

DUTCH
uniting water energy food
DUBAI



EXPO2020 Dubai

uniting water, energy and food



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DutchDubai2020

Expected to attract millions of visitors from 192 nations between 1 October 2021 and 1 April 2022, the World Expo in the United Arab Emirates is set to make history. The EXPO 2020 will be one of the first global events after COVID-19 and will be the ideal stage for ambitious Dutch businesses and organisations. This global event is an extraordinary springboard for business and trade in the region well beyond 2021. Now is the time to get in and showcase the kind of innovative and sustainable solutions that the Kingdom of the Netherlands is known for, with a particular focus on the areas of water, energy and food.

The World Expo provides a platform for the global community to share ideas, innovations and technologies with a strong link to the Sustainable Development Goals. The theme of EXPO 2020 Dubai is Connecting Minds, Creating the Future, a concept built around three pillars: Mobility, Sustainability, and Opportunity.

The Expo is a chance to work together and build on the important, growing global consensus regarding the Sustainable Development Goals. These goals create a framework for a more effective way of partnering to create a better future, through solutions that bring together governments, businesses and knowledge institutions alike. The Dutch pavilion at EXPO 2020 Dubai – located in the Sustainability district – is an opportunity to showcase the innovative and sustainable solutions the Netherlands can provide in the areas of water, energy and food and the links that connect them.

Dutch participation

In 2018 the Netherlands' exports of goods and services to the Gulf region amounted to more than €14 billion while imports in the other direction were worth €7.7 billion. UAE companies have shown a growing interest in exploring opportunities in the Netherlands. Economic ties between the Netherlands, the UAE, and the rest of the Gulf region are strong, particularly with respect to trade and scientific exchange. EXPO 2020 Dubai offers exciting opportunities to deepen these longstanding ties, drive positive change, and showcase innovative solutions that integrate water, energy and food. With this in mind, the Dutch government decided in February 2017 that the Netherlands would take part in World EXPO 2020 Dubai.

Uniting water, energy and food

After consulting with various Dutch businesses, knowledge institutions and government bodies, it was decided to choose 'Uniting water, energy and food' as the theme of the Netherlands' contribution to EXPO 2020 Dubai.

The Gulf region is among the most water-stressed areas in the world. At the same time, it is also one of the highest water-consuming areas. The agricultural sector is by far the largest consumer of water in the Gulf region, accounting for around 85% of fresh water, nearly all of which comes from non-renewable underground sources. As with other countries in the region, water scarcity limits the UAE's domestic food production. Consequently, the UAE must import most of its food products. Nonetheless, the ambition to pursue further domestic production remains.

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



Photo: EXPO2020 Dubai

EXPO 2020 Dubai offers an exciting opportunity to drive positive change. This is where the Netherlands is keen to contribute. By showcasing home-grown solutions that link the issues of water, energy and food – and by working closely with Gulf countries to develop sustainable solutions appropriate to their local ecosystems – we can use our innovation, knowledge and expertise to help the region create a greener, more sustainable future.

Dutch multiannual campaign

The Dutch government is mounting a long-term campaign entitled 'Dutch Dubai: Uniting water, energy and food' for the run-up to EXPO 2020 Dubai.

Before and during the event, businesses, knowledge institutions, civil society organisations and government bodies will work together to organise a wide range of activities. The Netherlands will invest €19.4 million in its participation in EXPO 2020. The central focus will be on the multiannual strategy 'Uniting water, energy and food'. The highlight of the campaign will be the Dutch pavilion. Besides attracting tourists, it will serve as a platform that brings a range of parties together to think about solutions for the future.

Dutch pavilion

The Dutch pavilion at EXPO 2020 Dubai is an opportunity to showcase the innovative and sustainable solutions the Netherlands can offer in the areas of water, energy and food, and the interlinkages between them. Health and Climate change will certainly also receive attention within these themes.

The pavilion was designed in close collaboration between the Dutch firms V8 architects, Kossmann.dejong, and Witteveen+Bos and the Swiss based firm Expomobilia.



A Biotope as a pavilion

The Dutch pavilion features a circular climate system – a biotope, essentially – which provides visitors (tourists and businesspeople alike) with an intense sensory experience. The pavilion's unique design gives visitors a powerful sense of the connection between water, energy and food.

The Netherlands is also setting a sustainable example in terms of the building itself. Construction materials will be rented locally, eliminating the need to produce in the region or ship goods over from Europe. The interior, too, will consist only of rented materials. When the pavilion is dismantled, all materials will be returned or repurposed at a new destination in the UAE, so as to minimise its ecological footprint.

For more information about the pavilion, please visit our website: www.DutchDubai.com.



Platform for businesses

The pavilion is a meeting place where businesses, knowledge institutions, government bodies and civil society organisations can come together to network, share knowledge and show what the Netherlands has to offer with respect to 'Uniting Water, energy and food'. With its international character, the EXPO serves as a global platform. The pavilion's business lounges, exposition room and boardroom can be used to host business events. Both inside and outside the Dutch pavilion, the Netherlands will present ways of connecting supply to demand. The pavilion can also be used to organise events for your company onside and digital.

If you would be interested in renting the pavilion facilities for corporate events during EXPO 2020 Dubai, please contact Niels Bouwman (RVO) at DIO-EXPO2020@minbuza.nl. If you would be interested in participating in the programming for the pavilion, please contact Marc vd Linden (BZ) at DIO-EXPO2020@minbuza.nl. And if you would like to learn more about our strategy and communications, please contact Dominique Groenendijk (BZ) at DIO-EXPO2020@minbuza.nl.



9 Ways to participate in DutchDubai

1. Join the DutchDubai Business Leverage Programme.

This programme will provide businesses of all sizes with customised assistance from our team, allowing

you to take advantage of commercial opportunities in the Gulf region and beyond. Whether you're already internationally active or just considering taking that step, we're here to help.

2. Sponsor the Dutch pavilion.

There are several ways in which you can sponsor the pavilion. Read more about this on our website.

3. Sponsor the Dutch pavilion 'in kind'.

We are always looking for products, services and innovations that add to the pavilion experience.

4. Book the pavilion to host your event.

Our pavilion is an experience, but also functions as a platform where you can host your guests for meetings or events. Our VIP lounge and auditorium have all the facilities you will need to impress and make connections.

5. Participate in Dutch trade missions in the region.

We regularly organise trade missions to countries in the Gulf and beyond. These missions can open doors for you that would otherwise be closed. You can connect with your target audience and form alliances with partners from all over the world.

6. Join us at trade fairs and conferences in the region.

You can count on us being at any major events taking place in the Gulf region. Join us, and let us introduce you to our partners and network there.

7. Join us on the website and social media.

We're always looking for interesting stories to tell, amazing videos to share and success stories about Dutch companies.

8. Register your business on the Online Marketplace.

EXPO 2020 offers a unique online marketplace where business from all over the world can register and connect, collaborate and compete for global business opportunities. For more information, visit: <https://omp.expo2020dubai.com/>

9. Have you got a great idea? Let us know!

We want this EXPO to be a collective effort: a collaboration between businesses, government and knowledge institutions. If you have an interesting idea, we would love to hear from you! To learn more about the nine ways to participate, please visit: www.DutchDubai.com

Procurement by Dutch Project Team EXPO2020 Dubai

The project team, which is responsible for the logistical preparations for the Dutch participation in EXPO 2020 Dubai, plans to put out several calls for tenders for projects e.g. exploitation of the pavilion. All relevant documents will be published on www.tenderned.nl.

Sponsorship of Dutch pavilion

The Dutch pavilion will feature a one-of-a-kind circular climate system that showcases our innovative strength as a nation. In this way, the pavilion will function as a major launch pad for business in India, the Middle East and Africa. Linking your brand or organisation to this display of ingenuity is an opportunity that you can't afford to miss.

You are welcome to contribute and help define how the Netherlands is presented. We are open to your original partnership ideas for a limited time only, so please connect with us to discuss your plan. Sponsor proposals can be submitted via Niels Bouwman (RVO) at DIO-EXPO2020@minbuza.nl.



Procurement by EXPO2020 Dubai organisation

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



How can we support your business?

The Dutch Project Team EXPO 2020 Dubai and the Consulate General of the Netherlands in Dubai offer support to businesses, knowledge institutions and other organisations that wish to explore the opportunities of EXPO 2020 Dubai. Our relationship with the local government and the official EXPO 2020 organisation offers insights into the latest developments in participation opportunities. If you have any enquiries about participating in EXPO 2020 Dubai, please do not hesitate to contact the Dutch Project Team EXPO 2020 Dubai at DIO-EXPO2020@minbuza.nl.

Useful links and contacts

Official Dutch EXPO2020 Dubai website

www.DutchDubai.com

FOLLOW US: Twitter, Instagram, LinkedIn, FaceBook

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Official Dubai World Expo2020 website:

expo2020dubai.ae

Contact Dutch Project Team EXPO2020 Dubai:

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