

**BUSINESS
FINLAND**



COP28
UAE

COP28 Finland Pavilion
30.8.2023



What is COP28?

- COP28 is the 28th UN Climate Change conference of 199 parties (198 states and EU)
- Held 30.11.-12.12.2023 at Expo City Dubai
- COP28 President is Sultan Ahmed Al Jaber, Minister of Industry and Advanced Technology and UAE Special Envoy for Climate Change
- First Global Stocktake (GST) after the Paris Agreement
- Host country website [COP28 UAE | United Nations Climate Change Conference \(UNFCCC\)](https://cop28uae.unfccc.org/)
- COP = the Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC)

COP28 consists of

- **Official negotiations:** Delegates from various nations convene to advance the technical aspects of UNFCCC's mandate, including the implementation of the Paris Agreement.
- **High-level ministerial dialogues and events:** Political leaders engage in strategic discussions to drive global endeavours concerning climate change.
- **Official side events and pavilions:** These parallel activities encompass thematic discussions, events, and pavilions that spotlight climate action and technologies.

Previous COP meetings

- Glasgow COP26 had 40.000 and Sharm el-Sheik COP27 had 35.000 participants, while Dubai COP28 is aiming at 70.000 participants
- COP meetings and attached pavilions have become the most important climate event
- Blue and Green Zone pavilions are increasingly active and COP28 presidency is further strengthening the corporate participation
- Other Nordic countries have had pavilions in previous COP meetings
- Finnish business community and also Finnish companies in Dubai have expressed strong need for Finland to participate in the COP28 with own pavilion

COP27 Sharm el-Sheik

- 97 pavilions, 140 exhibitors
- Countries, UN organizations, companies and clusters, various organizations
- Most pavilions follow daily themes in their programming
- Pavilions have meeting spaces and stages for their own events
- Sweden pavilion emphasized country brand and Danish pavilion with stronger business approach

Green Zone Agenda	
09 NOV	Finance Day 
10 NOV	Science Day 
10 NOV	Youth & Future Generations Day 
11 NOV	Decarbonization Day 
12 NOV	Adaptation and Agriculture Day 
14 NOV	Gender Day 
14 NOV	Africa Day 
15 NOV	Ace & Civil Society Day 
15 NOV	Energy Day 
16 NOV	Biodiversity Day 
17 NOV	Solutions Day 
Download Green Zone Agenda	



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COP28 Venue: Expo City Dubai

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Blue Zone (UN negotiations site)

The Blue Zone is a UNFCCC managed site, open to accredited party and observer delegates. It hosts the formal negotiations across the two weeks of the event, as well as the World Climate Action Summit, the country pavilions, presidency events and hundreds of side events including panel discussions, round tables, and cultural events.

Attended by:

- Parties (Heads of State, Ministers, Negotiators)
- Observers (NGOs, IGOs, UN Agencies)
- Media
- World Leaders

Green Zone

The Green Zone is managed by the UAE Government and is a platform for the general public, youth groups, civil society, indigenous groups and the private sector to have their voices heard, promoting dialogue, awareness and commitments about climate action.

The Green Zone will provide a platform for discussion, culture and entertainment and for businesses to showcase innovative solutions, technologies and products across three exhibition areas: Decarbonization Hub, Technology and Innovation Hub and the Knowledge Hub.

It is attended by:

- Open to everyone, registration required

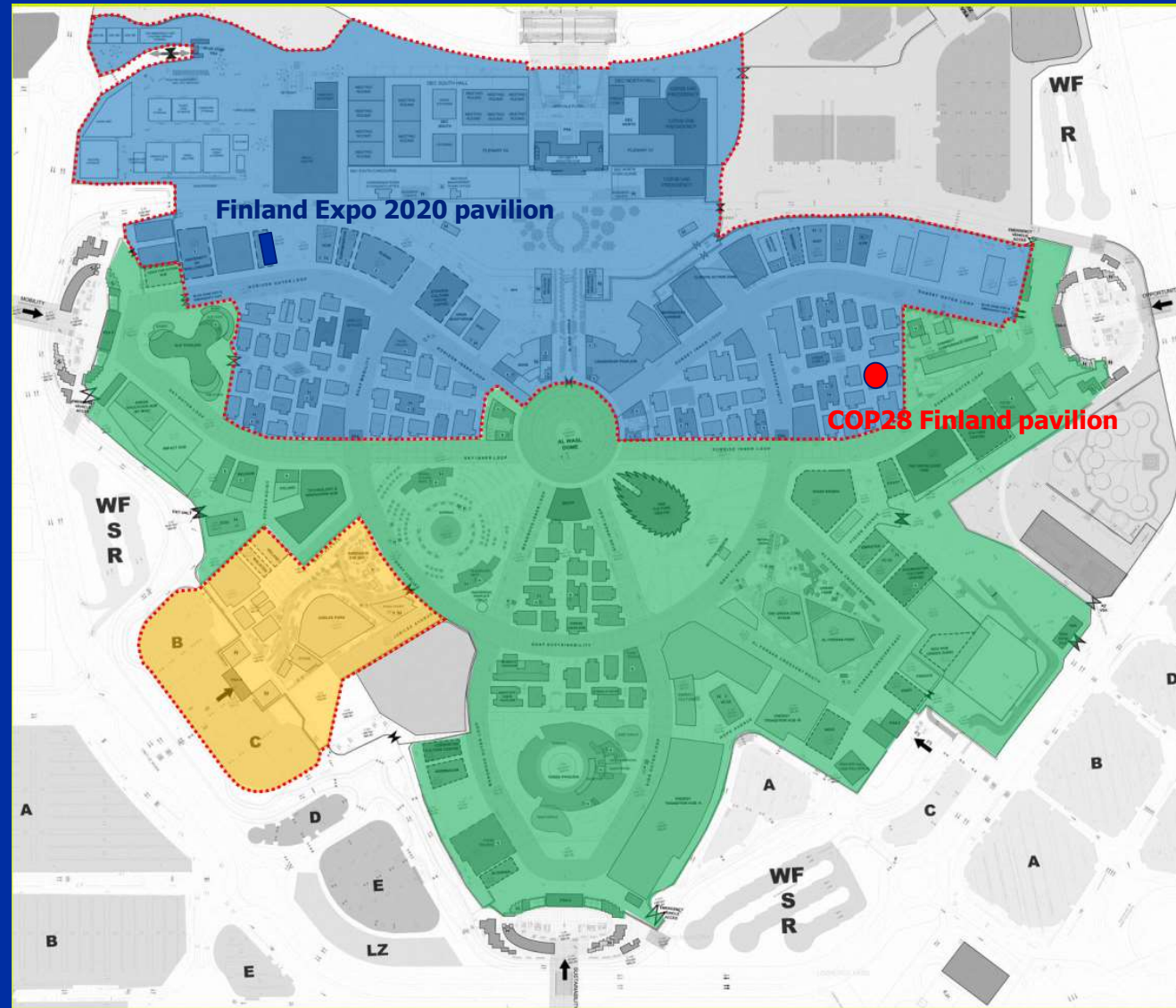
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COP28 UAE

Blue Zone ●

Green Zone ●

UAE National Day ●

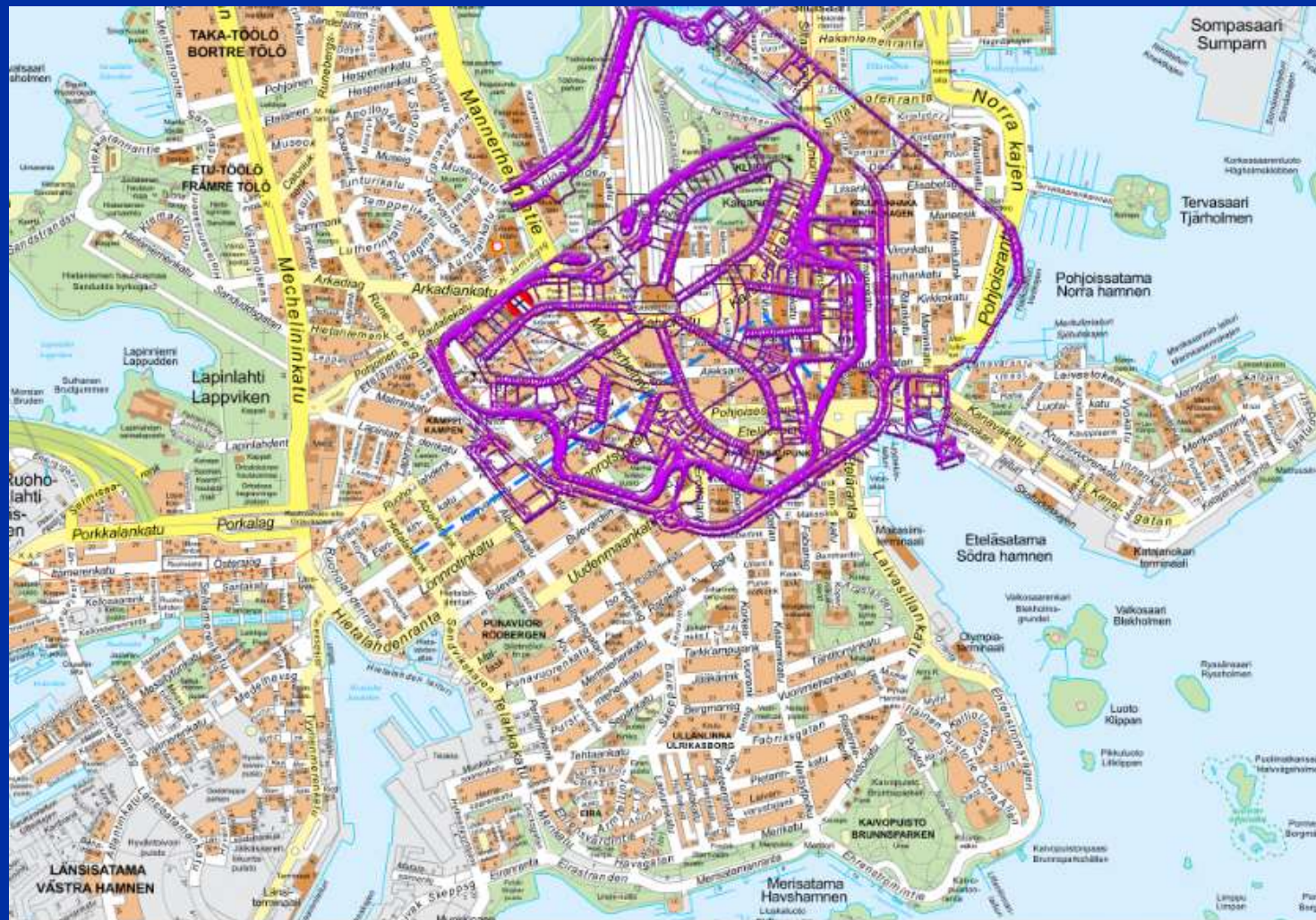


COP28 Green Zone Pavilions

Green Zone will host sponsor pavilions and event spaces

Companies and organizations can reserve spaces at cost of 1 – 30 million AED (250.000 – 7.500.000 €) per pavilion

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2020 World Expo Dubai area vs. Helsinki Centre

Shared Presentation Hubs

- Innovative spaces centrally-located within the COP28 site
- Professionally equipped spaces
- Increase cross-pollination of ideas and information sharing in a collaborative environment
- Showcase your climate change progress and engage with attendees at COP28 UAE



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COP28 Blue Zone Pavilions

Link to official website information:

[PowerPoint Presentation \(cop28.com\)](https://www.cop28.com)

Expo City Buildings

+1

OFFICES &
PRESENTATION

GROUND FLOOR

PAVILIONS

- Each building will have 2-5 pavilions sharing the ground floor space
- Nordic pavilion (Finland, Denmark, Norway, Sweden and Nordic Council of Ministers) have been promised to be in same or adjoining buildings
- Office and meeting room space available in first floor

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Pavilion fit-out packages:

Tier 1	65 – 80 m ²	1150 USD/m ²	65 m ² = 74.750 USD
Tier 2	100-140 m ²	1280 USD/m ²	103 m ² = 131.840 USD 140 m ² = 179.200 USD
Tier 3	150-195 m ²	1410 USD/m ²	103 m ² = 145.230 USD 150 m ² = 211.500 USD

Prices cover the rent of the space and the fit-out package.

Additional costs include customization and additional own elements, catering and cleaning services, etc.

For additional cost also 2nd floor meeting and office spaces can be arranged

For price comparison Gitex Global 2023 fair rents only the space for about 700 USD/m² and fair stand shell for 850 USD/m² for five day event, thus prices are well below market prices

PAVILION TIER 3

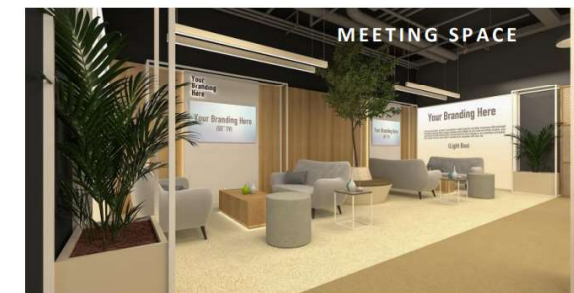
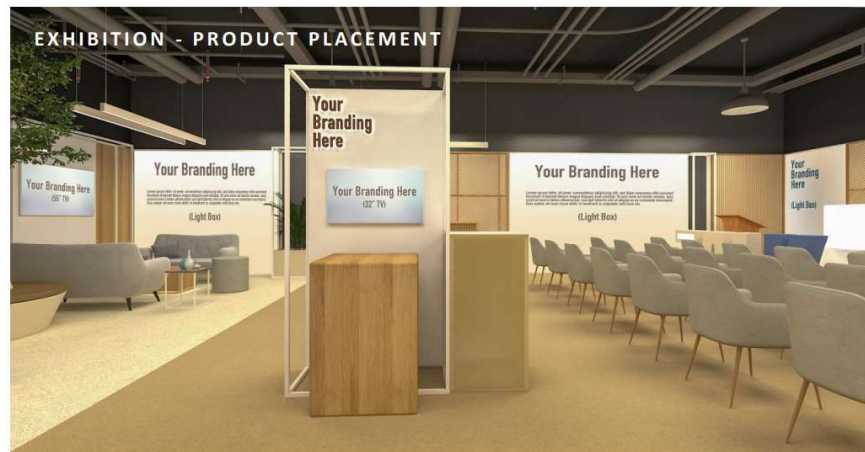
150m2 – 195m2 ROOM FIT-OUT PACKAGE

The high level space fit-outs incorporate features including digital displays, brand positioning, and interactive product demonstrations. With our flexible layout and product placement options, you can customise your space format to suit your delegation programs and team use.

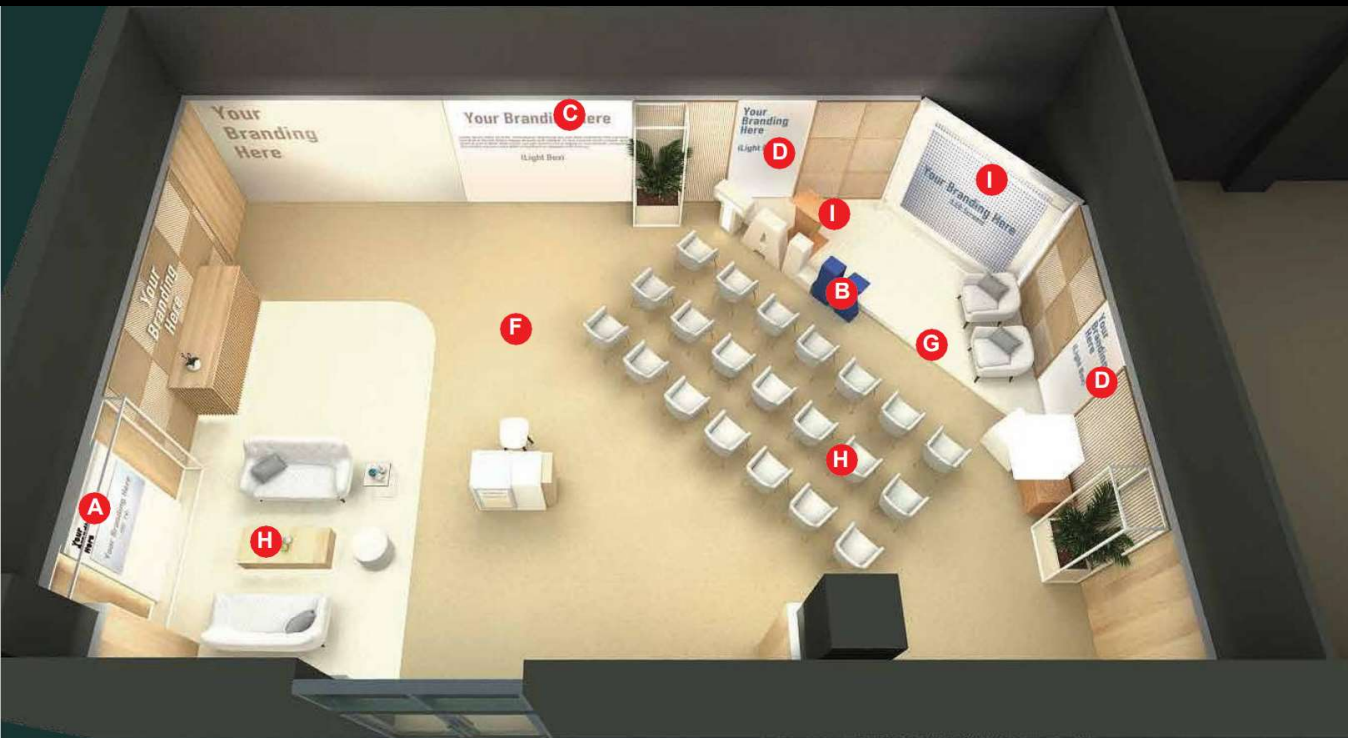
The room layouts combine exhibition and presentation areas to create the ideal environment for your specific needs. Each space will help provide a professional and engaging experience for all attendees.

Each Tier 3 space offers:

- A high-specification infrastructure build incorporating recycled and reuse materials
- Key features include external & internal branding 3D, light box and fabric graphics, carpet, furniture package and presentation pack with large LED screen, PA and room LED screens.
- Within each package there is flexibility to customise wall branding and furniture layouts to create an engaging space with tailored on-screen messages and branding.
- Additional services and upgrades to core items, such as furniture, internet, and AV can be ordered along with other services such as office equipment, catering and cleaning, via the delegation online manual.

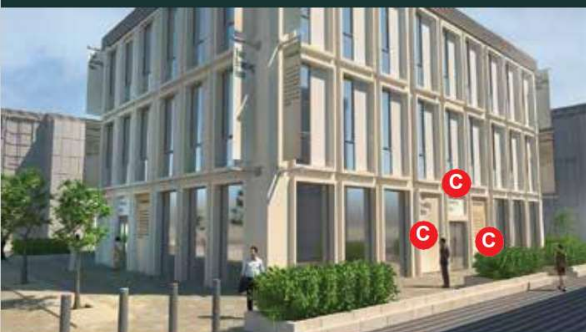


- Air Conditioning, Public Wi-Fi, Power, Lighting come as standard within each space



PACKAGE INCLUSIONS

- A** WALLING WITH VINYL GRAPHICS
 - B** 3M LONG 3D TEXT
 - C** 3M WIDE LIGHT BOX WITH FABRIC GRAPHICS
 - D** 2 X 1.5M WIDE LIGHT BOX WITH FABRIC GRAPHICS (ARTWORK TO BE SUPPLIED BY THE CLIENT)
 - E** BRANDING ON 3 GLASS PANELS ON THE EXTERIOR
 - F** SUSTAINABLE CARPET FLOORING WITH UNDERLAY (COLOUR SUBJECT TO CHANGE)
 - G** 100MM HIGH STAGE PLATFORM (SQM SUBJECT TO ROOM SIZE)
 - H** FURNITURE PACKAGE:
 - 2 X ROUND MEETING TABLES
 - 8 X CHAIRS WITH WOODEN LEG
 - 6 X LOUNGE CHAIRS
 - 1 X COFFEE TABLE
 - 1 X RECEPTION COUNTER
 - 1 X HIGH STOOL
 - 20 X WHITE CHAIRS WITH METAL LEG 1 X LOCKABLE CABINET
 - 1 X PLANT
 - 1 X BIN
 - 2 X CUBE BOXES
 - I** AUDIO VISUAL:
 - 1 X 65" LED SCREEN 1 X PA SYSTEM
 - 2 X SPEAKERS
 - 2 X WIRELESS MICS
- ELECTRICS:**
BASELINE SOCKETS AND LIGHTS SUITABLE FOR THE ROOM



PRESENTATION PACKAGE TIER 3

COST PER SQM SPACE + FIT-OUT PACKAGE
\$1410

*THESE VISUALS ARE FOR REFERENCE ONLY. THE SPACE BOOKED WITH THE ORGANISER MAY LOOK DIFFERENT DEPENDING ON THE SPACE SIZE, LOCATION AND ORIENTATION. SOME LARGER SPACES WILL RECEIVE ADDITIONAL FURNITURE.

COP28 Finland Pavilion

- For the first time, Finland is organizing her own pavilion at the UN Climate Change Conference
- Business Finland is organizing the COP28 Finland Pavilion as public-private-partnership
- Project has base funding from Business Finland while majority of funding is covered by participating companies and organizations.

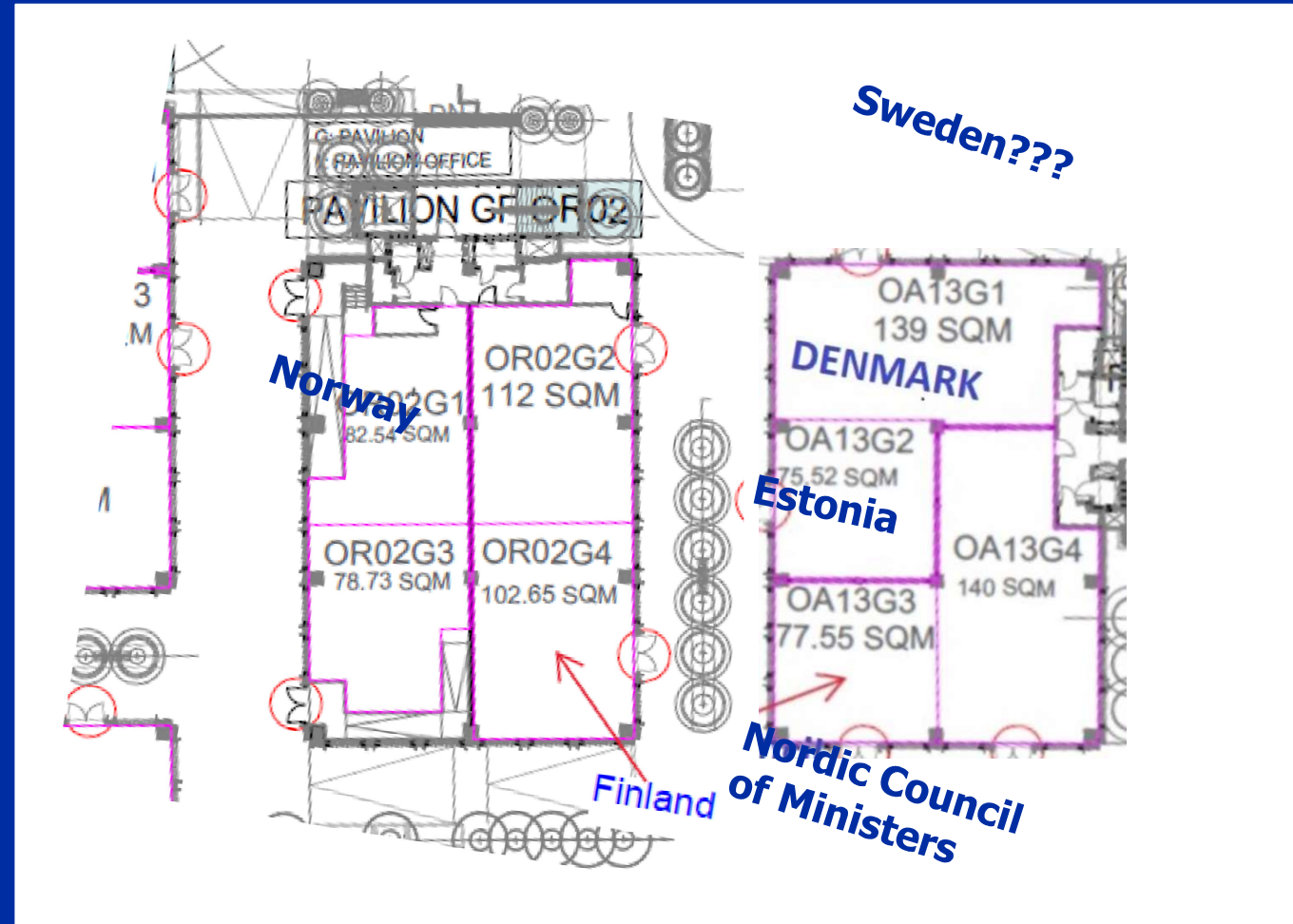
Goal of the COP28 Finland Pavilion:

- **To promote** and strengthen Finland's brand as a green tech hub and home for society wide climate solutions
- **To showcase** Finnish actors in international arenas in the context of the innovations accelerating green transition
 - Bring forth actors who have high carbon handprint potential and solutions
 - Increase Finnish actors ability to promote their climate solutions and build their networks
 - Share and present concrete solutions
- **Support** the climate negotiations from the points of view of Finland and the European Union

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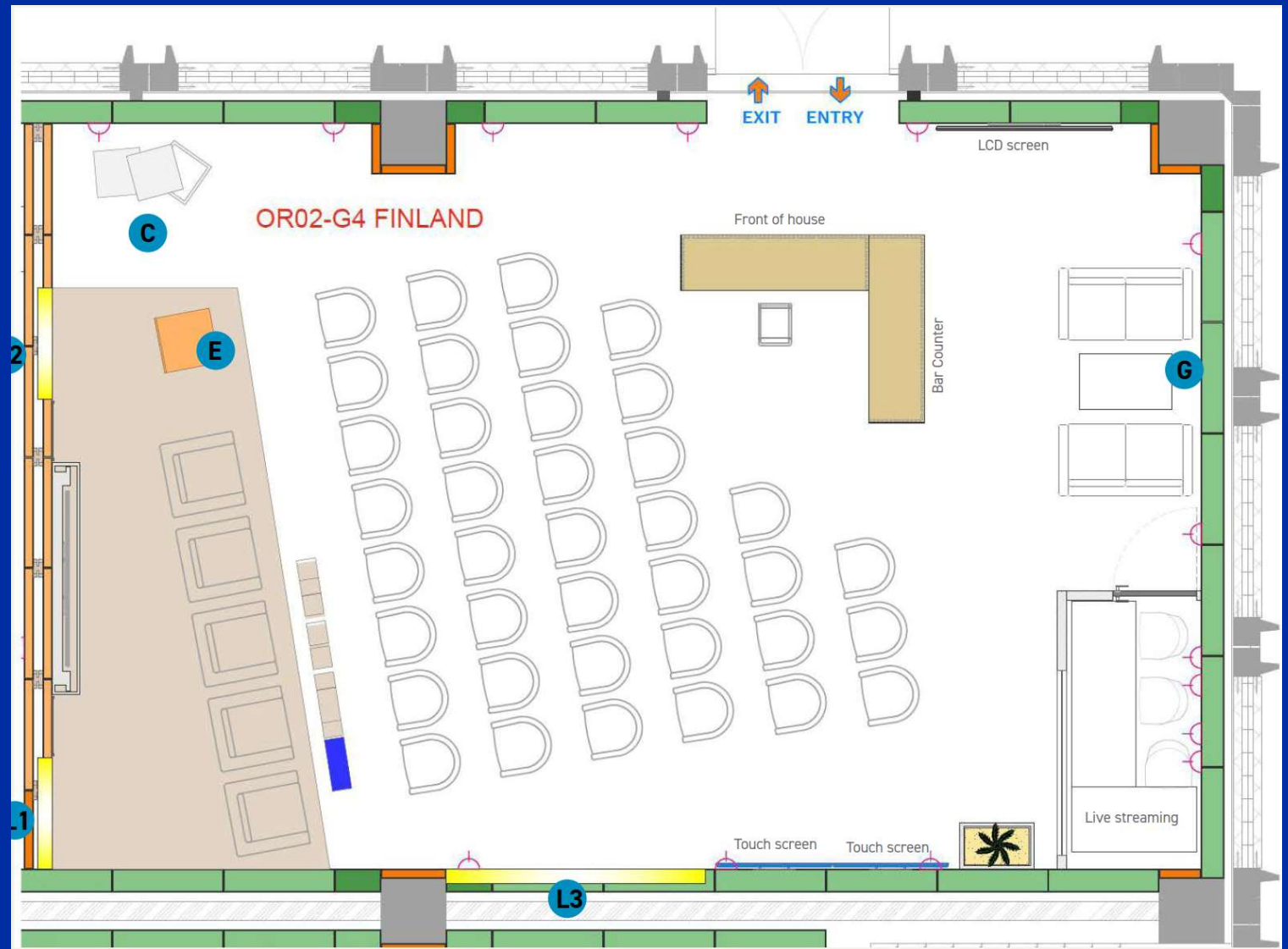
Noridic Pavilions

Ground floor



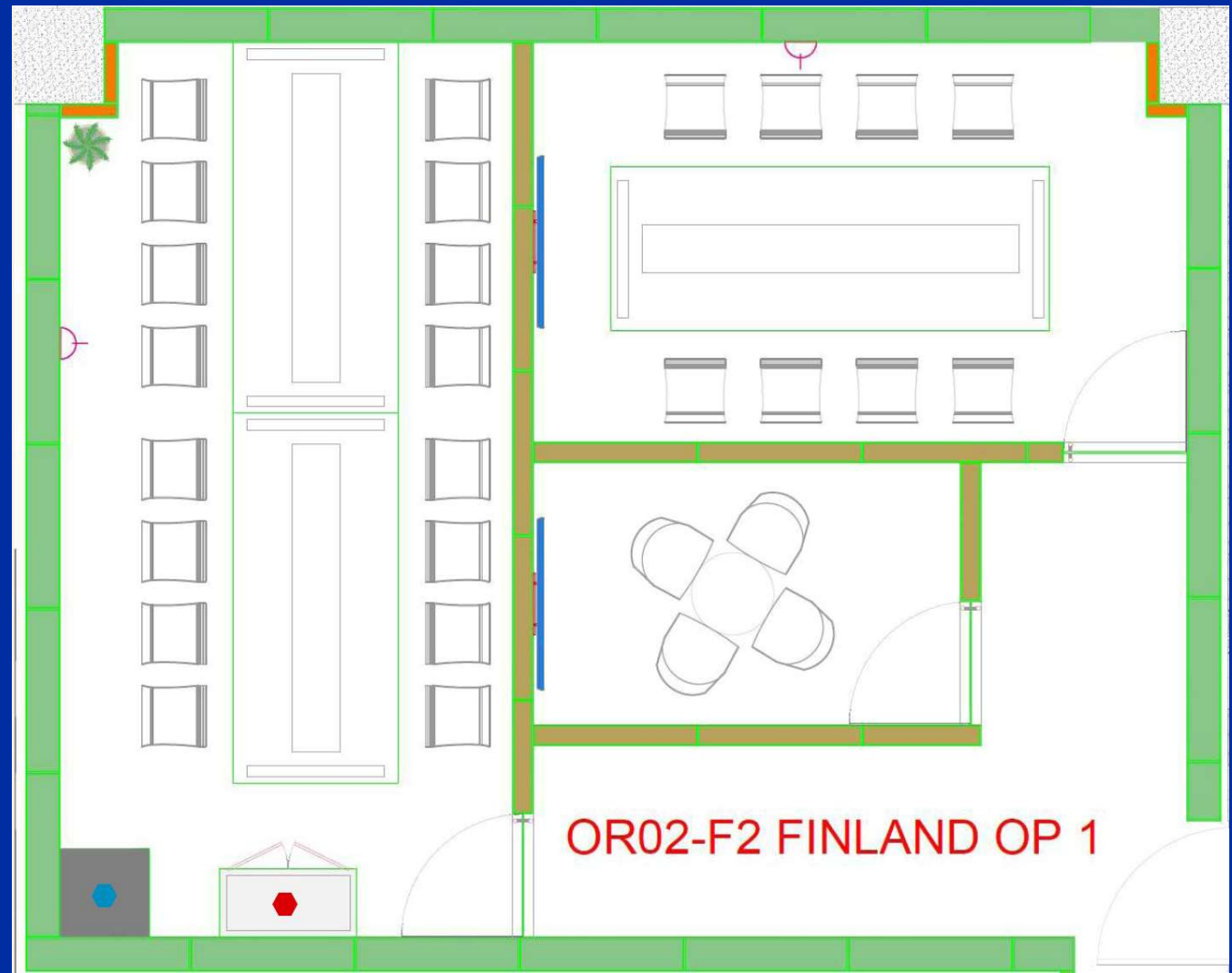
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Finland Pavilion Ground floor



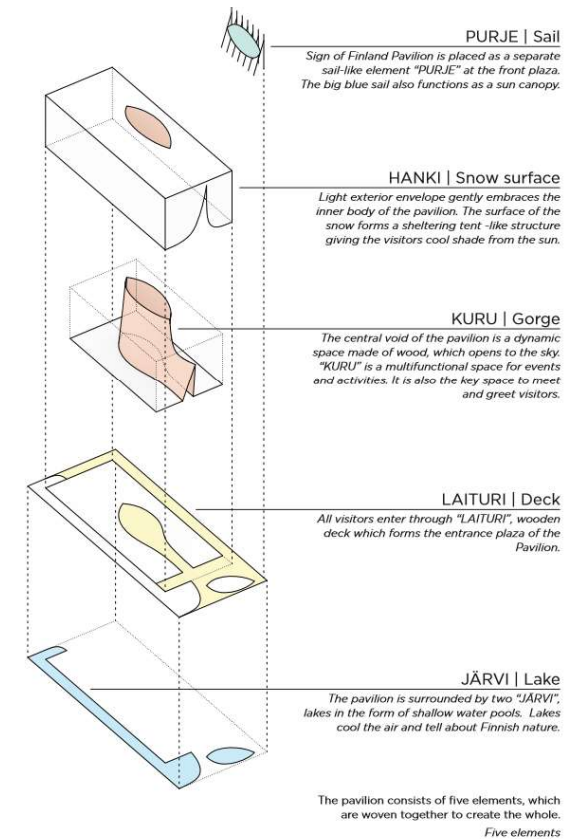
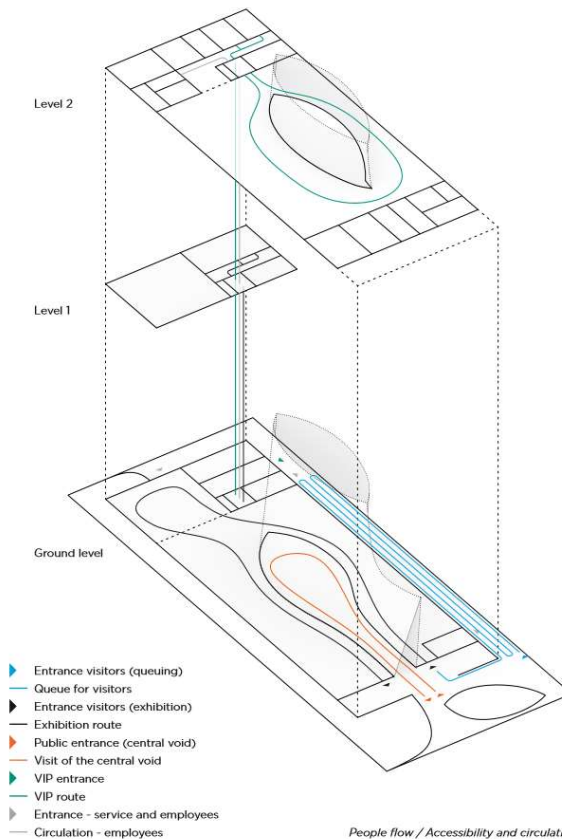
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**Finland
office and
meeting
rooms
First floor
(Draft, TBC)**

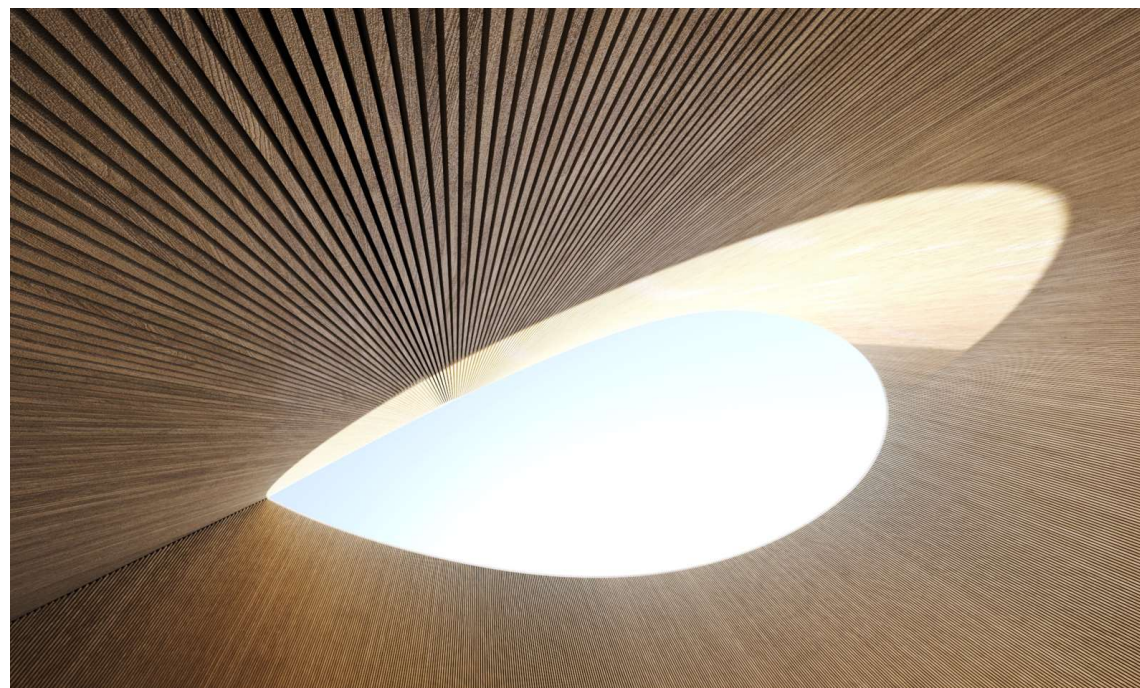
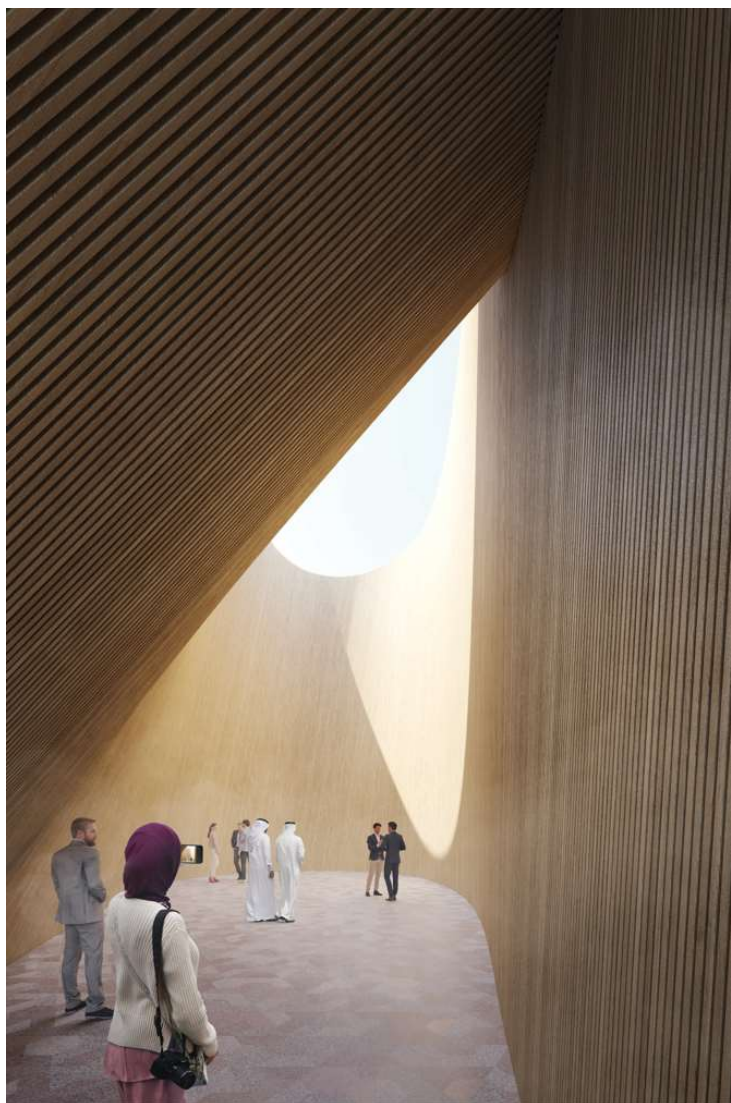


DUBAI EXPO: FINNISH PAVILION

- Pavilion has 2 levels: ground level general exhibition and second level VIP and conference area with a service and technical area in the Mezzaine level











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COP28 UAE Thematic Program

More information at
[COP28 UAE | Thematic Program](#)

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Two-Week Thematic Program

Nov
30



Opening

Dec
1



World Climate Action Summit

Dec
2



World Climate Action Summit

Dec
3



Health / Relief, Recovery and Peace

Dec
4



Finance / Trade /
Gender Equality / Accountability

Dec
5



Energy, Industry, and Just Transition

Dec
6



Multilevel Action, Urbanization
and Built Environment/Transport

Dec
7



Rest

Dec
8



Youth, Children, Education and Skills

Dec
9



Nature, Land Use, and Oceans

Dec
10



Food, Agriculture and Water

Dec
11-12



Final Negotiations

CROSS-CUTTING THEMES

Technology
and innovation



Inclusion



Frontline
communities



Finance



Note!

Accommodation prices for COP28 period are rising rapidly. Reservations should be made soonest.

See also COP28 Accommodation Portal at COP28 web pages [COP28 UAE \(bnetwork.com\)](https://bnetwork.com)

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Thank You!