



EXPO
2020
DUBAI
UAE



OFFICIAL PARTICIPANT – EUROPEAN UNION

EUROPEAN UNION PARTICIPATION IN EXPO2020 DUBAI

1 October 2021 – 31 March 2022

FINAL REPORT

(external version)





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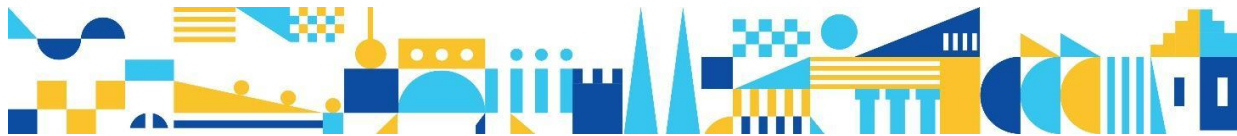
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This report has been produced in cooperation with EU services and EU Member States Pavilions in the EXPO2020 Task Force. The draft final report was presented on 30/06/2022. For feedback or questions:

*Pietro DE MATTEIS, Advisor on Public Diplomacy
Deputy Commissioner General for the EU at EXPO2020
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“It is at times of great challenges that our societies need to come together: not only to overcome them but also to grow stronger through greater cooperation. Expo 2020 Dubai constitutes a major opportunity to visibly underline EU’s commitment to international cooperation and multilateralism as a response to global challenges and to build common understanding on how to do so by engaging with citizens from across the world”.

Josep Borrell,
High Representative of the Union for Foreign Affairs
and Security Policy/Vice-President of the Commission

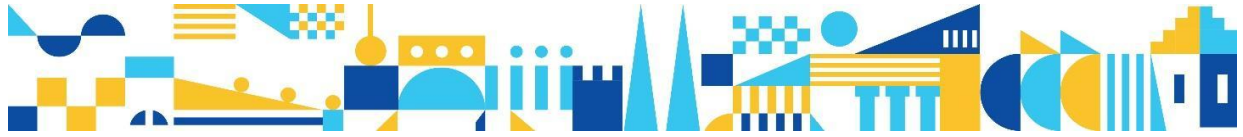
A. Summary

EXPO2020 Dubai (1 October 2021 – 31 March 2022) was the first in-person global event after the COVID19 pandemic, involving 192 countries and 16 organisations and institutions. Despite the challenging health and travel situation, EXPO2020 acted as a global hub with strong convening power, attracting **over 24 million visits including several Heads of State and Government** (e.g. Belgium, Brazil, Burundi, Colombia, Congo, Costa Rica, Egypt, France, Fiji, Indonesia, Israel, Ivory Coast, Latvia, Lesotho, Lithuania, South Korea, Turkey, Turkmenistan, Maldives, Monaco, Morocco, Netherlands, Nigeria, Pakistan, Rwanda, Russia, Saudi Arabia, Senegal, Serbia, Sierra Leone, Seychelles, Spain, Sri Lanka, Uganda).

Overall, the EU participation at EXPO 2020 Dubai was a public diplomacy success. This is demonstrated by the number and quality of the events organised, by the significant number of EU high-level visits, the good outreach and media coverage and by the positive feedback received by several EU Member States which considered EU presence meaningful and, in some respects, more visible than in past EXPOs.

Notwithstanding the absence of a stand-alone EU pavilion, the EU ensured an effective participation by focusing on key policy priorities and developing a close cooperation with Member States in a “Team Europe” spirit, highlighting a sense of European unity and solidarity. Cooperation among EU services and Member States was established at an early stage through the **EXPO2020 Task Force** that matched EU Services with EU Member States interested to contribute or host EU-led events in specific policy areas. The coordination continued throughout the duration of EXPO2020 through weekly coordination meetings that allowed sharing information across EU Member States, fostering additional ideas for cooperation and reinforcing our collective visibility (e.g. EU flags displayed by Member States pavilions, joint campaigns, synergies across EU Member States events and distribution of common information material).

EXPO2020 served as an opportunity to take part or trigger global conversations to raise awareness about EU policy priorities and engage with the UAE and with the broader public on a variety of global issues that require joint global responses. **EU events focused on six thematic areas: the European Green Deal, Business & Economy, Innovation and Digitalisation, Inclusivity & equality (with a focus on women empowerment), Food & Farming and intercultural dialogue.**



Overall, the EU organised or contributed to the organisation of 60 physical events, 4 online pre-EXPO panel discussions, 3 expositions and a two-months long itinerant food fair and engaged at least 82.050 people physically and 2.170.380 people online.

In addition, 8 High Level visits at Commissioner/Vice-President level were organised at EXPO (HRVP Borrell, VP Schinas (*twice*), VP Šuica, VP Šefčovič, Csr. Simson, Csr. Wojciechowski, Csr. Lenarcic), most of which included high-level meetings with Emirati senior officials. Other Commissioners participated in EXPO events through their virtual interventions or statements (VP Timmermans, Csr. Urpilainen, Csr. Gabriel, Csr. Sinkevičius) as well as the President of the European Central Bank Lagarde. The President of the European Commission contributed with a “Letter to Future Generations” that was read at the closing ceremony of the Women Pavilion (c.f. section D and E of this report for background and pictures).



B. EU Core Team for EXPO2020

Several colleagues from various services contributed in different ways to the success of EU participation in EXPO2020. Below are listed the colleagues that have been involved over the long term in the preparations and running of EU activities at EXPO2020



Andrea Matteo Fontana
EU Ambassador to the UAE
Commissioner General for the EU at EXPO2020
(March 2019 – April 2022)

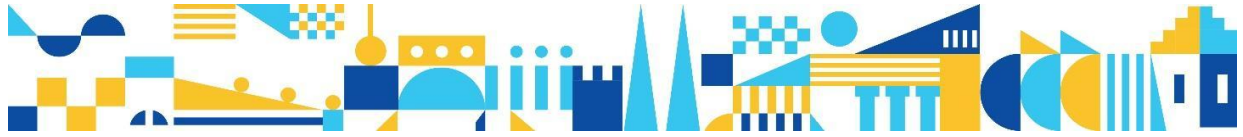


Pietro De Matteis
Advisor on Public Diplomacy (EEAS HQ)
Deputy Commissioner General for the EU at EXPO2020
(September 2017 – April 2022)

Head of the EXPO2020 Task Force, Coordination with EU services, Coordination with EU Member States at EXPO2020, relations with EXPO2020 Organisers.

Headquarters

- **Director Oliver Rentschler, EEAS Director for Strategic Communication and Policy Foresight:** Chair of the EXPO2020 Task Force (October 2019 – March 2022);
- **Director Silvio Gonzato, EEAS Director for Strategic Communications, Parliamentary and Legal Affairs:** Chair of the EXPO2020 Task Force (September 2017 – June 2019);
- **Alain Matton, EU Honour Day Focal Point** (February 2021 – November 2021);
- **Paolo Ganino, Communication officer** (February 2021 – December 2021);
- **Tatjana Pirc**, Policy Officer, Middle East North Africa
- **EXPO2020 Task Force** composed by colleagues from European Commission services and other EU institutions. European Commission: AGRI, COMM, CNECT, CLIMA, EAC, ECHO, ENER, ENV, DEFIS, FPI, GROW, INTPA, RTD, SANTE, TRADE (all services were invited to participate). Other institutions: European Parliament, Council of the European Union, EIB, EESC.



European Union Delegation

The team of the EU Delegation has been mobilised in particular to manage high-level visits, to support in the engagement of local media and in the management of administrative aspects.

Emil Hother Paulsen	Head of Political, Press & Information
Taina Sateri	Head of Trade Section, Trade Counsellor
Giulia Pietrangeli	Regional Advisor for International Cooperation
Stavroula Mitsopoulou	Head of Administration
Abdelghani Belghazi	Protocol & Logistics
Karim Djouimai	Press & Information Officer
Farah Al-Farhan	Press & Information Officer
Nawal Banat	Admin & Accountant Assistant
Najmuddin Abdul-Razak	PRO/Driver
Bassam Oneisi	PRO/Driver

Additional Staff was also recruited for the duration of EXPO2020:

Yvonne-Stefania Efstathiou	EXPO Officer
Israa Abouelsoud	Secretary at the EU Office at EXPO2020

The EU office at EXPO2020

EXPO2020 Organisers provided the EU with a small office space that was used by the Deputy Commissioner General and by the Secretary to process key administrative work, including included:

- Hold small working meeting with EXPO organisers;
- Apply for event time/short term accreditation for European Union guests and staff;
- Liaise with Accreditation team for accreditation badges collection and renewal;
- Collect information on services/regulations on the EXPO site (e.g. PCR testing, transportation);
- Coordinate with the EU delegation the distribution of promotional items for EU events;
- Finding suppliers and negotiate prices for the best deals for the #EUatEXPO stamps;
- Collect information about the European Union Member States pavilions;
- Logistical support in the distribution of publications and stamps to Member States pavilions.

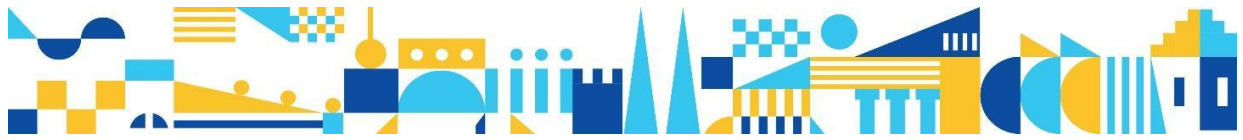
Despite the fact that the EU office at EXPO2020 was not open to the public, tens of people came to the office asking for the location of the EU pavilion, showing the desire to know more about the EU.



Vice President for International Participants at EXPO 2020, Hind Alowais, visits the EU Office



Working lunch with EU Delegation and EU Office colleagues at the EU Office at EXPO



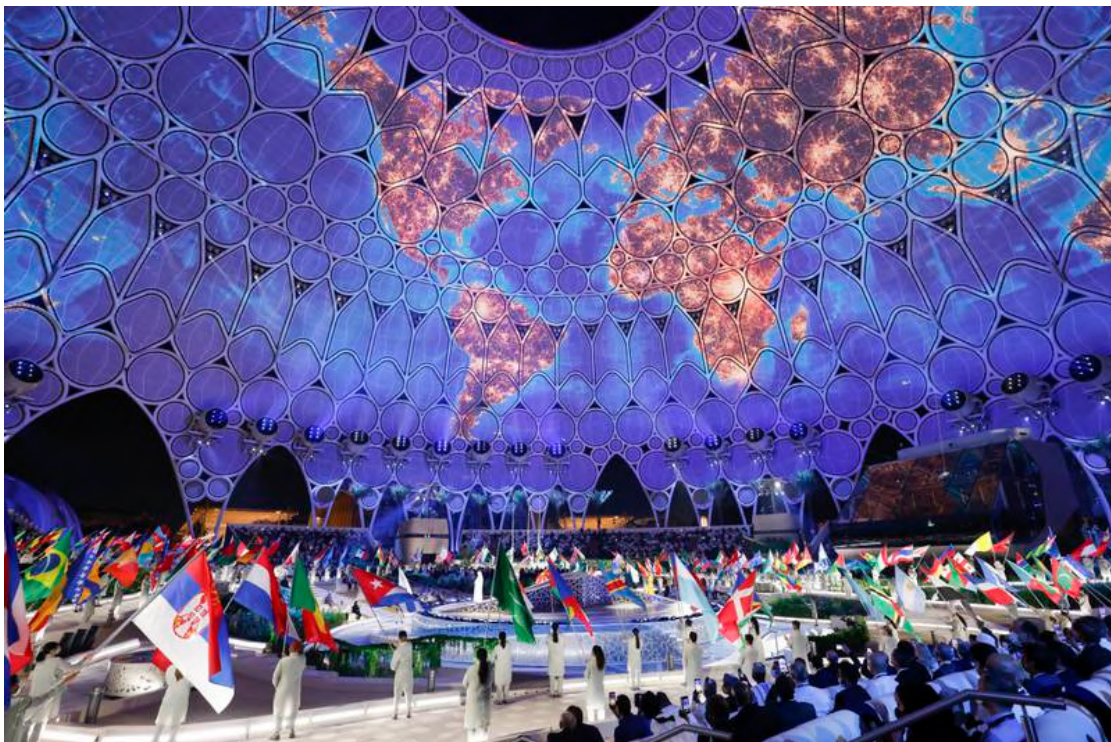
C. EU participation in EXPO2020: a « Team Europe » effort

1. Background

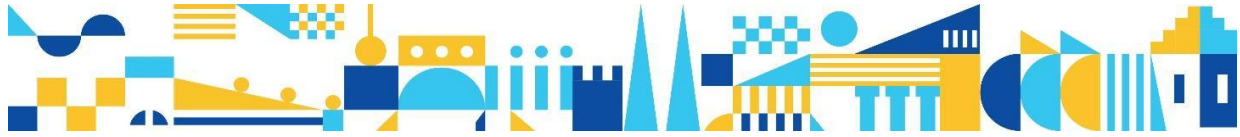
From October 2021 to March 2022 the European Union has been an “official participant” in EXPO2020 Dubai. Since 1851 World Expositions are hosted regularly by different countries (the last being in Milan in 2015), under the auspices of the Bureau International des Expositions (BIE). Expo 2020 Dubai was the first World Expo to be held in the Middle East, Africa and South Asia region and with a record 192 participating nations as well as several international organisations with their dedicated spaces and pavilions (UN, African Union, League of Arab States, ASEAN, GCC, OIC).

[EXPO2020 Dubai](#) was due to start in October 2020 but due to the COVID-19 pandemic it was postponed by one year. The main theme is "**Connecting Minds, Creating the Future** " and the three subthemes are: **Opportunity** (*unlocking potential*), **Mobility** (*creating smarter and better connections*) and **Sustainability** (*living in balance with the world around us*). The organisers designed the programme around **11 thematic weeks and international days** that covered global priorities including climate change and biodiversity, health, food & agriculture, water, urbanisation, tolerance & inclusivity and SDGs.

World EXPO2020 Dubai has been a key opportunity to visibly underline the EU’s commitment to international cooperation and multilateralism as a response to global challenges in a (post-)pandemic context. **EXPO 2020 Dubai hosted 32 thousand and recorded 24.102.967 visits during its six months** (including school groups from the region). The number was only slightly below the 25 million target, which had been set before the pandemic: a considerable achievement considering the effects of COVID on international travel and gatherings.



Opening Ceremony, Al Wasl Plaza, EXPO2020



The EXPO site will become a new area of Dubai called **District 2020**: the vision is to repurpose the site and transform it into a 15-minute smart city with up to 145,000 inhabitants. District 2020 is a human-centric project aimed at promoting creation and innovation using the latest technology. This will ensure that the EXPO legacy is sustainable, re-using most of the infrastructure (metro, roads, hotels, buildings) built at a cost of over 8 billion USD. Several pavilions will stay and be adapted to become offices, schools, hotels etc.

2. Format of EU participation at EXPO2020

The European Union took part in EXPO2020 Dubai without a stand-alone Pavilion but put together a meaningful programme of activities to engage with local and international audiences across key EU policy areas. This approach, which differed from EXPO2010 Shanghai where the EU had a pavilion shared with Belgium and EXPO2015 Milan where Italy offered the EU a pavilion, was selected following consultations among EU services and within the College and in line with available human and financial resources. As noted in the recommendations, the opportunity to be represented as a Union with a pavilion should make the object of a strategic reflection and possibly result in dedicated human and financial resources.

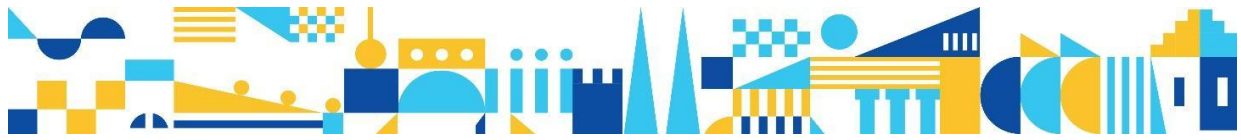
At EXPO2020 Dubai, EU participation included:

- Organisation of events led by EU services and focusing on EU policy priorities;
- Participation in events organised by EU Member States and third countries;
- Participation in events organised by EXPO2020/hosting country;
- Participation in events organised by third countries;
- High level official visits to EXPO2020 (including meeting with UAE ministers);
- High level visits to Member States Pavilions and third countries' Pavilions;
- temporary exhibitions hosted by EU Member States;
- virtual exhibitions;
- audio-visual material distributed on social media;
- virtual/online presence (including via hybrid events, web-app, website);
- cultural activities (e.g. celebration of a European Union "Honour Day" on 23 October 2021);
- strong cooperation with EU Member States;
- regular meetings in various formats;
- participation in the online "pre-EXPO2020" programme organised since October 2020.

EU activities were hosted either on EXPO2020 venues (e.g. EU-GCC Business Forum, EU Gala) or, more frequently, in Member States pavilions. A few activities also took place exclusively online. The strong cooperation with EU Member States highlighted a sense of unity and cooperation, reinforced our common message and avoided creating competition with events organised by Member States.

Preparing EU participation in EXPO2020 has been a joint effort among the EEAS, European Commission services, EU institutions and EU Member States in a "Team Europe" spirit.

An interservice "EXPO2020 Task Force" was created to ensure coordination among EU institutions and services as well as to facilitate cooperation with Member States in the preparation of the collective participation at this global event. The Task Force was essential to ensure the collective preparations of EU participation in EXPO2020, from the conceptualisation of EU participation to the actual operationalisation of the activities and follow-up.



3. The role of the EEAS and the EXPO2020 Task Force

The EEAS took the lead in the organisation of EU participation in EXPO2020 with Directors Silvio Gonzato and Oliver Rentschler chairing the interservice EXPO2020 Task Force and Pietro De Matteis (Advisor on Public Diplomacy) heading the Task Force, maintaining the relations with EXPO2020 organisers and ensuring an adequate information among different stakeholders (incl. cabinets, EEAS geographical department, EU institutions, and European Commission services and EU Member States).

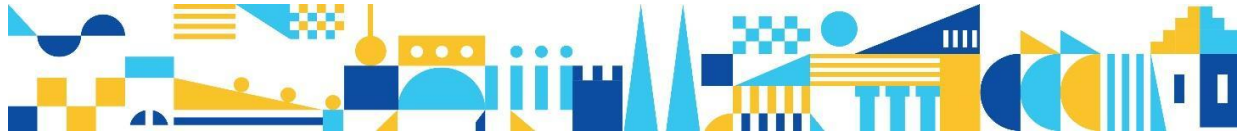
The preparation of EU participation at EXPO2020 was articulated around four main pillars.

Pillar A) Preparation of the legal and administrative aspects for EU participation.

- Informing the College about the opportunities and requirements to ensure an EU participation at EXPO2020 Dubai (incl. CGEA, EXCO notes and Decision Notes);
- Negotiating the participation of the EU at EXPO2020 with the UAE authorities and EXPO2020 Organisers and attending the Preparatory Meetings (e.g. International Participants Meetings);
- Preparing the appointment by the EEAS Secretary General Helga Schmid of EU Ambassador to the UAE, Andrea Matteo Fontana, as the Commissioner General for the EU at EXPO2020;
- Preparing for the signature of EU's Participation Contract with EXPO2020 organisers (signed on 23/03/2020) and the appointment of Pietro De Matteis as Deputy Commissioner General for the EU at EXPO2020;
- Ensuring the necessary financial and human resources.



EXPO2020 International Participants Meeting, Dubai, November 2019



Pillar B) Preparation of the content of EU participation at EXPO2020

- **Set up the interservice “EXPO2020 Task Force”.** The Task force convened monthly in two formats: “EU institutions only” and “EU institutions plus EU Member States”. The Task Force facilitated joint planning and information sharing among EU services and EU Member States. Dedicated tools have been created to facilitate the process (i.e. EU EXPO2020 Planner). It involved:

European Commission: AGRI, COMM, CNECT, CLIMA, EAC, ECHO, ENER, ENV, DEFIS, FPI, GROW, INTPA, MARE*, MOVE*, REGIO*, SG*, RTD, SANTE, TRADE (all services were invited, those marked with an asterisk participated sporadically or did not actively participate).

Other institutions: European Parliament, Council of the European Union, European Economic and Social Committee, the Committee of the Regions and the European Investment Bank (other institutions were also invited but did not participate).

The Task Force was chaired by the EEAS Director Oliver Rentschler (previously by Director Silvio Gonzato) and animated by Pietro De Matteis, Advisor on Public Diplomacy and Deputy Commissioner General for the EU at EXPO2020.

Overall 23 meetings of the EXPO2020 Task Force with EU Services have been organised in physical and hybrid format to prepare EU participation before the beginning of EXPO2020 (the first on 17/09/2018 with a break during COVID19), **five meetings involved EU Member States** (the first organised on November 2019).

- Definition of the concept for EU participation, jointly with EU services in a “co-creation” mode;
- Develop and implement a Communication Strategy in close cooperation with DG COMM.

Pillar C) Roll out of EU activities

- Despite the postponement of EXPO2020 by one year due to the pandemic, online initiatives have been organised since October 2020 and the EU participated in several virtual events in coordination with EU services.
- As EXPO2020 officially opened, **weekly coordination meetings** have been organised, led by Pietro De Matteis as Deputy Commissioner General for the EU at EXPO2020. These involved EU services and EU Member States involved in the organisation of upcoming activities and allowed to ensure coordination and develop new synergies. **20 weekly coordination meetings have been organised with EU Member States over the six months of EXPO2020**, often in a pavilion of a EU Member State to foster European cooperation.
- Dedicated coordination meetings have also been organised for communication purposes, Honour Day celebrations and for each scheduled event.
- Management of high level visits has also been a major task for the team which benefited from key involvement of the EU Delegation. Seven EU Commissioners and Vice-Presidents visited EXPO2020 (Borrell, Schinas (twice), Šuica, Šefčovič, Simson, Wojciechowski, Lenarcic).

Pillar D) Consolidation and dissemination of results

- drafting of the final report in consultation with EU services and Member States Pavilions;
- dissemination of the report with good practices and lessons learnt.

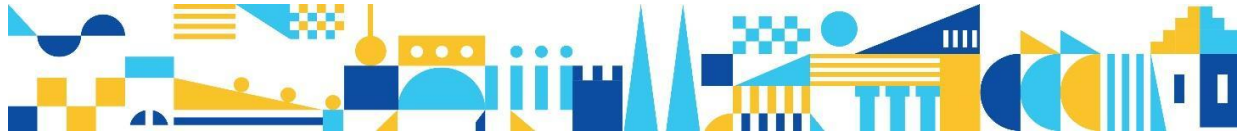


4. European Commission services' contribution

The contribution of European Commission services involved via the EXPO2020 Task Force has been essential to ensure a successful EU participation in EXPO2020. Each EU service (or cluster of services) has led the definition and implementation of specific initiatives reflecting their areas of competence. Also, each service (or cluster of services) has mobilised its own resources to implement its activities.

The table below provides an estimate of the resources allocated by each service for the implementation of its activities at and around EXPO2020 Dubai. More services were involved in the organisation of activities but did not contribute financially (c.f. list of events).

Service/ Institution	Implementation modality	Kind of activity	Indicative amount invested
AGRI	Framework contracts: - Cecoforma (Chafea/REA FWC) - ICF Next (Chafea/REA FWC) - Pomilio Blumm (OLAF FWC) - GOPA com (DG COMM FWC)	Events, campaign, food tasting and advertisement for EU agri-food products also outside EXPO (e.g. airport, Sheikh Zayed Road, Jumeirah Beach)	4.500.000€
COMM		Advice and development of the communication strategy, Corporate video, visual identity, website infrastructure	in kind
EAC	Framework Contract Pomilio Blumm (OLAF FWC)	Exposition	48.225 €
EEAS	- Framework Contract: C-Dev (EP COMM/ AWD/2019) - EU Del Vienna Press & Info - EU Del UAE Press & Info	communication campaign, web-app, honour day celebrations EXPO Office	100.000€ 73.528€ 30.000€
EESC/ENV	Speakers and experts travel costs	Event	20.185 €
FPI	Service Contracts - EU GCC Clean Energy Network (KOMIS) - EU GCC Economic diversification project (GFA) - EU GCC Enhanced political dialogue and cooperation (Equinoccio) - InTouch.AI (GFA) - Cultural Relations Platform	Events, videos, communication material	595.935€
JRC	Speakers and experts travel costs	event, videos	28.332€
TOTAL			5.396.205 €



Each service was provided with the necessary information and guidance to organise its events at EXPO2020 in a coherent manner through the EXPO2020 Task force and a specific working group on communication was created to develop a common communication strategy for the EU at EXPO2020 (e.g. corporate identity, campaign, website and social media). Specific effort was made to ensure matchmaking with EU Member State pavilions at EXPO2020 in order to develop synergies and complementarities with the programme prepared by EU Member States at EXPO2020. This allowed improving the collective outreach capacity for the events and dedicate the available financial resources for the actual activity rather than to rent EXPO2020 venues.

For European Commission services that did not already have a contractor to implement their activities, the EEAS facilitated the use of OLAF framework contract by preparing a standardised pre-filled application template.

5. Feedback by specific European Commission Services.

DG AGRI: Policy events organised in cooperation with SANTE and INTPA contributed to the overall international outreach for the European Green Deal and Farm to Fork Strategy by highlighting their international aspects, such as forging green alliances with like-minded partners and EU research and innovation projects.

Agri-food promotion events, although eventually organised mostly outside the EXPO site and in the context of a DG AGRI-led ongoing promotion campaign in the region, had very high engagement rates, described in more detail in a dedicated section of this report.

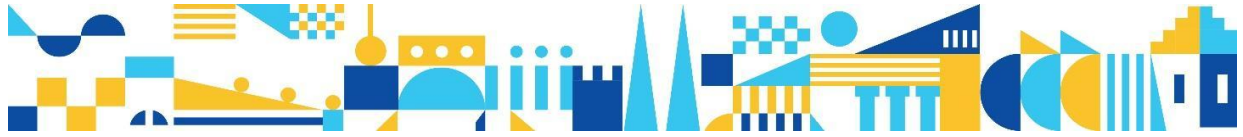
DG COMM: As domain leader for Communication, DG COMM provided advice and support to the Expo Task Force throughout the process. This materialised particularly with help in developing a communication strategy and support by corporate services for the development of the visual identity, the #EUatEXPO corporate and web presence, for which DGCOMM also covered the hosting costs for one year (ARES(2021)2696756). EC corporate accounts also provided additional visibility to the event.

FPI: FPI led the organisation of several initiatives at EXPO2020. Participation of EU services representatives to the events organised at the EXPO was instrumental for EU visibility but also to increase participation of local/regional counterparts to EU events. In light of FPI experience, priority should be given to events over two days, taking various formats (plenary, technical workshops, exhibition, artistic performance, etc.) in order to increase the impact of our events.

Considering the number of EU events organised at the EXPO, a framework contract for events logistics and production of giveaways with EU visibility with pre-negotiated prices should be put in place to increase costs efficiency. It would also contribute to speed up and rationalise the organisation of events.

Organisation of joint events with EU MS has truly given the opportunity of showcasing the European features of Member States approaches and policies.

It was important that the EU, through the person of its Deputy Commissioner General, ensured coordination of EU events preparation to enhance coherence throughout the events and full support from the Member States pavilions.



JRC: the events organised at EXPO 2020 on Technology transfer and urban innovation ecosystems provided the opportunity to reach a wider audience in the Gulf area and display available opportunities for pursuing further collaboration and fostering a culture of evidence-informed policymaking with partners in the region. The collaboration with Member States who hosted the JRC events in their pavilions was very successful and allowed reinforcing existing ties and identifying additional avenues for joint initiatives.

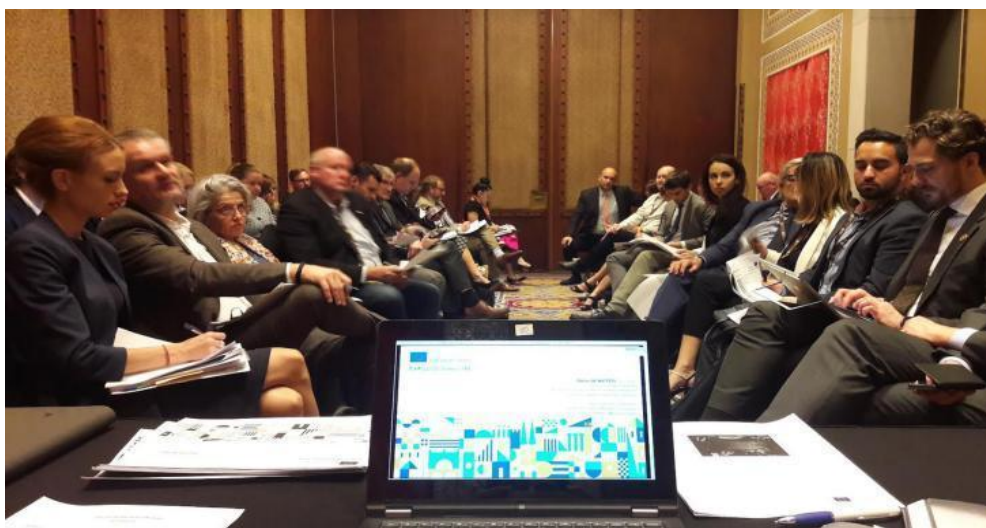
The EXPO2020 provided an unique opportunity to convey the messages of the New European Bauhaus to an audience that would have been otherwise difficult to reach, at least at the very initial stages of the NEB implementation. The EU communication campaign at EXPO 2020 was effectively harmonised around the needs of the different EU initiatives.

6. Coordination with EU Member States

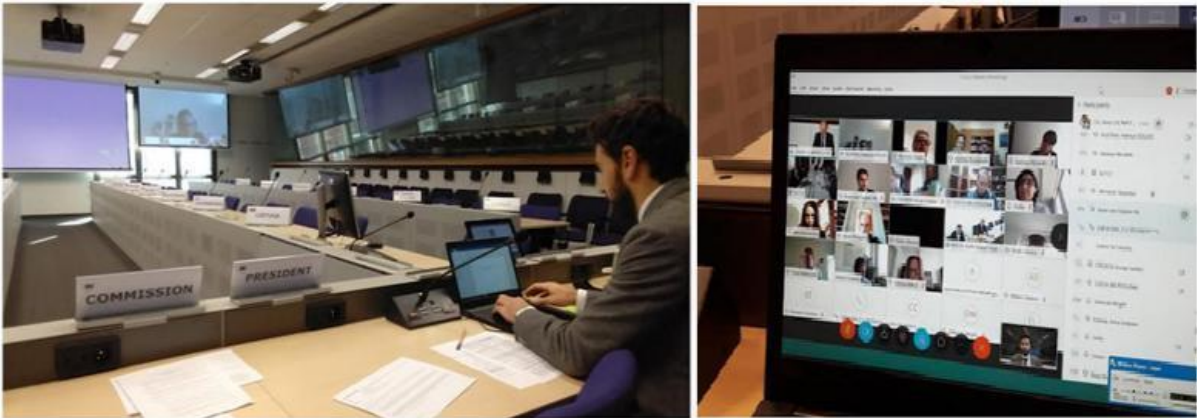
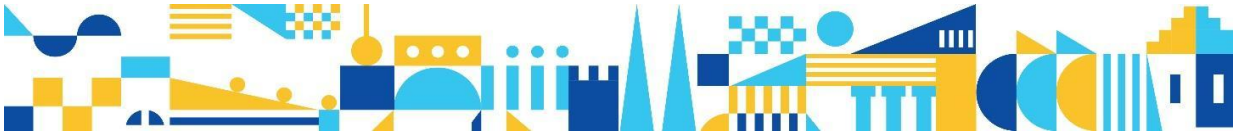
Partnership with Member States has been essential for the success of EU participation at EXPO2020 and generally very much welcomed by the EU and Member States alike (c.f. section C.7, Feedback by EU Member States). A constant flow of information was ensured with EU Member States and EU Services through several meetings. Below some images representing a selection of these meetings:

- 23 EXPO2020 Task Force Meeting before the beginning of EXPO2020 involving EU Services/institutions, five of which involving also EU Member States;
- 20 Weekly Coordination Meetings (virtual or hosted by EU Member States Pavilions) as soon as EXPO2020 started;
- two Task Force meetings after the end of EXPO2020 to consolidate this report;
- Trade Councillor Meetings hosted by EU Member States Pavilions;
- Additional joint communication and visibility initiatives.

i. EXPO2020 Task Force meetings



First meeting involving EU Member States at the margin of the International Participant Meeting, Dubai, November 2019

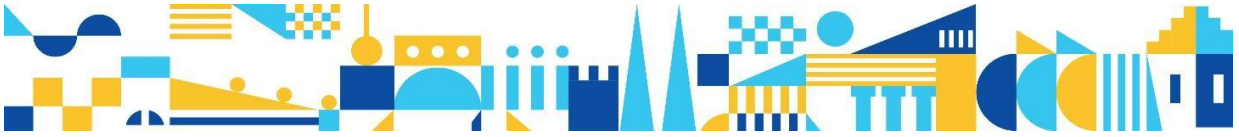


Second meeting involving Member States and EU services: scheduled to be held in Brussels in March 2020, it was among the firsts major meetings to be moved online due to COVID19.

ii. Weekly Coordination meetings



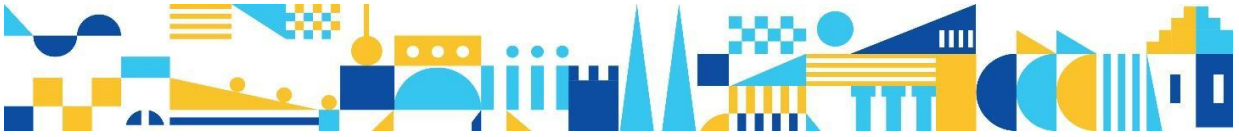
Lithuania Pavilion



Lithuania Pavilion



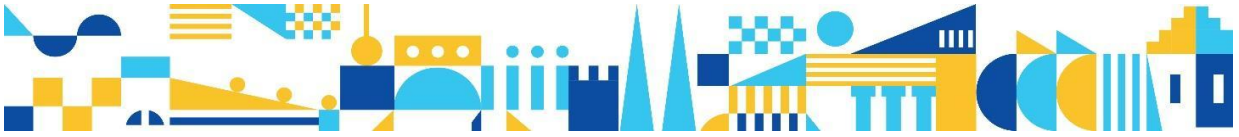
Slovakia Pavilion



Slovakia Pavilion



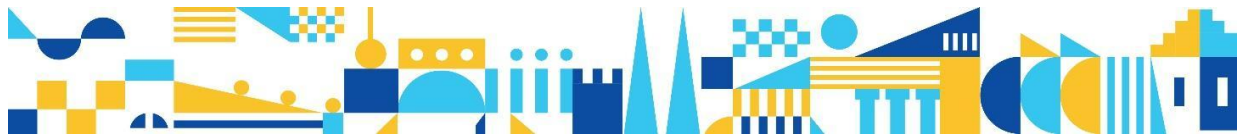
Poland Pavilion



France Pavilion



Sweden Pavilion



iii. Trade Counsellors Meetings

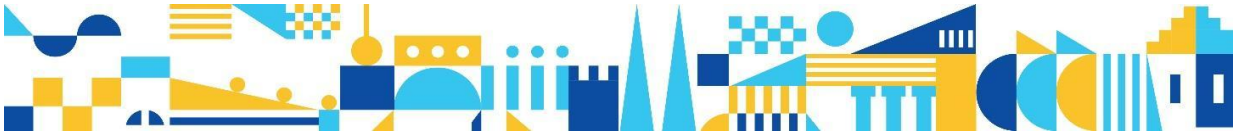
EU Deputy Commissioner General for EXPO 2020 Dubai Pietro De Matteis organized weekly co-ordination meetings among EU Member States Pavilions at EXPO2020 and the EU Delegation's Trade Councillor Taina Sateri organized meetings for trade counsellors.



Netherlands Pavilion, October 2021



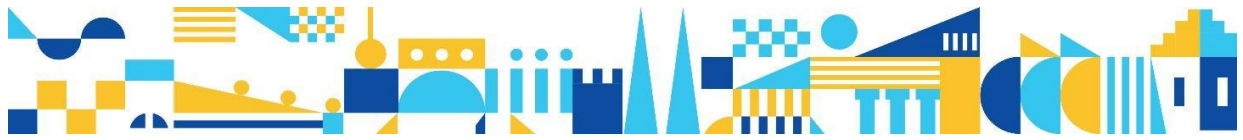
Ireland Pavilion, November 2021



Belgium Pavilion, February 2022



France Pavilion, March 2022



iv. Other official meetings and campaigns

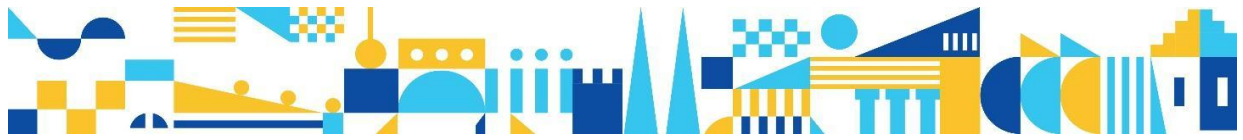
Orange the world campaign against gender-based violence



Visits to Ukraine Pavilion after the Russian attacks:



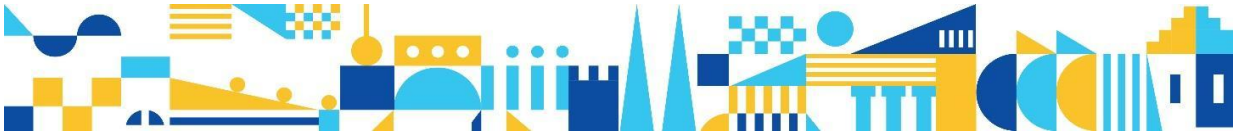
Visit by Commissioner Janez Lenarčič



Visit by EU Ambassador and Commissioner General Andrea Fontana

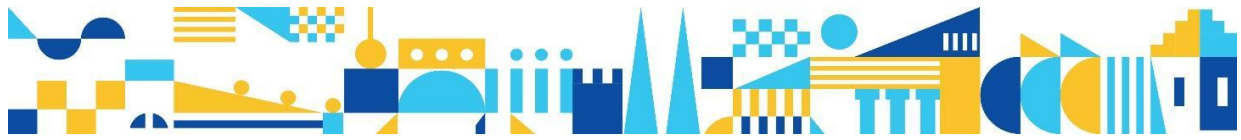


Visit by Deputy Commissioner General De Matteis and representatives of Member States Missions



Meeting with country managers and other UAE representatives





7. Feedback by some EU Member States Pavilions (*alphabetical order*)

Cooperation with the European Union at EXPO2020 has been widely appreciated by EU Member States Pavilions. Several Member States highlighted the useful role of the EU and the EXPO2020 Task Force in coordinating EU presence and foster cooperation. Member States also appreciated the good experience in hosting EU events and in engaging with EU services and contractors.

In the follow-up EXPO2020 Task Force meeting organised with Member States to collect feedback on this report on 30/06/2022, several countries flagged their wish for that such good cooperation to continue in future EXPOs.

The following pages include the written feedback provided by individual Member States on their cooperation with the European Union at EXPO2020.

i. France

Erik Linquier: Commissioner General for France

*“As a member country of the EU and as part of the French presidency of the EU, **the French Pavilion was keen to embody European values, dynamics and innovations in relation to the themes of Expo Dubai 2020.***

Two European events were organised on the French Pavilion in close collaboration with the directorates concerned ("European Green Deal" and "women empowerment") and the reception of numerous official delegations from Member States or European bodies was facilitated.

From these highlights for our pavilion, we draw the following lessons:

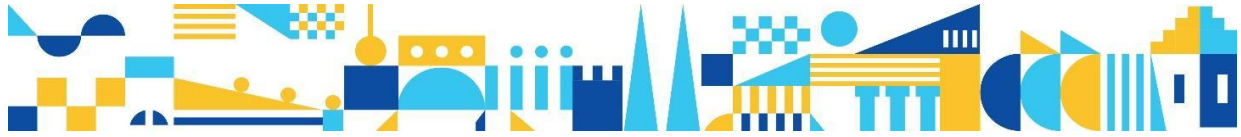
- *Importance of ensuring early coordination between Member States and EU delegation on site.*
- *The need to harmonise programming to avoid duplication on the same dates and to bring together interested audiences (otherwise there is a real risk of an "empty auditorium")*
- *Definition of common communication tools (goodies, advertising outside the exhibition)*
- ***Technical and financial support from the commission's DGs for the organisation of events. In Dubai it was very professional!***
- *Even if the EU has its own pavilion in Osaka, spread the event programme over the various national pavilions to maximise visibility”.*

ii. Ireland

Pat Hennessy: Commissioner General for Ireland

*“Ireland greatly valued the opportunities for cooperation within the European Union framework at Expo 2020 Dubai. We appreciated the coordinating role played by the EU Commissioner General, the [Deputy Commissioner General] DCG and the team on the ground. **The regular meetings helped to ensure close coordination between the member states and the EU institutions.***

The Ireland pavilion was especially pleased to host the Mies van der Rohe Award exhibition, and to welcome Vice President Maros Šefčovič to the opening event. His participation, together with Irish Minister Colm Brophy, added significantly to the political and media impact of the event.



Ireland was also actively associated with a number of other events organised by, or in collaboration with, the European Union. These included the Circular Europe conference which was addressed by Ms Sonja Hyland, Deputy Secretary General at the Irish Department of Foreign Affairs, and the event held at the Italian Pavilion marking International Women's Day where the panel included Ms Jenny Siung from Dublin's Chester Beatty Library.

Looking to future Expos, there is something to be said for perhaps beginning the process of consultation on EU programming at an earlier stage. **It was widely observed at Dubai that programmes which were co-sponsored by a number of partners offered certain advantages, not least strengthening programme content and building audience support.** The EU is an obvious framework which should serve as the first choice option for member States. There may well be a role for the Commission to act as an early sounding board and facilitator in this regard."

iii. Italy

Tarantino Bernardo: Institutional Relations, Programme Manager, Italian Commissioner's Office

*"Expo 2020 Dubai has been a unique platform to share with the entire world the human-centred cultural model promoted by the European Union. **Italy is proud of having co-organized 4 high-level events with the European Union** on crucial issues such as Artificial Intelligence, women empowerment, knowledge & learning, food & agriculture, in line with the Next Generation EU's main priorities.*

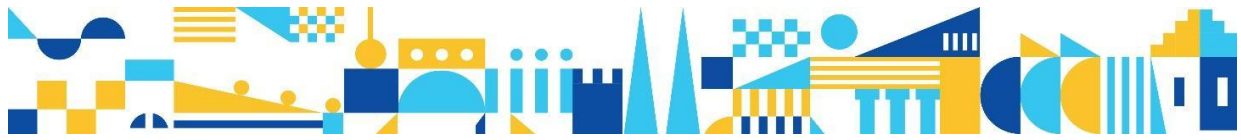
In a time of international crises, the European Union has shown how "unity" among its Member States could help inspiring a multilateral inclusive vision for People and Planet".

iv. Lithuania

Romas Jankauskas: Commissioner General for Lithuania at World EXPOs from 2005 - 2020, Bureau of International Expositions (BIE) delegate

"This time EU participation has been extremely successful, especially the ongoing and uninterrupted cooperation between all EU pavilions. Many positive things happened thanks to the personal enthusiastic and tireless work of the Deputy Commissioner General, his personal contribution has been really huge. It is very gratifying that the activities were not limited to the pavilions of the states holding the EU Presidency (Slovenia and France) and have been extended to the pavilions of all EU members. The Lithuanian pavilion had the honour of hosting one weekly co-ordination meeting and was very pleased with the active participation of the EU countries and its co-ordinator, Deputy Commissioner General Pietro De Matteis, in almost all events organized by the Lithuanian pavilion. We are especially grateful for the help provided in moving the impressive exhibition of Mies Van Der Rohe European Architecture Awards from the Irish Pavilion to the Lithuanian Pavilion and for organizing its meaningful opening.

I am very grateful for the EU passport campaign. The young visitors of the exhibition not only received very informative and well-illustrated publications about the EU but were also involved in the attractive knowledge game on the EU matters through the innovative stamps with QR.



Lithuania also is very pleased that alongside with other EU countries has been included in the excellent cultural programme on the EU Honour Day.

As the Commissioner General of the Lithuanian Section for the seventh time (from Aichi to Dubai) I can responsibly state that despite the modest opportunities (this time the EU did not have its own pavilion and its staff was absolutely minimal), this time the EU participation at EXPO 2020 Dubai was as visible as never before. And it's not just due to EU flags in front of the member states pavilions or luxury events, but first of all because of sincere and informal communication between all participating countries, transparent and prompt information on all major events and visits. Due to COVID there were less the highest level visits and delegations, however, all of them had very rich and relevant agendas, were available to everyone who was interested). All EU events successfully served for better cooperation and promoted EU values in the world. In face of Russian aggression the EU's support for Ukraine also have been sincerely and unanimously demonstrated and very well co-ordinated.

I would like to wish the EU an even more active and successful participation in the forthcoming exhibition in Osaka, Japan”.

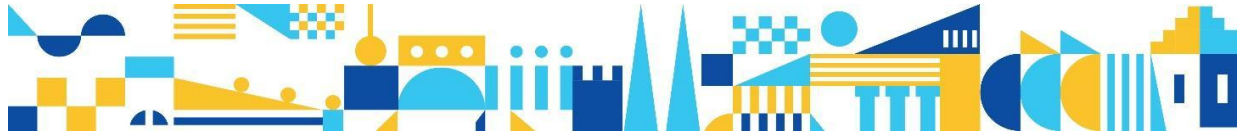
v. Poland

Weronika Tomaszewska-Collins: Protocol Officer at the office of the Polish Commissioner’s Office

“Being an active member of the EU group at Expo 2020 in Dubai was a great experience and Poland enjoyed every step of that shared journey, trying to be an active contributor to the European community, as well as benefiting from the support and opportunities offered by them. Poland Pavilion representatives attended many of the EU weekly coordination meetings and was privileged to host one of them. Due to our involvement in EU activities at Expo we enjoyed visits from high level EU officials (for example European Commission Vice-President Margaritis Schinas, EU Ambassador to the UAE His Excellency Andrea Matteo Fontana, and European Commissioner for Agriculture Janusz Wojciechowski).

Poland’s involvement in EU initiatives at Expo included hosting two in a series of hybrid seminars devoted to Circular Economy in Europe in the Pavilion. **The cyclical meeting also allowed us to collaborate with other members and to host a Dutch business event at our Pavilion, as well as join Denmark in the Horn of Africa event, which was co-organized by the Danish Embassy and Abrahamic Business Circle.** That high-level event was held at the Republic of Poland Pavilion and attended by Polish Embassy Representatives. Having a kids workshop space at the Pavilion, **Poland was an active distributor of all the published materials providing children with information on Europe and its individual member states.** We also used the EU stamp, and took an active part in all EU-related initiatives at Expo – either as visitors or as organizers, thus demonstrating our engagement and strong ties with the European community.

Overall, **the presence of the EU at Expo was very beneficial from Poland’s perspective.** What was noticeable, was the varying level of involvement of individual members in the EU and perhaps more could have been done to include those who are either more reluctant to join or are perhaps not sure in what way they could benefit from being part of EU community at Expo”.



vi. Romania

Ferdinand Nagy: Commissioner General for Romania at four World EXPOs, Former president of the Bureau of International Expositions (BIE)

As a member of the European Union, Romania Pavilion has been actively involved in all the programmes coordinated by the European Union at Expo 2020, proudly organising various events under the EU at Expo's motto, „Unity through Diversity”, enriching our daily programme. We were pleased to host one of the weekly meeting and proudly displayed the EU flag and use the EU stamp as well.

We were honoured to welcome the visits of the high-level EU officials, EU Ambassador to the UAE, His Excellency Andrea Matteo Fontana, the European Commissioner for Agriculture, Janusz Wojciechowski, and MEP, Herbert Dorfmann.

The EU presence within the expo frame reinforced the meaningful cooperation among the member states and highlighted the importance of this platform/project.

“As a former president of the BIE and Commissioner General for 4 of the Romania's participations at world expos I highly appreciate the presence of the EU at Expo 2020 Dubai and the individual involvement and coordination of the CG and DCG. Once again, through these successful programmes, EU has shown its solidarity spirit and I look forward for a meaningful cooperation at Osaka in 2025”.

vii. Slovakia

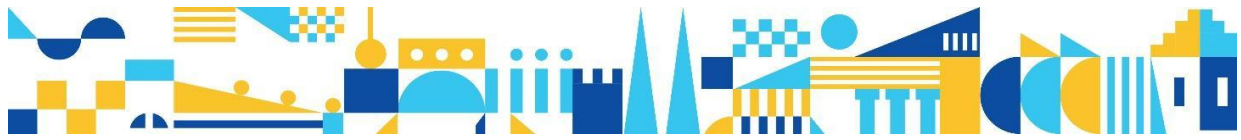
Robert Mojsej: Pavilion Director for Slovakia

EXPO 2020 Dubai created very unique platform for all presented countries. Slovakia welcomes and appreciates coordinated EU approach and united presentation. Here in the EU we do take for granted the existence of the European Union. In Dubai we could see it is not so automatic for people from around the world. Slovakia supported our common EU visibility and our goals, encouraged European initiatives and values. We must be proud of all of us how amazing job we did together at EXPO 2020 Dubai and how we did present European Union at this world event.

viii. Sweden

Ludvig Daver: Deputy Commissioner General for Sweden

“The Swedish Pavilion has greatly appreciated the cooperation with the European Union at Expo 2020 Dubai. The cooperation started early in the preparations where the EU gathered all the Member States for several preparatory meetings in which we could get acquainted and share our progress and programming ideas with each other. While in Dubai, the EU took on the coordinating role among all Member States which from our perspective was very useful and facilitated the cooperation among the pavilions. The Swedish Pavilion also had the pleasure of co-hosting several events in our pavilion together with EU institutions, which made the pavilion's content richer and more impactful when it could be done with EU partners. This collaboration also contributed to initiate and reinforce collaborations between Swedish stakeholders and stakeholders within the EU as well as other international participants. All in all, the Swedish Pavilion is very content with the cooperation with the EU at Expo 2020 Dubai and is looking forward to future Expo collaborations.”



D. Visits and contributions by European Commissioners and other EU dignitaries

Over the six months duration of EXPO2020, 8 High Level visits at Commissioners/Vice-President level were organised at EXPO2020 Dubai.

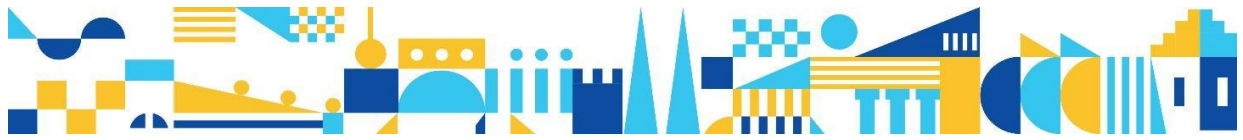
- **Josep Borrell** - High Representative of the European Union for Foreign Affairs and Security Policy / Vice-President of the European Commission
- **Margaritis Schinas** - Vice President of the Commission for Promoting European Way of Life (2 visits).
- **Dubravka Šuica** - Vice President of the Commission for Democracy and Demography.
- **Maroš Šefčovič** - Vice President of the Commission for interinstitutional Relations & Foresight.
- **Kadri Simson** - EU Commissioner for Energy.
- **Janusz Wojciechowski** - EU Commissioner for Agriculture.
- **Janez Lenarcic** - EU Commissioner for Crisis Management.

In addition other high level personalities contributed with a video message/virtual presence, including:

- **Christine Lagarde** – President of the European Central Bank.
- **Frans Timmermans** - Executive Vice-President responsible for the Green Deal.
- **Jutta Urpilainen** - EU Commissioner for International Partnerships.
- **Mariya Gabriel** - EU Commissioner for Innovation, Research, Culture, Education, Youth.
- **Virginijus Sinkevičius** - EU Commissioner for Environment, Ocean and Fisheries.
- **Stella Kyriakides** - EU Commissioner responsible for Health and Food Safety.

The **President of the European Commission Ursula von der Leyen** as well as **HRVP Borrell**, **Vice President Schinas**, and **Vice President Šuica** prepared a letter to future generations. The letter of the president was read at the closing ceremony of the Women Pavilion at Al Wasl. The video of the reading of President von der Leyen is available [here \(minute 29:37\)](#) and was followed by a video message by [ECB President Christine Lagarde \(minute 42:30 and picture below\)](#).





1. HR/VP Josep Borrell

High Representative of the European Union for Foreign Affairs and Security Policy and

Vice President of the European Commission

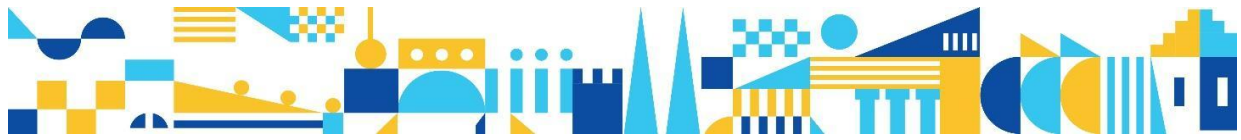
3-4 October 2021

During his visit to the United Arab Emirates High Representative/Vice-President Josep Borrell visited EXPO2020 Dubai and met with Minister of State for International Cooperation Reem Al Hashimy, who is also the Director General of EXPO 2020 Dubai.

HRVP Borrell flagged that after the Covid-19 pandemic, it is important to foster cooperation among the global community and indicated that the European Union will participate in numerous events at EXPO2020 to promote European approaches on sustainability, mobility and innovation.

HRVP also visited several pavilions including the Slovenia, Spain and Morocco.





2. Vice President Margaritis Schinas

Vice President of the European Commission for Promoting European Way of Life

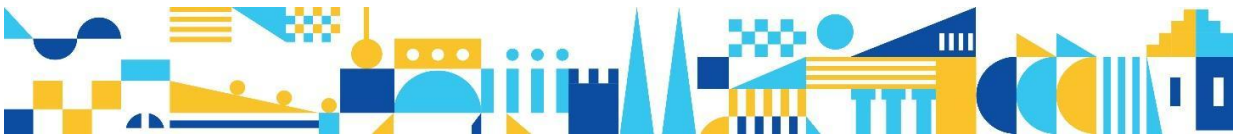
23-25 October 2021 and on 11 November 2021

The official ceremony of the EU Honour Day was inaugurated by HE Margaritis Schinas, Vice President of the Commission for Promoting European Way of Life at Al Wasl Plaza, in the presence of HE Reem Al Hashimy, UAE Minister of State for International Cooperation and Director General of Expo 2020 Dubai; Najeeb Mohammed Al-Ali, Executive Director, Commissioner General Office of Expo 2020 Dubai, as well as HE Andrea Matteo Fontana, EU Ambassador to the UAE and a number of Ambassadors and Commissioner-Generals of the EU Member States and Emirati officials. A video is available [here](#). The event culminated with a captivating gala of classical music and dance at Dubai Millennium Amphitheatre. A video of the gala is available [here](#).

Vice President Schinas delivered the opening remarks in the fifth EU-GCC Business Forum which was designed for EU and GCC governments and private sector actors to familiarise with the EU and GCC's post-Covid-19 economic recovery policies and to identify business and trade opportunities both for European and GCC operators in the post pandemic recovery period.

Vice President Schinas visited EXPO2020 again on 11 November for additional official meetings including with H.E Reem al Hashimy, Minister of State for International Cooperation Affairs and Director General EXPO2020. During his visits to EXPO Dubai 2020 vice president Schinas visited many EU member states pavilions including Slovenia, Italy, Germany, Greece, Belgium, Spain, Lithuania, Poland.







3. Vice President Dubravka Šuica

Vice President of the European Commission for Democracy and Demography

31 October - 1 November 2021

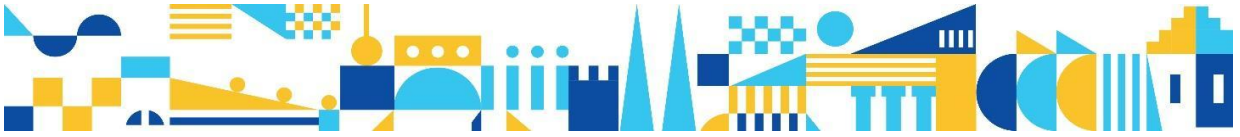
Vice President Šuica attended one event related to Urban and Rural Development week organised by the Slovenian Pavilion at Expo 2020 Dubai and held several bilateral meetings with Emirati Ministers and officials. Vice President Šuica appreciated the Women's Pavilion, which highlights key regional and international issues affecting women and helps raise awareness on the importance to help achieve women's full potential. The Pavilion highlights women's achievements throughout history and around the world, showcasing solutions and initiatives presented by women to address numerous challenges.

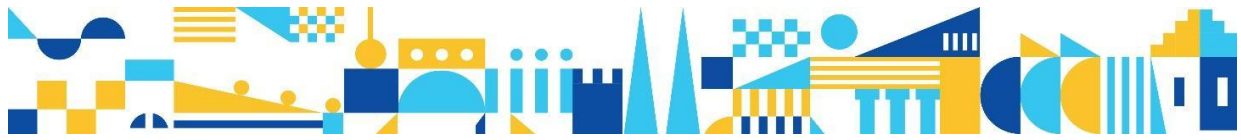
In her intervention the Vice President discussed the long-term vision for rural areas, including the impact of demographic changes on services delivery and access.

A meeting with HE Reem Al Hashmi the UAE Minister of state and director General of EXPO was also organised to discuss the relations between the European Union and the United Arab Emirates.

In addition to the Women Pavilion, the Vice President visited several country pavilions including Croatia, Belgium, Poland, Italy and Czech Republic.







4. Vice President Maroš Šefčovič

Vice President of the European Commission responsible interinstitutional Relations and Foresight

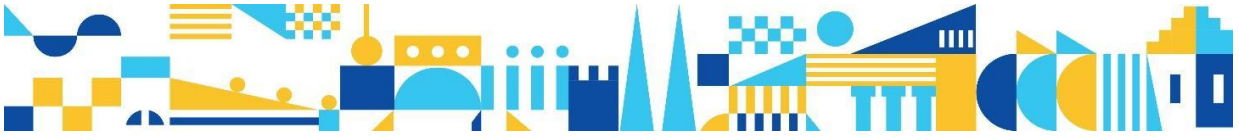
1-3 November 2021

Vice President Maroš Šefčovič attended several EU events at EXPO2020 related to the urban and rural development week. He participated in a high level event at the Slovak Pavilion and delivered the keynote speech on the role of the European Union in supporting Hydrogen transformation and how it will play an essential role to achieve carbon neutrality by 2050. He also opened the Mies Van Der Rohe Exhibition at the Irish Pavilion.

On the sidelines the Vice President had various high level meetings including with HE Ohood Al Roumi, Minister of State for Government Development and the Future. He also paid a visit to several country pavilions, including the UAE, USA, Singapore, Germany, France, Ireland and Slovakia.



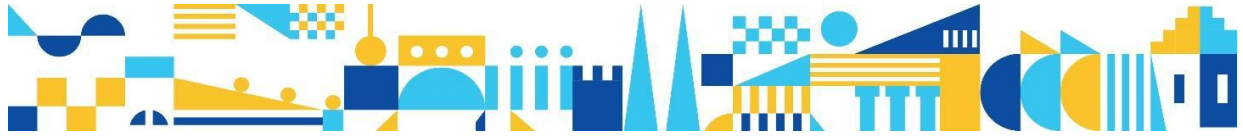
Opening of the Mies Van Der Rohe Exhibition at the Irish Pavilion



Meeting at the USA pavilion



Meeting with HE Ohood Al Roumi, Minister of State for Government Development and the Future



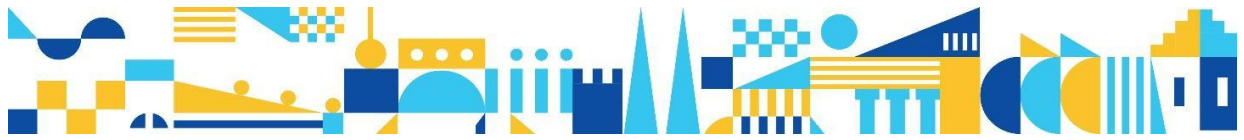
5. Commissioner Kadri Simson

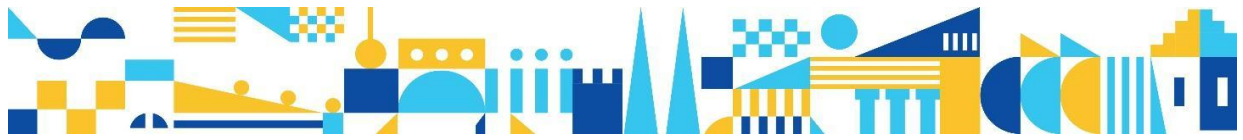
European Union Commissioner for Energy

14-15 November 2021

Commissioner Simson delivered the keynote speech at the opening of the EU energy Day at the Dutch pavilion. Hydrogen was the focus of the high-level event: “Hydrogen to drive the EU’s green transition”. EU-UAE cooperation in the different areas of energy was one of the core areas discussed.

During her Visit to EXPO, the Commissioner visited the pavilions of Terra, Malaysia and Czech Republic, which have a focus on sustainability and renewable energy as well as Estonia focusing on digitalisation.





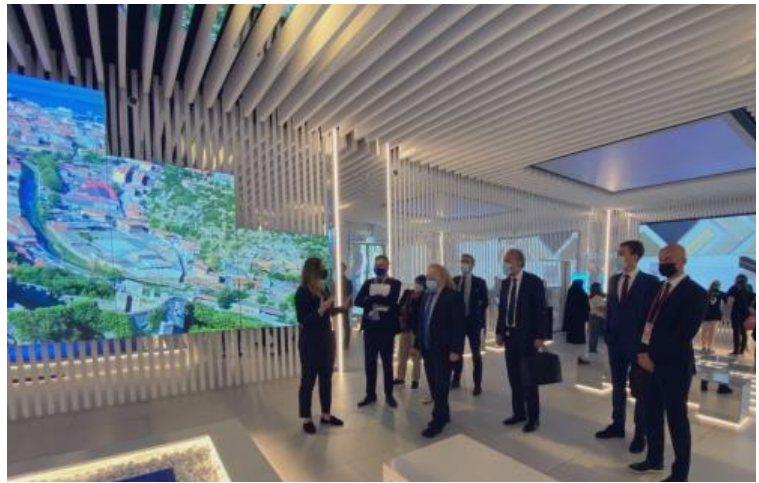
6. Commissioner Janusz Wojciechowski

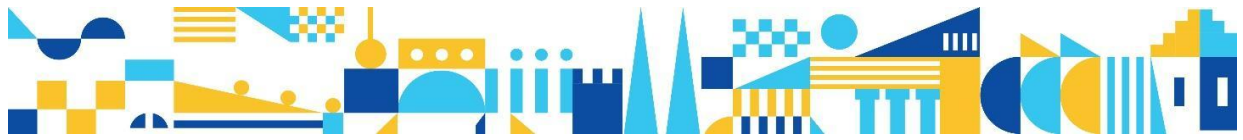
European Union Commissioner for Agriculture

18-20 February 2022

Commissioner Wojciechowski delivered the opening address at the “European Green Deal and Farm to Fork Strategy” conference at Expo Dubai 2020 as a part of “Food, Agriculture and Livelihoods” thematic week. The conference discussed how the European Union can use research and innovation to create modern and sustainable food systems across the planet by fostering Green Alliances with partner countries nature-based solutions. He also emphasised that climate change and biodiversity are global challenges that require global solutions.

On the sidelines of his participation in the conference, Commissioner Wojciechowski had a meeting with the Emirati Minister of State for International Trade, Dr Thani Al Zeyoudi, at the leadership pavilion. He visited several Member States’ pavilions including Croatia, Czech Republic, Romania, Poland, Latvia, France, Luxembourg, Belgium and Portugal.





7. Commissioner Janez Lenarčič

European Union Commissioner for Crisis Management

14-15 March 2022

Commissioner for Crisis Management, Janez Lenarčič visited the United Arab Emirates on 14 March 2022 to participate in the 18th edition of the Dubai International Humanitarian Aid & Development conference and exhibition (DIHAD). The Commissioner visited Expo 2020 Dubai and several pavilions, including the Slovenian pavilion and the Ukrainian pavilion.

He took the occasion to express his and the EU's support to Ukraine and the Ukrainian people. The Commissioner also met H.E. Reem Al Hashimy, United Arab Emirates Minister of State for International Cooperation at the Ministry of Foreign Affairs and Managing Director for Expo. They discussed prospects for closer cooperation between the EU and the United Arab Emirates, as well as specific aspects linked to ongoing humanitarian crises.





E. EU events at EXPO2020

The European Union organised or contributed to a number of events at EXPO Dubai 2020 to promote European Union priorities. These activities have in large part been organised in partnership with one or more EU Member States in order to underline the partnership and cooperation across European countries in a “Team Europe” spirit. In particular, EU activities focused on the following priorities:

- a) Sustainability, Green Deal and Climate change,
- b) Food, Farming and Health,
- c) Innovation and Digitalisation,
- d) Inclusivity/Equality with focus on women empowerment,
- e) business and trade cooperation,
- f) intercultural dialogue and cultural diversity, in particular during the EU Honour Day celebrations.

1. List of EU events

The table below outlines the key activities that the EU organised or contributed to during EXPO2020. This includes:

- **60 events** (including 15 events organised by Member States to celebrate “EU Honour day”);
- the “More than Food Campaign” with over two months of food tasting activities and cooking shows in several locations in Dubai;
- **4 online panel discussions** organised as part of the pre-EXPO2020 programme in partnership with EXPO2020 organisers before the official opening;
- **expositions in two Member States Pavilions** (Ireland, Lithuania) for a total of four months;
- **a virtual exposition;**
- **tens of official visits** by Commissioners to Member States’ and third countries pavilions.

It is estimated that over **82.050 people** have been engaged through **in-person EU-led initiatives**. This *does not* include attendees to events to which the EU contributed to (e.g. with a speaker) nor the visitors who were exposed to the “EU Honour Day” celebrations that took place on the EXPO2020 site: on average **110.000 people/day visited EXPO** (c.f. section F of this report for more info). Most events and initiatives had a hybrid format and **some 40.702 people attended EU-led events virtually** (this does not include general social media outreach nor events to which we contributed only with a speaker). Each EU-led initiative included promotional material and engagement on social media, press-release, relations with the media which are not included in this calculations (c.f. sections F of this report for more info on social media engagement).

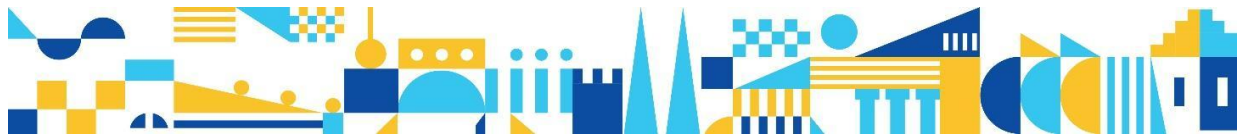
Date	EU-led Event or Event with EU contribution (e.g. speakers)	Partner/Venue
21 Oct. 2020	Pre-EXPO Climate and Biodiversity Week: EXPO Family Talk	EXPO2020 Organisers Online
17 Nov. 2020	Pre-EXPO Tolerance and Inclusivity Week: “Women Peace and Security and the role of Local and Indigenous Women”	EXPO2020 Organisers Online
18 Nov. 2020	Pre-EXPO Tolerance and Inclusivity Week: “How Dignified Storytelling Promotes Tolerance & Inclusivity”	EXPO2020 Organisers Online



18 Feb. 2021	Pre-EXPO Food systems event with Commissioner Wojciechowski ; EU-WPF co-curated (INTPA/AGRI)	EXPO2020 Organisers Online
3 Oct. 2021	European Green Deal: Research and innovation as a key driver towards climate neutrality. Networking Village / Exposition.	Sweden <i>EU-led (FPI, RTD)</i>
4 Oct. 2021	European Green Deal: Research and innovation as a key driver towards climate neutrality. High-level event	Sweden <i>EU-led (FPI, RTD)</i>
5 Oct. 2021	Towards Carbon Neutrality: innovative and sustainable technologies in industrial processes.	Slovenia <i>EU contribution</i>
12 Oct. 2021	Air Quality Beyond Borders: Exchanging best practices in Air Quality management including from “European Green Deal”.	Switzerland <i>EU-led (EU Del)</i>
14 Oct. 2021	International Panel of the EU Farm to Fork Conference.	Italy <i>EU-led (AGRI, RTD, SANTE)</i>
22 Oct. 2021	Women and career progression: how to harness human potential.	Women Pavilion <i>EU-led (FPI)</i>
23 Oct. 2021	EU Honour Day Gala	Millennium Auditorium <i>EU-led (EU Del Vienna, EEAS)</i>
	EU-GCC Business Forum	Dubai Exhibition Centre <i>EU-led (FPI)</i>
	Global Harmonies: a panel discussion on music, arts and solidarity	Terra Auditorium <i>EU-led (FPI)</i>
	15 events organised across EU Member States Pavilions	Austria, Belgium, Bulgaria, Czech Republic France, Italy, Lithuania, Luxembourg, Poland, Portugal, Romania, Slovenia, Spain, Sweden
	Moving from climate crisis response to risk management – space technologies for anticipatory humanitarian action	Sweden <i>EU contribution (ECHO, JRC)</i>
24 Oct. 2021	Women’s Path to ikigai - Technology, Entrepreneurship and Self Development.	Spain and Sweden <i>EU-led (FPI, TRADE)</i>
27 Oct. 2021	Opening Ceremony of the Women Pavilion Hybrid intervention by ECB President Lagarde	EXPO2020 Organisers <i>EU contribution</i>
30 Oct. 2021	The European Capitals of Culture and the New European Bauhaus; how to build sustainable, inclusive and beautiful.	Italy <i>EU contribution</i>
1 Nov. 2021	Rural areas in 2040: Addressing global challenges of rural areas with smart villages.	Terra Pavilion and Slovenia <i>EU contribution</i>
2 Nov. 2021	Just Transition of Regions	Slovakia <i>EU contribution</i>
<i>(for 2 months)</i>	Official opening of the “Exposition on sustainable built environment and the EU prize for contemporary architecture” at the Ireland Pavilion.	Ireland <i>EU-led (EAC)</i>
3 Nov. 2021	Why is Slovakia supporting a hydrogen transformation: hydrogen workshop	Slovakia <i>EU contribution</i>
14 Nov. 2021	European Green Deal: Hydrogen to drive the EU’s green transition.	Netherlands <i>EU-led (FPI, NEAR)</i>
14 Dec. 2021	EU-Arab countries innovation conference.	Italy <i>EU-led (JRC)</i>
17 Dec. 2021	Panel debate EU Exhibition, EU Prize for Contemporary Architecture Mies Van Der Rohe Award.	Ireland <i>EU contribution</i>



1 Jan. 2022 (for 2 months)	Beginning of the “More than Food” campaign with daily activities, food tasting and cooking shows.	Multiple locations in Dubai <i>EU-led (AGRI)</i>
17 Jan. 2022	Circular Europe Days (with 4 events Member States Pavilions)	Poland, Ireland, Finland, Slovenia <i>EU-led (ENV, EESC)</i>
(for 2.5 months)	Official opening of the Exhibition “Architecture as Caregiver” at the Lithuania Pavilion.	Lithuania <i>EU-led (EAC)</i>
17-18 Jan. 2022	Circular Europe Days (with eight events in five Member States Pavilions)	Ireland, Poland, Finland, Netherlands, Slovenia <i>EU-led (ENV, EESC)</i>
	Conference: A Shared Sustainable recovery based on Sustainable Development Goals.	Italy <i>EU-led (INTPA)</i>
18 Jan. 2022	“Thematic Business Forum Global Goals”	Estonia EU contribution
20 Jan. 2022	The Women’s World Majlis - Gender Equality. Women Pavilion	Women Pavilion <i>EU contribution</i>
21 Jan. 2022	Innovative Investment Models for Innovation Ecosystems.	Sweden <i>EU-led (JRC)</i>
2 Feb. 2022	Human Fraternity Youth Majlis.	Youth Pavilion <i>EU contribution (EU Del)</i>
19 Feb. 2022	European Green Deal and Farm to Fork Strategy: How Innovation Can Support the Transition Towards Global Sustainable Food Systems	France <i>EU-led (AGRI, INTPA, SANTE)</i>
7 March 2022	Widening the Pool: Harnessing Women’s Talents and Abilities for the Fourth Industrial Revolution	France <i>EU-led (FPI)</i>
8 March 2022	Women Empowerment: Shared EU-GCC Experiences.	Italy <i>EU-led (FPI)</i>
	Closing of International Women Day (EC President statement read aloud and ECB President intervention)	EXPO2020 Organisers <i>EU contribution</i>
15 March 2022	High-Level Forum on the EU Vision for Trustworthy Artificial Intelligence (part of the series of events on European AI Excellence and Trust in the world)	Italy <i>EU-led (CNECT)</i>
16 March 2022	Workshops on a Human-Centric Approach to Global Challenges: a) AI for Health and b) AI for Sustainability (part of the series of events on European AI Excellence and Trust in the world)	Spain <i>EU-led (CNECT)</i>
16 March 2022	AI networking event accompanied by an AI art performance (part of the series of events on European AI Excellence and Trust in the world)	Finland <i>EU contribution</i>
15-18 March 2022 (ongoing)	“AI walk”: a virtual exhibition of AI art and multimedia. The virtual exhibition is still accessible here: https://excellenceandtrust.intouchai.eu/ai-walk/	Austria, Belgium, Estonia, Finland, France, Italy, Netherlands, Spain, Sweden, <i>EU-led (CNECT)</i>
21 March 2022	EU Chemical, Biological, Radiological and Nuclear Centre of Excellence: 13th Regional Team Meeting for Central Asia	<i>EU-contribution</i>
25 March 2022	Transboundary Rivers Management	Guinea <i>EU-contribution</i>



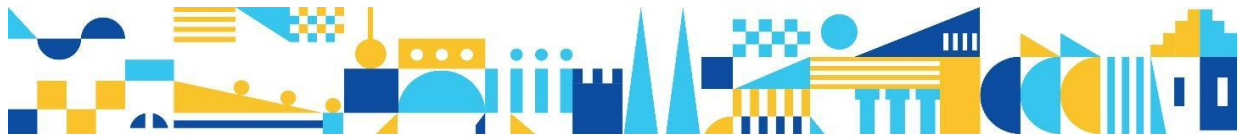
2. Photos and information about a selection of EU Events

2.1 European Union Honour Day

European Union Honour Day was celebrated on October 23rd and was a full day packed with EU-dedicated policy relevant and cultural events organised jointly by the EEAS, European Institutions and EU Member States.

The official ceremony of the EU Honour Day was inaugurated by **Margaritis Schinas, Vice President of the Commission** at Al Wasl Plaza, in the presence of Reem Al Hashimy, UAE Minister of State for International Cooperation and Director General, Expo 2020 Dubai; Najeeb Mohammed Al-Ali, Executive Director, Commissioner General Office of Expo 2020 Dubai, as well as Andrea Fontana, EU Ambassador to the UAE and Commissioner-General of the European Union at Expo 2020 and a number of Ambassadors and Commissioner-Generals of the EU Member States and Emirati officials.





Hundreds of people attended the ceremony in person and 1.184 viewed it online on EXPO2020 channels. It can be estimated that, on average, **110.000 people** attended EXPO2020 in a day. The video of the official ceremony is available [here](#).

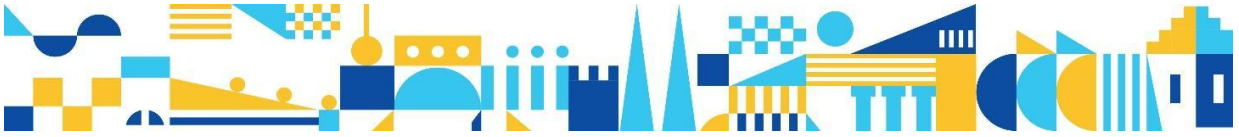


“Global Harmonies” roundtable with 10 global cultural leaders and professionals, 50 physical participants and 4.000 online viewers. More than **6.000 people** reached through all channels.



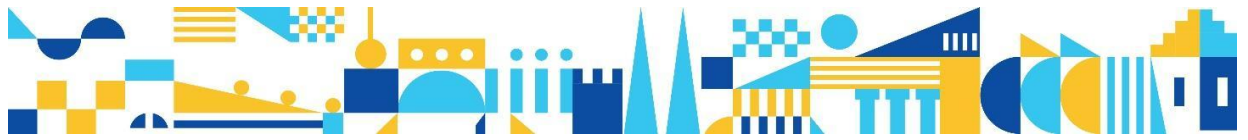
EU Gala at the Millennium Amphitheatre (over **2.000 physical attendees** and more via social media: only EXPO2020 online channels recorded **1.570 unique virtual visitors**).

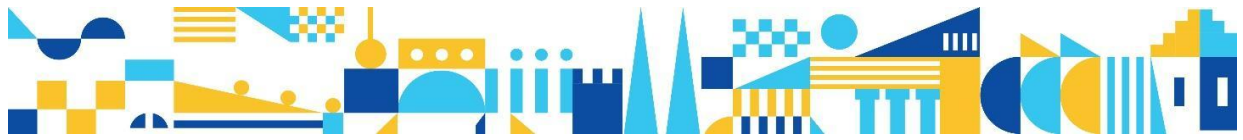




EU Member States and Al Wasl Dome displayed the colours of the European Union







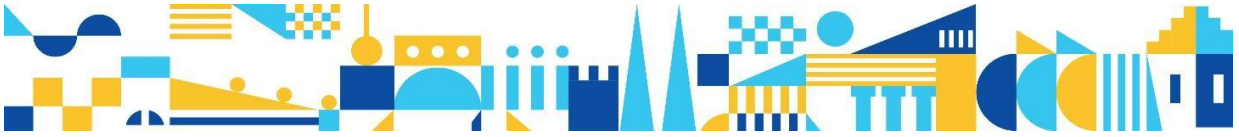
2.2 EU-GCC Business Forum

EU-GCC 5th Business Forum organised by the FPI through the EU-GCC Dialogue on Economic Diversification Project on 23rd of October provided an ideal opportunity to focus on EU and GCC policies and tools to support economic recovery while fostering both the green and digital transition. European Commissioner Vice President Margaritis Schinas provided the opening speech whereby he discussed established structures to enhance cooperation between EU and GCC regions including on trade and investment issues, macro-economic matters, climate change, energy, digitalisation, space, and environment as well as research and innovation.

The event was attended in person by **147 representatives** from across the EU and GCC, including a diverse high profile panel of **18 speakers** (and 230 people viewed the event via EXPO2020 channels). The panel sessions covered the following areas:

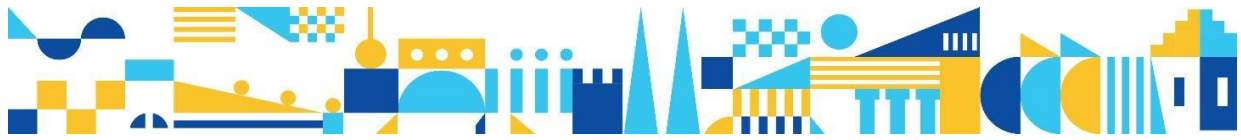
- Enhancing EU-GCC Trade & Investment Opportunities
- Innovation & Economic Acceleration
- Trade & Investment Opportunities in the GCC





To view the full photo gallery, click [here](#).

To view the post-event report with highlights and links to the presentations, click [here](#).



2.3 Global Goals Week

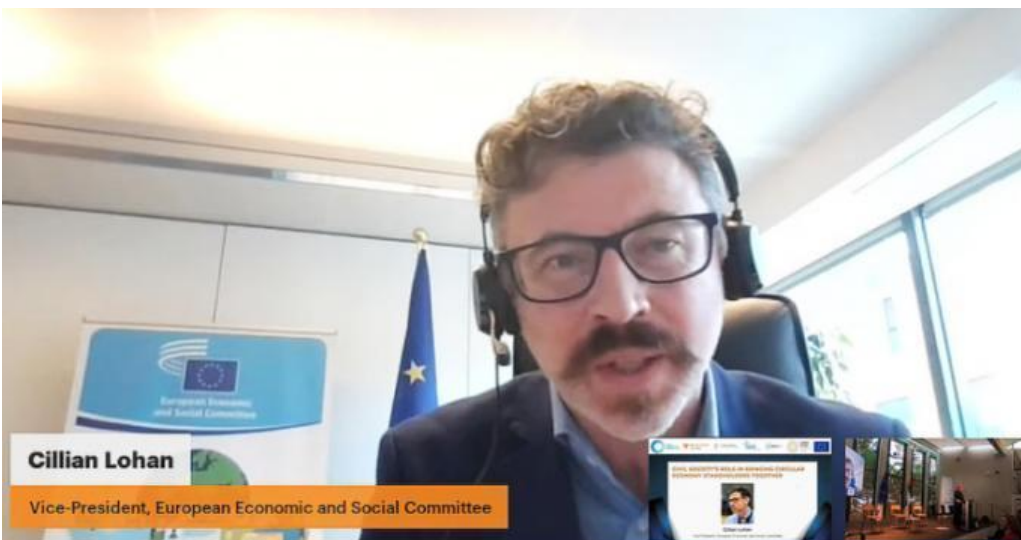
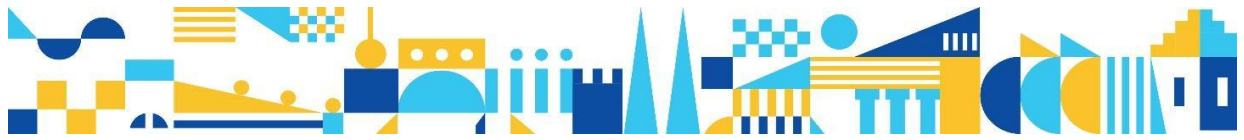
For the Global Goals Week at EXPO2020 (15-22 January) the EU has organised a broad set of activities in partnership with several European Union Member States including Estonia, Finland, Ireland, Italy, Lithuania, the Netherlands, Poland, Slovenia, Sweden in addition to participating to EXPO2020 activities.

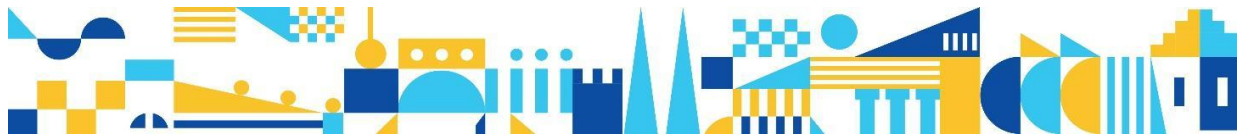
The events brought together local, national and European policymakers, businesses, researchers and civil society and the European Union was represented both at the technical and at the political with virtual messages and written statements* by several representatives including:

- **Executive Vice-President Frans Timmermans**, responsible for the Green Deal.
- **Commissioner Virginijus Sinkevičius**, responsible for Environment, Ocean and Fisheries.
- **Cillian Lohan**, vice President of the European Economic and Social Committee.
- **Commissioner Jutta Urpilainen***, responsible for International Partnership.
- **Commissioner Mariya Gabriel***, responsible for Innovation, Research, Culture, Education and Youth.

The EU also took part in the “Thematic Business Forum Global Goals” on 18th January 2022 to discuss “Digital transformation as an accelerator for the Sustainable Development Goals”. The high-level event organised by Estonia was an occasion to discuss the importance of global cooperation and partnerships on digitalization to reach the SDGs. The EU was represented by Deputy Director General Myriam Ferran (European Commission, International Partnerships) who underlined the EU’s commitment to a just, fair and human centre digital transformation. Among the participants were also **Eva-Maria Liimets, Estonian Foreign Minister** and Maher Nasser, Director of the Outreach Division in the UN Department of Global Communications and Commissioner General of the United Nations at Expo 2020.







2.4 High-level panel discussion on food sustainability

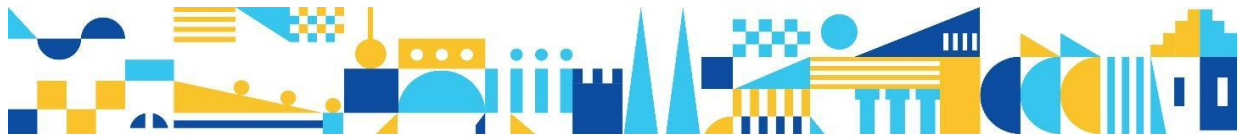
On Thursday 14 October 2021, ahead of World Food Day, the European Union (EU) hosted a high-level panel discussion at Expo 2020 Dubai focusing on sustainable food systems with speakers from the EU, Italy, Japan and the United Arab Emirates (UAE).



The event was hosted in the Italian Pavilion at Expo, and was attended by H.E. Andrea Matteo Fontana, EU Ambassador to the UAE and Commissioner-General to Expo 2020 Dubai, H.E. Arai Yutaka, Vice-Minister for Agriculture, Forestry and Fisheries in Japan, Ms Sara Roversi, President of the Future Food Institute in Italy, and Dr Tarifa al Zaabi, Acting Director General of the International Centre for Biosaline Agriculture in the UAE.



The panel discussion was the 3rd session of the “Farm to Fork Conference – Building sustainable food systems together”, an annual gathering of stakeholders, organised by the European Commission in the run up to the World Food Day. The session provided a forum for discussion on the challenges and opportunities linked to the transition to sustainable food systems. It focused on the progress made on the initiatives envisaged in the EU Farm to Fork strategy’s action plan to achieve global transition to sustainable food systems and put emphasis on transition enablers. Some **315 people** attended the panel discussion, a majority of the audience joining virtually.

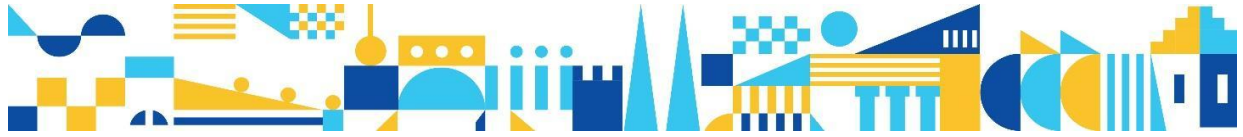


2.5 European Green Deal and Farm to Fork strategy

The [conference](#) on 19th February “European Green Deal and Farm to Fork strategy: how innovation can support the transition towards global sustainable food systems” focused on the importance of the transition towards a sustainable global food system and highlighted the role that multilateral and multi-actor research and innovation projects can play to help achieve this goal. The conference, hosted by the French Pavilion provided an opportunity for stakeholders from around the world and different backgrounds to exchange good practice, particularly on initiatives to improve soil health, water management and other climate-related approaches for sustainable farming and food production. Some **64 people** attended the event, mainly physically but also virtually.

Speakers included **Janusz Wojciechowski, European Commissioner for Agriculture and Rural Development, Stella Kyriakides, European Commissioner for Health and Food Safety, Josefa Leonel Correia Sacko, African Union Commissioner for Agriculture, Rural Development, Blue Economy and Sustainable Environment**, representatives of the FAO, OECD, national and international scientific research organisations. The first panel discussed agricultural research and innovation: key enablers supporting the global transition to sustainable food systems. The second panel of the conference provided insights into EU-funded R&I projects and initiatives in Europe, Africa and beyond, supporting the transition towards sustainable food systems.





2.6 “More than Food” Campaign and EU Caravan

A major initiative run by DG AGRI involving 69 days of food promotion activities around 3 different locations in Dubai, based on an ongoing agri-food promotion campaign in the Gulf countries. The initiative included a large communication campaign, food samples with 20 different EU products per week (and changing every week), cooking shows every week-ends with EU renowned chefs and display of 100 products representing the 27 EU MS as well as a specialised cooking demonstration for young adepts of culinary arts and a VIP dinner on the occasion of **European Commissioner Wojciechowski’s** visit, responsible for Agriculture and Rural Development.

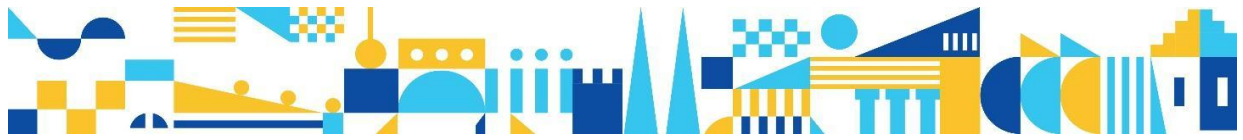


Results of the EU Caravan:

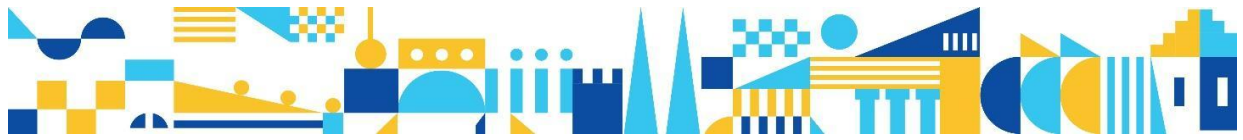
- **10 899 Visitors**
- 40 839 samples distributed
- 826 smoothies cups distributed
- 190 cooking demonstrations with EU chefs
- 16 exclusive and creative recipes made with 120+ EU products coming from 15+ different retailers across the UAE to showcase the very best of EU food to locals, expats and tourists
- 883 portions distributed during the cooking shows.

An App with information about the campaign events and an artistic promotional video and other visuals [were also developed](#).

A summary video of all More Than Food activities during EXPO 2020 is available [here](#).

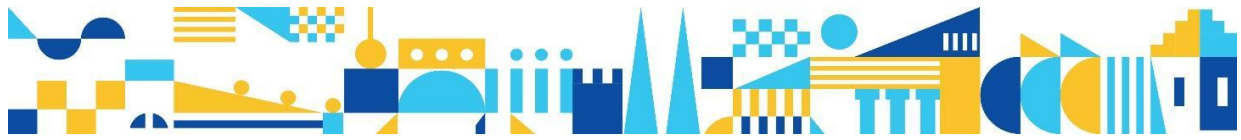


Visit by Janusz Wojciechowski, European Commissioner for Agriculture and Rural Development



The campaign featured online and outdoor advertisement for EU agri-food products and campaign activations, situated in strategic locations across Dubai, including the airport, Sheikh Zayed Road and Jumeirah Beach. 53% of the surveyed audience remember having seen the campaign (63% once, 38% several times), whereas 81% of the ones remembering the campaign have a positive intention: visiting the EU pavilions at Expo and trying & buying EU food and beverage products.





2.7 EU Green Deal

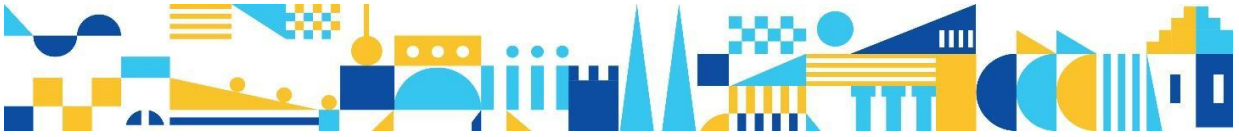
On 5th October 2021, over 100 international officials, policymakers and innovators attended the first European Union event at Expo 2020 Dubai titled, “EU Green Deal: Research & Innovation as a driver towards climate neutrality”. The event was hosted in partnership with the Sweden Pavilion in the Sustainability District and featured a high-level hybrid workshop, and an EU projects’ networking village showcasing success innovation stories and breakthroughs.

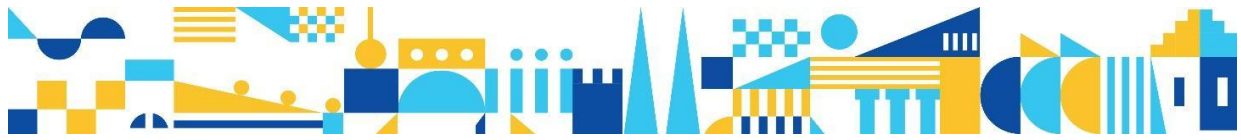
The aim of the event, which took place during Expo’s Climate and Sustainability Week and the EU Climate Diplomacy Weeks, was to highlight the EU’s excellence in research and innovation as a tool towards climate neutrality and sustainability, and the EU’s ambition of cooperating with partners toward the achievement of this global goal.

During the workshop, the high-level experts presented the new EU research and innovation programme (Horizon Europe) and discussed ways to promote and finance clean energy innovation, featuring the ambitious activities of Mission Innovation, a key multilateral initiative in the context of the European Green Deal that the EU is presently co-chairing. The event also included debates with industry, representatives of research, innovation and financial institutions on financing innovations for the energy transition and on implementing energy transition projects.

The event benefited from a video contribution from **Mariya Gabriel, Commissioner for Innovation, Research, Culture, Education and Youth**. Other high-level officials and policymakers addressed the event including Jan Budaj, **Minister of Environment of Slovak Republic**; **Natasa Pilides, Minister of Energy, Commerce and Industry of Cyprus**; Dr. Hannah Neumann, Member of European Parliament chairing the Delegation for Relations with the Arab Peninsula; Dr. Mohamed Al Rashidi, Director of Electricity & Water Department and Acting Director of Energy of GCC General SecretariatL and Gauri Singh, Deputy Director-General of IRENA, among others. The hybrid event was attended by over **85 physical participants and 71 following online** the same day (real time).







2.8 Exhibition “Transformative Strategies: Architecture as Caregiver”

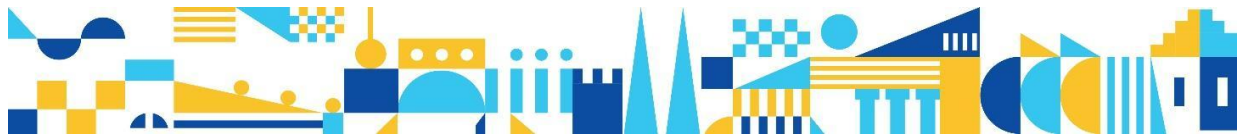
Creative Europe together with the team of Fundació Mies van der Rohe in Barcelona agreed with the Ireland Pavilion and the Lithuania Pavilion in Dubai 2020 to present a pan-European exhibition [“Transformative Strategies: Architecture as Caregiver”](#) related to the topics of Expo Dubai 2020: sustainability, mobility, and opportunity – connecting minds, creating the future.

The exposition was connected with specific proposals to each pavilions: Ireland as a place of inspiration, with a long and deeply rooted heritage of ingenuity, imagination and innovation, and Lithuania as a country of tradition and modernity, of partnership opportunities and technologies/solutions generated solely/partly to protect the environment and bring about global change. The result was an inspiring and strongly attractive exhibition called ‘Transformation Strategies: European Architecture as Caregiver’ that analysed the challenges of rethinking and replanning Europe in such a way that it prioritises the environment through a cultural project in which design and sustainability are indissociable.

Through examples of excellent architectural transformations carried out in Europe and that different juries of the European Union Prize for Contemporary Architecture – Mies van der Rohe Award have highlighted in the last 34 years, the audience was able to connect to these initiatives and built architectures through models and videos of places that they could learn about or also recognize and become more aware of their importance. It is estimated that **30.500 visitors visited the exposition at the Ireland Pavilion** (Nov-Dec) and **37.000 at the Lithuania Pavilion** (Jan-March).

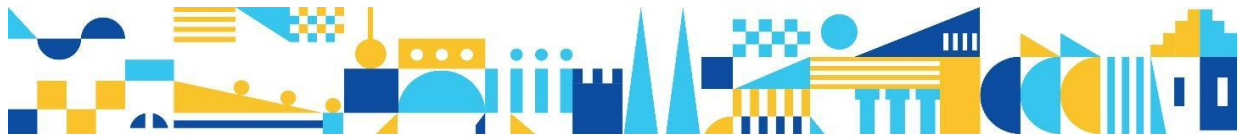


The opening at the Ireland Pavilion benefited from the presence of **European Commission Vice President Vice President Maroš Šefčovič** as well as **Colm Brophy Irish Minister for Overseas Aid and Diaspora**, while the opening at the Lithuania Pavilion on 17th January 2022 saw the participation of



Simonas Gentvilas, Minister of Environment of the Republic of Lithuania and the presentation of the 40 shortlisted works by jury of the 2022 “EU prize for Contemporary Architecture, Mies van der Rohe Award” by **Pietro De Matteis, Deputy Commissioner General for the EU**. **European Commissioner Gabriel** also contributed with a written message highlighting the importance of high-quality architecture as a cornerstone of the European Commission’s approach to sustainability and the “New European Bauhaus”.





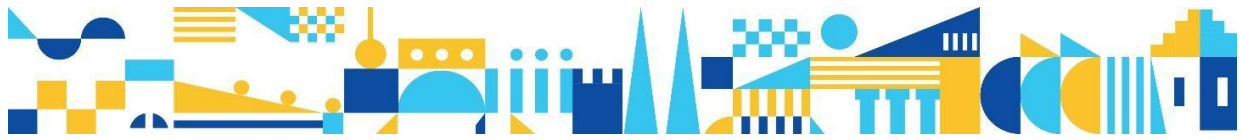
2.9 High level forum “A Shared Sustainable Recovery Based on SDGs”

The high level forum “[A Shared Sustainable Recovery Based on SDGs](#)” was held at the **Italy Pavilion** on January 18th with the Italian Alliance for Sustainable Development, ISDB and the European Commission. The discussion focused on global, national and regional best practices to implement the 2030 Agenda and the SDGs in the context of the COVID-19 pandemic.

The opening statement was delivered by the Deputy Secretary-General of the UN Amina J Mohammed who highlighted the importance of involving women and young people in the decision making process. EU Commissioner for International Partnerships **Jutta Urpilainen**, also contributed with a written statement, underlining the importance of the SDGs as shared compass in building a sustainable path out of the pandemic and highlighting key EU initiatives like the European Green Deal.

The EU was represented by Marjeta Jager, Deputy Director General at the European Commission’s DG International Partnerships and the Italian Government was represented by **Minister Giovannini**. Some **50 invitees** attended the event in person due to COVID restrictions. Through the channels of ASviS, the Italian Pavilion and the Facebook page of ANSA, **27.370 people were reached and there were 15.700 views of the event.**

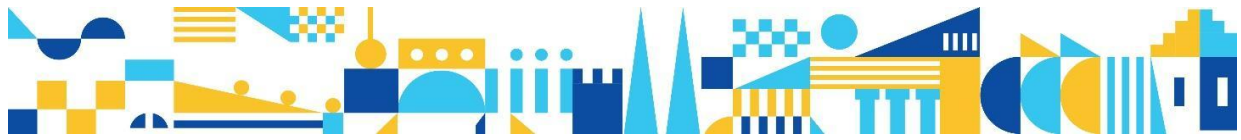




2.10 EU Energy Day

The high level hybrid event was organised on **14 November 2021** by the European Union and hosted in the Netherlands Pavilion. It featured the European Green Deal and the road to becoming the world's first climate-neutral continent. The high-level roundtable, included: Kadri Simson, European Commissioner for Energy, Dilan Yeşilgöz-Zegerius, State Secretary for Economic Affairs and Climate Policy, The Netherlands; João Galamba, Deputy Minister and Secretary of State of Energy, Portugal; Yousif Al Ali, Assistant Undersecretary for Water, Electricity & Future Energy Affairs, Ministry of Energy & Infrastructure, UAE. *The event had 65+ physical participants and 40 following online.*





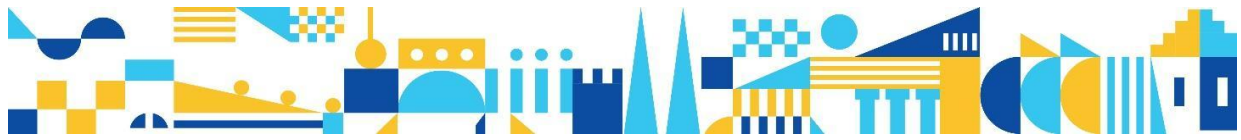
2.11 Circular Economy

On 17 and 18 January, the European Circular Economy Stakeholder Platform, a joint initiative by the European Commission and the European Economic and Social Committee that brings together stakeholders active in the broad field of the circular economy in Europe, organised the Circular Europe Days. Over two days, the pavilions of The Netherlands, Slovenia, Finland, Poland, and Ireland hosted the events to showcase Europe's excellence in the circular economy and contributed to Expo2020 Global Goals Week.

Executive Vice President Frans Timmermans responsible for the Green Deal, Commissioner Virginijus Sinkevičius, responsible for Environment, Ocean and Fisheries and Vice President of the European Economic and Social Committee, Cillian Lohan contributed to the discussion in hybrid format and virtual messages.

An onsite and online matchmaking platform, provided by the Enterprise Europe Network (EEN), facilitated collaboration and networking opportunities for European entrepreneurs from 17-22 January. **100 people participated on-site**, more than 200 attended online and **close to 2.000 viewed the event on YouTube**.





2.12 Air Quality event

On 12th October 2021, the event, titled "Air Quality beyond Borders: Best Practices in Air Quality management including from the 'European Green Deal' - The Business Perspective", was hosted at the Swiss Pavilion and focused on the private transport and logistics sectors while integrating relevant insights from over **60 international officials, policy makers, researchers and business representatives**.

This event followed a webinar hosted on the 7th of September 2021 by Switzerland and the European Union to mark the 2nd UN International Day "Clean Air for Blue Skies", when a panel of experts comprising policymakers and scientists from the EU, Switzerland, UAE and United Nations, came together. They emphasised the importance of clean air for public health, agreed that policies for clean air are crucial and that regional as well as global cooperation in this field is necessary.

The panel encompassed representatives from DHL Global Forwarding, Lufthansa Group Airlines, Etihad Rail and Borouge. The event was also attended by representatives from the UAE's Ministry of Climate Change and Environment and Khalifa University to allow for fruitful exchanges between the policy, research and business actors.

EXPO 2020 DUBAI UAE
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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland to the United Arab Emirates and Bahrain

Air Quality beyond Borders

Exchanging best practices in the context of the "European Green Deal" - The Business Perspective

H.E. Andrea Fontana
Ambassador of the European Union Delegation in the UAE

H.E. Massimo Baggi
Ambassador of Switzerland to the United Arab Emirates

Ralf Schreiber
DHL Global Forwarding, Head of Sales Middle East And Africa

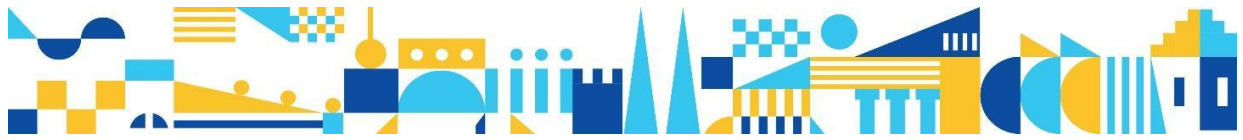
Serkan Guerguen
Lufthansa Group Senior Director of Sales, MENA & Turkey

Nahla Nabil
Etihad Rail, Regulatory Compliance Specialist

Maitha Al Marashi
Borouge, Vice President Sustainability

Igor Malgrati
International Committee of the Red Cross, Water and Habitat Advisor

Tanzeed Alam
Moderator
CEO - Earth Matters & ESG Advisor PwC ME



2.13 Water, Food and Energy Summit

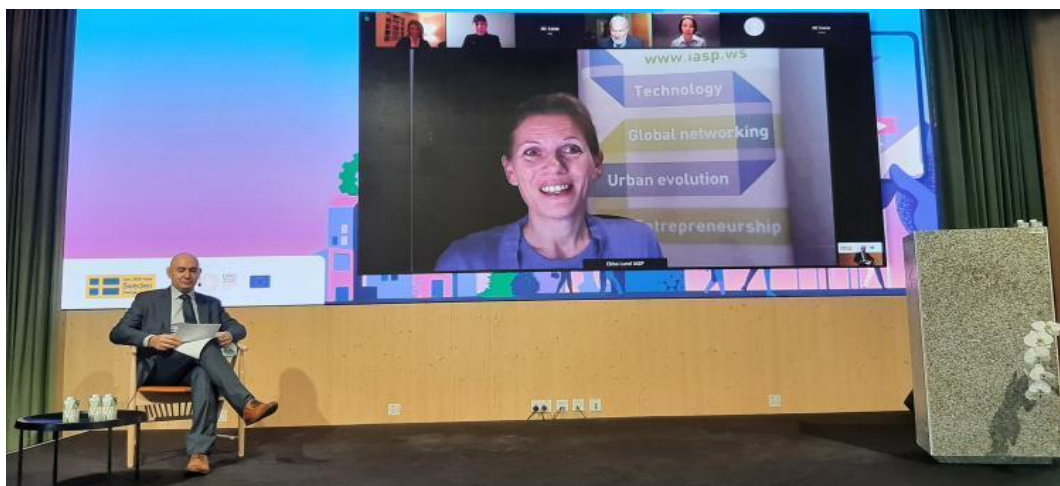
On January 18th the European Union participated in the panel discussion “[Water-Food-Energy Summit](#)” organised by EXPO2020 to discuss governance, partnerships, and financing for the WFE nexus to move beyond silos and provide opportunities for mutually beneficial solutions, enhancing the potential for cooperation between and among all sectors.

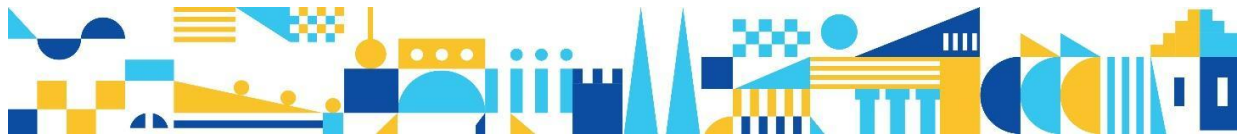


2.14 New Investment Models for Urban Innovation Ecosystems

The event “[New Investment Models for Urban Innovation Ecosystems](#)” at the Sweden Pavilion on 21st January 2022, considered the analysis of innovation districts and their impact on mobilising additional investments through the employment of suitable financing mechanisms and instruments.

The forum was organised around two panel discussions on Innovation ecosystems and Innovation Districts and on how to build Public Private Partnerships and attract investment for innovation districts. The forum also contained presentations on two European Commission Joint Research Centre’s JRC studies on ‘Public Private Partnerships for Science and Technology Parks and Innovation Districts’ and on ‘Innovative Investment Models for Sustainable and Innovative Urban Innovation Eco-systems’ and analysed innovation districts in Greece, Italy, Netherlands, Spain, Germany.

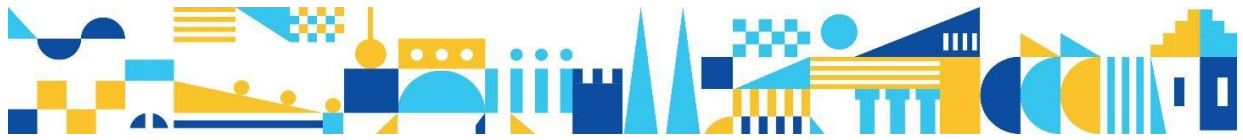




2.15 Women and career progression

Shining the spotlight on the formidable contributions of women in society and the negative impact of Covid in women's careers, the project team facilitated a high-profile event entitled '**Women and career progression: How to fully harness human potential**'. The hybrid event served as a platform to exchange best policy practices to accelerate women's empowerment and showcasing political, business and society leaders who are championing gender equality in the workplace. The event was held on **22 October 2021** at the Women's Pavilion by Expo 2020 Dubai in partnership with the Embassies of Slovenia, Spain, Sweden, the Commissariat General of Italy and UN Women with high level speakers including HRH Princess Lamia. At least **64 people participated** online and virtually.

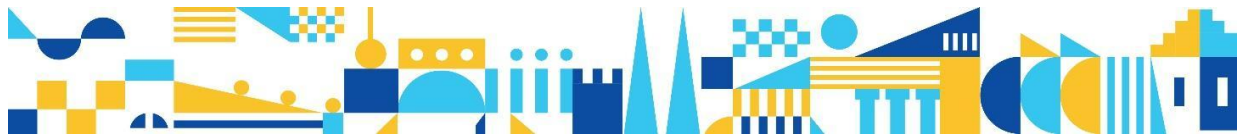




2.16 Women’s Path to ikigai

The key message of the event “Women’s Path to ikigai - Technology, Entrepreneurship and Self Development” is demonstrating the link between the 4th Industrial Revolution, e-Skills, Gender Diversity, and Digital Jobs as a solution for women’s increased involvement in STE(A)M entrepreneurship and innovation, economic growth, and digital jobs: IT is the key for removing the barriers to women and girl’s advancement in innovation, technology, and entrepreneurship and incorporating the 2030 Agenda for Sustainable Development Goals and the Knowledge Future 2050. The hybrid event was hosted at the Swedish and Spanish Pavilions and included a high level session and four panel discussions. It hosted **29 speakers and 103 in person participants**.



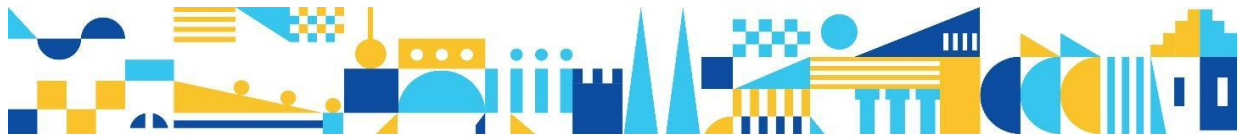


2.17 Women Empowerment: “Shared EU-GCC Experiences”

In the context of the International Women’s Day, the European Union hosted, in cooperation with France and Italy, two half days events on 7 and 8 March 2022 to discuss policies and mechanisms to enhance gender equality. The 7th March event, entitled “**Widening the Pool: Harnessing Women’s Talents and Abilities for the Fourth Industrial Revolution**”, consisted of two thematic panels to advance gender balance in decision-making, at both political and economic levels and to address the digital disparities in ICT and STEM (Science, Technology, Engineering and Mathematics) by implementing radical new approaches to women’s access to these fields.



Speaking ahead of the opening ceremony, H.E. Andrea Matteo Fontana, EU Ambassador to the UAE and EU Commissioner General for Expo 2020 Dubai flagged the importance to reduce the gender gap and mainstream gender across policy actions and integrate a gender-perspective. In her opening remarks, **H.E. Ohood bint Khalfan Al Roumi, UAE Minister of State for Government, Development, and the Future** stressed the importance of building alliances to support women in governments globally and emphasised the crucial role of female government leaders in inspiring and motivating the new generation of women to actively embrace the government work. Al Roumi noted that female government leaders have a huge responsibility to inspire the new generation of women in



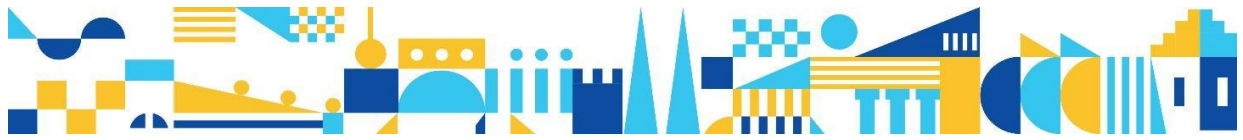
governments, support young women, build their capacities, and invest in their talents to contribute to government development. Other speakers included: H.E. **Élisabeth Moreno, French Minister** in charge of Gender Equality, Diversity and Equal Opportunities.



The 8th March event, entitled “Women’s Status in Institutions and Culture: Consolidation and Enhancement” organised focused on women’s participation in institutions, including justice, and culture and on disparities between women and men through and in culture. Speakers included H.E. **Marta Cartabia, Italian Minister of Justice; H.E. Elena Bonetti, Italian Minister for Family and Equal Opportunities** and H.E. Sheikha Hala Mohammed Al Khalifa, Director of Culture and Arts Directorate at the Bahrain Authority for Culture and Antiquities, Bahrain.



The events, was opened with a “Letter to Future Generations” by **Ursula von der Leyen, President of the European Commission**. The event were **attended in person by 45 and 77 people** respectively (excluding speakers and representatives of the EU institutions and hosting pavilions).

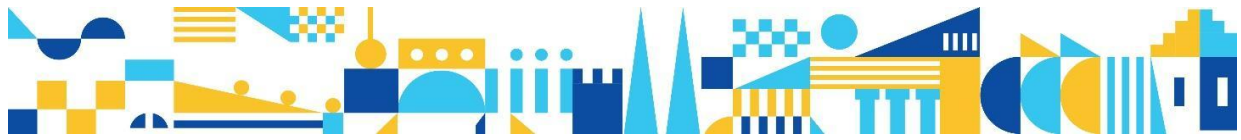


2.18 International Day of Human Fraternity

On the occasion of International Fraternity Day, the European Union collaborated with the Higher Committee of Human Fraternity and the Federal Youth Authority of the United Arab Emirates, to organise a “Youth Majlis” panel discussion with the theme: “Cultivating Human Fraternity” at the Youth Pavilion in Expo 2020 Dubai. The aim of the event was to empower youth in building stronger bonds and ties across the globe and building on the European Union’s effort to celebrate 2022 as the ‘Year of Youth’. It gathered youth and decision makers alike in an engaging dialogue on what it takes to cultivate human fraternity in different sectors.

The panel included H.E. Shamma Al Mazrui, Minister of State for Youth Affairs in the UAE, H.E. Judge Mohamed Abdelsalam, Secretary General of Higher Committee of Human Fraternity and H.E. Andrea Matteo Fontana, EU Ambassador to the UAE. Each speaker discussed how he/she has striven to cultivate the different pillars of human fraternity in their respective fields. Over **70 youth from different backgrounds participated in the hybrid** event and got to ask the speakers questions in an open dialogue format, allowing for the exchange of ideas between a diverse group of individuals.

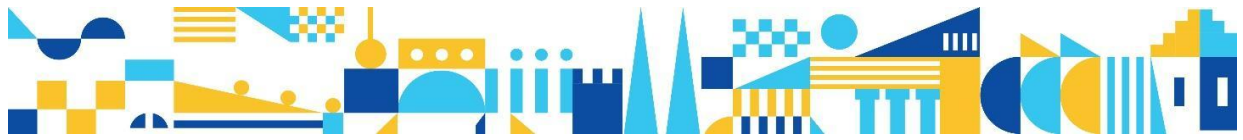




2.19 Artificial Intelligence

On the 15th and 16th of March, 2022, the EU organised, through the International Outreach for Human-Centric Artificial intelligence (InTouchAI.eu) project, the “[European AI Excellence and Trust in the world](#)” events at the Finnish, Italian and Spanish Pavilions. These events leveraged the international stage offered by EXPO Dubai to present **how Europe sees the opportunities and complexities that artificial intelligence** may bring as well as what the Commission with its Member States do to build Excellence and Trust. The High-Level Forum on the **EU Vision for Trustworthy AI in the World** was hosted at the Italian Pavilion. Two experts workshops followed the High-Level Forum and were hosted at the Spanish Pavilion. **The workshops focused on “AI for Sustainability” and “AI for Health”** and featured several speakers, representatives of EU-funded research projects, academic and civil society organisations, government and industry.



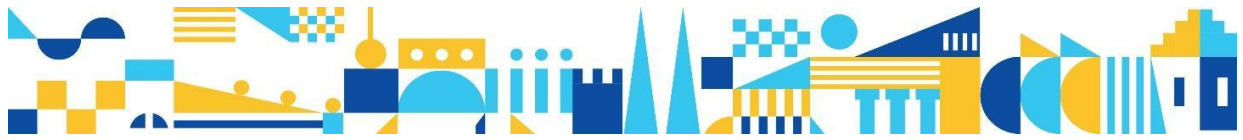


Discussions between experts and policymakers helped to reflect the impact that such efforts have at an international level. In particular, experts highlighted the potential of **AI in fighting the climate crisis** and for improving health globally.

The High-Level Forum included opening statements by Anna Ascani, Under Secretary of State, Ministry for Economic Development, Government of Italy, Gabriela Ramos, Assistant Director-General for Social and Human Sciences, United Nations Educational, Scientific and Cultural Organization (UNESCO), and Brando Benifei, Member of the European Parliament.

The hybrid event, which could be followed on several platforms, was **accessed by 929 users on March 15th** with 581 users following the discussions for a reasonable amount of time. Similarly, on **March 16th 409 users accessed the event** with 220 users engaging more durably.

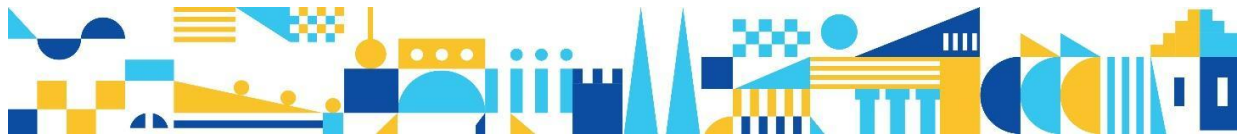




2.20 Water Week

The event was organized by the Guinea pavilion with the support of the European Union and allowed sharing good practices in the management of transboundary rivers in Europe (Danube), Asia (Mekong) and Africa (Niger) and beyond. Some **105 people attended in person and 570 attended online**.



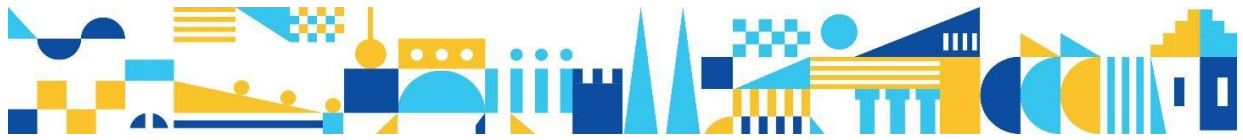


2.21 EU CBRN Centre of Excellence meeting

The 13th Regional Team Meeting for Central Asia of the Chemical, Biological, Radiological and Nuclear Centre of Excellence was the occasion to share good practices in the management of Chemical, Biological, Radiological and Nuclear challenges in the framework of the works of CBRN Centre of Excellence for Central Asia.

The meeting saw the participation of about 30 representatives from Central Asia, the European Union and UAE. The [EU CBRN CoE Initiative](#) is funded by the European Commission and implemented in cooperation with the United Nations Interregional Crime and Justice Research Institute (UNICRI) and the European Commission Joint Research Centre (JRC). The initiative involves over 60 countries in eight regions of the world.

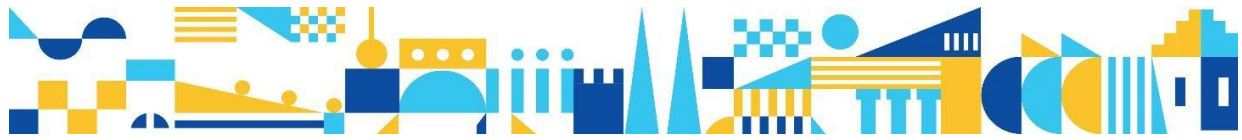




2.22 How Dignified Storytelling Promotes Tolerance & Inclusivity

As part of the Pre-EXPO Programme the EU contributed to four online panel discussions, one of which was about the role of storytelling in protecting the dignity of individuals represented in political communication.





F. EU Corporate Communication

EU communication activities at EXPO2020 went beyond the organisation of events and leveraged several different online channels. The following pages provide details about EU online engagement at EXPO2020 through the different channels, including videos, website, app, social media and traditional media.

Overall EU content was shown at least **10.486.414 times** and reached **more than 2.170.380 people** through different online channels and **more than 260.437 people actively engaged with our online initiatives**. This includes some **40.702 people who participate virtually to EU-led events** (including the 3.132 people who followed EU activities via EXPO2020 platform on the EU Honour Day as reported by EXPO2020). The above number also *does not* include social media activities around each specific event nor the attendees to activities to which the EU contributed to with a speaker: for instance, the opening of the Women Pavilion with the intervention of ECB President Lagarde had 4.098 virtual attendees.

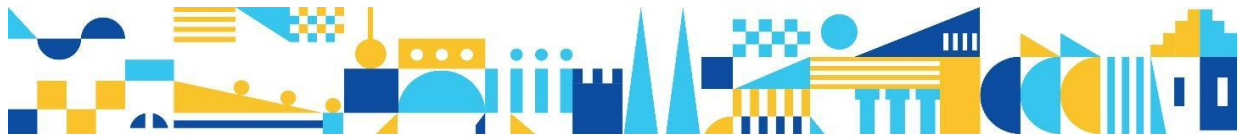
1. EU at EXPO2020 Corporate identity

EU-led activities at EXPO2020 were marked by the use of a dedicated corporate identity provided by DG COMM which skillfully blended the colours of the European Union flag with architectural elements of the UAE. The visual identity was used in videos, information about events and all material specifically prepared for EXPO2020 Dubai.



A EU corporate video was prepared and is visible [here](#). The corporate video was shared on several platforms and viewed thousands of times (e.g. 5.603 times via the European Commission Twitter account).





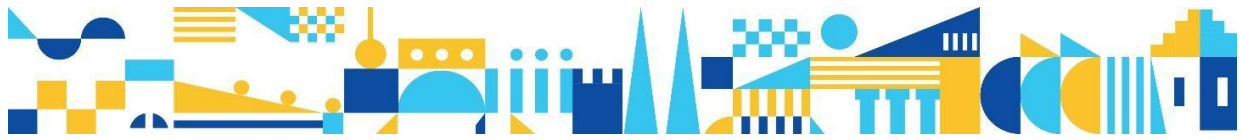
Several thematic videos were also prepared reflecting the key areas of EU engagement at EXPO2020 and specific videos focusing on themes such as Women Empowerment and Climate Change. These were shared widely on social media.



A video summarising the main areas of EU engagement at EXPO2020 was also prepared and also shared on social media and displayed at key events.

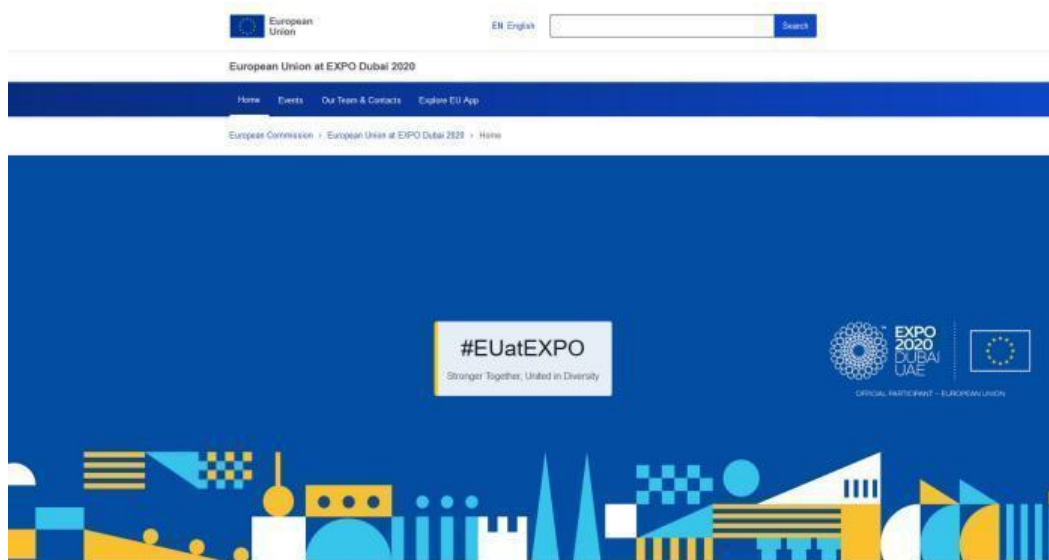


Several short videos with highlights key moments of EU participation at EXPO2020 were also prepared by the EU delegation in the UAE and distributed on social media during a month, right after the closing ceremony of EXPO2020.

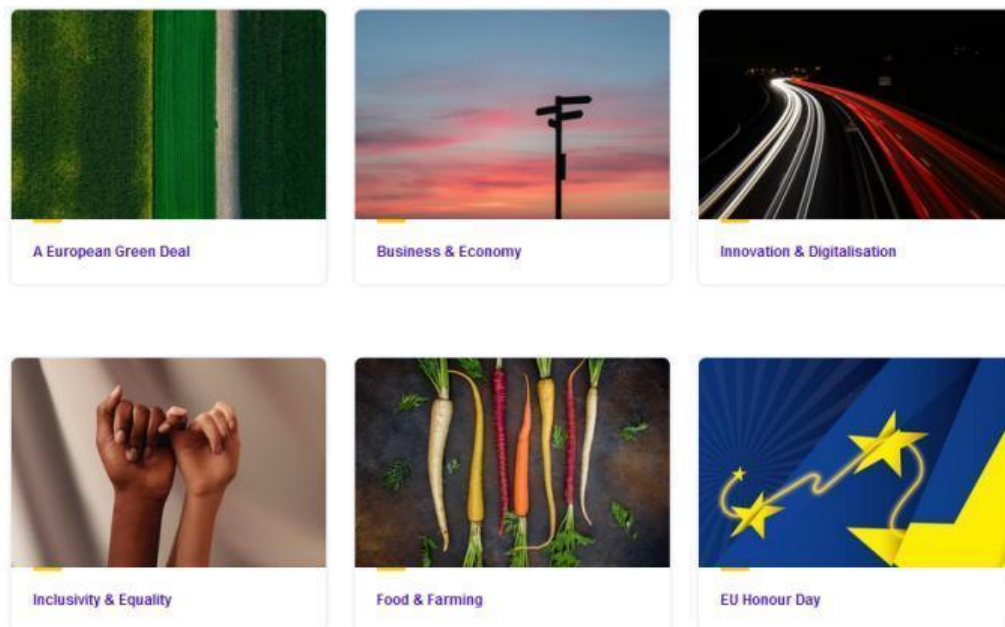


2. EU at EXPO2020 website

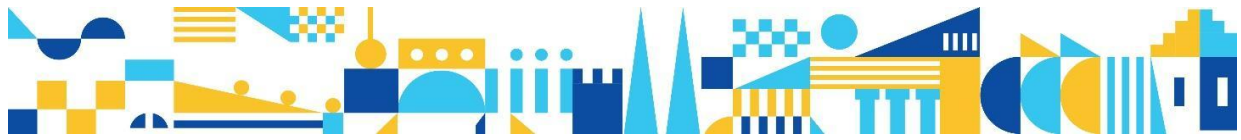
A dedicated website in English and Arabic (www.europa.eu/expo2020) has been set up (infrastructure offered by DG COMM) to promote the EU presence at EXPO2020.



It included a main page with the corporate video, six thematic sections covering the key areas of EU engagement at EXPO2020 and a calendar of events.

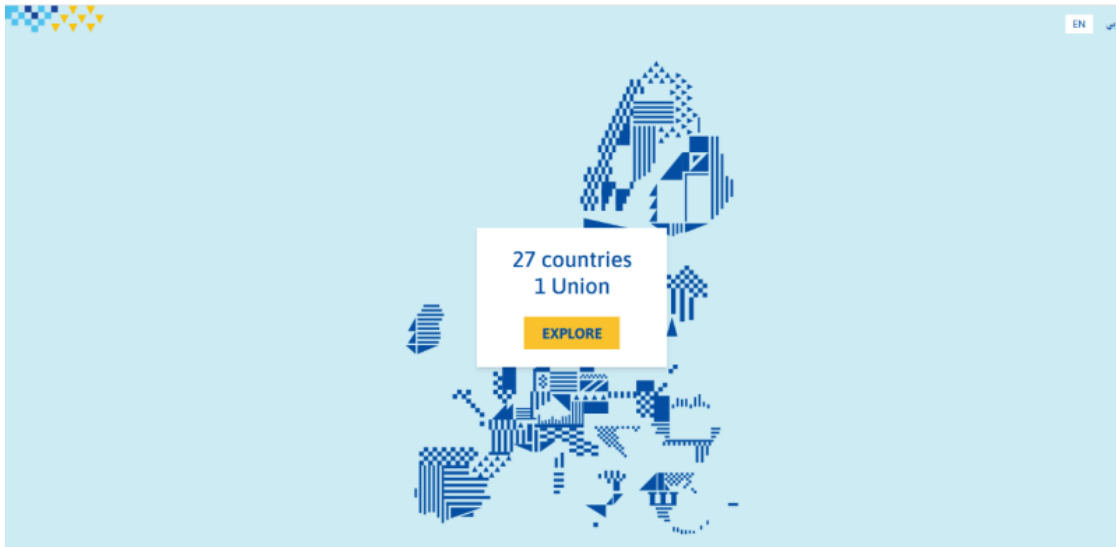


The website complemented the communication happening mainly on social media and recorded **8.753 page visits over six months**. 89% of the visitors were unique visitors while 12,26% constituted returning visitors. In addition, the main EEAS website was also used to communicate about EU presence at EXPO2020 and the dedicated articles (c.f. section 5) were viewed **3.234 times**.

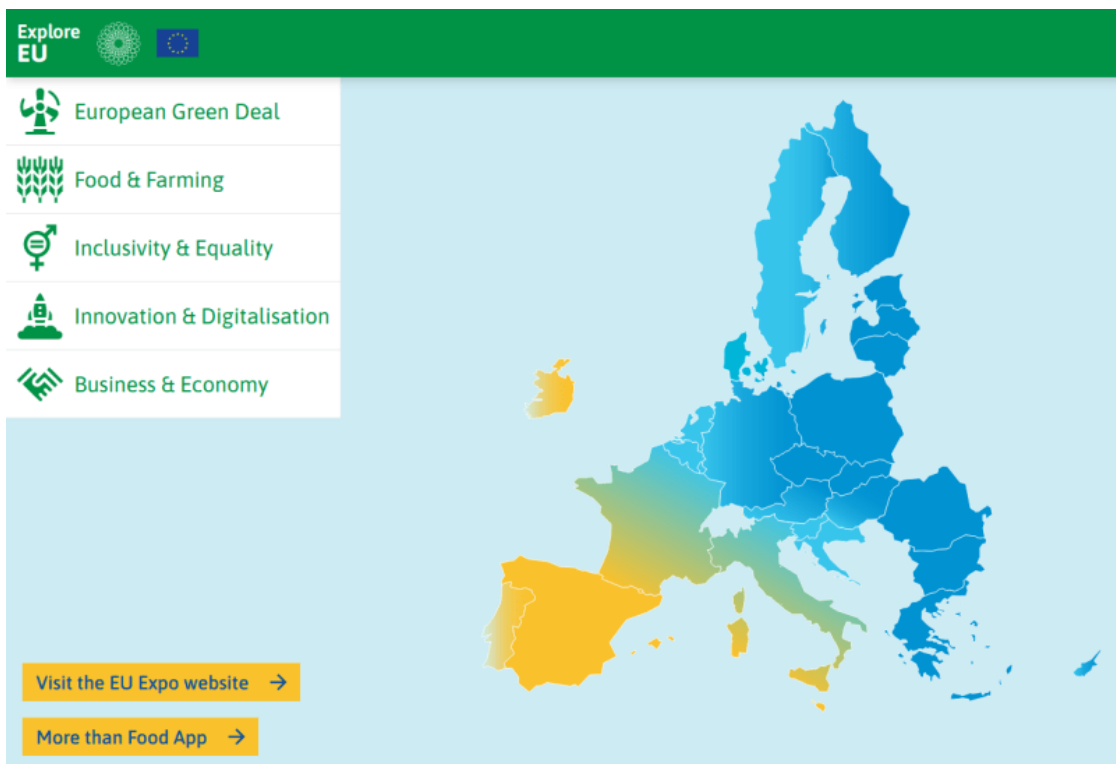


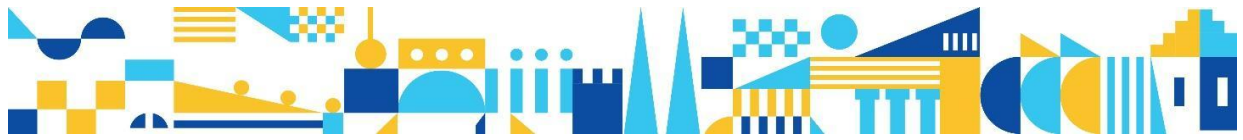
3. European Union Web Application

A WebApp (<https://www.euexplore.eu/>) has been produced to allow people from anywhere in the world to get to know more about the EU and its 27 EU Member States.



The Web App was accessed by some **88.000 users** thanks to the social media promotion (82.249 users) and 5.943 via the QR code on the “EU Stamp” (cf. sections 6 below). **Few users accepted the cookies policies hence statistics on the profile of visitors is limited (i.e. 2.166 users for 2.940 sessions)** but it can be estimated that 82.1% of the users were new visitors while 17.9% were returning visitors.





4. Social Media outreach

The EU institutions, member states and other stakeholders used social media to engage on EXPO2020. EU presence was made visible by the hashtag: #EUatEXPO and covered by the accounts of the EU Delegation to the UAE @EUintheUAE. Below some examples.

European Commission @EU_Commission · Oct 2, 2021

The #EXPO2020 just kicked off, and the EU is an official and active participant!

Stay tuned for a series of events on our contribution to tackling global challenges in line with the themes of the expo: mobility, opportunity & sustainability.

europa.eu/luPC49H

#EUatEXPO

5,593 views 0:02 / 1:34

From **European External Action Service - EEAS**

11 replies 45 retweets 122 likes

European External Action Service - EEAS @eu_e... · Oct 23, 2021

Today is the EU Honour Day at #EXPO2020Dubai and EU Member States celebrate together our diversity, solidarity and unity.

#EUatEXPO #EXPO2020 #EUintheworld @EUintheUAE

1 reply 38 retweets 83 likes

Expo 2020 Dubai @expo2020dubai · Oct 23, 2021

Today we are excited to celebrate **European Union** 🇪🇺

Don't miss out on the celebration, and join us today at Expo 2020 Dubai, or watch it live on Virtual Expo: bit.ly/3b4a5qj

#Expo2020 #Dubai @EUintheUAE

2 replies 32 retweets 70 likes

Pietro DE MATTEIS @PietroDeMatteis · Mar 31

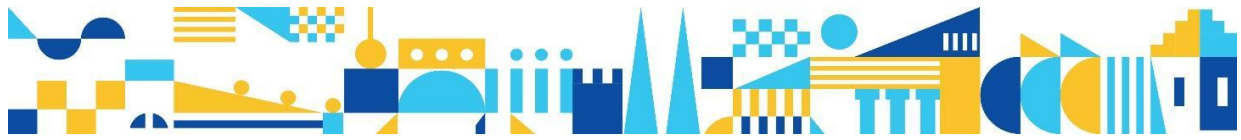
Congratulations to the 12 European Union Country Pavilions winners of the @BIEparis Awards at #EXPO2020!

🇪🇺: 🇩🇪 🇫🇷 🇮🇹 🇵🇹 🇸🇪 🇸🇰 🇸🇮 🇸🇦 🇸🇪 🇸🇰 🇸🇮 🇸🇦 (special award)

#EUatEXPO #EXPO2020dubai

CAMPUS GERMANY and 9 others

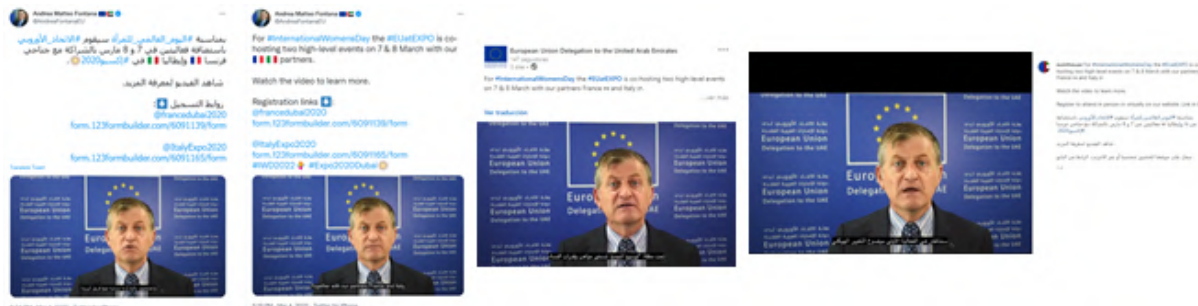
1 reply 18 retweets 45 likes

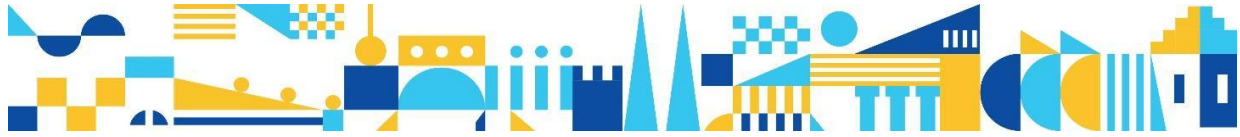


In addition to the main social media corporate campaign linked to the overall EU presence at EXPO2020 Dubai, each EU-led event made the object of dedicated communication on EU social media channels and on the channels of the relevant partners that reached thousands of users.

Example of social media outreach for selected events:

- **“European AI Excellence and Trust in the World”** on 15-16 March 2022 was covered by two social media accounts @AI4EU and @InTouchAleu on Twitter and LinkedIn platforms. In addition to the live broadcasting on the event’s website, the event was also broadcasted live via the YouTube channel of the @InTouchAleu. There were **50.000 impressions** from nearly 100 posts of the two accounts on Twitter and **17.000 impressions** from 30 posts of the two accounts on LinkedIn for two weeks before and during the event.
- **“Widening the Pool: Harnessing Women’s Talents and Abilities for the Fourth Industrial Revolution”** in partnership with the French and Italian Pavilions on **7-8 March 2022**: social media content produced after the event quoting the speakers and sharing pictures, shared in the official accounts on social media of the EUDEL (Twitter, Instagram and LinkedIn). Overall, the official social media accounts of the EUDEL to the UAE- [@EUintheUAE](#) (Twitter, 7.3K followers), [@euintheuae](#) (Instagram, 1.3K followers), and [European Union Delegation to the United Arab Emirates](#) (LinkedIn, 110 followers)- published respectively more than 20 tweets in both English and Arabic, 14 Instagram publications in English, and 10 LinkedIn posts in both languages (See Annex 13 – Social Media Content)





A **social media paid campaign** was designed to promote the web application developed by the European External Action Service (EEAS) for Dubai EXPO 2020. The campaign and assets were produced to generate traffic to the web application website. The campaign was a mix of static and videos targeting users in English or Arabic. The geo-targeting was twofold: targeting users physically at Dubai EXPO 2020, and also on a wider scope targeting users from GCC countries (namely: Saudi Arabia, Kuwait, Bahrain, Qatar, United Arab Emirates and Oman).

The paid promotion campaign lasted 1 month, from 22 October to 18 November, with a total paid budget of €10 000.

Output: Use of the web application.

Objective: Generate traffic towards the web application.

KPIs: Reach and clicks.

Audience: People at Expo 2020 Dubai (geotargeting) and GCC users that have an interest in the EU.

Timeframe: 22 October to 18 November.

Paid media: €10 000

Languages: English and Arabic

Assets: 1 video, in square and vertical format; 5 statics, in square formats.

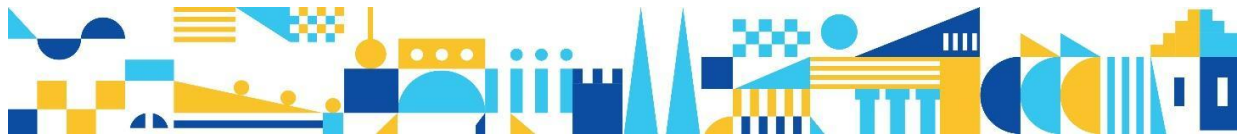
The campaign exceeded the performance initially estimated during the drafting of the strategy and forecasts. Originally, we planned on around 15 000 clicks on Twitter (CPC of €0.40) and 25 300 clicks on Facebook (CPC of around €0.16). **We had a total of 10 431 785 impressions and 82 249 link clicks.** The campaign performed better on Facebook & Instagram than on Twitter, with a higher click-through rate than our internal benchmarks, and so had a positive impact on the campaign costs.

	Spent	Reach	Impressions	CPM	Link clicks	Cost per link click (CPC)	Link through rate	click-through rate	Post engagement
Facebook & Instagram	€5 507.52	1 041 075	5 670 188	€0.97	67 007	€0.08	1.18%		149 120
Twitter	€4 477.02	1 074 676	4 761 597	€0.94	15 242	€0.29	0.32%		55 685
TOTAL	€9 984.54	/	10 431 785	/	82 249	/	/		204 805

In more detail:

- On **Facebook and Instagram**, the ads were divided among four audiences: English-speaking users at EXPO 2020, English-speaking users in the GCC countries, Arabic-speaking users at EXPO 2020 and Arabic-speaking users in the GCC countries. The budget allocated to each audience was based on the audience size and the average performances. The campaign generated a total of 5 670 188 impressions and reached a total of 1 041 075 users, which resulted in 67 007 link clicks (and 46 080 unique link clicks).
- On **Twitter**, the ads were divided among four audiences: English-speaking users at EXPO 2020, English-speaking users in the GCC countries, Arabic Speaking users at EXPO 2020 and Arabic-speaking users in the GCC countries. The budget allocated to each audience was based on the audience size and its average performances. The campaign generated a total of 4 761 597 impressions and reached a total of 1 074 676 users, which resulted in 15 242 link clicks.

The main share of the campaign consumption was on mobiles (tablets and smartphones), which highlights the need to design assets for mobile consumption.



5. Traditional Media coverage

For most of EU-led events, the EU ensured the production of dedicated communication material including press releases and articles that often also triggered interviews on local and international media outlets. Below a selection of articles published linked to EU activities at EXPO2020.

Communication about EU presence at EXPO2020:

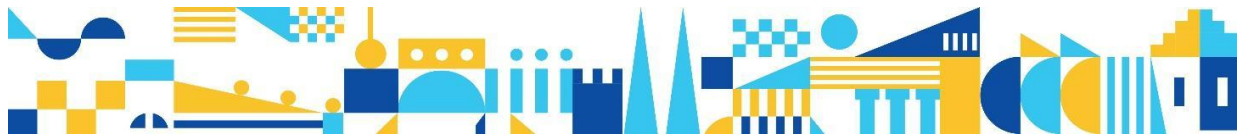
- Press Release: [Expo 2020: The European Union announces its participation to promote international cooperation and mutual understanding:](#)
- [Expo 2020 Dubai: an open window into the post-Covid world](#)
- Information on the EU Honour Day Celebrations:
 - o [EXPO 2020 Dubai pays tribute to the European Union](#)
 - o [The European Union celebrates Honour Day at Expo 2020](#)
- [Strong EU presence at EXPO2020's Global Goals Week](#)

Media Coverage by European and international press

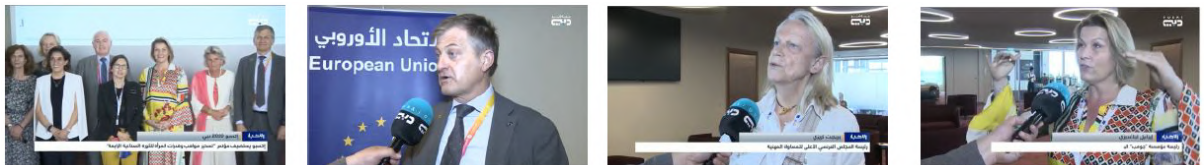
- [EU member-states to take climate change centre stage at Expo 2020 Dubai](#)
- [First EU event at Expo 2020 focuses on European Green Deal](#)
- [Food sustainability highlighted](#)
- [First EU event at Expo 2020 focuses on European Green Deal](#)
- [European diplomat hails 'strong partnership' between EU, UAE for advancing women's empowerment](#)
- [UAE capable of exporting renewable hydrogen to Europe in future: EU Energy commissioner](#)
- [General Women's Union, UN Women organise panel discussion on violence against women](#)
- [Emerging technologies will not cut jobs but create new ones: EU official](#)
- [Expo 2020 Dubai an inspiring global platform for promoting peace, human fraternity: Nahyan bin Mubarak](#)
- [ECB President Christine Lagarde: 'We cannot afford to leave talented women behind'](#)
- [EU hails UAE's efforts to strengthen human rights, says country's UNHRC membership shows 'increasing int'l presence'](#)
- [UAE a catalyst for stability in region, says European Commission vice president](#)
- [EU, UAE share same goals to protect children's rights, empower youth: European Commission VP for Democracy & Demography](#)
- [European, global leaders gather in a high-level forum at the Expo 2020 Dubai to discuss policy actions needed to unlock women's potential](#)
- [EU event affirms: Rewiring mindsets, inclusive approaches needed for lasting women's empowerment](#)
- [General Women's Union, UN Women organise panel discussion on violence against women](#)
- [EU and Switzerland host discussion on future of air quality at Expo 2020 Dubai](#)
- [UAE capable of exporting renewable hydrogen to Europe in future: EU Energy commissioner](#)
- [Shakhboub Al Nahyan receives High Representative for Foreign Affairs and Security Policy of European Union](#)

Example of coverage of specific events:

- Reportage produced by Dubai TV on the High-Level Event on: **“Gender Equality: Increase Differentiated Talents and Abilities for the Fourth Industrial Revolution”** held on 7th March



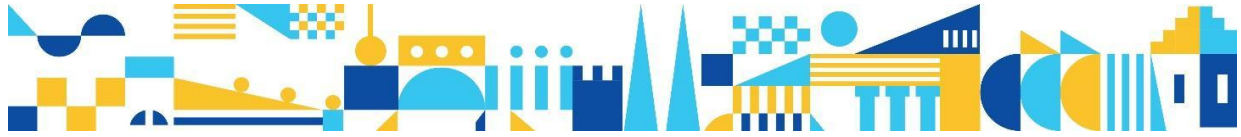
can be downloaded [here](#). It consists of a full video devoted to the International Women’s Day, which was shared at 10am during “[This Morning Show](#)” (57'40”) on 8th March and in “[Emirates News](#)” at 3pm the same day (14"00”). The video included interviews with Isabella Lenarduzzi, Brigitte Grésy and the EU Head of Delegation, H.E. Andrea Matteo Fontana. A LIVE interview featuring Chiara Corazza was aired on Dubai TV the morning of 7th March (available [here](#), 1’10”).



- Reportage produced by Abu Dhabi TV on the event “ **European AI Excellence and Trust in the World**” (15th-16th March) is available at the following [link](#) (01:22:00). The video included footage from the 'AI for health' and 'AI for sustainability' workshops held on March 16. It also featured an interview with Aimee van Wynsberghe, Alexander von Humboldt Professor of Applied Ethics of Artificial Intelligence at the University of Bonn, and keynote speaker at the High-Level Event on the “EU Vision for Trustworthy AI in the World” (held on March 15).
- Interview about EU activities at EXPO2020 on EXPO TV “Studio EXPO” by Deputy Commissioner General Pietro De Matteis (available [here](#)).

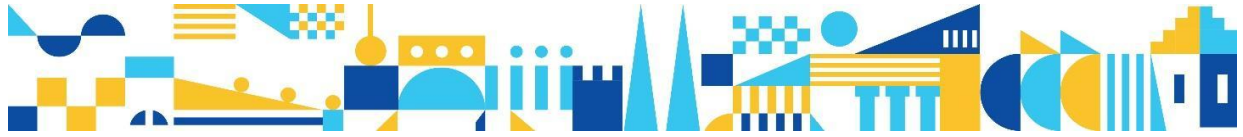


- **Press Coverage of the 5th EU-GCC Business Forum:**
 - Interview with European Commissioner Vice President Schinas on Sky News Arabia [here](#)
 - https://www.zawya.com/uae/en/pressreleases/story/EXPO_2020_brings_the_5th_EUGCC_Business_Forum_this_October-ZAWYA20211018031434/
 - <https://www.zawya.com/uae/ar/press-releases/B3+C3+D3+E3+F3+G3+H3+I3+J3>
 - <http://hashtagdubai.org/index.php/2021/10/18/expo-2020-brings-the-5-th-eu-gcc-business-forum-this-october/>
 - <https://www.middleeastevents.com/blog/expo-2020-brings-the-5th-eu-gcc-business-forum-this-october-introducing-the-accelerating-gcc-economic-diversification-after-the-crisis>
 - <http://mail.al-press.com/index.php/en/events/58436-expo-2020-brings-the-5th-eu-gcc-business-forum-this-october>
 - <https://menafn.com/1102988972/EXPO-2020-Brings-the-5th-EU-GCC-Business-Forum-this-October-Introducing-the-Accelerating-GCC-Economic-Diversification-After-the-Crisis>

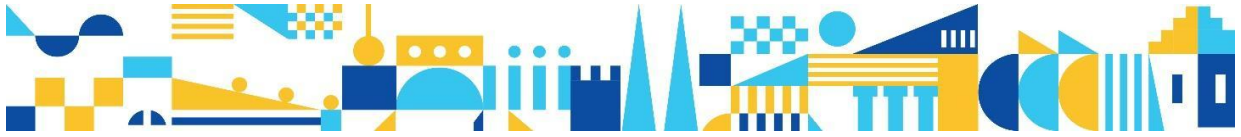


- <https://www.omanobserver.om/article/1108318/business/economy/eu-gcc-business-forum-to-focus-on-accelerating-gulf-economic-diversification>
- <https://mid-east.info/expo-2020-brings-the-5th-eu-gcc-business-forum-this-october-introducing-the-accelerating-gcc-economic-diversification-after-the-crisis>
- <https://www.albayan.ae/expo/news/2021-10-19-1.4274890>
- <https://businessgateways.com/news/2021/10/19/EUGCC-Business-Forum-accelerate-Gulf-economic>
- <https://news.writecaliber.com/economy-gulf-expo-2020-brings-the-5th-eu-gcc-business-forum-this-october-menafn-com/>
- <https://wejhatt.com/?p=52738>
- https://omannews.gov.om/Arabic_NewsDescription/ArtMID/437/ArticleID/41162/
- <https://oman.shafaqna.com/AR/AL/847994>
- <https://nuomnews.com/n-405226026>
- <https://sawahhost.com/news/>
- <https://uaenews4u.com/2021/10/23/25241/>
- <https://www.alkhaleej.ae/2021-10-24/>
- <https://www.biztoday.news/2021/10/24/eu-gcc-business-forum-concludes-at-expo-2020-dubai/>
- http://trade-arabia.com/news/BANK_388639.html
- <https://menafn.com/1103030353/The-5th-EU-GCC-Business-Forum-Concludes-at-Expo-2020-with-Senior-Speakers-from-Europe-and-the-GCC>
- <https://mid-east.info/the-5th-eu-gcc-business-forum-concludes-at-expo-2020-with-senior-speakers-from-europe-and-the-gcc/>
- <https://news.writecaliber.com/economy-gulf-the-5th-eu-gcc-business-forum-concludes-at-expo-2020-with-se-menafn-com/>

- **Press Coverage of the Women in Technology 4.0 Skills:**
 - <https://www.zawya.com/saudi-arabia/en/press-releases/story/Boosting-women-entrepreneurship-in-the-tech-sector-ZAWYA20211020051954/>
 - <https://www.middleeastdirectory.com/news-detail/35248/boosting-women-entrepreneurship-in-the-tech-sector>
 - <https://www.middleeastevents.com/news/page/boosting-women-entrepreneurship-in-the-tech-sector/35248>
 - <https://www.middleeastevents.com/news/page/boosting-women-entrepreneurship-in-the-tech-sector/35248https://mid-east.info/eu-gcc-dialogue-on-economic-diversification-the-european-centre-for-women-and-technology-bring-women-in-tech-forum-to-expo-2020-this-october/>
 - <https://www.zawya.com/uae/en/press-releases/story/EUGCC-dialogue-on-Economic-Diversification-the-European-Centre-for-Women-and-Technology-Concludes-Women-in-Tech-Forum-at-Expo-2020-ZAWYA20211026055113/>
 - <http://pantime-arabia.com/twos?i=1275>
 - <https://menafn.com/1103061123/EU-GCC-Dialogue-on-Economic-Diversification-the-European-Centre-for-Women-and-Technology-Concludes-Women-in-Tech-Forum-at-Expo-2020>
 - <https://mid-east.info/eu-gcc-dialogue-on-economic-diversification-the-european-centre-for-women-and-technology-concludes-women-in-tech-forum-at-expo-2020/>
 - <https://techxmedia.com/eu-gcc-dialogue-on-economic-diversification-concludes-women-in-tech-forum-at-expo-2020/>
 - <https://news.writecaliber.com/economy-gulf-eu-gcc-dialogue-on-economic-diversification-the-european-centre-for-women-and-technology-concludes-women-in-tech-forum-at-expo-2020/>



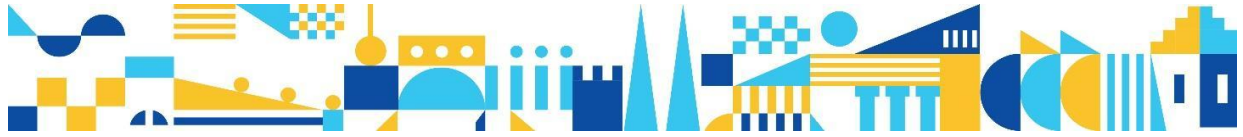
- Press Coverage of the exhibition in Dubai: “Transformation Strategies: European Architecture as Caregiver”:
 - [EU Mies award 22](#)
 - [Lietuvos paviljone „EXPO 2020“ atidaryta prestižinė ES šiuolaikinės architektūros paroda](#)
 - [Lietuvos paviljone Dubajuje – geriausia Europos architektūra](#)



6. EU flags, EU stamp, publications & branded material

In order to improve the visibility of the EU at EXPO2020, and in consultation with EU Member States, EU branded material was distributed to EU Member States pavilion. The material was very well received by most EU Member States.





In order to ensure that all EU countries could show an EU flag in their pavilion (either inside or outside) the EU provided EU flags to the following countries:

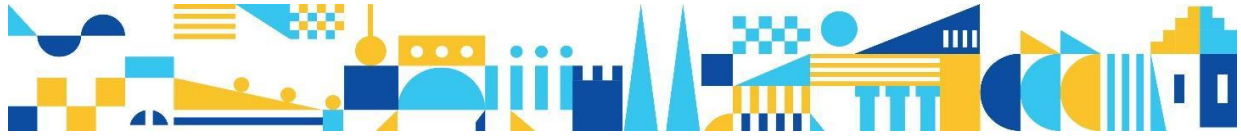
1. Croatia
2. Bulgaria
3. Cyprus
4. Latvia
5. Hungary

Following consultation with EU Member during the regular coordination meetings, EU publications were made available to Member States pavilions. The following countries collected EU publications and distributed them to their visitors:

1. Belgium
2. Bulgaria
3. Croatia
4. Cyprus
5. Finland
6. France
7. Italy
8. Latvia
9. Lithuania
10. Malta
11. Poland
12. Sweden

Every pavilion at EXPO2020 had a Stamp that visitors would collect on the “EXPO2020 Passport”. Despite the fact that the EU did not have a pavilion at EXPO2020 an EU stamp was created by the Deputy Commissioner General following a brainstorming with EU Member States Pavilions during one of the first weekly coordination meetings and consultation with the EU Delegation.





The following EU Member States pavilions received the #EUatEXPO stamps:

1. Belgium
2. Bulgaria
3. Croatia
4. Cyprus
5. Czech Republic
6. Estonia
7. Finland
8. France
9. Germany
10. Greece
11. Hungary
12. Ireland
13. Italy
14. Latvia
15. Lithuania
16. Luxembourg
17. Malta
18. The Netherlands
19. Poland
20. Portugal
21. Romania
22. Slovakia
23. Slovenia
24. Spain
25. Sweden

The EU stamp included a QR code redirecting to the Explore EU WebApp was **scanned 5.785 times** (over 5 months) from the following countries/cities with a peak in December and March.

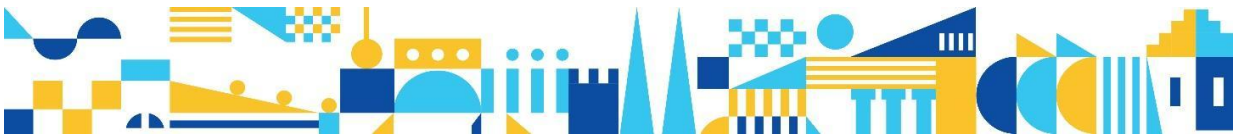
SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United Arab Emirates	5077	87.61%
2	United States	62	1.07%
3	Saudi Arabia	52	0.9%
4	India	50	0.86%
5	Germany	49	0.85%
6	Russian Federation	48	0.83%

SCANS BY TOP CITIES

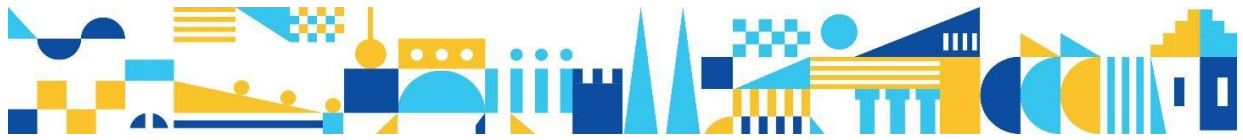
#	City	Scans	%
1	Dubai	3444	59.43%
2	Sharjah city	425	7.33%
3	Dubai (Al Sufouh)	232	4%
4	Abu Dhabi	187	3.23%
5	Dubai (Academic City)	139	2.4%
6	Fujairah	126	2.17%

An EU Passport was also distributed to EU Member States Pavilions together with other EU publications. The passport was provided by the European Commission Office in the Netherlands and the transport was organised by the Deputy Commissioner General with the support of colleagues travelling to EXPO2020 Dubai.



Other publications were provided by the Publication office of the Council and of the Commission and shipped to the EXPO2020 site directly, including colour books for kids, a paper origami game, a map of Europe and a Euro sign.





7. Examples of joint EU & Member States communication material

European activities for EU Honour Day



A journey to Europe....



EXPO
2020
DUBAI
UAE



OFFICIAL PARTICIPANT – EUROPEAN UNION

9h30: EU-GCC Business Forum – DEC Hall 2 A

11h00: Global Harmonies: discussion & performance of young cultural professionals – *Terra Auditorium*

12h45: Flag Parade

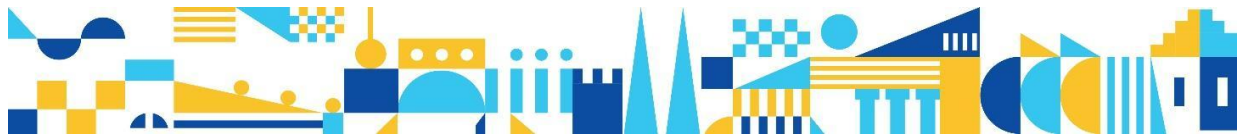
16h15: Official Ceremony with European Commission Vice-President M. Schinas - *Al Wasl Plaza*

18h00: EU Honour Day Gala – Dubai Millennium Amphitheatre

...with music, debates, food & drinks in EU Member States pavilions:

 9h30	 11h00	 13h00	 14h30	 15h00
 11h00	 12h00	 14h00	 14h30	 16h00
 11h00	 12h30	 14h00	 15h00	 17h00

Check out the full programme: www.europa.eu/expo2020



European Union Health and Wellness week:

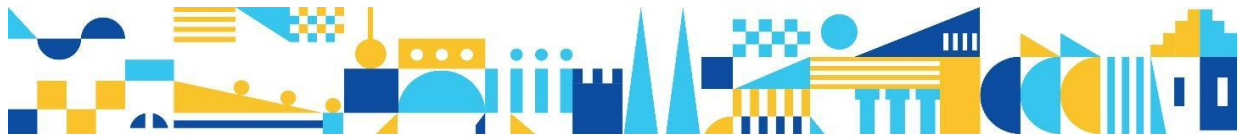
Health & Wellness Week

EXPO 2020 DUBAI UAE



Events at EU Country pavilions

-  **25-26 January, 10am – 4pm**
French Healthcare conference
France Pavilion, Mobility District
[RSVP here](#)
-  **27 January 10.30am – 12.30pm**
Future of connected health
Sweden Pavilion, Opportunity District and broadcasted
[RSVP here](#)
-  **27 January, 11am – 3pm**
Business Forum: Slovenia on top of personalized medicine
Slovenia Pavilion, Sustainability District
[RSVP here](#)
-  **28 January, 12pm – 3pm**
Networking Event to Celebrate Closing of Arab Health Exhibition
Latvia Pavilion, Opportunity District
[RSVP here](#)
-  **28 January, 4pm – 8pm**
The vital role of water to a healthy life
Romania Pavilion, Sustainability District
-  **30 January, 3pm – 7pm**
Silesia – Land of Opportunity. Business gateway to Europe
Poland Pavilion, Mobility District
[RSVP here](#)
-  **31 January, 12.30pm – 4.30pm**
Digital nation. Personalized solutions for healthcare & wellbeing
Estonia Pavilion, Mobility District
[RSVP here](#)
-  **31 January, 1pm – 7pm**
Spa and Wellness Workshop
Slovakia Pavilion, Mobility District
-  **31 January, 5pm – 8.30pm**
Multisport outdoor challenge with Croatia
Sport, Fitness & well-being hub
-  **1 February, 10.30am – 5.30pm**
Artificial intelligence and cybersecurity for human health
Italy Pavilion, AI Forsan
[RSVP here](#)



Joint EU and Member States communication at EXPO2020 on food tasting

TASTE EUROPE
AT **EXPO 2020**

#EUatEXPO

Try our food & drinks in all EXPO districts!

SUSTAINABILITY

- CZECH REPUBLIC
- GERMANY
- GREECE
- ITALY
- LITHUANIA
- NETHERLANDS
- ROMANIA ▲
- SLOVENIA
- SPAIN
- SWEDEN

MOBILITY

- BELGIUM
- DENMARK
- ESTONIA
- FRANCE
- POLAND
- SLOVAKIA

JUBILEE PARK

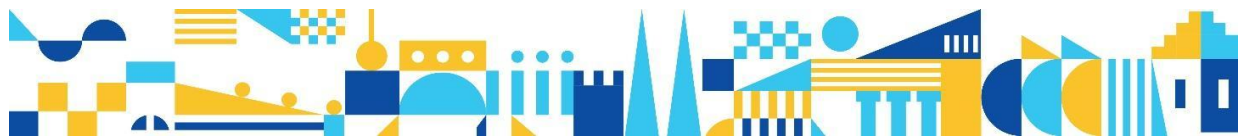
- HUNGARY
- IRELAND
- PORTUGAL

OPPORTUNITY

- AUSTRIA
- LUXEMBOURG
- LATVIA ▲

▲ Occasional tastings only





European activities at Food, Agriculture and Livelihood Week:

Food, Agriculture and Livelihoods Week






8-27 February, 2pm – 10pm
 More than Food: Caravan with Food tasting
JBR Beach
[More info here](#)



14 February, 11am – 2.30pm
 Business Forum : The Green Table of Europe
Slovenia Pavilion, Sustainability District
[RSVP here](#)



14 February, 11am
 Lubelskie Region : Food Industry Conference
Poland Pavilion, Mobility District



17 February, 12pm – 3pm
 Sustainable Food Systems: Ireland's Model for Growth
Ireland Pavilion, Jubilee
[RSVP here](#)



17-19 February, 5pm – 9pm, 20 February 3pm – 9pm
 Food Week at Swedish Pavilion
Sweden Pavilion, Sustainability District
[More info here](#)



18 February, 12pm – 3pm
 Meet & Greet Innovative Food Companies from Latvia
Latvia Pavilion, Opportunity District
[RSVP here](#)



19 February, 11am – 3pm
 Networking Event with Presentation of Croatian Wood Industry
Croatia Pavilion, Mobility District
[RSVP here](#)



19, 20, 22 February, 11am – 6.30pm
 Cooking Show by Chefsetvous
France Pavilion, Mobility District



19 February 2pm – 6.30pm
 European Green Deal and Farm to Fork Strategy
France Pavilion, Mobility District
[RSVP here](#)



20, 22, 24, 26 February, 12pm – 1pm, 5pm – 6pm
 Food tasting & food supply chain discussions
Romania Pavilion, Sustainability District



23 February, 12pm- 1pm, 7:30pm
 Book Presentation, *Spanish Pavilion*
 Gastronomy Flameco Show by *María Pagés, Jubilee Stage*