

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
Business Liaison Manager
TVG - U.S. pavilion



Erick Kish
Deputy
Senior Commercial Officer



Mark Ritchie
President
Global Minnesota



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



Monday, September 14, 2020



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
Business Liaison Manager
TVG - U.S. pavilion



Erick Kish
Deputy
Senior Commercial Officer



Mark Ritchie
President
Global Minnesota

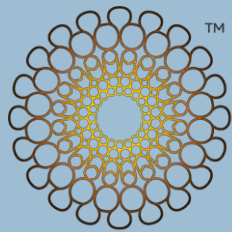


Expo 2020 Dubai A Regional Platform of Opportunity for U.S. Businesses

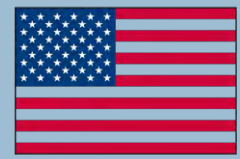


Monday, September 14, 2020

THANK YOU FOR PARTNERING WITH US



EXPO
2020
DUBAI
UAE



Global **Minnesota**[®]

OFFICIAL PARTICIPANT – UNITED STATES OF AMERICA



U.S.-U.A.E. Business Council
usuaebusiness.org



Member of the Global Network of American Chambers of Commerce



Member of the Global Network of American Chambers of Commerce



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



Expo 2020 Dubai

Connecting Minds, Creating the Future



إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



Bureau
International
des Expositions



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



BE A PART OF HISTORY
WORLD EXPOS OVER TIME

The first World Expo.

1851
London

The Ferris Wheel & Fluorescent Lamp.

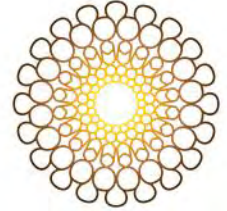
1893
Chicago

Inauguration of the Panama-Canal

1915
San Francisco

The birth of the television broadcast.

1939
New York



2021
Dubai

1876
Philadelphia

The telephone and Heinz Ketchup.

1904
St. Louis

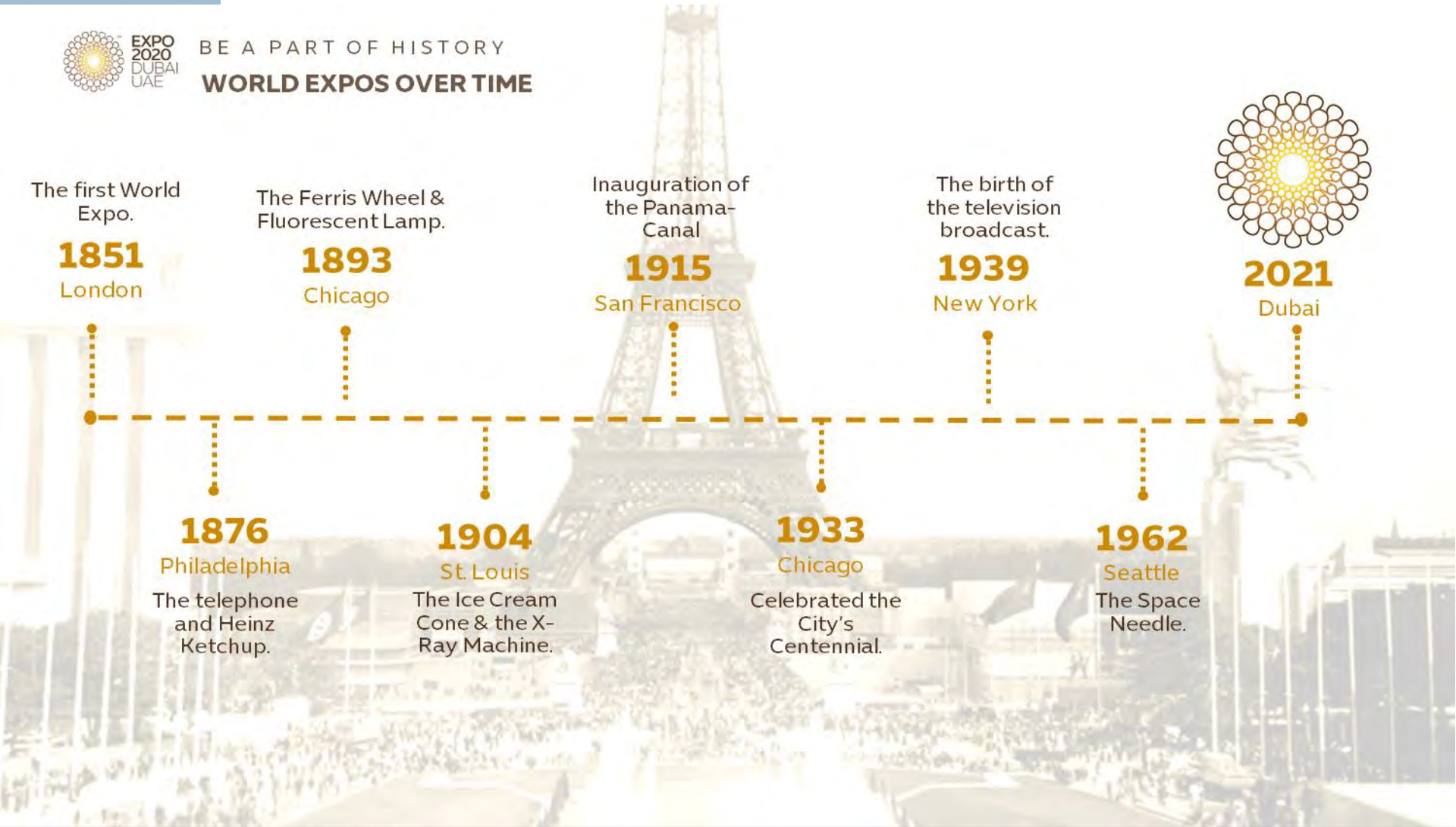
The Ice Cream Cone & the X-Ray Machine.

1933
Chicago

Celebrated the City's Centennial.

1962
Seattle

The Space Needle.





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



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

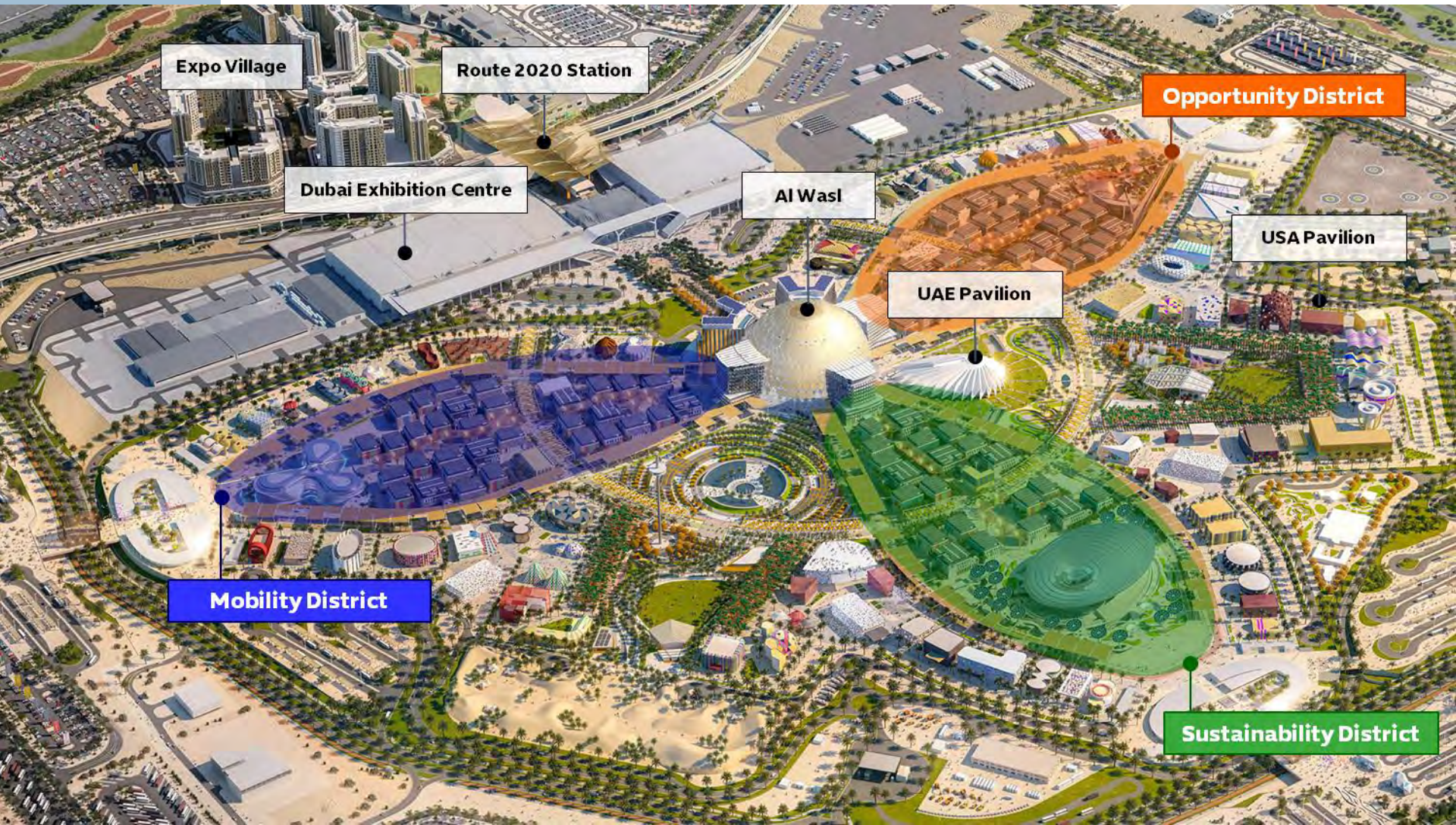
Respecting and living in balance
with the world we inhabit



EXPO
2020
DUBAI
UAE



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce





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



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



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



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



SPECIAL DAYS



CHRISTMAS



NEW YEAR



LUNAR
NEW YEAR



DIWALI



MOTHER'S
DAY





U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



EXPO 2020
DUBAI
UAE

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
-  AFRICAN UNION
-  ALBANIA
-  ALGERIA
-  ANDORRA
-  ANGOLA
-  ANTIGUA & BARBUDA
-  ARGENTINA
-  ARMENIA
-  ASEAN
-  AUSTRALIA
-  AUSTRIA
-  AZERBAIJAN
-  BADEN WUERTEMBERG
-  THE BAHAMAS
-  BAHRAIN
-  BANGLADESH
-  BARBADOS
-  BELARUS
-  BELGIUM
-  BELIZE
-  BENIN
-  BHUTAN
-  BIE DAY
-  BOLIVIA
-  BOSNIA & HERZEGOVINA
-  BOTSWANA
-  BRUNEI

-  BULGARIA
-  BURKINA FASO
-  BURUNDI
-  BRAZIL
-  CABO VERDE
-  CAMBODIA
-  CAMEROON
-  CANADA
-  CENTRAL AFRICAN REPUBLIC
-  CHAD
-  CHILE
-  CHINA
-  COLOMBIA
-  COMOROS
-  COSTA RICA
-  CÔTE D'IVOIRE
-  CROATIA
-  CUBA
-  CYPRUS
-  CZECH REPUBLIC
-  DANISH BUSINESS COUNCIL
-  DEMOCRATIC REPUBLIC OF THE CONGO
-  DJIBOUTI
-  DOMINICA
-  DOMINICAN REPUBLIC
-  EGYPT
-  EL SALVADOR
-  EQUATORIAL GUINEA
-  ESTONIA
-  ESWATINI
-  ETHIOPIA
-  FIJI
-  FINLAND
-  FRANCE
-  GABON
-  THE GAMBIA

-  GEORGIA
-  GERMANY
-  GHANA
-  GREECE
-  GRENADA
-  GUATEMALA
-  GUINEA
-  GUINEA-BISSAU
-  GULF COOPERATION COUNCIL
-  GUYANA
-  HAITI
-  HOLY SEE
-  HONDURAS
-  HUNGARY
-  INDIA
-  INDONESIA
-  IRAN
-  IRAQ
-  IRELAND
-  ITALY
-  JAMAICA
-  JAPAN
-  JORDAN
-  KAZAKHSTAN
-  KENYA
-  KIRIBATI
-  KOSOVO
-  KUWAIT
-  KYRGYZSTAN
-  LAOS
-  LATVIA
-  LEAGUE OF ARAB STATES
-  LEBANON
-  LESOTHO
-  LIBERIA
-  LITHUANIA

-  LUXEMBOURG
-  MADAGASCAR
-  MALDIVES
-  MALAWI
-  MALI
-  MALTA
-  MARSHALL ISLANDS
-  MAURITANIA
-  MAURITIUS
-  MICRONESIA
-  MOLDOVA
-  MONACO
-  MONGOLIA
-  MONTENEGRO
-  MOROCCO
-  MOZAMBIQUE
-  MYANMAR
-  NAMIBIA
-  NAURU
-  NEPAL
-  NETHERLANDS
-  NEW ZEALAND
-  NICARAGUA
-  NIGER
-  NIGERIA
-  NORWAY
-  OMAN
-  ORGANISATION OF ISLAMIC COOPERATION
-  PAKISTAN
-  PALAU
-  PALESTINE
-  PANAMA
-  PAPUA NEW GUINEA
-  PARAGUAY
-  PERU

-  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

-  THAILAND
-  TIMOR-LESTE
-  TOGO
-  TONGA
-  TRINIDAD & TOBAGO
-  TUNISIA
-  TURKMENISTAN
-  TUVALU
-  UAE
-  UGANDA
-  UKRAINE
-  UNITED KINGDOM
-  UNITED NATIONS
-  URUGUAY
-  USA
-  UZBEKISTAN
-  VANUATU
-  VENEZUELA
-  VIETNAM
-  YEMEN
-  ZAMBIA
-  ZIMBABWE





U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



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



PROGRAMME SERIES

OBJECTIVE

PROGRAMMES



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

- SDG 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



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



BUSINESS PROGRAMME



Bureau International des Expositions



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



PROGRAMME SERIES



THRIVE TOGETHER
*Enable Economic Growth
& Partnerships*

PROGRAMMES

PRODUCTS



**Global Business Forums
(Africa, LatAm, ASEAN)**



**9 Thematic Business Forums:
"Harnessing Opportunities"**



Country Business Briefings



Business Calendar



Expo 2020 B2B App



Business Visitor Journeys



Business Connect Center



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



PRODUCTS



إكسبو 2020 EXPO
دبي الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



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

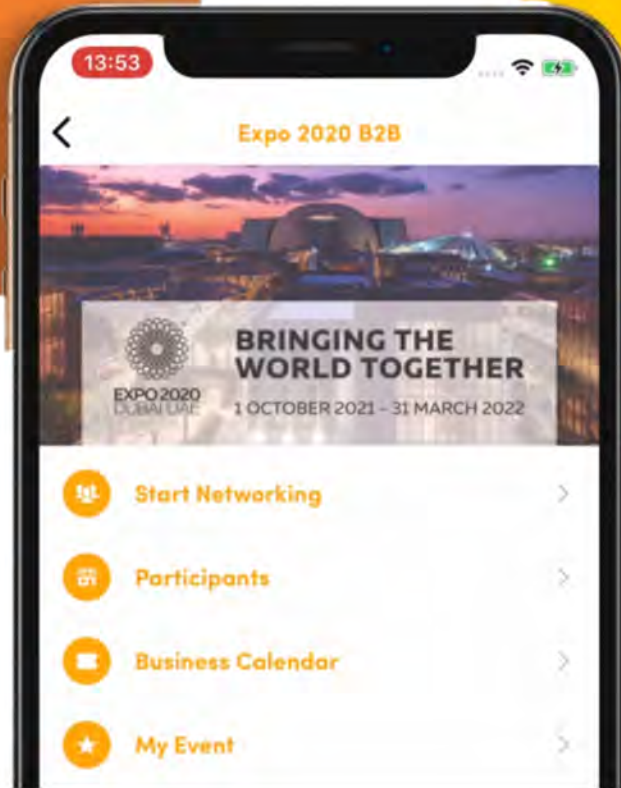




U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



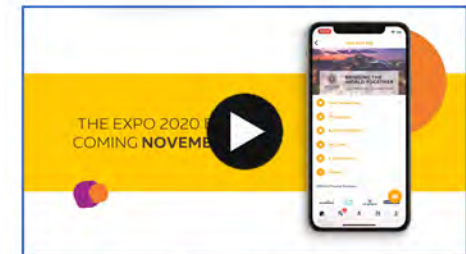
EXPO 2020 B2B APP



**BUSINESS TO
BUSINESS**



**BUSINESS TO
GOVERNMENT**



[Click to watch video](#)

GO-LIVE IN JANUARY 2021



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



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!



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



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!





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



BUSINESS CONNECT CENTRE



UAE TRADE & INVESTMENT
ENTITIES



CHAMBERS OF COMMERCE
FROM THE UAE & GCC



GLOBAL INVESTMENT ENTITIES &
VENTURE CAPITALISTS



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



EXPO 2020 DUBAI
THANKS ITS PARTNERS FOR THEIR SUPPORT

OFFICIAL PREMIER PARTNERS



OFFICIAL PARTNERS



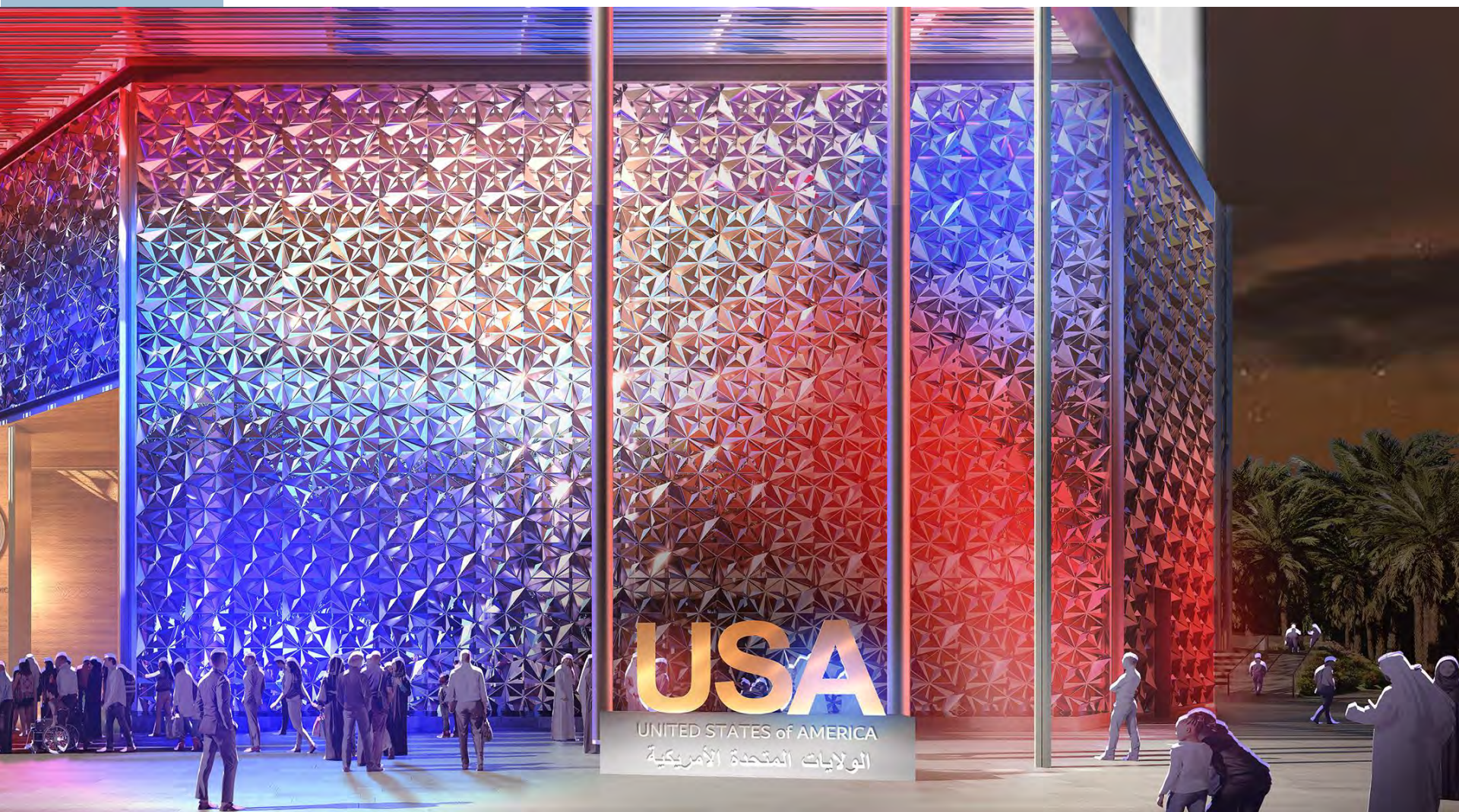
OFFICIAL PROVIDERS





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

The U.S. Pavilion at Expo 2020 Dubai





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



WORLD EXPO 2020

EXPO 2020 DUBAI

Route 2020
Metro Station

Dubai
Exhibition Centre

Opportunity
District

Al Wasl Plaza

U.S. Pavilion

UAE Pavilion

Al Forsan Park

Mobility
District

Sustainability
District

Jubilee Park

SITE SIZE

4.38 SQ KM

**FIRST
EXPO**

IN MENASA REGION

**192
COUNTRIES**

RECORD PARTICIPATION

**1 COUNTRY,
1 PAVILION**

FIRST TIME IN
EXPO HISTORY

**OCTOBER 1, 2021
MARCH 31, 2022**

DURATION OF 182 DAYS

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.



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

Exhibits





U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

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.



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



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.

VIP Function Area Dinner Setting



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. COMMERCIAL SERVICE
United States of America
Department of Commerce



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.



OFFICIAL PARTICIPANT - UNITED STATES OF AMERICA



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

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.

GROUP	CATEGORY	SUBCATEGORY	PHASE 1 EOI Distributed	PHASE 2 Engagement	PHASE 3 EOI Closed	PHASE 4 Negotiations	PHASE 5 Appointment
GROUP 1	Accommodations	Hotel Rooms, Apartments	8/13/2020	8/13/2020 - 9/28/2020	9/28/2020	9/29/2020 - 10/22/2020	10/22/2020
	Apparel	Uniforms, Business Suits, Accessories, Dress Shoes, Sneakers					
	Cleaning	Cleaning Services, Equipment, Consumables, Sanitary Equipment					
	Produce	Meat, Seafood, Dairy, Poultry, Native Ingredients, Consumables					
	Security	Security Services					
	Travel	Air Travel, Guest Experiences / Tours					
GROUP 2	Beverages	Wine, Beer, Spirits, Coffee, Tea	11/01/2020	11/01/2020 - 12/14/2020	12/15/2020	01/01/2021 - 03/01/2021	03/01/2021
	Hospitality Equipment	Equipment, Fittings & Furnishings					
	Information Technology	Venue & Event Software, Rostering Software					
	Vehicles	Buses, Cars, Golf Carts, Driver Services					
GROUP 3	Communications	Phones, Two Way Radios	03/01/2021	03/01/2021 - 04/14/2021	04/14/2021	04/15/2021 - 05/31/2021	06/01/2021
	Functions Misc.	Linen, Tableware, Glassware, Kitchen Loose wares					
	Office	Technology, Consumables, Indoor Plants					
	Services	Training					

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

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

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



[usaexpo2020](https://www.instagram.com/usaexpo2020)



[USAExpo2020](https://www.facebook.com/USAExpo2020)



[USAExpo2020](https://twitter.com/USAExpo2020)



[USA Expo 2020](https://www.youtube.com/USAExpo2020)



OFFICIAL PARTICIPANT - UNITED STATES OF AMERICA



**U.S.
COMMERCIAL
SERVICE**
*United States of America
Department of Commerce*



**DISCOVER
AMERICA**



Discover America Campaign



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

- 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



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce

- 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





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



Global **Minnesota**

Connect. Inform. Engage.

Expos as a Platform for Business Development





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



Global Minnesota: Expos as a Platform for Business Development, Expo 2027



Mark Ritchie

President

Global Minnesota

Email: mritchie@globalminnesota.org

Phone: 612-231-7707





U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



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





U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce



EXPO 2027

MINNESOTA • USA



Global Minnesota



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