

BRINGING THE WORLD TOGETHER

3 CHAPTER



BRINGING THE WORLD TOGETHER

International participants contributed significantly to the vibrancy, success and impact of Expo 2020 Dubai. A powerful demonstration of Expo's message of unity and optimism, and illustrating an unwavering belief in the UAE's ability to safely host a global event during a pandemic, the 218 participants, including 192 nations, sealed Expo 2020 Dubai as the most international World Expo in history.

Expo 2020 Dubai's 'One Nation, One Pavilion' approach ensured each and every country took part on an equal footing and showcased their achievements and aspirations on an inclusive, global platform.

The One-Stop Shop supported participants around the clock, ensuring a seamless and efficient experience for all. This included the integration of government authorities, reinforcing Expo 2020 as a flagship national project and collective endeavour.

Representing global industry leaders and homegrown companies across key sectors – from travel and technology to energy and security – Expo's commercial Partners brought a wealth of best-in-class products, services, technologies and solutions, supporting the delivery of an exceptional visitor experience and amplifying Expo's impact and reach.

Delivering a world-class event required a world-class workforce and Expo 2020 formed a close-knit tribe that reflected the ambition, diversity and inclusive spirit of the UAE. From talented graduates to subject-matter experts and seasoned mega-event personnel, the diverse Expo tribe played a crucial role in the event's success.

The largest of its kind in the history of the UAE, the Expo 2020 Volunteer Programme provided an unparalleled opportunity for people of all ages and nationalities to give back to the nation, while also enhancing both the participant journey and the visitor experience. The 30,000-strong force would become an important part of Expo's social legacy.

THE MOST INTERNATIONAL WORLD EXPO IN HISTORY

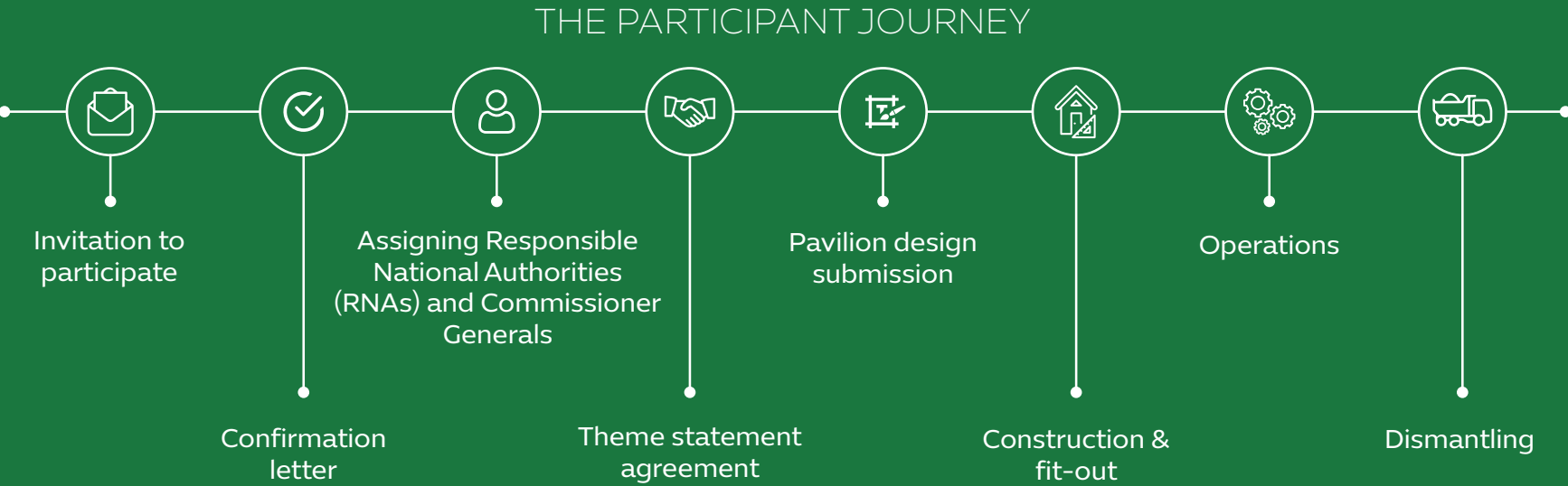
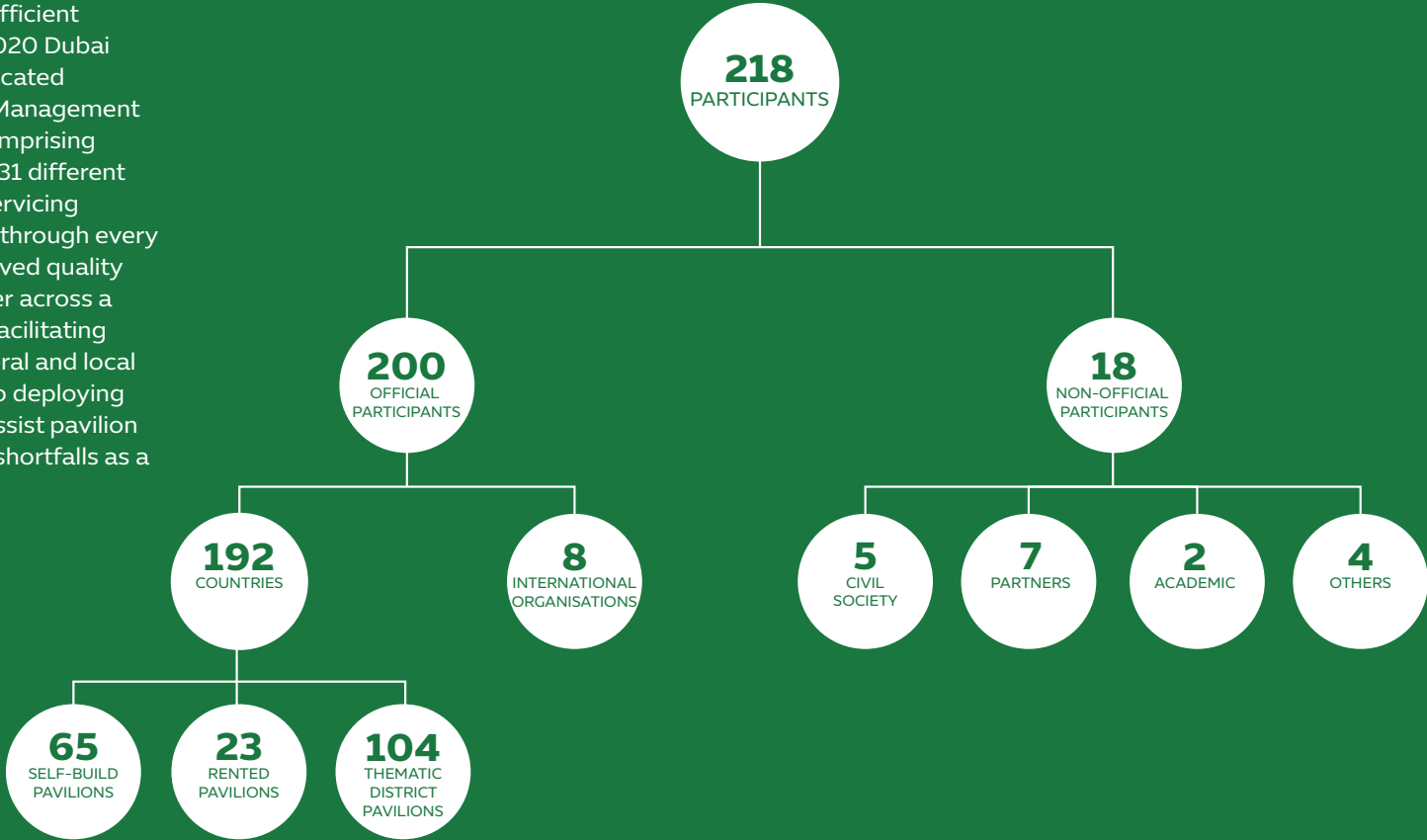
International participants were the lifeblood of Expo 2020 Dubai, ensuring a colourful and vibrant visitor experience and contributing significantly to the overall success and impact of the event. Participants on site comprised Official Participants, including both Countries and Multilateral Organisations, as well as Non-Official Participants, which included national or foreign entities authorised by the Commissioner General of Expo 2020 Dubai.

From the outset, Expo 2020 was a collaborative and collective effort. By engaging participants according to their current priorities and objectives, and considering factors that influenced World Expo participation in the past, Expo 2020 Dubai successfully welcomed 218 participants, including 192 countries.

A powerful manifestation of Expo's message of unity and optimism, this represented the highest international participation in World Expo history. It included the entire continent of Africa, with significant representation from Latin America and the Caribbean as well as by International Organisations, and with many participating in a World Expo for the first time. Even against the backdrop of a global pandemic, participants from around the world held an unwavering belief in Dubai and the UAE as trustworthy hosts.



To ensure a smooth and efficient experience for all, Expo 2020 Dubai quickly established a dedicated International Participant Management team of 166 members, comprising 49 nationalities speaking 31 different languages. Guiding and servicing international participants through every step, it ensured they received quality support in a timely manner across a range of functions, from facilitating services provided by federal and local government authorities to deploying additional workforce to assist pavilion operations amid staffing shortfalls as a result of COVID-19.



Participation from around the globe

Reflecting the inclusive spirit of the UAE and Expo's belief in the power of solidarity and equal opportunity, the Expo 2020 Dubai Thematic District Participants Assistance Programme was developed to encourage and support the participation of developing countries.

The programme provided funding assistance relating to the construction and fit-out of the Thematic District Pavilions (TDPs), as well as operating costs during the event, ensuring each participant had their own pavilion offering unique content and programming to showcase their distinct identity and pursue their own objectives.

A dedicated team was also established to operate around the clock and support TDP participants, including providing flights and accommodation, insurance, per diem services, as well as COVID-19 tests and vaccinations as required. This support was also extended to artists and performers arriving in the UAE for their country's/organisation's National or Honour Day celebrations, enabling international participants to participate in ways that had not previously been feasible.

Creative Youth Programme

Teams of students from nine countries (Djibouti, Grenada, Malawi, Myanmar, Saint Kitts and Nevis, San Marino, Sri Lanka, Suriname and Zimbabwe) researched their country's history, national priorities and development challenges to create their official pavilion designs before working alongside Expo 2020 to bring them to life.

One Nation, One Pavilion

For the first time in World Expo history, each participant was represented by their own unique pavilion. This ensured each and every participant took part on an equal footing and had opportunity to showcase their achievements and ambitions on an inclusive global platform.

Expo 2020 was also the first World Expo where international participants were clustered by thematic focus – a true manifestation of Expo's theme 'Connecting Minds, Creating the Future'.



One-Stop Shop

A first of its kind, the Expo 2020 One-Stop Shop, was created as a dedicated virtual online portal and physical team of 22 team members that served as a hub of ongoing support, providing international participants with a seamless Expo journey. Developed based on an extensive programme of observations carried out at previous World Expos and participant profiling and engagement, it also honoured a commitment set down in the SEE Agreement. This single service window facilitated any interaction between international participants and various Expo 2020 departments, as well as relevant federal and local authorities, service providers and suppliers.

This included addressing queries, receiving design submissions, issuing permits and certificates and facilitating statutory authority approvals. During the event especially, the portal became an invaluable source of around-the-clock support, promptly and efficiently resolving last-minute issues, from customs approvals to visa processing, offering in excess of 200 different services.

Reinforcing Expo 2020 as a flagship national project and collective endeavour with unconditional support from across the country, the One-Stop Shop integrated 37 federal and local government authorities, ranging from the Central Bank of the UAE, to the Ministry of Defence and Ministry of Culture and Youth, and was aligned with the Smart Dubai Government initiative that aims to transform Dubai into the world’s smartest and happiest city.

In addition to online, the One-Stop Shop also operated physically in three locations; the Expo 2020 Main Office, the Expo Site, and in the Expo Village, with the dedicated team providing a participant-centric range of services around the clock.

The One-Stop Shop simplified and expedited submissions, approvals and exemptions, including reducing the Concept Design Approval process from 90 to 20 days and issuing residency visas at the 2019 International Participants’ Meeting in just 36 hours. Participants also had access to additional services provided by Expo’s Official Partners and Service Providers and could view rate cards via the Portal.

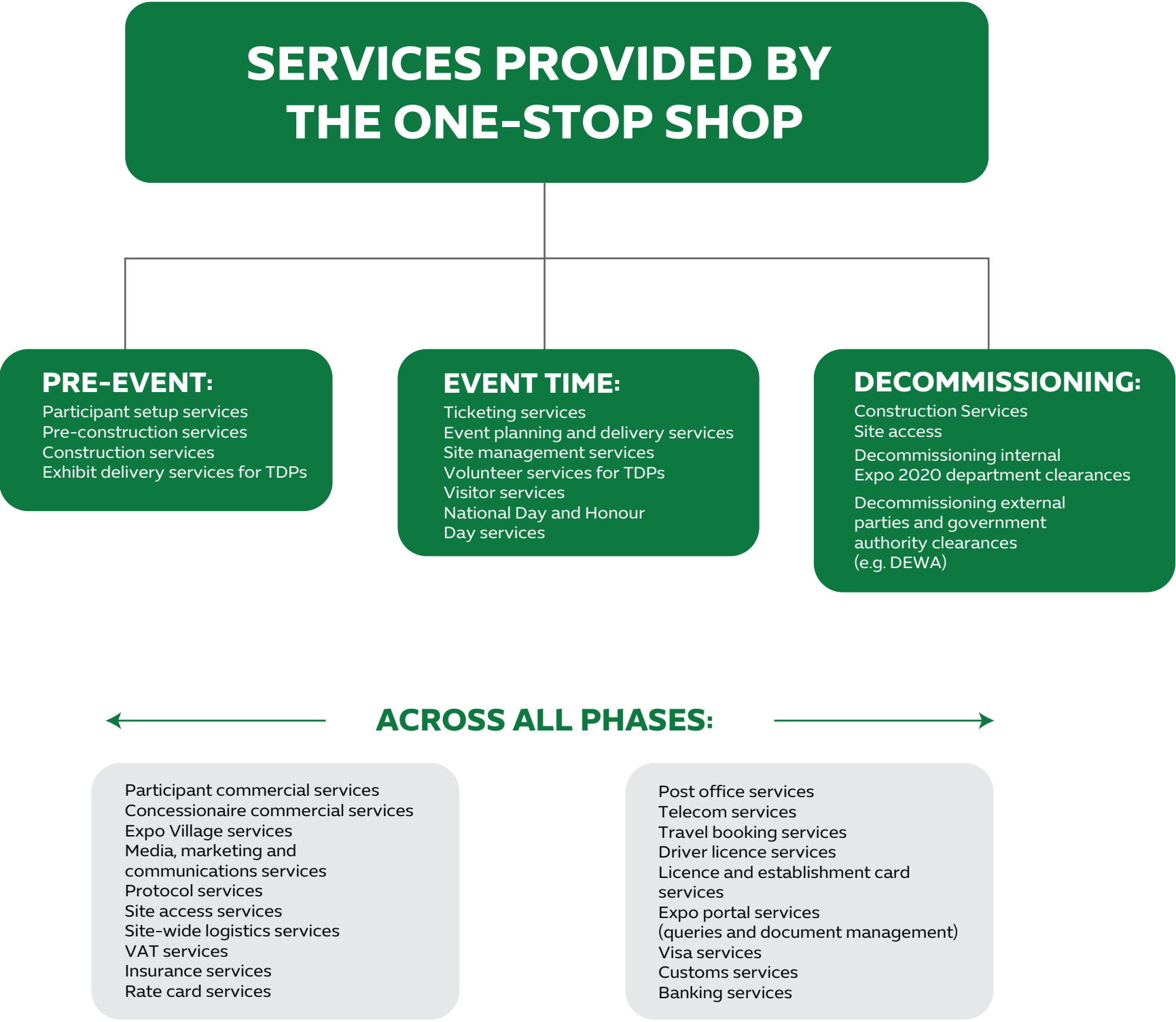
A number of tools were also developed to support participants in completing their planning and budgeting. These included:

- A regularly updated ‘Cost Calculator’, providing indicative costs of participation, including construction, fit-out, servicing and operational costs.
- A ‘Pre-Construction - Authorities Fees Calculator’, detailing all potential authority fees based on planned works and estimated number of submissions.

One of the key learnings from previous World Expos was to limit exclusive service provision onsite, and Expo 2020 Dubai provided 56 competitive rate cards for services including soil investigation, construction waste management, temporary utilities, banking, telecommunications, catering services, cleaning and facilities management – leveraging Expo’s economies of scale to secure competitive market rates.

The One-Stop Shop also offered a total of 31 Guides and Handbooks that provided detailed information and process maps relating to scopes, requirements and available services, and documented operational and service level agreements with federal and local authorities, as well as both external and internal service providers.

Deemed a resounding success by all users, the One-Stop Shop has already been viewed as an example of best practice for future World Expo hosts.



Channels of communication

Guides, Handbooks and Special Regulations

Written and developed in coordination with the BIE and in collaboration with external stakeholders, local authorities and subject-matter experts, 31 Guides and Handbooks supported and guided participants throughout their Expo journey, providing clear and coherent information across a range of interconnected topics including budgeting, programming, commercial activities and marketing.

The Expo 2020 Guides were also the first to introduce the concept of ‘Control’ and ‘Guide’ statements.

- **Controls:** ‘must’ statements that established compulsory requirements for all participants to ensure the delivery of an exceptional Expo
- **Guides:** ‘can’ or ‘should’ statements that described methods or made recommendations for a specific practice that would support particular goals and objectives

Expo 2020 also prepared 14 Special Regulations to support during the initial stages of participation, covering topics such conditions of participation, insurance, customs, and privileges and advantages of each Commissioner General and their personnel.

International Participants Meetings

Expo 2020 Dubai successfully hosted 12 meetings in Dubai in the lead-up to the event, including International Participants Meetings (IPMs) as well as the launch of the first ever International Participants Technical Meetings (IPTMs) and Virtual International Participants Meeting (VIPM).

IPMs were an essential opportunity for participants to come together, better understand Expo’s vision and themes and learn more about the participant journey, including available services and processes, operational requirements and timelines to ensure readiness. IPMs also provided an invaluable platform for participants to have their questions and concerns addressed. All queries and the related responses, as well any documents, presentations and videos used at the IPMs were published on the Expo Portal for all to access.



Way Forward series

Launched in May 2020, when clear communication became increasingly important due to the surging pandemic, the interactive and informative Way Forward sessions were held online, supporting and guiding participants through the challenging times of the pandemic and providing reassurance and direction.

Hosted by the International Participant Management team with Expo senior leadership and subject-matter experts attending where relevant, each session focused on a particular topic, from construction services to marketing and communications, providing specific updates and directly addressing queries. The Way Forward series also provided a platform for collaboration and knowledge-sharing between participants.

Recordings of each live session along with any material shared were also made available to participants online.

BRINGING THE WORLD TO DUBAI



Meeting during a pandemic

To continue momentum towards the event and maintain the excellent relationship with every participant, August 2020’s Virtual IPM delivered content through topic-specific videos that simplified the Participant Guides and were made available in advance. International participants were asked to view the content then submit their questions ahead of time. These Q&As were published in advance of live technical sessions, which were followed by additional Q&A opportunities. Repeat AM and PM sessions were hosted to cater for participants from all time zones.

The final IPM in May 2021 was the first large-scale event to take place on the Expo site since the onset of the pandemic and included a rigorous COVID-19 testing and vaccination programme. For many delegates, this was the first time they had left their home countries since the start of the pandemic, and was an opportunity for them to see first-hand Expo 2020’s advanced state of readiness and stringent health and safety measures. For delegates unable to attend physically, the IPM was live-streamed online.

“In order for this operational journey to succeed, our relationship with you needs to be based on cooperation and open communication. It must be a joint venture with open dialogue and clear collaboration.”

Omar Shehadeh, Chief International Participants Officer, Expo 2020 Dubai

National and Honour Day Programme

As a flagship feature of all World Expo programming, Expo 2020 was committed to supporting all participants in organising and delivering National and Honour Day celebrations of the highest standard. Taking place in Al Wasl Plaza and drawing large crowds, National and Honour Days were an exceptional opportunity for participants to showcase their culture to the world.

A dedicated National and Honour Day section on the Expo Portal was created, where international participants could find relevant information and submit applications for activations. In addition to official ceremonial components, such as the flag raising, national anthem and official speeches, the ceremonies included unique cultural performances with traditional music and dance, as well as a customised 360-degree projection in Al Wasl Plaza.

A joyful moment in each participant’s Expo journey, they were a unique opportunity to build bridges, with agendas including bilateral meetings, visits to the UAE Pavilion, media briefings and conferences and official luncheons and dinners at the Leadership Pavilion, which occupied an entire building within Al Wasl and included space for meetings, hospitality and photo opportunities. Invitations to visit the Leadership Pavilion were extended to Heads of State and other dignitaries at a governmental protocol level. Participants could also lead on additional activities across the site, such as performances across Expo venues and food and beverage activations.

Through coordination with federal and local entities, including the Ministry of Foreign Affairs and International Cooperation, the Ministry of Presidential Affairs and various embassies, National and Honour Days became a platform for dialogue and saw the signing of a number of Memoranda of Understanding and other agreements.

195 NATIONAL AND HONOUR DAYS

81	Heads of State
69	Ministers, Deputy Ministers and Secretary Generals
14	Vice/Deputy Presidents, Prime Ministers and First Ladies
17	Ambassadors
4	Speakers of Parliament
10	Commissioner Generals and Senior Industry Executives

For a full list of National and Honour Days, see Appendix.



A unifying platform

Recognising the power of collaboration and coordination between countries and organisations at a regional level, Expo 2020 created a designated space to collectively develop innovative, impact-driven policies to support economic growth, social inclusion and environmental stewardship.

Beginning in 2019, in close coordination with the African Union (AU), Expo 2020 facilitated consultations with AU organisations and specialised agencies, regional economic communities, chambers of commerce, financial institutions, private sector

organisations, civil society organisations and the diaspora to develop a series of events under the title ‘Spotlights on Africa’. Conceptualised as a non-political space to build trust and enhance cooperation, the series took place during the event and attracted high-level delegates including ministers, industry leaders and both traditional and non-traditional stakeholders through a series of art and culture, thought-leadership and public engagement events.

Participating regional organisations included the African Union, the Association of Southeast Asian Nations (ASEAN), the

League of Arab States, the Organisation of Islamic Cooperation (OIC), the Organisation Internationale de la Francophonie (OIF), and the Gulf Cooperation Council (GCC) – all participating in a World Expo for the first time – as well as the United Nations (UN) and the European Union.

Expo 2020 provided an unparalleled platform for these bodies to create their own narrative that reinvigorated their organisational purpose and image to the world, enabling them to regionalise globally-adopted frameworks through common but differentiated goals.

Impact of COVID-19

The close relationships established from the outset between Expo 2020 Dubai and international participants became more valuable than ever during the pandemic. With an unwavering spirit of resilience, agility and optimism, Expo 2020 ramped up its support, with the clear message that the UAE was a safe place to be, and that even in midst of a pandemic, the commitment to an exceptional global event remained.

Even from the earliest days of COVID-19, prior to the World Health Organization’s (WHO) declaration of a global pandemic, Expo 2020 took a proactive approach towards identifying the potential impact the outbreak would have on participants, including the impact of supply chain restrictions. A dedicated team worked closely with participants to revalidate their existing timelines, schedules, resourcing and supply chains.

Following the announcement of Expo’s postponement in May 2020, Expo 2020 continued to work closely with all participants in reviewing their workforce, budget and constructions plans, as well as provide on-the-ground support to monitor the health and wellbeing of their construction teams, with worker welfare continuing to be the highest priority. Up to and during the event, support included:

- ‘Way Forward’ virtual meetings to support and guide participants through new challenging times and provide reassurance
- Regularly updated COVID-19 guidelines
- Free COVID-19 vaccination and booster shots for all international participants and their staff
- Free PCR testing on site for all participants’ workforce
- Isolation/quarantine facilities at Expo Village and at Dubai Health Authority-approved facilities, at no cost
- Additional volunteers mobilised and dispatched to pavilions impacted by COVID-19 cases

Naturally, the pandemic brought challenges relating to travel due to unexpected and immediate border closures around the world, changing COVID-19 testing and vaccination requirements in countries of origin as well as transit, a dramatic reduction in the number of flights globally, and a sharp increase in flight and accommodation costs.

Expo 2020 worked diligently with all participants, and TDPs in particular, to tackle these challenges, re-booking and re-routing flights, providing isolation accommodation as required, supporting ticket amendments and bearing related costs.

Decommissioning

Following the close of the event on 31 March 2022, Expo 2020 continued to work closely with participants to support them through the decommissioning phase, including the physical removal of pavilions and exhibition content, as well as the closure of operations.

The Hayyakum Majlis

The Hayyakum Majlis was created to facilitate seamless access into the Expo site for international participants and their VIP guests outside of official National/Honour Days, working in close collaboration with Dubai Police and the local security authorities.

Located within the Expo 2020 Main Office and operating with a dedicated team of supervisors and hosts, the Hayyakum Majlis welcomed a number of international and local delegations, VIPs from the business community, sporting stars including Lionel Messi and Usain Bolt, and celebrities such as Monica Bellucci and Rami Malek. In total, the Hayyakum Majlis supported 1,157 visits including more than 440 ministerial visitors.



PAVILIONS



Algeria



Angola



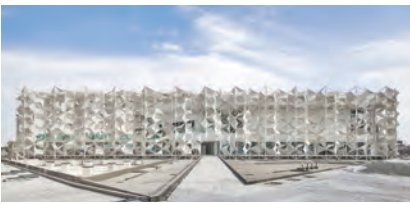
Australia



Austria



Italy



Japan



Kazakhstan



Monaco



Azerbaijan



Bahrain



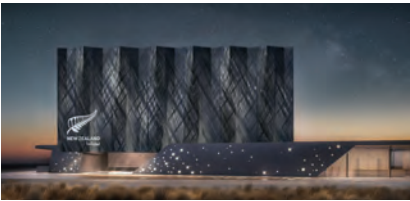
Belarus



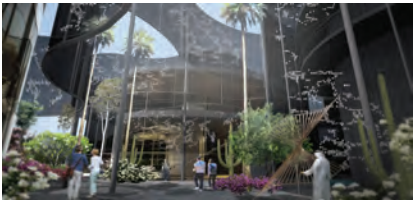
Belgium



Norway



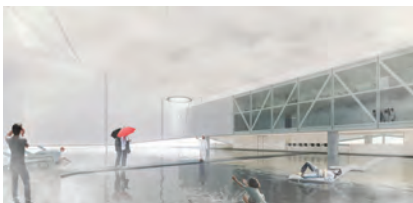
New Zealand



Philippines



Poland



Brazil



Canada



Chile



China



Qatar



Saudi Arabia



Singapore



Slovenia



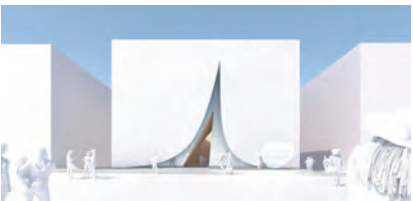
Colombia



Czech Republic



Egypt



Finland



Spain



Sweden



Switzerland



Thailand



France



Germany



Hungary



India



Thematic District Pavilion



The Netherlands



Turkmenistan



Ukraine



Indonesia



Iran



Iraq



Ireland



United Arab Emirates



United Kingdom



United States of America



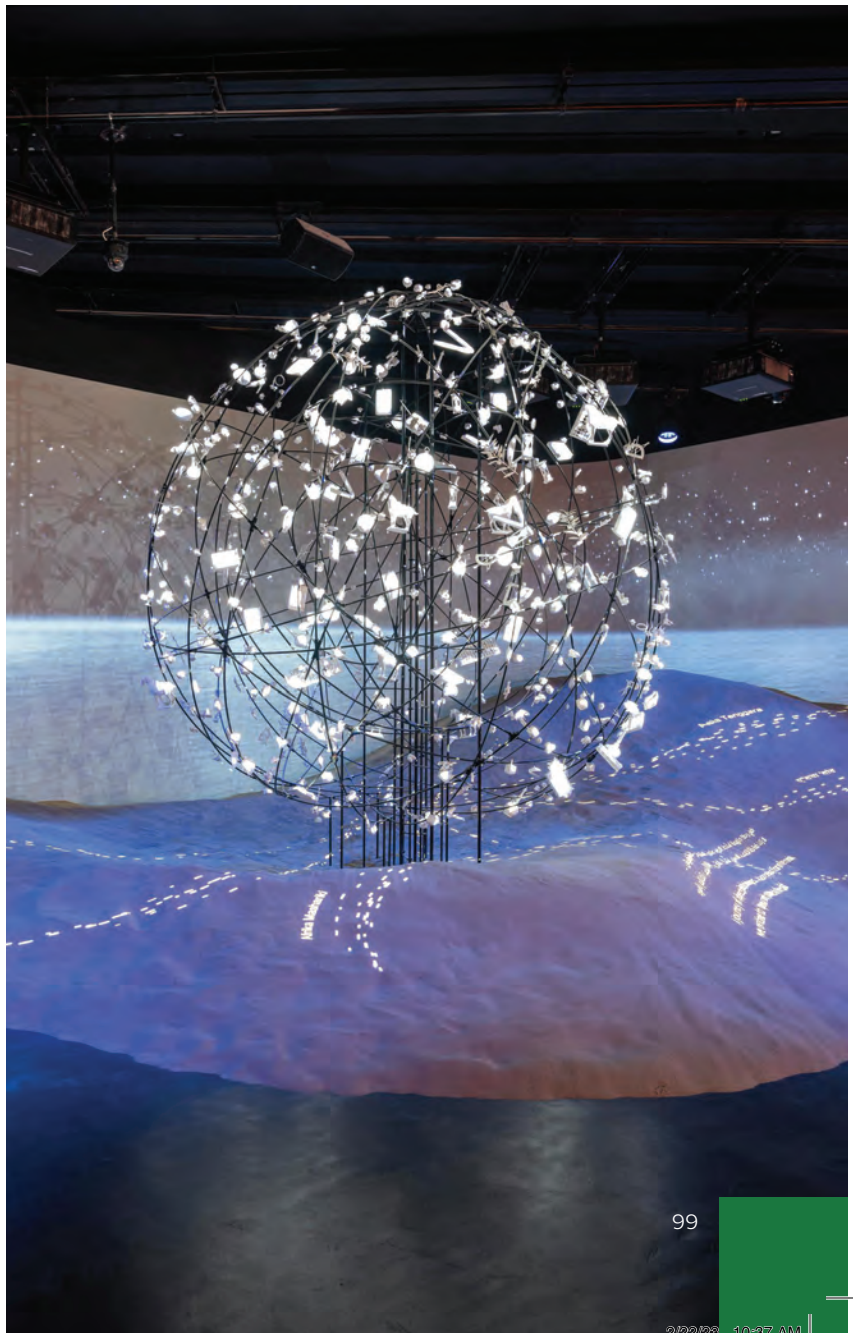
Venezuela

UAE PAVILION

An architectural masterpiece [see Chapter 2], the UAE Pavilion offered a unique platform for visitors to directly experience the UAE's culture and values and to create a human connection to the land and the diverse people who make the country their home.

Inside, visitors enjoyed a holistic, multi-sensory experience, including a series of immersive exhibits and an innovative audio experience that included a bespoke musical score and recorded sounds unique to the UAE. Throughout the journey, they discovered UAE traditions and the values that propelled the country's rapid progress as a nation. They learned the story of how the UAE became a global hub, highlighting the vision of its leaders, past and present, to create a peaceful and progressive society. This included 'Crossroads' – an elegant installation combining trade-related artefacts and illuminated routes to highlight the importance of the sea to Emirati life; 'Thriving Together' – a striking exhibit of sand and glass structures that represented the transformation of the UAE from desert outpost to a modern city of global significance; and 'The Pearl' – a domed theatre that presented an emotive cinematic experience.

Visitors exited the pavilion through a stunning, light-filled space highlighting the UAE 'dreamers' helping build the nation's bright future, instilling guests with feelings of inspiration, pride and optimism.



COUNTRY PARTICIPANTS



AFGHANISTAN
Expo subtheme: *Opportunity*

Diverging from the futuristic feel of Expo 2020 Dubai, the Afghanistan Pavilion highlighted its ancient heritage by re-creating the feeling of the old bazaar. The exhibition incorporated historical cultural items from the Silk Road period, including precious stones, cashmere, carpets and hand-woven silk – handicrafts in which Afghan craftspeople have developed expertise over many millennia. The pavilion used video and audio, imagery, paintings and antiques to engage with a wide audience. Afghanistan’s pavilion used its history of artistry in craft-making to curate a beautiful journey for its visitors, focusing on both its meticulous attention to detail as well as its enduring legacy of trade in artistic luxury.



ALBANIA
Expo subtheme: *Mobility*

Albania’s pavilion, *Albania: A Timeless Trip*, reflected its openness and inclusiveness and encouraged visitors to interact with the exhibition by virtually experiencing Albania. Various aspects of each theme were covered on a rotating basis, with events dedicated to Mobility focused on tourism and infrastructure; Opportunity focused on trade and investment, youth innovative projects and student exchanges; and Sustainability focused on renewable energy and sustainable tourism. Through interactive journeys, visitors moved from mountains to beaches, from grassland to lakes, from northern to southern culture, highlighting Albanian connectivity and diversity. Video and sound presentations also highlighted Albania’s natural treasures and breathtakingly rich landscapes, showcasing the country not only as an authentic place with a unique history and living culture, but also a far-sighted nation that embraces new opportunities, exposing guests to national costumes, paintings, natural attractions, unique musical instruments and handicrafts.



ALGERIA
Expo subtheme: *Mobility*
Architect: *Pico*

Algeria is a place with a long tradition of seafaring and trade, which is why its pavilion centred around the theme of journeys or taking its visitors on a rihla – a journey or voyage in medieval and early-modern Arabic literature, normally including descriptions experienced by the traveller. The Algerian pavilion invited visitors to take a journey through its heritage, culture, tradition and landscape. Visitors experienced its natural wonders and witnessed the ongoing journey of the country and its people. The pavilion design reflected this journey, with a nod to the country’s storied past, while looking firmly into the future. The façade was the key architectural element of the pavilion, a stylised gate that represented Algeria’s openness, and the interior design continued with a Casbah-inspired structure.



ANDORRA
Expo subtheme: *Sustainability*

The Andorra Pavilion focused on immersive virtual experiences showcasing the small mountain country as a haven of safety and stability with a wide range of possibilities related to sports, leisure, health and wellness. The pavilion comprised four different sections: interactive touch screens with infographics; VR goggles/headsets for a sports and cultural virtual experience; an interactive 3D model of the country with video-mapping experiences; and a half-moon 270-degree projection screen for an overall immersive experience of the Andorran landscape. Through VR, and a short, immersive audio-visual experience, visitors left wanting to discover more about the small country, especially its natural environment and national cultural heritage, possibilities related to seasonal sports and leisure, health and wellness, as well as opportunities for investment and innovation.



ANGOLA
Expo subtheme: *Mobility*
Architect: *Paula Assis Nascimento (Angola Commission) and Muse*

Angola: Connecting with Tradition to Innovate paid homage to an ancient, knowledge-sharing tradition through a digital window, using it as the basis of a journey to engage and revisit traditional wisdom in innovative ways to rethink local and global problems. In Chokwe, one of Angola’s several languages, the art of drawing on the sand, known as Sona, belongs to an ancient tradition of storytelling and knowledge and wisdom transmission. The drawings, or “ideograms,” are graphic representations of traditional tales, stories, games, proverbs, parables, myths, songs, even laws, which gain levels of depth and complexity depending on the combination of lines. The Sona tradition, which has almost disappeared in the northeast of Angola, was the conceptual basis and inspiration for the architecture, exhibition and narrative of the Angola Pavilion.



ANTIGUA AND BARBUDA
Expo subtheme: *Mobility*

Famed for its pristine beaches, turquoise seas and craggy coastlines, Antigua and Barbuda is striving to become the economic powerhouse of the Caribbean, and the Antigua and Barbuda Pavilion highlighted the country’s rich cultural heritage, natural beauty and logistical growth. Visitors of all demographics engaged with the pavilion content, which included audio and visual, AR and VR, and person-to-person storytelling. The country used its presence at Expo as the perfect time to confirm its commitment to welcoming and empowering global citizens. The design of the pavilion followed a modular concept, allowing Antigua and Barbuda the opportunity to reassemble the exhibition content after Expo 2020 finished, giving its citizens and visitors a chance to engage long-term with the content.



ARGENTINA
Expo subtheme: *Opportunity*
Architect: *Dutco Interiors*

The Argentina Pavilion created an experiential journey that acquainted visitors with the culture, creativity, talent, innovation and technology, commercial potential and diversity of landscapes of Argentina. The pavilion used immersive technologies to guide guests on an interactive and sensory tour highlighting the country’s most outstanding traits, such as natural wealth and climate, cultural diversity, industry, technology, innovation and creativity. In addition to in-person exhibitions, guests from around the world could access the pavilion content through social media and other platforms. All spaces in the pavilion were fitted with screens and projections that disseminated the message of opportunity. The design reflected Argentina as a federal nation, represented by its culture, and created a vibrant, sensory journey.



ARMENIA
Expo subtheme: *Opportunity*

Ethnotech was the Armenia Pavilion’s concept, defined as “building the technological future based on the best traditions of the past.” Exploring the pavilion introduced visitors to diverse aspects of Armenian culture, including arts and culture, science, sport, tourism and cuisine. Armenia has been settled since ancient times and used the pavilion exhibit to reintroduce the world to a culture which has existed since time immemorial. The Armenia Pavilion included elements symbolising the eternal tree of life appearing in the colours of the national flag. Visitors were guided through the pavilion by video screens detailing Armenian culture, science and history before moving to a zone of physical objects of historical significance and finally to a tourism zone where a luminous, interactive tree of life took centre stage.



AUSTRALIA
Expo subtheme: *Mobility*
Architect: *Bureau Proberts*

Titled *Blue Sky Dreaming*, and through the lens of big-picture, holistic thinking, the Australia Pavilion captured the enduring spirit of Australia, an ancient country dreaming of a bright future. The theme encapsulated Australian optimism, ambition and creativity, celebrated Australian diversity and collaboration, envisioned infinite possibilities founded on 60,000 years of innovation, and showcased how Australia is leading the world as it moves towards a brighter future. Upon entry, visitors heard a distant echo of chants, song and music, with interactive and immersive installations, using project-mapping special effects and 3D printing, sitting alongside ancient representations of the knowledge of songlines – a vital part of Aboriginal culture. Visitors moved into a circular theatre space, where they reclined on bespoke seating and looked to the dome roof to witness stories of the indigenous night sky and Australia’s astronomical innovation, while Natural Innovation featured a cinematic experience displaying stories of innovation inspired by mobility of peoples and ideas. The exterior forecourt reflected Australia’s terrain with an overarching cloud sculpture, providing interest and shade.



AUSTRIA
Expo subtheme: *Opportunity*
Architect: *querkraft*

The *Austria Makes Sense* Pavilion was a holistic, sustainable architectural concept that combined people, technology and the environment in an engaging sensory experience. By consciously avoiding the conventional use of language in the main exhibition, barriers based on language, education, age or cultural background disappeared. Stations in the pavilion included Airflow (renewable energy), showing the invisible impact we have on our surroundings; Sandgrain (research and development), a deep dive into the oldest building material in Dubai, sand, with Austrian microscopy revealing hidden gems; Pinecone (nature and ecology), pristine natural landscapes, an ideal place to relax and breathe in fresh air; Soundreflection (art and culture), a kaleidoscope of Austrian sounds, where every visitor helped complete a unique musical symphony; Heartbeat (society), connecting people through the intrinsic feature that bonds us to each other, our heartbeats. The pavilion comprised 38 conical towers made of precast concrete elements, cut off at different heights to form an extraordinary structure that allowed a reduction of the total energy consumption of up to 70 per cent versus a comparable conventional building.



AZERBAIJAN
Expo subtheme: *Sustainability*
Architect: *Simmetrico*

Azerbaijan’s nature-inspired pavilion encouraged visitors to consider the impact of their individual choices and invest in the future to restore balance to our natural world. Using stories that spoke of our collective future, the exhibition developed along an emotional and interactive path, an ideal forest born from the seeds of the stories that Azerbaijan is planting for its future. The pavilion explored professional and soft skills of tomorrow, city development related to environmental protection, the natural wonders of the country and the cultural and artistic identity of Azerbaijan. Outside, visitors discovered 1,300 sqm of gardens and walkways featuring seven pomegranate trees representing prosperity, and 15 olive trees symbolising peace, justice and wisdom. The architecture was as transparent as a leaf but as solid as a tree, with shapes that were symbolic and functional. The leaf-shaped roof was a tensile structure that created a microclimate that absorbed little energy, while the large trunk was the fulcrum around which the spaces developed vertically and horizontally.



BAHAMAS
Expo subtheme: *Sustainability*

The two-storey Bahamas Pavilion was designed to showcase the country’s food, culture, music, natural environment, resources and opportunities. It featured an exhibition of Bahamas’ history and culture, including the natural ecosystem and cities, and also highlighted the dance and rhythm of the island through a representation of Junkanoo – the carnival celebrations on Nassau’s Bay Street. Connectivity and Sustainability formed the core focus, with digital projections, documentary films and digital interactive components centring on water as the predominant visual element as the pavilion sought to address the issues of climate change and coastal cultures. The pavilion also invited visual artists to respond to the main themes, and these pieces were incorporated into the exhibition.



BAHRAIN
 Expo subtheme: *Opportunity*
 Architect: *Christian Kerez*

Under the theme *Density Weaves Opportunities*, the Kingdom of Bahrain Pavilion explored density as an enabler of opportunities through an intricate examination of the natural and urban compositions of the island. The interactive exhibition looked at different weaving crafts in Bahrain, both traditional and contemporary, as a metaphor for density. It included a laboratory of weaving crafts, from the traditional Bani Jamrah textile weaving to the weaving of palm fronds, rush mats and gargour fishing nets, the use of woven fiberglass technology in the building industry and innovations in carbon fibre. Each station had an interactive component, engaging the audience directly by experimenting and practicing each craft. A dynamic transmission of heritage skills and material innovation, the pavilion featured a series of satellite labs and presentations, weaving connections between the past and present, tangible and intangible, purpose and production. A gateway into the deep-rooted cultural assets of the Kingdom of Bahrain, the pavilion's architecture gave an immediate feeling of density through its thin and light structural system.



BANGLADESH
 Expo subtheme: *Sustainability*

The Bangladesh Pavilion highlighted the strides Bangladesh has made in empowering women and how it has transformed its agrarian economy into a modern, dynamic hub. Visitors experienced the economic and cultural history of the country through a series of engaging multimedia exhibits, and saw first-hand its handicrafts expertise in an interactive experience featuring sustainable products from Bangladesh's artisans. Screens took visitors on a journey through the country's booming economy, showing that, from fisheries to pharmaceuticals, the future has never looked brighter – illustrated by the innovations the country has produced in the a2i Lab.



BARBADOS
 Expo subtheme: *Mobility*

The Barbados Pavilion's presentation, *Innovation and Transformation: From Sugar Cane to Blockchain*, focused on its journey from past to present and revealed its vision for the future: economic, environmental and social stability. The story of Barbados was represented by a timeline of achievements, with static text and images incorporated with video, music and sound. The pavilion content reflected Barbados's global reach and interests and demonstrated its rich heritage. The design drew inspiration from the colours of the land: blue seas and green vegetation giving a bright and vibrant feeling to the pavilion. Visitors also viewed artefacts and fine art produced on the island, while a children's area disseminated its hopeful message in a simpler format.



BELARUS
 Expo subtheme: *Opportunity*
 Architect: *NÜSSLI Adunic AG*

The Belarus Pavilion inspired curiosity and exploration to enable the visitor to learn. Depicting a digital forest, Belovezhskaya Pushcha – an ancient forest of Belarus – the pavilion met visitors with an interactive corridor surrounded by LED screens that featured ancient wisents telling stories about Belarus. The heart of the exposition was a nine-metre-high, handmade, textile art installation – *Tree of Knowledge*. A forest is a connected network of trees that stand stronger when together and, just like trees that connect deeply to one another to sustain themselves, our minds must be connected to create a sustainable future. Content also included the start-up OneSoil, presenting free apps for precision farming, where the user can monitor crops remotely, find problem spots in fields, add notes, apply variable fertilizer rates, create seeding prescriptions and monitor crop rotation, as well as products designed to digitise basic educational processes.



BELGIUM
Expo subtheme: *Mobility*
Architect: *Assar Architects and Vincent Callebaut Architecture*

The Belgium Pavilion drew on renewable resources to feed its energy needs, smart technologies to feed its plants and the country’s world-class cuisine to feed its guests. The pavilion addressed smart urban mobility infrastructure and solutions, in relation to climate change and the environment, social development and digital connectivity. The message conveyed was original, strong and simple, and immersed visitors in the experience, positively portraying Belgium as resolutely focused on the future. Its innovative, inspiring theme conveyed humans evolving in a mobile, virtual environment and used visual aids and holograms, video mapping and other new digital technologies. Covered in lush greenery, the arch-inspired pavilion was designed to produce more energy than it consumed.



BELIZE
Expo subtheme: *Opportunity*

The Belize Pavilion showcased the opportunities available in this small country, tucked between the Caribbean Sea and the rain forest on the eastern coast of Central America. The pavilion highlighted attractions such as the Mayan ruins, extreme biodiversity, distinctive ecosystems and one of the longest barrier reefs in the world, using Expo 2020 to focus on tourism, one of its major industries. The pavilion’s exhibits reflected this by showcasing Belize’s cultural diversity and its inclusive nature, bringing awareness to its various ethnic groups, religions and cultural practices. It was a fascinating canvas for displaying Belize’s commitment to sustainability, biodiversity and the connection between development and care for the natural environment.



BENIN
Expo subtheme: *Sustainability*

Visitors to the Benin Pavilion were welcomed with a virtual walk through the cultural and tourist attractions of the country. The scenography alternated between presentations of physical objects and displays of video and audio that introduced guests to Beninese culture. Benin chose the concept of “Amazon,” the warrior woman of Danxomè, drawing inspiration from universal values as well as their own traditions. The pavilion’s exhibition space was dedicated to highlighting sustainable practices, cultural heritage and a civilisation capable of inspiring contemporary thoughts towards a sustainable future. Throughout the six months of Expo, the Benin Pavilion utilised the indigenous knowledge of its women to propose solutions to current problems.



BHUTAN
Expo subtheme: *Opportunity*

Tourism and sustainable development were at the heart of the Bhutan Pavilion. Bhutan, also known as the Land of Happiness, considers the level of happiness of its citizens as an indicator of prosperity and progress. The pavilion explained the country’s Gross National Happiness philosophy in detail, specifically highlighting its adherence to a culture based on spiritual rather than material values. Bhutan used Buddhist motifs throughout to reflect the spiritual practice of its citizens. The “Last Shangri-La of the World” showcased some of its national artefacts and paintings, along with a special collection of miniatures from Taktsang monastery. The pavilion also highlighted 13 different arts and crafts from Bhutan, representing the spirit and identity of Bhutan. Bhutanese architectural elements were incorporated into the façade, and Chenzi Dacha, traditional Bhutanese design, were seen throughout the pavilion.



BOLIVIA
Expo subtheme: *Sustainability*

The Bolivia Pavilion encouraged visitors to take a closer look at its contributions in the worlds of energy, technology and eco-tourism. Its pavilion content positioned Bolivia as a culturally and ecologically diverse country with enormous potential for growth and development. Bolivia’s range of landscapes and landmarks is eclectic – it is the birthplace of the Inca dynasty and so biodiverse that new and unique species are still being discovered. During Expo 2020, three types of activities were combined in the pavilion: a permanent exhibition of interactive information; special events, including gastronomic meetings; and business meetings and roundtables. The Bolivia Pavilion promoted the country as the energy centre of South America, with opportunities to invest in lithium, other renewable energies and hydrocarbons. It also highlighted Bolivia’s superfoods and possibilities to access markets in the Middle East and Asia for Bolivian agricultural exports such as quinoa and soybeans.



BOSNIA AND HERZEGOVINA
Expo subtheme: *Opportunity*

Visitors to the Bosnia and Herzegovina *Heart-Shaped Opportunity* pavilion learned about the country’s unique place in European and Asian history alongside more modern tales of innovation and ambition. The pavilion transformed its exhibits every month based around six themes, using displays, video and audio and retail space to engage visitors. It also incorporated the widely known ‘heart it’ emoji to engage visitors even further by providing new information and online data throughout the pavilion via a QR code scanning process. The ground floor of the pavilion housed the exhibition, while and the upper floor could be used as an office or meeting space. Wood, grass, and water were incorporated into the design, drawing attention to the beauty of Bosnia’s natural environment. The façade was designed to capture the attention and imagination of all visitors to Expo – placing the heart element at its core.



BOTSWANA
Expo subtheme: *Mobility*

Botswana’s story was presented as a unique blend of old and new. Infusing the country’s modern and historical legacy into a rich cultural tapestry, the pavilion showcased the sustainable values and infinite opportunities offered by this friendly country. The concept Outpacing Progress Through Smart Partnerships was brought to life through the thematic analogy of a plant’s growth. From seed to fruit, it followed the rise of Botswana, including how diamonds laid the foundation for the economy and paved the path to exponential growth, to how, through modernisation, Botswana’s vast wilderness remains untouched and alive with both flora and fauna. Visitors discovered how forging smart partnerships helped explore new frontiers, create the unexpected and accelerate the movement of goods, ideas and wealth, showcasing Botswana as a land of diverse cultures, flavours and beliefs.



BRAZIL
Expo subtheme: *Sustainability*
Architect: *JPG.ARQ*

The Brazil Pavilion showcased the country’s flora and fauna, arts, culture, technology and sustainable production, combining daring architecture that evoked the waters of Brazil in the Dubai desert with an open and inviting water screen, unique sounds and scents, and HD images projected on the building’s façade. By exploring three subthemes – *Together for Nature, Together for People and Together for Tomorrow* – the pavilion invited visitors to reflect on how to balance the three pillars of sustainable development: environmental, social and economic. The Water Plaza was at the core of the visitor experience – an immense, high-ceilinged area with natural and abundant ventilation, which visitors could explore freely. During the day, the water screen produced a micro-climate that encouraged visitors to sit back and indulge their senses in a moment of calm and contemplation; during the evening, the Water Plaza awakened, as the entire pavilion façade filled with images produced by more than 100 HD projectors. Architectural elements for shading were integrated with vegetation adjusted to the weather conditions, providing comfortable waiting and living open-air spaces.



BRUNEI DARUSSALAM

Expo subtheme: *Opportunity*
Architect: *National Engineering Bureau*

The narrative of the Brunei Pavilion highlighted the human desire to embrace imagination and possibility. Utilising technology in storytelling, Brunei connected with visitors through its past, present and future through the theme of Bridging to the Future and by asking the questions: If you could live in a way that transgresses the mundane and embraces imagination and possibility, would you? Visitors stepped into a story, a beautifully curated journey and a transformation in time and space that delighted and surprised at every turn. The pavilion also demonstrated the country’s potential as a tourism destination, featuring the nation’s extraordinary environment and including the carefully conserved wildness of its rain forests such as Belalong National Park and Ulu Temburong National Park.



BULGARIA

Expo subtheme: *Mobility*
Architect: *Pravin Raj*

A physical and digital hub, the Bulgaria Pavilion examined Bulgaria’s progress and development and showed how nature, history, culture and people create opportunities. It also looked at how increasing knowledge of mobility and understanding the potential for innovation and cooperation could positively impact the future. The Bulgaria Pavilion design concept emphasised the interaction between cultures, traditions, religious ideologies and economic trends as part of humankind’s co-creation of the future, while Branding Bulgaria was a chance to show Bulgaria as a mobility hub between East and West and a high-tech hub in the Balkans. The pavilion also presented diverse regional Bulgarian culture via folklore, traditions, history and high-tech achievements, with the aim of making every visitor familiar with Bulgaria’s rich and diverse cultural inheritance as well as its high-tech present.



BURKINA FASO

Expo subtheme: *Sustainability*

The Burkina Faso Pavilion at Expo 2020 Dubai showcased the country’s contributions to the cultural and creative industries of Africa, highlighting investment opportunities in agriculture and mining and the possibilities for collaboration and exchange around sustainable development. The pavilion was divided into five successive exhibition zones highlighting Burkina Faso’s culture, economy, technology and creative industries. A mix of static and digital media was used to engage visitors, and the pavilion also included a reproduction of the ruins of Loropeni, a UNESCO-recognised historical monument.



BURUNDI

Expo subtheme: *Opportunity*

The Burundi Pavilion showcased some of Burundi’s greatest marvels, unique cultural traditions and welcoming and hardworking people, and included authentic, natural and tasty coffee, honey, and mountain tea, as well as the sounds of sacred drums and the sights of the natural landscapes. The pavilion offered visitors daily tastings of one of the world’s best coffees, as recognised by the Alliance for Coffee Excellence. Burundi is rich in minerals such as nickel, and possesses fertile arable land and a skilled workforce, making it an ideal investment and trade partner. Visitors wishing to do business had access to a meeting space allowing them to explore trade and investment opportunities in Burundi in the fields of agribusiness, tourism, ICT, green energy, mining, infrastructures and transport. Visitors could also experience traditional hair braiding, handcrafting, portrait drawing and African games.



CABO VERDE
 Expo subtheme: *Mobility*

Morabeza means “hospitality” and characterised the Cabo Verde Pavilion. The pavilion showcased an archipelago that is an outdoor enthusiast’s dream, a place of almost incredible natural beauty, while also highlighting the country’s cultural past and the opportunities that exist there today. Cabo Verde also used the pavilion to draw attention to little-known facts about the islands – one of the coffee beans grown on Cabo Verde is offered by Starbucks in its gourmet line, and its yellow-fin tuna used by some of the best restaurants in the world is caught off its coasts. Its history, development and progress were also on display, informing visitors about the strength of its maritime and blue economies.



CAMBODIA
 Expo subtheme: *Sustainability*

Located in the heart of Southeast Asia and conjuring images of a glorious and mysterious past, Cambodia is rich in culture, arts and an unspoiled natural environment. The Cambodia Pavilion included three sections. The first, the Ancient Cultural Section, related to culture, civilisation and lifestyles. The second, Natural Ecosystem & Agricultural, presented Cambodia’s natural ecosystem and agricultural history of sustainability with short audio and visual presentations. The third section, Modern Culture & Economics, invited visitors to explore Cambodia’s culture, civilisation and lifestyle of the present-day Cambodian people, modern culture and economic developments. The Cambodia Pavilion design was reflective of the country’s beautiful temples and natural environment.



CAMEROON
 Expo subtheme: *Opportunity*

Cameroon used its pavilion to address the challenges of climate change, particularly managing the social impact, education around climate solutions and protection of the natural environment. Visitors were invited to engage with video material, Cameroonian products and seminars. The structure of the pavilion incorporated the *tòlèk*, an architectural type typical of the Mousgoum people of North Cameroon. These structures were named for their conical shape and are an artistic curiosity, having been variously described as “pieces of pottery fired by the blazing sun,” “sugar loaves” or “eggshells.”



CANADA
 Expo subtheme: *Sustainability*
 Architect: *Moriyama & Teshima*

Visitors embarked on an immersive journey through Canada’s past, present and future. The Canada Pavilion, *Canada: The Future in Mind*, inspired by Canadian landscapes and Arabic architectural elements, was a symbolic representation of the strong cultural and economic ties between Canada and the UAE. The experience at Canada’s pavilion reflected Canada’s values, global perspective and identity. The pavilion took visitors on an immersive journey that demonstrated Canada’s ability to collaboratively and creatively solve problems in partnership with the world, using cutting edge technology. The design of the Canada Pavilion drew inspiration from a multitude of sources, not unlike the multi-faceted form of the Canadian identity. Inspired by the drum, a ubiquitous instrument of choice for performance and storytelling around the world, the building took form as a large disc, hovering over the Expo site. The circle was also a universal symbol of unity, evoking the cyclical relationship humans have to each other and to the land.



CENTRAL AFRICAN REPUBLIC
Expo subtheme: *Sustainability*

Let's Save Household Energy, the pavilion's title, captured the aim of the Central African Republic to contribute to the implementation of measures that combat deforestation, expand electrification in the country and promote the country's local culture and natural ecosystem. The pavilion's theme illustrated the Central African Republic's desire for humankind to co-exist peacefully with its environment. The content of the pavilion was presented through the use of different media and material displays, inspiring visitors to consider needs, solve problems, offer solutions and discover opportunities for improving lives. Pavilion content included a floor designed as a living habitat, representing the efforts being made to protect and preserve the environment for future generations, information about local crafts and industrial production and a range of fun activities created especially for children.



CHAD
Expo subtheme: *Opportunity*

The Chad Pavilion was designed with adventure-seekers in mind, revealing one of Africa's best-kept secrets. *The Chad We Want* highlighted the country's commitment to forging regional and international connections and welcoming visitors to develop partnerships for future growth. The exhibition content enabled visitors to discover the country's ancient past and its bright future, through text, videos and photographic images as well as interactive components to engage visitors from all demographics. The design reflected the diverse natural environment, including mountains, deserts and lakes. The traditional Chadian hut, Yardang, was also showcased, as well as Chad's two UNESCO World Heritage sites. Literature is important for Chad, and there was a section dedicated to books from Chadian authors, both in French and in Arabic, as well as a dedicated space for conferences and events, and information highlighting the potential for foreign investors and local small and medium enterprises.



CHILE
Expo subtheme: *Mobility*
Architect: *Renzo Zecchetto Architects*

Chile's pavilion served as a platform for promoting the story of Chile – a sustainable country with diversity, tradition, progress and trustworthiness. Visitors were invited to engage with all the ways in which Chile is developing infrastructure for food security, export, clean energy and the regional and global fight to address climate change. The Chile Pavilion integrated modernity and tradition by blending traditional and natural materials with modern designs that paid homage to traditional Chilean architecture. The colours, patterns and textures used were guided by the natural barriers that protect the country: deserts, ocean, mountains and glaciers.



CHINA
Expo subtheme: *Opportunity*
Architect: *Construction Engr. Design*

The China Pavilion combined a global focus on communication and cooperation, development and sustainability, and innovation and opportunity, by involving different fields such as technology, culture, society and economy, highlighting the development opportunities and cooperation potential of the Belt and Road Initiative. The exhibition area included three zones themed Exploration & Discovery, Innovation & Cooperation and Opportunity & Future to show the Chinese people's exploration of the universe, China's institutional and scientific innovation, development opportunities brought to the world by China through innovation, as well as China's vision towards future development. The pavilion also featured a 5G Time and Space Tunnel, demonstrating China's efforts and pursuit of scientific and technological innovation, and showcased innovations relating to smart cities, particularly smart home, smart education, smart mobility and intelligent agriculture. The China Pavilion was named *The Light of China*, which symbolised hope and brightness, and it resembled a traditional Chinese lantern. Combining traditional Chinese elements with modern architectural concepts, the China Pavilion was one of the largest at Expo 2020.



COLOMBIA
Expo subtheme: *Opportunity*
Architect: *Pacheco Estudio de Arquitectura*

At the lively Colombia Pavilion, visitors were able to see and hear how the infectious Colombian rhythm connects the nation to a thriving future of culture, innovation and urban growth. The pavilion’s airy, free-ranging design represented Colombia itself, open and unbounded. In and around its light-filled floors, a cornucopia of rhythmic attractions awaited, including interactive instruments that let visitors play along with the music, a giant digital jukebox, holographic light shows and more. Colombia’s pavilion was a fun and interactive space, a celebration of geography, cities and culture. The pavilion journey started on the ground and went up to the fourth floor, alternating musical interactions with controlled immersive experiences. The pavilion offered a sequence of four sectors that visitors could explore in three levels and a vertical mezzanine, traversing one side to the other in a fun but unexpected manner. Visitors were invited to experience Colombia’s culture through a journey filled with entertainment, technology and human interaction.



COMOROS
Expo subtheme: *Sustainability*

The colourful Comoros Pavilion reintroduced the world to the magic of Comoros, starting with a Grand Marriage at the Bangwe and a stroll along a scented garden of spices, leading to the nation’s fierce commitment to a sustainable future, manifested in visitors being invited to make a fiery promise of environmental conservation and stewardship to Mount Karthala. Visitors journeyed through four zones. In the first, The Bangwe, visitors learned how important the Bangwe is to Comorian society across every aspect of life, including the grand marriage, and political and social gatherings. Then they entered A Garden of Marvels, some of which is made by the youth of Comoros from recycled plastics and other waste material. The Heart of Passion showcased the energy, passion and creativity of Comorians, especially their youth, and finally, In Moroni: The Heart of Fire, enabled visitors to learn about the ongoing project to harness Mount Karthala, one of the world’s largest active volcanoes, for geothermal power.



DEMOCRATIC REPUBLIC OF CONGO
Expo subtheme: *Opportunity*

The DRC Pavilion told the story of the country through rhythm and showed how all Congolese people are working together to make *Africa’s Heartbeat*. Visitors experienced the incredible abundance and beauty of the country, learned about its potential and investment opportunities and encountered the Congolese people as a people with pride, vibrancy and entrepreneurial spirit. The pavilion highlighted the national priority of making the DRC an emerging-market economy by 2030 and a developed country by 2050. Just like a film alternating time-lapse and slow motion, the pavilion juxtaposed spaces dominated by vibrancy, drumbeats and the rhythm of hard work with spaces that were dominated by silence, inviting the visitor to pause, meditate and admire the beauty of the country.



CONGO REPUBLIC
Expo subtheme: *Opportunity*

The Republic of Congo Pavilion showcased the country’s natural delights and its burgeoning eco-tourism scene, as well as the investment opportunities that make the Republic of Congo an up-and-coming country. Exhibitions throughout the pavilion introduced guests to the energy potential of the Congo River, invited them to play the traditional game Nzango and go behind the scenes of a Congolese fashion show. A land of teeming jungles, the Republic of Congo is renowned for its gorilla population—home to half of the world’s lowland gorillas. Visitors also enjoyed the sights, sounds and culinary attractions of this West African gem. The pavilion design was inspired by a termite mound, embodying the country’s collective spirit.



COSTA RICA
Expo subtheme: *Mobility*

The Costa Rica Pavilion featured a series of chapters telling the story of the events that led to the strong commitment of the country and its people to sustainability. It showcased the essence of Costa Rica by highlighting historic achievements and innovative initiatives across renewable energy, reforestation, eco-tourism, sustainable agriculture, electric mobility and the deployment of a national strategy to fight climate change and become a carbon-neutral country by 2050. Visitors discovered Costa Rica and its *Pura Vida* (Pure Life) lifestyle that is part of the DNA of its people. In an immersive way, they also learned about the origin of the country becoming a worldwide champion of sustainable development and a recognised promotor of the fight against climate change, as well as how the country achieved a 99 per cent renewable energy matrix and reversed deforestation, with the support and engagement of its people. An agile and colourful display of images matched with sounds and scents of the tropical forest contributed to the immersion of the visitor into the life and atmosphere of the country.



CÔTE D'IVOIRE
Expo subtheme: *Mobility*

The pavilion showcased *The Path to a New Africa*, highlighting the economic and cultural wealth and budding innovation that are stewarding the country's leadership. The visitor journey was inspired by Côte d'Ivoire's long, illustrious history of telling stories through film – from directors such as Désiré Ecaré and Henri Duparc – and art and graphics inspired by the iconic tribal patterns of Côte d'Ivoire: Pagne Akan, Pagne Mande, Pagne Gur and Pagne Krou. The pavilion was imagined as an open movie set, offering visitors an exclusive VIP pass to discover the story of Côte d'Ivoire. Visitors were able to wander in between scenes, each bringing to life key aspects of *The Path to a New Africa*. Visitors could see, feel and touch Côte d'Ivoire's traditional and modern costumes, fabrics and patterns while also learning the story behind them and venture into Nouchi & the Maquis, a music video set in a bustling maquis, inviting visitors to immerse themselves in Côte d'Ivoire's vibrant, urban street culture through music, food and fashion.



CROATIA
Expo subtheme: *Mobility*
Architect: *Ante Vrban*

The Croatia Pavilion presented *Great Minds*, highlighting those who have influenced today's world, natural beauty and resources, and art and culture. Visitors were invited to enjoy a multimedia presentation of Croatia, giving an overview of the greatest minds that inspired and changed the world. The different parts of the pavilion showcased famous and world-renowned Croatian landscapes, tradition and architecture, accompanied by interactive content to inspire visitors to learn about Croatia from different aspects. The Experience Room provided five-minute audio-visual animated projections of the nine greatest minds from Croatian history and their achievements.



CUBA
Expo subtheme: *Sustainability*
Architect:

The Cuba Pavilion inspired visitors to seek solutions by making use of given resources while living in balance with their surroundings. The journey of the Cuba Pavilion started with what Cuba is best known for – a vibrant scene set in the streets of Havana with the rhythms of Cuban music. Going behind the façades of Havana, the pavilion highlighted the talents of one of the most educated, innovative and creative societies in the world, showcasing Cuba's evolution and transformation in various sectors. "New" Cuba hides behind the façades of the "Old" Cuba, challenging visitors' perceptions and leaving a remarkable impression. Visitors were also invited to learn about Cuba's biotechnology sector, renewable energies, sustainability and environmental-education projects as well as ecotourism offerings. They could tour the colourful and vibrant Cuban streets and discover the economic, social and ecological transformations taking place throughout the country.



CYPRUS
Expo subtheme: *Opportunity*

The Cyprus Pavilion brought the very best of the nation’s culture, heritage and technology to light, focusing on the island’s geostrategic location at the crossroads of three continents and recommending it as the ideal place to visit, live and do business. Cyprus is at the centre of various continents, peoples and cultural and religious systems. Cyprus: *The Place You Want to Be* embodied the idea that this crossroads of people and ideas is an ideal location for the future of innovation. The pavilion also hosted a wide variety of business, cultural, educational and recreational activities, using both live and virtual-reality events to create a memorable journey.



CZECH REPUBLIC
Expo subtheme: *Sustainability*
Architect: *Formosa AA*

Visitors to the Czech Republic Pavilion were impressed by its centrepiece, which created fertile land in the barren conditions of the desert by extracting water vapour from the air. Five Czech innovations formed a system that could autonomously create energy from sunlight, gather water even from dry air, make it potable or supply it with nutrients to nourish plants, and keep it in the sand. Visitors entered the pavilion through a garden, under which an accessible niche allowed them to see how plants can grow in the desert. In the entrance gallery, visitors could see cold water streaming down along the heart of the pavilion, the water produced by the Czech system. To get to the first floor, visitors climbed around the equally monumental luminous installation of the Lasvit company, designed by Maxim Velčovský. The exhibit, *Golden Rain*, was made from metal fibres and glass and combined traditional glass production with modern technologies. The pavilion was imagined as one technological and artistic organism, creating an oasis in the desert from nothing except the sun and water in the air.



DENMARK
Expo subtheme: *Mobility*
Architect: *MGC Madison*

Visitors to the Denmark Pavilion were greeted by a Monstrum Playground replica of a Viking ship as well as a three-metre-long Viking ship built with more than 90,000 Lego bricks, which together with the main exhibition shared the history and stories of the Danish people. Denmark is a place that has long combined creativity, efficiency and innovation, which became apparent as soon as visitors set foot in the Denmark Pavilion. In addition to the history and culture of the Danish people, the pavilion was a showcase of *hygge*—the Danish way of living. Content developed in cooperation with the State of Green addressed Denmark’s pioneering solutions in clean energy, green thinking and the country’s hugely ambitious CO2 reduction goals, alongside a showcase of Denmark as a green and safe tourist destination. The pavilion also hosted a range of high-profile Danish companies such as Maersk, Wrist Ship Supply DSV, Arla Foods, Novo Nordisk, Ecco, Grundfos and Rockwool as well as over 200 SMEs that showcased the very best of Denmark across different segments and industries, and included thematic weeks such as Sustainability, Design, Robotics, Food, Health Care, Equestrian and Maritime.



DJIBOUTI
Expo subtheme: *Mobility*

The Djibouti Pavilion introduced the country as the *Land of Trade and Meeting*, due to the number of languages spoken in Djibouti, including Afar, Arabic, Somali and French. The country is a hub for transportation and logistics and a future leader in technology and economy. The pavilion invited visitors to journey through Djibouti’s industrial evolution, experience Djibouti’s rich heritage and culture through handcrafted household objects and explore its ambitions to transform its economy and transition to 100 per cent clean energy. As part of Djibouti’s strong sustainable vision for 2035, the country is focusing on sustainability by exploring new sources of energy: wind, turbine, solar and geothermal. The pavilion’s shipping-container design reflected Djibouti’s aim to become Africa’s largest logistics centre by 2035, and the visitor journey was a logical one, mimicking maritime efficiency in moving between the narrow streets in a labyrinthine layout. The pavilion also offered visitors the opportunity to learn about traditional and contemporary creative solutions to strategic challenges. The Djibouti Pavilion was first envisioned by students in the national University of Djibouti, and the design was adapted to their original creative concept.



DOMINICA
Expo subtheme: *Mobility*

Dominica utilised its Expo 2020 Dubai platform to promote its unique position and features to a global audience. The Dominica Pavilion highlighted the country’s tourist experience, including rain-forest hikes, crystal-clear diving, sulphurous hot springs, smouldering volcanoes and Dominica’s famous Boiling Lake. Known locally as “the nature island,” its remote nature allows it to maintain this character, making it perfect for visitors who prefer something off the beaten track. The Dominica Pavilion explained how the country is committed to the preservation and conservation of its forests and wildlife and illustrated why it is one of the most untouched locations on the planet. This determination to conserve and protect was on display as visitors wandered through the pavilion, picking up insights and learning about the country’s ambitions.



DOMINICAN REPUBLIC
Expo subtheme: *Mobility*

The Dominican Republic Pavilion sets its sights on a post-pandemic relaunch, utilising its platform to host a series of events, including virtual tours, concerts and exhibitions that related to investment, export, logistics, culture and tourism. The pavilion provided a celebratory atmosphere, contributing its creativity, innovation and humanity through its exhibition spaces. The Dominican Republic is one of the Caribbean’s most diverse nations with mountains rising out of desert scrublands while palm trees line hundreds of kilometres of shady beaches and coastlines. This tourist appeal, a combination of geographical beauty and rich local culture, was on display at the Dominican Republic Pavilion along with the story of its economic success, grounded in free-trade zones, which keep this nation at the fore of Caribbean progress.



EGYPT
Expo subtheme: *Opportunity*
Architect: *Hazem Hamada*

The Egypt Pavilion was a showcase of Egypt’s diversity of geographical wealth and resources as a Land of Opportunities for different civilisations throughout history. It announced the beginning of a new era of opportunities by focusing on and highlighting Egypt’s huge new projects, local economic-development opportunities and efforts to create a leap in the development of the infrastructure environment through greater partnership and investment. Visitors enjoyed a high-end digital journey with a virtual tour guide, Ayda, who welcomed visitors at the door between each zone and exit, and provided a link between the past, present and future of the country’s vision. Inside the pavilion, Egypt displayed three original antique Pharaoh statues in addition to 3D replica statues outside. Visitors were also able to travel through time in the virtual “time machine,” which provided a multi-sensory 3D experience. Finally, visitors watched scenes from Egypt live through the Eye of Horus.



EL SALVADOR
Expo subtheme: *Mobility*

The El Salvador Pavilion offered visitors a totally immersive experience of El Salvador, using technology as the catalyst. The visitor journey explained the project that will transform El Salvador into a great destination for travellers and sustainable tourism, with surfing as its main attraction. The El Salvador Pavilion was divided into three main areas. The entrance to the pavilion was through a long tunnel in which visitors located El Salvador, understood its current conditions, connected with its nature and wildlife, and discovered the six key development projects in which they are improving their infrastructure and facilities. Visitors then entered a large room with a white table in the middle in which they could enjoy a 3D immersive show. Finally, a bar and cafeteria area offered an informal atmosphere and was the venue for a live radio broadcast connecting Dubai with El Salvador. This enabled El Salvador to bring Expo to all Salvadorians and interact with them in a unique environment.



EQUATORIAL GUINEA
Expo subtheme: *Sustainability*

The Equatorial Guinea Pavilion celebrated the country’s unique character, drawing attention to its people. Many Equatorial Guineans still live according to ancient customs, including the practice of traditional music and storytelling. In addition to this focus on the cultural aspects of Equatorial Guinea’s people, the exhibition content also highlighted its initiatives in infrastructure and economic development, and showcased how its future capital, Oyala (the City of Peace), is emerging as a model of African sustainable development. The pavilion also promoted the country’s incredible biodiversity and the potential of its tourism, mining and agriculture sectors to visitors and investors.



ERITREA
Expo subtheme: *Mobility*

The culture and tradition of the Eritrean people, a multi-ethnic population with nine recognised groups, was on full display at the Eritrea Pavilion, which used photography exhibits, paintings, sculpture and handicrafts to showcase the breadth of its diversity. Eritrea’s geographical location has been vital throughout its history – an important trade route that offers access to the immense natural wealth of the African continent. Eritrea is renowned for its scenery and pristine waters, as well as the iconic architecture in its capital, Asmara. The city is also known as “the Frozen City” for its array of art-deco-era buildings. With a young, forward looking population and its location on the Horn of Africa, the pavilion was a powerful platform for Eritrea to showcase the opportunities available in this vibrant African state.



ESTONIA
Expo subtheme: *Mobility*
Architect: *Koko Architecture & Design*

Visitors to the Estonia Pavilion were taken on a journey starting from the beginning of the build-up of Estonia’s digital society, discovering what it means to live in Estonia today and what kind of digital solutions are in place. The ground floor of the Estonia Pavilion focused on the success stories that underscored the main theme of the pavilion, e-Estonia, and its position as the most advanced digital society in the world. Visitors also learned more about new solutions in construction and city planning, as well as nature conservation and Estonian design, exploring what their own countries would be like if they adopted solutions similar to those being used in Estonia.



ESWATINI
Expo subtheme: *Mobility*

Eswatini embraced the theme of mobility, using its pavilion as a platform to build partnerships and pave the way for new relationships. The Eswatini Pavilion was an opportunity to showcase the country’s diverse and unique potential, ranging from investment in infrastructure, commerce, trade, technology, innovation, tourism and travel to agriculture and food production. Eswatini’s pavilion invited visitors to discover many unique attractions available to them, including some of the best safari land in Africa, the oldest mountains in the world and the oldest mine in the world. Promotion of these sites, as well as opportunities to attract investment and development, formed the core curatorial message.



ETHIOPIA
Expo subtheme: *Opportunity*

The Ethiopia Pavilion, *Land of Origins and Opportunity*, explored the oldest independent country in Africa, the originality of Ethiopian culture and values and how this has become central to Ethiopia today – a living hub, driving and facilitating connections between the continent and the world. The pavilion was divided into three parts. First, a darkened room, illuminated by vibrant visuals projected on the ceilings and the walls told Ethiopia's story as the cradle of mankind. Visitors learned about Lucy, the 3.2-million-year-old fossil, and discovered ancient objects, architecture and people from tribes that have existed for thousands of years. As visitors emerged from the cave, graphic panels on conveyor belts introduced them to the different "Made in Ethiopia" projects, from agricultural products such as coffee, teff and sesame seeds to Ethiopia's thriving clothes-manufacturing industry. In the final part of the journey, visitors were welcomed into a natural space where they could take in the landscape. The experience ended with a coffee ceremony.



FIJI
Expo subtheme: *Opportunity*

Fiji is known as the home of happiness. This happiness is what propels it forward despite many climate challenges. Titled, *Riding the Waves of Happiness*, the pavilion looked to evoke this feeling of happiness in every visitor by making the content interactive, engaging and impactful. It highlighted Fiji's warm and welcoming spirit and multicultural society, while the country's role as the voice of climate change and hub of the Pacific Islands was manifested through pockets of happy activations. The pavilion featured seven vinyl text cutouts, or "footsteps," and the visitor journey was centred around the seven steps to becoming a bulanaire, which in Fijian means to be rich in happiness. Visitors were invited to put their heads in the clouds to view content, relax in a hammock while reading, and listen to music in an emoji pod. The second part of the journey was the sunken island, where visitors walked into a more darkened space designed to mimic rising sea levels and met the residents of the islands of Fiji that have been affected by climate change. In the final part of the journey, Phoenix Rising, visitors re-emerged into a type of utopia, experiencing all the ways in which Fiji has become a leader and advocate in climate change.



FINLAND
Expo subtheme:
Architect: *JKMM Architects*

Resembling a traditional Arab tent made of snow, the Finland Pavilion blended the country's icy landscapes with the culture of Expo's host nation. Inside the pavilion, titled *Snow Cape*, visitors found a peaceful haven full of surprises. The pavilion consisted of Finnish values: welfare society, openness, freedom of speech and mobility, education, innovation and sustainable solutions. Corporate responsibility in environmental, social and economic aspects were also incorporated into the exhibition, and agricultural technology was displayed in an advanced and efficient climate-controlled vertical farming system which had zero waste and followed the principles of the circular economy. Snow Cape aesthetically represented a cold snow cover with a warm wooden heart. The façade of the pavilion was made of white tensile fabric, stretched over a steel structure, emphasising the reference to snow and tents. The tensile structure was chosen due to its minimal use of materials. The middle of the pavilion represented a gorge, a void providing a peaceful natural escape from the busy public realm.



FRANCE
Expo subtheme: *Mobility*
Architect: *Architect: Atelier du Prado and Celnikier and Grabli Architectes*

A showcase of the nation's cultural riches and dedication to sustainability, titled *Light, Lights*, the pavilion explored light as an enabler of progress, a vehicle for connections and a source of heat and creativity. The French pavilion showcased French innovations and technology in mobility, specifically mobility through air/space, water and earth. Additionally, the pavilion addressed the mobility of the spirit by examining France's multicultural society. The pavilion reflected mobility in a dramatic and creatively immersive manner. The flow of the pavilion began with an immersive experience, where visitors were guided through a dreamy landscape with light features, followed by an exhibition with a lighthouse in the middle of the room. The second room showcased mobility through four main topics: mobility in the air and in space, mobility on water, on Earth and of spirits. Finally, visitors were encouraged to reflect on their journey as they were transported to French landscapes. The pavilion involved strong scenography, light and sound design to create an immersive experience.



GABON
 Expo subtheme: *Sustainability*

The curatorial design of the Gabon Pavilion was informed by the beautiful mythology and folklore traditions of its people, drawing from the rich oral tradition that remains a vital part of its cultural life. Gabonese people are also celebrated for their mask-making craft, traditionally utilising rare local woods and other precious materials in their making. In addition to the cultural aspects, Gabon took this chance to highlight its physical attractions as well. More than 10 per cent of the country is a designated national park, and Gabon is home to a huge array of wildlife, from gorillas and forest elephants to marine turtles and three species of crocodiles. Gabon is also an adventure-sports paradise, with huge areas of unexplored landscape. The capital, Libreville, is vibrant, cosmopolitan and welcoming, all reflected in the Gabon Pavilion.



GAMBIA
 Expo subtheme: *Mobility*

Although Gambia is the smallest country on the African continent, small is mighty when it comes to Gambia. Gambia's pavilion announced its presence loudly. Despite being surrounded by Senegal and having only 80 kilometres of coastline, the country has some of the most amazing scenery, biodiversity and distinctive ecosystems on the continent. There are manatees, along with crocodiles, chimpanzee islands and more than 600 unique bird species, making Gambia perfect for bird-watchers. It also shares the distinction of being part of the territory recognised by UNESCO as having the largest concentration of stone circles in the world. The Gambia Pavilion revealed incredible tourist attractions and highlighted not only the business opportunities on offer but also the open hearts of a people responsible for their nation's name as "the smiling coast of Africa."



GEORGIA
 Expo subtheme: *Sustainability*
 Architect: *JKMM Architects*

The Georgia Pavilion showcased the country's outstanding natural beauty, home to the highest mountain range in Europe, the Caucasus, as well as Krubera, the world's deepest cave, and the Chalaadi Glacier. A Caucasus gem, Georgia has it all: beautiful, diverse landscapes, a vibrant and colourful capital in Tbilisi and some remarkable ancient monasteries and churches. Georgia's people are renowned for their hospitality, and Tbilisi offers visitors exciting opportunities for exploration through its Old Town, churches and monuments, as well as a countryside shrouded in legend and mystery. A bridge between Europe and Asia, the country is young, forward-looking and home to multiple investment opportunities. The pavilion offered a platform for exploring the many opportunities available to both tourists and businesses in Georgia.



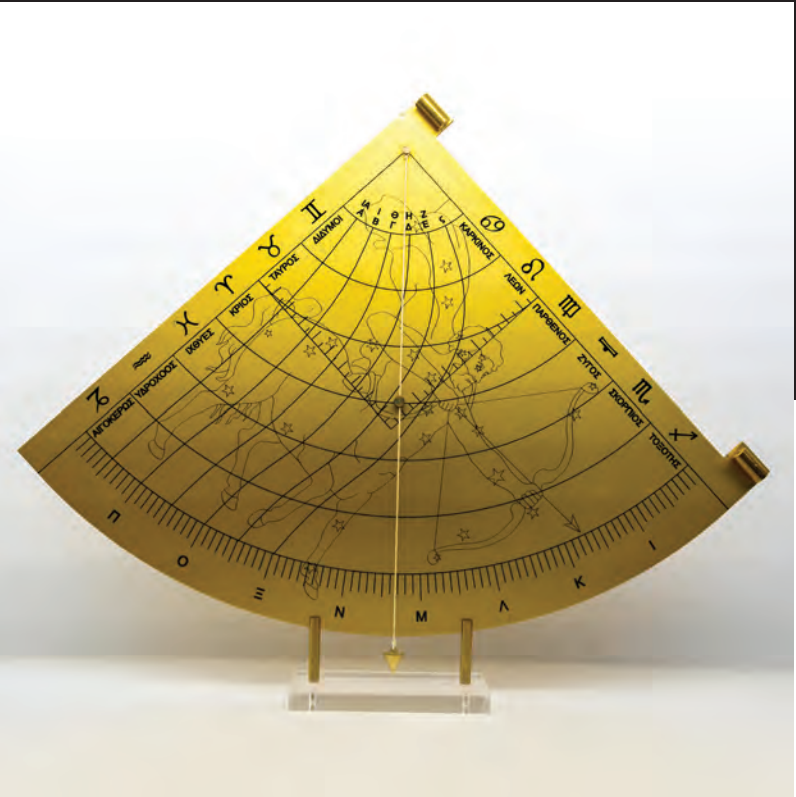
GERMANY
 Expo subtheme: *Sustainability*
 Architect: *LAVA*

Based around the idea of a learning path, the Germany Pavilion presented a wonderful array of creative environmental ideas with real-life results. The "campus" included a range of exhibits, showcasing sustainable innovations and solutions. The pavilion was divided into three main themed areas: Energy Supply and Storage in the Energy Lab; Urban Development and Mobility in the Future City Lab; and Biodiversity and Conservation in the Biodiversity Lab. The visitor experience began outside, where visitors made their way to the pavilion underneath a shaded structure. The 16 German federal states were showcased in the queuing area in front of the entrance. Germany by Numbers was an installation where visitors understood sustainability through play. The walkway then guided people to the atrium, the centre of the Germany Pavilion, and an open space with the Culture Lab at its heart, hosting music, dance and visual arts performances from Germany. Designed to be a green, open campus in the middle of the desert, the pavilion was also adapted to the local climate, turned from a horizontal model into a vertical one, with stacked buildings serving to enclose a central void space and shelter it from the sun.



GHANA
 Expo subtheme: *Opportunity*

The Ghana Pavilion was inspired by Ghana’s reputation as a mature, fully fledged African democracy. Visitors experienced *Ghana Unlimited* as a stock exchange, the ultimate place of limitless opportunities and investment and where partnerships are forged. The pavilion celebrated the strong political and economic infrastructure that ensures a stable Ghana. The trading floor of the pavilion had a distinctly Ghanaian look and feel, with *kente* patterns and graphics with gold finishing, ancient Ghanaian *adinkra* symbols scrolling on stock tickers, as well as clusters of TV screens and graphs, charts and numbers. Visitors were able to wander freely and discover the unlimited opportunities Ghana offers in business, in culture and in human capital. Visitors also discovered movable comic strips where they could dive into two of the stories about the fascinating Anansi, the famous trickster-spider. Anansi is said to be the inspiration for the American Brer Rabbit and many other popular folktales across the world.



GREECE
 Expo subtheme: *Sustainability*
 Architect: **SALFO and Associates**

Drawing inspiration from the legend of Ariadne’s Thread, the Greece Pavilion showcased the country’s success as an emerging centre for innovation and entrepreneurship. The design of the pavilion taught visitors about the basic pillars of the nation’s economy and society. The theme of mobility formed the key to Greece’s global participation and also defined the nature of its participation in Expo 2020. Greece used its pavilion to promote the country’s profile as a cultured and productive state with a modern economy, emphasising its importance as a potential international partner. Visitors to the Greece Pavilion were able to engage with the exhibition simply as guests or alternatively as potential partners in the growth and investment opportunities on display.



GRENADA
 Expo subtheme: *Mobility*

Reflecting Grenada’s calm, safe and peaceful lifestyle, with tranquil waters that mirror its relaxed and hospitable people, the Grenada Pavilion showcased a country of rich history and culture passed down through generations. Visitors were invited to take a colourful tour of the *Island of Spice*, enjoy smooth Grenadian rhythms and experience the “bean to bar” chocolate process. Many of the world’s spices, including nutmeg, cinnamon, turmeric, cloves, ginger, mace, bay leaves, tonka beans, pimento and allspice, are grown in Grenada and give the island a unique fragrance. The island also has an abundance of healthy coral reefs with a diversity of marine life that is perfect for divers. Visitors could also enjoy calypso, soca, folk, steel pan, the big drum and jab-jab rhythms from the islands of Grenada, Carriacou and Petite Martinique and listen to calypso from world-renowned the Mighty Sparrow, Valentino, Ajamu, Wizard, Scholar and more.



GUATEMALA
 Expo subtheme: *Opportunity*

The Guatemala Pavilion used virtual reality to showcase the country’s main tourist destinations, from the colonial architecture and cobbled streets of Antigua Guatemala to Tikal’s Mayan ruins. Guatemala is home to a diverse geography, including tropical jungles, active volcanoes, mountain lakes, cloud forests and coral reefs. The content presented in the pavilion highlighted these, encouraging tourism and engagement through its natural beauty. The pavilion also made use of multiple screens to share information on trade, investment, tourism, culture and its rich history. Guatemala enlisted the help of some of the country’s top artists, who have donated their art to the 21 tourist showcases dotted around the pavilion.



GUINEA
Expo subtheme: *Sustainability*

Guinea, known as the Water Tower of West Africa, is the source of over a thousand waterways, including the Niger River, Africa's third-largest river, which provides sustenance to over 100 million people in five countries. The Guinea Pavilion highlighted the way water has shaped the culture, history and economy of the country, inviting visitors to not only explore Guinea and appreciate its vast potential but also become more aware about how human actions and climate change threaten the balance between water and life. One of the main parts of the exhibition was dedicated to nature and biodiversity, with a wall composed of pictures, text and videos bringing the beauty and diversity of Guinea's culture, natural environment and biodiversity to life. There were also spaces dedicated to children, including audio boxes where visitors could listen to three traditional folk tales teaching the importance of environmental preservation. The visitor journey ended in a co-creation lab where visitors could come up with solutions relating to water management and sustainable development.



GUINEA-BISSAU
Expo subtheme: *Opportunity*

The continent of Africa is rightly famous for its diversity of peoples, cultures, landscapes and wildlife, and Guinea Bissau is something of a microcosm, with all of these qualities packed into a single nation. This rich diversity was on display as visitors wandered through the pavilion, picking up insights and learning about the country's culture, geography and ambitions for the future. The capital, Bissau, acts as a gateway to the landscape of Guinea-Bissau, a rich mixture of diverse people, cultures and plant and animal life. The white-sand beaches of the Arquipélago dos Bijagós, a protected biosphere reserve, are a perfect spot for tourists who like roads less travelled.



GUYANA
Expo subtheme: *Opportunity*

Expo 2020 was the first time Guyana had its own pavilion at a World Expo. As well as featuring food, music, technology, art, science and culture, the Guyana Pavilion hosted a series of live events under the theme Home of Nature: Land of Opportunities. Guyana already enjoys status as an eco-tourism destination, offering adventure and authentic experiences to adventurous tourists. Highlighting the animal life that inhabits this Caribbean nation – a giant anteaters, nesting turtles, monkeys and jaguars – and its untouched rainforests and savannas, the pavilion offered visitors a chance to engage with the unique features of the country while encouraging exploration and investment.



HAITI
Expo subtheme: *Mobility*

The Haiti Pavilion told the story of a country with a history almost as fascinating and unique as its geography, and showcased all that is remarkable about this nation with regards to both its beauty and its people. Due to its unique history, Haiti has a vibrant music, art and cultural scene that was celebrated in the pavilion exhibition. Tourism forms a large focus of economic life in Haiti, and visitors were encouraged to experience the diverse offerings throughout the country, from bird-watching and exploring ruins to lively art and street food vendors.



HOLY SEE
 Expo subtheme: *Mobility*
 Architect: *Giuseppe Di Nicola, Di Nicola Design*

The Holy See Pavilion was a celebration of the historical, cultural and religious significance of the seat of the Roman Catholic Church, whose art and architecture are known throughout the world. The pavilion content sought to both inform and encourage cross-cultural understanding and appreciation for the unique significance of the Holy See as a country. Famous for being the world’s smallest sovereign state, the Holy See, or Vatican City, is also one of the most influential nations in the world. In recent times, the Holy See and the UAE have forged an ever-stronger relationship as both states seek to build bridges of peace and cultural harmony, which underpin the values of tolerance and coexistence. The Holy See continued that message at its dedicated pavilion, highlighting the need to sustain interreligious and diplomatic dialogue in order to break down the walls that separate ethnic groups and nations.



HONDURAS
 Expo subtheme: *Opportunity*

The Honduras Pavilion was a journey through Honduran cultural heritage, tourism destinations, export products and investment opportunities. Visitors were invited to explore the country’s archaeology, culture and biodiversity, with the pavilion showcasing the different tourism destinations, including colonial towns, beaches, gastronomy, nature and adventure. The pavilion also included a section dedicated to the country’s export products such as food and agriculture, coffee and handmade cigars. Spread across two storeys and incorporating a variety of static and interactive exhibits, the pavilion showcased the country’s natural beauty and the opportunities represented for both national and foreign visitors.



HUNGARY
 Expo subtheme: *Mobility*
 Architect: *Imre Makovecz Foundation*

The Hungary Pavilion, *Immerse in Hungary*, highlighted the foundational role of water as a condition of human existence. An audio-visual journey introduced visitors to the rich natural water resources that Hungary is known for, including thermal, medical and mineral waters. The Hungary Pavilion celebrated the rich tradition of thermal bathing with a deep dive into the country’s naturally occurring waters. The external shell of the pavilion allowed the structure to respond to the weather. Widening from bottom to top, with few glass surfaces, the structure incorporated solar panels for power generation, while the main construction element was timber.



INDIA
 Expo subtheme: *Mobility*
 Architect: *CP Kukreja Architects*

The India Pavilion featured a kinetic façade developed as a mosaic of rotating panels which depicted different themes as they rotated on their axes. It represented the theme of *India on the Move* and was a unique amalgam of the rich heritage and technological advances of the nation. A highly dynamic pavilion where the showcase changed regularly in sync with Expo’s Theme Weeks and with each new state coming in, the India Pavilion highlighted modern India as it showcased the best across all sectors. There was also an amphitheatre, food court, restaurant and retail area for visitors to relax and enjoy. As India celebrated 75 Years of Modern India, the India Pavilion demonstrated India’s rise in the modern world and shared its vision for next 75 years. Visitors had the opportunity to understand India as a unique and attractive destination and land of opportunities, a modern and technologically advanced nation which also retains connections to centuries old traditions and culture. Visitors were able to discover limitless opportunities to collaborate and partner for innovation, technology, research and investment and experience India’s rich cultural heritage, diverse flora and fauna, tourist destinations and much more.



INDONESIA
Expo subtheme: *Opportunity*
Architect: PT Wijaya Karya (Persero) TBK and Samudra Dyan Praga

With the title *Transforming Future Civilisation Through Innovation and Diversity*, the Indonesia Pavilion was home to diverse, innovative opportunities that explored how Indonesia is creating a better future and merging modern technologies with local knowledge. Visitors were able to discover Indonesia's infrastructure and how it is improving the lifestyle and prosperity of its people, its role in developing science and technology, and how the country is sharing its local wisdom with the world. Visitors also enjoyed cultural performances originating from different regions of the archipelago. The pavilion's first zone highlighted the country's natural resources, biodiversity, the beauty of its nature and the future of Indonesian forestry. The second zone focused on how Indonesian people shape their own future with their unique local innovation and wisdom. The final area showcased how Indonesia is accelerating its progress to promote economic growth.



IRAN
Expo subtheme: *Mobility*
Architect: Shift Process Practice

The Iran Pavilion showcased Iran's economy, social development and culture, highlighting its peaceful coexistence and highlighting Iran's civilisation and traditions, rituals and people—an ancient civilisation and a welcoming nation. Iran is home to one of the world's oldest civilisations, with historical and urban settlements dating to 7,000 BCE. The Naqsh-e Jahan Square in Isfahan is one of the largest city squares in the world and a UNESCO World Heritage site. Iran also produced some of the most significant physicians, astronomers, thinkers and writers of the Islamic Golden Age, like Muhammad ibn Zakariya al-Razi, a polymath, physician, alchemist and philosopher. All formed part of the pavilion's content. Visitors were able to enjoy the fresh, cooling air of the waterfilled runnels that ran down the walkways, inspired by Iranian Civil Architecture and experience weaving a handcrafted Persian carpet with the help of a master weaver, with every carpet knot able to develop a deep mutual affection and friendship between people of the world. Delicious, refreshing Iranian traditional herbal teas and syrups, which have various health benefits, were available in the pavilion's Syrup House.



IRAQ
Expo subtheme: *Opportunity*
Architect: GEO Global Engineering Consultants

Iraq embraced the spirit of Expo as a key meeting point for the world to share ideas, innovations and solutions to both economic and climate challenges. The Iraq Pavilion reflected not only the country's remarkable history and its crucial role in the creation of modern civilisation but also its ambitions to play a continuing, central part in global development. Drawing from its ancient history, the Iraq Pavilion weaved a rich tapestry of the past, present and potential for the future. Just as importantly, the pavilion showcased how Iraqis from all over the world, with different backgrounds and interests, came together to connect and develop opportunities to improve their nation's economic future. Visitors to the Iraq Pavilion were invited to engage with content that highlighted potentiality as its primary inspiration.



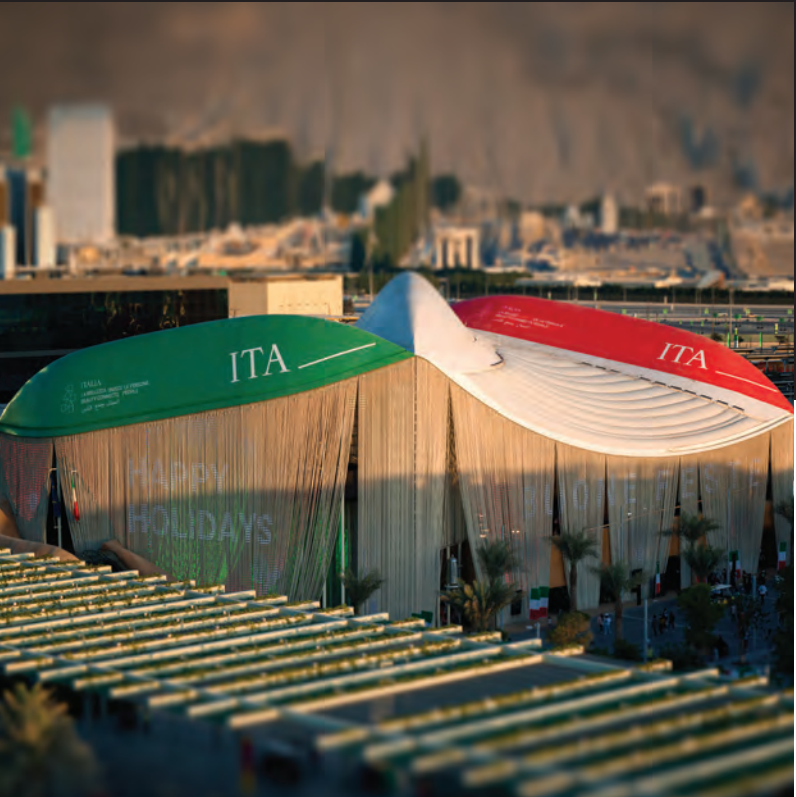
IRELAND
Expo subtheme: *Mobility*
Architect: Ciarán O'Connor

The Ireland Pavilion, called *Thinking Ireland*, invited visitors to consider Ireland through its rich history and its vibrant contemporary culture. Older than the Egyptian pyramids, Ireland's massive Newgrange monument is a staggering feat of Stone Age engineering, allowing sunlight into its inner chamber only once each year: at sunrise on the winter solstice. With a design inspired by this cultural treasure, the Ireland Pavilion delivered 5,000 years of Irish heritage, myth, legend, literature and know-how to Expo 2020. Throughout the pavilion, visitors could experience Ireland's culture and history and explore Irish innovation in the present and into the future, immersing themselves in the island of inspiration through a 360-degree projected exhibition of Ireland's story. The Ireland Pavilion also hosted workshops to promote learning, creativity and the arts.



ISRAEL
Expo subtheme: *Opportunity*
Architect: *Knafo Klimor Architects*

From sweeping biblical landscapes to cutting-edge technology hubs, Israel is most definitely a land of contrasts. The Israel Pavilion offered a glimpse of the future, with insights into developments in the worlds of water technology, medical tech and IT. Internal walls were set with LED screens that informed visitors about Israel and Israeli culture, conveying Israel's openness and cooperation with the rest of the world. The design of the pavilion drew inspiration from the structure of a tent and created an optical illusion that it had no walls, representing Israel as a place that welcomes everyone. Centred around the theme *Journey for Tomorrow*, the pavilion aimed to create new opportunities, build relationships and create a brighter future.



ITALY
Expo subtheme: *Opportunity*
Architect: *Carlo Ratti Associati and Italo Rota Building Office*

The Italy Pavilion, *Beauty Connects People*, told a memorable story of culture, art, sustainability, education, science, security and innovation. The visitor journey included a series of highly scenographic and impactful exhibits, such as *The Belvedere*, a circular window onto the most evocative Italian landscapes, as well as a film projected on a 100 sqm screen about the best of Italian artisanal skills; *Short Stories*, a space dedicated to temporary exhibitions about the excellence of Italian knowledge and know-how; *Innovation Observatory*, enabling visitors to discover the latest frontiers of Italian research into space and water; and *Theatre of Memory*, featuring a life-size high-tech 3D-printed copy of Michelangelo's David positioned inside a wooden structure inspired by Renaissance theatres. Unique elements of the architecture included a roof built up with reversed boats creating the biggest Italian flag ever built, a façade made with over 70 metres of 100 per cent PET recycled rope and a visitor journey that started on a skywalk above the main exhibition spaces.



JAMAICA
Expo subtheme: *Mobility*

The Jamaica Pavilion, *Make It Move!*, told the story of Jamaica as the riddim that both connects and moves the world. It celebrated Jamaica's energy, passion and outsize influence on the world and its ambitions to become the planet's Fourth Global Logistics Hub. Jamaica's instantly recognisable culture and history was fully captured in the pavilion's colourful but thoughtfully organised vibe. The container artworks also served as a key connector of cultures, as they depicted the various world cities and cultures inspired by and connected to Jamaica by shipping and logistics. Visitors were able to wander in between the containers, enjoying the sights, sounds and tastes of Jamaica, including vivid street art and graffiti inspired by 41 Fleet Street in Kingston and the International Reggae Poster Contest, telling the story of the many ways Jamaica's culture connects and moves the world.



JAPAN
Expo subtheme: *Opportunity*
Architect: *Yuko Nagayama Associates*

At the Japan Pavilion, visitors were welcomed by traditional origami shapes and a façade design that combined traditional Arabesque and Japanese Asanoha patterns. Visitors of all ages were invited to put Japan's message, *Join. Sync.Act.*, into action, sparking future collaboration and development. The Japan Pavilion also enabled visitors to discover the natural beauty of Japanese scenery and traditional hospitality, and housed a restaurant designed to incorporate both Japanese and Emirati elements.



JORDAN
Expo subtheme: *Mobility*
Architect: *facts and fiction*

The Jordan Pavilion focused on the agility and exceptionality of human capital, youth and the ability to invent and innovate against all odds, across fields including urban development, transportation, digital connectivity and education. The pavilion provided a highly immersive, interactive and sensorial experience, taking visitors on an exciting journey full of contrasts, to a country where modernity meets tradition, high-tech meets sensuality and a young, agile society meets the cradle of culture. The pavilion presented Jordan as a unique country with immense potential for growth. Its physical design weaved together layers of nature, craft and high-tech, representing the identity of the country, its unique landscapes, its rich craft tradition and its capacity for innovation.



KAZAKHSTAN
Expo subtheme: *Opportunity*
Architect: *ARDECO and Insglueck*

At the Kazakhstan Pavilion, named *The Gateway to Tomorrow*, visitors went on a journey through mesmerising landscapes and technological achievements as they learned about the history, culture and traditions of Kazakhstan. The pavilion demonstrated the country's dynamic development, natural resources and technological innovations, featuring fascinating historical artefacts such as the Golden Man, an iconic warrior who was buried with gold-embroidered armour and other treasures. Interactive and tactile surface installations enabled visitors to explore Kazakhstan's natural landscapes, biodiversity, and flora and fauna, while integrated science laboratories and creative workshops gave children practical explanations of basic facts in a playful way.



KENYA
Expo subtheme: *Opportunity*

Visitors to the Kenya Pavilion, *Feel the Energy of Kenya*, embarked on a journey that took them from Kenya's agricultural and economic potential, through its innovation and industry sectors, to the hospitality and creativity of the Kenyan people. The pavilion content reflected Kenya's Vision 2030, which is aligned with the Sustainable Development Goals and aims at transforming the country into an industrialising middle-income nation by 2030, ensuring high quality of life to all its citizens. The visitor journey was also a reflection of the value chain of products which are 100 per cent made in Kenya (from the seed to the final product), highlighting Kenya as a place with numerous opportunities and an entrepreneurial spirit. The design concept was inspired by Kenya's vibrancy, creativity, Afro-futurism art movement and urban culture, and sought to present Kenya in a sophisticated, futuristic and innovative way while incorporating and appreciating its rich cultural heritage.



KIRIBATI
Expo subtheme: *Mobility*

The Kiribati Pavilion educated visitors about the home to the South Pacific's largest marine reserve, which is facing climate challenges posed by global warming and rising sea levels. Alongside those challenges, the pavilion also revealed an incredible maritime haven, which offers some of the best fishing, diving, surfing and bird-watching opportunities in the world. A destination of choice for nature-lovers, Kiribati covers a vast area in the middle of the Pacific Ocean. Visitors to Kiribati are also encouraged to enjoy the largely traditional lifestyle of its people by travelling through the country by ferry or a domestic flight, giving tourists a chance to interact with the Kiribati people and witness first-hand their relatively untouched culture. For those interested in history, there are also preserved World War II historical sites.



KOREA, REPUBLIC OF KOREA
Expo subtheme: *Mobility*
Architect: MYK

The Korea Pavilion showed how virtual reality stimulates the real world to endlessly move and change, questioned our current perspectives of space, and highlighted Korea as an innovator and pioneer in the field of virtual technology. The exhibit offered visitors the experience of virtually travelling to Korea from Dubai, using display technology, a 5G network, holograms and VR technology. Rather than displaying Korea through its traditional customs and architecture, the pavilion design showcased a future-oriented Korea. Unique Korean characteristics that were presented through the design included solidarity, dynamic thinking, a commitment to innovation and flexibility in the face of change. The façade of the pavilion was composed of various cubes which shifted to display various messages. With different colours on each side of the cubes, they span mechanically, with the content varying almost daily. The exterior was a fun play on a K-pop concert with the stadium and flip cards, and the interior invoked mobility by prompting visitors in and out throughout their journey.



KOSOVO
Expo subtheme: *Mobility*

Europe's newest country utilised Expo 2020 to announce its arrival to the world. This remarkable nation, which came into being in 2008, is positioned at the heart of the Balkans. Typical of the region, Kosovo boasts towering mountains, charming towns, imperious architecture and welcoming people. The Kosovo Pavilion allowed visitors to witness the natural beauty of this country, its culture and its people and consider the potential business opportunities available in the area. Kosovo is a cradle of opportunity, and an incubator and nesting ground for collective minds from around the world to come together and create the future. One of the last countries in Europe to remain relatively untouched by mass tourism, Kosovo is a perfect choice for anyone wishing to take a path less travelled. The Kosovo Pavilion both informed and invited its visitors to learn about it, explore its many attractions and imagine possibilities for investment that will carry it into the future.



KUWAIT
Expo subtheme: *Sustainability*
Architect: Marco Pestalozza Architetti

The Kuwait Pavilion, *New Opportunities for Sustainability*, showcased the country's vibrant sustainable future, which is being achieved through innovative technology, visionary planning and a deep respect for natural resources. Kuwait's pavilion provided an experience that shed light on its landmarks, its people and their accomplishments. It showcased the sustainable methods used throughout the different sectors and the goals Kuwait has for the future. Visitors entered the ground-floor courtyard to "New Kuwait," then moved on to the upper floor, where they experienced a range of exhibits including *Heritage and History*, *Silk City*, *Vision Becomes Reality*, and *Globally Connected*. On the roof terrace, visitors could enjoy open-air theatre, demonstrations, a children's play area and a café. The pavilion was conceived as a modern structure, reflecting Kuwait's sustainable focus, whilst the interior reflected Islamic architectural motifs.



KYRGYZ REPUBLIC
Expo subtheme: *Opportunity*

The pavilion highlighted the advances in the country's development, forging new paths for the future through the development of innovation, knowledge and the widespread use of information technologies. The content of the pavilion represented the economic potential and investment attractiveness of the Kyrgyz Republic and the potential for developing innovation in various sectors. Visitors were able to discover the Kyrgyz Republic as a country with an ecologically favourable, untouched and unique natural landscape of mountainous terrain, with many opportunities for the development of various types of tourism. Using modern displays, the pavilion of the Kyrgyz Republic painted a vivid picture, allowing every visitor to truly experience what the country has to offer.



LAOS
Expo subtheme: *Mobility*

The main entry for all of the visitors coming into the Lao People's Democratic Republic Pavilion began with an introduction to the country's different ethnic groups, featuring their uniqueness and beauty. The country's socioeconomic development achievements were also showcased, especially the growth of sectors surrounding the Lao silk and cotton industry. Visitors were invited to learn about the national development process in this industry, from ancient times to the present day, and how it has contributed to cultural conservation. Visitors enjoyed a demonstration of cotton and silk weaving while being immersed in the story of the Lao traditional way of life.



LATVIA
Expo subtheme: *Opportunity*
Architect: *Didzis Jaunzems Architecture*

The Latvia Pavilion, *Soil for Innovation*, highlighted the country's natural and human assets in an interactive exhibition that was of interest to all ages. Visitors to Latvia can choose between Gothic spires and mediaeval towns to walk through, a palace gifted by Catherine the Great of Russia, pristine white-sand beaches on the Baltic Sea and the art nouveau buildings of the capital, Riga. The pavilion invited its visitors to learn about the attractions that have kept Europeans coming back to Latvia for centuries. A beautiful country filled with forests and lakes, and with a striking coastline, Latvia is one of Europe's most unspoiled destinations. Riga is filled with throwback charm, from its Gothic spires to its art nouveau architecture. Latvia's young, well-educated population is another big strength, and one that has embraced the digital economy.



LEBANON
Expo subtheme: *Opportunity*
Architect: *Global Engineering Consultants and Biel Group*

The Lebanon Pavilion, *Our People to the World*, brought a unique blend of culture, tradition and creativity to Expo. The Lebanon Pavilion celebrated the nation's diversity of cuisine, art and culture, showcasing its natural and human resources, and anticipating the potential for business and pleasure. Lebanon is one of the Middle East's most fascinating countries, where East meets West, Christianity meets Islam and tradition meets modernity. Lebanon offers beaches and mountains, ancient ruins, a modern nightlife and a wonderful creative and cultural life. Tourism has been a vital part of the Lebanese economy, and the pavilion utilised its platform to promote both its natural and its cultural attractions. Visitors to the Lebanon Pavilion encountered exhibition content that examined the unique geographical, historical and cultural context of the country.



LESOTHO
Expo subtheme: *Sustainability*

The Lesotho Pavilion, *Kingdom in the Sky*, demonstrated the significant strides that the country has made since independence, including initiatives in digital connectivity and energy access that are having profound impacts on its people. The pavilion featured a range of insights and innovations, as well as some of the country's natural wonders. The Lesotho Pavilion used its curatorial design to present its traditional architecture, food-preservation techniques, traditional clothing and other aspects of its unique culture. Kingdom in the Sky was a visionary title for a country that is defined by its natural treasures, advancements in sustainability and insights into building a society for the future.



LIBERIA
Expo subtheme: *Opportunity*

The Liberia Pavilion showcased the untold beauty of the country and the huge untapped potential in agriculture, tourism and infrastructure development. Founded in 1847, Liberia was the first independent African nation, was the first arrival point for freed American slaves, had the first female president and was the birthplace of the African Union. It is undergoing major changes, with the expansion of sustainable-development strategies and infrastructure projects. The Liberia Pavilion drew on the country's environmental and cultural wonders in order to engage visitors. Art has been an essential part of the culture of Liberia since its founding. The various ethnic groups present in the country have a long tradition of creating ornate wooden sculptures, particularly masks, which they believe serve as a connection to ancestral spirits and ancient deities. Travellers interested in adventure can explore golden beaches, rain forests and savannas. The pavilion provided a platform for informing visitors about all the opportunities currently available in Liberia.



LIBYA
Expo subtheme: *Mobility*

The Libya Pavilion used the platform provided by Expo 2020 to build interest for future investment and development. While proud of its ancient past, Libya has its eyes firmly on the future. Visitors were invited to imagine how they could contribute to a modern and sustainable economy. The oil-rich desert nation with an ancient history has long been a crossroads of different civilisations, as evidenced by its rich heritage of Roman and Greek ruins. The remains of locations like Leptis Magna, Cyrene and Sabratha rise from beneath the sands of the Sahara Desert. Many people are unaware of Libya's beauty, but the Libya Pavilion aimed to fill this gap in knowledge by guiding visitors through the nation's history and revealing its innovations and ambitions for the future.



LITHUANIA
Expo subtheme: *Sustainability*
Architect: Edita Bružikaitė, cofounder, MB BAUKAS

As a burgeoning tech economy making advancements in everything from lasers to life sciences, Lithuania is ready to throw open its doors to the world, with the country's warm spirit reflected in the airy, light-filled design of the Openarium, Lithuania's pavilion at Expo. Lithuania celebrated its traditions and distinctive design style with its exhibition content. The pavilion welcomed visitors via a shaded wooden terrace decorated with brightly coloured traditional Lithuanian shutters. Inside the pavilion, the central highlight was the Unseen Lithuania exhibit, a high-definition digital tour of the country's unspoiled natural beauty. Visitors were also invited to sample Lithuanian cuisine inside the restaurant and browse the authentic handicrafts in the souvenir shop.



LUXEMBOURG
Expo subtheme: *Opportunity*
Architect: METAFORM

The Luxembourg Pavilion, *Resourceful Luxembourg*, highlighted the resources that have contributed to the country's success, as well as the essential need to preserve them and create new opportunities through their intelligent use. In the main exhibition room, an immersive, dark dome, the key topic, *Enterprising*, was staged, highlighting why it is in Luxembourg's nature to become a future centre of gravity for space resources, widening its sphere of action far beyond Earth. Visitors experienced a stunning journey through time and space that filled the whole width of the main exhibition room, allowing them to step into Luxembourg's fascinating history. Finally, visitors entered the brightly lit atrium, *Beautiful*, where sounds, smells and images created a multi-sensory experience. The exhibition was human-centred and focused on the perception of the visitors. The narration was diverse and multi-sensory, creating a holistic experience. The design of the pavilion, resembling a Möbius strip, symbolised Luxembourg's openness, dynamism and reliability.



MADAGASCAR
Expo subtheme: *Sustainability*

The Madagascar Pavilion showcased the best of the island’s tourism attractions and highlighted the potential for investors to get involved in this unique destination. Most plant and animal species in Madagascar are found nowhere else on the planet. There are lemurs and so much more, from baobabs to mongooses, from sharks to turtles, as well as the incredible flora and fauna that call the island home. The content of the Madagascar Pavilion demonstrated why it is the perfect choice for adventure-seekers, nature lovers and travellers who prefer to visit unknown places. In addition to its singular natural beauty, Madagascar also offers hiking, diving, mountain biking, kitesurfing, rock climbing and many other activities. Expo 2020 offered a perfect opportunity for Madagascar to highlight its immense natural beauty and diverse tourist offerings.



MALAWI
Expo subtheme: *Opportunity*

Showcasing Malawi as the *Warm Heart of Africa*, the Malawi Pavilion highlighted Malawi as a land of opportunity and hope, with a specific focus on the youth of the country. Visitors were invited to explore what life is like in Malawi. The pavilion shared the rich culture of Malawi, business opportunities and tourism, and offered an overall fun experience. The content about the history of Malawi included Malawi’s transformational story. The pavilion followed the story of a young rural child enabled with the right tools to thrive, also representative of the journey of Malawi as a nation. The pavilion also featured emerging solutions and practices that impact the lives of people and communities, showcasing innovations in various sectors such as agriculture, tourism, science and technology. One of the displays was a game called Bawo, which could be played by visitors to the pavilion.



MALAYSIA
Expo subtheme: *Sustainability*
Architect: *Hijias Architects & Planners*

The Malaysia Pavilion’s *Energising Sustainability* theme captured Malaysia’s commitment to balancing socioeconomic progress with environmental concerns to ensure a secure and sustainable future. Visitors first entered the *Energising Today* segment which offered them a rich rainforest experience through lifelike sights and sounds and technological projections of Malaysia’s rich biodiversity. *Energising Tomorrow* highlighted Malaysia’s vision for future cities that seamlessly use and integrate resources and technology, in line with the nation’s vision to achieve developed status by 2030 driven by science, technology, and innovation. *Energising Harmony* showcased how Malaysians of diverse cultures, traditions, ethnicities and languages live in harmony through daily cultural shows, craft demonstrations and screenings. *Energising Business* was the venue for Malaysia’s weekly thematic trade and business programmes. The Malaysia Pavilion’s concept was a rainforest canopy with the design depicting floating canopies and red meranti timber wood adorning the pavilion façade. Malaysia adopted a net-zero carbon approach for its self-built pavilion, a first for a World Expo. This commitment ran across the whole process of pavilion construction and operation activities to the demolition of the pavilion.



MALDIVES
Expo subtheme: *Sustainability*

Using a specially curated visual journey, the Maldives Pavilion, *Sustainable Practices for the Future of Island Nations*, guided visitors through the nation’s history, culture, ecology, cuisine and arts. The pavilion showcased the Maldives’ unique natural environment and its people, who are intrinsically linked with the sea, sharing the country’s development story with the world. Home to over a thousand coral islands, Maldives offers luxury and adventure to every traveller. Promoting the country’s “environment first” philosophy, the pavilion charted the nation’s historical and ongoing initiatives to achieve a sustainable future by championing climate change awareness and promoting sustainable practices. Recognising that climate change represents an existential threat to all such islands, the Maldives Pavilion used its platform to promote greater understanding and investment into the long-term protection of natural environments and development of technologies.



MALI
Expo subtheme: *Opportunity*

Threaded with a river of gold, the Mali Pavilion, *Bènso Jatigiya*, or “Meeting Place,” was inspired by the warmth and hospitality of the Malian people and the Niger River that is their lifeblood. Dotted with ancient architectural and cultural emblems, the pavilion showcased the country’s history, as well as the innovations and advancements driving its present and future. Visitors embarked on a journey along the Niger River, The River of Gold, through several regions of Mali, allowing them to connect with people and cultures from across the country and get to know the Land of Opportunities. Visitors also learned about opportunities in aquaculture and hydro-energy, could turn the digitised pages of old handwritten manuscripts of Timbuktu, discover the fertility and agro-economic potential of Mali and experience the innovative, artistic and musically rich Bamako. The pavilion design was inspired by the powerful Niger River and Mali’s rich cultural heritage, as well as the great wealth and gold trade during the golden age of the Empire of Mali.



MALTA
Expo subtheme: *Opportunity*

The Malta Pavilion showcased Malta as an island with a unique identity, where the classic meets the modern in a vibrant and positive economic environment that is continuing to grow at a fast pace. Malta’s pavilion propelled visitors into the textures, essence and rippling energy of Malta, with inspiration taken from the wide stretches of scenic backdrops, the calm blues of the Mediterranean Sea, deep-rooted societal connections, rising artistic communities and profound cultural impacts. The visitor experience was a free-flow journey, with different levels of interaction and engagement that included wall projections, 3D topography, audio stations and print media. Visitors also discovered a variety of products, including handmade jewellery, filigree items, paintings and more. At each stage of the journey, visitors discovered why the Maltese are renowned for their hospitality and friendliness.



MARSHALL ISLANDS
Expo subtheme: *Opportunity*

The Marshall Islands Pavilion allowed visitors to discover the islands’ history, ambitions and challenges and provided insights into the opportunities on offer. These remote Pacific islands comprise 70 square miles of land and 750,000 miles of ocean, perfect for diving and snorkelling, with some of the most beautiful and plentiful coral reefs in the world. One of only two countries in the world made entirely of low-lying coral atolls, with more than a thousand islets, the Marshall Islands are rare and special natural wonders. Atolls are coral deposits on the crater rims of submerged volcanoes, and with many of them lying barely a metre above sea level, climate challenges faced by these islands are a key driver of their future investment.



MAURITANIA
Expo subtheme: *Mobility*

The Mauritania Pavilion encouraged visitors to visit and invest in a country long seen as a geographic and cultural bridge between North Africa and Sub-Saharan Africa. Mauritanian investment opportunities include the fields of agriculture, livestock, tourism, mining, fisheries and hydrocarbons. The pavilion drew attention to the possibilities of the future. Encompassing part of the Sahara Desert and bound in the east by its Atlantic coast, Mauritania boasts some of Africa’s grandest scenery, as evidenced by the UNESCO World Heritage-listed caravan towns in the Saharan Adrar region. The pavilion promoted the country’s tourism, its capabilities, its investment opportunities and the potential for creating new innovation projects. The desert ecosystem presents its own set of challenges and was one of the environmental concerns that Mauritania aimed to address through its pavilion.



MAURITIUS
Expo subtheme: *Opportunity*

The Mauritius Pavilion, through its exhibition *The Roots of the Future*, invited visitors to explore the beauty of the paradise island, experience its cultural diversity and hospitality and unpack Mauritius's achievements, including constant economic growth, good governance, innovation and its role in linking the world to Africa. After unlocking access to Mauritius by finding it on the world map, visitors found themselves in a space that felt like paradise – calm, harmonic, peaceful and with endless possibilities. In various tropical fruits, visitors discovered the achievements of Mauritius, its hospitality and its excellence across various sectors. Towards the end of the journey, visitors discovered the stories of Mauritian ancestors and learned how Mauritius got to where it is today. The Mauritius Pavilion explored the full gamut of Mauritian heritage, encompassing its history of sugarcane production, its colourful tradition of sirandane riddles and its gorgeous landscapes. Visitors were invited to immerse themselves in the biodiversity of Mauritius's forests or take a selfie riding a wave in the Indian Ocean. The design of the Mauritius Pavilion was inspired by Mauritius's beautiful nature and biodiversity as well as the historical importance of its sugarcane production.



MEXICO
Expo subtheme: *Mobility*
Architect: *Capital Engineering Consultants*

Mexico's focus at Expo 2020 was on life, arts, culture and the tradition and features of the nation's world-famous celebration, *Día de los Muertos* (Day of the Dead). The Latin American nation's pavilion showcased the country's best talents, artists, artisans and performers along with individual pieces of art, archaeological objects and musical instruments. The three-storey pavilion reflected Mexico's culture, its glorious past and its vibrant and dynamic present with a particular focus on its wonderful resorts, visitor attractions and gastronomic delights. Mexico's rich, diverse and ancient history was also on display through its exhibition content, including Aztec and Mayan ruins and historical colonial cities. Many of these sites are designated by UNESCO as World Heritage sites, ensuring they will remain protected for generations to come.



MICRONESIA
Expo subtheme: *Mobility*

The Micronesia Pavilion invited visitors to learn about the attractions and possibilities in these Pacific islands. There is something for everyone, from cultural and historical sites to more adventure-based activities such as diving, snorkelling and fishing. The islands also boast prehistoric archaeological sites, ruins and a series of water canals constructed 800 years ago. While Micronesia occupies a small landmass, its 600 islands are scattered over a vast ocean expanse in the Western Pacific, covering an area five times the size of France. The nation's islands are grouped into four states – Kosrae, Pohnpei, Chuuk (Truk) and Yap – and the Micronesia Pavilion explained the history and geography of this intriguing region. Potential investors were also able to find out about opportunities in the fishing and tourism sectors, which dominate the region's economy.



MOLDOVA
Expo subtheme: *Mobility*

The Moldovan Pavilion featured an overview of the country's recent history as well as insights into the opportunities it offers to outside investors. From renewable energy and nature conservation, visitors were taken on a journey into the future through a landscape dotted with ancient fortresses left by the many long-dead empires that have marched through Moldova. Moldova is a place with a fascinating history. It is also a country looking firmly into the future, with a talented, hardworking population and a vibrant economic sector. The pavilion content addressed both the challenges and the opportunities available to those interested in investing in something a little off the beaten path.



MONACO
 Expo subtheme: *Opportunity*
 Architect: AODA Olivier Deverini

The principality's diverse national identity was explored through a multi-sensory journey inspired by the Rock of Monaco. This gem-like, polygonal pavilion took visitors on a journey through mirrored exhibition spaces that replicated the sights and smells of the French Riviera. *The Garden of Opportunities* featured penguin sculptures wearing knapsacks with screens on which the work of the researchers from the Department of Polar Biology at the Centre Scientifique de Monaco was presented. The *Art and Culture* exhibit showcased Monaco's strong cultural landscape. In *Blue Economy*, the pavilion presented research demonstrating the impact of ocean warming and acidification on marine life, as well as research on polar biology and coral-reef ecosystems. In *Education*, the pavilion showcased several government initiatives to enhance digitalisation. The pavilion was spread over different levels that, just like the maze-like streets of Monaco, are full of surprises. Outside the pavilion, visitors were able to rest on a gentle slope named Chemin de la Porte Neuve, full of typical trees and flowers inspired by the urban landscape of Monaco.



MONGOLIA
 Expo subtheme: *Mobility*

Mongolia is a country with a nomadic culture, one of only a few in the world, and the Mongolia Pavilion's design was inspired by an inherited, thousand-year-old nomadic lifestyle and how it co-exists with the current and developing urban lifestyle. In the Mongolia Pavilion, visitors learned about the nomadic lifestyle, traditional throat singing and traditional puzzle and riddle games. This included *Shagai* (ankle bones), a unique Mongolian game, which is played using the cleaned and polished ankle bones of sheep. Visitors also discovered a ger, a Mongolian traditional dwelling with full furniture, and could explore the cultural heritage of ancient Sanskrit and many other artefacts of this ancient culture.



MONTENEGRO
 Expo subtheme: *Sustainability*
 Architect: Matija Vukovic

Montenegro lies in south-eastern Europe, at the historic crossroads of East and West. Its spectacular coastline has long been an inspiration to many travellers and was once described by Lord Byron as the "most beautiful encounter between land and sea." Visitors to the Montenegro Pavilion, *Blessed by Nature*, experienced the most spectacular sights and sounds of its breath-taking natural resources and tourist attractions while learning more about the investment opportunities in this small country with a thriving vision for a sustainable future. Montenegro was the first country to pledge dedication and commitment to its ecology, demonstrating both awareness of and sensitivity to the unique bond it has with its natural environment. The pavilion was a truly immersive experience which introduced visitors to the country's natural wonders and exceptional experiences throughout all four seasons, and served as an opportunity to share Montenegro's development strategies.



MOROCCO
 Expo subtheme: *Opportunity*
 Architect: Oualalou + Choi Architects

The Morocco Pavilion enabled visitors to (re)discover the Kingdom starting from its origins. Morocco presented itself through its natural and cultural heritage, its knowhow and its singular talents. Visitors experienced a unique encounter with its population and its values, and had the opportunity to interact with the creativity of its artists and the dynamism of its youth. Through its theme, *Legacies for the Future, From Inspiring Origins to Sustainable Progress*, the exhibition and the programming offered many opportunities to perceive the strong continuity linking its past, its present and the future that the country is building. The design was inspired by Morocco's adobe vertical villages. The Morocco Pavilion's architecture drew its inspiration from ancestral building methods using earth materials. Through a ramp spiralling around a patio, the pavilion and its various exhibition areas offered visitors a unique and immersive experience, and one of the highest vantage points on the Expo site.



MOZAMBIQUE
Expo subtheme: *Sustainability*

The Mozambique Pavilion, *Sustainable Management of Nature: The Best Legacy for Future Generations to Come*, showcased the immense natural wealth and potential of the country, charting a course for a sustainable future in two dedicated areas. In *Putting the Future First*, visitors discovered the country's lush forests, stunning coastlines and beautiful marine life, as well as a wealth of natural resources. In *Future, Past & Present*, visitors went on a journey to the past, allowing them to discover the beauty of Mozambique's nature and see the process by which Mozambique is preserving and enhancing its nature capital. Visitors were then brought back to the present, where they could hear the stories of the innovators and creatives of Mozambique who are actively working towards the promise of the future. A colourful kite installation hung from the ceiling and sustainable artefacts were also on display.



MYANMAR
Expo subtheme: *Opportunity*

The beauty of Myanmar's diverse people was highlighted in an exhibition that reflected openness and calm at the Myanmar Pavilion. Designed with an emphasis on creating a welcoming feel, the pavilion inspired visitors towards self-reflection and introspection as narrow passages guided them on an exciting adventure through five zones, which each reflected the incredible beauty of Myanmar. Visitors could also explore a variety of murals, embroidery, textiles and lacquerware integral in Burmese culture. Showcasing Myanmar's significant culture and deep history and the values of its people, the Myanmar Pavilion incorporated the country's unique wooden architectural styles. The pavilion was designed by a university student in West Yangon Technological University.



NAMIBIA
Expo subtheme: *Opportunity*

The Namibia Pavilion was a showcase of the wealth of opportunities offered by the country, from the stunning endless horizon of biodiversity and rich, diverse culture to the depths of its natural treasures in renewable energy, distinctive mineral resources, blue economy, infrastructure, logistics and a manufacturing hub supported by productive human capital. The pavilion endeavoured to engage global tourists, potential investors and general visitors by presenting its natural treasures to the world, such as a suitable climate for renewable energy, unique landscapes, abundant wildlife, marine diamonds and minerals, as well as diverse cultural heritage. Visitors experienced a warm and friendly Namibian welcome that left a memorable legacy in the minds of the visitors.



NAURU
Expo subtheme: *Mobility*

Nauru is officially the world's smallest republic and third-smallest state. The island's pavilion highlighted the country's mineral wealth and the opportunities that lie within the area of fishing and undersea mining in metals, which are essential for the clean-energy industry. It has been predicted that such undersea mining could be as transformative for the Pacific as oil was for the Middle East. The unique formation of the island's raised coral atolls makes it less vulnerable to the effects of climate change than many other Pacific nations, placing it in a unique position and creating an opportunity for long-term investment into environmental restoration and infrastructure.



NEPAL
Expo subtheme: *Mobility*

Showcasing a country where adrenaline-fuelled adventure meets breathtaking beauty and traditional serenity, the Nepal Pavilion revealed both the travel and the business opportunities on offer in the country. Known throughout the world for its rugged beauty and unrivalled scenery, Nepal is the ultimate destination for mountaineers, trekkers and adventure seekers with Himalayan ambitions. The pavilion, *Connecting Potentials for Sustainable Growth*, invited visitors to stroll through the streets or follow in the footsteps of Buddhist and Hindu pilgrims through the myriad monasteries and temples. Taking visitors on a journey to the birthplace of the Buddha, the Living Goddess Kumari, the holy Hindu temple of Pashupati and the world-renowned mountain-trekking trails through Gurkha and Sherpa villages, the Nepal Pavilion presented a wide array of possibilities for tourists and investors, particularly in hydro-power generation, agroforestry, and mining products and services.



NETHERLANDS
Expo subtheme: *Sustainability*
Architect: *V8 Architects*

With the theme of *Uniting Water, Energy, and Food*, the Netherlands Pavilion was designed and developed with a focus on integrated sustainability. The entire structure was built with locally sourced materials that could be repurposed or recycled after the end of Expo. Brimming with sustainable solutions, the pavilion introduced visitors to a miniature world with its own climate system. The pavilion harvested water, energy and food through homegrown innovative technologies, including a cone-shaped vertical farm. This 18-metre-tall central cone featured a variety of edible greens growing on top of it. Venturing further inside, visitors were able to experience a unique multi-sensory design show that took them on a journey through the closed-loop farm's wonders, from the water harvested out of thin air to the oyster mushrooms grown on the walls, which could be used for anything from nutrition to clothing and construction.



NEW ZEALAND
Expo subtheme: *Sustainability*
Architect: *Jasmax*

The theme for the New Zealand Pavilion was *Care for People and Place*, with the Maori concept of *kaitiakitanga* allowing a distant opportunity to present a unique worldview. The core concept of the pavilion was delivered through the story of the Whanganui River, encapsulating the values of *kaitiakitanga*: care for people and place for future generations. Conceptually, the Whanganui River, recognised by law as a living and indivisible whole with the rights of a person, served as the narrator, reflecting New Zealand's unique and powerful way to approach sustainability, where people's well-being is intrinsically linked to the well-being of the world around them. The pavilion's architectural concept was inspired by *waka tonga*, receptacles made by Maori to safeguard items of considerable intrinsic value. The beautifully carved timber receptacles, which included *waka huia* and *papahou*, are important cultural symbols for the protection and maintenance of cultural values and practices.



NICARAGUA
Expo subtheme: *Opportunity*

The Nicaragua Pavilion showcased the country's human and natural resources and provided a fascinating window into this remarkable nation. The country has a vibrant entrepreneurial scene and offers visitors and investors a wealth of opportunities. Nicaragua is the largest Central American country and has an equally diverse array of tourist possibilities, including the largest area of primary growth rainforest north of the Amazon, active volcanoes and coastlines of sandy beaches and surf spots. The pavilion content presented Nicaragua as one of Latin America's true gems. From colourful colonial architecture and stark volcanic landscapes to idyllic beaches and lush rainforests, Nicaragua is a study in contrasts.



NIGER
Expo subtheme: *Mobility*

The Niger Pavilion presented a country shaped by its Saharan trade routes, creating a fusion of cultures from both Arab and African traditions. The cities along these routes have maintained their ancient charm, providing beautiful and engaging destinations for tourists. Traditional festivals and rituals provide a window into Niger's beautiful, ancient culture. Home to some of the world's largest uranium deposits, Niger is keen to build relationships and collaborations with international partners to ensure its continued economic development. As well as highlighting the nation's key mineral wealth, the Niger Pavilion showcased the unique travel attractions of this Sub-Saharan republic, filled with ancient caravan cities at the edge of the desert. Chief among those attractions are the Neolithic rock art of the Air Mountains and the dinosaur graveyards hiding beneath the dunes of the Ténéré Desert.



NIGERIA
Expo subtheme: *Opportunity*

The Nigeria Pavilion, *Rising in Value*, was centred around the values of resilience, hard work and confidence and showcased how these values have given rise to a unique perspective that has created a vibrant country brimming with opportunities. The content represented the abundance of opportunities available in Nigeria through intrinsic and extrinsic values, representing both the values Nigerians have and the values they bring to the world. Visitors walked down the avenues to discover cross-sector stories of opportunity. In Resilience Avenue, they discovered stories of Nigeria's agricultural sector, resilient stories of farmers and the future of food. In Respectful Avenue, visitors explored a cultural experience showcasing the dignity of Nigeria's heritage, woven together by 250 ethnic groups. Hardworking Avenue offered a deep dive into the opportunities available in Nigeria's manufacturing sector, whilst Enterprising Avenue presented the creative and technology sectors propelling the youth and future of Nigeria.



NORTH MACEDONIA
Expo subtheme: *Opportunity*

North Macedonia's history is as complex and rich as its modern national identity, influenced as it is by both the Balkan and the Mediterranean regions. Expo 2020 gave this historical nation a chance to tell its story to the world at its pavilion, whose theme was *A Home at Every Turn*. It highlighted the economic opportunities of North Macedonia, with tourism being one sector driving the country's future economic development. With its mix of Greek, Roman and Ottoman heritage, North Macedonia combines an ancient history with a beautiful, modern country full of walking trails, lakes and riding opportunities as well as cultural and culinary tours. A variety of experiences are available for visitors to this region, still relatively undiscovered, making it perfect for travellers interested in discovery.



NORWAY
Expo subtheme: *Opportunity*
Architect: *Rintala Eggertsson Architects Column*

The Norway Pavilion allowed visitors to explore the deep blue sea, learn about pioneering sustainable ocean solutions and find out about Norway's seafaring heritage and its focus on maritime activities by taking an interactive journey from beneath the seabed, through the ocean and into space. The pavilion highlighted some of the most pressing environmental issues facing our oceans and showcased cutting-edge innovations and solutions that meet the Sustainable Development Goals within areas like ocean transport, ocean energy and ocean food. The journey through the different levels of the ocean included the seabed with subsea oil and gas, gas pipelines, cables and ocean minerals, as well as the ocean itself, the ocean surface, including green shipping, ocean energy, maritime digitalisation, autonomy and finally satellites, ocean surveillance, environmental and climate monitoring. The pavilion illustrated the importance of the ocean in Norway's history and cultural heritage and how Norway's Pioneering Sustainable Ocean Solutions contribute to solving key challenges facing the world today. The pavilion design reflected the blue economy, with wood used for both the exterior and the interior.



OMAN
 Expo subtheme: *Mobility*
 Architect: *Adi Architect (Omani Office)*

Oman’s gift to the world, frankincense, has played a vital and varied role in the nation’s development from ancient times to the present day. The Oman Pavilion paid tribute to this precious resin, with its exterior resembling the tree that produces frankincense. Inside there were five zones detailing the diverse ways in which frankincense has benefited Oman, spanning everything from medicine to food to cosmetics. Both mystical and futuristic, the pavilion took visitors on a journey connecting people and minds across time and place. The Oman Pavilion offered visitors large-scale, high impact experiences and subtle, human-scale interventions using cutting-edge virtual reality and mixed-reality audio-visual content designed, developed and built by teams of Omani SMEs, creatives and innovators. The most vital component of opportunity Oman has is the Omani Human; this can be seen from the content and story narrative, which connected people and minds across time and place, including the talented team of Omanis from different backgrounds and expertise who designed the pavilion, representing the future of opportunities in Oman.



PAKISTAN
 Expo subtheme: *Opportunity*
 Architect: *Al Jabal Engineering*

Pakistan used its pavilion, *The Hidden Treasure*, to contextualise its civilisation from its ancient origins to the modern day, highlighting the country as home to one of the world’s earliest civilisations, pinpointing its antiquity but also drawing attention to its modern place in the Asia region. From opportunities to explore the nation’s recent planting of one billion new trees, plucking textile threads to create symphonies of traditional Pakistani music or learning about the footballs used for the World Cup (made in Pakistan since 1970), the pavilion offered countless unique experiences. The structure was a bespoke commission by internationally renowned Pakistani artist Rashid Rana, whose vision was for the pavilion to be a moving work of singular artistry and, possibly, the world’s largest kinetic sculpture. The pavilion’s façade was enveloped in a kinetic skin of reflective metal plates with changing colours designed to breathe and undulate with the changing light and wind through the day.



PALAU
 Expo subtheme: *Mobility*

At the Palau Pavilion, visitors were guided through the country’s history, from independence to its future economic potential in areas like sustainable tourism. Comprising more than 200 volcanic and coral islands, many of them surrounded by a single barrier reef, the northern-Pacific nation of Palau has been described as magical, with scenery that ranges from almost impenetrable jungle to white sandy beaches. Divers and snorkelers have known about Palau for a long time, with its clear waters and UNESCO-listed coral reefs a popular destination for adventure-minded tourists.



PALESTINE
 Expo subtheme: *Opportunity*
 Architect: *Wanders Werner Falasi*

The Palestine Pavilion offered an innovative way to experience this deeply historic land. With imaginative exhibits that individually engaged each of the body’s five senses, the pavilion provided the best way to experience everything Palestine has to offer, through a sensory cultural tour like no other. The Palestine Pavilion experience began with an elevator ride which doubled as an immersive simulation of rising high above the bustling streets of Jerusalem. Visitors were able to see the sights of Palestine, inhale its aromas and taste its delicious cuisine, and don a virtual-reality headset to feel the whole experience come together.



PANAMA
Expo subtheme: *Mobility*

Panama is known as a bridge and gateway to the American continent and beyond. Its natural history has influenced mobility ever since the Isthmus of Panama emerged from the sea. Its natural connection in the American continent, and geographical position, make the country unique, since it has allowed people, animals and cargo to move in a more efficient manner through Panama, making it a catalyst for change. With the evolution of technology, the country has also transformed into a connector of data thanks to the seven submarine fibre-optic cables that make it the information highway of the Americas. Displayed inside the pavilion was a timeline, starting from the distant past to modern times, through future development with multimedia visual and auditory content throughout the pavilion to engage visitors’ senses and with as little single-use material as possible. Visitors were also able to enjoy a virtual reality simulated experience of a journey through the Panama Canal.



PAPUA NEW GUINEA
Expo subtheme: *Sustainability*

Developing the “PNG brand” was at the heart of Papua New Guinea’s mission during Expo 2020 and the Papua New Guinea Pavilion was committed to the key priorities of the government by encouraging trade and investment in the country along with broadening international recognition of the region. Expo 2020 Dubai marked the first time Papua New Guinea had its own pavilion designed to specifically promote the country at a World Expo. Papua New Guinea has one of the most diverse cultural and linguistic landscapes in the world, with 25 per cent of the world’s known languages spoken there. The country remains shrouded in mystery as the possible site of Amelia Earhart’s last flight, and the disappearance of Michael Rockefeller in 1961, cementing its place in the popular imagination as a land of untamed wilderness. Natural beauty combined with these modern mythologies and unique cultural makeup makes Papua New Guinea a destination that continues to attract investors and tourists.



PARAGUAY
Expo subtheme: *Mobility*

The Paraguay Pavilion was focused on connecting water, energy and mobility. In particular, it detailed the strategic potential of water in the country in relation to the generation of renewable energy along with the nation’s connectivity to the world via its rivers, as well as its focus on food production. Paraguay produces 100 per cent of its electricity from renewable sources, making it perfectly placed to lead into the climate-focused future. The pavilion also highlighted the country’s cultural richness, its commitment to sustainable development and the business opportunities the country offers.



PERU
Expo subtheme: *Mobility*
Architect: *Habitare*

The Peru Pavilion housed an exhibition of products related to agro industry, fishing, bio-trade, wood products, decorative items, handicrafts, alpaca fibre products and blends, cotton products, chocolate, specialty coffees, pisco and many other uniquely Peruvian products. Visitors were also able to discover Peruvian superfoods and learn more about one of the most biodiverse countries in the world. Designed as a personal journey towards the knowledge of Earth (Pachamama), the pavilion showcased how Peru’s great cultural and biological diversity, as well as its ancestral wisdom, creativity and innovation, have, are and will continue to contribute to a better future.



PHILIPPINES
 Expo subtheme: *Sustainability*
 Architect: *Royal Pineda, of Budji + Royal Architecture + Design*

Designed to resemble a coral reef, or *Bangk'ta*, the natural, organic shape of the coral reef drew visitors to the Philippines Pavilion into defined, free-flowing, open spaces, reflecting how Filipino culture embraces openness and meaningful encounters, and is connected around the world by travel, migration and technology. Unexpected visual and physical experiences delivered engaging information about the Philippines in the sequence of organic spaces. *Bangk'ta*, the reef, perfectly communicates the Filipinos' embrace of permeability in spatial and social systems, the passion for creating interfaces and the genius at cultural sustainability. The spaces were audibly connected by the avant-garde music of National Artist Ramon Pagayon Santos. Using a musical structure informed by pre-colonial Philippine music and thus creating a soundscape with traditional instruments, the pavilion score delivered the visitor to hypnotic aesthetic spaces, while the architectural interiors expanded the visitors' imaginations.



POLAND
 Expo subtheme: *Mobility*
 Architect: *WXCA*

The tree-like structure of the Poland Pavilion, which referenced the large-scale migration of birds from Poland to the Arab world, explored the nation's diverse global connections, as well as its role as a leading producer of goods. *Poland: Creativity Inspired by Nature* was a complete story consisting of five sections, each of them relating the concept of mobility to people, ideas, culture or technology. In particular, the Polish Table multimedia art installation was a welcoming experience that brought people together in an intuitively playful, unifying and visually rewarding way, highlighting the diversity of Poland. A kinetic birds structure was another unique feature, with movement and interaction from visitors influencing the sculpture and the general atmosphere of the pavilion.



PORTUGAL
 Expo subtheme: *Opportunity*
 Architect: *Saraiva + Associados*

The Portugal Pavilion, *A World in a Country*, highlighted the human spirit through the diversity and inclusiveness of its people, reflecting the country's culture of creativity and innovation, and revealing an ecosystem of great opportunities. Vivid and dynamic images of faces and positive micro-facial expressions promoted the idea of welcoming and represented the visitors' first official greeting. A variety of digital and analogue experiences engaged visitors with Portugal's historic landmarks, heritage and Arab connection, music and sound, and art and crafts. Visitors were also able to interact and learn more about the main themes of Portugal's participation, including aerospace, blue economy, marine and water conservation, entrepreneurship, history and culture, renewable energy, science, tourism and hospitality. The structure of the pavilion comprised straight-line architecture, urban art, and a restaurant terrace with a view over Jubilee Park.



QATAR
 Expo subtheme: *Sustainability*
 Architect: *Paradigm & Partners*

Qatar is a vibrant, forward-looking Gulf country with a young, highly educated population. From the arts to medicine, Qatar has made its mark on the region, and the Qatar Pavilion showcased the country's progress across a range of sectors. Qatar's capital, Doha, is home to a world class modern skyline, hotels, museums, a traditional souk and a growing art and culinary scene. Visitors to the pavilion could also explore Qatar's past, present and future with a number of immersive exhibits. Traditional practices such as falconry, pearl diving and camel racing were on display, allowing visitors to connect with these aspects of Qatari culture. Qatar's presence at Expo 2020 showcased the country's ambitions for the future while simultaneously highlighting its deep connection to the traditional practices of its past.



ROMANIA
Expo subtheme: *Sustainability*
Architect: *Cumulus Architecture*

The Romania Pavilion highlighted the country’s sustainability potential and capacity for innovation across the main theme, *New Nature*, rediscovered through revolutionary technological advancements. Reflecting on the close relationship between Romanians and nature, and promoting sustainable economic growth and scientific innovation, the theme also explored the country’s rich culture and history. Visitors received short, precise information about Romania and through QR codes, were redirected to a website where they could contextualise parts of the exhibition and explore further. The aim was to stay engaged with Romania even after the visit was finished. Visitors were invited to taste and compare mineral waters from the Carpathian Mountains or take part in a virtual tour of Romania’s many protected areas. Visitors could contribute to the country’s future by bringing ideas to life at the Connecting Minds workshops hosted in the pavilion.



RUSSIA
Expo subtheme: *Mobility*
Architect: *Sergei Tchoban, of SPEECH*

Russia has always been an infinite source of great creative minds, inventors, artists and musicians who have come into this world over the course of several centuries. From the Russian writer Tolstoy, the Russian scientist Mendelev and the artists of the Russian avant-garde art scene Kandinsky and Rodchenko right to the famous engineers Sikorsky and Korolev, they all created something we cannot imagine our lives without. How do we find our places in the world? How can we better understand each other despite our differences? How will we connect people and minds without moving them physically? The Russia Pavilion helped visitors answer these questions and gave them insight into how the country sees the future. The main objective of the pavilion was to showcase five cross-cutting ideas: Theme of Knowledge; Theme of Creation; Emotional Topics; Social Themes; and Cultural Themes. The pavilion was built as a circular exterior, with colourful horizontal lines, almost resembling threads, surrounding the pavilion.



RWANDA
Expo subtheme: *Opportunity*

Today, Rwanda’s people are creating Africa’s tomorrow, refashioning its narrative and in the process becoming a beacon of hope and model of African progress. The content of the Rwanda Pavilion, *Remarkable Rwanda*, reflected the country’s story of transformation. In ‘Dusk—The King’s Palace’, visitors entered a space that used mood lighting and was inspired by the Kings Palace. Here they discovered pre-colonial Rwanda and the rich cultural heritage of the country. In ‘Night’, visitors went on a brief but powerful walk through the dark times of Rwanda, with a star installation acting as an ode to those who lost their lives. In ‘Dawn’, the homegrown solutions that helped move the country forward were presented in a lush and beautiful natural environment full of trees and beautiful scenery, and in the final area, ‘Remarkable Day’, visitors discovered the innovations that have propelled the country forward to become a model for African progress and a beacon of hope.



SAINT KITTS AND NEVIS
Expo subtheme: *Sustainability*

At the Saint Kitts and Nevis Pavilion, visitors found themselves in a vibrant natural environment while exploring a rich cultural heritage through beauty, food and music. Visitors were exposed to innovations and experiences unique to the twin-island federation, including cultural entertainment and culinary delights. The light reflected by the mesh ceiling created an aquamarine atmosphere, creating the sensation of walking underwater. Visitors experienced one of the most traditional events in the islands, *Sugar Mas*, with interactive displays showcasing traditional costumes worn during the festival, as well as traditional dances. Visitors were invited to enjoy the calm scenes of an island paradise through a multi-sensory experience. Each zone offered a completely different aesthetic and induced a range of emotions, from curiosity to awe and excitement and finally to relaxation and happiness.



SAINT LUCIA
Expo subtheme: *Opportunity*

The Saint Lucia Pavilion was a showcase of the country’s breathtaking biodiversity, natural wealth and brilliant people, as well as its development in eco, heritage, culture, health and wellness tourism, zero waste/circular manufacturing and blue economic development. The pavilion contained archaeological artefacts, three dimensional models, sculpture pieces, traditional Saint Lucian artwork, paintings, brochures and books, taking visitors on a journey that chronicled Saint Lucia’s history, from the first settlers, the colonisation of the island by European settlers and the introduction of African slaves, to Saint Lucia becoming an independent nation, the post-colonisation period, the production of two Nobel Laureates; and its becoming a leading tourist destination in the Caribbean region.



SAINT VINCENT AND THE GRENADINES
Expo subtheme: *Opportunity*

Saint Vincent and the Grenadines offers visitors an ideal Caribbean destination for relaxation or adventure. Reflected in the pavilion’s visitor experience, the country’s natural beauty and rich culture came to the fore, invoking authentic experiences including the public market in Kingstown and the St. Vincent Botanic Gardens, the oldest in the Western Hemisphere. Still relatively unknown as a destination, it is perfect for travellers who prefer their privacy. One of the Caribbean’s main sailing destinations, Saint Vincent and the Grenadines is a luxury tourism hub, taking advantage of the island’s natural beauty and sailing conditions.



SAMOA
Expo subtheme: *Opportunity*

The Samoan traditional way of life, *Fa’a Samoa*, was at the heart of the pavilion, demonstrating how tradition meets innovation by showing visitors how the country is securing a sustainable future for tomorrow by nurturing its beautiful environment of today. Everyone looks forward to new beginnings, a chance to set our lives on a better path. What if this opportunity welcomed you with open arms every day? This is what it means to live in Samoa, a country that is first in the world to greet the sunrise. While the equatorial islands of this volcanic nation boast the turquoise waters and fish-filled reefs of a typical tropical paradise, their interiors reveal a very different terrain, full of luscious tropical forests, breathtaking lava fields and cratered landscapes. All of the Pacific nation’s gifts were on display in the Samoa Pavilion, and visitors were invited to experience the natural beauty and island hospitality first-hand.



SAN MARINO
Expo subtheme: *Opportunity*

The San Marino Pavilion introduced the opportunities on offer in this micro-state. San Marino is surrounded completely by Italy but is actually the oldest sovereign state in the world. Its medieval walls and UNESCO World Heritage site designation guarantees the history of this unique republic will continue to inspire travellers. The pavilion’s futuristic laboratory theme was designed by the students at the University of the Republic of San Marino and reflected a new vision for the nation, full of hope and opportunity. Featuring a reproduction of the world-famous Domagnano Treasure along with exhibitions on tourism, the highlights of the San Marino economy and the commercial opportunities that exist in the state, the pavilion guided visitors through the country’s past, present and future.



SÃO TOMÉ AND PRÍNCIPE

Expo subtheme: *Mobility*

Africa’s second-smallest nation consists of two volcanic islands nestled in the Gulf of Guinea. It is a place of lush rainforests punctuated by spectacular rock formations and home to a myriad of wildlife. The country’s pavilion at Expo 2020 focused on São Tomé and Príncipe’s efforts to maintain harmony between nature and society and ensure environmental conservation in the pursuit of socioeconomic development. Eco-tourism forms a large part of the tourism sector on São Tomé and Príncipe, with its natural beauty and sparse population making it an ideal location for travellers interested in remote, unspoiled nature. The São Tomé and Príncipe Pavilion drew attention to the efforts of the country to maintain its ecological balance while encouraging tourism and growth in the economy.



SAUDI ARABIA

Expo subtheme: *Opportunity*
Architect: *Boris Micka Associates*

The Saudi Arabia Pavilion drew on the Kingdom’s renowned tradition of hospitality and was an open invitation to explore the country’s rich heritage, diverse people, vast opportunities and natural wonders. Under the title, *The Sky Is the Limit*, Saudi Arabia developed an architectural landmark, with the innovative façade of the building rising five storeys. The base of the structure represented modern Saudi society with its deep-rooted history; as it soared skyward, it symbolised the Kingdom’s limitless ambitions. Fusing architecture with digital technology, it was awarded an LEED version 4 Platinum rating from the U.S. Green Building Council (USGBC), placing it among the most sustainable designs in the world. In addition, the pavilion holds three Guinness World Records: the largest interactive lighting floor, with around 8,000 LED lights; the longest interactive water feature at 32 metres; and the largest LED mirror-screen display at 1,240 sqm. Upon entering the pavilion, visitors were greeted by a digital fountain and the Heritage Path, which took the rider through some of the country’s most significant historical locations. They were then transported to the country’s promising future on an escalator surrounded by 2,030 crystals—representing Saudi Vision 2030—revealing its long-term national transformation plan. The highlight of the exhibition was the Vision space, a floating virtual sphere almost 30 metres in diameter.



SENEGAL

Expo subtheme: *Mobility*

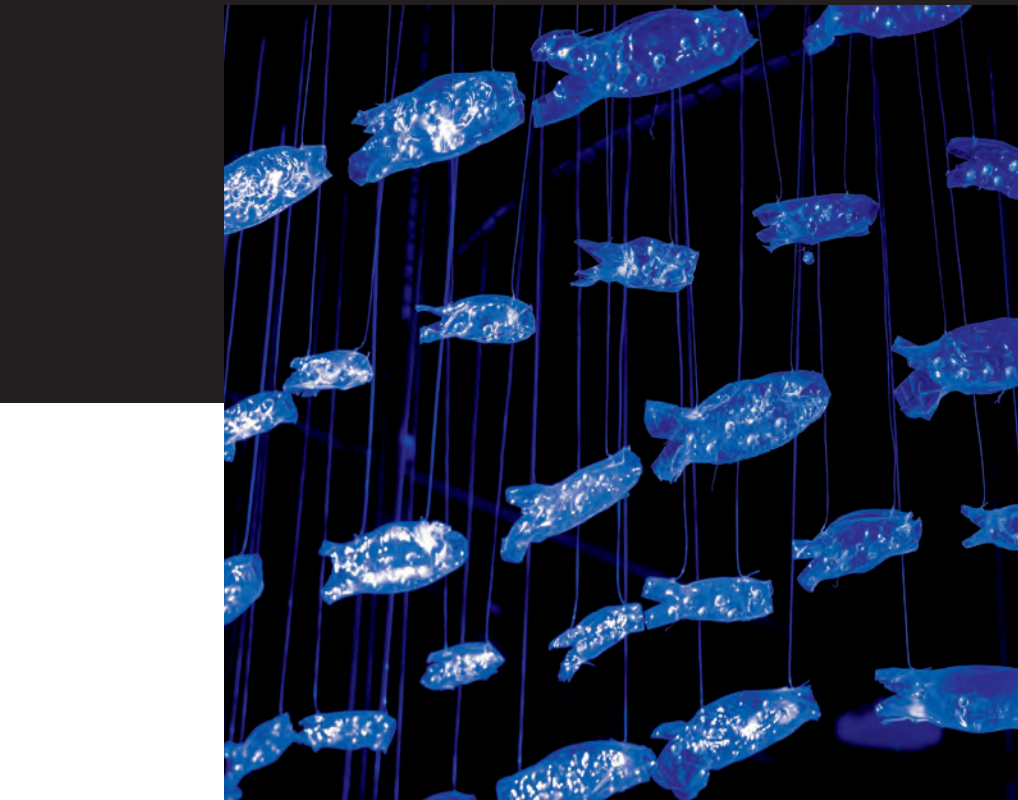
Senegal is a heady mix of colourful architecture, UNESCO World Heritage sites, diverse landscapes and a deep, rich culture. The Senegal Pavilion, called *Senegal: On the Road to Emergence*, showcased the country’s history, traditions and dynamic multilingual population, as well as its major initiatives in the development of mobility of people, goods, services and data. The pavilion also presented the country as a gateway to Africa and a land of hospitality with opportunities to do business, and highlighted major projects in the development of mobility of people, goods, services and data and the latest progress in the fields of mobility through its airports, ports, highways, roads and communication technologies. The Senegal Pavilion was also an opportunity for visitors to learn about the country’s place in Africa, its ambitious future plans and how it has become one of Africa’s most innovative countries.



SERBIA

Expo subtheme: *Mobility*
Architect: *A3 Architects*

The Serbia Pavilion explored the themes of digital connectivity and virtual and augmented reality, enabling visitors to connect with each other while learning about Serbian culture, art, history, scientific and economic achievements, innovation and sport through the latest interactive digital technologies. Visitors enjoyed an introduction to 7,000 years of Vinca culture, which witnessed the first time that humanity congregated in cities, sparking remarkable advances in metallurgy, ceramics, construction, trade, mass manufacturing and peaceful coexistence. It was followed by stories of the most important Serbian scientists, such as Nikola Tesla, Milutin Milankovic and Mihajlo Pupin. After the history of ideas was the future of ideas, where today’s most innovative companies presented their achievements in the fields of VR, AI and blockchain. The last area was the experience exhibition, where visitors interacted with numerous tourist destinations in Serbia, played games and participated in virtual events, panels, conferences and shows. By entering the pavilion, visitors became digital humans represented as avatars, exploring the multilevel metaverse of events and exhibitions, meeting other avatars and interacting with them in real time.



SEYCHELLES
Expo subtheme: *Sustainability*

Taking visitors on a treasure hunt, the Seychelles Pavilion showcased the natural beauty and history of the islands, the steps being taken to protect it, and the opportunities for visitors to take part in their preservation. Conservation efforts were also a focal point of the content, highlighting blue-economy initiatives. The collaborative nature of the Seychelles Pavilion was inspired by a Pecha Kucha talk on integrating global sustainable development goals in art and design curriculums, and welcomed Zayed University's visual-arts graduate Rawdha Al Ketbi, who developed a thought provoking sustainable concept by utilising plastic bottles to visualise fish. These have been combined with fish sculptures created from the plastic waste collected as part of the Aldabra Clean Up Project, creating a powerful artistic expression by both the UAE and Seychelles that sheds light on the increasing problem of plastic pollution in the oceans.



SIERRA LEONE
Expo subtheme: *Opportunity*

The Sierra Leone Pavilion was central to the country's plans to lay the foundations of development and prosperity. For many, the country is one of West Africa's best-loved destinations, with endless beaches rising from the Atlantic seas and leading travellers towards an interior with rain forests and national parks sheltering endangered species. Expo 2020 provided the country with the opportunity to open a window into this fascinating country, with the pavilion content focusing on opportunities for growth and investment, while simultaneously bringing its tourism potential to a global platform. Visitors to the pavilion were invited to discover what makes Sierra Leone a perfect destination for business, travel or leisure.



SINGAPORE
Expo subtheme: *Sustainability*
Architect: **WOHA**

Nature. Nurture. Future. The lushly landscaped, net zero-energy Singapore Pavilion showcased how Singapore has overcome physical limitations to become a green, liveable and resilient city of the future. Three large modular cones formed the centrepieces of the Singapore Pavilion, with the Rainforest Cone containing a verdant rain-forest installation, the City Cone housing an immersive multimedia show that told the story of how Singapore transforms limitations into opportunities, and the Flower Cone a kaleidoscopic display of orchids and lights that symbolised creativity and innovation. The first and third cones were inverted to create an interesting valley-like spatial experience, allowing people to meander, wonder and ponder. With plenty of rest areas for visitors, the Singapore Pavilion was a place for respite and relaxation. The Canopy Walk connected the three cones to create an experiential journey amongst the trees and was capped with a hanging garden of draping vines, re-creating the atmosphere of the lush tropical urban landscape of Singapore.



SLOVAK REPUBLIC
Expo subtheme: *Mobility*
Architect: **Ivan Kulifaj**

The Slovak Republic Pavilion, named *Motion of the Future: Hydrogen and Aerospace*, was focused on the presentation of innovative and sophisticated technologies in various segments of mobility with an emphasis on hydrogen technologies, aviation and aerospace. The concept emphasised innovative forms of propulsion, focusing on hydrogen propulsion as the fuel of the future. Visitors enjoyed a rotating exposition, which presented the topics of automotive, electro-mobility, smart city, cyber security, power engineering, science and research, sustainability, women, youth, health, tourism and travel. The Slovak Pavilion also provided exploration through interaction but also well-being through arts and virtual environments. Playout sequences created an atmosphere of a living building, and visitors discovered a country of unique stories, beautiful landscapes and enormous technological potential. The pavilion was an immersive 360-degree adventure showcasing the path of a unique country with ancient and mediaeval history taking the road from tradition to fusion technology and future mobility.



SLOVENIA
Expo subtheme: *Sustainability*
Architect: *Magnet Design Studio; Robert Klun and Studio Pirss; Sandi Pirš Kotnik*

Slovenia is the first country in the world to enshrine the right to drinking water in its constitution, also achieving the proclamation of World Bee Day at the United Nations in 2017. These are parts of the story of a country where concern and respect for nature and the well-being of the human being come first. A tour around the pavilion, named *The Floating Green Oasis*, mimicked a tour around Slovenia, with images of sports stars, natural pearls, futuristic scientific achievements, archaeological heritage and economic innovations. The Slovenia Pavilion was created with renewable materials and built in a traditional style. The plantings were supplied with an intelligent technology of a hydration and mineralisation system throughout the duration of the exhibition. The oval structure of the pavilion was covered with a wooden structure in the form of a traditional wooden sieve. The entrance path featured water basins, to emphasise the importance of freshwater conservation for human existence. The structure also made innovative use of glass, steel and water to give visitors the impression they are surrounded by a forest suspended in the air.



SOLOMON ISLANDS
Expo subtheme: *Opportunity*

The Solomon Islands Pavilion focused on building new relationships in the areas of trade, investment and tourism, displaying the natural beauty of the volcanic Pacific islands and highlighting its diverse natural attractions and authentic tourist experience. The six large islands and 900 small islands that make up the country offer one of the most diverse destinations and populations any traveller is likely to encounter. Showcasing a land of breathtaking beauty consisting of flourishing rain forest, coral-ringed beaches and smouldering volcanoes, the pavilion presented both the travel and the business opportunities on offer.



SOMALIA
Expo subtheme: *Opportunity*

The Somalia Pavilion captured the ancient culture, hopes, aspirations and innovations of the Somali people. Nestled in the Horn of Africa, Somalia boasts vital natural resources, including gas, petroleum, fisheries and an abundance of renewable energy resources and more. The Somalia Pavilion also showcased the many investment opportunities that exist in the country and engaged visitors with both the historical and the modern facets of its culture, drawing attention to its ancient history along with modern opportunities for investment. Somalia possesses historical sites, beaches, mountain ranges, national parks and waterfalls, making its natural beauty one of its distinguishing features.



SOUTH AFRICA
Expo subtheme: *Opportunity*
Architect: *MultiChoice Group*

South Africa's pavilion was a space that elevated the concept of innovative industrialisation centred on the values of *ubuntu*, which ensures that growth and development is human-centred and sustainable. Visitors experienced the excellence of South Africa through visual arts, crafts, performing arts, music, fashion and design, technology and innovation, seeking to draw attention not just to its well-known natural attractions but to the possibilities available to investors in its modern economy. With its heady mix of adventure, wildlife and lush landscapes, South Africa is known the world over for its richness of opportunity, culture and history. This unique blend of history and modernity was recounted at the South Africa Pavilion, where visitors could learn about the country's vibrant economy and future potential, as well as its impressive natural resources.



SOUTH SUDAN
Expo subtheme: *Opportunity*

The South Sudan Pavilion, *Through the Lens of Opportunity*, showcased the country's unlimited potential, breathtaking landscapes and wildlife and encouraged the world to see South Sudan differently. The pavilion painted a complete picture of South Sudan's unity, freedom and progress, as well as its abundant natural resources and vibrant and colourful culture. The content created its intended effect in many different ways; from entering a seemingly blank space to discovering content layered through optical illusion or technology. The visitor journey was spread across three parts. The first was designed to teach visitors about South Sudan's rich cultural heritage. The second part was about opportunity, with a unique tripod lens activation enabling visitors to experience the millions of opportunities available in South Sudan, from tourism to agriculture. The final part of the journey explored South Sudan's history through photography and poetry. Styled partly as a photography exhibition, the pavilion invited visitors to take photos and hang them for display. These engagements create a connection between the visitors and South Sudan that evoked emotions and created actions.



SPAIN
Expo subtheme: *Sustainability*
Architect: *Temperaturas Extremas Arquitectos, Amann-Canovas-Maruri*

The Spain Pavilion housed two complementary thematic areas. The first, *Flashes*, was a place for meeting and activity, where some of Spain's most important contributions to global culture were summarised and the historical link of Spain with Arab culture was highlighted. Visitors passed through different spaces providing graphic, artistic and technological stands based on the themes. They also enjoyed an interactive and artistic installation in the atrium. The second area, *The Tree of Life*, was a large audio-visual installation which reacted to visitors' opinions and worked as a collective intelligence thermometer. Visitors seeking a Spanish-style break could find small urban squares scattered throughout the pavilion, where they could chat over coffee and enjoy shopping. These spaces also linked to the exhibition area, ensuring that the programme of entertainment connected with a wide audience. An art installation led to the theatre, where a fantastic story of collaboration was displayed. Visitors could also venture underground into the basement space and encounter a wide range of thought-provoking exhibits that focused on how Spain is pioneering new education methods and fostering entrepreneurship.



SRI LANKA
Expo subtheme: *Opportunity*

The Sri Lanka Pavilion showcased the value of adaptability and the country's ability to transform challenges into opportunities. From local industries to human capital, Sri Lanka has strong capacity as a partner in trade and tourism. The pavilion design was led by University of Moratuwa students along the theme of water. Using digital screens to run informative videos, visitors could learn about the different best practices from various sectors in Sri Lanka including how tea is made, from leaf to cup, whilst enjoying a taste for themselves on their journey through the pavilion. The key point of the pavilion journey was to inform the visitors about the attractions in Sri Lanka, covering culture and heritage, preserved ecosystems, spiritual abodes and more.



SUDAN
Expo subtheme: *Mobility*
Architect: *Sara Elhussein*

The Sudan Pavilion immersed visitors in authentic cultural experiences, including rare tribal dances that have never been seen before outside of Sudan. In addition to the cultural aspects of the experience, the exhibition offered potential solutions to a host of global problems in the fields of agriculture, agribusiness, industry and mining. The visitor's journey began at the pavilion's exterior, which portrayed the past and future of Sudan and featured platforms with Nubian symbols depicting the country's cultural diversity, ancient history and waves of recent change. The central courtyard of the pavilion, with a carved map of Sudan and water streams depicting the River Nile, reflected the essence of Sudanese life. The contemporary design of the pavilion was inspired by the Nubian house known for its environmentally friendly features. The pavilion's "Inventions and Innovations Room" featured products and solutions from government, private, educational institutes, individuals, start-ups and SMEs.



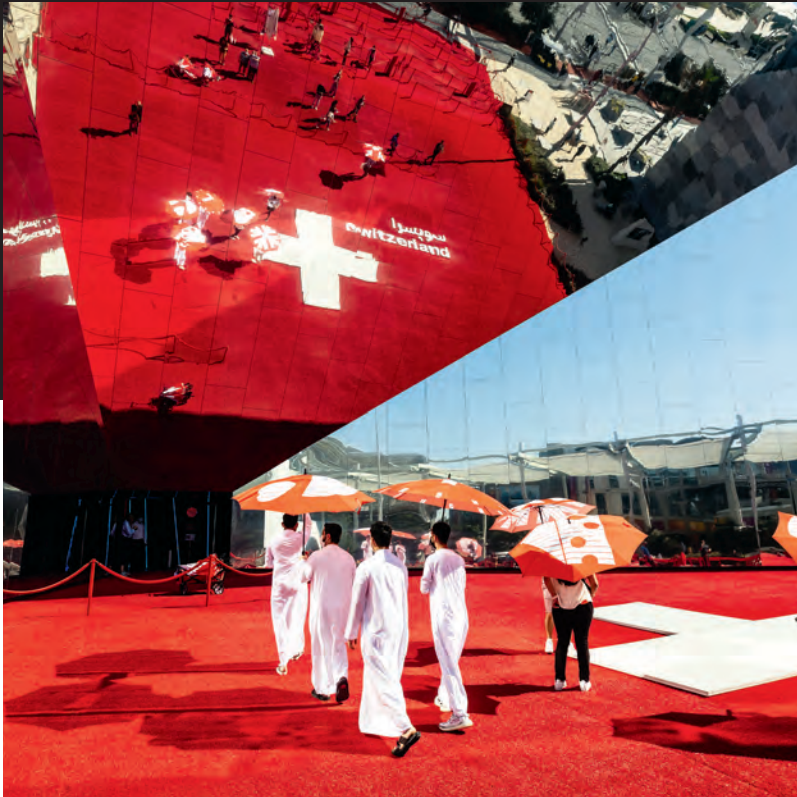
SURINAME
Expo subtheme: *Sustainability*

The Suriname Pavilion offered a sensory experience taking visitors from north to south, exploring the power of diversity. Visitors discovered that Suriname is an oasis of opportunity, where people and nature co-exist in harmony and learned about Moksie Patu, which means “everything in one.” They took a journey from the city to the mountains, and experienced unique sounds, music and poetry, walking through a shimmering waterfall to explore the dark jungle while discovering diverse natural environments. The main transportation method from the north of the country to the south is via water, which was highlighted by the transformation of one of pavilion’s zones to create the feeling of travelling through a body of water into a waterfall. Pavilion visitors could also take a night walk through the jungle and listen to the sounds of indigenous animals. The five senses were engaged with the aid of special effects and multi-coloured string curtains. Individual moments in the pavilion emitted a sense of privacy and solitude, as each visitor embarked on their own adventurous journey through the varied landscape of Suriname, while listening to sounds of the city or nature.



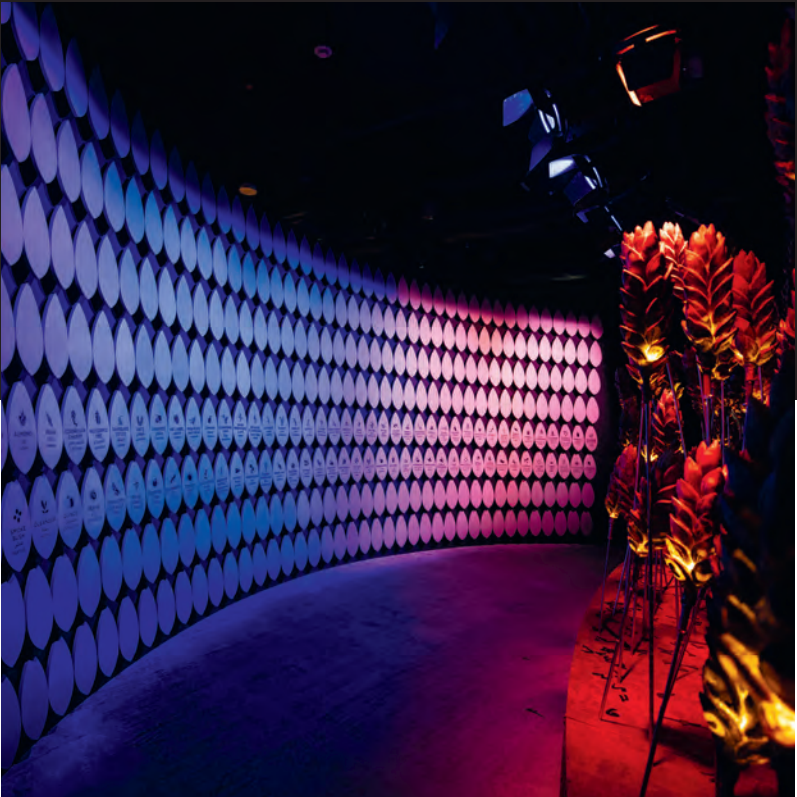
SWEDEN
Expo subtheme: *Sustainability*
Architect: *Alessandro Ripellino*

The Sweden Pavilion presented the forest as a metaphor for co-creation, providing an opportunity to stroll through paths flanked by wooden trunks and learn how Sweden is building smart cities, developing the next generation of travel, innovating life sciences and developing a bio-circular economy. It demonstrated how the bio-circular economy offers a framework for using renewable natural resources to manage land, food, health and industrial systems, with the goal of achieving sustainable well-being, and relies on advanced technology and innovation as well as traditional knowledge to succeed, and biodiversity to drive it. Visitors experienced co-creation with leaders in smart and digital industries and learned how open, innovative and transparent societies are built. They also explored life in the forest and enjoyed a Swedish coffee break.



SWITZERLAND
Expo subtheme: *Opportunity*
Architect: *OOS, Bellprat Partner, Lorenz Eugster*

The Switzerland pavilion, *Reflections*, presented itself with an iconic temporary structure, inspired by Bedouin tents. The giant mirrored façade and the red carpet served as a spectacular eye-catcher. Inside, as visitors crossed a sea of fog, Switzerland’s breathtaking nature came into view. The Switzerland Pavilion offered a unique encounter with Switzerland and inspired visitors to act for a better world with the pavilion hosting temporary exhibitions highlighting opportunities for innovation and entrepreneurship, as well as a series of activities throughout the duration of the Expo. Also taking advantage of its world-renowned reputation for Swiss chocolate specialties, the pavilion café and rooftop terrace added an element of hospitality to Switzerland’s pavilion experience.



SYRIA
Expo subtheme: *Mobility*
Architect: *XYZ Designers*

The Syria Pavilion showcased a rich civilisation that has laid the foundation of the connections of the modern world. The pavilion includes seven key experiences: *Together Zone* presented the creative idea of a pavilion built by all Syrians. Characters and concepts overlapped to give the feeling that all are alike and interconnected. *First Alphabet* highlighted one of the most important phases in the development of humanity, writing, in which the Syrians contributed greatly through the development of early writing systems and the first alphabets, including the Ugaritic alphabet. All this began with a clay tablet smaller than 10 centimetres, which visitors could see suspended in space. *Pioneers of Agriculture* introduced the first agricultural societies that developed in Syria nearly 15,000 years ago. *First Music Note* embraced and addressed the universal language of music in an interactive cultural experience. Visitors were introduced to the oldest musical notation known to mankind, the “Hurrian Hymn,” discovered in Ugarit, dating to around 1,400 BCE.



TAJIKISTAN

Expo subtheme: *Sustainability*

The Tajikistan Pavilion highlighted water and its inextricable link with economic, social and environmental issues, and spotlighted the country's initiatives using water for the promotion of health and nutrition, gender and economic development. The pavilion was designed in accordance with the main theme, *Water for Sustainable Development*, using elements of national architecture and nature photography from Tajikistan. In the centre of the pavilion was a waterfall against the background of mountains; whilst in the family area at the entrance was a national tapchan bed handmade of wood. Also in the pavilion were models of hydroelectric power plants, power lines, a plant for the production of bottled water, models of wild and unique animals of Tajikistan, mineral stones and samples of agricultural and industrial products. The main models in the pavilion demonstrated the harmony of humans with nature, using the source of life – water.



TANZANIA

Expo subtheme: *Mobility*
Architect: *Alessandro Ripellino*

The Tanzania Pavilion, *Ready for Take-off*, explored the country's efforts to build an efficient and favourable environment where industries can thrive. The pavilion took visitors through various vantage points so they could experience Tanzania's beauty and potential. At the start of the pavilion journey, visitors were invited to "fly over" Tanzania before "walking" through the streets of Dar es Salaam. This multi-sensory journey invited visitors to experience the city in its full extent. In the next zone, visitors moved further away from the city, towards natural landscapes and were able to sit back and enjoy a virtual safari. In the final zone, visitors were introduced to the people of Tanzania. Here, they found displays of men, women and children with different backgrounds and skills – the drivers of the future.



THAILAND

Expo subtheme: *Mobility*
Architect: *Index Creative Village*

Visitors to the Thailand Pavilion experienced mobility of the future through the nation's digital infrastructure and creative advances in the fields of transportation, logistics, digital connectivity and personal mobility. Inspired by Thailand's iconic welcome flower garland, the pavilion also presented the nation's warm hospitality and unique culture, traditions and natural beauty. A curtain of 500-plus woven artificial flowers covered the outside of the pavilion. The exhibition told the story of Thailand's mobility from the past, present and future, in four parts. The first hall was the starting point of the story, where visitors were introduced to the development of Thailand's mobility through a digital experience where art installations represented the nation's historical and cultural heritage. The next hall took visitors to Thailand 700 years ago, when Thai hospitality was introduced to the world for the first time. Then, to the future: with 360-degree panorama screens and multimedia and special effects showing the viewpoint of a drone taking visitors to see the future of Thailand.



TIMOR-LESTE

Expo subtheme: *Opportunity*

The Timor-Leste Pavilion aimed to attract more people to explore the country's potential, from tourism to investment opportunities. Tourism in Timor-Leste means discovery – of the people, of the land and of an organic way of life, filling its place as the country's third-largest economic sector after natural resources and agriculture. Timor-Leste's most famous handcraft is *tais* (traditional hand-woven fabrics), many of which are sought by serious collectors. Timor-Leste is also known for its organic products such as coffee, spices, vanilla, candlenut, coconut oil, turmeric, chilies and pepper. Its traditional carved wooden statues are unique in Asia-Pacific. The pavilion interior reflected the traditional "totem house," a blend of direct and static displays, along with videos sharing the story and the beauty of Timor-Leste.



TOGO
Expo subtheme: *Mobility*

The Togo Pavilion showcased some of the country’s most notable start-up achievements and inventions in sectors such as digital and technology. Among the projects on display was the CIZO rural electrification project, which was highlighted under the slogan On y Va (“Let’s Go”). Togo’s message was one of reaching out to the world to build understanding and collaboration and its pavilion highlighted its dedication to maintaining growth and fostering investment in both its economy and its people.



TONGA
Expo subtheme: *Opportunity*

Tonga: The Last Kingdom of the Pacific took visitors on a magical journey of learning and discovery. Visitors were invited to experience the magical nature of the last kingdom through the eyes of a child and have an unforgettable encounter with the environment. *The Earth Is My Friend* was a children’s journey of learning and discovery on how to care for the Earth. In the *Talking Forest*, flying birds, beautiful butterflies and other Tongan animals were projected magically across the space. In *Secrets of the Islands*, visitors met the animals of Tonga hidden in a magical talking forest. *Let’s Go Swimming* was a multi-sensory experience where visitors encountered Lei the whale and other sea animals.



TRINIDAD AND TOBAGO
Expo subtheme: *Mobility*

With the country’s economy buoyed by substantial oil and gas reserves, the natural beauty of Trinidad and Tobago can sometimes be forgotten. The nation’s pavilion sought to address this by promoting both the existing economic strengths of this twin-island republic and the future potential of its breathtaking attraction for travellers. The Trinidad and Tobago Pavilion faithfully documented this wonderful nation’s current and future economic potential, acting as a platform for interested parties and potential partners, and offering information and inspiration.



TUNISIA
Expo subtheme: *Opportunity*
Architect: *Noaf Interiors*

The Tunisia Pavilion, *Inspiring Youth, Promising Future*, reflected Tunisia and the UAE’s shared goal of improving youth education through the “Arab Reading Challenge” launched in October 2015, the world’s largest project aimed at encouraging more Arab students to read. Alongside those goals relating to youth education, the Tunisia Pavilion told the story of the country’s remarkable history and natural beauty, which stretches beyond the sun, sand and sea holidays for which it is already known. The visitor journey began with a sensory experience that told the story of Tunisia’s diverse and rich culture through art and calligraphy. The pavilion also examined Tunisia’s more modern ambitions, providing information and a platform for investors.



TÜRKIYE
Expo subtheme: *Sustainability*

Under the theme of *Rising for a Sustainable Future*, the Türkiye Pavilion invited visitors to embark on a mesmerising journey through the beauty, nature, unique history and cultural richness of the country. Various exhibits showcased its latest innovations, outlining Türkiye's status as a touristic, educational, and medical destination and highlighting its investment opportunities across a range of sectors, including automotive, construction, logistics, aviation and tourism. Featuring gastronomy, handicraft workshops and live performances of traditional dance and music, visitors were able to experience the best of Türkiye's culture and heritage, while a virtual, interactive experience took them on a journey through its seven regions.



TURKMENISTAN
Expo subtheme: *Mobility*
Architect: *Tekmil*

Located between the Arab and Western worlds, the vast Central Asian nation of Turkmenistan has been a crossroads of cultures since the days of the Silk Road. The Turkmenistan Pavilion offered a wealth of technology-driven exhibits showcasing the best of Turkmenistan's culture, natural wonders and products. The exterior design drew inspiration from traditional yurts, handcrafted carpets and Akhal-Teke horses. The pavilion façade provided an awe-inspiring sight, with a 50-metre LED screen that spanned one entire side of the pavilion. In addition, the majesty of the Akhal-Teke horses was experienced through an interactive hologram.



TUVALU
Expo subtheme: *Mobility*

A nation of nine islands in the South Pacific, Tuvalu is a Polynesian idyll of stunning natural beauty – pristine beaches, crystal-clear waters, rainbow-coloured coral and lush landscapes. Its beauty is matched by the friendliness of its people: warm, welcoming and more than happy to inform visitors curious about this tiny island nation. The Tuvalu Pavilion exuded all that is great about the country, in terms of both its natural wonders and its human capital. This was an opportunity to explore all that Tuvalu has to offer with the pavilion content showing an authentic and beautiful island experience.



UGANDA
Expo subtheme: *Opportunity*

Inspired by Uganda's famous tours, the Uganda Pavilion, *Right Place, Right Time*, came to life as a journey of Uganda's development to becoming an advanced economy, linking different times, eras and places and revealing how adventure and opportunity have converged in today's Uganda. The visitor's journey started at dawn on the equator and ended at night back in urban Uganda. Walking inside the Uganda Pavilion felt like walking down a winding forest trail, between tall trees, with clocks, sundials, calendars, giant hourglasses and stopwatches counting down to create a sense of urgency, and of opportunities not to be missed.



UKRAINE
Expo subtheme: *Opportunity*
Architect: *Wanders Werner Falasi*

Smart living, smart thinking and smart feelings came together under the title *Smart Ukraine: Connecting Dots* at the Ukraine Pavilion, as the nation demonstrated how bright ideas and the latest innovations help to create a better future. With inventions ranging from an e-bike that could travel 380 kilometres on a single charge, to blinds that used sunlight to generate electricity, the structure showcased the innovative spirit of Ukraine while exploring its cultural heritage. The visitor experience promoted the benefits of intelligent decision-making to solve a variety of present-day problems – individual or societal, local or global. Nature lovers were impressed by the abundant nature found inside the pavilion, with picturesque flora helping to create a restful ambience. Ultimately, the experience challenged visitors to reassess their approach to modern life, while also highlighting Ukraine as a progressive nation with plenty of possibilities for business and tourism.



UNITED KINGDOM
Expo subtheme: *Opportunity*
Architect: *Es Devlin Studio*

Exploring the theme *Innovating for a Shared Future*, the UK Pavilion highlighted artificial intelligence and the space sector. Inspired by a project from the late scientist Stephen Hawking, the pavilion provided a continuously changing collective message generated by AI and visitors' contributions. Before entering, visitors donated a word to a collective message. As they stepped into the Choral Space, they were cocooned in a soundscape, with the music featuring voices and sounds from all over the world. The result was an awe-inspiring glimpse into the future. The visitor experience moved through the story of how the UK's role in AI and space is impacting humanity, with augmented-reality experiences and an enriched digital journey. It also explored wider innovations and collaborations as well as showing how some of the leading UK businesses addressed the theme. Leaving the pavilion, visitors could look back at the façade to read the projected collective message they helped create.



UNITED STATES OF AMERICA
Expo subtheme: *Mobility*
Architect: *Advisory Architectural Services*

The United States has been a leader in individual liberty, innovation and mobility since its inception as a nation nearly 250 years ago. The USA Pavilion showcased a dynamic society that has shaped the modern world and remains among the freest and most prosperous nations on Earth. The USA Pavilion explored and celebrated this through a dynamic and world's-first exhibit. Visitors were taken on a journey through the first four major exhibits via a moving walkway that meandered through the pavilion. Each exhibit was a unique exploration of the theme and how it related to the storied history of the United States and its potential for the future, from the moving walkway to the 1:1 replica of the SpaceX Falcon 9 rocket and the lunar and Martian samples.



URUGUAY
Expo subtheme: *Mobility*

Uruguay's Pavilion highlighted its position as a sophisticated and progressive neighbour, possessing stunning natural beauty and attractions as well as an educated and liberal population who have embraced a modern growth ethos. These attributes make Uruguay an attractive destination for both business and pleasure. Known for its advanced education and sophisticated social outlook, Uruguay has long been associated with forward thinking in both political and economic terms.



UZBEKISTAN

Expo subtheme: Sustainability
Architect: OP3 Global

The Uzbekistan Pavilion took visitors on the journey of the Great Silk Road with three elliptical structures symbolising the three historical cities of Samarkand, Bukhara and Khiva. Firstly, visitors walked through the history of Uzbekistan, and its rich culture and traditions. The design was inspired by the Silk Road pathways and displayed contents of the past such as astronomy, historical cities and famous figures. The main element focused on mobility through the use of astronomy in the past, an important part of Islamic culture and Uzbekistan. Visitors then discovered modern-day Uzbekistan through displays of some of its top industries and technological advancements, before exploring how Uzbekistan is going to participate in the improvement of humanity through cutting-edge technological development and inspiring projects.



VANUATU

Expo subtheme: Mobility

Truly a Pacific paradise, this island archipelago is a place of remarkable contrasts: from teeming underwater life to active volcanic craters to picture-postcard beaches. From the proud, friendly locals to the wealth of outdoor activities, to the abundance of wildlife, these islands are rewarding for every visitor. The Vanuatu Pavilion promoted these natural wonders and highlighted the country's plethora of investment opportunities. The pavilion content addressed the need to balance environmental health with a growing economy, meeting both needs through well regulated, innovative design and investment.



VENEZUELA

Expo subtheme: Opportunity
Architect: Wanders Werner Falasi

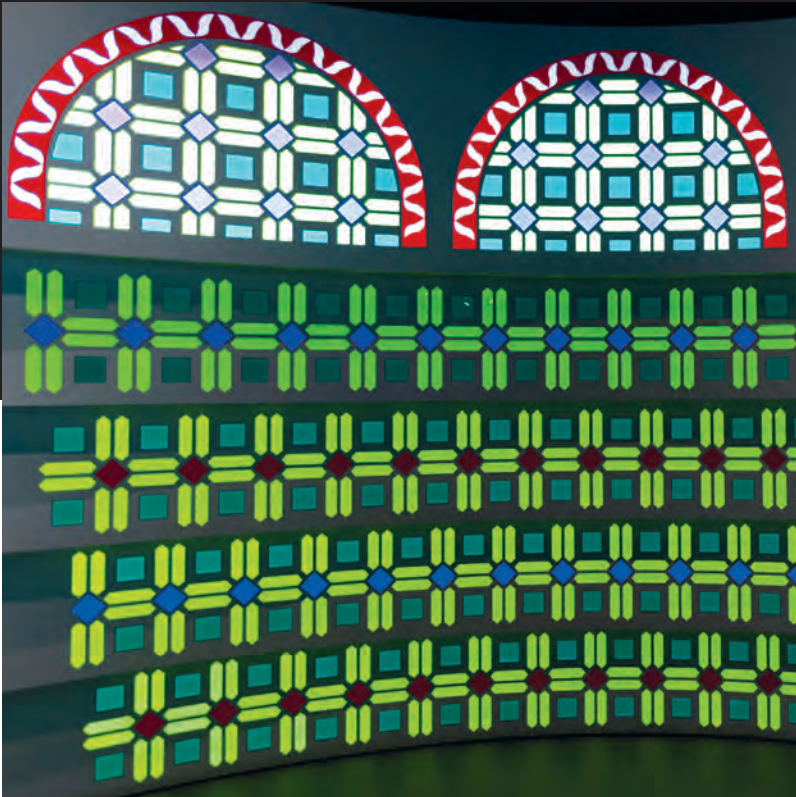
The Venezuela Pavilion focused on Venezuela's greatest resources: its people and natural splendour. It invited visitors to explore the country's rich folklore and craftsmanship, discover its incredible sand-to-snow ecological diversity and unwind with fresh coffee and chocolate at the pavilion's restaurant and tasting room. With its colourful circular form and luminous central skylight, the Venezuela Pavilion brought the nation's timeless collaborative spirit to Expo 2020. The pavilion was defined by continuous interconnected spaces in the form of a ring and radial rooms but with a central axis of projection that united them externally.



VIETNAM

Expo subtheme: Opportunity
Architect: I5 and MarknB

The Vietnam Pavilion showcased the story of an extraordinary country and its beautiful people with a diverse culture as well as a magnificent yet unspoiled natural landscape. It served as an envoy, taking visitors on a journey to experience Vietnam as a model of sustainable and balanced development where traditional elements and modern achievements thrive in harmony, forming a hub of various cultures. Vietnam's pavilion aimed to promote Vietnam as a land of hospitable people, attractive cuisine and sophisticated culture; a stable country with open and favourable policies for global investors, as well as a safe and friendly tourist destination. Visitors experienced Vietnamese culture through uniquely traditional art shows and charming stories, whilst blending of the past and the present could be seen through the use of materials, styles and content.



YEMEN
Expo subtheme: *Sustainability*

The Yemen Pavilion was a place of thought, where visitors embarked on a journey that led them to understand the infinite power of knowledge. The centre piece of the pavilion was an original, handwritten Yemeni manuscript highlighting the infinite power of preserved and shared knowledge and its significance for the advancement of humanity. At the start of the journey, visitors were greeted by a map of Yemen, hanging from the ceiling and reflected onto the floor, highlighting its different regions. Next, visitors encountered the four pillars: sustainable architecture, alternative energy, water conservation and sustainable agriculture. As visitors moved along the circular pathway of rich Yemeni colours and traditional patterns, they found a central interactive room, with a digital panel of codes and dots, mirrors and a reflective ceiling, adding to the feeling of “infinity.”



ZAMBIA
Expo subtheme: *Opportunity*

The Zambia Pavilion extended a warm welcome to all people to freely enjoy the country’s rich culture. The pavilion highlighted one of the unique natural wonders of the world, the Victoria Falls, and also one of the renowned rivers in the continent, the Zambezi River, as well as various national parks and wildlife. The Zambia Pavilion offered visitors a life-changing experience that took them on a journey starting from ancient times and into the future, taking in Zambia’s development, transformation and cultural heritage.



ZIMBABWE
Expo subtheme: *Opportunity*

The Zimbabwe Pavilion reflected a country rapidly diversifying into new areas of innovation and growth. The content focused on Zimbabwe from the 14th century, its rich heritage and the country’s journey to 2030. Visitors were invited to take get up close with Zimbabwe’s Seven Wonders through virtual reality: Victoria Falls; Great Zimbabwe, the Grand Medieval Palace; the Mythical Kariba and Mighty Zambezi; the wonderful people and culture; the rich history and heritage; the pristine wildlife and nature; and the mystique of the Eastern Highlands. The walls of Zimbabwe’s pavilion were designed to give a three-dimensional feel of the savanna, pristine wildlife and nature, blue skies and amazing sunsets.

OTHER PARTICIPANTS



AFRICAN UNION
Expo subtheme: *Opportunity*

The African Union Pavilion was a showcase of *Africa driven by Africans*, highlighting Pan-African history and heritage and Agenda 2063, a strategy designed to enable a united, prosperous and peaceful continent. The pavilion looked at the past, present and future of the Organisation of African Unity (OAU) as the manifestation of the Pan-African vision for an Africa that was united, free and in control of its own destiny. It focused on seven areas of interest and priority for the African Union: Infrastructure and Energy; Science and Technology; Regional and Economic Integration; Trade; Governance; Peace and Security; and Agriculture and Environmental Sustainability. Through this aspirational representation of an integrated people, united by common heritage, culture and values, African Union created a pavilion that mimics the ideal of a borderless Africa.



ASEAN
Expo subtheme: *Mobility*

The ASEAN Pavilion showcased ASEAN (Association of South East Asian Nations) as a peace-loving, stable, inclusive and friendly region committed to creating opportunities for all through the work of ASEAN centres and entities. For the youth/students and general public, the pavilion portrayed ASEAN as an exciting destination to explore, where diversity is not a source of animosity but a motivation for tolerance, respect and appreciation for differences, as well as a source of wisdom and strength. A curated sampling of ASEAN artwork and artefacts provided visitors a glimpse of the region's creative and historical heritage, while various in-house activities, including a ASEAN Trail Challenge taking in all 10 ASEAN Pavilions, allowed visitors to sample ASEAN culture. Visitors were welcomed by a hand-carved wooden arch, which represented the 10 ASEAN member states and signified the friendly spirit that is a signature hallmark of ASEAN citizens.



BADEN-WÜRTTEMBERG
Expo subtheme: *Opportunity*
Architect: NÜSSLI Adunic AG in cooperation with VON M, Knippers Helbig and Transsolar

Presenting Baden-Württemberg as the living representation of ‘*Connecting Minds, Creating the Future*’, the pavilion showcased innovative solutions to some of society’s most pressing problems. The Baden-Württemberg House embodied Baden-Württemberg as a home of innovation, business, research, tourism and culture. Entering the Expo site, visitors immersed themselves in the refreshing Black Forest climate with a pool of cool air reminiscent of Baden-Württemberg’s famous misty lakes, part of an energy concept based on a largely regenerative energy supply from Baden-Württemberg. The wooden hybrid house embodies the innovation and sustainability of the region. Inspired by the typical Swabian half-timbered building, the parametrically planned front façade with a view of the Expo site shows the possibilities for building tomorrow.



DUBAI CARES
Expo subtheme: *Opportunity*
Architect: Pico International Interior Fit Out

The Dubai Cares Pavilion encapsulated Dubai’s story of coming together and creating a movement that has made and continues to make a difference in the world. Through an immersive and experiential journey, visitors came to realise the key challenges facing the world today in light of the Fourth Industrial Revolution and how these challenges are impacting how we live, learn, communicate and work. The pavilion demonstrated the central importance and transformative power of education. Dubai Cares is at the forefront of preparing children and youth in developing countries for a future that is constantly redesigned in light of the increasing disruption resulting from new technologies, globalisation and environmental challenges. Learning starts early, and with the right guidance, care and playfulness, children are empowered to create the foundation for lifelong learning. Equipped with this foundation, as youth they are able to navigate solutions, possibilities, challenges and opportunities that lie ahead.



GULF COOPERATION COUNCIL
Expo subtheme: *Opportunity*
Architect: *Marco Pestalozza Architetti*

The aim of the Gulf Cooperation Council (GCC) Pavilion was to introduce the six GCC states to the international community while telling the story of the founding era of the union in 1981. Encouraging a better understanding of the GCC union, the pavilion experience was deeply rooted cultural and social relations, and the common economic agreements which can open doors for investment opportunities in the region. The content of the GCC pavilion was divided into three main categories: History and Geography; Achievements and Partnerships; and Future Aspirations, with topics presented via an installation of panels, QR codes, AV solutions, short movies, visual timelines and interactive screens. The pavilion conveyed a valuable informative experience in a rich multi-layered design that emphasised the unity of the six GCC states, while the pavilion’s design gave a sense of the Arabian Gulf’s topography, acknowledging the sailing of dhows and the importance of the strategic location on the world map for global trade.



INVESTMENT CORPORATION OF DUBAI
Expo subtheme: *Opportunity*
Architect: *Icaria Atelier*

Mimicking the seamless way in which Investment Corporation of Dubai (ICD) weaves itself into the fabric of its home emirate, the ICD Pavilion was created as a space with exploration and relaxation in mind. Ecologically designed landscapes, shaded canopies, hedges and spontaneous archways provided an exterior aesthetic that linked to the pavilion’s exhibition, where the focus was on learning about ICD’s businesses. Finally, the journey through the pavilion led to the majlis, an inviting space to meet or rest and enjoy some peace and tranquillity. Investment Corporation of Dubai’s mandate is to consolidate and manage the Dubai Government’s portfolio of commercial companies and investments and provide strategic oversight by developing and implementing investment strategies and corporate governance policies that maximise value for the long-term benefit of Dubai.



LEAGUE OF ARAB STATES
Expo subtheme: *Opportunity*

One Thousand and One Keys: from its very beginning in 1945, the Arab League has been at the forefront of Arab integration, step-by-step laying out the foundations of a powerful, integrated Arab world. The League of Arab States (LAS) Pavilion shone a light on the complex grid of interrelated peoples, interests, alliances and steps – crucial factors to unlocking the full potential of an integrated Arab world. Visitors left with a new understanding of the Arab League’s belief and total commitment to the task of finding solutions to the issues at stake, including a fresh perspective of the LAS’s crucial role in identifying the keys that will unlock opportunity, stability and development in the Arab region. The Walk into the Story experience was an immersive audio-visual experience, that illustrated what the Arab world was like pre-1945 and what led to the formation of the LAS, documenting the highlights and daily life of over 70 years of Arab community. Visitors experienced the LAS pavilion as a series of concentric circles, open on all sides, inspired by the circular main hall in the Arab League headquarters in Cairo.



MUSLIM WORLD LEAGUE
Expo subtheme: *Mobility*

The Muslim World League (MWL) is an international non-governmental Islamic organisation based in the Holy City of Makkah. It aims to present the true Islam and its tolerant principles, provide humanitarian aid, extend bridges of dialogue and cooperation with all, and engage in positive openness to all cultures and civilizations. It seeks to realise the message of Islam to achieve a world full of peace, justice and coexistence. The Muslim World League used its presence at Expo 2020 Dubai to continue to deliver its message of tolerance and community. Central to this was the importance of empowering young people who are vital to the task of building a sustainable and peaceful future, informing visitors of its work to provide educational tools, clothing, shelter and health care to orphans around the world, as well as its efforts to create opportunities for all youth, regardless of their background.



ORGANISATION OF ISLAMIC COOPERATION
Expo subtheme: *Mobility*

Inspired by the core mission of the Organisation of Islamic Cooperation (OIC) and of Islam itself, the OIC Pavilion was conceived as a journey that would take the visitor from a binary (black-and-white) mindset that only sees stereotypes into an open (multicolour) mindset that embraces inquiry, knowledge and understanding. The OIC Pavilion was a transitional experience that used tools such as light, languages, questions and sounds, leaving the visitor with an understanding that Islam is not just a religion but a way of life. All the Colours of the World brought the Islamic world to life and showcased what the Islamic world has to offer; Twilight was a resting point, designed to evoke self-reflection in visitors, while in Multicolour, visitors experienced the full diversity of the Islamic community in a dazzling interplay of multiple colours, images, videos, artwork and crafts from across the Islamic world. Set in the middle of this zone, the Ummah installation was a brilliant centrepiece that showcased achievements, initiatives/projects and famous individuals from all 52 member nations of the OIC.



UAE UNIVERSITY
Expo subtheme: *Opportunity*
Architect: *BASE Engineering*

UAUEU: University of the Future. Inspired by the beautiful colours of the Arabian desert, and one of the UAE's most treasured traditions. Visitors could dive to the bottom of the ocean to retrieve the tool they need to unlock their pavilion journey, guided by a pearl, serving as a repository of knowledge. They trekked through a sandstorm, wondered at the illusion of a mirage and took assurance from the life-giving resources of the oasis. The pearl unlocked interactive experiences designed to inspire a lifelong love of learning. Ultimately, visitors were encouraged to embrace the power of collaboration and multiply their potential beneath the infinite possibilities of a clear night sky. This breathtaking experience brought to life an innovative approach to higher education, reflecting the concepts and values the university represents.



UNITED NATIONS
Expo subtheme: *Opportunity*
Architect: *AGi Architects*

The United Nations (UN) is an international organisation committed to championing multilateralism and international cooperation, promoting a world where all people thrive in peace, dignity and equality. UN events and programmes took place throughout Expo, primarily in the UN Hub at Mission Possible – The Opportunity Pavilion, and across the site on International Days and during Theme Weeks. Informative and inspiring, all UN events at Expo were designed to encourage people to be part of global efforts to achieve the 17 Sustainable Development Goals – a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone everywhere. Central to the UN's 2030 Agenda for Sustainable Development, adopted by all UN Member States, including the UAE, in 2015, the 17 SDGs provide a road map to a brighter, more sustainable future. The Opportunity Pavilion and the UN joined forces in the UN hub to promote the messaging of the SDGs and educate the public on the importance of individual and collective action to achieve the Goals.



WORLD EXPO MUSEUM
Expo subtheme: *Mobility*

The elevator, the Ferris Wheel, the baby incubator, the mobile phone, and even the ice cream cone: each of these useful, essential or simply delightful inventions was first showcased at a World Expo in the past 170 years. Since the World Expo debuted in London in 1851, the event has acted as a vital showcase of human progress, as well as a way to examine the key issues of the day. The World Expo Museum at Expo 2020 highlighted the event's incredible history and impact through exciting, interactive installations, while also tracing the UAE's bold path to hosting the first World Expo in the Middle East and Africa.



YOUTH PAVILION
Expo subtheme: *Mobility*

The Youth Pavilion at Expo 2020 Dubai, launched by the Federal Youth Authority in collaboration with the Arab Youth Center, was designed by youth for youth. The pavilion was a platform for the initiatives, projects and general participation related to youth at Expo 2020 and highlighted youth talents, presenting their experiences and showcasing their contributions as part of the overall theme of Expo 2020, 'Connecting Minds, Creating the Future'. The pavilion served as a regional and global youth platform attracting the efforts and initiatives of government and private institutions based in the UAE and around the world, with the aim of securing their support for projects related to youth to help the next generation lead substantial developments and design the future they envision.

EUROPEAN UNION

The European Union, representing 27 countries, was an official participant in Expo 2020 Dubai and contributed to its success through a meaningful set of high quality events and activities that showcased its contribution to tackling global challenges in line with Expo 2020's themes of Opportunity, Sustainability and Mobility.

ORGANISATION INTERNATIONALE DE LA FRANCOPHONIE (OIF)

Since 1970, the OIF has worked to promote the French language, cultural and linguistic diversity, peace, democracy and human rights, catalysing French-speaking projects all around the globe. During Expo 2020 Dubai, the OIF partnered with nine French-speaking pavilions, inviting visitors to express themselves and share their voice across the themes of Motivation, Sharing and Wisdom.

FAZAA

An initiative of the Social Security Fund for employees of the Ministry of Interior and UAE government sector, Fazaa celebrated 50 years of the UAE's visionary leadership and invited visitors to learn more about government programmes and projects enhancing the quality of life for Emirati citizens.

ROTARY INTERNATIONAL

Rotary International and its members hosted a 'Majlis of Friendship' at Expo 2020 Dubai to promote Dubai and the World Expo and create a platform for 'Rotaractors' to explore new friendships, develop projects and host meetings and activities. Events included food and entertainment from around the world, as well as Rotary's annual blood donation drive.

WORLD CLASS SCHOLARS

World Class Scholars, launched globally at Expo 2020 Dubai, is a free, online education and cultural exchange programme that matches students and teachers worldwide to create global classrooms.



MEANINGFUL PARTNERSHIPS

The world of business deployed their skills, research and development and latest thinking across all aspects of Expo 2020’s execution, with every one of Expo 2020’s carefully-selected commercial partners and providers engaged and committed to the philosophy of collaboration.

Representing global industry leaders and homegrown companies and encompassing key sectors – including travel and technology, energy and water, food and beverage, health, urban planning and security – Expo 2020 Dubai’s partners delivered products, services, technologies and solutions that “create the future”.

Each one was selected for its ability to contribute to best-in-class practices across Expo’s key themes and objectives, as well as deliver the functional requirements of the event.



The ‘Beyond Walls’ biodegradable artwork took up a large part of Al Forsan Park and challenged visitors to think about the importance of working together to create a better world. Created by French artist Saype, it was a gift from Switzerland on the occasion of its National Day.

Ultimately, the experience, ambition and innovation of these brands played a key role in delivering and amplifying an impactful, exceptional World Expo, providing millions of visitors with unforgettable experiences.

Many partners invested substantially to develop unique, creative and engaging spaces on site, from the dramatic, four-storey DP World Pavilion offering insights into the world of global trade, to the Mastercard Cube – a compact-yet-powerful space packed with immersive multi-sensory experiences – and ENOC’s LEED-Platinum certified ‘service station of the future’.

Helping take the Expo story to the world, Expo 2020 Dubai leveraged the combined power of partners’ brand communication channels, unlocking their marketing platforms to boost awareness and exposure and support sales and visitation among their diverse audiences, with a number of partners also contracted as ticket distributors and resellers. [see Chapter 5].

Similarly, many partners played a crucial role in bringing big names and brand ambassadors to the event. PepsiCo presented Usain Bolt, the fastest man on Earth, and Egyptian pop star Amr Diab; award-winning actor Eva Longoria spoke against street harassment as part of a worldwide programme by L’Oréal Paris; and sports fans were thrilled by visits from ‘King of Swing’ cricketer Wasim Akram and Portugal football legend Luis Figo, both invited by Mastercard.

Together, Expo’s partners provided a truly diverse presentation of how the world is making progress and addressing Expo 2020’s important themes.

Premier Partners



Accenture
Digital Services Partner

Together with Etisalat Digital, Accenture applied its bespoke technology solutions to create a range of exciting, innovative and engaging digital experiences that connected and inspired. From developing and running applications that power a personalised visitor journey, to helping Expo tell its brand story in a digital world, Accenture played a key role in providing an immersive event experience.



Cisco
Digital Network Partner

Amazing things can happen when you connect people, ideas, data and things. At Expo 2020, visitors discovered the remarkable possibilities to reimagine applications, secure data, transform infrastructure and empower teams for an inclusive future. Cisco fostered human and digital interactions, showcasing the incredible opportunities technology presents and helping to shape how we connect, communicate and collaborate.



DP World
Global Trade Partner

DP World Pavilion
District: Al Forsan
Architect: Yaghmour Architects

DP World is the leading provider of worldwide smart end-to-end supply chain logistics. With a presence in 60 countries, it is a major facilitator of international trade flow. At Expo 2020 Dubai, DP World's 'Flow' Pavilion revealed how global trade touches the lives of everyone on the planet, and how the logistics giant ensures people get the things they need when they need them. Not only did visitors witness the future of mobility (including Cargospeed – the hyperloop-based transport system of tomorrow), but they saw how the convergence of big data, artificial intelligence, robotics, autonomous transport, and machine learning are coming together to power our world.



Emirates
Official Airline Partner

Emirates Pavilion
District: Al Forsan
Architect: Pulse Group

Emirates played a vital role in bringing visitors to the event, showcasing Dubai as a global hub for travel, commerce and innovation. At its interactive, multi-sensory pavilion, the airline previewed the future of commercial aviation, exploring the boundaries of science and technology as it looks forward to the next 50 years of air travel. Visitors explored the future of flight – including designing their own aircraft – as they discovered the revolutionary and sustainability-driven breakthroughs that commercial aviation has achieved so far, and the advances that are being developed for the benefit of the industry as well as our planet.



Emirates NBD
Official Banking Partner

At Expo 2020, visitors gained first-hand insights into Emirates NBD's innovations in smart technology and digital banking at its Bank of the Future. Emirates NBD's core beliefs intertwined with those of Expo 2020 Dubai, recognising that Opportunity is vital to ensuring social and financial inclusion; Mobility is the bridge Emirates NBD builds for its stakeholders, designed around innovations that put them first; and Sustainability reflects how it creates shared value in the marketplace, workplace, environment and society. Emirates NBD also worked with Expo 2020 Dubai to support startups and small- and medium-sized enterprises (SMEs), rolling out preferential business banking for those on Expo 2020 Dubai's procurement platform.



Etisalat
Telecom and Digital Services Partner

Etisalat is one of the world's leading telecom groups with more than 40 years of existence and now operating in 16 countries across Asia, Africa and Middle East. With a vision to 'Drive the Digital Future to Empower Societies', Etisalat today has the fastest mobile network on earth and has ensured Expo 2020 is the first major 5G commercial site in the MEASA region, and one of the most connected sites on the planet. Etisalat was also an official partner of Expo 2020's Volunteer Programme.



G42
Official AI Enablement Premier Partner

G42, a global leader in creating visionary artificial intelligence for a better tomorrow, sees technology as the next frontier of humanity, solving complex challenges across multiple industries to move the world forward. It partnered with Expo 2020 to leverage its AI capabilities to bring the world together in a time of change.



Mastercard
Official Payment Technology Partner

For more than 50 years, Mastercard has harnessed the power of technology to accelerate financial inclusion, fuel the digital economy, and help society-at-large thrive. Mastercard collaborated and innovated with Expo 2020 and its partners, sharing its vision of an inclusive, connected future enabled by technology with millions of visitors.

The Mastercard Cube brought to life a world in which frictionless connections, seamless technology, user-friendly interfaces, and sustainable consumer choices merged into intuitive, next-generation payment experiences. The pavilion offered a range of immersive multi-sensory experiences and hosted a series of #PricelessSurprises to connect guests to their passions. Among its hero activities, Mastercard presented football fans with a unique opportunity to meet football legend Luis Figo and a chance to see the UEFA Champions League Trophy.



Nissan
Official Automotive Partner

Nissan brought its global expertise, regional heritage, and forward-looking vision to demonstrate the next chapter in the Future of Mobility. In addition to providing more than 600 vehicles for Expo 2020's fleet, Nissan introduced the 100 per cent all-electric Nissan Ariya to the region and launched the Nissan Patrol 70th Anniversary as well as the Pathfinder at the heart of Al Wasl dome. Nissan's 'Let's Move' campaign brought to life the Expo themes of Opportunity, Mobility and Sustainability, aligned with the company purpose of driving innovation to enrich people's lives.



PepsiCo
Official Beverage & Snack Partner

PepsiCo shared Expo’s vision of a sustainable future for everyone on the planet. During Expo 2020 Dubai, PepsiCo showcased the future of sustainable food and beverages with the goal of inspiring ideas, fostering innovation and leading the way towards a better world. Visitors explored advances in technology around hydration, nutrition, on-the-go snacking and sustainable packaging, including the Aquafina cans and bottles that formed part of Expo 2020 and PepsiCo’s pledge to support the circular economy by minimising the waste that ends up in landfill, and treating waste materials as valuable resources that can be reused, repurposed or recycled. PepsiCo’s three dedicated pavilions spotlighted its most famous brands while showcasing its connections to Expo 2020 Dubai’s subthemes:

- The Plus (-Opportunity)** People and experiences are better together – whether it’s Pepsi® and Lay’s®, Optimism + Joy, Fizz + Crunch or People + Planet.
- The Bolt (-Mobility)** Shaped in Gatorade® bolt design and host of the fastest man on Earth, The Bolt encouraged an active lifestyle for a healthier world.
- The Drop (Sustainability)** Made out of 41,000 fully recyclable aluminium Aquafina® cans, The Drop highlighted water’s importance of water and how we drink, use, contain and preserve it.



SAP
Innovative Enterprise Software Partner

A leader in enterprise software, SAP empowers organisations big and small to become intelligent enterprises enabled by the Cloud. As a partner of Expo 2020 Dubai, SAP’s intelligent technology helped reinvent businesses and helped the world run better, shaping a more resilient and sustainable future and improving people’s lives. See Chapter 6 for details of how SAP helped Expo set new benchmarks in procurement.



Siemens
Infrastructure Digitalisation Partner

Siemens is a global technology powerhouse that unites the digital and physical worlds to benefit society through its focus on smart infrastructure, digital industries, and intelligent mobility solutions. Siemens is helping reshape the future of urban living by creating a blueprint for the smart cities of the future. By integrating its technology, including the world’s largest installation of MindSphere – its cloud technology platform that uses smart metering and sensors to monitor the energy consumption and efficiency of power, light, water and climate conditioning systems – Siemens is helping to create one of the most digitised, sustainable and secure World Expos in history [see Chapter 5].

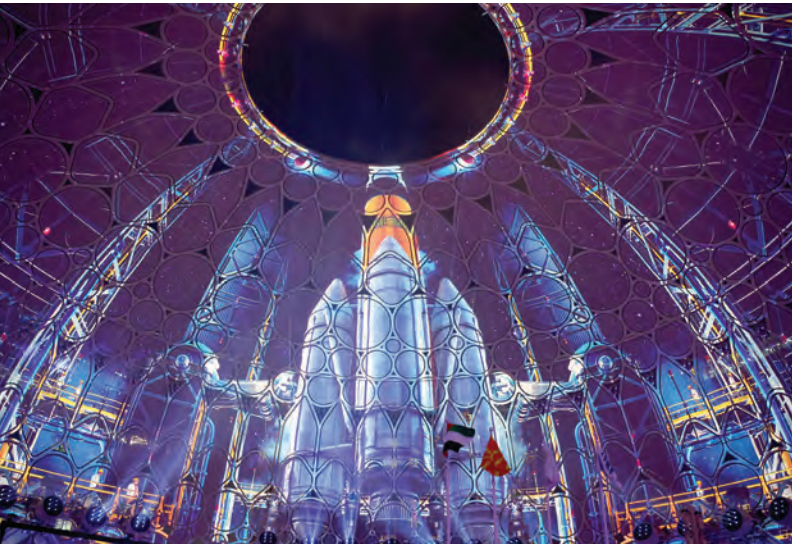


TERMINUS 特斯联

Terminus Group
Official Robotics Partner

Terminus Group is at the forefront of cutting-edge, service-orientated technologies. Visitors saw this in action at Expo 2020 Dubai, with more than 150 programmable robots featuring multi-touch displays, 5G network capability, and AI-driven object mapping and detection [see Chapter 5].

Official Partners



Christie
Official Projection and Display Partner

Christie creates a range of high-quality audio-visual, content management and imaging processing solutions for the entertainment, government, business, and cinema markets. The company has embraced innovation for more than 90 years, something that was on show throughout Expo 2020 Dubai, where Christie's technology, including its spectacular high-quality audio-visual, content management and image processing solutions, contributed to a once-in-a-lifetime visitor experience.



Dettol
Official Hygiene Partner

Dettol was proud to support Expo's number one priority of ensuring visitor and staff safety during the event. Dettol's no-touch hand-sanitiser stations were available across the site to ensure world-class hygiene throughout Expo 2020 Dubai.



DEWA
Official Sustainable Energy Partner

DEWA Pavilion
District: Sustainability
Architect: DEWA

Dubai Electricity and Water Authority PJSC (DEWA) played a fundamental role in the success of all stages of hosting the exhibition. DEWA allocated AED 4.26 billion to support infrastructure and supply electricity and water to Expo 2020 Dubai, using the latest smart systems. This included supplying Expo 2020 Dubai with clean energy from the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world.

A solar-powered home of tomorrow, the DEWA Pavilion was a compact eco-marvel, constructed out of prefabricated cartridges that operated independently off the grid. From the solar roof to the temperature-buffering entryway, the home was designed to maximise efficiency and to provide plenty of futuristic touches, such as a drone-delivery hatch and a weight-measuring bathroom floor. The pavilion, which attracted more than a million visits, also introduced visitors to DEWA's projects in clean and renewable energy, including the Green Hydrogen project – the first solar-driven green hydrogen producing facility in the Middle East and North Africa and a collaboration with Expo 2020 Dubai and Siemens Energy.



Dubai Chamber of Commerce
Official Business Integrator

Dubai Chamber of Commerce played a key role in creating new connections and fostering cross-border collaboration. The Chamber provided a platform for UAE companies and their international counterparts to network at its on-site facility at Expo 2020 Dubai. It is also hosted a number of high-profile events, including the Global Business Forum Africa, GBF Latin America, GBF ASEAN, the 12th World Chambers Congress and the 5th Global Islamic Economy Summit.



DulSCO
Official Waste Management Partner

Expo 2020 Dubai has been recognised as the most sustainable World Expo in history, an accomplishment due in part to DulSCO's partnership and participation as Expo 2020 Official Waste Management Partner, whose core ethos has always been sustainability and the circular economy. Demonstrating total commitment and dedication to executing a world-class waste management strategy, the DulSCO team delivered on its Expo 2020 objective by employing the highest health and safety standards [see Chapter 2].



EMAAR
HOSPITALITY

Emaar Hospitality Group
Official Hotel and Hospitality Partner

Emaar Hospitality Group LLC managed the 2020 Club by Emaar within a dedicated hospitality tower located at the centre of the Expo 2020 site, with exceptional views of Al Wasl Plaza and the UAE Pavilion. It also provided catering services for more than 600 events, catered to more than 65 events for International Participants including seven national day celebrations and 1,000+ delegations.

As a leading hospitality group in the region, Emaar Hospitality Group played an integral part to advance the sustainable initiatives of Expo 2020 Dubai, including implementing campaigns that contributed to a significant decrease in food wastage ensuring environmentally responsible consumption and production practices.



انوك
enoc

ENOC
Official Integrated Energy Partner

ENOC Pavilion
District: Al Forsan
Architect: Jack Morton

As an Expo 2020 Dubai partner, ENOC invited visitors to 'Reimagine Energy' during an immersive journey through its state-of-the-art pavilion that challenged the conventional understanding of energy and offered inspiring insights on how we can all partner in shaping the future of energy. The ENOC Pavilion welcomed more than 200,000 visitors, received 51 special government and international delegations, hosted 102 events and meetings and facilitated a wealth of business collaborations.

ENOC's participation also included its LEED-Platinum certified Service Station of the Future, as well as 10 ZOOM convenience stores in strategic locations across Expo 2020 Dubai, which served more than one million customers and was an official ticket reseller of Expo 2020.



L'ORÉAL
GROUPE

L'Oréal
Official Beauty Products and Services Partner

L'Oréal has devoted itself to beauty for over 100 years. As a long-time leader in the beauty industry, L'Oréal strives to offer every person the best of beauty in terms of quality, efficacy, safety, sincerity and responsibility. As an Expo 2020 partner, L'Oréal shared its vision of sustainable beauty, tailor-made and powered by new technologies to meet all the beauty universal desires, that transcends time, borders and cultures. It also brought in ambassadors, including actor Eva Longoria, who hosted an empowering Stand Up Against Street Harassment training session at Expo 2020 Dubai's Club By Emaar.



ups

UPS
Official Logistics Partner

Global logistics leader, UPS provides a broad range of integrated logistics solutions for customers in more than 220 countries and territories. With 543,000 employees executing its strategy: Customer first, People led, Innovation driven, UPS moves daily two per cent of the world's GDP, connecting the world with a commitment to quality service and environmental sustainability. As the Official Logistics Partner of Expo 2020 Dubai, UPS will continue to deliver what matters to Expo 2020's vision, thereby contributing to move our world forward.

Official Providers

Canon

Canon
Official Printing and Imaging Provider

Canon showcased its pioneering, innovative and game-changing imaging products and high-speed printing expertise to visitors and Expo staff. Printing services, professional print displays, including galleries, souvenir printing, onsite registration printing, 'photowalks' and digital photo kiosks were deployed across Expo, providing visitors with unique experiences utilising Canon equipment and technologies. Through its cameras, lenses and Canon Professional Services (CPS), including equipment loans and technical support, Canon aided Expo 2020 Dubai official photographers in immortalising the event by capturing around one million photographs.



Domino's
Official Pizza Provider

Innovation has been Domino's Pizza's passion and dedication since the company was founded in 1960. From handcrafting the tastiest pizzas to being one of the first companies to digitalise the way customers order, Domino's Pizza is continuously experimenting to improve its customer experience. Visitors got a taste of this first-hand, as Domino's was Expo 2020 Dubai's Official Pizza Provider.

Jacobs mace

Jacobs Mace
Official Programme Delivery Management Provider

Jacobs Mace is an unincorporated joint venture between Jacobs, a global professional services and technical solutions provider, and Mace, an international consultancy and construction company, which shapes the built environment. Since 2014, Jacobs Mace supported the delivery of the infrastructure on the Expo 2020 site, working with Expo 2020 Dubai to transform the 4.38 sqkm site from a patch of desert to a cutting-edge smart city centred around the three themes of Opportunity, Mobility and Sustainability.

talabat

talabat
Official Food Delivery Provider

talabat prepared a range of tasty meals from more than 30 brands and 15 different cuisines at the talabat Kitchen – an innovative, sustainable two-storey cloud kitchen in the heart of Expo 2020 Dubai. It then delivered those dishes sustainably, by robots or e-scooter, or picked up from 3D-printed smart lockers, offering visitors to Expo 2020 Dubai a glimpse into the future of food delivery.

swatch

Swatch
Official Timing Provider

Swatch, launched in 1983 by Nicolas G. Hayek, is a leading Swiss watch maker and one of the world's most popular brands. Colourful, provocative and forever reinterpreted in different ways, Swatch continues to innovate and surprise with new models, collections and special editions. The brand maintains a strong presence in the world of arts and sports, with a broad range of disciplines in both areas. Swatch's three countdown clocks – at Dubai International Finance Centre, Dubai Frame and Dubai Mall – engaged and excited the public ahead of Expo 2020 Dubai's opening.

digital14
protect. transform. nurture.

Digital 14
Official Cyber Security Provider

Expo 2020 Dubai was one of the most interconnected and technologically advanced World Expos ever held, replicating similar logistical and cyber security challenges to those of a smart city. Central to this was Digital 14, which oversaw the cybersecurity of the event's entire digital platform – as well as the applications and data it supports – to safeguard the digital experience of Expo's visitors and International Participants.



Esharah
Official Secure Systems Provider

Esharah is a renowned system integrator, providing state-of-the-art smart solutions that help its customers achieve reliable and uninterrupted communications. Esharah played its part in ensuring the safety of Expo 2020 visitors and participants as a provider of secure communications for security staff and first responders. It also provided a secure mobile telecommunications network for all handheld communications devices used at Expo 2020.



Orient Insurance
Official Insurance Provider

Established in 1982, part of the Al Futtaim Group, Orient Insurance PJSC is a market leader in the region in terms of Gross Written Premium and Net Profit. Orient has secured two credit ratings of 'a +' by A M Best and 'A Strong' by Standard & Poor's. Orient curated a range of innovative insurance products to protect not only the Expo site and operations, but also participants' pavilions and interests too, ensuring they meet the requirements of a global event of this size.

Official Supporters

In addition to Partners and Providers, Expo 2020 Dubai was supported by a large number of federal and local government entities, from all seven emirates of the UAE, and encompassing government, judicial and security services, arts, culture, sports, media, transport, science, research and more. The consistent backing from these Official Supporters was an essential part of the Expo 2020 Dubai journey, from planning and construction to its event-time success, and contributed to the UAE's hosting of an event of which the entire country could be proud.





THE EXPO TRIBE

Delivering a world-class event required a world-class workforce and Expo 2020 formed a close-knit tribe that reflected the hospitable, inclusive and ambitious spirit of the UAE. From talented Emirati graduates and professionals to international subject-matter experts and seasoned mega-event personnel, Expo 2020 grew from a small team of just a handful of people at the start of the bid phase, to around 3,000 at the height of the event.

A dedicated Human Resources (HR) Operations & Planning team provided expert HR support, developing and implementing policies, programmes and services that contributed to Expo 2020’s corporate and employee goals. This included manpower planning, recruitment, onboarding and training, with a commitment to support the UAE’s wider focus on Emiratisation and a robust knowledge economy.

A diverse and talented workforce

Planning and recruitment

The Manpower Planning team worked closely with other functions to ensure the growing needs of Expo 2020 were captured, scrutinised and budgeted accordingly, reaching the final required headcount through dedicated recruitment strategies. This included direct recruitment (which generated a total of 624,178 applications for roles) and the use of headhunting agencies to secure subject-matter experts and those with specific experience, as well as the Expo Generation Emiratisation programme and government secondees. Expo 2020 also drew on manpower contract agencies in the build-up to the event.

Government initiatives supported by the recruitment team included securing roles for post-care candidates from the UAE’s penal rehabilitation programme, and unemployed UAE Nationals provided by Dubai Government HR.

Emiratisation and Expo Generation Programme

Open to all Emirati graduates between the ages of 18 and 35 years, the Expo Generation Programme supported the UAE’s wider efforts to build a diversified knowledge economy and create a pool of highly-skilled local talent for the country’s growing workforce.

A total of 122 Emiratis were selected for an intensive six-week training programme designed to develop key operational and leadership skills. The Programme’s graduates were then assigned a supportive operational and management role, providing them with a once-in-a-lifetime career opportunity.

Beyond the Expo Generation Programme, Expo 2020 focused more broadly on attracting, developing and retaining local talent across different age groups and specialisms. The result was a high percentage of UAE Nationals embedded within each division, ensuring their skills and talents were recognised and remained at the forefront of Expo 2020’s success.

Of the 30 per cent of UAE Nationals employed by Expo 2020, the majority (248 employees) worked within the Operations division. Some 35 per cent of all employees in leadership positions within this division were also Emirati.

“As we celebrate 24 million visits, we also celebrate the talents of all UAE Nationals within our Tribe who have helped ensure the success of the region’s first World Expo.”
Marjan Faraidooni, Chief HR Officer, Expo 2020 Dubai

Inclusion

Developed in collaboration with the Ministry of Community Development (MoCD), Expo 2020’s Inclusion Programme supported the empowerment of people of determination* in the UAE, providing meaningful employment opportunities and contributing to Expo 2020’s aspiration to deliver the most accessible World Expo. In total, 1,770 people of determination interviewed for roles at Expo 2020, and 282 were successful.

To promote inclusivity across all workforce members, a number of courses were rolled out, including ‘How to effectively work with and understand the needs of people of determination’ and ‘How to read sign language’.

Cultural diversity and gender equality

Taking place in one of the world’s most multicultural nations, Expo 2020’s event-time workforce included 107 nationalities, bringing different cultures, experiences and a broader range of perspectives to the organisation.

Equality across Expo 2020’s workforce extended further than diverse nationalities, with no discrimination tolerated concerning gender, age, religion, or other factors.

In March 2022, Expo 2020 was awarded the Gender Equality European and International Standard (GEEIS) Certificate for its efforts in ensuring equal representation across the organisation – the first World Expo to receive such an accolade. Expo 2020 Dubai was also the first World Expo in more than 50 years to have a standalone pavilion dedicated to women.

*Under the UAE’s National Policy for Empowering People with Special Needs, people with special needs or disabilities are referred to as ‘people of determination’ to recognise their achievements in different fields.



Training

Expo 2020 was committed to ensuring its entire workforce felt able to deliver their role to their full potential, equipping every person, whether paid, volunteer or contractor, with the right skills and knowledge to perform their role confidently and competently.

This was delivered through a bespoke training programme, running before and during the event, with ad hoc training also provided to bridge any operational or capability gaps.

In total, almost 500,000 hours of training were delivered. This included 135,953 hours of volunteer training; 227,863 hours of contractor training; 117,060 hours of training for the Expo Tribe; and 6,093 hours of training for participants.

Engagement and wellbeing

Expo 2020 launched a number of initiatives, programmes and activities to ensure every employee was engaged to a level where they felt an unbreakable connection to Expo’s vision, inspiring the passion and drive to deliver an exceptional event.

This included Expo-sponsored sports and social clubs, from chess and hiking to cycling, gaming and golf; an intranet site providing the latest news and information on life at Expo 2020; and a regular Employee Engagement Survey, encouraging all staff to share feedback and ideas and raise any concerns. Weekly newsletters, increasing to a twice-daily digest during the event, offered a streamlined communications channel, delivering important business updates and policy reminders.

Outplacement programme

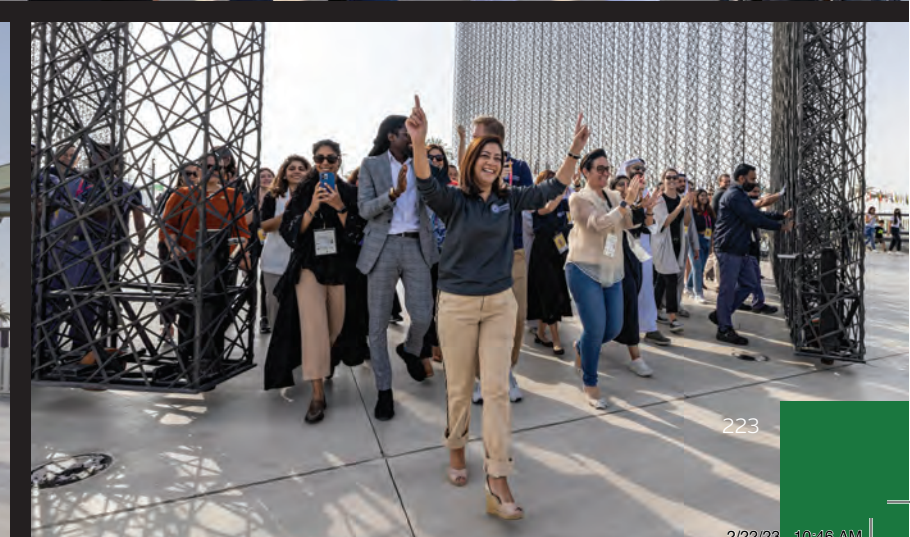
The ‘Beyond Expo 2020’ outplacement programme provided a first-of-its-kind platform in the UAE to assist Expo 2020 employees with securing future employment opportunities post-event, helping to retain the skills built by Expo in the UAE for the longer term.

‘Beyond Expo 2020’ provided practical support and guidance, including CV writing, interview skills and coaching, and a live jobs board, which featured vetted, relevant opportunities from Government, partners and programme participants. In addition, a regular live virtual career fair enabled Expo employees to meet and chat with prospective employers, and a dedicated talent book was produced, highlighting the UAE National talent recruited and developed by Expo 2020.



Sunset Party

More than 2,500 members of the Expo tribe attended the Sunset Party on 1 April 2022, enjoying food from across five continents, music, fireworks and moving speeches by the organisation’s senior leadership.

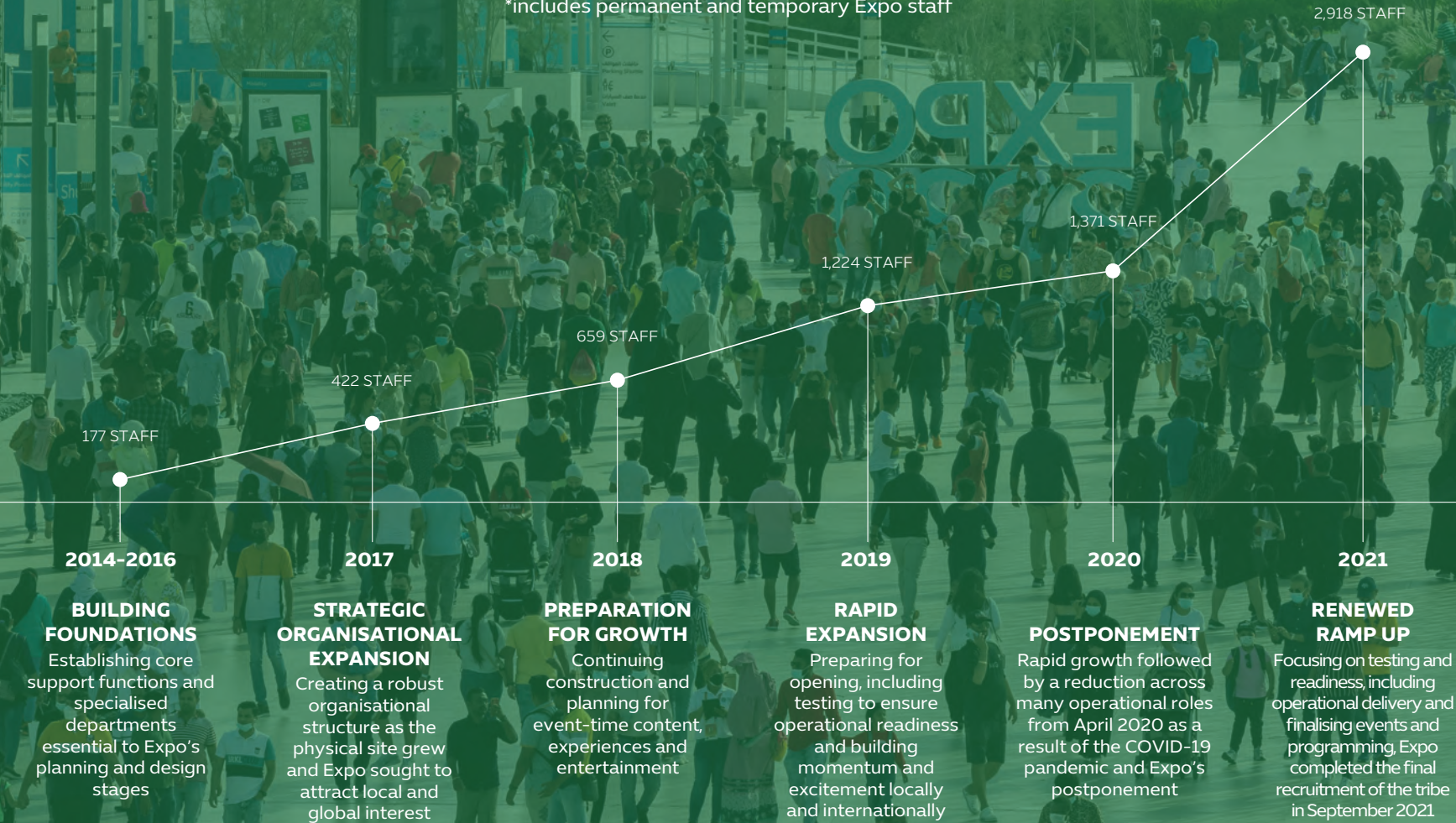


The Expo Tribe

A world-class event required a world-class workforce. The Expo Tribe was constantly evolving and adapting as the event drew closer, moving from strategy and planning, to design, legacy planning and construction, to outreach and commitment, to content and programming, to operations and, finally, delivery of the event, and including the impact of a global pandemic.

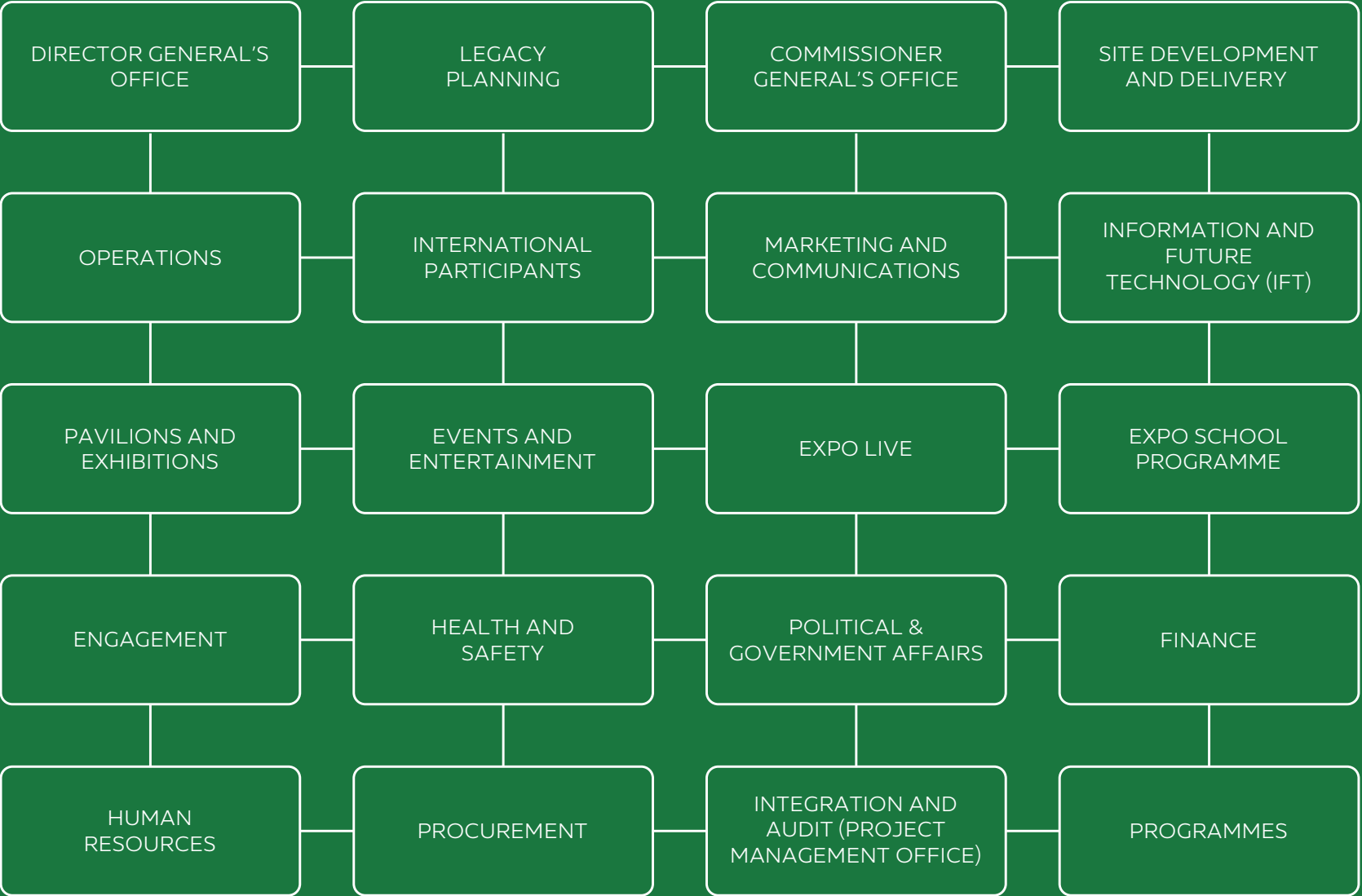
THE GROWTH OF A TRIBE

*includes permanent and temporary Expo staff



EXPO 2020 HIGHER COMMITTEE

DIRECTOR GENERAL



30,000 welcoming faces

The Expo 2020 Volunteer Programme – the largest of its kind in the history of the UAE – provided opportunities for people of all ages and nationalities to ‘give back’ to the nation and be part of a historic moment in UAE history, while also enhancing both the participant journey and the visitor experience. The programme also offered skill enhancement through meaningful experiences, laying the foundations for the event’s long-lasting social legacy.

EXPO 2020 VOLUNTEERS



Expo Volunteer Centre

The House of Volunteers (HOV) – a space where Expo 2020 volunteers could gather and interact with each other – created a feeling of membership and belonging in the run-up to the event. The HOV was a multi-purpose venue for a range of activities, including informal interviews held in interview pods and space for training and briefing sessions, as well as social gatherings. During the height of the pandemic, when physical gatherings became challenging, an increased focus was placed on newsletters, emails, and dedicated social media channels to maintain volunteer engagement and morale.

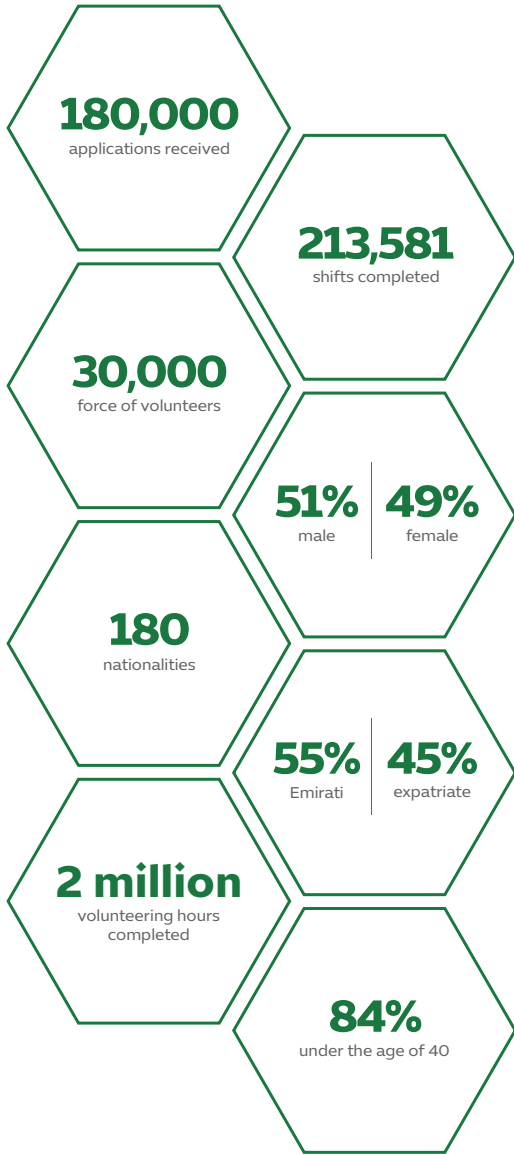
Volunteer recruitment

Designed with diversity and flexibility in mind, the Expo 2020 Volunteers Programme welcomed applications from anyone residing in the UAE over the age of 18, regardless of their nationality or education level, as long as they were fluent in English, possessed strong communication skills and were able to volunteer for a minimum of 10 shifts.

A nationwide recruitment campaign launched in partnership with Etisalat, Expo’s Official Telecommunications Partner, helped spread awareness of the programme and detailed the steps for prospective volunteers to register their interest. In total, it received more than 180,000 applications.

Expo 2020 also launched a recruitment roadshow, which visited more than 15 universities across the UAE, with six-week placements offered to students. It sent an official circular to government entities encouraging volunteer registration among civil servants, with another recruitment roadshow visiting more than 20 government entities.

Following an official agreement with the National Service and Reserve Authority, 1,400 National Service cadets also joined Expo’s pool of volunteers, committing to a six-month volunteering duration.



Operations

Expo’s volunteers supported numerous milestone events before 1 October 2021, including countdown celebrations, the Expo 2020 Pavilions Premiere [see Chapter 5] and various community engagement activities.

During the event itself, they played a crucial role in managing the vast number of diverse experiences, events and global discussions taking place daily, and were the first point of contact for millions of visitors. Their contribution was critical at every stage of the Expo experience, providing services in areas such as the Thematic Pavilions, events, ceremonies and hospitality, transportation, VIPs and protocol, technology support and other vital sections.

Volunteers were spread across more than 30 roles, which were assigned based on personal skills and interests wherever possible. Examples included:

- **Country Team Members** – assigned to a specific Country Pavilion and responsible for assisting in the delivery and management of its day-to-day activities
- **Schools Team Members** – supported school group visits, guiding groups of school students along their Expo journey
- **Exhibits Team Members** – provided an engaging narrative about the exhibition to visitors, including dignitaries and VIPs
- **Site Operations Team Members** – welcomed guests to the site, answering questions and offering guidance to visitors

Impact and legacy

Launched to recognise and incentivise volunteers, the Golden Hearts Awards encouraged visitors to nominate volunteers who stood out in delivering an exceptional Expo experience. Each month, Expo honoured 50 volunteers and received, in total, more than 5,000 nominations. Expo conducted regular feedback surveys and sessions among volunteers to ensure any issues were quickly identified and resolved, including the provision of additional training where required.

Following the conclusion of Expo 2020, Expo celebrated all volunteers on site and expressed gratitude and appreciation with a fun and entertaining end-of-event celebration, while Etisalat launched a nationwide ‘thank you’ campaign. March 2022 also saw the signing of a Memorandum of Understanding (MOU) with the Ministry of Tolerance, to keep the programme alive and thriving, cementing its long-term legacy.

“

In the United Arab Emirates, we continue to exhibit a strong national conviction that voluntarism is a moral virtue that expresses the love of humankind by bringing people together for a common cause

”

His Excellency Sheikh Nahayan Mubarak Al Nahayan, UAE Minister of Tolerance and Coexistence, and Commissioner General of Expo 2020 Dubai



“

What I gained from Expo 2020 Dubai is the ability to understand different cultures and backgrounds which has opened my mind.

”

Mohammed Banaaman, Volunteer, UAE National Service recruit

STAKEHOLDER ENGAGEMENT

Building on the groundswell of support that characterised the UAE’s bid, Expo 2020 continued to provide engaging opportunities for people and communities across the UAE and abroad to join the Expo journey. From business leaders and public sector workers to students, cultural organisations and entrepreneurs, Expo’s outreach and engagement efforts created an enhanced sense of excitement, ownership and national pride at home, while also drumming up global interest and support.

Bringing together senior representatives from a wide spectrum of industries, each edition of the BusinessConnect series focused on a specific aspect of Expo 2020 – from marketing and ICT, to architecture and F&B and more – to exchange ideas and share expertise that would inform the planning and delivery of Expo 2020. Actively involving the business community from the early stages helped shape the process for the benefit of all, preparing businesses to take advantage of Expo-related opportunities while also encouraging new partnerships, ideas and collaborations.

Reflecting the UAE’s wider efforts to support Small and Medium Enterprises, as well as Expo’s own focus on fostering collaboration, this was further enhanced by the Meet the Buyer series, which enabled entrepreneurs and business owners from across the country to learn more about Expo’s procurement process, discover upcoming opportunities and pitch their products and services to the teams responsible for awarding contracts.

Engagement and outreach efforts also targeted youth, inviting them to share their insights into Expo 2020, outline their ambitions for the mega-event, and gain the skills and experiences that would empower them to become the leaders of tomorrow. This included YouthConnect, an interactive full-day forum for young people aged 18-25 that offered access to inspirational, high profile speakers and a range of hands-on workshops and exhibits spanning

business and leadership to coding, health and wellness, and entrepreneurship. It also included school roadshows [see Chapter 6]; roadshows with government entities across the country designed to share updates and provide additional opportunities for alignment and collaboration; and the Youth Lab series, which invited youth to shape and define key elements of the event, from the design of landmark structures, to the plans for on-site celebrations.

