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Press release

Chamber of Commerce unveils its programme for Expo Dubai 2020

Details of how Luxembourg businesses can benefit from Expo Dubai 2020 were presented on Monday 11th November 2019 by Carlo Thelen, Director General of the Chamber of Commerce, and Maggy Nagel, President of GIE Expo Dubai 2020 and Commissioner-General of the Luxembourg pavilion. The Expo will take place from 20th October 2020 to 10th April 2021, during which time varied programmes will put Luxembourg's participating businesses and expertise in the global shop-window. In particular, the focus will be on showcasing technologies of the future, construction, the food sector, digitalisation, mobility, and the circular economy.

Luxembourg's strategy for this Expo differs from that used at Shanghai in 2010. Rather than targeting the local market, presence in Dubai will help the Grand Duchy's businesses access regional and global markets. It is expected that 70% of the 25 million visitors to the Expo will come from abroad. This global dimension will be reinforced with several important internationally-focused and specialised events.

To maximise impact, the Chamber of Commerce will organise several complementary sectoral trade missions. There will also be a "Luxembourg Day" and a "Made in Luxembourg" week at the Expo. These will enable Luxembourg businesses to promote their products and services, thus presenting Luxembourg's know-how to a vast regional and international audience.

A multi-sectoral mission will take place around the Luxembourg Day on 23rd January 2021. This will feature a B2B matchmaking event organised by the Enterprise Europe Network (EEN) and the Chamber of Commerce.

Furthermore, the Chamber will encourage Luxembourg businesses to participate in major international trade fairs (UAE Anchor Events) organised concurrently with the Expo in the region around Dubai. This will facilitate connections with potential partners, and sectoral networking will be boosted with connections to international trade fairs. Moreover, the national pavilion will be available as a venue where relationships can be deepened.

The following programme of events has been established with the Ministry of the Economy.

MONTH	EVENT/FAIR	DATES	SECTOR
October	IAC	12-16 OCT 2020	Space
November	Made in Luxembourg	01-07 NOV 2020	Multi-sector
November	BIG 5	23-26 NOV 2020	Infrastructure
January	Sustainability Week	16-21 JAN 2021	EcoTech/Multi
January	LU/b2fair Day	21-23 JAN 2021	Multi-sector
January	Arab Health	24-27 JAN 2021	BioHealth
February	GulFood	20-28 FEB 2021	Catering/Food

Each sectoral trade mission will feature a range of the following opportunities which can be tailored to different needs:

- ✘ A visit to a specialised trade fair (*UAE Anchor Event*);
- ✘ Invitations to the relevant Luxembourgish ministers;
- ✘ Luxembourgish speakers at specialist trade fairs;
- ✘ A national pavilion at specialised trade fairs (e.g. Arab Health);
- ✘ B2B meetings with international prospects via dedicated platforms at specialist trade fairs;
- ✘ Organisation of seminars and workshops;
- ✘ Visit of the Luxembourg pavilion at the Expo;
- ✘ Visit of selected pavilions relevant to key sectors;
- ✘ Participation at networking receptions;
- ✘ Visit businesses or landmark projects relevant to key sectors.

A dedicated website has been created for those seeking more detailed information: www.cc2020.lu. Businesses can pre-register and thus receive alerts for the missions that interest them, enabling them to sign-up promptly when registrations open.

In preparation for the Expo, a multi-sectoral mission will visit Dubai from 26th to 31st January 2020. This is being organised by the Chamber of Commerce in close cooperation with the Ministry of the Economy, the Luxembourg Embassy, and the Luxembourg Trade and Investment Office in Abu Dhabi. HRH the Hereditary Grand Duke will head the delegation, which will also include Étienne Schneider, the Deputy Prime Minister, Minister of the Economy, and Minister of Health, as well as François Bausch, Deputy Prime Minister and Minister for Mobility and Public Works, and Pierre Gramagna, the Minister of Finance. All businesses interested in joining this official mission must register [on line](#) by 22nd November at the latest.