Expo 2020 Dubai
USA Pavilion
Agenda

• Introductions

• Expo 101

• The United Arab Emirates and Dubai 2020

• USA Pavilion - RFP Process

• Questions
Expo Unit

• Established in January 2017

• Manage Relations with BIE
  • Rejoined in May 2017 – HR 534 authorized rejoining
  • First Vote Cast – November 2017

• US Pavilions at Expos

• Support Bids by U.S. Cities/States
World’s Fairs / International Expos 101

- The First World’s Fair took place in London, 1851 – 67 “sanctioned expos” since
- The Bureau of International Expositions (BIE) created in 1928 to administer fairs
  - World Expo – every 5 years, up to 6 months long
  - Specialized Expo – in between, at least 3 months long
- Often 150+ participating countries, millions of visitors
- Gradual evolution from trade and technology fair to including nation branding and public diplomacy
Visitor Numbers

1986 Vancouver, Canada
22 Million

1992 Seville, Spain
42 Million

1998 Lisbon, Portugal
11 Million

2000 Hannover, Germany
18 Million

2005 Aichi, Japan
22 Million

2008 Zaragoza, Spain
6 Million

2010 Shanghai, China
73 Million

2012 Yeosu, South Korea
8 Million

2015 Milan, Italy
23 Million

1993 Daejeon, South Korea
15 Million

1988 Brisbane, Australia
16 Million

2008 Zaragoza, Spain
6 Million

2000 Hannover, Germany
18 Million

1998 Lisbon, Portugal
11 Million

1993 Daejeon, South Korea
15 Million

2005 Aichi, Japan
22 Million

2010 Shanghai, China
73 Million

2012 Yeosu, South Korea
8 Million

2015 Milan, Italy
23 Million

1988 Brisbane, Australia
16 Million
USA Pavilion at Expo Milano 2015
Dubai Expo 2020

The largest public diplomacy and commercial platform in a region of strategic importance and competing narratives.
Dubai Expo 2020
(Oct 2020 – April 2021)

• First Expo in Middle East, North Africa, South Asia
• 25 Million Visitors (6M-7M US Pavilion)
• 180+ Countries

• Present America’s story to the world and highlight American leadership
• Global platform for U.S. businesses, entrepreneurs, culture makers
• Strengthen people-to-people ties

U.S. Ambassador to UAE Barbara Leaf and UAE Minister of State for International Cooperation and Director General of Dubai Expo 2020, Reem Al Hashimy announcing U.S. intent to participate (October 2017)
Why Dubai Expo 2020?

• Bilateral Trade Relationship
  • $22.4 Billion Exports - $19 Billion Trade Surplus
  • 130K American Jobs
  • 1,200 American firms w/ UAE presence
  • 100K Students - $5 Billion

• Highlight American Ingenuity in Commerce and Culture

• Promote Tourism, Investment, Education in the USA

• Dubai at the Crossroads – Regional and Global Reach
### Projected Expo 2020 Visits by Region

**Comment:** Unofficial Projections by USG Based on 2017 UAE Tourist Data
Scaled to the Expo 2020 Projection of 25 Million Visitors

<table>
<thead>
<tr>
<th>Region</th>
<th>Expo 2020 Visits by Region Extrapolated from 2017 Tourist Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East North Africa (MENA)</td>
<td>12,750,000</td>
</tr>
<tr>
<td>South Asia</td>
<td>3,150,000</td>
</tr>
<tr>
<td>Asia</td>
<td>2,275,000</td>
</tr>
<tr>
<td>Europe</td>
<td>4,900,000</td>
</tr>
<tr>
<td>Americas (Excluding U.S.)</td>
<td>250,000</td>
</tr>
<tr>
<td>Africa</td>
<td>1,250,000</td>
</tr>
</tbody>
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Dubai RFP Process

• February 16 – Published in Federal Register

• April 17 – RFP Closes

• $50-60 Million Project – No Appropriated Funds
Request for Proposal

• To find a private sector partner who will serve as the U.S. Government’s fundraiser and project manager for U.S. participation in Expo 2020.

1) Raise Funds
2) Manage the Pavilion
3) Conduct Operations
Raise Funds

• $50-60 Million
• Design, Construction, Operation (Staffing), Cultural Programming, Commissioner General, Disassembly
• Letter of Intent
• Vetting of Prospective Donors
• Seed Funding - MOA
Manage the Pavilion

• Design
  • Architecture
  • Interior Design

• Theme Statement
  • Conceptual (not Schematic Drawings)

• Construction
  • Full Design Proposal – no later than June 2019
  • Shell and Core – October 2019
  • Interior – July 2020
  • Exhibition – September 2020
  • $50-60 Million
Operations

• Protocol
• Public Affairs
• Programming
• Student Guides
• Food and Beverage
• Retail
• General Services
• Office Space
Application Process

• Electronically and Hard Copy
• 35 Page Maximum
• April 17, 2018 – Due Date
• Review Panel
Criteria

• Pavilion Concept (15%)
• Fundraising Plan (35%)
• Operational Plan (10%)
• Communications & Cultural Programming (15%)
• Institutional Capacity (15%)
• Regional Experience and Partnerships (10%)
Outreach

• New York City – March 2 (USUN)
• Houston – March 6 (City Hall)
• Detroit (Troy) – March 14 at 8:30 am (Automation Alley)
• Detroit (Midtown) – March 14 at 2:30 pm (TechTown)
• San Francisco – March 26 (Wharton San Francisco)
• Palo Alto – March 27 (Stanford Faculty Club)

• Virtual Session Q&A – April 4 @ 2:00 pm EST
Partners

• U.S.-U.A.E. Business Council

• U.A.E. Mission to the United States

• City of Houston

• Bilateral US-Arab Chamber of Commerce
Questions

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