USA Pavilion

Cities, States, and Business
Agenda

- What is an Expo?
- Expo 2020 Dubai
- Expo Theme Weeks/Trade Shows
- Expo Business Forums
- USA Pavilion
- City/State Days – Trade Delegations
What is an International Exposition?

• Also known as World’s Fairs or World Expo
• Nation branding events - evolved from trade & technology fairs
• Bureau of International Expositions (BIE) is the intergovernmental organization that regulates Expos

• Two Types
  • World Expos: every 5 years (“0s and 5s”)
    • 6 months long, self-build pavilions
    • Platforms aimed at finding solutions to universal challenges of our time
  • Specialized Expos, may occur in between World Expos
    • 3 months long, building provided by organizers
    • Events dedicated to finding solutions to precise challenges of humanity
World’s Fairs are Not…

- Dead
- Trade Shows
- Series of giant tents
- A circus
- A carnival or state fair
- Only a few countries
Big Pavilions
Inspiring Design
Large Crowds
Trade Delegations
Arts & Culture
The Site: Expo 2020 Dubai

• The first World’s Fair to be held in the Middle East and among the first post-pandemic global mega events
• October 1, 2021 - March 31, 2022
• 4 times the size of Disneyland
• 192 Country Pavilions, plus Corporate and Themed Pavilions
• 200+ restaurants, 60 live shows daily
• 16 total venues including outdoor amphitheaters, parks, concert stages, and exhibition halls.
• More foot traffic expected than 2018 Olympics and the 2018 World Cup
• Expo Theme: Connecting Minds, Creating the Future with a focus on Opportunity, Mobility, Sustainability
Expo 2020 Dubai Anticipated Audience (pre-COVID)¹

6 of Expo 2020’s top 10 source markets are emerging markets, 3 in 4 international visitors are expected to come from emerging markets.

Expo 2020 International Visitors

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>India</td>
<td>74%</td>
</tr>
<tr>
<td>KSA</td>
<td></td>
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<tr>
<td>Oman</td>
<td></td>
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<tr>
<td>Egypt</td>
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<tr>
<td>Iran</td>
<td></td>
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<tr>
<td>Philippines</td>
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<tr>
<td>CIS</td>
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<tr>
<td>Japan</td>
<td></td>
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<tr>
<td>Russia</td>
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<tr>
<td>Germany</td>
<td></td>
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<tr>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td></td>
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<tr>
<td>Pakistan</td>
<td></td>
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<tr>
<td>Kuwait</td>
<td></td>
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<tr>
<td>Bahrain</td>
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<tr>
<td>Jordan</td>
<td></td>
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<tr>
<td>Lebanon</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
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<tr>
<td>France</td>
<td></td>
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<tr>
<td>Scandinavia</td>
<td></td>
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<tr>
<td>Australasia</td>
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</tbody>
</table>

Expo 2020 Top 10 Source Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Anticipated Visitors (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>2,023</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>1,073</td>
</tr>
<tr>
<td>China</td>
<td>768</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>719</td>
</tr>
<tr>
<td>Oman</td>
<td>505</td>
</tr>
<tr>
<td>Russia</td>
<td>487</td>
</tr>
<tr>
<td>Pakistan</td>
<td>491</td>
</tr>
<tr>
<td>Germany</td>
<td>458</td>
</tr>
<tr>
<td>North America</td>
<td>422</td>
</tr>
<tr>
<td>Philippines</td>
<td>354</td>
</tr>
</tbody>
</table>

¹Source: Expo 2020 Dubai LLC

Disclaimer: The numbers in the presentation are current estimates which may change as we approach the event due to changes in external market conditions.
Dubai’s Unlimited Advantages

- Ideal trade platform: $84 Bn re-exports (2019)
- Jebel Ali Port is the largest in Mid East & 10th Globally
- 3rd Busiest airport 86Mn passengers (2019)
- Ideal access to Africa: 21,000 African companies registered
- Key point in Silk route, China being its largest trade partner

- 3rd in FDI attractiveness
- 1st globally in attracting AI investments & 1st in MENA for government AI readiness.
- Top 10 global financial hubs (2019)
- 200,000 companies, 1/3rd of MENA Investors 19 VCs
- Top 5 cities globally in improving lives of residents

- Over 200 nationalities
- 5th best city to live for Expats
- Talent pool of 63 Mn students
- 3rd best in logistics globally

A Global Launchpad:

2.5 Bn people within a 4h flight
City/State Engagement Opportunities

- Visit from a high-level delegation spanning the commercial and cultural spheres to participate in Expo 2020 theme weeks
- Sponsor State Day at the USA Pavilion to coincide with a delegation visit
- Support USA Pavilion programming with thought leaders/speakers and cultural performers
Theme Weeks

Suggest a Speaker or Cultural Performer – Participate in a Business Fora

- **CLIMATE & BIODIVERSITY**
  - 3-9 OCT 2021

- **SPACE**
  - 17-23 OCT 2021

- **URBAN & RURAL DEVELOPMENT**
  - 31 OCT – 6 NOV 2021

- **TOLERANCE & INCLUSIVITY**
  - 14-20 NOV 2021

- **GOLDEN JUBILEE**
  - 5-11 DEC 2021

- **KNOWLEDGE & LEARNING**
  - 12-18 DEC 2021

- **TRAVEL & CONNECTIVITY**
  - 9-15 JAN 2022

- **GLOBAL GOALS**
  - 16-22 JAN 2022

- **HEALTH & WELLNESS**
  - 30 JAN-5 FEB 2022

- **FOOD, AGRICULTURE & LIVELIHOODS**
  - 20-26 FEB 2022

- **WATER**
  - 20-26 MAR 2022
Thematic Business Forums

Dubai Chamber is organizing 10 Thematic Business Fora during Expo 2020. Likely to occur on Tuesday of the Theme Week at the Business Connect Center. Seeking American speakers/companies to participate. Limited to 300 people.

Collaboration between Expo 2020, Participants & Partners

Highlight non-traditional business opportunities

Opportunities for meaningful conversations and knowledge transfer

10 x Thematic Business Forums

- Opportunities in Space
- Opportunities in Climate Change & Biodiversity
- Opportunities in Urban & Rural Development
- Opportunities in Tolerance & Inclusivity
- Opportunities in Knowledge & Learning
- Opportunities in Travel & Connectivity
- Opportunities in Global Goals
- Opportunities in Health & Wellness
- Opportunities in Food, Agriculture & Livelihoods
- Opportunities in Water
Trade Shows

Key Shows Taking Place during Expo 2020 (all in Dubai except where noted)


4. Arab Health (healthcare): Jan 2022

5. Gulfoods (food and beverage): Feb 2022
USA Pavilion: Life, Liberty, and the Pursuit of the Future

- Prime location, near UAE pavilion
- 8 exhibit journey taking about 24 min
- 22,000 daily visitors anticipated with 5-6 million visitors over the entire Expo
- 20,623 SF indoor + outdoor space
- U.S. National Day ~ Sunday, November 28, 2021
- Attendance by USG delegations, U.S. business leaders, artists, and celebrities
- Opportunities to highlight innovative and forward-thinking American companies that are driving the future
- Once-in-a-generation opportunity to broadly reach a geopolitically and economically strategic region
State Day at the USA Pavilion

• Opportunity to focus the Pavilion’s outreach around State/City focused initiatives
• May coincide with a delegation visit or can be a stand-alone promotion
State Day Activities

• Business roundtable discussions to promote investment
• Panel discussion/keynote address on specific initiatives
• Promote food/ag exports with sample giveaways, cooking demos, etc.
• Small items/trinket giveaways
• Tourism promotion
• Cultural performers/cultural heritage
• Highlight opportunities for foreign students to study in the state
• Government-Government or Government-Business meetings with UAE counterparts or other International Participants
• Catered event(s) in VIP Spaces
• Looping video promotion
VIP Pavilion Spaces

The VIP function and meeting rooms at the USA Pavilion are elegant spaces designed to the American aesthetic. The Pavilion’s business program will feature a diverse range of Government to Government, Business to Business and Government to Business events. These invitation-only events will take place in a variety of formats including:

- sit-down lunch / dinner
- reception/cocktail party
- morning / afternoon tea
- seminars and meetings

No charge to reserve the facility - catering and other costs (tickets) apply
PAVILION FUNCTION SPACES

VIP FUNCTION SPACES

PRE-FUNCTION SPACE

Use for guest registration, arrival refreshments or an informal breakout space

FUNCTION SPACE

80 persons for a seated lunch / dinner
120 persons cocktail reception
100 persons seminar / theater style

CONFERENCE ROOM

16 guests meeting or seated dining format
State Trade Expansion Program (STEP) Grant

- What is it used for?
  - Participation in international trade shows and foreign trade missions
    - includes lodging, economy-class airfare, booths, etc.
    - U.S. Department of Commerce services, website globalization, and more!

- Who is eligible?
  - Businesses incorporated in the U.S., Have 51%+ U.S. content in products

- How Much?
  - 75% of international business development expenses
  - Maximums depend on state, often up to $10,000+

Reach out to your local Commercial Service Representative or State Economic Development Organization to Apply!
Contact Us

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Website: www.usapavilion.org
Follow us: @usaexpo2020
Appendix
Global Business Forums

Expo 2020, in partnership with Dubai Chamber will host 3 Global Business Forums: Africa, Latin America, and for the first time ASEAN.

The Global Business Forums will involve prominent stakeholder, leading decision makers, as well as industry experts engaging in dialogues in areas that relate to overcoming global challenges, and fostering economic growth as well as trade and investment.

GBF AFRICA
Oct 13–14, 2021

GBF ASEAN
DEC 8–9, 2021

GBF LATIN AMERICA
MAR 23–24, 2022
At the centre of Dubai’s growth

Located at the heart of Dubai’s growth corridor connected to the Dubai Metro.

15 minutes to Jebel Ali Port, the ninth largest container port in the world.

3 major international airports within 45 mins.