



إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES



U.S.-U.A.E. Business Council
usuaebusiness.org

Expo 2020 Dubai USA Pavilion

Agenda

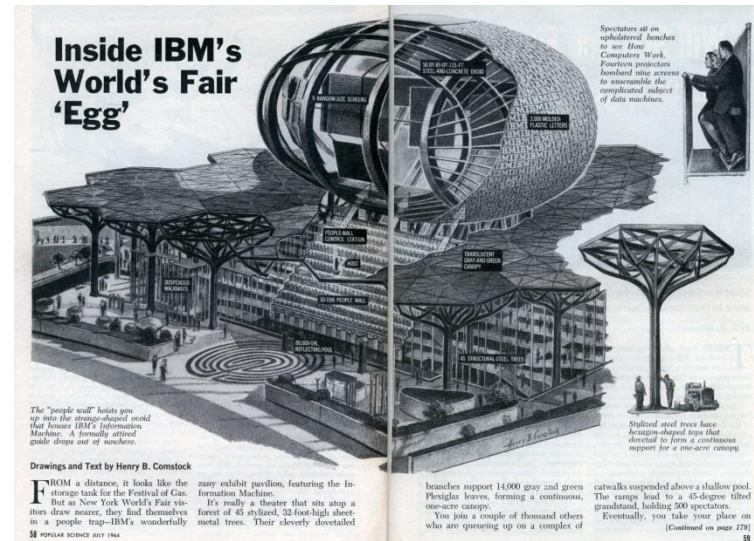
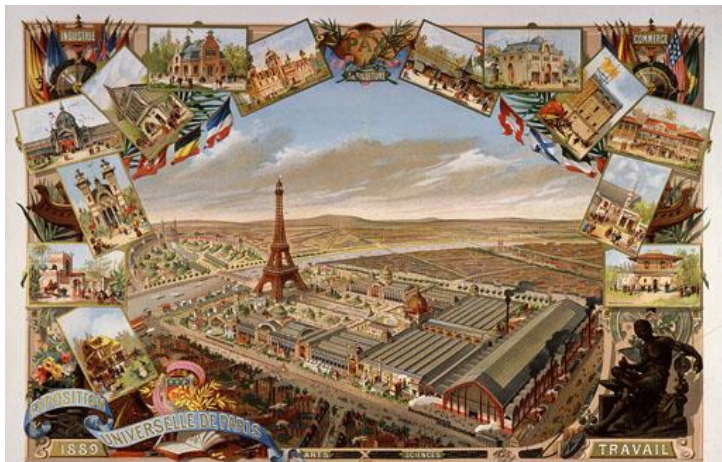
- Introductions
- Expo 101
- The United Arab Emirates and Dubai 2020
- USA Pavilion - RFP Process
- Questions

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



USA Pavilion at Expo Milano 2015



MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE



Dubai Expo 2020



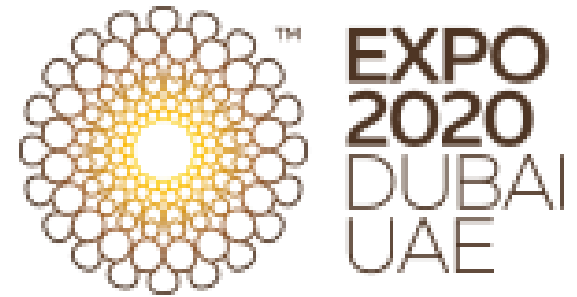
The largest public diplomacy and commercial platform in a region of strategic importance and competing narratives.

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 a the Expo 2020 Projection of 25 Million Visitors

Region	Expo 2020 Visits by Region Extrapolated from 2017 Tourist Data
Middle East North Africa (MENA)	12,750,000
South Asia	3,150,000
Asia	2,275,000
Europe	4,900,000
Americas (Excluding U.S.)	250,000
Africa	1,250,000

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

Matthew Asada, Expo 2020 Project Manager

expo@state.gov

www.state.gov/r/expo