

**Report on the Technical Meeting of
International Participants of the Expo Dubai 2020**

08-09 April 2019, Dubai, United Arab Emirates

I- Context

Within the framework of the preparation of the participation of the OIC Institutions in Expo Dubai 2020, the Bureau of Expo Dubai organized a Technical Meeting of International Participants in Dubai on 8-9 April 2019.

Mr. Mamoudou SALL, Head of Studies and Training and Representative of ICDT participated in this Meeting.

II- Objectives and Participation

The objective of this meeting is to explore the content and programming being developed by International Participants and Expo 2020 Dubai and to set a path for programme design, calendar of events, booking system, different venues of activities, promotional channels that correspond to the priorities of participants from countries and international organizations.

This event gathered more than 340 delegates from nearly 190 Countries to learn about progress made on the Expo 2020 and future actions. The Expo 2020 will be organised under the theme "Connecting Minds, Creating the Future" under subthemes of Opportunity, Mobility and Sustainability. Expo 2020 Dubai will take place between 20 October 2020 and 21 April 2021. Besides, more than 25 million visitors are expected to attend this event in which 70% from International Participants.

III- Proceedings

Different speakers from the Bureau of Expo Dubai 2020 updated on the different topics regarding Expo 2020 during the first day as follows:

- Visitors profiles;
- Venues overview and capabilities;
- Expo 2020 programming Development and Master Calendar Presentation;
- International and National Days Programme;
- Visitor Experiences Services;
- Digital Expo;
- Media Opportunity;
- International Participants Collective Statement;
- Self-built/rent pavilion and thematic District Pavilions.

During the second day, participants have met Expo team theme leaders according to specific programming Forum:

-Events and Calendar: to learn more about the calendar approach including daily events and special moments;

-Venues and Venue Booking: to have an idea on venues and spaces available to book OIC events;

-International Days: to learn about the extent of international Days that are going to be celebrated during the 6 months and how OIC Organs would be involved;

- *World Majlis*: to meet World Majlis team to find out how OIC Organs can be part of the World Majlis series preparation phase or during the Expo;
- *Expo Live*: to discuss the possible ways of Global Innovators that can be part of the OIC Pavilion and how OIC Organs can collaborate with Expo Live for event-time programmes;
- *Digital Expo*: to find out how Digital Expo comes to life and how OIC Organs can be part of the virtual space;
- *School Programme*: to learn more about how Expo 2020 Dubai will accommodate the 2.3 million children who will be on site;
- *Thematic Pavilions*: to learn about how OIC Organs can take part in anchor programming within these pavilion spaces;
- *Business Programming*: to learn about how Expo will cater to the business community and how OIC Organs can take part in cross-country business programming;
- *Best Practices Area Programme*: to learn about how to avail the opportunity to connect OIC Organs with other International Organizations to achieve some projects for the benefit of OIC Countries of SDGs Agenda of 2030 such as eco-tourism, disaster risk, desertification, alleviating poverty, climate change, gender equality, access to finance, water; food and energy security; innovation and technology for good; good governance, etc.;
- *Media Operations*: to study the possibilities to ensure the OIC Organs events to be covered by international media;
- *Visitor Analytics*: to learn more about the extent of OIC Organs expected visitorship and how to ensure OIC Organs programming to attract right demographics.

The ICDT's representative meet many of these theme leaders and agreed on the following:

- ✓ To gather activities of the OIC organs along with their calendar of events and submit them to the focal point of OIC Expo Team, to be inserted in the whole calendar of events of the Expo before the end of April 2019. The focal point will send the final calendar to ICDT who will forward it to OIC organs focal points for final implementation during the expo 2020;
- ✓ To indicate the type of events (international day, Institution Day, tentative number of participants and budget, programs and experts; workshops, training programs, festivals, ballets, seminars, coffee and lunch breaks, translation, media conference coverage/interactive events, bilateral meetings type of conference room, etc...);
- ✓ OIC Organs will share their events with World Majlis, Expo Live, Digital Expo; International Days, venues booking and Best Practices Area Programme in order to examine the possibility of co-organising some events during the Expo 2020 and selecting the right venues before the end of November 2019;
- ✓ Each OIC Organ should contact their own counterparts Institutions in UAE in order to facilitate the coordination of its activities during Expo. Each OIC Institution will select UAE events in which it will be involved and inform to ICDT for consideration;
- To organize some events of OIC Organs at Dubai Conference and Exhibition Centre and also at the conference rooms in different pavilions of the Expo and

Alwasl Area.

IV- Side event: OIC Pavilion Meeting

ICDT and Bureau of Dubai Expo Representatives under the guidance of Mrs. Hind Al-OWAIS, Vice-President of International Participants in presence of Mr. Ragy SARO, Focal Point of OIC Participation, organised a meeting on 9 April 2019 and agreed on the following:

Bureau Dubai Expo 2020:

- To contact the Cabinet of the OIC Secretary General to appoint the OIC Pavilion General Commissioner;
- To send the final pavilion concept to ICDT for approval from OIC Organs;
- To organize events on Women issues with the OIC General Secretariat;
- To organize a meeting between Dubai Islamic Economy Development Center (DIEDC) and Islamic Development Group in order to study the possibility to organize common events during the Expo;
- To contact the cabinets of the OIC Secretary General, the President of IsDB Group, the CEOs of IsDB Institutions and DGs of OIC Institutions in order to examine the possibility of their participation in the OIC Organs events during the Expo;
- The Expo2020 will ensure the participation of the General Commissioner plus 2 representatives from the OIC Organs during the Expo 2020.

ICDT:

- To send the list of OIC Organs activities along with dates and tentative budgets, list of participants and other logistical items to OIC Focal Point of Expo Dubai;
- To request OIC Organs which want to be part in the UAE Events, international days, special days and other working groups of international organizations and to forward them to ICDT.

The next IPM will be organized by the end of November 2019.

