

**BUSINESS
FINLAND**



**COP28
UAE**



Partnership benefits and categories

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

Benefits for companies of COP28 participation

1. Brand Image

- ✓ Association to the largest climate event in the world (reference in own marketing, honour board, displays, events, media visibility, etc.)

2. Visibility in pavilion (Blue Zone and possibly also Green Zone)

- ✓ Logos, digital content, physical elements in pavilion(s)

3. Participation in and organizing events

- ✓ Own events, thematic or shared events, evening receptions, speaker in other pavilions' events

4. Strengthening existing contacts and making new ones

- ✓ Inviting stakeholders to COP28 FinHub pavilion, new encounters in events

5. Visibility in project communications

- ✓ Social media exposure, traditional media exposure

Partnership categories and benefits

1. Gold

- ✓ 70-100T€ participation fee
- ✓ Blue Zone accreditations, honour board top position, large visibility in pavilion, three own event slots and participation in shared events, possibility to host one evening reception*, high priority in communications program

2. Silver

- ✓ 30-50T€ participation fee
- ✓ Blue Zone accreditations, honour board middle position, some visibility in pavilion, two own event slots and participation in shared events, priority communications program

3. Bronze

- ✓ 10T€ participation fee
- ✓ Blue Zone accreditations, honour Board bottom position, visibility in touchscreen display, one own event slot and participation in one shared event, lower priority in communications program

* Evening receptions may be organized at Green Zone old Expo pavilion, depending on interest and conditions

Partnership Benefits in Blue Zone Finland Pavilion

	Blue Zone accreditation	Honor board	Blue Zone Visibility	Blue Zone Events	Communications program
Gold	Yes	top position	large visibility	3 own event slots + participation in shared events, possibility to host 1 evening reception*	high priority
Silver	Yes	middle position	some visibility	2 own event slots + participation in shared events	priority
Bronze	Yes	bottom position	visibility in touchscreen	1 own event slot + participation in one shared event	lower priority

*Evening receptions may be organized at Green Zone old Expo pavilion, depending on interest and conditions

Additional Partnership benefits

Old Expo 2020 Dubai Finland Pavilion

According to unofficial information the old Expo 2020 Dubai Finland Pavilion will be located in the Blue Zone instead of initial information of it being in Green Zone.

Due to uncertainties, the activities in old Finland Expo pavilion are not included into Partnership Benefits nor the Partnership Agreement, but will be offered to partners later depending on costs, availability and partner's interest.

Shared programs in Finland Pavilion

All partners will be invited to participate in Pavilion's own events and thematic events.

Shared External Presentation Stage

Participation in public stage events allocated to Finland according to interests and availability.

Nordic cooperation events

Participation in Nordic events in Shared Stages or Nordic pavilion according to interest and availability.

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Thank You!