when the calendar is live.

expo2020dubai.com/en/business
EXPO 2020 B2B APP

Business to Business

Business to Government

Click to watch video

Go-Live in January 2021
BUSINESS VISITOR JOURNEYS

Explore business under the following themes and more:

- Urban Development
- Eco-Tourism
- Education
- Artificial Intelligence
- Space

Sample Space Business Journey

- Explore Luxembourg’s pioneering outer space telecommunications technology!
- Discover India’s business opportunities in the emerging field of outer space technology!
- Learn how ancient star-navigating systems shape Australia’s space industry today!

Take a look at how Gabon is protecting the environment by collecting space-related data!
BUSINESS CONNECT CENTRE

UAE TRADE & INVESTMENT ENTITIES

CHAMBERS OF COMMERCE FROM THE UAE & GCC

GLOBAL INVESTMENT ENTITIES & VENTURE CAPITALISTS
EXPO 2020 DUBAI
THANKS ITS PARTNERS FOR THEIR SUPPORT

OFFICIAL PREMIER PARTNERS

accenture  CISCO  DP WORLD  Emirates NBD  etisalat  Emirates

OFFICIAL PARTNERS

Christie  Dubai Chamber  DULSCO  EMAAR Hospitality  enoc  L'ORÉAL  UPS

OFFICIAL PROVIDERS

Canon  digital  Domino's  ESHARAN  Jacobs  mace  orient  swatch
The U.S. Pavilion at Expo 2020 Dubai
WORLD EXPO 2020

EXPO 2020 DUBAI

192 COUNTRIES
1 COUNTRY, 1 PAVILION
OCTOBER 1, 2021, MARCH 31, 2022

RECORD PARTICIPATION
FIRST TIME IN EXPO HISTORY
DURATION OF 182 DAYS

SITE SIZE
4.38 SQ KM
Scale and Visitation

Expo will attract delegations from across the MENASA region specific to trade, development and innovation.

Delegations will include Heads of State, Government, Ministers, CEO’s and leaders from private and public sectors.

Pavilion operating 12 hours per day and retail spaces operating 15 hours per day.

Retail Store & Restaurant ideally positioned with high visibility and access from the public realm.

VIP function & meeting room facilities available throughout the Pavilion.
Programming Opportunities

The U.S. Pavilion is committed to delivering a comprehensive schedule of activations, events and programs to complement the objectives of stakeholders, sponsors and suppliers.

To achieve this, we encourage suppliers to think outside the box and drive engagement of their business, organization or association by activating creative program ideas.

These activations will be key to generating media attention and expanding reach beyond the Pavilion.

The Programming schedule will consist of Thematic Weeks, National Days, Schools Program, Brand Ambassador appearances/activations and product demonstrations.
Exhibits
Exhibits
Operations Scope

The U.S. Pavilion is committed to delivering:

• Venue Management
• VIP, Functions and Protocol Management
• Guest Experience Management
• Staffing – Recruitment, Training and Orientation
• Facilities and Contractor Management
• VIP and Functions Catering
• Supply Chain & Procurement
• Cultural Program
• National Day
• Media and PR Management
• Exhibition and Technical Services
• Logistics and Warehousing
• Public Food and Beverage Operations
• Gift Store Operations
Media Activity

Expo 2020 have a department dedicated to the strategic and cohesive promotion of Expo 2020, its participants and all events and activations across the site.

Similarly, the U.S. Pavilion will have a dedicated team on the ground working collaboratively with Expo 2020 and local media to attract all media – print, television, digital and promote every angle of the U.S. Pavilion, including that of stakeholders, sponsors and suppliers.
VIP Pre-Function Area

After ascending the stairs or taking the private elevator, VIP guests are invited to relax in the Pre-Function Area.

Here they can wait in the lounge for their meeting in the conference room or enjoy a cocktail at the custom-built bar before a banquet in the Function Area.
The VIP Function Area is designed with flexibility in mind. Large enough to host an 80 person luncheon, yet small enough for an evening cocktail party. This space can be fully catered and serviced by the pavilion’s in-house operations team.
U.S Supply Opportunities

Overview
The U.S. Pavilion Management Team are looking to engage with American brands and service providers that speak to the culture and heritage of the country to support in the delivery of key functional requirements of the Pavilion for the duration of Expo.

Expression of Interest and Statement of Requirements
Expressions of Interests and Statement of Requirements will be released across all categories of services required to deliver the Pavilion, providing the opportunity for United States (or other organizations with a United States or UAE market presence) brands and providers to submit a commercial proposal to secure the supply agreements.
Supply Categories & Expression of Interest Timelines

The below table summarizes the timeline when the expression of interest is released for all supply categories and when negotiations will begin. Please do not hesitate to reach out to the U.S. Pavilion team at any time to discuss the opportunity presented.

<table>
<thead>
<tr>
<th>GROUP</th>
<th>CATEGORY</th>
<th>SUBCATEGORY</th>
<th>PHASE 1</th>
<th>PHASE 2</th>
<th>PHASE 3</th>
<th>PHASE 4</th>
<th>PHASE 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>EOI Distributed</td>
<td>Engagement</td>
<td>EOI Closed</td>
<td>Negotiations</td>
<td>Appointment</td>
</tr>
<tr>
<td></td>
<td>Apparel</td>
<td>Uniforms, Business Suits, Accessories, Dress Shoes, Sneakers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cleaning</td>
<td>Cleaning Services, Equipment, Consumables, Sanitary Equipment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Produce</td>
<td>Meat, Seafood, Dairy, Poultry, Native Ingredients, Consumables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Security</td>
<td>Security Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Travel</td>
<td>Air Travel, Guest Experiences / Tours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GROUP 2</td>
<td>Beverages</td>
<td>Wine, Beer, Spirits, Coffee, Tea</td>
<td>11/01/2020</td>
<td>11/01/2020 - 12/14/2020</td>
<td>12/15/2020</td>
<td>01/01/2021 - 03/01/2021</td>
<td>03/01/2021</td>
</tr>
<tr>
<td></td>
<td>Hospitality Equipment</td>
<td>Equipment, Fittings &amp; Furnishings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Information Technology</td>
<td>Venue &amp; Event Software, Rostering Software</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vehicles</td>
<td>Buses, Cars, Golf Carts, Driver Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GROUP 3</td>
<td>Communications</td>
<td>Phones, Two Way Radios</td>
<td>03/01/2021</td>
<td>03/01/2021 - 04/14/2021</td>
<td>04/14/2021</td>
<td>04/15/2021 - 05/31/2021</td>
<td>06/01/2021</td>
</tr>
<tr>
<td></td>
<td>Functions Misc.</td>
<td>Linen, Tableware, Glassware, Kitchen Loose wares</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office</td>
<td>Technology, Consumables, Indoor Plants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Services</td>
<td>Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Benefits Summary

Benefits the United States team can provide within a supply partnership are varied and unique to the Pavilion. Detailed below are a summary of the benefits available, each of these are flexible and able to be tailored to the supplier based on their requirements.

Experiences
Behind the scenes tour of U.S. Pavilion at Expo 2020 for staff
Curated day at Expo experience for guests

Hospitality
Hosting of events in Pavilion VIP function spaces
Cocktail functions
Morning / Afternoon Tea

Sales Opportunities
Product sales in F&B outlets
Product sales in Retail Store
Benefits Summary

Marketing Opportunities / Assets
• Product included in official VIP gift bag
• Rights to use U.S. Pavilion brand
• Product logo on Pavilion website
• Product showcased in VIP / Food and Beverage menus
• Social media content on official Pavilion platforms
• Product giveaway option for school groups
• Customized pin featuring supplier and Pavilion logos
• Promotional reel of suppliers’ support of Pavilion

Introductions, Product Showcases and Announcements
• Opportunities to showcase and announce new and innovative products within the Pavilion
• Utilize the Pavilion for announcements
# Benefits Summary

<table>
<thead>
<tr>
<th>Summary of Benefits</th>
<th>Gold Partner</th>
<th>Silver Partner</th>
<th>Bronze Partner</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Experiences</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to trade related event in U.S. Pavilion</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>8 guests per event. Inclusive of F&amp;B and Expo admission tickets</td>
</tr>
<tr>
<td>Behind the scenes visit to the U.S. Pavilion and a curated experience at Expo 2020 for staff (max 25 guests per visit)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Number of Guests. Inclusive of F&amp;B and Expo admission tickets</td>
</tr>
<tr>
<td><strong>Hospitality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cocktail functions – 50 guests</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning / Afternoon tea- 10 guests</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>Inclusive of F&amp;B and Expo admission tickets</td>
</tr>
<tr>
<td><strong>Sales Opportunities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product sales in F&amp;B outlets (where applicable)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Product sales in Retail Store (where applicable)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Opportunities / IP Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product included in official VIP gift bag</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Rights to use U.S. Pavilion brand content across global territories</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>E.g. “Official Supplier to U.S. pavilion”</td>
</tr>
<tr>
<td>Rights to use U.S. Pavilion brand in the UAE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Product logo on Pavilion website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Product utilized in VIP / F&amp;B menus</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Social media content on official Pavilion platforms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Product giveaway option for school groups</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Customized pin featuring sponsor and Pavilion logos</td>
<td>1,000</td>
<td>750</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Unique customer experience onsite</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>Consumer / Trade competition winners</td>
</tr>
<tr>
<td><strong>Additional Partnership Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional reel of ‘Suppliers’ support of Pavilion</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>2-3 minute customized video</td>
</tr>
<tr>
<td>Staff training session on product</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Conduct during pre-event training of relevant Pavilion staff</td>
</tr>
</tbody>
</table>
Supply Partnership Hierarchy

Gold Supply Partner
Based on a total Value in Kind and/or financial offering of 250K USD.

Silver Supply Partner
Based on a total Value in Kind and/or financial offering of 175K USD.

Bronze Supply Partner
Based on a total Value in Kind and/or financial offering of 100K USD.
Contacts

Associations & Produce

Harriet Yorston
harriet.yorston@usapavilion.org
+971 (0) 547 161 133

Brands & Products

Adam Spackman
adam.spackman@usapavilion.org
+971 (0) 507 930 028
Discover America Campaign

• Discover America is an annual campaign celebrating the U.S. brand and a platform for U.S. companies to promote their products and services, connect U.S. and UAE companies, and showcase American innovation.

• Discover America at Expo Dubai will include opportunities for bespoke promotional events at the U.S. Pavilion.
Discover America Campaign

• Upcoming webinars will highlight export opportunities around the Expo themes of mobility, opportunity, and sustainability.

• Energy Webinar October 2020
• ICT Webinar November 2020
• Healthcare Webinar January 2021
• Aerospace Webinar March 2021

• Contact: Christelle Rezk
  Commercial Specialist
  Christelle.Rezk@Trade.gov
Expos as a Platform for Business Development
Global Minnesota:
Expos as a Platform for Business Development, Expo 2027

Mark Ritchie
President
Global Minnesota
Email: mriterchie@globalminnesota.org
Phone: 612-231-7707
Each Expo is Unique

- Timing – Before, During, After – October 1, 2021 – March 31, 2022
- Theme - Connecting Minds, Creating the Future
- Construction – Exhibits, Post-Expo Re-Use
- Services and Vendors
- Emphasis on B to B
- Emphasis on Virtual/Digital
- Legacy
Healthy People, Healthy Planet

- Exercise regularly
- Drink more water
- Eat healthy food
- Get enough sleep
- Start meditating
Expo 2020 Dubai A Regional Platform of Opportunity for U.S. Businesses

Q&A
Expo 2020 Dubai A Regional Platform of Opportunity for U.S. Businesses

THANK YOU FOR JOINING!

If you have any questions, please contact:

Catherine.Muth@trade.gov
Lina.Daker@trade.gov