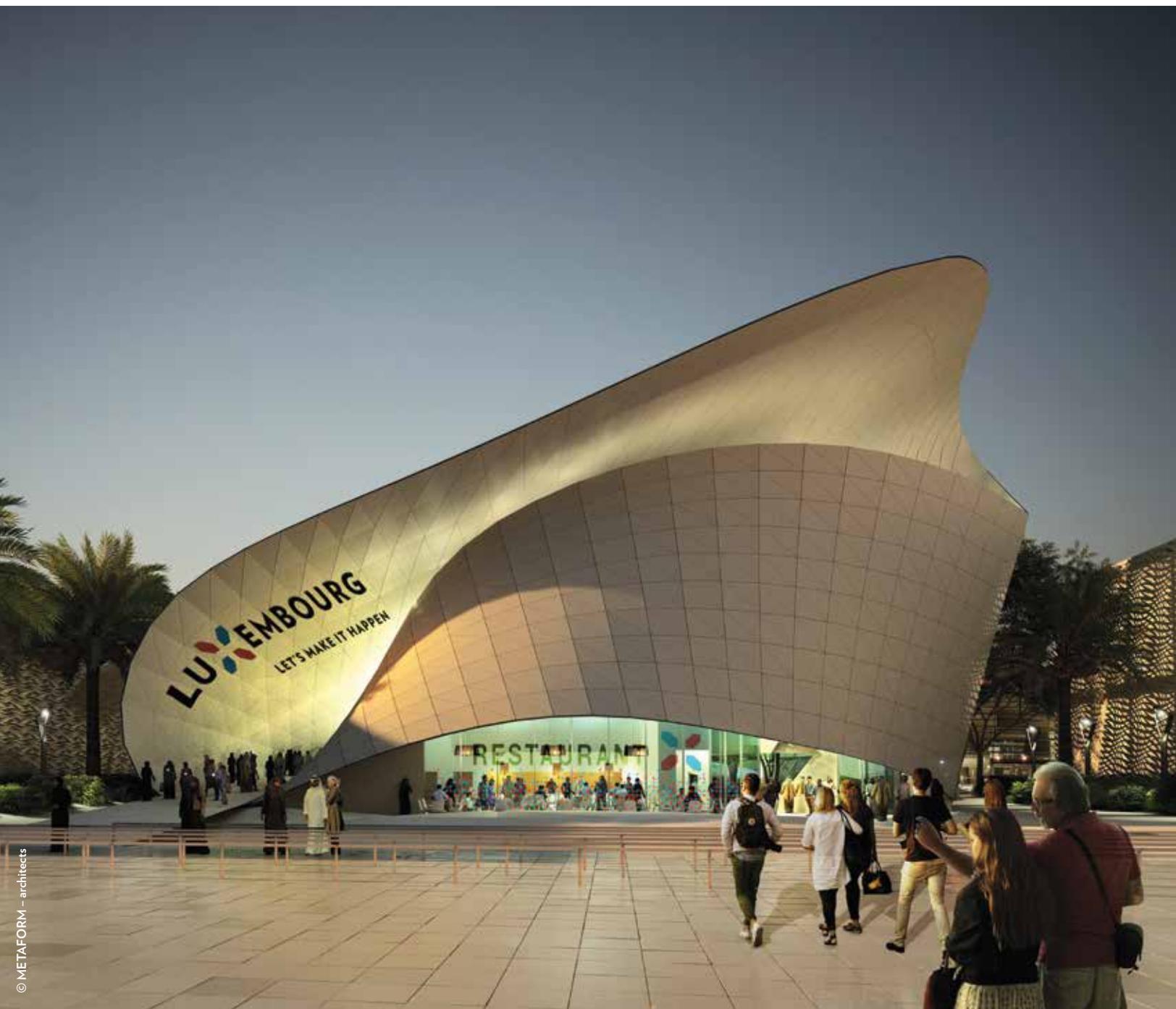


LUXEMBOURG PAVILION

RESOURCEFUL LUXEMBOURG

EXPO 2020 DUBAI – “Connecting Minds, Creating the Future” | 20 October 2020 – 10 April 2021



PUTTING **LUXEMBOURG** ON THE MAP, PUTTING **YOU** ON THE MAP!



© EXPO 2020 DUBAI

WE GO TO DUBAI

On 11 October 2017, the Grand Duchy was the first country to sign up to participate in the 2020 World Expo in Dubai.

WHY DUBAI?

“Our participation in EXPO 2020 DUBAI is a continuation of excellent bilateral relations between our two countries. Considered a pole of stability, the United Arab Emirates is by far the most important trading partner of Luxembourg in the Gulf region. Promoting innovation and sustainable development, the theme of EXPO 2020 DUBAI is perfectly aligned with our national policy of economic diversification, particularly with regard to the space sector and information and communication technologies. Dubai is the first Arab city in the world to host a

World Expo aiming at more than 25 million visitors. Therefore, participation in the EXPO 2020 DUBAI is a unique opportunity to raise awareness of Luxembourg with all its strengths on the international scene and in particular in the MEASA (Middle East, Africa and South Asia)”.

– **Étienne Schneider**
Deputy Prime Minister and Minister of the Economy

JOIN US

As we take the story of our country to the World Expo in Dubai, join us with your company in becoming a sponsor.



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Luxembourg’s participation in the World Expo in Dubai, United Arab Emirates, marks our willingness to participate in THE event of global scale. The main theme of EXPO 2020 DUBAI is “Connecting Minds, Creating the Future” while the sub-themes focus on mobility, opportunities for the future and sustainable development.

EXPO FACTS



DATES

20 October 2020
to 10 April 2021



EXPO THEME

"Connecting Minds,
Creating the Future"



EXPECTED VISITORS

25 million – 2.5 million at
the Luxembourg Pavilion



PARTICIPANTS

over 180 countries
and institutions



WHAT EXPO 2020 DUBAI OFFERS

EXPO 2020 DUBAI aims to welcome 182 participating nations and over 25 million visitors, with 70% of them coming from beyond the nation's borders – the largest proportion of international visitors in expo history. It is also the kick-off event for the celebrations of the 50th anniversary of the creation of the UAE. Thanks to the theme "Connecting Minds, Creating the Future", the World Expo in Dubai offers a platform to inspire creativity, innovation and cooperation at international scale.

The expo ground is divided into three thematic sections, highlighting the 3 sub-themes



OPPORTUNITY

Opportunity is at the heart of development, ensuring that new horizons are open to all individuals and communities so everyone has a chance to meet their current needs and achieve their future goals.



MOBILITY

Mobility is the bridge to opportunity by connecting people, goods and ideas and providing easier access to markets, knowledge and innovation.



SUSTAINABILITY

Sustainability guides how we grow opportunity by doing more with less, while protecting and preserving our environment for future generations.

LUXEMBOURG'S OBJECTIVES

1 Put Luxembourg on the map.

2 Feature Luxembourg's values: open, reliable and dynamic.

3 Illustrate the circular economy concept through pavilion architecture and exhibition content.

4 Showcase Luxembourg as a country that is truly focused on finding solutions for future challenges and working with other nations to achieve this goal.



TARGET

The Luxembourg Pavilion's target audience:

- ▶ Opinion leaders and key decision makers from the UAE and the Gulf region
- ▶ International media
- ▶ General public, 70% of whom will come from outside the United Arab Emirates



WHAT WE OFFER

The Luxembourg Pavilion at EXPO 2020 DUBAI offers you a one-time opportunity to showcase your company, its brand and its products in a unique and exceptional international environment. Take advantage of a set of communication and PR tools as well as the warm welcome the pavilion can extend to your company and your guests. The experience will be unique and the setup exclusive and personalized according to chosen sponsor package.

Luxembourg has chosen to build its pavilion in the thematic section "Opportunity". The design of the pavilion revolves around this theme. Elegantly shaped, the Luxembourg Pavilion immediately triggers the visitor's curiosity.

The structure of the banner – the Möbius strip – forms a very visible opening inviting the visitor to enter and to discover, progressively via a spiral path, exhibition spaces set up around various multimedia installations. The Luxembourg Pavilion illustrates Luxembourg's ability to reinvent itself and our commitment to sustainable growth while respecting natural resources.

Associate your image with the image of Luxembourg. The pavilion offers you the possibility to gain unique visibility steered towards the target audience of the Luxembourg Pavilion. You can take advantage of VIP services, networking opportunities and you will be part of the communication and PR activities surrounding Luxembourg's presence.

LUXEMBOURG'S MAIN MESSAGES



LUXEMBOURG ...

▶ is an open, dynamic and reliable country.

▶ contributes actively to sustainable development.

▶ is an economically and socially diverse country.

▶ embraces innovation with audacity.

▶ is highly connected on Earth and in space.

▶ attracts through its beauty and plentiful natural resources.

FOUNDING MEMBERS OF LUXEMBOURG @ EXPO 2020 DUBAI GIE



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of the Economy



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Sustainable Development
and Infrastructure



SPONSOR PACKAGES*

Join us as a sponsor as we take our country's story and vision to the World Expo in Dubai, UAE.



DIAMOND



GOLD



SILVER

	500.000 €	250.000 €	50.000 €
Official sponsor	X	X	X
Website and media communication	X	X	X
Event invitation quota	X	X	X
Pavilion room rental	X	X	X
High-level networking	X	X	-
Corporate movie at welcome	30 seconds	10 seconds	-
Pre-opening	X	X	-
Partner pavilion easy access	X	-	-
Site visit (during construction)	X	-	-

* Extract of packages - This table illustrates a sample of our package benefits. For more detailed information, please see the leaflet attached.

WHY WE JOINED

“The participation in a World Expo represents an ideal opportunity to position the Grand Duchy of Luxembourg in the international arena, promote its economy and seize the enormous economic and commercial opportunities that come with it. Connecting Luxembourg businessmen with fellow businessmen from all corners of the world is clearly encoded in our DNA. EXPO 2020 DUBAI will be a great showcase of the numerous projects implemented as part of our strategy regarding the third industrial revolution and to encourage more companies to embark on the same path.

- **Carlo Thelen**
Director General of the
Chamber of Commerce

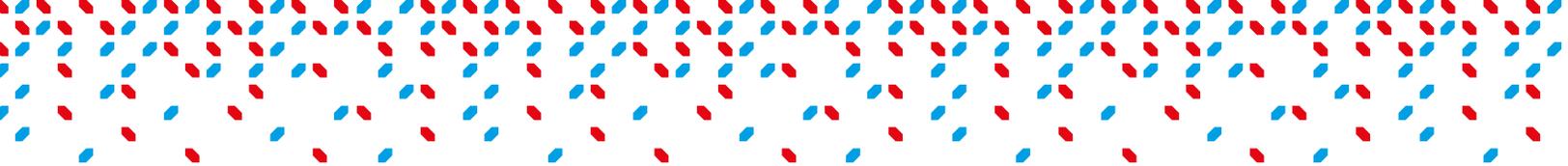
It is a privilege for us to support the efforts of the government in promoting the Grand Duchy of Luxembourg at an event of such global scale. The theme of the exhibition “Connecting Minds, Creating the Future” perfectly fits the strategic vision and values of POST Luxembourg. This will be clearly an opportunity to position the country as an innovation hub in new digital technologies and to open ourselves even further to the world.

- **Claude Strasser**
CEO of POST Luxembourg

Flagship of the national economy and world champion in satellite video and data connectivity, SES is an excellent example of the global scope of Luxembourg. Covering 99% of the planet and connecting more than one billion people every day, SES perfectly illustrates the fact that a small country can have a significant impact well beyond its borders and reach even the most remote corners of the globe. As a strong partner of the government, we are very enthusiastic about the participation in Expo 2020 where the Grand Duchy of Luxembourg will present itself as a key player in space and a catalyst of space technologies and next generation networks.

- **Steve Collar**
President and CEO of SES





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OFFICIAL PARTICIPANT – LUXEMBOURG

