

EXPO CITY DUBAI

Intro



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The city of the future



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Expo 2020 Dubai

Bringing the world together

Between 1 October 2021 and 31 March 2022, Expo 2020 Dubai welcomed 192 countries and over 24 million visits for what was the first World Expo to be held in the vast MEASA region.

Held during a pandemic, it demonstrated and celebrated what can be achieved **when the world comes together**, inspiring the next generation and catalysing action towards a brighter future for all.

Beyond the traditional visitations, EXPO 2020 also welcomed and facilitated 251 million of virtual visits and hosted 35,276 live and online events.



Expo 2020 at a Glance

Connecting Minds. Creating the Future through Sustainability, Mobility and Opportunity

What we achieved together

Expo 2020 Dubai in numbers

24.1M

visits from 178 countries

30.3%

came from overseas

1M+

school visits

107,000

visits from people of
determination

5.8M+

people impacted by
Expo Live grants

192

Country Pavilions

+200

Pavilions

+200

Restaurants

+60

Daily Shows

c.3% of total

Over 60

c.18% of total

Under 18

c.33% of total

Overseas visitors

c.49 %

Repeated Visitation



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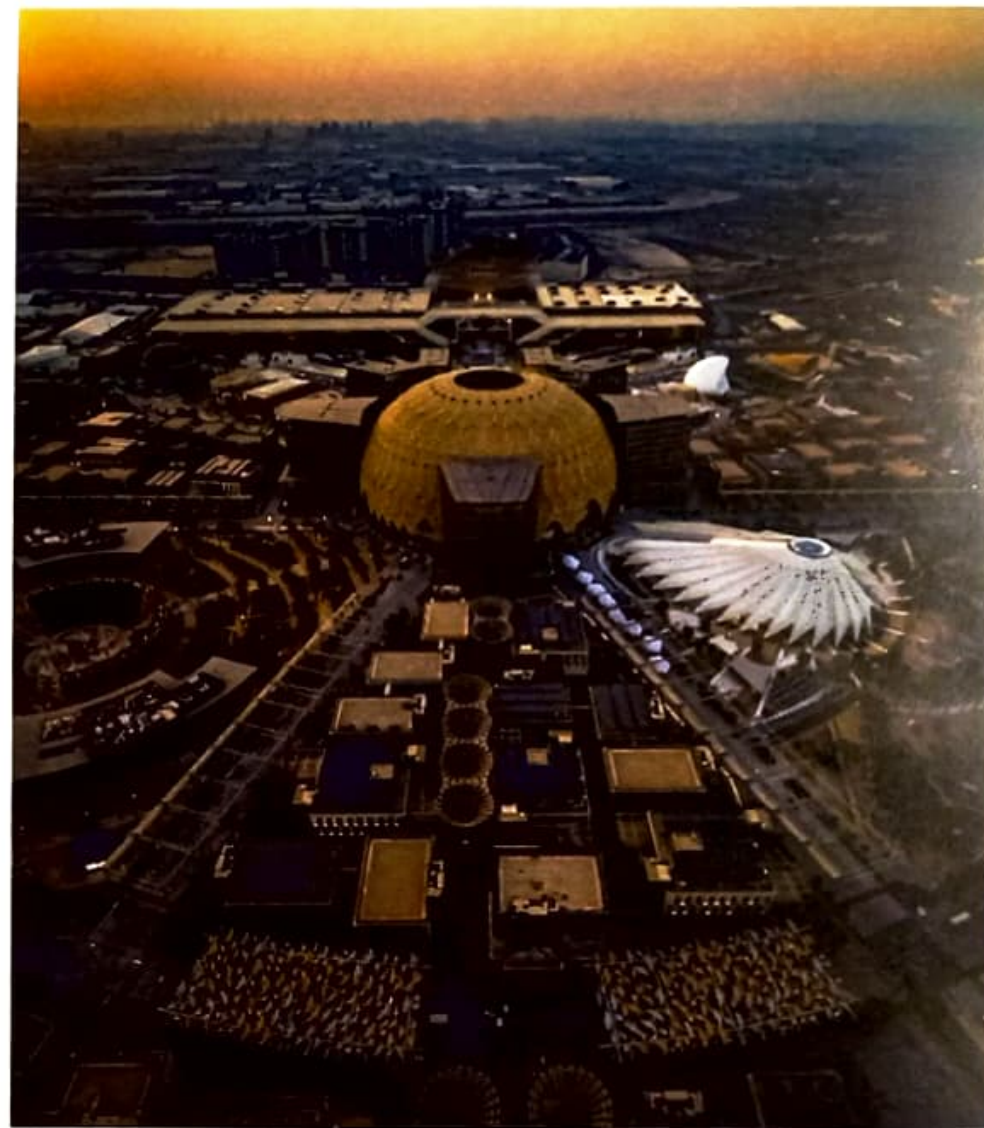
Sustainable, Tech-Enabled, Human-Centric, City of Future

Expo City Dubai builds on the momentum and resounding success of the World Expo, transitioning into a **sustainability-focused, tech-enabled, human-centric city of the future.**

Featuring a number of Expo 2020 Dubai's **flagship pavilions, iconic attractions and entertainment offerings**, it will ensure the event's **magic, energy and impact** live on for generations to come.

Expo City Dubai will provide a **high tech ecosystem and urban environment** for Fortune 500 companies, SMEs, startups, government and academia to collaborate, create and thrive.

Expo City Dubai includes the world-class Dubai Exhibition Centre (DEC), which will continue to host a range of conferences, events and activations.



On July 7th 2022, Law No. 14 of 2022 establishing the Expo City Dubai Authority was passed with the below objectives

- Contribute to supporting the efforts of the Emirate to enhance its position as an international hub of excellence in the field of organizing and hosting international exhibitions and major events at all local, regional and global levels.
- Ensure the UAE's success in hosting exhibitions is preserved by emphasizing the long-term legacy of such success for current and future generations.
- preserve the intellectual and digital content achieved by the Emirate through hosting the Expo, protect and develop such content in order to serve the Emirate's plans and directions towards the future.
- Contribute to the transfer of knowledge and exchange of experiences related to the management and implementation of international exhibitions and major events with international or regional organizations and establishments, with a view to learn from the distinguished experience of the Emirate in the organization, management, implementation, and success of the Expo.
- Deepen international communication with the world, strengthening and elaborating relationships established during the Expo period and benefiting therefrom, including relationships and agreements concluded with countries, international organizations and establishments, academic corporations and institutions, investment funds, and so on.
- Contribute to strengthening the Emirate's global position by developing a media platform that aids the dissemination of the Emirate's strategic messages around the world. The messages will include the Emirate's successful experiences and lessons learned while hosting the Expo.
- Contribute to reviving the Expo theme "Connecting Minds, Creating the Future" through events, programs, and activities that outline and position the Emirate as well as its future ambitions, in line with the Emirate's strategic priorities.
- Contribute to attracting local and international investments, commercial corporations and establishments to establish their headquarters within Expo City, and conduct their business and investments therefrom.

From Expo 2020 to Expo City

Creating a Lasting Legacy

The Future of Expo 2020 Dubai: Expo City

Vision as Inspired by His Highness Sheikh Mohammed bin Rashid Al Maktoum – UAE Vice President, Prime Minister and Ruler of Dubai
a human-centric future city designed to create a smarter, more balanced way of life



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...will become a blueprint for a smart "15-minute City" that will be dominated by technological and research-based industries...

...and an innovation ecosystem that is relevant in the world today, tomorrow, and years from now...

...by investing in and leveraging sustainable and smart technologies and advanced and transformative ICT infrastructure for the purpose of unlocking new growth opportunities and advancing competitiveness...



...enabled by infrastructure that will constantly evolve to meet the future needs of businesses, residents and visitors alike...



...and allowing residents and users to interact through disruptive technologies including the Internet of Things (IoT), Artificial Intelligence (AI), big data, 3D printing, blockchain and 5G, etc.



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Expo City Dubai is a true human-centric city of the future designed for the next generation and will be an urban lab for these industries



15 Minute City



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Modern Urban Living



Creative Work Spaces



Deep Tech Event Venues



Global F&B Offerings



Attractions to thrill the World



World class educational attractions



Modern Art Installations



World Class Exhibition Center



Convenience Shopping

Expo City Dubai will target attracting companies within each of the following broad sectors



Immersive Culture &
Entertainment



Virtual Reality



Augmented Reality

Deep-Art



Smart Cities / Cleantech



Logistics 4.0



Smart Mobility



Industry 4.0

Deep Urban-Tech



Net Zero Organizations

Deep Green

A Progressive Business Regulatory Environment

Regulatory environment that removes the hurdles of setting up in a new territory and supports innovation-driven businesses.

- New **innovative free zone structure** and agile regulatory framework with transparent commercial regulations and pro-business governance.
- Businesses will have a **soft-landing into Dubai and be supported with setting up their business.**
- A **regulatory sandbox** which allows the testing and deployment of new technologies and services



- 100% repatriation of all capital and profits.
- 0% corporate & personal tax.
- No restriction on currency and repatriation of funds.



- One stop shop for ease of business setup & licensing
- Transparent and supportive regulations.



- Dual licensing opportunities.
- 100% foreign ownership.
- Options available for operating structures.



- No restriction on hiring foreign employees.
- No restraints over capital nationality.

Expo City Dubai

World-class ecosystem



5G-enabled network

The largest city in the world to be fully covered by a 5G-enabled network



Smart meters

Smart metering and sensors to monitor energy consumption and efficiency of power, light, water and climate conditioning systems



Sustainable buildings

123 LEED-certified buildings, epitomizing the highest levels of sustainable design, construction and operations



Health and wellness

First WELL-certified community in the region

Expo City Dubai will set a new benchmark in Sustainable Cities



- ✓ Net Zero building - Terra
- ✓ 121 LEED Platinum, Gold, Silver & Certified Buildings
- ✓ 20% Less Power consumption compared to typical buildings
- ✓ 22% of Power generated through solar panels on roof tops
- ✓ 52.4% less water consumption compared to DEWA baseline
- ✓ 95% of landscaping is based on Local ecology
- ✓ RISE Guidelines compliance
- ✓ 85% diversion from Landfill
- ✓ 8 CEEQUAL Excellent ratings for Infrastructure Projects

Expo City Dubai through its plans is directly able to address 11 out of the 17 SDGs and indirectly the balance through its impact on the region



Expo City Dubai

Target Audience & Programming



An enriching and inspiring **educational experience** for school and university students, taking the classroom experience to the next level. Expo City Dubai will also offer the opportunity for SMEs, entrepreneurs and businesses to benefit from enriching workshops, business network events and more.

Target audience: Students of all ages, self-learners, entrepreneurs and youth



The festivities of the world in one place. A variety of awe-inspiring attractions and entertaining events for all ages and interests, including F&B, retail, sports, music, cultural experiences and festive celebrations.

Target audience: UAE residents, fun-seekers and international tourists

CONNECT & THRIVE



A **hyperconnected hub** with a high-tech ecosystem and urban environment for Fortune 500 companies, SMEs, startups, government and academia to collaborate, create and thrive. Expo City Dubai will focus on B2C and B2B segments

Target audience: High-net-worth individuals, large enterprises and SMEs, including startups and entrepreneurs



EXPO CITY DUBAI

Location, Development Potentials



Expo City Dubai

Strategic Location

- A key element of the **Dubai 2040 Urban Master Plan** – driving factor of the south of Dubai development
- **Dedicated Metro Station** – public transport, corner stone of the 15min. walkable city
- Accessible by car/taxi via major highways, with convenient parking zones: Opportunity, Mobility, Sustainability and more parking



مطار آل مكتوم الدولي
Abu Dhabi International
Airport (AUH)

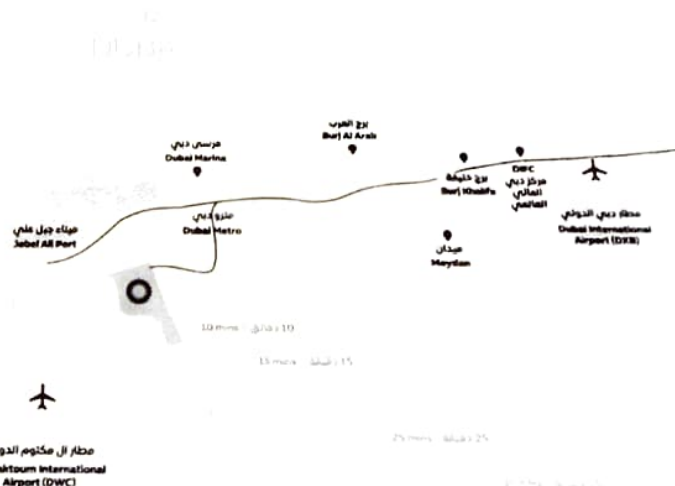


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Strategic Location

Driving Distances:

- 15 min. from Al Maktoum International Airport (DWC)
- 35 min. from Dubai International Airport (DXB)
- 50 min. from Abu Dhabi International Airport (AUH)
- 30 min. from Downtown & DIFC
- 15-20 min. from Marina, Media City, JVC, Damac Hills, Mudon Arabian Ranches, Motor City JVT, JAFZA



Expo City Dubai

Driver of development in the south

Business center destination within Expo City
Dubai site will act as an attractor and activator,
which will further strengthen the south
development of Dubai.



Key Legend

Business Centers

- 1. Dubai Internet City
- 2. Media City
- 3. Dubai South Business Park
- 4. Dubai Hills Business Park
- 5. Dubai Design District
- 6. DIFC
- 7. One Central
- 8. Emaar Square
- 9. JAFZA
- 10. DIP
- 11. Al Maktoum Free Zone



Expo City Site



10km Radius

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The Site



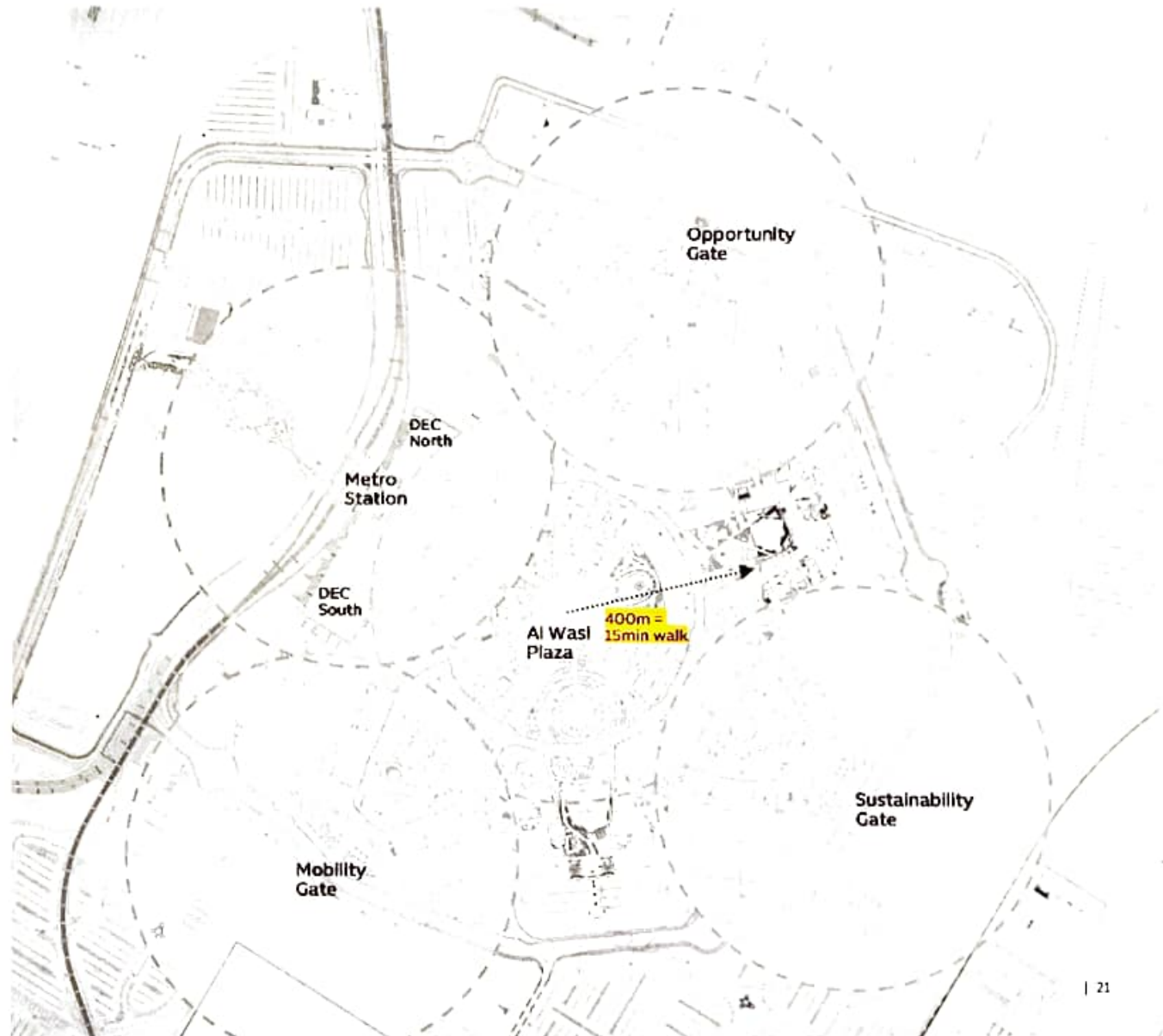
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Walkable City

While Expo City plot is accessible via road and public transport, specifically Metro access; the attractions, facilities and popular destinations are within 15-20min walk distance reach.

The urban form promotes active lifestyle, with walking, biking and running paths, using smart mobility for daily needs. Physical activity of the population of EXPO City and visitors will be enhanced with exciting venues for exercise indoor and within the public realm.



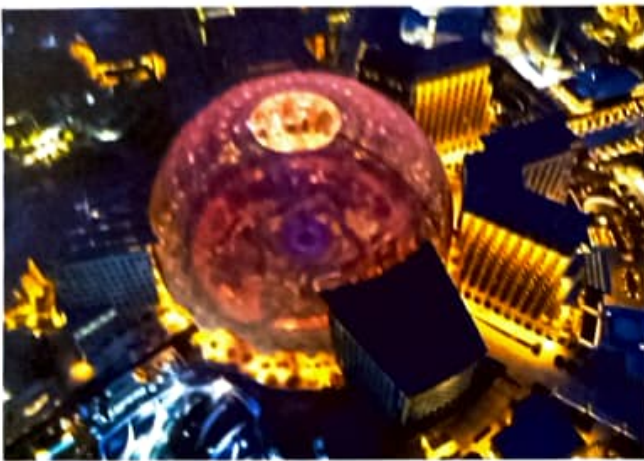
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Dubai Expo 2020 most iconic attractions continue to impress

Among the others:

- 1. Sustainability Pavilion
- 2. Mobility Pavilion
- 3. Opportunity Pavilion
- 4. Vision Pavilion
- 5. Women Pavilion
- 6. Al Wasl
- 7. Water Feature
- 8. Garden in the Sky
- 9. UAE Pavilion





Sustainability

Through the Sustainability Pavilion, visitors will go on an immersive journey on how our choices impact the environment



Education

Continuing the legacy of EXPO 2020 Dubai with flagship pavilions, entertainment, education and technology offerings



Innovation

Relive the experience and revisit the innovation from the 192 countries that made EXPO 2020 Dubai



Expo City Dubai

Events & Entertainment Venues

- A. Dubai Exhibition Centre (DEC)
- B. Al Wasl
- C. Jubilee Park
- D. Al Forsan Park
- Attractions and entertainment incl. exclusive venues, stages and dynamic settings for street performances will be available in the city
- Special/Strategic events will take place in EXPO City, i.e. COP28 is planned for autumn 2023



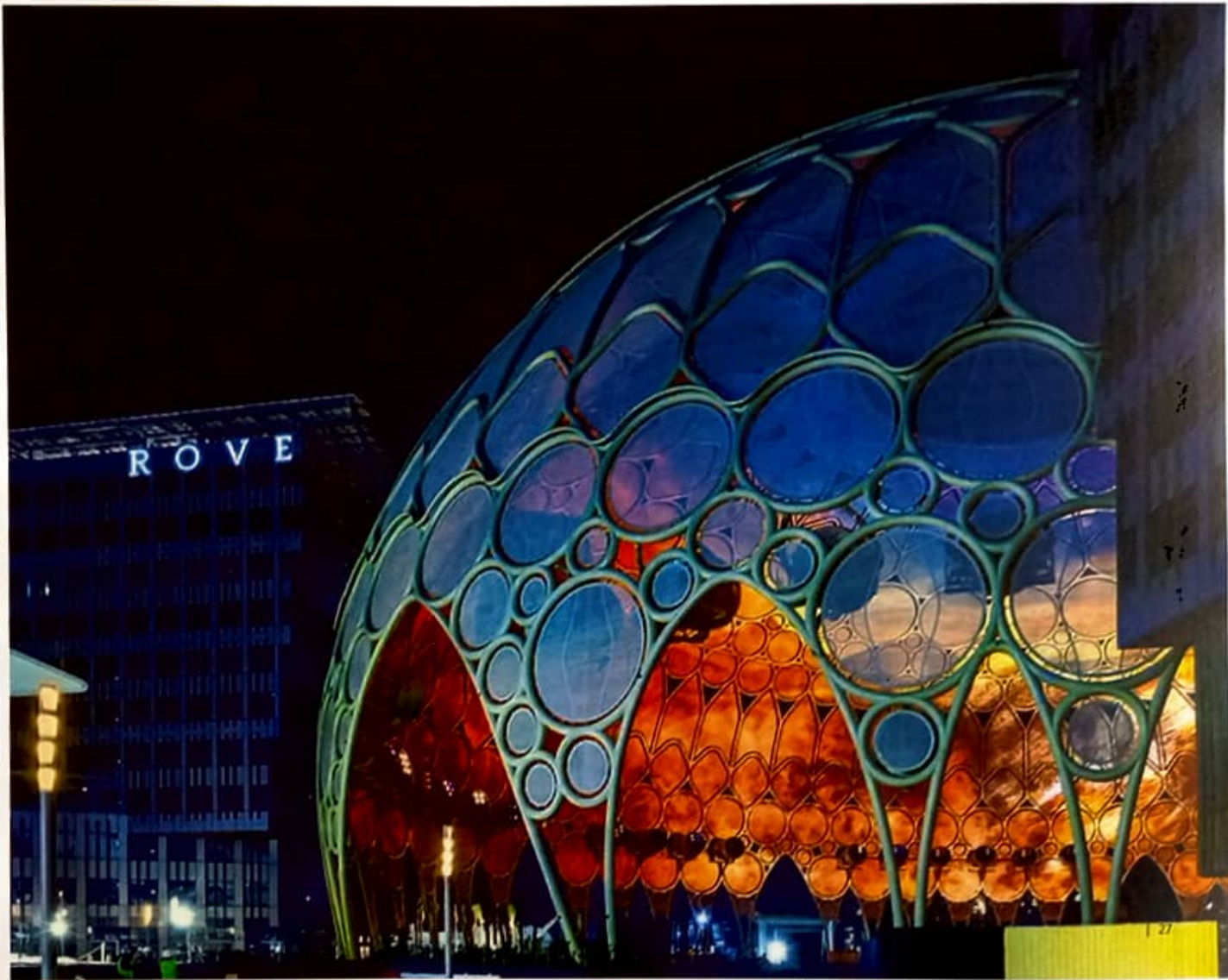


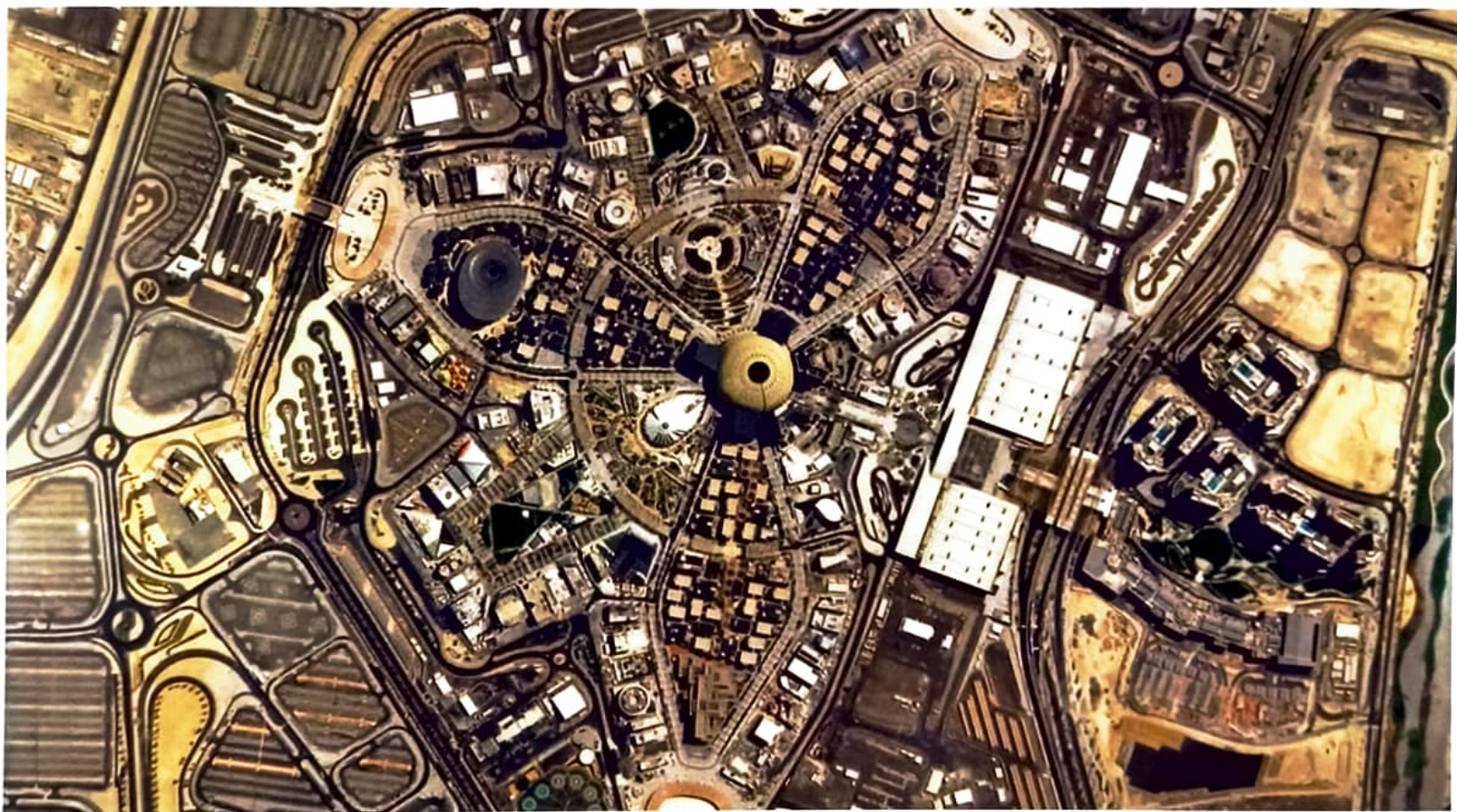
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Hospitality – ROVE Hotel

- Providing hospitality services to all functions present in Expo City ranging from DEC, offices and general visitors of the site, ROVE Hotel is a central element in the urban fabric.







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Where foodies meet



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Where foodies meet

UAE, specifically Dubai, has witnessed a significant growth in F&B options over the last decade, with the offering in the market now hosting a variety of options ranging from fine dining to F&B found in lifestyle retail destinations in addition to traditional F&B formats found in shopping malls.

In addition to this, **pop-up concepts** are becoming increasingly popular across the Emirate. These are typically in a form of food truck events or food festivals where new concepts can be tested in the market as a response of operators overcoming new challenges such as rising operational costs, increasing rents, high staff turnover, and declining sales.

The different types of retail formats will be made available at Expo City for the foodies to indulge:



Fine
Dining



Casual
Dining



QSRs/ Fast
Food



Cafes/
Bakeries



F&B at
Lifestyle
Retail



Food
Festivals/
Food Trucks



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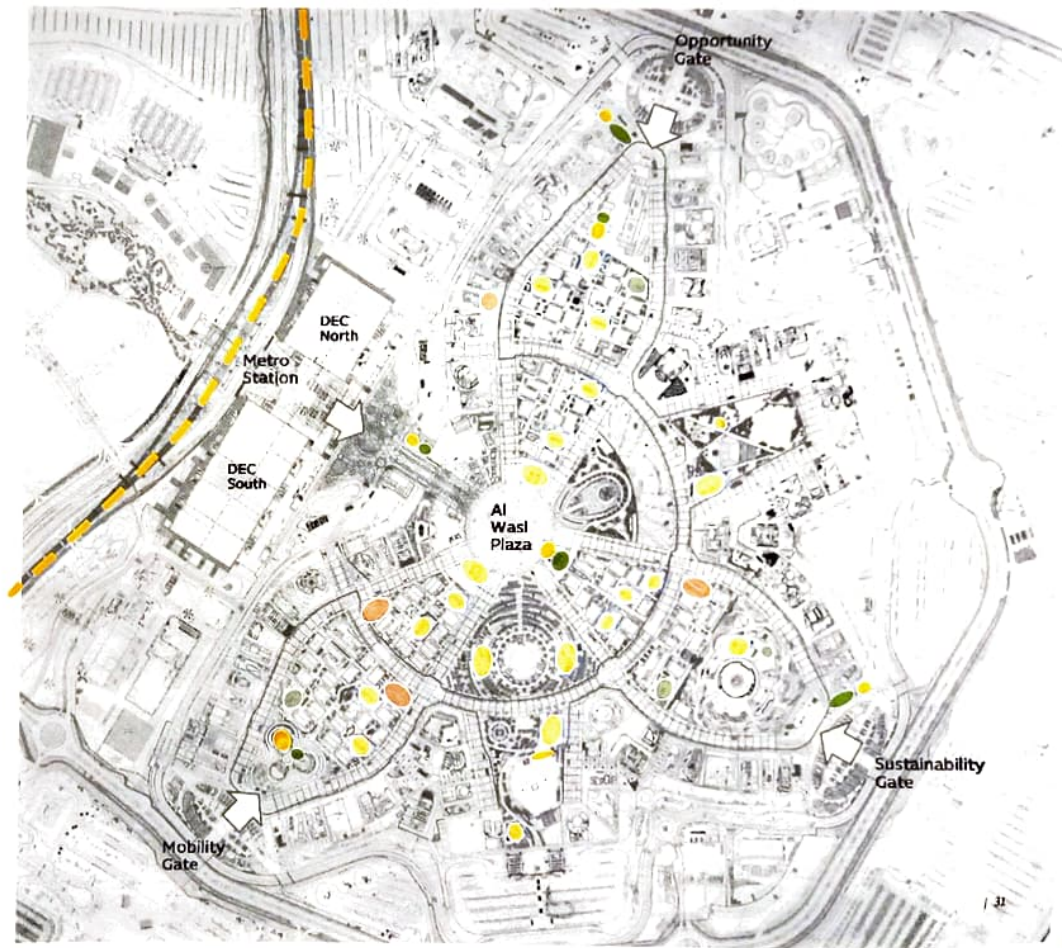


Expo City Dubai

Retail and F&B Locations across the Site

Detailed Map is available for review as required.

- F&B location/s – mark up can include multiple outlets within one location, consisting F&B units with/without outdoor seating and/or Kiosks
- Retail location/s
- Food Truck location/s







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