



# Dubai Expo 2020: All you need to know about the global event that is catalysing growth for businesses

Learn about everything that went into and continues to make Dubai Expo 2020 the world's largest show to date. This ebook delves into the event's ongoing innovation, significant milestones throughout the history of World Expo, as well as Dubai's journey to excellence and being a guiding light for many economies.

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# Introduction

The ongoing Dubai Expo 2020 is an important milestone in the journey of Dubai towards excellence, one that has never stopped since the inception of the UAE over 70 years ago. Dubai is today one of the most revered metropolitan cities in the world and continues to be a guiding light for many economies. It is also the city that is currently hosting the world's biggest show—the Dubai Expo 2020.

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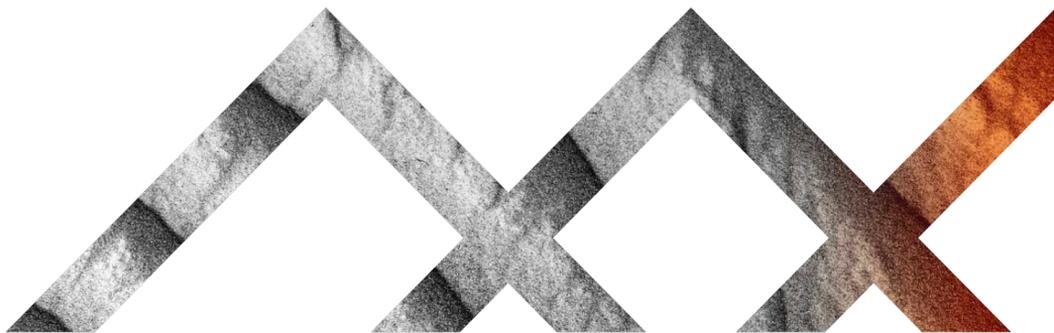
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# Part I

## What is Dubai Expo 2020?



# Part I

## What is Dubai Expo 2020?

### How did it all start?

In 2013, when Dubai won the bid to host the world's largest event, the World Expo, it was a moment of celebration across the emirate and the UAE. And why not? In the end, it was a testament to the UAE's success over the years and its image as a reliable, capable spot to host an event of global magnitude.

The UAE has ever since been planning for the big occasion—putting in years of hard work, billions of investment, and converting acres of land into a world-class expo site to host the Middle East's first World Expo. For eight years, the plans were on track – and then the pandemic hit. The travel came to a halt, the preparations had to be put on hold, the strategies needed to change, and the fate of Expo 2020 was not clear. But that didn't last for long.

The UAE, today, stands as an example for the entire world to learn from. Braving the challenges posed by the pandemic was not easy, but the country managed to win the race and finally host Expo 2020 in its dazzling city of Dubai. Expo 2020 reflects the resilience that the UAE has shown in braving the pandemic. It exemplifies the UAE's core values of leadership, innovation, and inclusivity.

### So what is in the Expo?

As over 200 nations display their finest skills and experience at the world-class Dubai Expo 2020 stage, the Emirate has transformed into a massive demonstration of ingenuity, creative expression, civilisation, and growth. The Expo, the first event of its type in the Middle East region and the grandest international assembly since the COVID-19 epidemic, has produced an ensemble of world-class architectural wonders through a showcase of pavilions created by the 200+ countries partaking in this massive event. One look at the event and anyone would agree that this edition of the Expo is set to have far-reaching positive impacts and extensive consequences.

### The area and the venue

The Expo 2020 site is situated in the Dubai South district and spread over an area of 4.38 square kilometres, wherein 2 square kilometres will be devoted to individual country pavilions, food and retail offerings, as well as innovative and digitally empowered conference facilities and amusement zones. The remaining 2.4 square kilometres are dedicated to supporting facilities and services, such as the Expo 2020 Village, which houses the staff and the participants, along with housing, storage, logistics, transportation nodes, hotels, shops, and a nearby park.

# Part I

## What is Dubai Expo 2020?

However, the most fascinating aspect of the event, which has come to life as a result of an investment of over AED25 billion (\$6.8 billion), remains the innovations it showcases. A great learning lesson for potential SMEs or aspiring founders, the Dubai Expo 2020 is a learning ground in itself if you are interested in technology and innovation.

Dubai Expo 2020: A beginner's guide to the world's greatest show



Read the accompanying article for more information.



[PDF] Download the accompanying guide to this topic.

## Part II

# The benefits of attending the Dubai Expo 2020 for businesses

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The business sector is the one that stands to benefit the most from Dubai Expo 2020.

Whether you are a business participating in the Expo, or someone operating in Dubai while the Expo continues, or someone that is just visiting Dubai at this time, if you are a business, you stand to benefit from it.

The Expo is being seen as one of the most important events for not just the UAE but the entire region. The first World Expo being held in the region is poised to give the economies here an unmatched opportunity to grow and develop.

Apart from benefits on a larger scale, with industries like tourism, culture, and hotels set to see long-term growth, the international event also has the ability to positively impact local and regional businesses. For more reasons than one, Dubai Expo 2020 is a perfect place to take your business and is an undeniable opportunity to raise industries to another level.

It is an exceptional global platform that has the potential to attract investments, foster agreements, and promote international cooperation. From start-ups to established businesses, it is a fertile ground to catalyse alliances, inspire innovation, and create concrete business opportunities in trade and investment.

It is a gateway to growth for businesses from across industries and across the region.

Below are some of the many blessings the Expo brings to businesses:

### **a) Networking**

One of the most important opportunities that the Expo provides is that of networking. With people, companies, start-ups, innovators from around the world gathering at the venue for a period of 6 months, it is a perfect ground to go out, meet people, explore collaboration potential, examine markets, and learn from other businesses that are participating. The event is a unique platform that collates talent and innovation from around the world, and there cannot be a better networking exercise than connecting with the world in one city, at one integrated venue.

It goes without saying that, with professionals from over 100 countries visiting and participating in the event, it is a haven for networking. It is not always that you get to meet people from across the world and from almost all possible industries at one venue. It is also a rare opportunity to make new connections and expand your business to new heights by gaining access to the people in decision-making positions.

## Part II

# The benefits of attending the Dubai Expo 2020 for businesses

With entrepreneurs, investors, and venture capitalists from across the region and the world coming to the event, it is an opportunity not to miss.

### **b) Financing**

Dubai Expo 2020 is not just a gathering of over 200 countries talking about their achievements and targets in terms of future, it is also a window to important financing opportunities. If you can take your business to the event, you might just be able to find the right investors interested in your product, idea, or service. And the probability of this happening is extremely high, the previous World Expos are proof.

### **c) Avenues**

Not only this year, the World Expos are known to bring about an additional thrust to businesses if approached strategically. Expos have helped scores of businesses find the right opportunities and the right platform to grow. In Dubai this year, it is not different; it is rather an even more impactful aftereffect that the businesses will see. As the world recovers from the recent pandemic, the Dubai Expo 2020 provides new opportunities for businesses, owing to its massive scale.

### **d) Reach**

The Dubai Expo 2020 is expected to attract 25 million visitors, which is astounding, magnanimous, and thus good news for businesses. It is not often that you get a gathering this huge coming to your city, presenting businesses with an ideal opportunity to spread the word about their offerings, meet up with people, talk about partnership opportunities, and expand their reach to the right audience.

### **e) Future-ready**

The Expo is also an excellent opportunity to learn from the participating countries, pavilions, and organisations the art of being future-ready. With innovation and sustainability as central themes for Dubai Expo 2020, there are ample examples to follow and plenty of people to partner with if you want to look at a sustainable, long-term strategy that can make you future-ready.

It is designed to help all types of enterprises learn and explore ideas at a global level. For start-ups, the Expo is an excellent venue for growing a company, and so is it for established businesses, aspiring ones, and professionals across fields. The Expo is also generating trade possibilities and opening up a world of possibilities that were unimaginable before. It also brings an opportunity for local businesses to get a global-stature position.

## Part II

# The benefits of attending the Dubai Expo 2020 for businesses

The event is expected to boost not only the tourism industry but almost all sectors, such as education, healthcare, retail, entertainment, construction, real estate, and IT, among others.

### f) Boosted profits

The event has brought about an influx of local and international visitors and prospective clients, which will be beneficial for businesses seeking to expand and grow. It is estimated that over 25 million visitors will come to Dubai during the timeframe of the Expo. This translates to a plethora of business opportunities with a lot to take, learn from, and boost your profits.

Overall, there is much to do and learn from the Expo, especially if you are a business. So, what is it that you, as a business, seek from Dubai Expo 2020?

7 benefits businesses stand to gain from Dubai Expo 2020



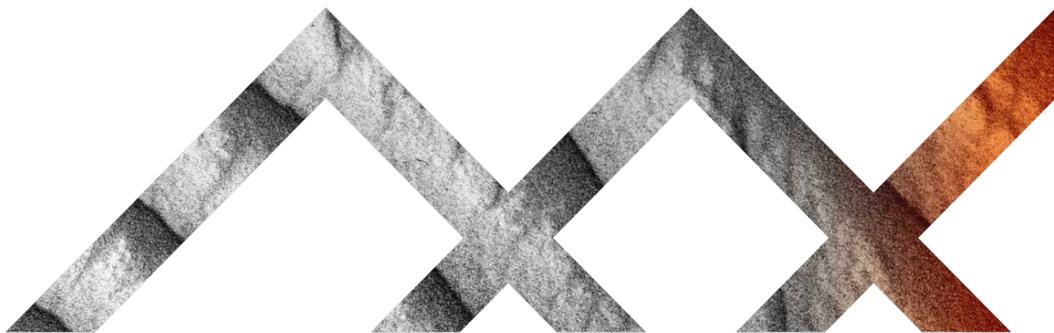
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## Part III

# The World Expo and its history of inventions



## Part III

# The World Expo and its history of inventions

As such, there is no dearth of innovations at the Expo and there has never been in the history of World Expos. Many of the day-to-day inventions and global landmarks that are world-renowned today actually made their debut during previous editions of World Expos. Since the mid-nineteenth century, World Expos have been regularly organised and have brought to the world the most recent technical, intellectual, and scientific advancements that have benefited mankind for centuries. As Dubai celebrates another edition of this international event, we collated a list of five interesting inventions that were first shown to the world at one or the other edition of World Expo.

### a) The Eiffel Tower

Constructed for the 1889 Exposition Universelle in Paris, Gustave Eiffel's creation, which took two years, two months, and five days to build, was the tallest tower in the world at that time. The 1876 World Expo was held in Philadelphia, the first World Expo held in America. This event attracted 10 million visitors, one fifth of the total world population at the time. It was during this Expo that Alexander Graham Bell revealed the telephone to a sceptical group of audience members.

### b) Television

Another device that we cannot imagine our lives without, television, made its Expo debut as well. Showcased at the 1939 World Expo

in New York City, the television, invented by Philo Taylor Farnsworth in 1927, was displayed to a disbelieving audience.

### c) X-Ray Machines

The 1901 Buffalo Expo introduced the X-ray machine to the world. Invented by Thomas Edison, the X-Ray machine caught the attention of the visitors.

### d) Heinz Tomato Ketchup

Last but not least, is Heinz Tomato Ketchup, which is both interesting and sumptuous. The red sauce, made by an American company, made its debut at the 1876 World Expo in Philadelphia and gradually became synonymous with ketchup.

5 inventions that made their debut at the World Expo you probably didn't know about



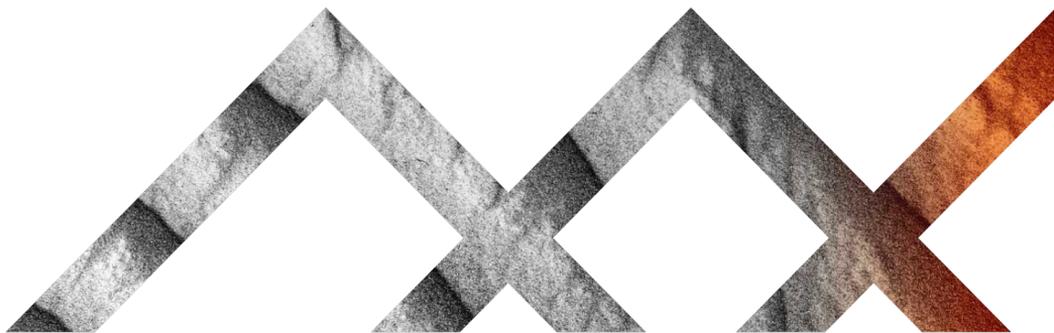
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## Part IV

# Innovation and technology at Dubai Expo 2020



## Part IV

# Innovation and technology at Dubai Expo 2020

Now let us move to current times. The ongoing Dubai Expo 2020 displays the finest skills and experience of over 200 nations. This has transformed the city into a massive demonstration of ingenuity, creative expression, civilisation, and growth. Expo 2020, the first event of its type in the Middle East region and the grandest international assembly since the COVID-19 epidemic, has produced an ensemble of world-class architectural wonders. One look at the event and anyone would agree that this edition of the Expo is set to have far-reaching positive impacts and extensive consequences.

Here's a list of some innovative showcases in this edition of the Expo:

### **a) Al Wasl Plaza (Al Wasl Square)**

Al Wasl Plaza, the central point at the Expo that connects it all and runs as a connecting point between the three pavilions, is worth a visit and experience. The plaza is the area where the spectacular audio-visual show takes place and immersive theatre programmes take place. The dome of the Plaza is 67.5 m tall and weighs a total of 2,544 tonnes. So, if you are visiting the Expo, this is a must-see.

### **b) Three Thematic Pavilions**

The Opportunity Pavilion seeks to motivate people to contribute to Sustainable Development Goals (SDGs), while Alif,

the Mobility Pavilion, explores the idea of mobility from the past to the present. The third is Terra, the Sustainability Pavilion, which is about nature and its future. Again, an incredible display of creativity, talent, and innovation – worth a visit.

### **c) The world's largest passenger lift**

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### **d) The roaming robots**

Find this innovative creation at the Mobility pavilion, which also features immersive experiences created with holograms, virtual realities, and of course, the world's largest passenger lift.

### **e) A smart city**

Come to the pavilion of the globally reputed health technology company that gives you a peek into smart cities and the intricacies of smart connectivity.

## Part IV

# Innovation and technology at Dubai Expo 2020

### f) The net-zero rainforest

There are a lot of valuable lessons in sustainability and a carbon-free future at the net-zero energy, rainforest-inspired Singapore Pavilion. The area gives you a chance to explore and comprehend the concept of liveability and resilience in terms of human-nature relationships.

### g) The Poetry Pavilion

This one's present thanks to the renowned artist and designer Es Devlin. At the Poem Pavilion, advanced machine learning algorithms are used to transform visitors' thoughts into collective poems.

### h) The 'Surreal' water feature

The mysterious innovation of a waterfall combines the powers of nature into a 40-metre-wide garden of palms and plants, where a water feature flows, attracting a huge crowd every day.

### i) The world at Expo

Each pavilion has one or the other thing to showcase that brings out the adoption of digital and innovative solutions around the world. A visit to the Expo is like getting to see the entire world in one place.

Top 10 innovations at Dubai Expo 2020 you shouldn't miss



Read the accompanying article for more information.



[PDF] Download the accompanying guide to this topic.

# Conclusion

Dubai has been steadfast in utilising the latest edition of the World Expo to further consolidate its position as the most sought-after international commercial hub and one of the fastest growing economies. With 60 shows per day, umpteen business and educational opportunities, cultural performances, jaw-dropping architecture, and much more, the international trade fair is a hotspot of meaningful engagements.

The Emirate is now taking the big leap and its theme 'Connecting Minds and Creating the Future', is serving as an excellent launch pad to project the UAE as a global model of creating an economically viable, greener, brighter, and hence a happier future.



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We would welcome your feedback on this eBook – please email [marketing@seedgroup.com](mailto:marketing@seedgroup.com).

### Seed Group Contact Information

**T** +971 4 325 2444

**E** [info@seedgroup.com](mailto:info@seedgroup.com)

**W** [www.seedgroup.com](http://www.seedgroup.com)

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