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
THANK YOU FOR PARTNERING WITH US
Expo 2020 Dubai

Connecting Minds, Creating the Future
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.
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.
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.
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                         | • 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 |
BUSINESS PROGRAMME
## PROGRAMME SERIES

**THRIVE TOGETHER**  
*Enable Economic Growth & Partnerships*

<table>
<thead>
<tr>
<th>PROGRAMMES</th>
<th>PRODUCTS</th>
</tr>
</thead>
</table>
| **Global Business Forums**  
(Africa, LatAm, ASEAN) | **Business Calendar** |
| **9 Thematic Business Forums**  
"Harnessing Opportunities" | **Expo 2020 B2B App** |
| **Country Business Briefings** | **Business Visitor Journeys** |
| | **Business Connect Center** |
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

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

- Discover India's business opportunities in the emerging field of outer space technology!
- Explore Luxembourg's pioneering outer space telecommunications technology!
- Take a look at how Gabon is protecting the environment by collecting space-related data!
- Learn how ancient star-navigating systems shape Australia's space industry today!
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
Nissan        PEPSICO    SAP       SIEMENS    TERMINUS

OFFICIAL PARTNERS

CHRIStIE    Dubai Chamber    DULSCO    EMAAR Hospitality    enoc

OFFICIAL PROVIDERS

Canon    digital    Domino's    EBRiKH    Jacobs    mace
The U.S. Pavilion at Expo 2020 Dubai
EXPO 2020 DUBAI

WORLD EXPO 2020

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.
Exhibits
Exhibits
Operational 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 EOI Distributed</th>
<th>PHASE 2 Engagement</th>
<th>PHASE 3 EOI Closed</th>
<th>PHASE 4 Negotiations</th>
<th>PHASE 5 Appointment</th>
</tr>
</thead>
<tbody>
<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>Total 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>1</td>
<td>1</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Morning / Afternoon tea- 10 guests</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td></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: mritchie@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
EXPO 2027
MINNESOTA • USA

Healthy People, Healthy Planet

- Drink more water
- Exercise regularly
- Start meditating
- Eat healthy food
- Get enough sleep
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