

# THE DUBAI WORLD EXPO 2020





## THE EXPO 2020 DUBAI

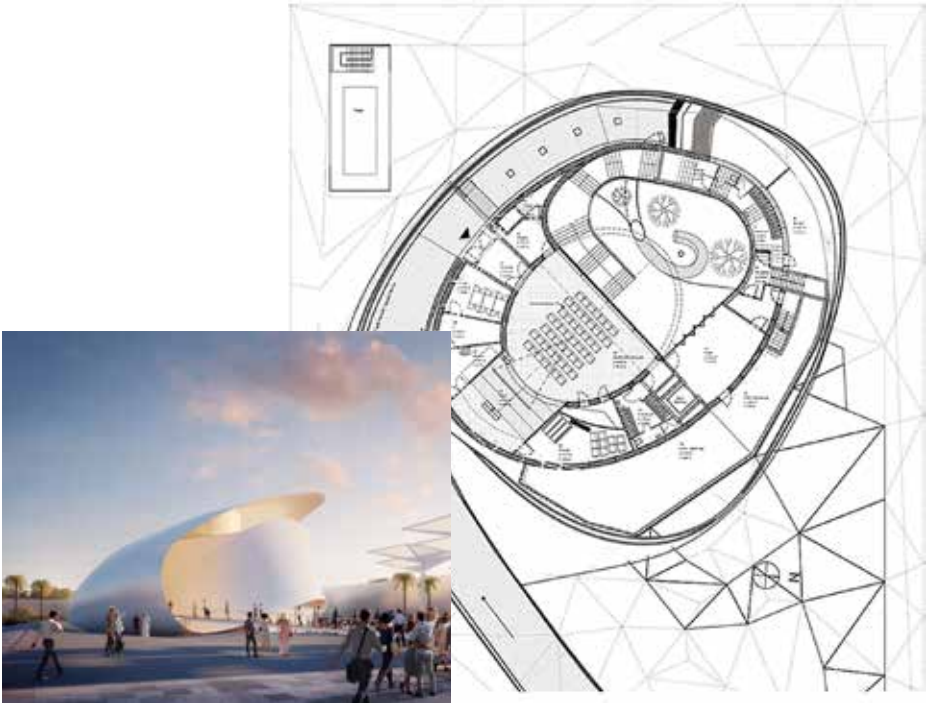
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From 20 October 2020 to 10 April 2021, the Universal Exposition will take place in Dubai in the United Arab Emirates.

The theme of the exhibition, which will bring together some 200 countries and international organisations, will be "Connecting Minds, Creating the Future», with the following three sub-themes: Opportunity, Mobility and Sustainability.

In June 2016, Luxembourg was the first country to officially confirm its participation with a national pavilion.

This will be the Grand Duchy's 24th participation in a Universal Exhibition, the existence of which dates back to the Great Exhibition held in London in 1851.



## THE LUXEMBOURG PAVILION

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The Luxembourg pavilion has been designed by the architectural studio METAFORM, which was selected following a call for tenders.

The theme of the pavilion will be “Resourceful Luxembourg”

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### FORM

The form of the pavilion is based on the idea of a Möbius strip, that is to say, a band with two surfaces which are joined so as to create an object with single surface, which symbolises not only the circular economy, but also dynamism and openness.

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## CONTENT

Inside the pavilion, an ambulatory ramp will be marked by stages showing what drives the country, presenting the daily life of its inhabitants, as well as general information on the Grand Duchy and the various key sectors of its economy. At the top of the pavilion, visitors may discover a film on how Luxembourg has always succeeded in reinventing itself, going from an agricultural country to an industrial power and a global financial centre with today a new change towards research, digital technologies and space industries.

Visitors can then descend to the ground floor either by a staircase or by a giant transparent slide, a nod to the “Schueberfouer”, Luxembourg’s traditional fair dating back to 1340.

In the atrium on the ground floor, visitors will be able to discover the natural beauty of the country thanks to an installation representing the flora and fauna and even the typical smells of the “Mullerthal” region.

Before leaving the pavilion, they will be able to discover the shop and the restaurant, which will occupy a central place in the project concept.





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## AN UNFORGETTABLE EXPERIENCE

The pavilion will involve all five senses:

- ▶ sight, thanks to the architecture and scenography,
- ▶ hearing, thanks to sound created by the Luxembourg Philharmonic Orchestra,
- ▶ touch, thanks to the touch screens and the slide,
- ▶ smell, thanks to the smells of the "Mullerthal" and finally
- ▶ taste, thanks to the restaurant where not only traditional Luxembourg cuisine will be served, but also cuisine with different international influences, as reflected by the country's restaurants.

**See you in Dubai for an unforgettable experience!**

## THE PAVILION IN FIGURES

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SITE AREA: **3.650M<sup>2</sup>**

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FLOORS: **3**

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RESTAURANT: **80 PEOPLE, 50 INSIDE  
AND 30 ON THE TERRACE**

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GROSS BUILT AREA: **2.100M<sup>2</sup>**

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RAMP: **140 M**

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WIDTH: **50 M**

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VOLUME: **13.900 M<sup>3</sup>**

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CAPACITY: **500 PEOPLE**

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HEIGHT: **21 M**

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AVERAGE TIME FOR A TOUR OF THE PAVILION: **15-20 MINUTES**





## WHY IS LUXEMBOURG PARTICIPATING?

Luxembourg's participation in the Dubai World Expo reflects the continuing excellent and long-standing bilateral relations between the Grand Duchy and the Emirates.

The theme "Connecting Minds, Creating the Future» perfectly applies to Luxembourg, which has always succeeded in collaborating with others in order to advance and build the world of tomorrow.

The profile of the exhibition is a perfect fit with the government's economic promotion efforts and should make it possible to promote many "Made in Luxembourg" skills.

With more than 25 million visitors expected, including 70% from abroad, participation in EXPO 2020 DUBAI is a unique opportunity to raise Luxembourg's profile on the world stage.



### THE OBJECTIVES OF PARTICIPATION WILL BE TO

- ▶ promote Luxembourg's values: openness, dynamism and reliability,
- ▶ introduce Luxembourg to a new public,
- ▶ present Luxembourg as a country fully focused on finding solutions to the challenges of the future.



## ORGANISATION / CONTACT

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Luxembourg's presence at EXPO 2020 DUBAI is organised by a Groupement d'Intérêt Économique (GIE) which brings together public and private partners: the Government of the Grand Duchy of Luxembourg, through the Ministry of the Economy and the Ministry of Mobility and Public Works, the Chamber of Commerce, POST and SES.

### SPONSORS

#### Diamond

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#### Silver

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### CONTACT

#### LUXEMBOURG @ EXPO 2020 DUBAI GIE

19-21, boulevard Royal  
L-2449 Luxembourg

[connect@luxembourgexpo2020dubai.lu](mailto:connect@luxembourgexpo2020dubai.lu) | [www.luxembourgexpo2020dubai.lu](http://www.luxembourgexpo2020dubai.lu)  
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