

INTERNATIONAL BUSINESS MEETINGS by **h2fair**[®]

CONNECTING BUSINESSES,
CREATING GROWTH @ THE WORLD EXPO 2020

23RD – 25TH JANUARY 2022 IN DUBAI

POWERED BY



OFFICIAL PARTICIPANT



THE INTERNATIONAL BUSINESS MEETINGS **BY B2FAIR** AT THE WORLD EXPO 2020:

A multisectoral business exchange platform connecting businessmen all over the world!

The Enterprise Europe Network of the Luxembourg Chamber of Commerce invites you to participate in its International Brokerage Event at the World Expo 2020 in Dubai from the 23rd to 25th January 2022.

The aim of the event is twofold

- To help SMEs and innovative start-ups explore the Middle Eastern market and foster international partnership bonds.
- To leverage the international dimension of the World Expo by federating concrete market opportunities and gathering the business community from all over the world through the organisation of tailored and high-quality business meetings.



Highlights of the matchmaking event

Organised over 3 days, the Enterprise Europe Network Brokerage Event @ Dubai 2020 will be packed with networking opportunities, thematic seminars, visits to companies / special economic zones and international business meetings at its core.

With 70% of Expo 2020's visitors anticipating to come from outside of the UAE, this initiative represents an ideal opportunity for European SMEs and companies from other countries to create new business leads and to enrich their global reach.

DUBAI WORLD EXPO 2020

From 1st October 2021 until 31st March 2022, the World Exposition 2020 will take place in Dubai, United Arab Emirates. During this time, a record of 192 countries will be attending this event, in the hope to create, collaborate and innovate.

The expo's main themes: "Connecting Minds, Creating the Future".
3 sub pillars will guide participants through this journey: "**Opportunity**", "**Mobility**" & "**Sustainability**".

With millions of visitors, the next World Expo is brimming with business opportunities and represents a unique gateway into new markets for all businesses, offering them the chance to develop relationships with nations, multilateral organisations, corporations and research institutions.

25
millions visitors

300.000
Jobs created

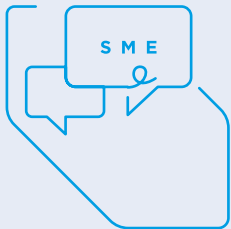
50%
Energy used will come
from renewable sources

Opportunities in the Emirates

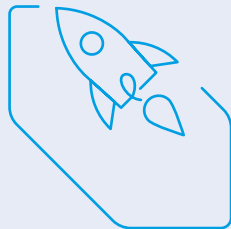
With its expanding economy, the United Arab Emirates is set to carry its growth prospects through the new decade. Being a critical regional hub for the Middle Eastern market, the UAE offers a prime position to engage with gulf economies and China's 21st Century Maritime Silk Road.

At the same time, the country's newfound focus on creating special economic zones along with future structural reforms are coinciding with the World Expo to further stimulate the regions' growth and ability to provide companies, especially SME's, the opportunity to grow and innovate on fertile ground.

Who should attend?



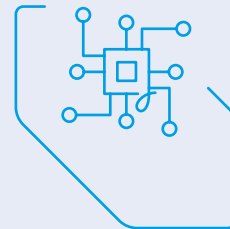
**Small & medium-sized
companies**



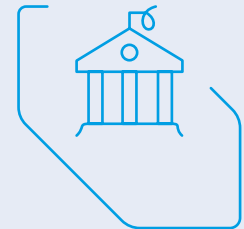
**Innovative Startups
and Entrepreneurs**



**Multinational
companies**



**Research Institutes
and Technology Parks**



**Important
Economic players**

Sectors

While the envisaged brokerage event will be multi-sectorial and aims to support the presence of a varied spectrum of SMEs, it will lay special emphasis on all the priority sectors for the European economy, namely **sustainable development, circular Economy, ICT, transport & logistics, innovation and Industry 4.0** to stay in line with the theme of the Expo “Connecting Minds, Creating the Future”.



ICT



Transport



Bio
Technology



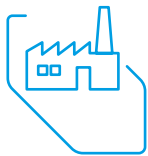
Mobility



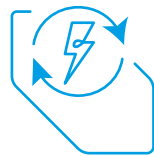
Eco
technologies



Healthtech



Industry 4.0



Renewable
energy



Circular
economy



Logistics



Sustainable
development

Provisional Programme

23RD JANUARY 2022

11.00 – 13.30

Welcome of participants and fine tuning of the meeting schedules.

13.30 – 17.00

Visit to Special Economic Zones / Company visits in collaboration with the German Emirati Joint Council for Industry & Commerce AHK.

17.00 – 18.30

Welcome Cocktail and briefing for the next days.

24TH JANUARY 2022

09.00 – 09.30

Welcome at the World Expo & fine-tuning of the meeting schedules.

09.30 – 13.00

Bilateral Business Meetings.

11.00 – 12.00

Thematic Seminar 1.

13.00 – 14.00

Lunch Break.

14.00 – 15.00

Bilateral Business Meetings.

15.00 – 19.00

Visits to Pavilions and Expo 2020 highlights.

25TH JANUARY 2022

09.00 – 09.30

Welcome at the World Expo & fine-tuning of the meeting schedules.

09.30 – 13.00

Bilateral Business Meetings.

11.00 – 12.00

Thematic Seminar 2.

13.00 – 14.00

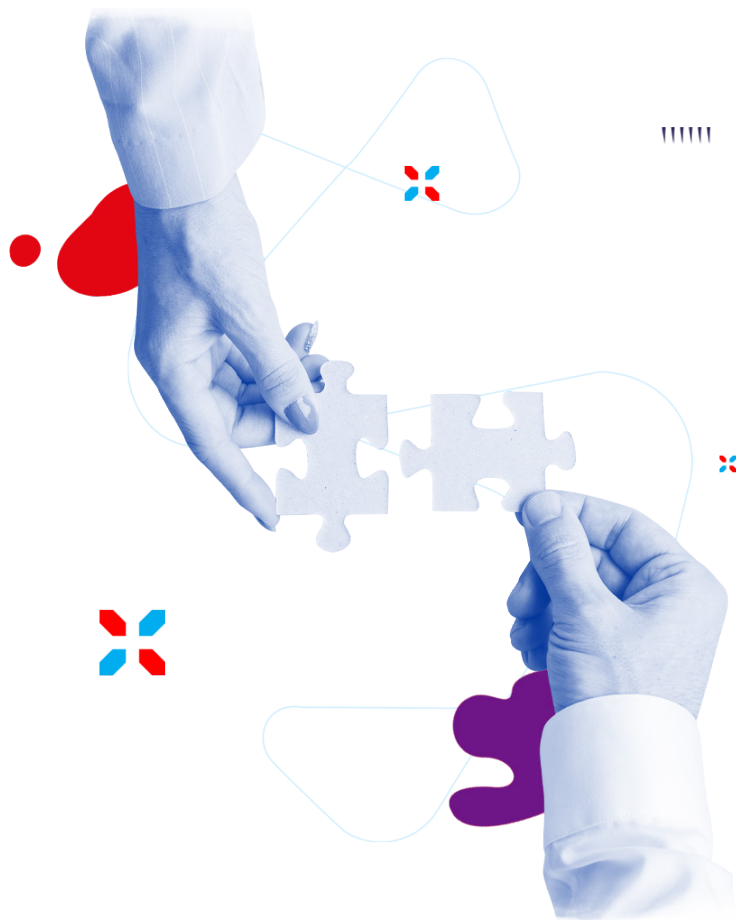
Lunch Break.

14.00 – 15.00

Bilateral Business Meetings.

15.00 – 19.00

Visits to Pavilions and Expo 2020 highlights.



Registration Procedures

Step 1: Register on www.dubai2020.b2fair.com.

Create your company profile and define your company's business cooperation requirements. Your profile will be shortly validated by the organiser / your local support office.

Step 2: Book meetings with the companies you desire to meet.

Step 3: Validate the meeting requests you have received and continue to monitor the event to book meetings with newly registered participants.

Step 4: A few days prior to the event, you will receive your provisional appointment schedule. Prepare for your meetings by studying the profiles of the companies that you are expected to meet.

Step 5: Your meeting schedule will be updated regularly during the event. Meet your potential business partners to discuss common areas of interest and to explore the possibility of cooperation and opportunities for the development of future bilateral projects.



Participation

DEADLINE FOR REGISTRATION: 15TH DECEMBER 2021

The participation fee amounts to EUR 125 per participant and includes the following services:

- ▶ Individual b2b meetings
- ▶ Participation in workshops
- ▶ Visits to companies / Special Economic Zones
- ▶ Entrance ticket to the World Expo Dubai
- ▶ Participation in the networking receptions
- ▶ Lunch during the b2b meetings at the Expo

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