

# Cover Story

## World Expo Dubai 2020



# Mission(s) accomplished!

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TRANSLATION FROM FRENCH: Martin Davies, Hannah Ekberg

Postponed by almost a year due to the Covid pandemic, Expo 2020 took place from 1 October 2021 to 31 March 2022 in Dubai, United Arab Emirates. Some 200 countries and international organisations were present in pavilions designed around the theme chosen for the exhibition, 'Connecting Minds, Creating the Future'. Expo 2020 Dubai was the first global expo to be held in the Middle East, Africa and South Asia region, comprising 72 countries, a combined population of 2.8 billion people and the 24<sup>th</sup> of its kind to be attended by Luxembourg delegations since 1851.

— The first Universal Exhibition took place in London in 1851. The Great Exhibition of the 'Works of Industry of All Nations' was set up in Hyde Park in a palace made entirely of glass and steel: the Crystal Palace. On 1 May 1851, the day of the inauguration, the central gallery was thirty metres high with an equally high transversal nave making it possible to preserve a grove of old trees inside the building. This huge greenhouse was 560 metres long, covering an area of 8 hectares. The exhibits were divided into four main classes: raw materials, machines, manufactured products and works of art. 'The 'Palace' welcomed 17,000 exhibitors, including, on the recommendation of the Chamber of Commerce, six Luxembourgers: the shoe manufacturer J. Wemmer (bootmaker to the Grand Duke, who was awarded a medal), the Union of French Glovemakers, the cloth manufacturers Godchaux, the wallpaper manufacturer Jacques Lamort, the ceramist Jean François Boch and the forge master Auguste Metz. They could not then be presented all together but were obliged to exhibit in different places according to the product classes to which they belonged.

The success of this Universal Exhibition in London encouraged the development of similar events around the world, testifying to their power of attraction as spaces of unequalled renown. They became places where the spectacular and the utopian rubbed shoulders and were intrinsically linked to the Industrial Revolution. From the beginning, they allowed the participating countries to highlight their culture, to state their power and to present their architectural and technological innovations. The goal for these participating countries was to sell an image of modernity and of prestige. These universal exhibitions became the first 'spaces of global communication in history' (Jean-Luc Mousset 'A small country amongst the big ones. Luxembourg at the universal exhibitions from London to Shanghai 1851-2010'), with some immediately recognising the opportunity to make themselves known: this was the case for the president and the secretary of the Chamber of Commerce for the very first 'Great Exhibition'.

## Looking to the future

On 22 November 1928, 31 countries signed the International Convention regulating the

organisation of international exhibitions in Paris. They set up a body to guarantee its success: the *Bureau International des Expositions* (BIE). Since its creation, the BIE has placed education, innovation and cooperation at the heart of World Expos, thus changing their *raison d'être*.

Starting with showcasing industrial innovations, they have since become platforms for global discussion aimed at finding solutions to the great challenges of humanity. Over the years, the office has adapted the exhibitions to the needs of an ever-changing world. In this context, the BIE adopted a resolution in 1994 which stated that exhibitions must address the crucial problems of our time and take up the challenge of protecting the environment. Sustainable development is now their main objective, and they are resolutely organised around themes aimed at improving knowledge, meeting human and social aspirations and promoting scientific, technological, economic and social progress.

## An award-winning pavilion in Dubai!

In the beginning, Universal Exhibitions were essentially oriented towards industrial



## Showcooking Luxembourg products

What was initially supposed to be a reception during the Food & Beverage mission led by the Chamber of Commerce, turned into a real demonstration of the know-how of the chef of the Luxembourg pavilion restaurant, Kim Kevin de Dood. Helped by the staff of the *Ecole d'Hôtellerie et de Tourisme du Luxembourg*, the chef offered two aperitifs for tasting based on products from I. Laguide, a company from Mamer, combined with a Luxembourg Crémant in the form of a Kir Royal and a gin and tonic based on 'Badass Queen' hibiscus gin. These were followed by several cold dishes served on Panelux's breads, hot dishes seasoned with spices from The Spice Collection and creations made from products from Les Moulins of Kleinbettingen and Luxlait.



## Dubai in numbers

The Dubai Expo spanned **438** hectares and brought together **191** countries. It was the first World Expo in the Middle East. It lasted **182** days and recorded more than 23 million visits. The Expo 2020 Dubai site will be transformed into District 2020, a place to experiment with new technologies and innovations. 80% of the infrastructure built for the Exhibition will be reassigned to this new district. The Chamber of Commerce organised **6** sectoral missions during the Exhibition, plus a week dedicated to Luxembourg know-how and a matchmaking event which attracted **46** representatives from **32** companies for the ICT mission; **56** representatives from **36** companies for the Space mission; **35** representatives of **12** companies for the Made in Luxembourg event; **36** representatives from **15** companies for the Sustainability mission; **38** representatives from **18** companies for the Healthtech mission; **39** representatives from **33** companies for Matchmaking; and **23** representatives from **14** companies for the Food & Beverage mission.



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proress. The pavilions reflected the importance of certain areas of business. For this reason, they had amazing dimensions to accommodate machines of all sizes. Then, from 1867, the various countries were invited to build national pavilions in typical style. The exhibitions had an ephemeral character, the architects of the pavilions trying out different, more or less 'modernist' styles. The message that a country wanted to disseminate was then intimately linked to the architecture of the exhibition. In 1900, the Luxembourg pavilion was made entirely of wood and plaster and inspired by the Grand Ducal Palace and the Château de Mansfeld. In 1925, Luxembourg created a 200m<sup>2</sup> rose garden to serve as the national pavilion.

From the 1930s, Luxembourg presented many aspects of itself: for the Universal Exhibition in Chicago in 1934, in addition to showcasing articles from the iron and steel, tanning and glove-making industries, as well as tourism, it presented itself for the first time as an international financial centre following the creation of the stock exchange and the passing of a law on holding companies in 1929. In Paris in 1937, the pavilion designed by the architect Nicolas Schmit-Noesen was the most artistically accomplished of all the Luxembourg pavilions built thus far. The facade contained a large relief entitled 'Panoramic view of the City of Luxembourg', designed by Pierre Blanc and in the main room a 20 x 4.5 metre model of the mining basin. The exhibition

in Brussels in 1958, and its theme, 'For a more humane world', enabled Luxembourg to highlight, through its pavilion, its know-how and prowess in steel production and to present itself as one of the three countries of the new Benelux economic union signed in 1958. In Seville in 1992, the theme was 'The age of discoveries'. The Luxembourg pavilion, a large cube of glass and steel, brought visitors into the era of computers and audio visual. In Shanghai in 2010, Luxembourg's pavilion - the largest in its history - honoured the theme 'Better city, better life', with a pavilion of Luxembourgish steel and wood covered with vegetation, whose intention was to show 'Schengenland', a space where travellers can circulate freely and unhindered.

Following the 'Resourceful Luxembourg' theme, the Luxembourg theme, pavilion at Expo 2020 Dubai (see the interview with Maggy Nagel, Commissioner-General of Luxembourg at Expo 2020 Dubai and Daniel Sahr, Director of the Luxembourg Pavilion, page 76) welcomed visitors from all over the world who experienced the country with all five of their senses. It was designed by the architectural firm Metaform and the scenography was provided by the Lyon office of The Space Factory. On a journey on different floors, everyone was able to discover general information about the country, the multiple economic sectors, daily life and a space dedicated to new technologies where space mining was given pride of place. A shop ended the tour and visitors could take



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**01.** The first Universal Exhibition took place in Hyde Park, London in 1851 in a structure made entirely of glass and steel, the Crystal Palace.

**02. 03. 04.** 'Universal exhibitions are an opportunity to become known': this was the view of the president and secretary of the Chamber of Commerce at the time of the very first 'Great Exhibition'. Luxembourg has taken part in almost every Universal Exhibition either with a pavilion or by registering delegations representing the country.

© Bureau International des Expositions BIE; Luxembourg participation booklet for the 1937 Paris International Exhibition

a gourmet break in a restaurant, 'the Schengen Lounge', managed by star chef Kim Kevin de Dood, in partnership with Jumeirah Group and the *École d'Hôtellerie et de Tourisme du Luxembourg*.

The originality of Luxembourg's pavilion hit the mark during the exhibition: it was among the top five most visited at the exhibition, attracting more than 680,000 visitors (between 4,000 and 7,000 per day). The Luxembourg magazine *Paperjam* revealed a few weeks ago that 2A Architecture & Art devoted a special issue to the pavilions of the Universal Exhibition in Dubai and Luxembourg's pavilion was among the twenty it

highlighted. An independent jury formed for the occasion had the task of awarding three prizes: Specially Venerated Pavilion went to Metaform Architects.

### What's left...

The expos are often an opportunity to see the birth of many inventions, as well as new architectural techniques through emblematic constructions, such as the Eiffel Tower, the Atomium or the Statue of Liberty. They have also seen the launch of new products: in 1876, Bell presented the telephone in Philadelphia; in Paris in 1878, visitors could admire Hugues' microphone, as well as the

phonograph and a ship refrigeration technique; in 1900, the moving sidewalk caused a sensation in Paris; in 1958, visitors to the Soviet pavilion discovered the first Sputnik... In Dubai, in addition to the prizes it won, the Luxembourg pavilion also won over the Dubai authorities, who announced their intention to keep it: its structure and slide will 'be integrated into a gigantic building complex', the Luxembourg Ministry of the Economy announced at the start of the exhibition. It should be noted that the Chinese authorities have also kept the Luxembourg pavilion to house a museum there.

Taking advantage of the Expo, the Emirate



**Ilana Devillers**  
Founder & CEO  
F4A (Food4All)

*'I had some ideas of what the exhibition could bring me, but I never imagined that it would bring me so much more.'*

**Your startup wants to fight against food waste. What prompted you to take part in an economic mission to the Dubai World Expo?**

I wanted to take part in the Food & Beverage mission at the Universal Exhibition in Dubai in order to represent Luxembourg in the sector of the fight against food waste. We had just launched ourselves in Estonia with the super-market chain RIMI. To fully internationalise our services, it was only natural to join this international mission. This mission interested me first of all because our participation in Gulfood, which is the largest annual event dedicated to everything related to food and beverages, would help us understand all the current and future needs of the market and seize new opportunities in an international framework.

**Did you have an idea of what the exhibition could bring you?**

I had some ideas of what the exhibition could bring me, but I never imagined that it would bring me so much more. I met exciting entrepreneurs from all over the world, as well as from Luxembourg, who all want to change things: it opened my mind and gave me positive energy and additional momentum to make this world a better place.

**Will any projects materialise thanks to your participation?**

Projects are in development which you will soon hear about. To this end, I invite you to follow us on our social networks!



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**05.** Countries compete with each other imaginatively through their pavilions.

**06.** In Shanghai, the architects Hermann & Valentiny and Partners designed the Luxembourg pavilion, and the Gëlle Fra made the trip to be installed in front of the pavilion. The Golden Lady of Luxembourg was immediately adopted by all visitors.

**07. 08. 09.** With the theme of 'Resourceful Luxembourg', the Luxembourg pavilion at Expo 2020 Dubai was designed by the Metaform architectural firm. The Dubai authorities will keep it: its structure and its slide will 'be integrated into a gigantic building complex.'

© SIP Jean-Christophe; Expo 2020 Dubai Andreas Keller

inaugurated the Museum of the Future, located on the other side of the business district. Inaugurated on 22.2.22, and visited by many delegations from the Universal Exhibition, the building is made up of a thousand unique stainless steel parts manufactured by robots. The building evokes a huge Fabergé egg. The museum is made up of two levels, one for children, another for temporary exhibitions dedicated to new technologies and the companies that develop them.

**Participation and to what effect?**

As with all of Luxembourg's involvement with Universal Exhibitions, the Chamber of Commerce set up a large economic programme for Luxembourg companies. The various activities, organised during the months of the exhibition, aimed to showcase the participating companies and the various sectors of the Luxembourg economy. This diversified and varied programme notably covered technologies of the future, construction, the food sector, digitalisation, mobility and the circular economy.

International and specialised events that gravitated around the Universal Exhibition



***'The Universal Exhibitions fit perfectly into our overall strategy of promoting the different sectors and supporting companies wishing to internationalise'***

in Dubai served as a gateway to the whole world to make it an event of international scope, as 70% of the 25 million expected visitors came from abroad. The Chamber of Commerce teams thus had the opportunity to combine the various sectoral missions with visits to major international fairs organised throughout the Dubai-Abu Dhabi region, which were systematically integrated into the programmes. This formula made it possible to tap into a network of international fairs to stimulate and facilitate sectoral networking (see also the interview with Cindy Tereba, Director of International Affairs at the Chamber of Commerce, page 49).

In addition, the economic programme deployed by the Chamber of Commerce for Luxembourg companies, in close collaboration with its partners gathered under the

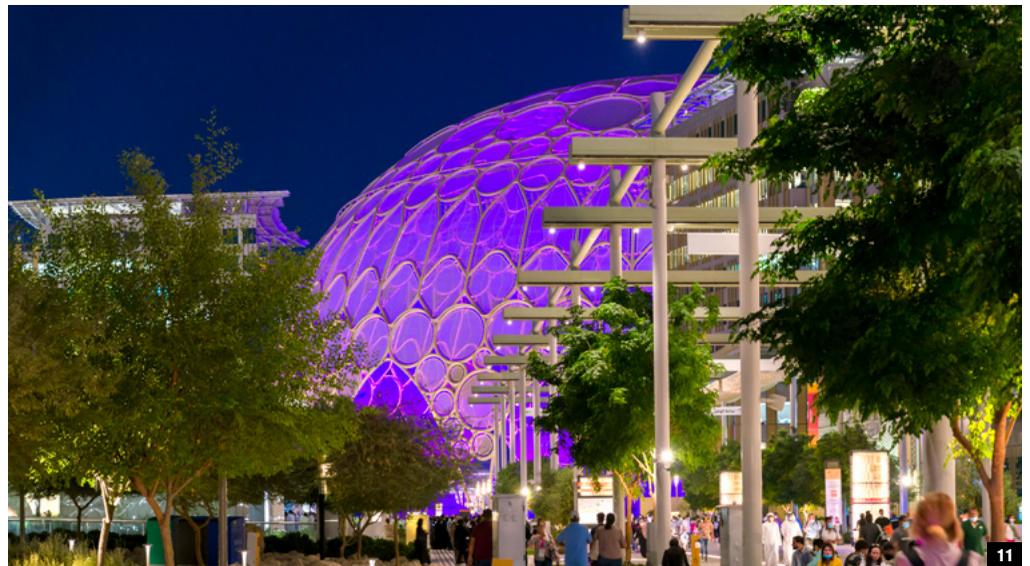
*'Trade and Invest' banner, should make it possible to find opportunities not only in the other Gulf countries, but also in the adjoining areas of Africa and Asia '*

*Apart from helping companies explore the Middle Eastern market, the Dubai event was the perfect opportunity to strengthen partnerships within the delegations of European companies. This important component promotes the development of the internal market, which had been very difficult to do during the pandemic, and the very few live, in-person events that it had been possible to organise during this period. Additionally, Dubai is a melting pot of international businesses and cultures, which was clearly reflected in the recent event. While the Shanghai event was mainly focused on supporting Luxembourg and European SMEs in their exploration of the Chinese*

*market. Finally, our event in Dubai also took advantage of the riches of the Expo through guided tours of different country pavilions which enriched the programme and contributed to bringing additional added value to this year's event' explained Sabrina Sagromola, International Affairs Manager, EU Services & Cooperations at the Chamber of Commerce. This diversified and varied programme attracted 273 representatives of 161 Luxembourg companies in addition to a hundred representatives from associations and public institutions, despite the pandemic (see detailed figures in the Dubai infobox on p. 44).*

Luxembourg's presence has not only enabled the Chamber of Commerce to carry out one of its operational missions, the promotion of economic and commercial relations with foreign countries, but also to contribute

*'The Chamber of Commerce teams thus had the opportunity to combine the various sectoral missions with visits to major international fairs, which were systematically integrated into the programmes'*



to the strategic objectives of Luxembourg's economic promoter, "Trade & Invest". As the president of the Chamber of Commerce, Luc Frieden, emphasised during the press conference presenting an initial assessment of the event within the Luxembourg pavilion, *'the Universal Exhibitions fit perfectly into our overall strategy of promoting the different sectors and supporting companies wishing to internationalise. Our mission as a Chamber of Commerce is to stimulate economic growth by strengthening international trade,'* he said, adding that the Chamber of Commerce plays an important role as a facilitator and unifier for Luxembourg companies.

Among the events set up by the Chamber of Commerce, the multi-sectoral mission organised in conjunction with Luxembourg day in January 2022, was an opportunity to

host the organisation of a B2B matchmaking event with the Enterprise Europe Network (EEN) of the Chamber of Commerce and its business matchmaking programme. Sabrina Sagramola, who set up the matchmaking event, stressed that her team is *'extremely satisfied with the feedback received from the Luxembourg delegation. Our companies were very satisfied with our proactive support to prepare their participation before and during the event. A few companies have even had the opportunity to return to Dubai after the event to intensify their first established contacts and take their initial negotiations to the next level. It's fantastic and it's the essence of our mission. However, our work is not yet finished. Now, we are going to do a complete follow-up to the Dubai matchmaking event, to help companies maximise the results of their participation in this important international event.'*

Even if it is still premature to draw definitive conclusions, the organisers and participants say they are satisfied with the World Expo in Dubai, despite the organisational challenge caused by its postponement due to the pandemic. *'Despite two years of preparation,'* explained Sabrina Sagramola, *'the event was very difficult to organise because of the pandemic. Additionally, the Covid-19 Omicron wave peaked in both Europe and the UAE during the matchmaking event, which led to many last-minute changes. But our resilience and flexibility still allowed us to bring the event to a successful conclusion. The international dimension of Expo Dubai was reflected in our event, which included companies and representatives from many countries. Despite the pandemic, we exceeded our expectations and capacity in terms of the number of participants. We have successfully achieved our goal*



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*of creating matches between companies, thanks in particular to the collaborative efforts that have naturally developed between us and our partners. A good match for companies always starts with a good match between our partners. Apart from establishing a rich and extensive network of partners in Europe and the United Arab Emirates, we have worked closely with our counterparts at the Luxembourg Trade & Investment Office in Abu Dhabi and the manager of the Luxembourg pavilion, who have helped create intelligent connections for our event.*

### **And for the country?**

As is the case with all World Expos, Dubai 2020 enabled Luxembourg to present itself on a giant exchange platform where memorandums of understanding were signed to strengthen international cooperation. Thus, among others, the Luxembourg and Italian space agencies have signed a memorandum of understanding (MoU) which will serve to significantly deepen cooperation between the two countries in the field of space. A new framework agreement between the Luxembourg Space Agency (LSA) and the National Centre for Space Studies (CNES) was also signed, in order to update the terms of the 2009 agreement and to explicitly integrate cooperation in the space resources sector. The European Space Resources Innovation Centre (ESRIC) has signed a memorandum of understanding with Airbus Defence and

**10. 11.** The Dubai Expo spanned 438 hectares and brought together 192 countries. It was the first World Expo in the Middle East. It lasted 182 days and had more than 23 million visitors.

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**12.** The Emirate of Dubai inaugurated the Museum of the Future, located on the other side of the business district, on 22.2.22. It was visited by many of the delegations at the Universal Exhibition.

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**Cindy Tereba**  
Director of International Affairs,  
Chamber of Commerce

### ***‘Positive feedback and a market that is generating real interest’***

#### **Was the Dubai World Expo a commercial springboard for the Luxembourg companies that took part in the missions of the economic programme organised by the Chamber of Commerce?**

For the time being, it is too early to assess the economic benefits for the companies that participated in the missions organised as part of our programme, as the Universal Exhibition only recently closed its doors. However, the initial feedback we have is very positive: many agreements were signed during the Space mission, a company that participated in the Made in Luxembourg event signed a commercial contract and a Luxembourg startup that participated in the Food & Beverage mission has already opened a branch in Dubai following an agreement with an investor met there. From a more general point of view, Dubai was a great platform for exchanges and meetings on a global scale during the Expo, and especially during the Covid pandemic, because the country has always remained open.

While travel was restricted all over the world, the Emirates kept up a momentum of creating opportunities for companies to participate in trade shows and fairs where it was possible for them to meet their suppliers and establish business contacts in this region. Finally, we can say that the Expo has been a springboard because we have seen a strong increase in requests from the Luxembourg Trade & Invest office in Abu Dhabi. This region arouses real interest. But here again, the benefits will only be concrete in a few months because one of the specificities of this market is that trust and commercial relationships are established over the long term.

#### **The Chamber of Commerce has announced that it will be present at the Osaka World Expo. What motivates such a decision?**

The very positive feedback from the companies present in Dubai clearly motivated the decision of the Chamber of Commerce to also participate in Osaka in 2025 and to think about setting up an economic programme again. It will probably be developed on the same principles, based on the complementarity of the Luxembourg and Japanese markets, and in collaboration with the Luxembourg Trade & Invest office in Tokyo. Here again, it will be a question of offering a gateway to this market for Luxembourg companies through various events that could be fairs, conferences or exhibitions. The passion for B2B meetings will certainly lead us to think again about organising bilateral meetings because in Dubai, they were a real added value for the participants.

**Caner Dolas**

CEO and co-founder

**Jayan Jevanesan**CTO and co-founder  
of GAMMA AR

## *'Participating was an opportunity!'*

**You are a young company. This is the first time you have taken part in a Universal Exhibition and in a mission organised by the Chamber of Commerce. What motivated your participation?**

What motivated us to take part in this Universal Exhibition and in the mission organised by the Chamber of Commerce was the possibility of meeting national and international commercial actors. Our objective was to connect with the construction sector in the United Arab Emirates to develop our market. In addition to that, it was an opportunity to get to know other Luxembourg players in the region and to be able to meet and have exchanges with other innovative companies. (Editor's note: GAMMA AR is a Luxembourg startup which seeks to promote paperless project management in construction, thanks to an agile augmented reality solution).

### **What has it brought you?**

Our participation allowed us to make excellent connections and to meet Luxembourg and Emirati institutions. It was also an opportunity to understand how business is done in different regions. We were also able to visit a construction site in Dubai to present our product and also to meet our customers. Our participation was an opportunity both from the point of view of networking with Luxembourg players and for creating possibilities of doing business in the construction sector. Finally, we were able to meet the companies responsible for Dubai's famous city skyline. A wonderful experience to be repeated!



**13. 14. 15. 16.** The Chamber of Commerce set up a vast economic programme which aimed to showcase participating Luxembourg companies and covered the technologies of the future, construction, the food sector, digitalisation, mobility and the circular economy.

**17. 18. 19.** International and specialised events (Matchmaking, show cooking with Luxembourg products, Made in Luxembourg Week) took place during the exhibition.

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SIP Emmanuel Claude,  
Chamber of Commerce

Space to collaborate on lunar resource extraction technologies. This strategic partnership will support the development of key European resource utilisation technologies, accelerating the development of the lunar economy around space resources. On the occasion of the Space mission, Airbus Defence and Space, Air Liquide and ispace Europe also announced the joint creation of EURO2MOON, a new non-profit association based in Luxembourg and hosted within Fedil, which will focus on topics related to the exploration of the lunar surface and the use of its resources in a commercial and sustainable manner. The aim is to position European industry as a major player in the booming lunar economy.

### **Off to Japan!**

The government has decided that Luxembourg will participate in the Osaka World Expo in 2025. This new world-renowned event will take place from 13 April to 13 October 2025 in Yumesima, an artificial island on the Osaka seafront. The theme will be 'Designing the society of the future, imagining our life of tomorrow', and the event



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is preparing to welcome 175 official participants, including 150 countries and 25 international organisations. The main theme as well as its sub-themes, 'Saving Lives', 'Inspiring Lives' and 'Connecting Lives', are in line with the Sustainable Development Goals adopted by the United Nations to create an inclusive, just and sustainable society.

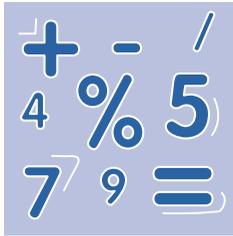
Japan, as the organising country, aims to make this World Expo a source of inspiration to encourage countries to achieve the objectives set in terms of sustainable development, and even to go beyond. By drawing

on at least one of the 17 sustainable development goals, each participant will contribute, through the concept of a living laboratory of peoples, to present their view of the society of tomorrow. Particular attention will be paid to mobility, carbon neutrality and digitalisation as key factors in shaping a future societal vision.

The main theme of the Osaka World Expo 2025 is therefore in line with Luxembourg's orientation and positioning in favor of sustainable and innovative economic development. Luxembourg maintains very close bilateral relations with Japan. The opening,

in 1987, of the first resident Luxembourg embassy in Tokyo shows the long-standing privileged relations between Japan and Luxembourg. These ties, which date back more than 90 years, are underpinned by the closeness of the royal and imperial houses of the two countries, as evidenced by the state visit to Japan in 2017.

In addition, Luxembourg has within its international economic promotion network a Luxembourg Trade and Investment Office (LTIO) in Tokyo which provides both support for Luxembourg companies wishing to develop their business in Japan and targeted



### Maths in Dubai!

The Luxembourg Pavilion partnered with the University of Luxembourg to present an interactive visual exhibition through several projects. The ReCreate project designed by Hugo Parlier and Bruno Teheux from the University's mathematics department consisted of illustrating mathematics in a surprising way through a journey of questioning and exploration in a playful universe. Players of all ages and walks of life could experience the nature of mathematical research. The ReShape project allowed visitors to take part in a vast project of collaborative artistic exploration by creating abstract compositions and contemplating the impact in an aggregated display of constantly evolving creativity. Finally, the ReTrace project consisted of exploring, colouring and creating puzzles based on ideas from the mathematics of combinations, shapes and space. With 10,000 drawings composed, 10,000 puzzles made and 50,000 patterns explored, the success of the exhibition exceeded the organisers' wildest expectations.



### A cookbook for the occasion

Partner of the Luxembourg pavilion at Expo 2020 Dubai, l'Ecole d'Hôtellerie et de Tourisme du Luxembourg (EHTL) developed the gastronomic concept for The Schengen Lounge restaurant. For this occasion, star chef Kim Kevin De Dood, a former student and teacher at the Diekirch-based school, notably revisited traditional Luxembourg cuisine. All the gastronomic compositions served in Dubai, i.e., eighteen dishes and five exceptional desserts, are now brought together in a collection produced by the EHTL and entitled 'The Schengen Lounge - Recipe Book'. Written in French and English, the beautifully illustrated book is available from the EHTL. The sale of this book contributes to financing educational projects at the EHTL and to promoting the reputation of the school.



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***'The Chamber of Commerce has also already begun its discussions for effective economic participation'***

economic promotion of Luxembourg in Japan. Japan is also Luxembourg's second largest trading partner in Asia. Trade relations have significant development potential with the third largest economy in the world.

**The Chamber of Commerce will be there!**

For the Osaka Universal Exhibition, the Luxembourg pavilion will be fully in line with the principles of the circular economy to comply with the government programme which advocates the active development of



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the circular economy in all areas: the production of goods and services, extending the useful lifetime of products, their reuse and the recovery of secondary materials. A plot of medium-sized land was reserved with the organisers of the 2025 Osaka World Expo to build a Luxembourg pavilion, which will be much smaller in size than the one at Expo 2020 Dubai in the United Arab Emirates. This Universal Exhibition will also allow stakeholders from the private sector to present Luxembourg to the whole world as a pioneering country in the circular economy. The Chamber of Commerce has also already begun its discussions for effective economic participation. Its president, Luc Frieden and its managing director, Carlo Thelen announced during a press conference taking stock of the economic programming at Expo Dubai 2020 last March that its plenary

assembly had approved this economic and commercial participation and budgeted EUR 3 million, an amount equivalent to what had been planned for the Emirates. —



**Bye Bye Dubai - Hello Osaka!**

Find our detachable poster at the back of the magazine!

**20.** Alongside the economic programme, the House of Entrepreneurship of the Chamber of Commerce took part in Dubai in the World Chambers Competition. The 2021 competition had four categories: 'Best Unconventional Project', 'Best Climate Action Project', 'Best Digital Project' and 'Best Resilience Project'. The House of Entrepreneurship received an award in the latter category.

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**21.** 273 representatives of 161 Luxembourg companies in addition to one hundred representatives of associations and public institutions took part in the Chamber of Commerce's programme. Its president, Luc Frieden and its general manager, Carlo Thelen, announced at a press conference taking stock of the economic programming at Expo Dubai 2020 in March that the plenary assembly had approved our economic and commercial participation in the next Universal Exhibition to be held in Osaka.