



U.S.-U.A.E. Business Council  
[usuaebusiness.org](http://usuaebusiness.org)

CORPORATE  
SPOTLIGHT

# EXPO 2020 DUBAI

SPECIAL EDITION

SEPT 2021

**BUSINESS COUNCIL REPORT**



## About Expo 2020 Dubai

For 182 days from October 1<sup>st</sup> 2021 through March 31<sup>st</sup> 2022, the world will gather in Dubai for the “greatest show on Earth.” Expo 2020 Dubai will showcase groundbreaking innovations, connect people from across the world, and produce thought-provoking discussions. Importantly, this global meeting place will also allow businesses to make critical connections and expand their global reach.

Expo is set to be a success thanks in large part to the support of leading U.S. and U.A.E. companies. We are pleased to highlight a number of Business Council member companies that are making major contributions to the international event.

This special Corporate Spotlight highlights the work of Business Council Co-Vice Chairs PepsiCo and DPWorld, as well as Accenture, Cisco, Emirates, Jacobs, and Mastercard.



## Fast Facts



182 days



Oct 1<sup>st</sup> 2021 through  
Mar 31<sup>st</sup> 2022



191 countries  
participating



1<sup>st</sup> world's fair in the  
MEASA region



25 million expected  
visitors



As the Official Beverage and Snack Partner of Expo 2020 Dubai, PepsiCo will bring a fun new vision for snacks and beverages and show millions of visitors what sustainable and innovative food and beverage practices look like. Inspired by the philosophy to Challenge Today and Change Tomorrow, PepsiCo plans to use the power of its diverse portfolio to challenge the status quo and work towards creating a better and more sustainable world.

PepsiCo has developed three pavilions on site – The Plus (Pepsi® and Lay’s®-led), The Bolt (Gatorade®-led) and The Drop (Aquafina®-led), which promise to educate, entertain, and delight audiences from across the globe and are closely aligned with Expo 2020 Dubai’s sub-themes of Opportunity, Mobility, and Sustainability. In the lead up to the mega-event, PepsiCo has already revealed the first look of its pavilions giving audiences a sneak peek into the activations and innovations on-site, launched Aquafina in fully and infinitely recyclable aluminum cans and glass bottles, doubled down on collection and recycling targets, and is rolling out 2 billion Expo 2020 Dubai co-branded products in key markets around the globe. PepsiCo will leverage the power of the Expo 2020 Dubai platform to make the event one of discovery and contribute to conversations that can help solve the world’s most pressing food-system challenges.

PepsiCo is also one of the key sponsors of the Pavilion USA 2020 and will provide visitors with its iconic snacks and beverages on-site. The partnership builds on the great history of PepsiCo’s support for the U.S. presence at Expos in Shanghai and Milan, and now in its role as the Official Beverage and Snack Partner for Expo 2020 Dubai.



**From PepsiCo**

***“We have a long history in the UAE and the partnership with Expo 2020 Dubai is a natural extension of our long-term commitment to the country and the wider region. This is an incredible opportunity for us to showcase the role we can play in the change for a better tomorrow.***

***We’re also looking forward to bringing PepsiCo’s unique sense of fun to this World Expo with events, international ambassadors, and memorable brand experiences as well as innovations related to hydration, on-the-go snacking and sustainable packaging. We’re convinced we’ll not only generate more smiles with every sip and every bite but also contribute to the making of a new world!”***

**Aamer Sheikh, President and General Manager, PepsiCo Middle East, North Africa and Pakistan**



**About PepsiCo**

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than US\$70 billion in net revenue in 2020, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than US\$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. “Winning with Purpose” reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of the business. For more information, visit [www.pepsico.com](http://www.pepsico.com)



<https://youtu.be/OQY5SIEToo0>



DPWorld, a premier maritime gateway and regional hub, will support Expo 2020 Dubai's supply-chain needs while also powering a Flow Pavilion. The DPWorld Flow Pavilion will feature a dramatic physical-digital experience that follows the flow of time, trade knowledge, ideas, innovation and progress. The Pavilion will also host forums, discussions, workshops, celebrations, and more.



### **From DP World**

***"With our network of 150 businesses in 45 countries, including Dubai's flagship Jebel Ali Port, DP World will play an integral role in fulfilling the supply-chain needs of the largest event ever held in the Arab world, which will host 192 nations."***

**His Excellency Sultan Ahmed Bin Sulayem, Group Chairman and CEO**



### **About DP World**

DP World has a portfolio of more than 78 marine terminals in over 40 countries across six continents. Container handling is the company's core business. DP World has a dedicated, experienced and professional team of 36,000 people serving its customers around the world, and the company constantly invests in terminal infrastructure, facilities and people to provide quality services today and tomorrow, when and where customers need them.



<https://youtube.com/watch?v=-XoxnycQ80>



Accenture, a global professional services company with leading capabilities in digital, cloud and security, is the Official Digital Services Partner of Expo 2020 Dubai. In this capacity, Accenture is working with Etisalat Digital to enhance the Expo 2020 experience through the use of smart technology, virtual assistance, business intelligence and analytics, and mobile applications and technologies.

Accenture has also teamed up with Expo 2020 Dubai for the '2020 Hours of Code' initiative. The initiative, which is taking place virtually and in-person ahead of the opening of Expo 2020, aims to inspire youth by empowering U.A.E.-based students with digital, coding, and computer science skills.



### From Accenture

***"As the Expo 2020 Dubai Official Digital Services Partner, we're working hard to help create exciting, engaging, and informative digital experiences that will connect and inspire. That means making Expo 2020 in Dubai one of the smartest fastest, and best-connected places on Earth."***

***"Accenture led the design strategy for an innovative, powerful, personalized, and engaging digital experience that will bring Expo 2020 to life for millions of visitors. At Expo 2020 we are demonstrating how innovative technology can create a positive impact and improve the way the world lives and works."***

Gerardo Canta; Senior Managing Director and Executive Sponsor for Accenture's partnership with Expo 2020 Dubai.



### About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 440,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.



<https://youtube.com/watch?v=B1B2hPWG680>



As Official Digital Network Partner for Expo 2020, Cisco will provide the secure, intelligent foundation for connectivity across the entire Expo site, through its intent-based networking solution. Cisco is deploying, managing and maintaining the network that will help enable visitors, exhibitors and organizers to connect anywhere, on any device – securely, reliably and seamlessly.

Cisco's Wi-Fi technology is powering high-speed wireless connectivity at Expo 2020 Dubai – ensuring fast and secure wireless connections throughout the 4.38 square kilometer site. Cisco's collaboration technology has also been integral in enabling a seamless experience for Expo employees, who even prior to the pandemic, were using over 3,200 Cisco phones, Webex Teams and an 'Office of the Future' proof of concept.



### From Cisco

***"Cisco is immensely proud to be Official Digital Network Partner of Expo 2020 Dubai, sharing in Expo's mission of creating a mega-event of new proportions. Our longstanding history as a leader in digital transformation and experience in connecting large-scale events, such as previous World Expos and large-scale international events made us a natural partner of choice for the region's most important event.***

***We have been working closely with the team at Expo 2020 Dubai not only to meet, but to exceed expectations, so that we can enable unforgettable digital experiences for millions of visitors during the event's 6-month run."***

**Shukri Eid; Managing Director, Cisco Gulf Region**



### About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in technology that powers the Internet. Cisco inspires new possibilities by reimagining your applications, securing your enterprise, transforming your infrastructure, and empowering your teams for a global and inclusive future. Discover more on The Network and follow Cisco on Twitter.



<https://youtube.com/watch?v=0blUOGybnUk>



Emirates, known around the world as a leading airline, is the Premier Partner and Official Airline of Expo 2020. Emirates, which serves 158 airports in 84 countries from its hub in Dubai, is well positioned to connect visitors to the “greatest show on Earth.” Emirates role at Expo 2020 epitomizes one of the three major themes of Expo 2020: mobility.

On the ground at Expo 2020, the Emirates Pavilion will showcase the future of aviation through immersive visitor experiences. Emirates has also launched a limited-edition collection of Expo 2020 themed aircraft models for the event.

The airline is making access to the Expo even more attractive by offering a free Expo Day pass to any Emirates customer travelling to, or through, Dubai during the Expo period.”



### **From Emirates**

***“Emirates and the wider transportation ecosystem here in the UAE will play a key role in providing connectivity for a successful Expo 2020, and the economic impact of the transport, hospitality and tourism sector will contribute AED 16.4 billion to the UAE economy, underscoring the vital role these industries play in generating economic value by bringing people together and breaking down barriers.”***

**HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline**



### **About Emirates**

Emirates is a leading luxury airline based in Dubai. The airline serves over 155 cities around the globe-including 12 destinations in the United States-with a young and technologically advanced fleet of wide-body aircraft that are equipped with industry-leading comforts. As a recipient of over 400 international awards, Emirates continues to serve as an industry leader.



<https://youtube.com/watch?v=6fflpjGjCrA>



Jacobs, in a joint venture with Mace, is supporting Expo with over 40 individual projects related to design management, urban planning and design, program baselines and control procurement services, construction project management, site logistics, and cost control.

Jacobs has worked to implement shade structures, optimize pedestrian movement, and save time and resources by converting temporary roads at the site into more permanent and durable roads.

In line with the vision for Expo 2020, Jacobs has outlined a sustainability strategy. Key elements include implementing sustainable design and construction through the site, ensuring that the Expo 2020 Dubai site can be re-purposed beyond the event, and inspiring visitors to take actions toward a more sustainable future.



### **From Jacobs**

***“We have created a complex yet nuanced experience for all visitors. From our monitoring role in the construction of the thematic pavilions to our work managing the masterplan and delivering the arrivals plazas and public realm spaces, it has inspired visitors to understand their role in creating a more connected, sustainable world as soon as they arrive at Expo.”***

**Amer Battikhi, Vice President, Corporate Strategy**



### **About Jacobs**

At Jacobs, we’re challenging today to reinvent tomorrow by solving the world’s most critical problems for thriving cities, resilient environments, mission-critical outcomes, operational advancement, scientific discovery and cutting-edge manufacturing, turning abstract ideas into realities that transform the world for good. With \$14 billion in revenue and a talent force of approximately 55,000, Jacobs provides a full spectrum of professional services including consulting, technical, scientific and project delivery for the government and private sector. Visit [jacobs.com](https://www.jacobs.com) and connect with Jacobs on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).



<https://youtube.com/user/jacobsworldwide>



Mastercard, a leader in digital economy solutions, is the Official Payment Technology Partner of Expo 2020. At Expo, Mastercard will enable the use of technologies including virtual reality, face and fingerprint recognition, and voice shopping to enhance the payment experience for visitors.

Mastercard has also taken a meaningful step to support sustainability through its Priceless Planet Coalition, which is committed to planting 100 million trees worldwide to re-grow forests. Expo Dubai joined the coalition in 2020.



**From Mastercard**

***“Expo 2020 Dubai will redefine the payments experience thanks to a new premier partnership with Mastercard that includes exploring the use of technologies from virtual reality to face and fingerprint recognition and voice shopping.”***

***“Our collaboration to reimagine the ease of payments as part of a seamless visitor experience at Expo 2020 Dubai represents the beginning of the next era of innovation, where new opportunities in technology are unlocking doors to a priceless tomorrow.”***

**Raghu Malhotra, President, Middle East and Africa**



**About Mastercard**

As a technology company in the global payments business, Mastercard operates the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments, and businesses in more than 210 countries and territories. Mastercard’s products and solutions make everyday commerce activities – such as shopping, traveling, running a business, and managing finances – easier, more secure, and more efficient for everyone.



<https://youtube.com/watch?v=Pp7mgiP15zM>



U.S.-U.A.E. Business Council  
[usuaebusiness.org](http://usuaebusiness.org)

@USUAEBizCouncil