



# Dubai World Expo 2020

Photo: Richard Schneider

**In 2020 the United Arab Emirates (UAE) will organize the World Expo in Dubai. It will be the first-ever World Expo to take place in the Middle East, Africa or South Asia and it will undoubtedly have an impact beyond the borders of Dubai and the UAE. Prior to and during the Dubai Expo 2020 there are several opportunities in the UAE and in the rest of the Gulf region for Dutch businesses, knowledge institutions and other interested parties. This flyer provides information on the Dutch participation in the Dubai Expo 2020 and identifies possible business opportunities.**

With the announcement that Dubai will be the host city of the World Expo 2020, a surge of interest and investment in the region is expected. The Dubai World Expo 2020 will take place on a 438-hectare site located in the Dubai South district and will run for a six-month period between October 2020 and April 2021. During these six months, according to the UAE, an estimated 25 million visitors are expected. With approximately 70 per cent of the visitors coming from outside the UAE, this Expo is expected to be the most international one to date.

The World Expo provides a platform for the global community to share innovations and to engage in debates about the key issues facing the world today and in the future. The theme of the Dubai World Expo 2020 is *'Connecting Minds, Creating the Future'*, a concept that is built around three pillars of *'Mobility'*, *'Sustainability'*, and *'Opportunity'*.

## The Netherlands in Dubai World Expo 2020

In 2015 the Netherlands' exports of goods and services to the Gulf region amounted to more than €11 billion. For example, that exceeds the 2015 total Dutch exports to China (€10,7 billion per year). UAE companies have shown a growing interest to explore opportunities in the Netherlands. Economic ties between the Netherlands, the UAE, and the rest of the Gulf region are strong. The Dutch government therefore decided, in February 2017, that the Netherlands will take part in the Dubai World EXPO 2020.

The Dubai World Expo 2020 provides the Netherlands with the opportunity to present itself to the UAE and the wider region both economically and culturally. It also provides a platform to discuss global challenges with partners from around the world.

## Water, Energy & Food Nexus

As in every World Expo, each participating country is requested to identify a theme for its national pavilion. After consultations with various Dutch businesses, knowledge institutions and governmental bodies, it was decided to choose the *'Water, energy and food nexus'* as the theme of the Dutch participation to the Dubai World Expo 2020 (Nexus means connection in Latin).

The Gulf region is among the most water stressed areas in the world. At the same time, it is one of the highest water consuming areas in the world. Agriculture is by far the largest water consumer in the Gulf region, consuming around 85% of fresh water almost uniquely coming from non-renewable underground sources. As is the case in other countries in the region, water scarcity limits the UAE's domestic food production. The UAE is therefore forced to import most of its food products. Nonetheless, the ambition to pursue domestic production remains.

Today the majority of the government revenues in the region come from hydrocarbons. The UAE is making great efforts to diversify its economy and focus on energy efficient technologies. Combined with the UAE's ambition to ensure its food security and its need for potable water, this creates many opportunities for cooperation in the water, energy and food sectors.

In the 'Nexus mindset', connections are sought between good sustainability initiatives in water, energy and food. The Netherlands is committed to this approach and is seeking partners in the Gulf region to connect with.

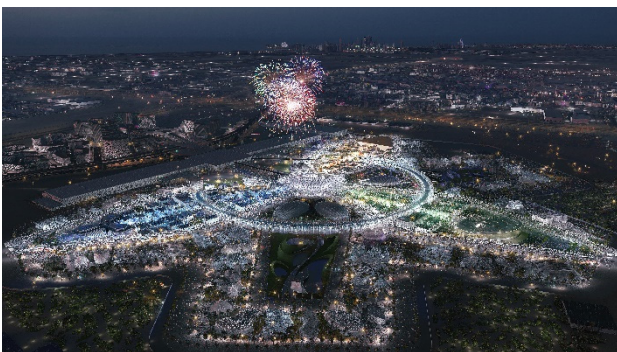


Photo: Dubai Expo2020

## Calendar of activities

In the years leading up to the Dubai World EXPO, and during the EXPO itself, a calendar of events will be developed, consisting of activities (e.g. trade missions, seminars, projects and workshops) organized by Dutch government institutions,

businesses and knowledge institutions related to the theme of the *'Water, energy and food nexus'*. The aim of the calendar is to coordinate the activities organized by the public and private sector, to enhance the Dutch visibility on the water, food & energy nexus, and to strengthen the Dutch profile in the Gulf region. When partners, i.e. Dutch businesses, knowledge institutions and governmental bodies be interested to share information on their activities related to the 'Nexus theme' or one of the three sectors (water, food and energy), they are kindly requested to so by e-mailing to: [DIO-EXPO2020@minbuza.nl](mailto:DIO-EXPO2020@minbuza.nl).

## Opportunities of Dubai Expo 2020

The Dubai World Expo 2020 provides Dutch businesses and knowledge institutions across all sectors with the following opportunities:

- To participate in tenders issued by the Emirati Expo organization;
- To participate in tenders that are to be issued by the Dutch project team Expo;
- To participate in the expo live competition;
- To use the Dutch pavilion at Dubai World EXPO 2020.

## Procurement by Dubai Expo 2020 organization

The Expo organization has opened an extensive range of tenders, extending from large infrastructure and construction contracts to smaller retail contracts. All tenders can be found on the Expo 2020 eSourcing portal: an online procurement system, which links all Expo related procurement operations and enables rapid deployment of tender opportunities openly and transparently to global businesses. A schedule of current procurement packages can be downloaded here as well. All businesses that want to be part of Dubai Expo 2020 are encouraged to register at [esource.expo2020dubai.ae](https://esource.expo2020dubai.ae).

## Procurement by Dutch project team Dubai Expo 2020

The Project team, responsible for the logistical preparations for the Dutch participation to the Dubai World EXPO 2020, plans to put out several tenders ranging from the construction to the management of the pavilion. All tender documents will be published on [www.tenderned.nl](http://www.tenderned.nl).

## Expo Live

The Expo Live is an innovation and partnership program, launched by the official Dubai World Expo 2020 organization, to fund, accelerate and promote creative solutions to improve lives while preserving our world. With an allocated \$100 million, Expo Live will deploy a combination of grants, challenge prizes and knowledge sharing events focused on the universal drivers



of progress: mobility, opportunity and sustainability. Two Dutch companies have already been awarded a grant. To learn more about how you can get involved, please contact Expo 2020 Dubai at [expo2020dubai.ae/expo-live](https://expo2020dubai.ae/expo-live).

### Dutch Pavilion

The Dutch pavilion will be used to showcase the best Dutch innovations and sustainability projects with respect to the 'water, energy and food nexus'. Apart from the public area, the pavilion will also have a number of special features, including a VIP area that will be available for rent by Dutch partners. The VIP area can be used to host business meetings or seminars. Should you be interested to rent the pavilion facilities for corporate events during the Dubai Expo in 2020, please contact the Dutch project team Dubai Expo 2020, Ms. Suzanne Hartog or Esther Bouwmeester, via [DIO-EXPO2020@minbuza.nl](mailto:DIO-EXPO2020@minbuza.nl).

## How can we support your business?

The Consulate General of the Netherlands in Dubai and the Project team Dubai Expo 2020 offer support to businesses, knowledge institutions and other organizations that want to explore the opportunities of the Dubai Expo 2020. Our relations with the local government and the official Expo 2020 organization generate insights into latest developments in participation opportunities. For any enquiries about participating in Dubai Expo 2020 do not hesitate to contact the Consulate General in Dubai or the Project team Dubai Expo 2020 via [DIO-EXPO2020@minbuza.nl](mailto:DIO-EXPO2020@minbuza.nl).



Photo: Dubai Expo2020

## Useful links and contacts

Official Dubai World Expo 2020 website

W: [expo2020dubai.ae](http://expo2020dubai.ae)

Expo Live

W: [expo2020dubai.ae/expo-live](http://expo2020dubai.ae/expo-live)

Expo 2020 eSourcing portal

W: [esource.expo2020dubai.ae](http://esource.expo2020dubai.ae)

Tenders of the government of the Netherlands

W: [www.tenderned.nl](http://www.tenderned.nl)

Dutch project team Dubai World Expo 2020:

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Ms. Esther Bouwmeester, policy support officer Dubai Expo 2020

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Consulate General of the Kingdom of the Netherlands in Dubai

E: [dba@minbuza.nl](mailto:dba@minbuza.nl)

W: [www.uae.nlembassy.org](http://www.uae.nlembassy.org)

Tenders of the government of the Netherlands

W: [www.tenderned.nl](http://www.tenderned.nl)

Published by:

Ministry of Foreign Affairs in The Hague

<https://www.government.nl/ministries/ministry-of-foreign-affairs>

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