

VISIT FINLAND AT WORLD EXPO 2020 DUBAI

Connecting minds, creating the future

The Expo 2020 Dubai will take place from October 2020 until April 2021. Finland, together with 30 companies and clusters, will participate in the Expo. It will be the first World Expo in the MENA & SA area (Middle East and North Africa & South Asia). Over 190 countries will participate. Over 25 million visitors are expected at the Expo of which 70 per cent from outside the UAE.

Participation will promote Finland, positive country image and values, Finnish exports, internationalization and competitiveness, as well as increase Finland's attractiveness for tourism and investments.

Visit Finland will be present at the Expo 2020 Dubai and is now calling Finnish Travel Trade partners to join the Visit Finland Expo 2020 Travel Cluster!

FINLAND PAVILION “SNOW CAPE”



The Finland Pavilion, “Snow Cape”, will showcase Finland’s competences and expertise across various business sectors including sustainability, technology and tourism with innovative content provided by our partners.

The Pavilion takes inspiration from Finnish nature and design. The Pavilion building is incorporating visually both Finnish and Arabic cultures. The exterior of the pavilion is white as snow with an entrance that gives an impression of arriving in an Arabic tent. The snow in the exterior blankets the interior full of surprises for the visitor. In the middle, the calm and natural Gorge provides a peaceful escape from the noise of the Expo world, while the exhibition itself presents abundance of experiences and information about Finland, continuous innovation and sustainable solutions.

HOW CAN YOU PARTICIPATE IN THE EXPO 2020

Visit Finland is organizing a cluster participation as Exhibition Partner with total of 50 000 euro investment. Visit Finland Travel Cluster consists of 10 companies and the **participation fee** per company will be **5 000 Eur + VAT**. Partner’s contributions can be spread over three years (2019 – 2021) and part of the fee can be covered with in-kind contribution.

BENEFITS OF PARTICIPATION

- ### **Exhibition Partner benefits:**

- Plan your Expo 2020 journey now! More information: www.expo2020.fi