

EXPO
2020
DUBAI
UAE



FRANCE
EXPO 2020 DUBAI







We are now at the dawn of a new phase. The Universal Exhibition will offer a magnificent opportunity to open up new prospects, to launch new projects.

[...] I believe that 2020 will give us the opportunity to defend our values in this region, and to show, for example, how the new smart cities will be able to contribute.

The project is one of openness, new mobility and new renewable energies; we want to participate in it, and all the major French companies want to be there, to participate in this ambition, this ambition of today and that of the 2020 dream.



Emmanuel Macron
Franco-Emirian Economic Forum in Dubai
November 2017



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Created in January 2018, COFREX (Compagnie française des expositions) is a publicly-owned simplified joint stock company.

Its purpose is to prepare, organise and implement France's participation in International and Universal Exhibitions, organised by the Bureau International des Expositions (BIE).

COFREX is part of a sustainable project that draws on the experience of previous exhibitions to ensure the best possible organisation of France's future participation in Universal and International Exhibitions, for both the general public and partners. In 2018, COFREX opened a subsidiary in Dubai to facilitate the organisation of its participation in Expo 2020 Dubai.



Erik Linquiér

Chairman of COFREX /

General Commissioner for France – Expo 2020 Dubai



For France, the 2020 Universal Exhibition will be an opportunity to showcase a bold and positive vision of French innovation. The France Pavilion will show how digital technology can offer new models of services and uses, for the benefit of all.

In the service of French companies and all innovators, it will be a practical tool and a platform to speed up the international development of French products, in particular in Asia, the Middle East and Africa, the areas where visitors to the Exhibition come from.

To this end, the project led by COFREX, the operator appointed to define and implement the French participation at Dubai 2020, must become that of the French nation as a whole. With this in mind, we are committed to offering all our fellow citizens the means to publicize French innovations and to create a link with all innovators worldwide. Our mission is therefore to bring together as many French players and partners as possible.

We are keen to offer an image of a France that is enthusiastic, bold and innovative, which has the means to project itself and become part of a digital revolution in which it has numerous advantages.



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01

BACKGROUND



A unique event

What is a Universal Exhibition?

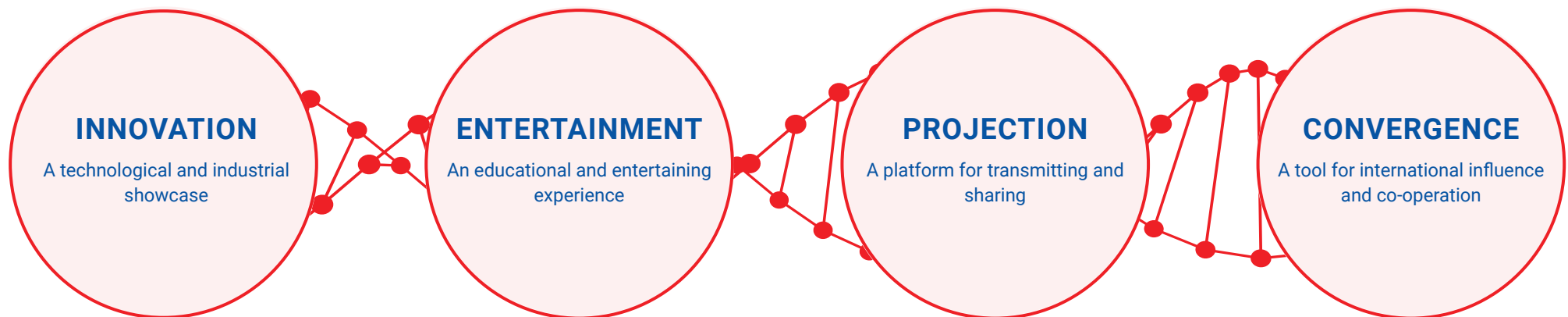
A Universal Exhibition is an international event aimed at sharing innovation, promoting progress and encouraging co-operation around the major challenges facing our societies.

It is organised by a host country and invites other countries, companies, international organisations, civil society and the general public to participate, attracting several tens of millions of participants.

A Universal Exhibition is a multifaceted event where exhibitions, conferences, shows, diplomatic meetings and business meetings are organised, creating genuine synergy between sectors (technical, science, town planning, arts, politics, culture, etc.).

The most recent Universal Exhibitions

- Expo 2015 Milan, "Feeding the Planet, Energy for Life"
- Expo 2010 Shanghai, "Best City, Best Life"
- Expo 2000 Hanover, "Man – Nature – Technology"
- Expo 1992 Seville, "The Age of Discoveries"





Promoting France through its innovations

Over the course of this exhibition, the challenge is to promote all French talents and create a major opportunity for the nation to express itself on the international stage. The French Pavilion must be the project of all French people.

Like the Olympic Games or Heritage Days, the Universal Exhibition aims to become a collective rallying point uniting all the French behind their pavilion. An incomparable showcase of our companies' know-how and innovations, France will demonstrate how the digital revolution can be used to transform cities and territories in order to adopt a sustainable vision for future generations.



Connecting Minds, Creating the Future

The 2020 Universal Exhibition will take place from 20 October 2020 to 10 April 2021 in Dubai, the United Arab Emirates (UAE), around the theme of «Connecting Minds, Creating the Future» with 3 sub-themes - sustainability, opportunity and mobility.



It will be the first Universal Exhibition organised in the MEASA region (Middle East, Africa and South Asia) and will mark the 50th anniversary of the foundation of the United Arab Emirates (1971).

in the mobility zone. It must promote France's vision internationally, but also represent a platform to strengthen the French presence.

With the aim of being a launch pad for a sustainable vision and development for the coming decades, this 2020 edition promises to surprise people and the world. The France Pavilion will be located

Dubai 2020

Based on the visitor's experience, it will embody the Universal Exhibition of the 21st century.

OVER 25 MILLION VISITORS EXPECTED

A destination popular with the general public: A record 16 million tourists visited Dubai in 2018, making it the 4th most visited city in the world.

A dynamic business environment: Dubai is second in the world in terms of trade fairs and shows, after Paris.

 **+190 PARTICIPATING COUNTRIES**

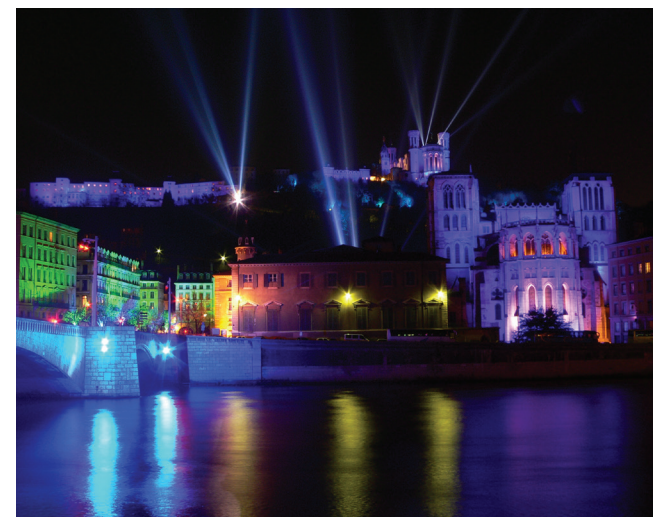
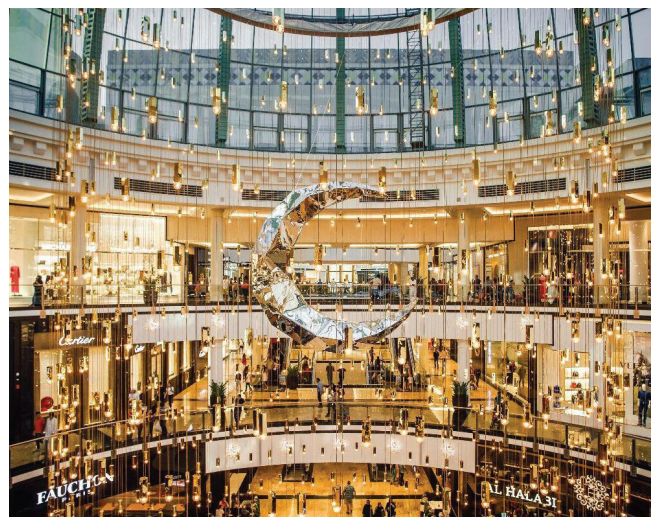
PARTICIPANTS FROM ALL SECTORS

-  • Companies
-  • Universities/Research
-  • Multilateral organisations
-  • Fondations & NGOs

VISITORS FROM ALL OVER THE GLOBE



Dubai, an international crossroads



A STRATEGIC GEOGRAPHIC HUB

- Point of convergence between Asia, Africa and Europe
- Dubai South, a new economic zone currently under development
- Dubai Airports: 3 international airports near the Expo 2020 site, targeting 126 million passengers in 2020 and 240 million in 2025.
- Expo 2020 is located 20 minutes from Al Maktoum Airport

A MULTICULTURAL, HUMAN, ECONOMIC AND FINANCIAL CENTRE

- 90% of foreign residents
- Multicultural openness, respect for religions
- UAE sovereign wealth funds have \$1,250 billion (3.3 times its GDP)
- UAE attracted \$8.9 billion in foreign capital in 2016

FRANCE IN DUBAI, AN EAGERLY ANTICIPATED OPERATOR

- 30,000 French expatriates in Dubai, presence of major CAC 40 companies and more than 400 French companies - transport, aeronautics, pharmaceuticals, energy, cosmetics, luxury goods, gastronomy
- A genuine projection of the influence of French lifestyle in the region - innovations, brands, culture, education, etc.

NEW MOBILITIES AT THE HEART OF CONNECTED TERRITORIES

The knowledge society is completely overhauling the notion of mobility, creating ubiquity, making everything instantaneous and connecting people:

autonomous vehicles will soon transport people who cannot – or can no longer – drive; urban transport platforms should encourage improved distribution of travel through space and time and redesign the urban landscape; remote commerce forces us to reinvent the concept of a store, a place that is being completely redesigned to offer a real experience more than just a commercial act; mobile payment is democratising commerce; mobile work is shortening the distance between the city and the village... These new mobilities indicate a profound change in lifestyle.

The importance of mobility in initiatives aimed at including everyone in the digital society will continue to grow over the years to come.

The vision of France

AN AMBITION

The bold enhancement of new mobilities for the benefit of Mankind.

AN OBJECTIVE

Develop new mobility services focused on users and the preservation of common assets in the areas of energy, transport, housing, etc.

SECTORS OF EXCELLENCE



TRANSPORT & LOGISTICS

Air | Maritime rail | Individual Motor Mobility



REGIONAL DEVELOPMENT

Planning | Infrastructures | Engineering | Networks Renovation | New smart materials



NEW CONSUMER USES

Made in France | Social Economy & Solidarity | Start Up | Digitisation of commerce



TRAVEL & EXPLORATION

Tourism & Accommodation Heritage | Aeronautics Aerospace | Security



CLIMATE & ENVIRONMENT

Renewable energy | Energy Efficiency Recycling | Climate | Green Finance Ecology



DIGITAL TECHNOLOGY

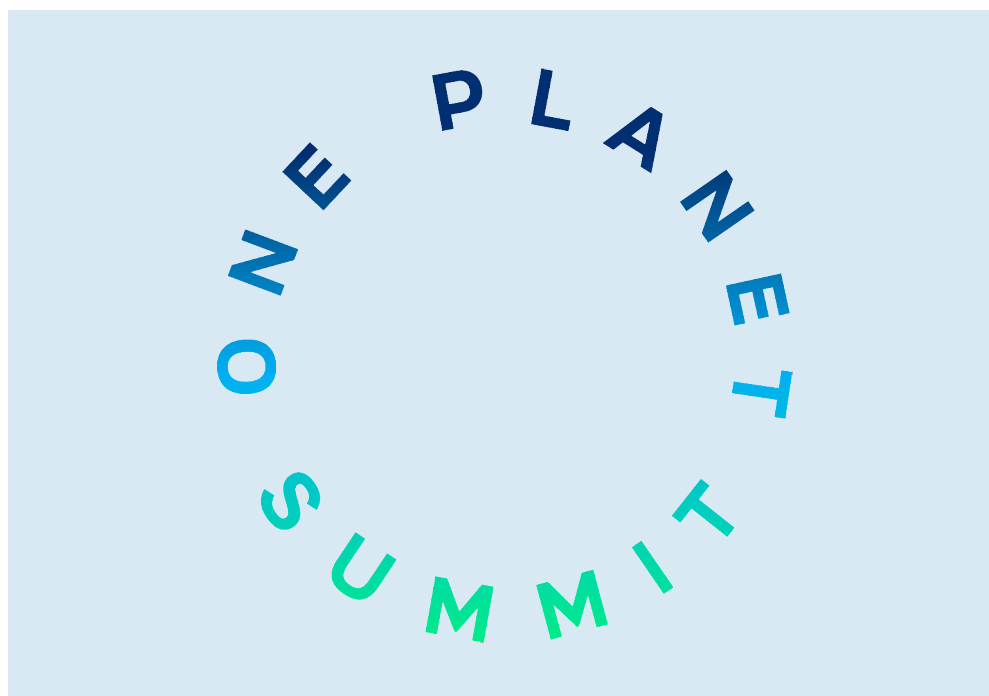
Big Data | French Tech | Telecommunications | Connectivity | TCI smart grids



KNOWLEDGE & KNOW-HOW

Entertainment | Education Sciences & Training | Arts | Culture | Francophonie





THE SPIRIT OF THE “ONE PLANET SUMMIT”

- Launched in December 2017 in Paris by President Emmanuel Macron, United Nations Secretary General Antonio Guterres and World Bank President Jim Kim, the One Planet Summit is an international network dedicated to accelerating the global transition to a low-carbon economy. It aims to develop concrete solutions enabling the implementation of the Paris Agreement
- The French Pavilion wants to contribute to the implementation of the One Planet Summit objectives.



SUSTAINABLE DEVELOPMENT OBJECTIVES

- From design through the construction of a recyclable building to the implementation of the project, respect for the environment is integrated by design into the French Pavilion.
- The French Pavilion is one of the 17 objectives of the UN sustainable development programme.

02

THE FRENCH PAVILION



The three values of the French Pavilion



BOLDNESS

Boldness implies a willingness to act. In a world that is changing and faced with the issues of our time, France has chosen to meet the challenges.

“To know how to wonder and question is the first step of the mind toward discovery.” Louis Pasteur

ART OF LIVING

Art of Living echoes the «French lifestyle». It brings up pictures gastronomy, science, fashion, culture, diversity, refinement and embodies the showcase of France abroad.

*“The art of enjoying life serves at the same time to prolong it.”
Jean-Jacques Rousseau*

COLLECTIVE

The collective is a formidable challenge, to understand the future with the help of its diversity and its diversities. Whether they are the diversities of people or those of know-how throughout all French territories. This value is based on the diversity of its inhabitants, territories, cultures and expertise.

*“One for all and all for one.”
Alexandre Dumas*

Light, Lights

Light is the common thread of the French Pavilion. It will take different forms throughout the course of the show and will offer a unique experience.

LIGHT AS A PHILOSOPHY

Light, a tool that illuminates and reveals, lets you see and progress.

Mobility: Distribution

- Mobility of ideas & knowledge
- Planning of territories
- New urban concepts

LIGHT AS A SOURCE OF HEAT AND CREATIVITY

Palpable light, a generator of heat and a source of innovation.

Mobility: Creation

- Energy mobility
- Engineering

LIGHT AS A VECTOR OF CONNECTION

Light that connects, carries and transmits data.

Mobility : Transmission

- Infrastructures, networks, smart grids
- Digital connectivity
- Human connections
- Telecommunications





03

VISITOR EXPERIENCE





- ① **The French Pavilion is located in the Mobility zone**
 - A space of around 4,700 sq m
 - A maximum height of 21 meters
 - Durable and removable
- ② Exhibition Park
- ③ Al Wasl Plaza Event Area
- ④ Metro station
- ⑤ Shopping Centre
- ⑥ Expo Village
- ⑦ Visitors entry

The 4 dimensions of the visitor experience

Have an impact on people's minds through 4 dimensions and rich thematic programming for 24 weeks.

EMOTIONAL

> Create an unforgettable visit and make the French Pavilion a major attraction of the Universal Exhibition.

- Immersive and accessible approach for all audiences on the subject of mobility
- Experiences: experiential bubbles, shows, artistic performances, catering, boutique, etc.

EDUCATIONAL

> Express the vision and shed the light of France and French companies on the subject of mobility.

- A fundamental approach, based on the content and programming of the French Pavilion
- Experiences: thematic conferences, debates, meetings, master classes, workshops, innovation lab, projections, etc.

TECHNOLOGICAL

> Interactively present the concrete mobility solutions put forward by French operators.

- Approach through experimentation, demonstration and exchange, particularly with pavilion partners.
- Experiences: exhibitions, demonstrations, scientific programming, incubator.

TERRITORIAL

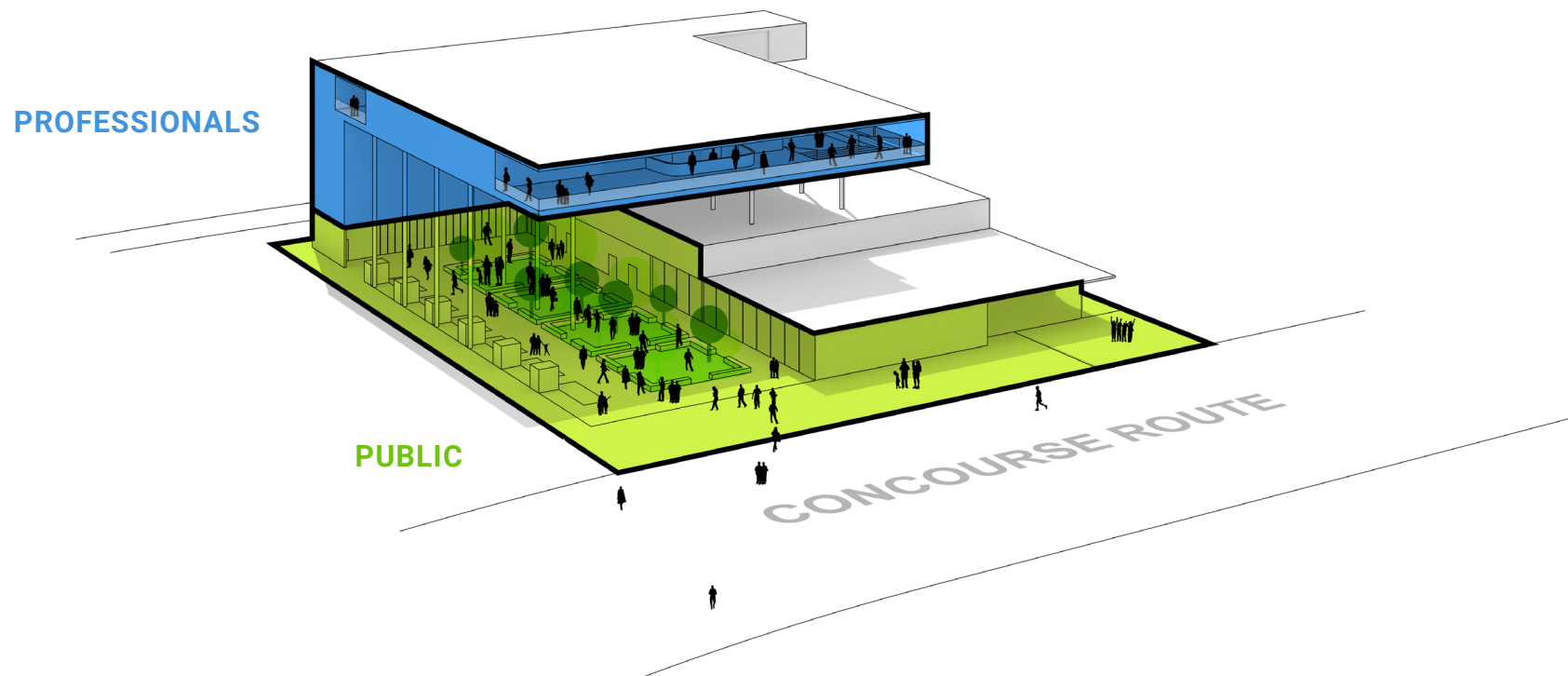
> Show how new mobilities create user-oriented smart cities and connected territories that are adaptable, attractive and inclusive.

- Geographical approach, sharing of experience and promoting know-how from all regions.
- Experiences: testimonials, discovery of territorial solutions.

The key locations of the French Pavilion

ORGANISATIONAL PRINCIPLES

The French Pavilion will be organised in three stages, distinguishing general public spaces from professional spaces, and allowing a mix of different audiences in shared spaces. The organisation of the pavilion will be designed to handle exceptional traffic, estimated at a total for all space of several tens of thousands of visitors per day.



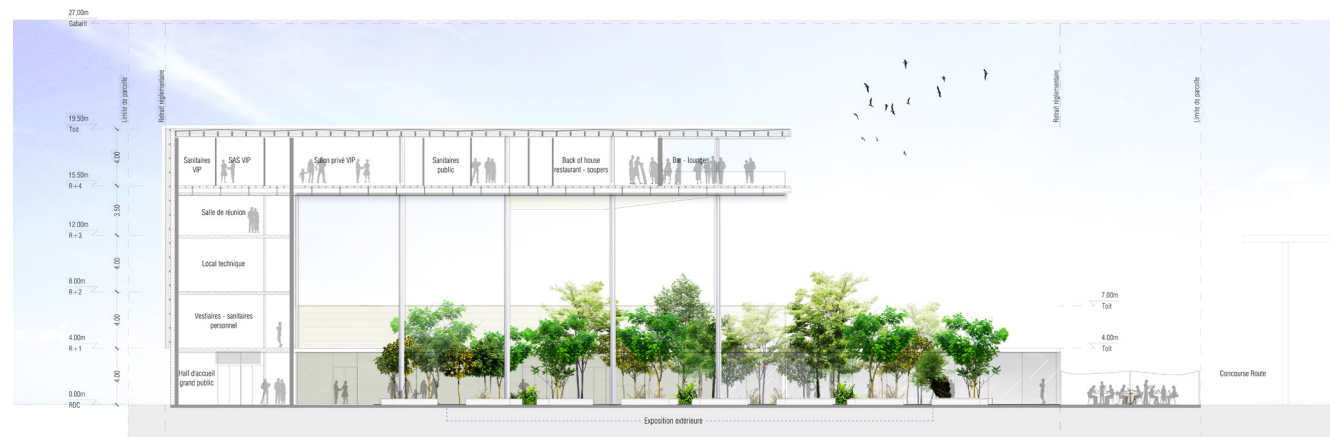
Visitor experience



THE DIFFERENT LEVELS

These different levels highlight the professional and reception spaces on the upper floors, places specifically set aside for partners.

The ground floor is reserved for the permanent and temporary exhibitions, accessible to the general public and which will also be used to showcase partners.



THE SHARED SPACES

These spaces are accessible to everyone, both general public and professionals.



The esplanade and the surrounding areas

The spectacular effect will be apparent as soon as the French Pavilion comes into view. Beyond the architectural aspect, the area surrounding the pavilion will be designed in such a way as to make visitors to the Universal Exhibition want to come and discover this showcase of France.



The boutiques and restaurants area

Innovations and the French art of living will be available to all visitors.



The auditorium

The auditorium will host the conferences, debates, forums and symposia that will be held in connection with the pavilion's general public and professional programming. It will be a preferred platform for exchanging of ideas and know-how and sharing knowledge.

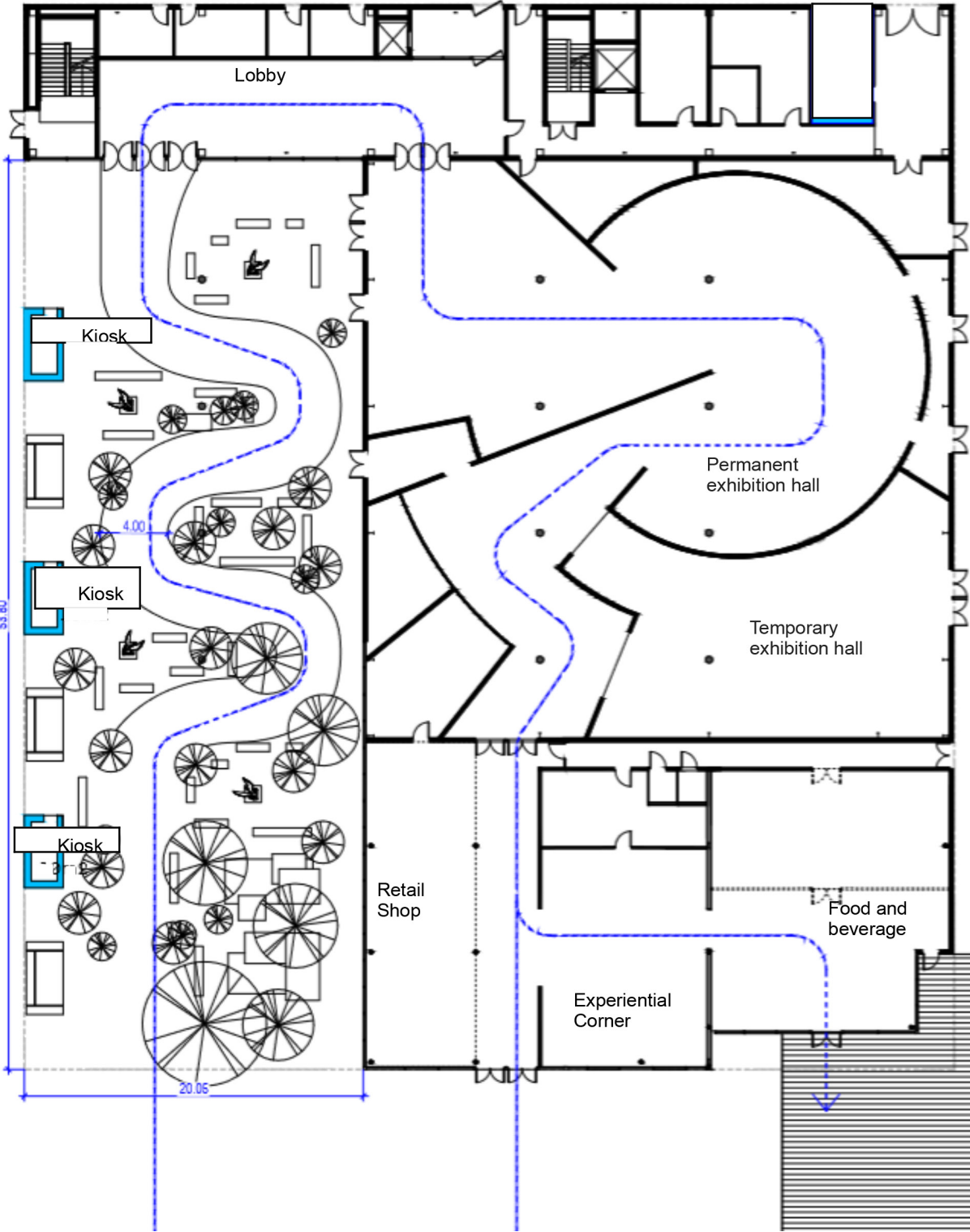


The innovation lab

An innovation laboratory will be installed in the pavilion throughout the duration of Expo 2020. Designed as an innovation ecosystem, it will host a mini-incubator open to all.

Visitor experience

GROUND FLOOR OF THE FRENCH PAVILION – GENERAL PUBLIC SPACES



These spaces are intended to be interactive and educational, so that each visitor shall have a unique, striking and personalised experience.



Queue

This “zone of entry into French territory” is an important part of the visitor experience. Immersions, discoveries, contents and surprises will punctuate the route to the entrance to the pavilion and gradually lead visitors to discover the opportunities offered by the French Pavilion.



The visitor's journey

Focused on demonstrating French know-how, the visitor's journey will be organised around virtual reality, interactions with objects or people (on site or remotely). This immersive experience will allow visitors to discover the France Showcase and its sustainable innovations in terms of new mobility.



The temporary exhibition space

The temporary exhibition space will promote French know-how, innovation and lifestyle.

Visitor experience

ON THE FRENCH PAVILION FLOOR - PROFESSIONAL SPACES



Places dedicated to professional events and meetings, informal exchanges and economic and institutional events.



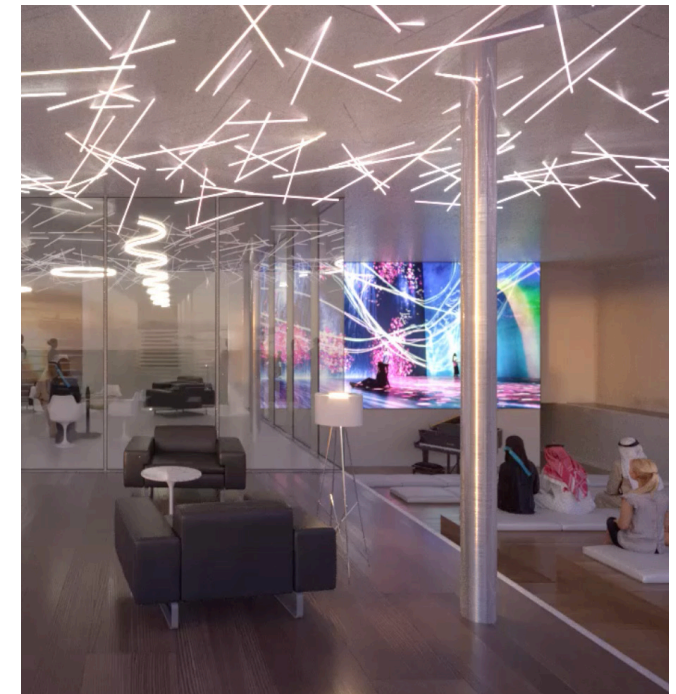
The terrace

The 200 sq m terrace will offer a relaxed and friendly environment that promotes professional meetings.



The showroom / lounge

This VIP area will offer pavilion partners the possibility of having informal or private meeting times.



Agora – The Shows

These modular spaces will enable meetings and events with different formats.

04

PARTNERSHIPS



The Emirates, a challenge for France

With €1.59 billion in French exports, the Emirates are France's second largest customer in the Gulf.

Close bilateral relations:

- Many UAE co-operation agreements: military, cultural, educational, economic, political.
- Iconic projects: the Louvre Abu-Dhabi and the Sorbonne.

French expertise recognised in the UAE:

- High-end
- Strong presence in strategic sectors: hydrocarbons and energy, aerospace and transport, distribution, luxury, banking, tourism and services, pharmaceuticals, arts and culture

A thriving economic environment:

- 2nd largest Gulf economy after Saudi Arabia, 6th largest global oil reserve
- \$377 billion GDP in 2017
- Strong development of a services platform in Dubai, through tourism, airport activities, re-export of goods, etc.



Embodying the best that France has to offer

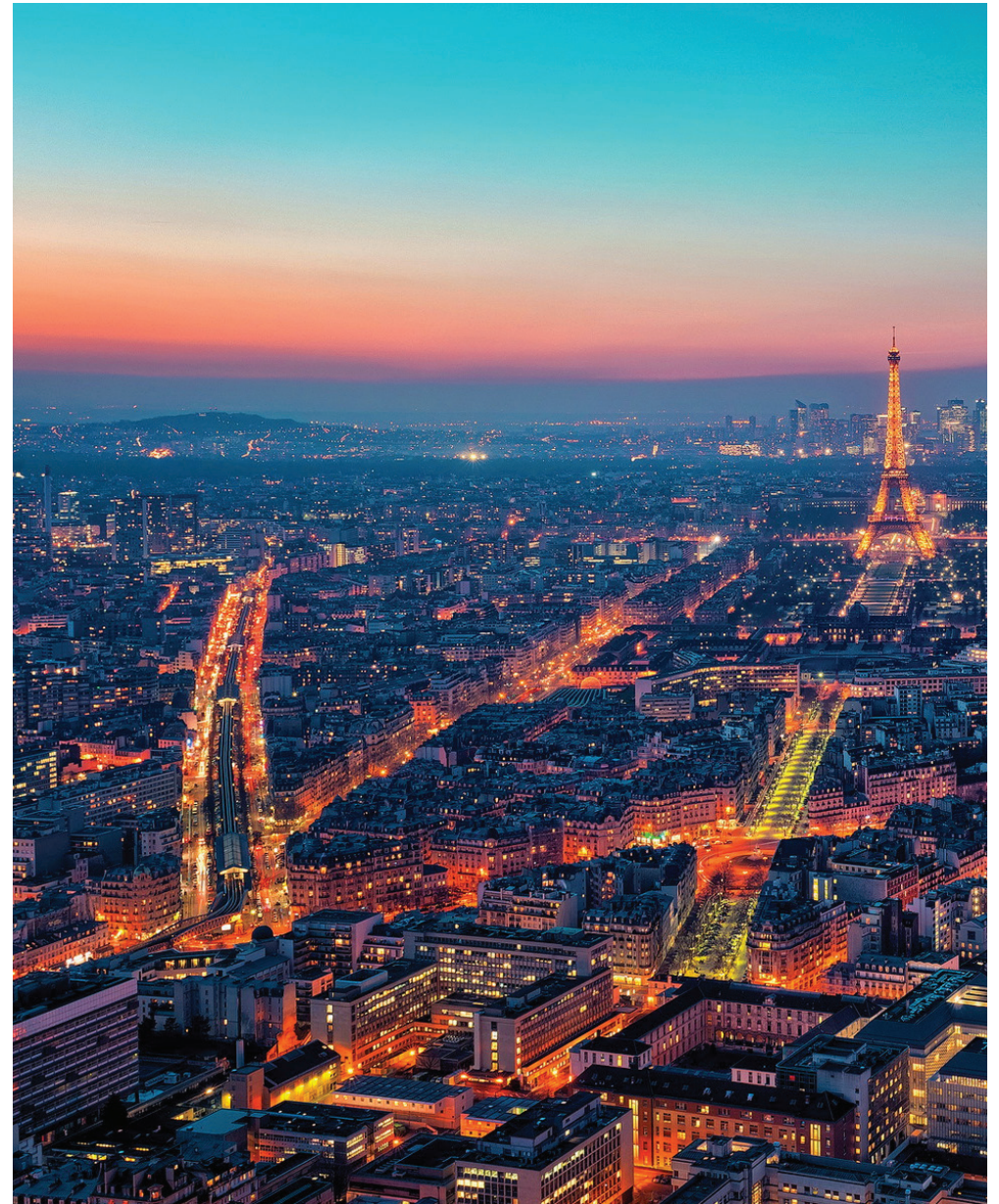
A new private public collaborative model.

A pavilion based on co-construction

The Compagnie française des expositions (COFREX), created in 2018, organises the French presence in Dubai in order to highlight the entire French product range thanks to the co-construction of the pavilion and its events with all its public and private partners.

A personalised partnership

The French Pavilion team defines, along with each of the partners, the content and form of their participation in Expo 2020. Its partners actively participate, based on their expertise, in the French Pavilion ecosystem, before and during the Universal Exhibition. The partners have a range of profiles: companies, local partners, institutional players, local authorities, academia, and institutions of general interest.



A Think Tank dedicated to the French Pavilion

«Connecting Minds» is the Think Tank dedicated to the French Pavilion, in order to inform debate and discussion around the three sub-themes of Expo 2020 - Mobility, Sustainability, Opportunity - and aims to showcase French know-how and technologies in the area of transforming cities and territories in order to serve citizens.

The first working groups :

- Sustainable innovation
- Connected education
- Territories, companies and talents
- Education 4.0
- Multimodal mobility platform
- Autonomous and connected mobility
- The store of tomorrow
- New payment methods as a mobility tool
- Renewable energies X.0 in the territories of tomorrow
- The 360° city: service performance
- The circular economy

At the heart of this universal Think Tank is youth. Each of the themes submitted for discussion will be led by a group of young people aged 20 to 25, from a wide variety of different backgrounds, regions and academic or professional environments.

The «Dubai notebooks», restitution in various forms (reports, publications, videos, etc.) will enrich the content and programming of the France Pavilion during the Universal Exhibition.



Associate yourself with the French Pavilion project

Values

- Associate yourself with the values of the Universal Exhibition: public education, promotion of progress and international cooperation.
- Join the French Pavilion brand platform: boldness, lifestyle, collective.
- Help make the common good of knowledge accessible to all.
- Embody French innovation, its genius and talents.
- Help to establish new economic, cultural and technological partnerships between France and international players.

Reciprocal benefits

- For the French Pavilion: donations of cash or goods/services.
- For partners, personalised considerations depending on the size of the contribution: institutional, communication (visibility on the pavilion and the various communication media), events (access to privileged spaces and to pavilion events) as well as invitations.



A tax framework favourable to patronage and sponsorship

Our partners are actively supporting the French Pavilion through two tax systems. Mobilising and involving all our French companies is one of our commitments to highlight their innovations and make them succeed.

Patronage - in kind and/or skill and/or financial

Contributions received under patronage give entitlement to a tax reduction: 60% of the amount of the donation is deducted from corporation tax, up to a maximum of 5 per 1,000 of turnover. Considerations are allowed up to 25% and the final real cost amounts to 15% of the donation.

Sponsorship - in kind and/or skill and/or financial

Contributions received are considered as services subject to VAT. These expenses are 100% deductible from taxable income in respect of operating expenses.

Apart from tax measures, each partnership can also be valued in a specific way depending on the partner's objectives.



Partnerships



Confirmation of French Participation

October 2017

Approval of the Thematic Declaration
The French vision of a society with connected minds

April 2018



Revelation of the Architecture and Scenery of the French Pavilion

March 2019



Final Design of the Immersive Experience

September 2020

France Day at the Universal Exhibition

29 January 2021

End of Dismantling of the Pavilion

October 2021



Construction of the pavillon 2019/2020

Appointment of the General Auditor
November 2017

Creation of COFREX
January 2018

Meeting of the 1st Committee of Strategic Finalisation of the Interior Layout of the French Pavilion
June 2018

Finalisation of Interior Layout
July 2019



Opening of Expo 2020 Dubai
20 October 2020



Closure of Expo 2020 Dubai
10 April 2021



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