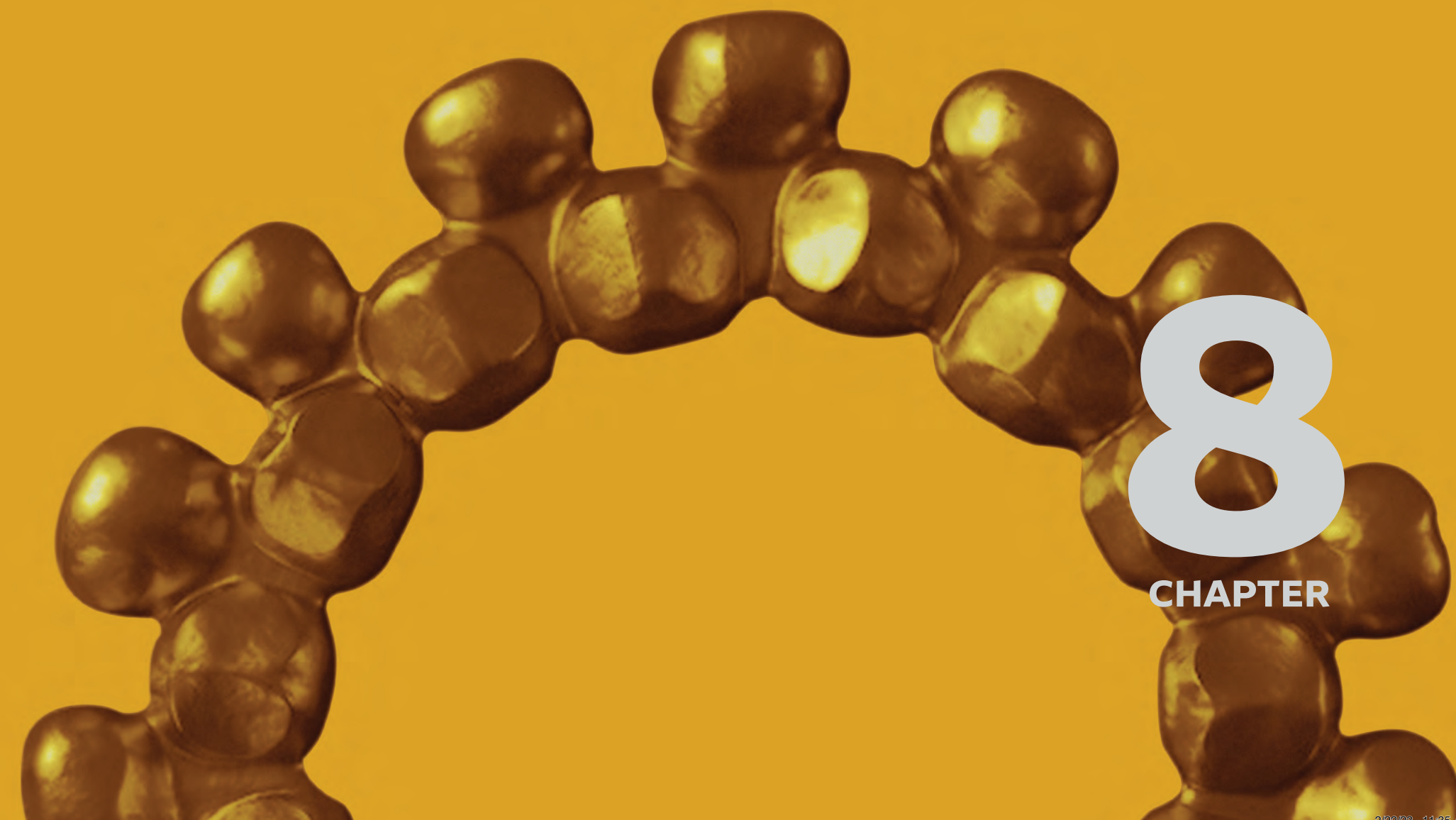


# IMPACT AND LEGACY

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8

CHAPTER





## IMPACT AND LEGACY

- From the outset, Expo 2020's vision was focused on the event's long-term legacy, with a commitment to creating a meaningful impact for Dubai, the UAE, the BIE, and the world as a whole.
- Retaining 80 percent of Expo's infrastructure, the incredible site lives on in legacy, re-opening just six months after Expo 2020 closed. A clean, green, innovation-driven, human-centric city of the future known as Expo City Dubai, it forms a central part of the Dubai 2040 Urban Master Plan, and has already been named as the venue for COP28.
- Expo 2020 has proven to be a significant contributor to the UAE's economic goals, including boosting the Small & Medium Enterprise sector and the creative economy, supporting the continued growth of industries including tourism, logistics and hospitality, and creating employment opportunities in the UAE and wider region.
- Expo was a powerful platform for the forging of new partnerships, encouraging new connections and fuelling knowledge transfer and innovation. International participants, including the UAE, agreed a number of trade and economic deals during the six months, delivering tangible ongoing returns.
- From the pioneering Volunteers Programme to the highly successful Expo School Programme and impactful Expo Live initiative, Expo 2020 reminded us of the shared values that connect us all, accelerating entrepreneurial spirit, awakening senses, and shifting mindsets.
- As the first World Expo to be hosted in the Middle East, Africa and South Asia, Expo 2020 was an unparalleled opportunity to shine a spotlight on the region and position it as an equal partner on a global stage. The event also coincided with the UAE's Golden Jubilee, celebrating 50 years of growth and kickstarting the next chapter of purposeful progress.



## IMPACT

Meaningful impact and lasting legacy were at the core of Expo 2020 Dubai's goals and planning from the outset, with clear strategies to ensure the event would maximise benefits for Dubai, the UAE, the BIE and the global community as a whole. From the first steps of its journey, Expo 2020 pledged to make a difference for generations to come – a promise that was embedded in its theme of *'Connecting Minds, Creating the Future'*.

Expo 2020 Dubai was a truly exceptional World Expo for many reasons: the first to be held in the Middle East, Africa and South Asia; the most inclusive, warmly welcoming 192 nations; the most significant global gathering since the start of the COVID-19 pandemic; and hosted by the UAE – a young, bold, forward-looking nation in the year of its Golden Jubilee.

A global triumph, it was a beacon of unity and hope, a timely reminder of the importance of human solidarity and international cooperation, and a driver of collective action to tackle the shared, critical challenges of our era.

The outcomes of striving to meet those challenges, be they architectural or environmental, economic or creative, have elicited lasting impacts that will be felt for decades to come, extending across education, social progress and sustainable thinking, and inspiring new ways of collaboration at all levels of society.

### Physical impact

**It is important to remember that Expo 2020 Dubai was built as a city of the future that would, for the first six months of its life, host a World Expo.**

Every aspect of the Master Plan was designed with due consideration to its after-life and with a defined strategy for re-use [see Chapter 2]. Post-event, the Expo site would transition into an urban business destination, complete with museums, attractions and the state-of-the-art Dubai Exhibition Centre, while also serving as an international gateway for the exhibitions, events, tourism and logistics sectors.

Retaining 80 percent of Expo's infrastructure, the incredible site lives on in legacy, and re-opened six months after Expo 2020 closed. Known as Expo City Dubai, it forms a central part of the Dubai 2040 Urban Master Plan, which sets out how Dubai will continue to grow as a global city, a truly interconnected, people-led metropolis balancing community and business, modernity and progress with heritage and nature.





## Economic impact

The investment required to host a large-scale event such as a World Expo is often offset by its ability to generate widespread and lasting economic value. Sustainable economic growth and diversification were key to the UAE's Vision 2021 and Vision 2071 strategy, with Expo 2020 Dubai well-positioned to be a significant contributor to the UAE's economic goals, spur global activity, and trigger positive ripple effects that would last well beyond the event itself.

Third-party research indicates that from 2013 to 2042, the Gross Value Add (GVA) – economic productivity measured by the contribution of Expo 2020 Dubai and Expo City Dubai to the UAE economy – is estimated at AED 154.9 billion (USD 42.2 billion), supporting the equivalent of 1,039,000 full-time equivalent job years, with growth driven by the events and business services sector, construction and restaurants and hotels.

Expo acted as an enabler of Small and Medium sized Enterprises (SMEs), recognising the sector's role as a significant economic driver and maximising their integration within the supply chain as well as the event's retail and licensing offering [see Chapters 6 and 7]. It drove the natural growth of the UAE's tourism and logistics sectors, boosting the hospitality and events industry and enhancing the country's reputation as a go-to destination for globally significant events. In short, it afforded the entire region immense economic opportunities to fulfil its potential.

Expo 2020 Dubai also came at a critical time for the creative sector, which had been severely impacted by pandemic-related lockdowns and safety precautions. With up to 200 live events staged daily across a plethora of world-class venues, Expo 2020 Dubai hosted a huge wealth of creative talent – unrivalled in scope and global breadth – aiding the region's creative community, strengthening the UAE's creative economy and securing a legacy for generations to come.

Throughout the six months, Expo forged all manner of partnerships, encouraging new connections and fuelling knowledge transfer and innovation, with business programming enabling visitors and participants to explore new opportunities and collaborate towards economic prosperity, both locally and internationally.

The UAE signed various trade and economic partnership agreements with countries throughout Expo 2020 Dubai, including Belgium, France, Philippines, Saint Vincent and the Grenadines and Saudi Arabia, while Expo initiatives also brought about tangible results for other nations. From Austria to Uganda, Colombia to Malaysia, the event proved to be a significant business catalyst for each of the 192 participating countries, providing businesses exposure and investment deals that are delivering impressive and ongoing returns and helping generate billions of dollars in global investment.



### A selection of deals

**Austria:** Signed four Memoranda of Understanding (MoUs) with the UAE during Expo 2020 Dubai, including a water-saving initiative and a strategic partnership to support the production of green hydrogen

**Colombia:** Enabled and accelerated discussions on the UAE-Colombia 2030 Vision, which aims to reach USD 1 billion in bilateral trade by 2030

**Lesotho:** Developed multiple deals with organisations and governments, including UAE International Investors Council, Finland's education sector, Estonia's e-government, vocational training in Switzerland and governance in Sierra Leone

**Malaysia:** Secured more than MYR 70 billion (USD 15 billion) worth of trade, investment and business leads, covering agri-commodities, digital economy, Industry 4.0, energy, health, education and tourism, agriculture, technology and innovation

**Pakistan:** Signed USD 500 million in MoUs with Korean, Turkish, Malaysian and U.S. trading partners across various sectors and established further trade relations with Africa

**Uganda:** Signed six investment deals with investors, worth USD 975 million, in priority programmes including agri-industrialisation, mineral value addition, energy, pharmaceutical, and industrial parks



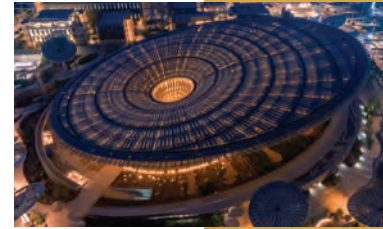
## Social impact

Expo's success stretched well beyond its thrilling visitor experience, spectacular architecture and infrastructure, and even its positive economic impact. It extended to creating an enhanced environment of progress, an attitude of advancement and a way of being that embraced the future.

Even before the event, this was already in evidence. Expo's pioneering Volunteers Programme – the largest of its kind in the history of the UAE – provided opportunities for people to 'give back' and be part of a historic moment in UAE history, while its programmes to attract, develop and retain local talent bolstered the UAE's efforts to build a competitive, knowledge-based economy [see Chapter 3]. The hugely successful Expo School Programme celebrated the ideas, dreams and voices of youth, involving them in the Expo journey from the outset, while the Expo Live programme supported social enterprises with innovative ideas and innovations to improve people's lives or restore the planet [see Chapter 6].

From the very beginning of the Expo journey, there was a commitment to accelerating entrepreneurial spirit at home and around the world, supporting people and projects that would deliver lasting, positive impacts.

During the event, every visit – from the pavilions to the experiences, the art and culture to the unique public spaces – awakened senses and shifted mindsets, affecting the way people think, act and behave. Expo 2020 connected people to their environment and to others, empowering them to create a better, collective future, with visitors, workforce and participants carrying its themes and messages into their lives long after their Expo experience was over.



## VISITOR IMPACT

### MISSION POSSIBLE - THE OPPORTUNITY PAVILION

**90%** pledged to make a positive change

### ALIF – THE MOBILITY PAVILION

**91%** promised to take action to create a future that will help humanity progress for the better

### TERRA – THE SUSTAINABILITY PAVILION

**96%** promised to make sustainable lifestyle changes, from creating less waste to reducing consumption

### VISION PAVILION

**96%** gained a better understanding of how Dubai has developed

### WOMEN'S PAVILION

**91%** changed their view about the role of women in society

### THE GOOD PLACE

**94%** were inspired to do good for society

## Reputational impact

Expo 2020 Dubai set new reputational benchmarks for the UAE, building substantial credibility, regionally and internationally, in its ability to bring the world together and deliver a visionary and successful World Expo – and one that was held safely during a global pandemic. It highlighted new areas of strength and leadership of the host and the participants as they worked together to address critical challenges across Opportunity, Mobility and Sustainability – subthemes that will continue to shape global development beyond Expo 2020 Dubai.

Expo 2020 Dubai was a milestone that positioned the region as an equal partner on a global stage by fostering educational and cultural understanding and opening up opportunities for all cultures and peoples. With a continued emphasis on the role of future generations, Expo 2020 was – and is in legacy – a continuation of the UAE's journey of the past 50 years.

**“ A historic triumph for our nation, in our country's 50th year, Expo 2020 Dubai reflected the spirit and vision of the UAE – to dream big, act fast, and work together to build a better, brighter tomorrow for all humanity. More than any other event, it epitomised the importance our country places on international cooperation, as well as our core values of peace, dignity for all, optimism and hope. ”**

His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs and International Cooperation (April 2022)







## A NEW BEGINNING

When Expo 2020 Dubai closed its doors on 31 March, it was not saying 'goodbye', but 'until we meet again'.

Expo City Dubai is a future city – a forward-thinking, thriving location that is testament to the achievements of the UAE's first 50 years. Part of the wider community and the Dubai 2040 Urban Master Plan, it will convey a message to the world that the UAE is a force for good and a shining example of the power of collaboration and connection.

Named to reflect the enduring affection for the World Expo, Expo City Dubai is a clean, green, innovation-driven, human-centric city of the future. It carries with it Expo 2020's principles of sustainable development, respecting and upholding ecological limits and natural resource constraints, encouraging prosperity and wellbeing, while creating the conditions for a better future for all.

It builds on Expo's proven track record as one of the most sustainable World Expos in history, sharing its experiences and knowledge with the global community as an innovation-driven blueprint for 'green' urban planning that is galvanising action on the UAE's journey to carbon neutrality.

The city retains 80 per cent of Expo's built infrastructure and is home to many buildings and projects that received international recognition for best practice in environmental sustainability. It also includes the award-winning Firdaus Studio by A.R. Rahman, which aims to become a leading musical hub by servicing established talent and professionals from across the world, while taking an active role in nurturing the next generation of UAE talent. Firdaus Orchestra, also part of Expo City Dubai, continues to enhance the wider artistic community with performances that include accompanying global superstar Beyoncé.

Continuing Expo 2020's prioritisation of health and wellness and presenting a smarter, more balanced, resilient, and sustainable way of life, Expo City Dubai has a low-rise 'campus' feel; its districts are fully pedestrianised to improve safety and air quality; and it features 10km of cycling tracks, a 5km running track and 45,000sqm of parks and gardens.

It also retains several of Expo 2020 Dubai's entertainment offerings – including the Surreal water feature and the Garden in the Sky observation tower – that capture

the event's magic, energy and excitement. From immersive projections to cultural celebrations, Expo City Dubai offers an extensive line-up of its own diverse events, while also providing world-class indoor and outdoor event venues, leisure facilities and dining and retail options that make it a go-to destination for concerts, conferences, sporting events, festivals and more.

The flagship Alif, Terra, Vision and Women's pavilions provide meaningful, stimulating and purposeful educational and cultural experiences to visitors of all ages, continuing to inspire positive action through awe-inspiring experiences that change perspectives. Aided by the enduring Expo School Programme, Expo City Dubai will continue to educate and inspire youth, taking learning beyond the classroom to spur innovative ideas and ambitious solutions.

While nurturing the next generation of leading scientists, engineers, and creatives, Expo City Dubai also provides a curated innovation-driven business ecosystem that brings together global minds who embrace technology and digital innovation, supporting the UAE's wider diversification and growth aims.

As part of Dubai's dynamic Free Zone community, Expo City Dubai city offers a wealth of opportunities for those businesses that align with its values, with a particular focus on the areas of innovation, technology, education and healthcare. DP World, Siemens and Terminus, three of Expo 2020's Premier Partners and global giants in the world of logistics and technology, are anchor tenants, and the city will welcome start-ups and small businesses, continuing to nurture a sector that is critical to the local and global economy.

Expo City Dubai also builds on the UAE's success in convening the world and hosting globally significant events, including the much anticipated 2023 UN Climate Change Conference (COP28) in November 2023. Complemented by the world-class Dubai Exhibition Centre (DEC), Expo City Dubai will stage a range of events and activations that will not only draw visitors but also continue to enhance the UAE's reputation on the world stage.

Expo City Dubai is powering onwards and upwards, building on the truly remarkable achievements of Expo 2020 Dubai from a social, economic, physical and reputational

perspective. The sense of hope and optimism for a better tomorrow, ignited by the World Expo despite the challenges we faced in the global pandemic, is embedded in its DNA.

The City exists in service of universal human dignity, progress and prosperity, based on a deep-rooted belief that a broad coalition of people, working together, can help create a more sustainable and dignified future for all. It will keep driving conversations that matter, reinforcing the bonds that were forged at Expo 2020, finding new ways to amplify the impacts generated, and further embracing innovation and creativity. And in another five decades, on the occasion of the UAE Centennial in 2071, the world will remark not just how it all began, but what was conceived and achieved in the decades since: that by connecting minds, we created a future of economic and social prosperity, in Dubai, in the UAE, and beyond.

**We portrayed to the world a different version of ingenuity that touched the hearts and minds of every member of society... Today is not the end of Expo 2020, but a new beginning.**

His Highness Sheikh Mohammed bin Rashid Al Maktoum,  
Vice President and Prime Minister of the UAE and Ruler of Dubai (31 March 2022)





مدينة إكسبو دبي  
EXPO CITY DUBAI

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