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Alcohol Service and Management ([Back to Topics](#))

1. Can Participant use other Alcohol and Beverage suppliers other than MMI to import their alcohol?

Maritime and Mercantile International (MMI) is Expo 2020's exclusive provider of alcoholic beverage supply and services. Participants planning to import alcohol have the option do so with MMI or other licensed companies within the United Arab Emirates (UAE).

However, all customs clearance, transportation, storage and delivery to site activities must be performed through MMI only.

2. When will the range and rates for alcohol beverages from Maritime and Mercantile International (MMI) be available? If Participants purchase alcohol through MMI, do they need to enter into a contract with MMI? Can the contract be signed between the Participant's subcontractor and MMI?

MMI is Expo 2020's exclusive provider of alcoholic beverage supply and services. The purchase, clearance, storage and transportation of any alcohol to be served at the Expo 2020 site by Participants must be conducted through MMI. Through this collaboration with MMI, Participants are able to access both MMI and African Eastern alcoholic beverages through a single consolidated rate card.

Participants will be able to access MMI services and alcoholic beverages through the consolidated rate card and online ordering system that will be available on the Expo Portal by October 2020.

Where a specific product is not available within the rate card, Participants can liaise directly with MMI to source the product(s). Alternatively, Participants also have the option to import the product with other licensed companies within the United Arab Emirates (UAE). However, all customs clearance, transportation, storage and delivery to site activities must be performed through MMI only.

Participants importing alcohol through MMI must enter into a Special Import Agreement.

For Participants purchasing alcohol through MMI, the method of agreement will be confirmed shortly. This may be in the form of a third party contract or simply through the creation of a Participant account on the MMI system. As the license holder, this agreement can only be established between MMI and the Participant.



3. Will it be possible for a Thematic District Participant to have a separate alcohol area and non-alcohol area - during the National/Honour Day reception, following the United Arab Emirates (UAE) culture and rules on alcoholic drinks?

Thematic District Participants planning to serve alcohol to guests during their National/Honour Day will be permitted to do within their Pavilions' exhibition area as a closed event only. This would mean that the Pavilion will be closed to the public during this period and only invited guests will have access to the Pavilion.

Considering the size of the exhibition space it will not be possible to setup a segregated area for alcohol service. However, it is advised that guests are made aware that alcohol will be served within the Pavilion for the given event.

The Participant will be required to submit an "Event Alcohol Permit" request on the Expo portal with the following details, and food or light snacks must be offered as part of the event.

- Date and timing of the event
- Expected number of attendees
- Details of the event food and beverage provider

Any purchase, clearance, storage and transportation of any alcoholic beverages to be served at the Expo site by the Participant must be through MMI.

4. For Participants who would like to serve non-commercial alcohol only during specific event/s within the Pavilion/Restaurants, do they need to advise Expo 2020 and should the area/venue be closed for public? What is the process of approving ad-hoc events that cannot be foreseen 6 months in advance, such as hosting a VIP Meeting with a day's/hours' notice, where food and alcoholic drinks will be served?

Participants that do not have an existing Alcohol Permit but wish to operate a licensed event to serve alcohol to guests, must request for an Event Alcohol Permit from the One-Stop Shop on the Expo Portal 15 days prior to the scheduled event. Alcohol that is served at events is for non-commercial purposes only and is not to be sold.

The One-Stop Shop will review the submission within five working days and confirm approval. Expo 2020 and relevant authorities will conduct a physical inspection of the designated event area.



The Alcohol Permit for the event will be valid for a defined period to allow purchase and disposal of the alcohol products within the designated quota.

The event alcohol permit request must include the following details:

- Date and timing of the event
- Expected number of attendees
- Details of the event food provider
- Number of security personnel planned
- Event layout
- Specify alcohol quota requirement for the event
- Clear demarcation of the licensed areas proposed for the event, indicating toilets within the licensed areas
- Plan on how licensed area will be visually obscured from public view
- Plan showing appropriate control points and signage to indicate that alcohol cannot be taken out of the licensed area. For further details, please refer to the Food and Beverage Instructional Handbook Section 7.2

An Event Alcohol Permit request must be submitted each time an event will be hosted by the Participant and alcohol will be served. In the case where the request is urgent this is to be identified in the request raised to the One-Stop Shop and also raised to the Participant's Country Manager.

5. What are the taxes, fees and various costs (except shipping cost) applicable when importing alcohol?

Alcohol importation for commercial purposes by Participants is subject to the following tariffs:

- Import duty: 50% on the declared Commercial Value of the alcoholic item.
- Value Added Tax (VAT): 5% of the declared Commercial Value.
- Dubai Municipality fees: 30% on the cost of the item once it has been cleared. This means the 30% is calculated on the value of item plus the import duty and Value Added Tax (VAT).

However, the importation of alcohol for non-commercial purposes, Participants will be exempted from the Dubai Municipality fees and Customs Duty fees and will only be subject to the 5% VAT of the declared Commercial Value. Kindly refer to Section 5 of the Food and Beverage Instructional Handbook for further details.

Additionally, the following tariffs are paid by the end customer visiting the food and beverage outlet within Expo where alcohol is sold:



- Value Added Tax (VAT): +5% on the sales price.
- Dubai Municipality Service Fee: 7% tax to be added on the customer bill, refer to Section 7 of the Food and Beverage Instructional Handbook for further details.

6. If alcohol is imported by any another alcohol licensed company, will they be allowed to deliver alcohol to Maritime and Mercantile International (MMI) for transport to the Pavilion? What will be the process?

MMI is Expo 2020's exclusive provider of alcoholic beverage supply and services. All purchase, clearance, storage and transportation of any alcoholic item to be served at the Expo 2020 site must be conducted through MMI. Through this collaboration with MMI, Participants will be able to access both MMI and African Eastern alcoholic beverages through a single consolidated rate card.

Participants planning to import alcohol have the option to do so with other licensed companies such as African Eastern. However, once the alcohol beverages reach the Ports of Dubai, all customs clearance, transportation, storage and delivery to site activities must be performed through MMI only.

7. If specific fees are applicable for alcoholic beverages, what are the various fees applicable for non-alcoholic drinks, such as sugar drink and alcohol-free beer?

Sugar drinks and non-alcoholic beers are assumed as carbonated beverages with added sugar. These types of beverages will be subject to the following tariffs:

- Import Duty: 5% on the declared Commercial Value of the item as per the Shipping Invoice;
- Excise Tax: 50% on the cost of the item once it has been cleared;
- Value Added Tax: 5% calculated on the cost of the item once it has been cleared in addition to the applicable Excise Tax

However, Participants are advised to identify the HS (Harmonized System) Code of the specific item, based on this HS Code Expo 2020 will be able to provide specific information. Participants are also encouraged to seek advice and/or to confirm the information with their designated logistics provider.



8. What is the quota allowed for the number of alcohol bottles for non-commercial alcohol importation?

Food and beverage operations for non-commercial purposes will be permitted within the Pavilion. Participants must submit their Commercial Proposal for any food service or catering that will be served to guests indicating the inclusion of alcohol service (at no cost). Kindly refer to the Food and Beverage Instructional Handbook Section 3 – Commercial Proposal for further details.

The alcohol quota allocated to Participants for non-commercial purposes is based on a number of criteria including:

- Space Capacity;
- Planned operational hours for the non-commercial space; and
- Type of food and alcohol that will be served.

Expo 2020 will work with the Participant to ensure the quota allocated supports the planned operations.

9. Is the additional Dubai Municipality 7% fee charged only for alcohol beverages or will it be an additional charge that will be applied to the total invoice issued by all establishments that are serving alcohol?

Dubai Government regulations, states that all food and beverage outlets where alcohol is served for commercial purposes are subject to an additional Dubai Municipality fee of 7% on the total food and beverage bill.

The 7% is a fee that is passed on directly to the end customer on the overall bill whether alcohol is purchased or not. The 7% fee will be automatically configured within the Retail-in- A-Box system where an outlet is identified as serving alcohol; and this will be automatically calculated and displayed at the bottom of each final bill.

10. If the Participant has two outlets: one that sells alcohol and another that does not sell alcohol, will the 7% Dubai Municipality fee be applicable to both outlets?

The Dubai Municipality fee will only apply to outlets that are selling alcohol and will not apply to food and beverage outlets where alcohol is not sold.



11. What are the rules and regulation that must be observed and followed in relation to using alcohol for cooking and preparing dishes?

Dishes that contain alcohol must be clearly indicated on the menu and must be served within a licensed area only. The same dish must also be available in a non-alcoholic version, if requested. All food items with trace amounts of alcohol content must also comply with this guideline.

The Dubai Municipality Food Code states that, Non-Halal food products shall not be mixed with Halal foods or other foods during transportation, storage, preparation, or display. Refrigerated and frozen Non-Halal food shall be stored in designated refrigerators or freezers. Non-Halal food shall be stored in separate, cabinets, bins, and storage vessels to prevent contamination with other food. Additionally, Non-Halal foods must not come into contact with surfaces, utensils or equipment that are used for other food products. Non-Halal food products shall be cooked on/in designated ovens. Equipment used for Non-Halal foods shall be washed separately, preferably in a separate dish-washing machine.

12. Is it mandatory to have a non-alcoholic option of a dish that contains alcohol?

The Food and Beverage Guide Section 2.4 states that if Participants wish to serve food with alcohol content, then they must clearly indicate the dish that contains alcohol on the menu.

Food that contains alcohol must be served within a licensed area only. The same dish must be available in a non-alcoholic version, if requested. Food items with trace amounts of alcohol content (whether in condiments, sauces, or other related items) must also comply with this guideline. Participants must provide this information to Expo 2020 as part of the menu submission in their Commercial Proposal.

For the Thematic District Participants, please refer to the Expo 2020 Dubai Frequently Asked Questions – Food and Beverage for Thematic District Participants, for further details.

13. If a Participant only plans to offer alcohol for sampling, will there be any charges or tariffs to be paid?

Alcohol purchases or importation for commercial purposes by Participants is subject to the following tariffs:



- Import duty: 50% on the declared Commercial Value of the alcoholic item.
- Value Added Tax (VAT): 5% of the declared Commercial Value.
- Dubai Municipality fees: 30% on the cost of the item once it has been cleared. This means the 30% is calculated on the value of item plus the import duty and Value Added Tax (VAT).

However, the importation of alcohol for non-commercial purposes, Participants will be exempted from the Dubai Municipality fees and Customs Duty fees and will only be subject to the 5% VAT of the declared Commercial Value.

For Self-Build and Rented Participants, kindly refer to Section 5 of the Food and Beverage Instructional Handbook Section 5 Alcohol for further details.

For the Thematic District Participants, please refer to the Expo 2020 Frequently Asked Questions – Food and Beverage for Thematic District Participants, for further details.

14. If Participants want to serve their own country's alcoholic beverages at closed events for tasting (e.g. during National Day) and Expo 2020's exclusive provider of alcoholic beverage does not stock their national brands, are there any other ways the Participants can get their beverages to the Expo site, for example through their consulate in Dubai?

Alcohol sampling and tasting activities will be permitted within the Thematic District Pavilion in the exhibition area as a closed event only. The Participant will be required to submit an "Event Alcohol Permit" request on the Expo portal with the following details:

- Date and timing of the event
- Expected number of attendees,
- Details of the event food and beverage provider

It is mandatory that food or at least light snacks are offered as part of the event.

A reminder that any purchase, clearance, storage and transportation of any alcoholic beverages to be served at the Expo site by Participants must be through Maritime and Mercantile International (MMI). MMI is Expo 2020's exclusive provider of alcoholic beverage supply and services. MMI will work



closely with Participants where a specific brand is not currently stocked to source the product on behalf of the Participant.

15. Can we have a Train the Trainer session for alcohol and food safety?

All food and beverage handlers must complete the Dubai Municipality Food Safety training on Foodwatch, which will be made available online through the Expo Portal at no cost. Meaning each individual food handler must complete their own training on the Foodwatch System.

Participants wishing to serve alcohol in their food and beverage outlets, an Alcohol Safe-Service online training course free of charge will be available on the Expo Portal and must also be completed by all staff that will be serving or handling alcohol.

16. For selling alcohol in the Pavilion, are there any restrictions on the opening hours?

The visitor hours of the commercial facilities on the Expo site are from Saturday to Wednesday 10:00 AM – 01:00 AM, Thursday and Friday 10:00 AM – 02:00 AM. Participants need to ensure that their food and beverage operation is aligned with the Expo site's visitor hours taking into consideration the last call times in advance of the Expo closing hours.

Authorities and Utilities Fees and Cost ([Back to Topics](#))

1. It is expected that Self-Build (SB) Pavilions must be completed by this year and maintained until the opening of Expo, is there any incentive given to SB Participants such as reduction in certain fees?

Expo 2020 is working diligently with all the authorities to secure as many benefits as possible for Participants. To date, Expo 2020 has managed to secure a significant number of relaxation and cost benefits for Participants.

Participants are encouraged to engage early with Expo 2020 and present delivery schedule and service level requirements that are required. This is for Expo 2020 to understand the service level requirements which will help in driving down the cost at the time of the event.



2. Will there be any changes and/or reduction on the rate for utilities e.g. DEWA?

This is currently under discussion with Dubai Electricity and Water Authority (DEWA). Expo 2020 looks forward to sharing any updates on relaxations and rates once finalised.

3. Are there indicative costs for utilities (electricity/water/waste management)?

For electricity and water, as per the Participant's design they will be able to identify their consumption or connected load. Participants can utilise the DEWA calculator which is available online and select the commercial category. Participants will be billed on a monthly basis based on market rates and according to their consumption.

The rate card for Waste Management Services is available on the Expo Portal. According to the expected waste generated from your Pavilion, Participants can calculate the number of waste bin liners rolls that they require.

4. Does the Building Energize + Water supply occur before or after completed Building Completion Certificate (BCC) is issued?

The inspection of building power and water supply connection is part of the final authorities' inspections before obtaining the completion certificate. Potable water supply will be available upon inspection approval and meter installation (before BCC). Power energisation can be provided prior to the BCC as well if Participant chooses to use it for testing and commissioning.

Temporary power supply may be requested by the contractor during fit-out phase. However, other utility supply must be secured separately by the contractor.

5. Is the landscape irrigation inside the Pavilion plot limit covered by Expo?

The provision of irrigation water is free of charge, the Participants are responsible for the maintenance of their respective irrigation systems within their plots.



Commercial Operations ([Back to Topics](#))

1. Is it possible to sell dry food products in addition to other products in the designated commercial space?

The sale of dried food items is permitted, however to assess the feasibility of the planned commercial retail offering, a Commercial Proposal must be submitted on Expo Portal.

Commercial Proposal must be submitted by the Participant as per below:

- For Self Build and Rented Participants, all Commercial Proposals must be submitted at the latest by 3rd May 2021.
- For Assisted Participants, the revised Commercial Proposals dates have been communicated through your designated Country Manager.

However, Participants are encouraged to submit at the earliest to allow sufficient time for approvals and planning.

2. Does product labelling have to be in English?

Participants must ensure that all food and beverage items are in compliance with the label requirements of Dubai Municipality and must be in English. Arabic is optional.

- The Dubai Municipality Label Requirements are as follows:
 - Barcode Number
 - Product Name
 - Brand Name
 - Net Weight Volume
 - Country of Origin
 - Ingredients
 - Production and Expiry Dates
 - Storage Conditions
 - Manufacturer Name
 - Names or E-No of additives (if any)
 - Instructions for use (if any)
 - Warning (if any)
 - Arabic Label (Optional)



- For Self-Build and Rented Participants please refer to Section 4 of the Food and Beverage Instructional Handbook.
- For Thematic District Participants, please refer to the Expo 2020 Frequently Asked Questions – Food and Beverage for Thematic District Participants.

3. Who is responsible in calculating the suggested retail price of the Participants' commercial items?

In line with the Commercial Guide and as part of the Commercial Proposal submission process, the Participants will submit a list of products and services to be sold and offered in their Pavilion and/or Kiosk including type, price, labelling and packaging of the products.

Expo 2020 will validate the price to ensure that it is in line with the Expo market and that the items are not overpriced.

4. Do we still accept cash money or do we only accept card payments due to COVID-19?

Expo 2020 would encourage all Participants to use a number of methods of payments.

The Retail-in-a-Box system can accept multiple forms of payments including but not limited to cash, credit cards, debit cards, e-wallet, wearables, and any other payment solutions that may become acceptable in the lead up to the event.

5. What should be considered as part of the price calculation for retail items (VAT, Service cost, municipality)?

Participants will need to take the following into consideration in building their price for:

- a. Retail Outlets
 - The import duty of 5% on the shipping declaration value of the item
 - Value Added Tax (VAT) of 5% on the shipping declaration value of the items
 - Royalty of 10% for retails items and 8% for food and beverage items



- b. Food and Beverage Outlets
 - Value Added Tax (VAT): +5% on the sales price.
 - Royalty 8% for food and beverage items
- c. For Food and Beverage outlets selling alcohol the following additional tariffs will be paid by end customer:
 - Value Added Tax (VAT): +5% on the sales price.
 - Dubai Municipality Service Fee: 7% tax to be added on the customer bill, Section 7 of the Food and Beverage Instructional Handbook for further details.

6. Will Expo be assisting Thematic District Participants on the barcoding of the retail items to be sold within their Pavilion and Kiosk?

Expo 2020 will provide the necessary training to assist the Thematic District Participants with the barcoding of their retail items and the entry of these codes into the Retail-in-a-Box system.

7. In what currency should the retail items be sold in both the Kiosk and Pavilion and what methods of payments are accepted on the Expo Site?

In line with the Commercial Guide and Special Regulation 9, Participants must submit their retail prices in Emirati dirham (AED), the national currency of the United Arab Emirates as part of their Commercial Proposal submission.

Expo 2020 would encourage all Participants to use a number of methods of payments. The Retail-in-a-Box system can support multiple forms of payments including but not limited to cash, credit cards, debit cards, e-wallet, wearables, and any other payment solutions that may become acceptable in the lead up to the event.

8. What arrangement does Expo have for cash management and is the Participant responsible for their cash management?

Participants are responsible for their own cash management. Emirates NBD, the Official Banking Partner of Expo 2020, will have locations on the Expo site allowing access to onsite banking services, facilitating the daily banking requirements for Participants' commercial operation.



9. What is the new deadline for the Participant to provide Expo with their Retail-in-a-Box requirements?

Expo 2020 requests that all Participants submit their operational requirements for Retail-in-a-Box devices on the Expo Portal at the latest December 30th, 2020. Participants will be provided with two Retail-in-a-Box units free of charge. If Participants require additional units or handheld devices, these can be purchased on a rate card basis. The rate card for the Retail-in-a-Box hardware is available on the Expo Portal.

10. When will the Network International rate card be available?

The rate card and Terms and Conditions for Network International will be released to all Participants on the Expo Portal by October 2020.

11. Will there be a test platform for the Retail-in-a-Box?

Expo 2020 requests that all Participants submit their operational requirements for Retail-in-a-Box devices on the Expo Portal at the latest December 30th, 2020.

The Retail-in-a-Box team will reach out to the Participants through their designated Country Manager and carry out demonstration on the system functionality. Expo 2020 will also provide training and training materials on how to operate the system.

12. What bank accounts will the Retail-in-a-Box system be linked to?

The Retail-in-a-Box system will be configured to a single local bank account, which is the Participant's bank account. The bank account should be set up in the Pavilion Name as per the Expo License, and all royalties and VAT refunds will also be conducted through this official bank account.

13. What is the deadline to pay the royalties to Expo after the invoice has been issued?

Expo 2020's Revenue Management System will generate the weekly royalty reconciliation report based on daily sales data received from the Retail-in-a-Box system and the Participant's online store.

The standard working week will be Sunday to Saturday. Every Sunday, Expo 2020 will issue Royalty invoices to the Participants. The Royalties will be



payable five working days after the issue of the invoices. Payments can be made by direct debit or bank transfer.

14. Will there be penalties or interest charges for late payment?

The Royalty invoices generated for each Participant will provide details on payment method, due dates and information on penalties that may apply for late payment.

15. Will there be a flexibility in changing the food and beverage or retail Commercial Proposals after Expo 2020 has started?

Participants are allowed to submit several Commercial Proposals. Where a Participant wishes to update/amend an existing menu, a Menu Change request must be submitted on the Expo Portal for approval.

16. Is it possible to sell a retail item that was not part of the approved Commercial Proposal?

As stated in Special Regulation 9 and the Commercial Guide, all retail items, samples and giveaways to be sold or distributed within the Pavilion and/or Kiosk, must be submitted in the Participant's Commercial Proposal for approval from Expo 2020.

Any additional retail items that are not part of the approved Commercial Proposal must also be submitted for Expo 2020's approval.

COVID-19 Update ([Back to Topics](#))

1. Are Participants required to make the changes to their Pavilions' exhibition design and align it with the new preventive health principles required for COVID-19? Or do Participants' establish their own COVID-19 Policy for their Pavilion?

The Operational Principles released by Expo 2020 are only principles that have been defined by the Organiser. These are not official regulations or guidelines.

As the event opening approaches there will be more clarity on the situation at hand and Expo 2020 will align to the United Arab Emirates Government regulations and guidelines. It is highly likely that given the current situation that the capacity/limit of visitors within a Pavilion will be limited.



With regards to the Thematic District Pavilions, Expo 2020 will be working closely with the Participants to ensure the visitor experience and exhibition layout adhere to the relevant government regulations.

- 2. In a situation where an individual present on site/in a Pavilion displays COVID-19 symptoms, what facilities are available on Expo site? What is the protocol that is to be followed by Participant in such a case? Who will be responsible for closing and sanitizing the Pavilion?**

The Expo 2020 Site is already equipped with an Emergency Clinic to serve all contractors, workers and Expo staff. The clinic is also equipped to carry out COVID-19 testing should any individual display symptoms or be recommended to be tested by the physician on site.

The United Arab Emirates government guideline currently requires that an appropriate isolation facility is provided at the entrance of the building where individuals' temperature monitoring is being recorded.

Currently, there are no specific guidelines with respect to the Expo event. The Organiser is following the current legislation and guidance from both the United Arab Emirates (UAE) government and the World Health Organisation (WHO) and it assumes that it is the responsibility of the Tenant/Building Owner to apply sanitisation protocol as part of an overall guideline.

Expo 2020 will share the appropriate guidance and government regulation that should be applicable during event time closer to the event date.

- 3. What will be the requirement for management of children, families, visitors concerning COVID-19? Will there be any specific trainings offered to Participant's staff and volunteers?**

It is still too early to address at this stage. Participants will be kept informed as new COVID-19 related regulations and guidelines are established by the United Arab Emirates Government and relevant authorities.

- 4. Given the recent change in the Orient Insurance offer which now means infectious diseases such as COVID-19 are not covered as part of staff health insurance, does Expo 2020 plan to discuss this with Orient Insurance and look at possible affordable options for coverage?**

As per Dubai Health Authority (DHA) directives, COVID-19 is covered and the following coverage applies to United Arab Emirates (UAE) only.



- a. Abu Dhabi visa holders:
 - Are covered by the Government (inside Abu Dhabi).
 - Outside Abu Dhabi covered as per DHA policies*. (for DHA policy holders)
- b. COVID-19 test in Dubai covers both the below categories only:
 - Symptomatic + close contact.
 - Before surgery
- c. For other categories moderate and severe (inpatient claims), this will be paid as per DHA circular.
- d. Please note that for asymptomatic and mild cases, the treatment is home quarantine. If the member does not want to be at home and insists on being isolated, the member will bear the cost of hotel accommodation.
- e. COVID-19 coverage is now included for the travel insurance also, which we have reflected on the rate card on the Expo Portal.

5. What is/are the guidelines that the Participants should follow or observe for their staff in reference to COVID-19, such as how frequent should the staff be tested for COVID-19, will staff be required to be tested for COVID-19 before they depart their home country, will vaccination for COVID-19 be mandated for Pavilion Staff?

Expo 2020 is following the current legislation and guidance from both the United Arab Emirates Government and the World Health Organisation. This will be constantly monitored as the event opening approaches at which time regulations and measures will be implemented accordingly.

The COVID-19 related regulations are evolving; however, as per the present regulations for the United Arab Emirates (UAE):

- All inbound and outbound passengers require a negative (Polymerase Chain Reaction) PCR test.
- Staff temperatures are taken and recorded upon entry into the work place
- Any individual displaying symptoms is to be isolated and tested for COVID-19
- Individuals should only be tested for COVID-19 where symptoms are displayed or where first-hand exposure has occurred with someone that has tested positive to COVID-19.



Events and Entertainment Programme ([Back to Topics](#))

1. Are private sectors of a participating country allowed to exhibit in the Dubai Exhibition Centre (DEC)? If yes, what are the requirements?

The private sectors of a Participant can exhibit in the Dubai Exhibition Centre (DEC). Participants looking to host an event in the DEC will need to submit an event enquiry through the Manage Events function on the Expo Portal

Participants will find a specific DEC tab and this will invite an enquiry to be made directly to DEC Sales Team.

Once the proposal is agreed an event contract will be provided for both parties to sign, which will include the payment terms and cancellation policy.

A leasing toolkit, DEC Organiser manual, and the standardised packages are available on the Expo Portal under the 'Manage Events' function' to support Participants who are interested in hosting the event in the DEC.

2. How can Participants book venues for their events?

Participants who are planning to host events in one of Expo 2020 Venues must submit an Event Request through the 'Manage Events' function on the Expo Portal. Please note, only events that are submitted and approved via the Expo Portal will be considered as confirmed bookings.

3. Is there a list of A-list stars and celebrities that Expo 2020 is interested in bringing to perform or visit Expo?

Expo 2020 programming is being developed and at this juncture Expo 2020 is not able to release names of major artists that are being considered for the Programme.

If Participants have any suggestions or would like any particular artists to be considered, they are encouraged to reach out to their Country Manager and arrange for a meeting to discuss any specific requirements.

4. How many events can take place at the Expo Site every day and are there any expected changes in Expo 2020 programming because of COVID-19?

There is a mix of 20 venues that can be booked by Participants through 'Manage Events' function on the Expo Portal. When creating an event request through the Expo Portal, the Participants will be given the option of selecting their event time from all available programming slots.



Expo 2020 continues to examine and validate its programming and content to both reflect the narrative of today's world but also to take pragmatic and appropriate measures for public and Participants safety.

Currently, there are no changes to previous specifications that have been made. All programming and venue set up remains dynamic and flexible as we monitor the current situation and take on-board expert advice. If any changes are necessary, the Expo Portal will be updated accordingly.

5. Can Pavilion artists perform at Welcome Areas on a daily basis? If yes, what are the requirements?

The Welcome Areas are a part of the 20 Public Realm venues and can be booked through the Expo Portal under the 'Manage Events' function.

6. For cultural and entertainment activities, are there any restrictions on costumes and props such as traditional daggers and swords?

Participants are advised that clothing and costumes for performers should be considered modest in design and application.

For further guidance regarding the suitability of intended costumes, Participants are encouraged to submit imagery or designs to their Country Manager for validation.

7. Can event in the Public Realm be ticketed (for example, if a famous DJ is scheduled to perform)?

All Public Realm venues are free of cost for visitors to enter.

Participants cannot arrange entry fees for any event held within any of the Public Realm events. Participants shall consider the Dubai Exhibition Centre (DEC) if a commercial event requiring ticketing revenue is being planned.

Expo 2020 Events and Calendar ([Back to Topics](#))

1. Will Expo 2020 allow private events in the months leading up to Oct 1, 2021?

The official opening date is in October 1, 2021; however, all Participants are encouraged to be ready by the beginning of September to go through all the testing and readiness activities to ensure success of their operations. At the same time, Expo 2020 is looking at various activities in relation to soft opening



for special events that Participants can conduct in their Pavilion for specific client groups.

Expo 2020 is currently reviewing the process for soft openings and related activities and will provide Participants with an update by January 2021.

2. When will the dates and timing for key Expo 2020 events such as headline performances be shared?

Expo 2020 has been carrying out a thorough review and re-validation of its Programming strategy. While overarching themes remain consistent, there are some adaptations made to the overall specialist programme and thematic weeks all of which were being communicated in advance of the August 2020 IPM and can now be found on the Expo Portal.

The 'Manage Events' function on the Expo Portal will provide further details and ongoing updates of the structure of Expo 2020 Programming and how Participants can become involved in co-curated work.

3. When will the updated Expo 2020 calendar be available?

The calendar for key Expo 2020 events is currently under review and will be shared with Participants once finalised.

4. Will the updated "IP Programming Tool" be published?

This information will be made available under the 'Manage Events' function on the Expo Portal.

5. Given the importance and the magnitude of the Golden Jubilee, how can Participants ensure that this will not diminish the impact of the National/Honour Day celebrations that will occur during that period?

The Golden Jubilee celebrations are spread over a month in order to not diminish the impact of any National/Honour Day celebrations during that period.

Participants are encouraged to reach out to their Country Manager and arrange a meeting to explore the best possible ways to accentuate their events and activities.



Expo Specialist Programme ([Back to Topics](#))

- 1. For the Tolerance and Inclusivity week, regarding planned religious tolerance/interfaith celebrations or events, is Expo planning any sort of formal gathering of religious leaders/faiths?**

Based on any interest and feedback received from religious and faith leaders, Expo 2020 will examine the possibility of hosting relevant and appropriate celebrations or events accordingly.

- 2. When will an updated Dubai Exhibition Centre heatmap and trade event calendar be available?**

The updated Dubai Exhibition Centre Heatmap will be published on the Expo Portal by early November 2020.

- 3. How does Expo B2B Application operate and the benefits of the application to Participants' business community?**

A video demonstrating how the B2B Application functions is now available on the Expo Portal for Participants to view. Participants will be receiving a communication from their Country Manager providing further details on the application and requesting for the nomination of a point of contact (POC) whom will be responsible for setting up the Participant's profile in the B2B application. All profiles must be completed at the latest by December 16, 2020.

- 4. What is Sustainable Development Goals and who is the primary contact should Participants require further details?**

The Sustainable Development Goals (SDGs) will feature strongly across all of Expo's thematic weeks programme as well in the dedicated Global Goals Week scheduled for January 2022.

If Participants require further details with regards to the SDG programme they can contact the Expo Team at the email address specialistprogramme@expo2020.ae

- 5. When will the Master Calendar for all the signature events be available?**

The Master Calendar is available, on page 8 of the International Participants Meeting - Expo Specialist Programme Pre-IPM Information Pack.



6. When will the master calendar for all events taking place at the Dubai Exhibition Centre be shared?

The revised master calendar for the Dubai Exhibition Centre will be made available by early November 2020 along with the heatmap. However, the event information shared will be subject to the consent of the event organisers.

Expo Village ([Back to Topics](#))

1. If there is an outbreak in the Expo Village, what are the quarantine measures in place?

The United Arab Emirates (UAE) follows international guidelines and World Health Organisation (WHO) recommendation for such cases. However, it is too early to suggest at the time what measures will be still applicable for event-time given the ongoing development of the situation.

2. Is there a chance that the apartments will be ready before 1st August 2021 in order to live in Expo Village during installation period?

Expo Village will be fully furnished and operational by 1st August 2021. Expo will investigate if some of the apartments can be made available before this date, however there is no guarantee that servicing components will be available at that time. Further communication about opening before 1st August 2021 and availability of services will follow after the assessment of this request.

3. Will we still be allowed to lodge 2 people in the same room at Expo village?

The Accommodation Occupancy remains the same as described in the Expo Village Guide.

| Apartment | No. of Occupants | Bed Configuration |
|-----------|------------------|--|
| Studio | 1 – 2 | 1 x Queen-Sized Bed only |
| 1-Bedroom | 1 – 2 | 1 x Queen-Sized Bed only |
| 2-Bedroom | 2 – 4 | 1 x Queen-Sized Bed (1 st Bedroom), 1 x Queen- Sized Bed or 2 x Single Beds (2 nd Bedroom) |
| 3-Bedroom | 3 – 6 | 1 x Queen-Sized Bed (1 st Bedroom), 1 x Queen- Sized Bed or 2 x Single Beds (2 nd and 3 rd Bedrooms) |



4. When can Participants visit Expo Village? Are the contracts ready? Is there any price review?

Expo 2020 is not organizing viewings and is limiting access to the site. Once possible this will be organised based on the completion of the furnishing.

- 10% of the total amount is due to be paid by 31 March 2021.
- In Q2 2021 the Tenancy Agreement (TA) can be signed. The Tenancy agreement will specify more in detail the exact locations of the apartments.
- By signing the TA a second payment of 45% is due to be paid.

At this point Participants can sign the Booking Confirmation Agreements (BCA), that will confirm the number of apartments and the type of apartments allocated to the Participant.

- By signing the BCA 10% of the Total amount is due to be paid by 31 March 2021.

In Q2 2021 the Tenancy Agreement (TA) can be signed. The Tenancy agreement will specify more in detail the exact locations of the apartments.

- By signing the TA, a second payment of 45% is due to be paid.

Expo Village prices remain the same. The Rate Card is available on the Expo Portal.

Façade Wrapping ([Back to Topics](#))

1. Have the façade wrapping deadlines been moved?

Expo 2020 has pushed the deadline for submission and approval of the images by no later than end of October 2020. A considerable number of images have already been received and hoping to complete this exercise at the earliest. Reaching this deadline will help us all focus on the other numerous deadlines that await us before the beginning of the event. Participants are highly encouraged to reach out to your Country Manager should they have any other query, or if they need assistance in selecting their images.



2. What type of images is Expo 2020 looking for on the upper panel VS the lower panels?

For the upper panels, Expo 2020 would like images that reflect a sense of place like landmarks, landscapes Architecture.

For the lower panels, images of engaging people such as portraits, cultural images or future generations are required. For more detailed information and examples, please refer to the Facade Wrappings Creative Strategy Guide provided by your Country Manager.

3. Is it possible to add captions on the façade wrappings where visitors can identify the Participant's message?

In line with the creative strategy that has been prepared for the application of wraps and in order to maintain consistency across the Thematic Districts, the application of slogans, captions other text applications are not recommended apart from the Country Name, which may be applied to the Upper Panels. However, it is highly encouraged that Participants must submit their ideas and Expo 2020 can study the efficiency/visibility of such captions.

4. When will be the facades be installed on the panels? Can the participating countries get the preview (photographs) after the installation?

Approval of Participant's wrapping images needs to be submitted by 30th of October 2020. Upper panel images will be installed starting January 2021 and lower panels by March 2021. Completion of all wrapping of the facades will be in June 2021. Participants can reach out through their Country Managers and the finished façade images will be shared accordingly.

5. Do the countries that have already sent the facade graphics and that were approved need to revalidate this approval process?

If Participants have already gone through the approval process with their Country Managers, there is no need to repeat it. Expo 2020 will have one last step for the final approval of the artwork and the validation of the obstructions currently on site. Expo 2020 will be reaching out to the approved Pavilions if/when required.



Facilities Management [\(Back to Topics\)](#)

1. How can a Participant engage with Expo 2020's Facilities Management (FM) service providers to work on a catered solution for their Pavilion?

Expo 2020 has already engaged with a number of Participants through one-on-one meetings, where contact details for Expo's FM service providers were shared.

These services are contracted on a business-to-business basis between the Participant and the Service Provider. Participants may request support from the Expo 2020 team to review any proposal from the service provider for suitability against the identified scope.

A Key Considerations Guidelines for support have been published in the Expo Portal.

Should you require further assistance, please request for a meeting with Expo's FM teams through your Country Manager.

2. If Participants are required to implement their own pest control detection, what is the preferred methodology?

Expo 2020 teams will be implementing pest control services up until the Pavilion's boundaries. Regarding the spaces inside the Pavilion, we recommend engaging a facility management service provider. Expo's facilities management (FM) service providers' rates are available on Expo Portal.

Should you require further assistance, please request for a meeting with Expo's FM teams through your Country Manager.

3. Can we expect any particular instruction from Expo 2020 in terms of the Pavilion's maintenance and hygiene standards?

Expo 2020 recommends the level of maintenance/hygiene standards to help preserve all installations and exhibits inside the Pavilion, in order to avoid dealing with repairs or any other unforeseen costs before/during the Event.

Please also note that all Thematic District Pavilions need to be handed over back to Expo 2020 in its original state once the event is over.



Food and Beverage Operations ([Back to Topics](#))

1. Are there areas designated for food tasting and sampling in the open spaces? Do we need to book the spaces? What is the deadline? Can we cook or have food preparations stations in the Thematic District Pavilions for sampling?

Food and beverage operations including "live cooking" are not permitted within the Thematic District Pavilions. However, food tasting activities are permitted within the Pavilion space. Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once

Participants are also reminded that perishable items are not permitted for shipping within the allocated 40ft container, and storage and refrigeration facilities for perishable items are not provided within the Thematic District Pavilions.

Kindly refer to the Expo 2020 Frequently Asked Questions – Food and Beverage for Thematic District Participants for more details.

2. If Expo 2020 is strictly prohibiting the use of plastics, does this mean that the Participants are not allowed to use plastics in the Pavilion considering that some of the products to be sold are packed in plastics?

Plastics are not prohibited, it's only front-of-house post packaged plastics that are not allowed. For instance, if you were to enter a restaurant and order a salad and burger, that salad should not be packed in a plastic container and that burger should not be wrapped in plastic as those food items are prepared on-site and are considered post packaged. Similarly, if you were to purchase a souvenir, the item should not be placed in a plastic bag.

However, front-of-house pre-packaged plastics are allowed. For example, items such as crisps or chocolate bars are packaged by the manufacturer, and hence we only encourage that they be recyclable. Additionally, you may use plastic packaging for your back-of-house bulk packaging – but they should be



recyclable. Please refer to the RISE Guide available on the Expo 2020 Portal for further details.

3. Does a Person in Charge (PIC) for food safety need to have any prior experience or training in the food industry or can it be somebody from the Pavilion staff without prior training or experience who will then get through online training provided by Dubai Foodwatch?

As stated in Section 6.1 of the Food and Beverage Instructional Handbook, Participants must designate at least one of their food and beverage staff members to undertake the role of the food safety Person-In-Charge. The PIC will be the first point of contact for any food safety related matters and will be responsible for ensuring all requirements as stated in the Food and Beverage Guide, Food and Beverage Instructional Handbook and food safety training are met. It is recommended that the PIC has prior experience in food safety, however this is not mandatory.

All mandated food safety training will be provided free of charge on the Dubai Municipality Food Safety system through the Expo Portal. Specialised training for all PICs will also be provided online through the Foodwatch system.

PICs will be granted the relevant access on the Foodwatch System to complete, manage and monitor all food safety checks, inspection reports and staff online training.

4. Is it possible for a Participant to have a restaurant in the Expo site for the sale of typical meals and dishes of their country and what are the conditions to be fulfilled?

Currently, Expo 2020 has limited commercial food and beverage spaces available.

However, if the Participant has a unique culinary offering that they would like to put forward they will need to reach out to their Country Manager and request a Food Opportunity Brief. The Participant will need to complete the brief and send it back to their Country Manager for review by Expo 2020.



5. Do we need to order only via PepsiCo or are we able to order competitor products?

Participants are able to serve competitor brand items within their Pavilion and are reminded that branding and consumption of such items can only take place within their Pavilion and not within public view.

Those wishing to access PepsiCo products, rate cards for all the PepsiCo products and services as well as contact details are available on the Expo Portal. This is a direct relationship managed by the Participant with PepsiCo.

6. If Participants want to provide hospitality (snacks, coffee, tea) on some occasions by one of the suppliers, what are the required conditions and procedures?

Food and beverage operations for non-commercial purposes are permitted within the Pavilion. Participants must submit their Commercial Proposal for any food service or catering that will be served to guests (at no cost). This includes areas within their Pavilion where any non-commercial food and beverage is offered to guests such as VIP lounges. Please refer to Section 3 of the Food and Beverage Instructional for further detail.

7. When is the deadline to obtain Operational Verification?

Pavilions are expected and targeted to be 'Dust Free' by September 2021 and the deadline for Operational Verification is early September 2021

8. Can Participants open and start to operate their restaurant and retail shop from 1st September 2021 onwards?

Technically, the event starts on the first of October, and that is Expo 2020's official opening date. It is encouraged that all Participants should be ready by the beginning of September 2021 to go through all the testing and readiness activities and to ensure that operations are up and running.

At the same time, Expo 2020 is looking at various activities in relation to soft openings and special events that can be conducted in the Pavilions for specific groups.

Expo 2020 is currently in the process of reviewing the process for soft openings and related activities and will provide Participants with an update by January 2021.



9. Understanding it is difficult to predict the situation in a year's time, however, what would be the estimated date at which Participants will have certainty regarding the rules that will apply for health and safety of Food and Beverage operations?

Expo 2020 is still 14 months away from the event opening and Participants are aware that regulations are still being reviewed.

Within the United Arab Emirates (UAE) and at Expo 2020, we are looking at global best practices to ensure the utmost food safety standards are maintained across the site.

Currently, there are no changes to the food and beverage offerings of Expo 2020. Participants will be provided by regular updates with regards to any additional United Arab Emirates COVID-19 government directives impacting food and beverage operations on the Expo Portal as they become available and as we get closer to event time.

10. Could the brand of a food and beverage supplier appear on packaging of the food?

Branding of suppliers on the packaging of food is permitted. However, branding and consumption of such items can only take place within the Pavilion and not within public view.

All deliveries to site must also follow the correct logistics procedures ensuring the delivery is booked on the Delivery Management System and the driver and vehicle are correctly accredited.

11. Where can we download general instructions and 'Do and Don'ts' on Food and Beverage during the event?

All food and beverage related instructions and regulations can be found in Special Regulation 9, the Dubai Municipality Food Code, the Food and Beverage Guide, Food and Beverage Instructional Handbook which are all available on the Expo Portal. Additionally, Dubai Municipality Food Safety training, PIC specialised training and the Alcohol Safe Service training will also be made available early 2021 on the Expo Portal.



12. We will not have any commercial activities, but we will be serving Food and Beverage to our business guests and delegations on various events. What are the limitations and how will the quotas be allocated?

Food and beverage operations for non-commercial purposes will be permitted within the Pavilion. Participants must submit their Commercial Proposal for any food service or catering that will be served to guests indicating the inclusion of alcohol service (at no cost). Please refer to Section 3 of the Food and Beverage Instructional Handbook for further details.

The alcohol quota allocated to Participants for non-commercial purposes is based on a number of criteria including the size and capacity of the area where alcohol will be served, the planned operational hours for the non-commercial space and the type of food and alcohol that will be served. Expo will work with the Participant to ensure the quota allocated is sufficient and supports the planned operations.

13. If the catering services for the VIP at the Pavilion is from one of the official Food and Beverage partners that will have its cafe at the Pavilion, will the same procedure be applied?

Participants may subcontract a third party to carry out their commercial activities for both retail and food and beverage operations including Expo 2020 official food and beverage partners operating on site, under the Participant's Expo License.

The Section Commissioner General will however have direct responsibility for the subcontracted party. This also assumes that the Participant has met all requirements as set by the Organiser to serve food and beverage including alcohol where applicable. Participants may appoint a local or non-local operator. Please refer to Section 1 of the Food and Beverage Instructional Handbook for further details.

14. What is the training that the food and beverage staff should complete? How will it be conducted?

As stated in the Food and Beverage Guide and the Food and Beverage Instructional Handbook, all food handlers must complete the Dubai Municipality Food Safety training which will be available on the Foodwatch platform through the Expo Portal.



Additionally, all staff serving alcohol must complete the Alcohol Safe Service training that will also be available on the Expo portal. All training will be conducted online and will be free of cost to Participants.

15. What is a Halal product/s?

'Halal' is an Arabic word which means 'permissible.' A halal product is one that is permissible under the Islamic law. The Emirates Authority for Standardisation (ESMA) acts as the standard setting body for the United Arab Emirates (UAE) regarding halal products. Please refer to Section 24 of Food and Beverage Guide – Halal Products and ESMA-Registered Halal Certification Bodies in the UAE and Other Countries (www.halal.ae) for further details.

All food products must be halal except pork, products with pork ingredients, and food prepared with alcohol. Participants who wish to serve pork, products with pork ingredients, or food prepared with alcohol must abide by the regulations in the Dubai Municipality Food Code, which defines the requirements for receiving, storing, handling, and cooking procedures that need to be followed.

16. Are any additional permits required to host live cooking show sessions in the Food and Beverage outlet?

No additional permits are required, as these details will be included in the request for Operational Verification. However, Participants should indicate the details of the live sessions in their Commercial Proposal submission. All additional equipment used for the live session should ideally be identified in the Food and Beverage Design submission.

17. Are there any restrictions in food ingredients e.g. meats and others?

All food products including various kinds of meats must be halal except pork, products with pork ingredients and food prepared with alcohol. Participants who wish to serve Non-Halal items must ensure that Non-Halal products are not mixed with Halal food or any other food during transportation, storage, preparation, or display.

Participants are encouraged to submit their Commercial Proposals as early as possible, so that Expo 2020 can review and provide specific guidance. Please refer to Section 24 of Food and Beverage Guide – Halal Products as well as the



latest Dubai Municipality Food Code available on the Expo Portal for further details.

18. Will Expo 2020 publish any additional Guidelines for Food and Beverage operations for Self-Build and Rented Participants?

Expo 2020 has recently published the Food and Beverage Instructional Handbook on the Expo 2020 Portal.

Participants will be provided with regular updates with regards to any additional United Arab Emirates COVID-19 government directives impacting food and beverage operations on the Expo Portal.

19. What are the guidelines on average pricing of food at Expo restaurants and food stalls which may be a useful benchmark for Pavilions restaurants?

Expo 2020 is currently revising the Pricing Approach Guide for Participants which will be made available shortly on the Expo Portal.

International Participants Meeting (IPM) ([Back to Topics](#))

1. Given the recent success of the Virtual International Participants Meeting, does Expo plan to hold the next International Participants Meeting virtually too?

Given the recent and ongoing progress the United Arab Emirates has made, Expo 2020 is positive and is planning to hold a physical IPM in the very near future.

Expo 2020 will consult with Participants on the nature of the upcoming IPM.

Insurance ([Back to Topics](#))

1. Is more information now available regarding the extension of the OCIP Construction Insurance?

In light of the one-year postponement to Expo 2020, we have arranged for a six-month extension to the current Expo 2020 OCIP. This extension will allow Participants to continue their construction works up until 20 April 2021.



All Participants who have already joined the OCIP must complete the Expo 2020 OCIP Project Endorsement Form with the revised dates, and submit this to the assigned Country Manager before 15 October 2020 (the Project Endorsement Form is available to download from the Expo Portal). For any projects that extend beyond 20 January 2021, an applicable premium may apply. Details on this will be communicated by December 2020.

Furthermore, we would like to highlight Clause 5 - Cessation of Works in the General Memoranda section of the Expo 2020 OCIP Guidebook, available on the Expo Portal. In line with this clause, Participants must notify Expo via the assigned Country Manager if they decide to cease construction works for a period exceeding 45 days, but not exceeding 6 months or beyond 20 April 2021. This may require an additional premium to be paid (a cost estimate can be provided upon request via the assigned Country Manager). During the cessation of work period, the Participant will bear the responsibility to regularly inspect and maintain their pavilion, and safeguard it from physical loss or damage.

2. Do Participants have particular insurance requirements during the slow down period?

Participants must ensure that they arrange relevant insurances to cover their pavilion, employees and respective third parties against loss or damage for the entire scope of activities undertaken during the slow down period. Details of these are included within the Insurance Guide, available to download from the Expo Portal.

3. What are the requirements for suspended works under OCIP?

Participants must maintain and protect parts of the project during the period when construction activities are suspended, including but not limited to:

- Protection against wind and water damage - utilise safety nets, bracing, covers, dewatering devices, etc.
- Fire protection – remove combustible material, and maintain automatic fire sprinkler protection
- Site security if possible – provide 24-hour watch service
- Stored equipment – follow the manufacturer's recommendations on maintaining idle equipment; temperature and humidity control, and de-energize electrical equipment where prudent
- Secure cranes and other mobile equipment

The insurance provider will schedule a site visit survey as required, to confirm that the above items are adequately in place for areas where works are suspended.



4. What are the requirements for insurance during the slow down period?

Participants are responsible for ensuring appropriate insurance is in place to support their construction, operations and staff in line with the Insurance Guide. Participants are also responsible for informing their assigned Country Managers if at any time the status of their construction or related activities changes.

- a. If the Participants' construction is ongoing, and there will be no slow down period, then all insurances as per the Insurance Guide are applicable.
- b. If the Participants' construction is not yet complete and is on hold for the slow down period, then a Construction All Risk and Third Party Liability insurance is required for the duration of the slow down period. A Property insurance must be additionally arranged for any completed assets.
- c. If the Participants' pavilion shell and core is complete but fit-out work remains, then a Property insurance must be arranged for the completed assets, and a Construction All Risk and Third Party Liability insurance to cover all fit-out works.
- d. If the Participants' construction is fully complete, then a Property insurance must be arranged for the completed assets

Note:

- If at any time equipment is sitting idle or being used on site, then Equipment All Risk insurance is required
- If at any time workers are doing any work on site, then Workmen's Compensation and Employers Liability insurance is required
- If at any time goods are being transported or shipped, then Marine Cargo insurance is required
- A Building Completion Certificate may be required for completed assets where relevant

Media Operations ([Back to Topics](#))

1. Is the media accreditation still open? What is the process involved?

The media accreditation process is still open. Applications for media accreditation is a two-stage process. All Media Accreditation Expression of Interests will go through an approval process, including review and consultation with the National Media Council (NMC). Following this, approved media organisations will be provided login details and instructions for the



accreditation system where applications for individual applicants will be required to be submitted. Please refer to Accreditation Guide Section 4.1.1 Media Accreditation Application for further details.

For further information Participants can reach their Country Manager.

2. How will the events to be broadcasted to the general public be organised? Is it only during National/Honour Days or can it be done at the request of each Participant?

This is dependent upon what accredited media organisations around the world wish to transmit. Expo-generated footage will capture live, 'as live', highlights, segments, features and video news releases across all 182 days of Expo 2020. Expo 2020 will make all of these assets available to accredited media organisations on a pre-agreed basis.

National/Honour Day Events ([Back to Topics](#))

1. Is the new National/Honour Day Calendar available?

The revised National/Honour Day Calendar is now available on the Expo Portal as part of the Expo Programming Tool.

2. How will Expo 2020 manage the process of creating the content for Al Wasl Plaza?

Both projection and artistic Performance opportunities are available at Al Wasl.

The Projection opportunities involve showcasing of Participant's flag on the Al Wasl roof on their National/Honour Day that will be at no cost to the Participant. There are also opportunities for bespoke content that can be used to depict Participant's country's heritage and culture. Content creation for these bespoke shows will need to be borne by the participant.

In addition to the National/Honour Day celebrations in Al Wasl, from 13:00-17:00hrs each day Participants are able to book a time slot to perform in Al Wasl Plaza. Expo 2020 is looking for unique and bespoke musical performances. All genres of music will be considered both classical and contemporary style.



Participants can consider a variety of configurations from individual performances, to small groups or larger collaborative events.

For both the projection and performance opportunities, Participants are advised to reach out to their Country Manager and arrange a meeting to discuss your specific proposition(s) and how to proceed to the next steps.

3. During National/Honour Day, for how long can Participants use the Al Wasl Plaza? Will it be allocated for the whole day?

An overview of the schedule of a National/Honour Day Ceremony is given in Table 5.1. of the Programming, Events, and National Day Guide.

On the occasion when one Participant celebrates their National/Honour Day, the ceremony takes place in the morning and on the occasion when two Participants celebrate their National/Honour Day on the same day, an afternoon session is available.

4. Is the number and levels of delegates from the host country that are assigned to attend National/Honour Days (specifically Gift Exchange) available?

Expo 2020 welcomes the highest level of representation for Participant's country which will be matched with equal representation from the local government.

5. What are the details of participation in the Daily Procession?

The procession will travel clockwise around the Avenue of Nations at 12.45hrs each day. It is expected that the duration will last for 45 minutes.

Participants can take part in the Procession on their National/Honour Day with a minimum of 6 and a maximum of 50 performers. Floats and props that cannot be carried by performers are not permitted.

Expo 2020 welcomes the opportunity to discuss Participant's potential involvement in the procession in more detail and encourages them to arrange a meeting through their Country Manager to discuss Participant's potential involvement and the next steps.

Expo 2020 will be adding additional detail to the Expo Portal concerning the procession and how to become involved (by Q4 2020). This indicates the route, indicative visuals, guidance on performance and other FAQ's.



6. How will Expo 2020 be covering Participants' National /Honour Days and supporting their national media?

Expo 2020 is considering the following elements in covering Participant's National/Honour Day and supporting their national media:

- a. Expo 2020 plans to produce National/Honour Day coverage in several different ways: make the feed available live via satellite to those accredited media organisations who wish to cover it live. This should include the arrivals elements in the Leadership Pavilion and the ceremonial and entertainment elements in Al Wasl.
- b. Create a video news release immediately after the end of the National/Honour Day which will include highlights of the full programme, including elements that cannot be broadcasted live (for technical reasons).
- c. Include National/Honour Day coverage as highlights in programming.

All of the above will be made available on a request basis by accredited media organisations. Expo 2020 Media Team have had a number of enquiries from Participants about whether they can take a live feed directly so they can simulcast it on their website, for example. Whilst Expo 2020 is predominantly servicing accredited media organisations, we are also producing Expo TV, which will include National/Honour Day coverage and this will be available on an accessible YouTube channel. Should Participants require a direct 'world feed' of their National/Honour Day, please reach out to your Country Manager for further details. Participants are recommended to link to Expo TV where possible.

In terms of supporting the Participants' national media, Expo 2020 welcomes all bona fide media organisations who wish to cover Expo to apply for accreditation, and accreditation is a requirement irrespective of whether they wish to physically attend to cover the event, or will cover it remotely. Specifically, in relation to National/Honour Day coverage, Participants media are encouraged to attend in person to create their own bespoke coverage, but accredited media are also welcome to take the moving image feeds and assets to enhance their bespoke coverage. If working entirely remotely, Expo 2020 will plan with them in advance to take live and packaged feeds.

In addition, Expo TV is an accessible platform to anybody who has an internet connection. And this will be a combination of both live and prerecorded segments all together that is very easy and accessible around the world. To pick up on something that the Participants have been asking about, which is live



feeds for web feeds of the National/Honour Days and Participants are encouraged to consider our Expo TV coverage as it is accessible.

Lastly, please do not forget photographic coverage as well. Expo 2020 will have a dedicated team on the site throughout the event taking photographs for publishing worldwide. If Participants have any specific requirements/clarification, please reach out to their Country Manager.

7. Can Participants invite their national media TV channels to broadcast special events on site, for example their National/Honour Day?

Expo 2020 is looking forward to welcoming Participants' national media to cover Expo. Expo 2020 will assist Participants expressing their interest in accreditation to their arrival and coverage of the myriad content opportunities available to them (not just the National/Honour Day). Please have the media organisation get in touch with us so we can understand their needs and plan for them. Participants can send their requests directly to Media.services@expo2020.ae

Pavilion Construction and Site Developments ([Back to Topics](#))

1. At what level does Expo 2020's Operational Principles apply to Participants?

The Operational Principles are internal working principles for the operations of Expo 2020. These have been shared with the Participants to use, however they are not mandatory at this stage, and further guidance will be issued closer to the event. The principles have been developed based on the direction received from the United Arab Emirates (UAE) Government, and therefore currently this is how Expo envisages the event will run. Expo 2020 hopes that the Operational Principles document can be used towards the planning of Participants' own Pavilions and outdoor spaces.

2. Will Expo provide air purification inside the Thematic District Pavilion?

The air conditioning system provided in the Thematic District Pavilions is designed to ensure that there is sufficient fresh air for its intended use. As the world's understanding of COVID-19 increases over time, the need for improved air purification will be monitored, and measures will be considered and implemented as required.



3. Will the Thematic District Pavilions be fitted out with sanitisation station at the entrances?

Expo 2020 will be responsible for ensuring sanitisation for all facilities that fall under Expo's direct responsibility, subject to the official guidelines, which may or may not be applicable during the Event time.

4. What is the maximum number of visitors that will be allowed on site at any given time?

The maximum number of visitors on site at any time will be set to a flexible capacity that will be dependent on factors such as the current UAE/Dubai regulations. The fixed capacity will contribute to a safe and healthy COVID-19 free site and will not hinder aspirations on visitation targets. Further information will be released in due course on the exact capacity.

5. How do the Operational Principles affect the expected number of visitors during Expo?

Expo 2020's Operational Principles are considered in totality with regards to the expected number of visits during the Event. The first principle refers to planning around site capacity, and Expo 2020 is assessing this through a lens of 'demand and supply' as a means of analysis, and to see how many visitors can be accommodated on the site.

At this stage, Expo is putting all the mechanisms in place to ensure that the site is healthy, and equally the right safety mechanisms are in place to not hinder the visitation aims in terms of numbers.

6. How can Participants use the open-air spaces to amplify their message out of the Pavilions?

Expo 2020 is investigating the use of public realms, and the enhancements that could be made taking account of the various innovations currently emanating across the world. As many are aware, Expo 2020 has vast real estate within the Public Realm and therefore are reviewing the different options that may be available in varying locations. Further information will be shared in due course.

7. How will Expo authority ensure 0.35 people per sqm?

Expo 2020 is currently planning the site capacity, including plans for the outdoor public spaces. Expo 2020 has provided some assumptions on the



capacity; however, work is ongoing, and further information will be shared in due course.

8. Will there be restrictions or limitations on visitors flow to the Pavilion?

Expo 2020 is undertaking contingency planning in the Thematic Pavilions, and requests that Participants should be ready to adjust capacities based on regulations closer to the Expo event. This will have to be done on a case by case basis, as every Pavilion, content, exhibition etc. is different, but should not exceed the maximum regulations. The current Expo planning principles indicate 0.35 people per m² for outdoor spaces and 1 person per m² for queuing spaces.

9. Is there a recommendation against using touch screens within the exhibition areas?

Expo 2020 is currently reviewing the capacities, bottlenecks and flows within Expo's own Pavilions, and requests that Participants do the same. Exhibits and displays, including touchscreens, should be adjusted, and adequately fulfil the new requirements. Dependent on the stage of design, if these are already designed/implemented, other measures such as looking at the proximity, regularity and sanitisation should be reviewed.

10. Who will be responsible for measuring the visitor's temperature on site?

Expo 2020 will enforce all safety measures, such as checking visitors' temperatures at the point of entry if this requirement is still applicable during event time. Participant Pavilions may choose to also implement safety checks if they require. However, Participants can assume that such safety measures will be enforced at gate entry for all visitors/staff.

11. How can tourists be educated in advance with the new Expo 2020 regulations?

Expo 2020 will seek to educate all its visitors as early as possible to ensure they are well prepared for their visit to Expo 2020. As we near the event when regulations are made clearer, Expo 2020 will push this information through the channels available.



12. For Thematic District Pavilions, will there be adjustments to the spaces to recreate wider open spaces as some spaces were small?

Expo 2020 is currently reviewing space and capacity across the site. Just as with the Thematic Pavilions, if required Expo will look to make changes in smaller spaces where the likes of capacity restrictions may have to be applied. The Operational Principles at this stage are to support planning, and as we near the event further guidelines and rules will be communicated (if required).

13. How will Thematic District Participants control traffic/crowds to their Pavilions?

Expo 2020 will be responsible for crowd management across the site and within the Thematic Districts. A number of teams will be deployed on the ground to guide and manage visitors to avoid crowding and have a smooth flow of visitors across the various attractions on the site. The visitors flow and capacity management within each of the Thematic District Pavilions is the responsibility of the Participant, however Expo 2020 will be providing support where needed to address any challenges or difficulties the Participant may face.

14. If a special event is hosted within the Pavilion, should it also end before Expo closing hours?

Events hosted within the Pavilion as well as service of any food and beverages must be in line with the site visitor hours which are from Saturday to Wednesday 10:00 AM – 01:00 AM, Thursday and Friday 10:00 AM – 02:00 AM taking into consideration the last call times in advance of the Expo closing hours.

15. As Expo 2020 is installing charging stations for electrical cars at its public parking's, will such charging stations be installed as well at the dedicated parking spots for the Pavilions?

Participants bringing electric vehicles/golf buggies must have a provision for an electric charging point and parking for their vehicles within their plots.

Electric charging stations on the site are only available on the public area which is outside the gated area of the Expo 2020 site.



16. Is there a requirement for Self-Build Participants to continue submitting progress reporting after completion of the Pavilion's shell and core, during the slow-down period?

Upon receiving a status report of all activities and detailed plan and schedule of remaining works, no progress reporting will be required during the period of suspension.

However, a key point of contact and regular interaction with Expo2020 team will be required while the construction activities are on hold. Reports will be expected as per our Self build guidelines once works resume, including but not limited to fit-out works or exhibit-related installations.

17. Will there be any conditions for sealing the building after completion?

After the building is completed, or during the slow-down period, the security of the Pavilion is the Participants' responsibility, including but not limited to access management. For example, should there be a requirement of a Facility Management (FM) services during the slow-down period, there needs to be a level of management in place to provide access to the service providers.

Once works resume, Participants' Contractors will access the Pavilion as per the standard procedures.

18. What are the main construction works that need to be completed by December 2020?

All structural elements of the Pavilion must be completed before December 2020. The physical aspect of the building should be close to how it would look like during Event time. All critical systems should also be in place (fire and safety, alarms).

Participants are encouraged that all external works with landscaping and finishes around the building are to be completed as well. The building needs to be weather-tight.

Expo 2020 asks that you reach out to us if you believe you will not able to reach this milestone.



19. If the Building Completion Certificate (BCC) is obtained in this year, do we need to apply for another one next year for the exhibition installation phase? What are the inspections or approvals from authorities in this phase and will this be similar to the construction phase?

The type of completion certificate depends on the completed works in your building. If Participant is aiming to complete the full BCC by the end of this year, you will not require any further completion certificate nor inspections in 2021.

However, if Participant will have fit-out works remaining to be completed next year, hence the Participant's contractor will need to request for a work permit. Subsequently, a fit-out completion certificate will be obtained upon the completion and the successful inspections, including a final walk through with Dubai Civil Defense if applicable.

20. Are there any changes in the list of activities that organisation or Participants must follow for each phase of their journey?

Regulations, submissions and documentation requirements are the same. However, Expo 2020 has updated some timelines in line with the extension of Expo 2020 opening and have been communicated through your respective Country Managers.

If you require further clarification, please reach out to your Country Manager.

21. Will there be any assistance (manpower) to help us with assembling the exhibit components/ installation of the exhibition in the Pavilion?

Expo 2020 Logistics team on site will move the Participants items from the warehouse to your Pavilion. The crew will load in the goods and also unpack the boxes. If the Participant requires Expo 2020 to do any installations this service can also be provided requested.

22. What is the progress Expo 2020 has made with regard to applied technology and in particular wearable devices?

Expo 2020 is currently at the initial exploratory phase for the possible use of wearable technology. Further details will be released and shared to the Participants once finalised.



23. Will the Voice over Internet Protocol (VoIP e.g. Zoom, Skype) be available within the Expo Site?

During the Event period VoIP services will be available within the Expo Site.

24. When will the internet service packages be available for operational purposes?

Internet service packages will be available once Participant finalises their Building Completion Certificate (BCC) and gets their services activated whether with Expo 2020 official provider or others available in the country.

25. When will the Security Guidelines be issued?

At the moment there is no specific guideline due to be issued, however, Expo 2020 will be engaging with the Participants individually as required. Expo 2020 encourages Participants to liaise with neighboring Pavilions to optimize the use their security and the way of managing plots and Pavilions. For Event Time, shall there be any updates, Expo 2020 will provide more information on Security regulations closer to the event.

26. Besides the security provided by Expo2020 on the perimeter outside the Pavilion, will there be also a crowd control personnel during opening hours?

Expo 2020 will have teams in place which are deployed on the ground to guide and manage visitors to avoid crowding and have smooth flow of visitors across the various attractions of the site. The visitors flow and capacity management within each of the Plots and Pavilions is the responsibility of the Participant, however Expo 2020 will be providing support where needed to address any challenges or difficulties the Participant may face.

27. What security is currently provided on site for Rented Participants? Is there a 24/7 security of the full Pavilion? Or is the Pavilion locked down at night?

All Rented Pavilions are currently under full security by Expo 2020, until the Participant takes occupancy of the space. The Participant will then assume responsibility and ensure that their Pavilions are securely locked during non-operational hours.



28. What is the progress of the Sustainability and Mobility Pavilions?

The progress of the Sustainability and Mobility Pavilions is already in testing and commissioning stages and most of the exhibitions are installed in both buildings.

29. When is the site expected to be completed?

With regards to the expected completion of work on site, Expo 2020 is targeting and continuing to push the completion of all the construction works by end of 2020.

30. If all Pavilions need to be built and ready by 1st July, does this mean that fit-out works can still be done until 1st September?

Fit-out works must be completed by 01 July 2021. The exhibition and content installation can continue up until 01 September 2021.

31. When is the physical handover of the Rent Pavilion to the Participant?

Participants may request access to the space earlier than January 2021. Expo 2020 requests that all Participants mobilise their contractors to site by January 2021 at the latest.

Sales, Marketing and Communication ([Back to Topics](#))

1. Given the current social distancing measures and demand-based ticket pricing, should we assume that there will be fewer visitors? Will the ticket prices be changed?

Ticketing types and pricing at Expo 2020 were globally and locally benchmarked to other attractions and major events and were competitively priced to attract maximum visitation. We will review the ticket pricing as well as types offered in Q1 2021 to see if there are any changes that can have a positive impact on visitation.

- The committed number of complimentary, National/Honour day tickets as well as discounted tickets for Participants will remain the same
- Our ticketing policy more widely may require further review alongside our operational policies closer to event time, should social distancing



and other COVID-19 specific health and safety measures still be necessary.

2. Does Expo 2020 plan any international road shows, PR events, and familiarisation tours to promote the event during the Gap Year?

Expo 2020 has received a large number of requests for road shows and webinars on virtual platforms, and has had discussions with around 11,000 travel professionals in the past three months. Expo 2020 will continue participating in road shows virtually, and has already started conversations and active dialogues with a number of travel show organisers. Expo's plan is to be out in market as early as November 2020, subject to travel conditions.

3. Will the communication possibilities for participating countries remain the same? Will there be any podcasts we can participate in? Will there be any new communication on Emirates flights?

- a. Expo 2020 is committed to working with the Participants and Expo family together to develop content and to tell this story collectively to the world. The Expo teams have been working closely with all Participants to develop content together and put it in different formats. Expo 2020 can leverage our social media in the digital format and also in multiple other communication formats, and our teams look forward to continuing this collaboration.
- b. Expo 2020 considers it critical in this changing dynamic to stay relevant with technology, such as the digital and virtual Expo, and the podcast is an essential part of this. Expo teams are working on the podcasts to be able to communicate in different formats in different geographies, and will engage with all Participants.
- c. Emirates is a very important partner for Expo 2020 will continue its partnership, and Participants will see a new campaign in the coming months. Expo 2020's message of the greatest show in the world is not changing - Expo 2020 is 100% committed to having the greatest show, and it is critical to connect with people.



4. Will Expo 2020 re-organise meetings pertaining to operations, PR and Media, programming and other related issues for the purpose of understanding the new or revised plans and expectation? Can Expo consider to provide new content for the postponement for countries to share?

Expo 2020 recently shared the content series which will be driven by Expo's marketing and communications calendar and the content our teams are producing to support our planning. Expo 2020 appreciates the support from Participants to continue to help with amplifying Expo 2020 content across their channels and networks.

5. Will there be another global media forum?

Expo 2020 will keep Participants and the media updated on the global media forum. In the meantime, please do reach out, and have your nation's media get in touch with us so we can continue to communicate with them. Expo 2020 has also established the online media information system, Tawassul, which contains planning and content information on a continually updating basis, to which the nominated Media Liaison Officers will have access.

6. Does Expo 2020 foresee specific milestones in the next coming 9 months that Participants can take into consideration for their communication plan? When will this communication plan be shared?

Expo 2020's next milestone is the One Year To Go and our teams will be in touch with all Participants and share the plan.

7. Will there be any specific communication guideline post COVID-19?

Expo 2020 remains committed to hosting an exceptional World Expo that delivers on the needs of the world around us. Expo's recent strategy has been more focused on the human aspect of communities working together, and our plans to bring the world together. Expo 2020 remains true to its original vision, whilst adapting to the new reality and reflecting a Marketing and Communications strategy that understands and reflects the current global sentiment in a more human and more meaningful way.

Expo 2020's short term priorities are Relevance and Awareness, with an emphasis on media. Expo's messaging will be focusing on three things; People, Planet and Purpose – being more human centric. Demonstrating how to connect with people better, how can we make Expo more purposeful for the



planet. Participants will see Expo being more active as we move forward with our communications.

8. How can Participants share their relevant content to be featured on Expo's communication platforms during the thematic weeks?

Expo 2020 has been engaging with Participants on the content series. Participants are encouraged to submit their content so that Expo 2020 can arrange and tell the story across the multiple Expo channels.

9. Understanding that numbers are under review and all is driven towards the original objective, will the demographics remain the same? On a similar note, validating the aim, are specific regions or countries to be targeted from a communicational point of view?

Expo 2020 is currently actively monitoring the global movement and trends, and are studying all options both domestic and international. This is the key to achieving the visitation target, and by Q1 2021, Expo 2020 aims to provide more specific information that will support in terms of the visitation journey.

10. Expo talks about reaching Participants' own national media, how can they reach to the media accredited at Expo Management Centre to promote their own content and communicate their activities?

Expo 2020 has been engaging with media to ensure that the opportunity for Participants are maximised. During the event, Participants are able to interact with the media in many ways, such as through the media information system (Tawassul) and the website. Physically on site, Expo 2020 will provide the nominated media liaison officers with access to the Expo Media Centre.

Participants are requested to nominate up to 3 Media Liaison Officers (MLOs), if not already done, and this can be an existing member of the team. The MLO will be the key point of contact for media related information.

Expo teams will inform the media on site of all content opportunities, and will work with the MLOs to ensure that accredited media can be offered access to the Participant's Pavilion so they can experience first-hand, the content and stories.

The Expo Media Centre contains media conference facilities and we encourage Participants host media conferences with support from our dedicated teams.



11. What is the outline of Expo 2020's upcoming major communication campaigns and key milestone/calendar dates for these?

Expo 2020 will be focusing on three things; People, Planet and Purpose – being more human centric. Demonstrating how to connect with people better, how can we make Expo more purposeful for the planet. Participants will see Expo being progressively more active as we move forward with our communications.

Our team are revising our Marketing and Communications plans and will share an updated roadmap with Participants in due course. This will include dates when key topics from the Our World, Our Expo series will be focused on, to help guide Participant's own planning. One of the main upcoming milestones will be One Year To Go We and our teams are currently developing our Communications plans for this.

12. What information can you share regarding the "Expo 2020 Content Series"?

Participants are requested to contribute to a series of engaging stories between now and the end of 2020, under the title 'Our World, Our Expo', that Expo 2020 will lead in placing with local and international media. Participants have received a template to share information and ideas for their contribution.

The initiative will help Participants expand the reach of their messaging around key topics that reflect their priorities, while highlighting the continued significance, credibility and relevance of Expo 2020 and World Expos. It will also enable Participants to raise awareness about their participation, drive visitation to their Pavilion and inspire new and existing audiences to see the very best that Participants have to offer. Please connect with your Country Manager for further information.

13. What is the estimated timeline and themes of Expo 2020's upcoming content series?

The timelines for all specialist programme are immediate. The programme series, across all the theme weeks are laid out in detail in the pre-IPM pack.

Expo 2020 Communications Team would like to start working with all Participants from now through to September 2020, and before our pre-Expo theme week launch in October 2020, to understand how Participants would like to co-curate and or engage with our teams. Please reach out through your Country Manager for further details.



14. Is the new social media campaign Expo 2020 launched (verbatim of CG) an example of the "Expo 2020 Content Series"?

The quotes shared are as part of the International Participants Meeting's content and not an example of "Our World, Our Expo" content series. In the latter, Expo 2020 is calling on Participants to work with us to develop a series of engaging stories that Expo 2020 will lead in placing with local and international media. Participants are requested to contribute to an engaging series of themed content running between now and the end of 2020, leveraging Expo 2020's own channels and taking advantage of our connections with media outlets across the region and beyond.

15. When is the deadline for Participants for sharing their content?

Participants are requested to submit their ideas and content before the end of August 2020, however this is not a hard deadline. Expo 2020 always want to hear content and story ideas from our Participants and look forward to working together to develop your ideas.

16. How many media personnel is expected from participating countries? How many national presses will be authorised to cover the Participant's National/Honour Day? Is there a limitation on the number of journalists attending?

Expo 2020 is welcoming all bona fide media organisations, and there are no limits on the number of media that can be accredited or attend the National/Honour Days. Participants are requested to identify these media organisations as early as possible, to be able to maximise the opportunity for them. This relates to all types of media, digital social, broadcast, written press, and photographic.

17. Is Expo 2020 planning to launch specific communication regional and key-countries campaigns?

Expo 2020 is studying the global market, and is working closely with all Participants to develop the global, regional and the local marketing and communications plans. As we move forward, Expo will implement different tactics in different parts of the world.



18. In relation to the new ways that COVID-19 has been changing life patterns and therefore the ways of doing marketing as well, what new plans has Expo 2020 been thinking about to attract face-to-face visitors?

The United Arab Emirates (UAE), and Expo 2020 are committed to safeguarding its employees and workers, and also committed to hosting one of the safest events as we move forward. A number of measures are in place such as the COVID-19 treatment vaccination, and this will help with the consumer sentiment and confidence to travel for meaningful face to face onsite visits and a successful Expo. Our teams are already talking to key organisers of trade shows and events and are planning to go back out to market as early as November 2020, subject to travel conditions.

Expo 2020 teams have received feedback from some of the big international events planners, and Expo is being seen as one of those key events that will be driving business development for a number of companies. While we believe that virtual events will continue and will have a role to play, equally there is an appetite for people to come out and to meet in person at Expo 2020.

19. Are there any more details on plans for One Year To Go promotion in October? Will there be events, content or other activities from Expo team and can Participants coordinate on IP content/activities to share?

Expo 2020 will host One Year To Go activity focusing on a digital campaign. Participants are requested to work with us on this campaign, so that together the message can be amplified. Further information will be shared in due course.

20. If Participants are running specific marketing communications campaigns to drive traffic to their Pavilion, will Expo 2020 help to amplify that messaging?

Expo 2020 will work closely together with all Participants to amplify their message. During the pre-event phase, our teams will work with Participants to leverage our social media and all other digital channels. Our teams looking forward to working with Participants to understand their needs, the areas of focus, the target audience and how we can collectively undertake co-marketing through digital and social media.

Information about the support and services that the Expo 2020 Communications team offers to Participants can be found in the Communications, Media Operations and Marketing guide that is available on the Expo Portal.



21. Expo 2020 has a good presence on social network, specifically Instagram, are you present in different applications or platforms for Eastern countries?

For now, in Western countries, Instagram and YouTube are the biggest players.

Expo 2020 is present on Instagram, Twitter, Facebook, YouTube, LinkedIn in addition to country specific channels such as Webo and WeChat and constantly exploring new opportunities to maximise our reach. If there are any channels Participants believe Expo should be present on, please reach out to your Country Manager.

22. Is the appointment of a Media Liaison Officer mandatory? Should Participants appoint Journalists or Government Officials?

Participants are required to appoint up to 3 Media Liaison Officers, and this can be an existing member of the team and not necessarily a specialist. Expo 2020 requires a contact person to liaise with on all things related to media coverage of your participation and operational elements such as providing media access to your Pavilion.

23. Does Expo 2020 have any plans to assist smaller countries in their promotions?

Expo 2020 continues to provide marketing and communications support for all Participants. More information about the support and services that the Expo 2020 Communications team offers to Participants can be found in the Communications, Media Operations and Marketing guide that is available on the Expo Portal.

Sampling and Gifting ([Back to Topics](#))

1. Are there any guidelines as to who to gift alcohol to?

There are no specific guidelines for whom to gift alcohol to as long as the individual receiving the alcohol is of the legal alcohol age for consumption, which in Dubai it is 21 years old and is a non-Muslim.

2. Are there duties to be paid on promotional and give-away items?

Only commercial items will be subject to duties and VAT. Please refer to the Logistics and Customs Guide and Value Added Tax Guide for further details.



3. What guidelines should be followed while serving food samples in the Pavilions? Can Thematic District Participants' national chefs bring samples to be served?

All food samples must be identified in the Commercial Proposal. Food samples planned to be served within the Pavilion must not involve any cooking preparation. Kitchen facilities are not available in Thematic District Pavilions to cook or prepare food.

Participants are able to invite guests to taste and purchase food prepared by the Guest Chef as part of the National/Honour Day live cooking activation within the Culinary Experience Pod. Additionally, if required the Participant can enter into a direct agreement with Emirates Flight Catering or other caterers (rate card available on the Expo Portal) to provide specific/specialised catering delivered directly to their Pavilion.

Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once

4. Is coffee tasting allowed within the Thematic District Pavilions?

Thematic District Participants are allowed to serve coffee and install an electrical coffee machine in the Pavilion. Participants must ensure that the electrical outlets are correctly positioned to facilitate the operation of the coffee machine. Additionally, the machine must have an in-built water tank so it does not require any additional plumbing.

Participants are responsible for supplying the coffee machine and the coffee beans and must ensure details are submitted as part of the Commercial Proposal.

Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food



Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once

5. What is the maximum capacity of the bottle of alcohol to be offered for gifting?

There are different alcohol bottles sizes, there is no specific capacity for an alcohol bottle to be gifted in the Pavilion as long as the visitor is able to carry the bottle with them in a concealed package.

6. Is alcohol gifting permitted within the Thematic District Pavilions?

Alcohol gifting will be permitted within the Thematic District Pavilions. However, all costs in relation to the purchase, importation, clearance, transportation and storage of the alcohol for gifting is the responsibility of the Participant. Participants must submit an Alcohol Gifting request on the Expo Portal. Gifting labels will be prepared and shared through your County Manager. Participants are reminded that all bottles must be offered in sealed packages with the label provided by the One-Stop Shop affixed to each bottle.

7. Do food samplings require individual labelling on the products such as biscuits with individual packaging etc.?

Individual labeling is not a mandatory requirement for food sampling.

Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once



8. What is the deadline for submitting the details of food samples?

New Commercial Proposal timeline has been shared with the Thematic District Participants through Country Managers. All Commercial Proposals for Self-Build and Rented Participants must be submitted for approval at the latest by May 2021.

9. Are there any special rules governing the exhibition and sale of tobacco products? Can Participants gift tobacco in their Pavilion?

Participants wishing to exhibit tobacco as part of their exhibition must ensure the content is in direct relation with their exhibition. Participants must submit a request to the One-Stop Shop through their designated Country Manager along with the details of how the tobacco or tobacco related content relates to the exhibition, how and where it will be displayed within the Pavilion.

Tobacco cannot be sold at any point inside the Pavilion, however it can be distributed as samples or for gifting if it is in direct relation with the exhibition or the Participant's culture. Participants wishing to gift tobacco must submit a Tobacco Gifting request on the Expo Portal. Gifting labels will be prepared and shared through the designated County Manager. Tobacco offered for gifting must be provided in sealed packages with label provided by the One-Stop Shop affixed to each package.

Shipment of Goods – Self-Build and Rented Participants ([Back to Topics](#))

1. Is it possible to have the estimated customs clearance amount of each container before the shipment departs?

For Self-Build and Rented Participants, once the shipping documents have been signed-off and handed over the customs duty, taxes and permit charges will be confirmed by their freight forwarder. However, it is the Participant's responsibility to ensure that the values and information provided in the shipping documents are accurate. Further details are available in Section 4 of the Logistics and Customs Guide.

2. What is the process for importing food products that are not available in the United Arab Emirates?

Participants are responsible for ensuring that all items planned for importation are registered in the Dubai Municipality Food Import and Re-Export Service



(FIRS) system, which is available under the Import Permits services on the Expo Portal. All food and beverage items imported to the United Arab Emirates (UAE) are subject to food safety inspections at the point of arrival. Random samples for laboratory testing will be carried out. Participants are reminded that all food products originating from meat or poultry must be Halal, and this excludes fish and seafood.

Upon arrival of the goods at the United Arab Emirates (UAE) port, these food shipments will be released only upon the submission of a Dubai Municipality Conditional Release Undertaking Letter. The letter must be signed by the Section Commissioner General or the authorised person acknowledging not to consume, use or sell any of the food and beverage items until a final release has been issued by Dubai Municipality. Once the items are approved by the Dubai Municipality Lab, a final Release Letter will be provided to the Participant and accordingly the items will be permitted for use. Please refer to Section 5.2 of the Food and Beverage Instructional Handbook for further details.

Shipment of Goods – Thematic District Participants [\(Back to Topics\)](#)

- 1. Once Thematic District Participant's Commercial Plan is approved and their Shipment Transportation Plan is submitted, who will be liaising with them and what will be the process to ship their container?**

Once Thematic District Participant's Shipment Transportation Plan is approved, a representative from Expo 2020's logistics provider will reach out to the Participant locally, and initiate contact with the designated logistics representative to gather a site survey of the location where the Participant wishes for the goods to be collected from. The logistics provider will inspect the items, to have them packed and loaded into the container, and then take care of the full shipping process. Once the container reaches Dubai, Expo 2020 will complete the customs clearance and transport the shipment to the designated warehouse for storage.

Should Thematic District Participants have any questions in relation to their logistics, they should reach out to their designated Country Manager for further information.



2. Who will provide the labels for Thematic District Participant's shipment?

Expo 2020 will be responsible for the packaging and labelling of all items that have been approved for shipment within the 40ft. container. The designated local Expo 2020 logistics representative will carry out a site survey and inspect all items for shipments. Any special packaging requirements will also be discussed and agreed at this stage with the Thematic District Participant.

3. What if Participants are unable to meet the submission deadlines given by Expo 2020?

Expo 2020 has shared the new timelines with the Participants through Country Managers. It is strongly recommended that Participants adhere to these timelines to allow sufficient time to review submissions and advise if special permits are required and to ensure that items arrive in time. However, if Participants are unable to adhere to the deadlines, they must reach out to their designated Country Manager at the earliest.

4. What if the goods for a Thematic District Participant have arrived and they are damaged?

When the goods arrive to Dubai, the shipment will be cleared and transported to the designated warehouse. The items will then be offloaded for inspection by the Participant's appointed Logistics Manager or designated representative. All items shipped within the 40ft container are insured under the Marine Cargo insurance. If there are any discrepancies or damage to the packaging or items, an insurance process will be followed. Details of the insurance process will be shared with the Participants in the coming months.

5. What is the minimum shelf life of items that are planned to be shipped by Thematic District Participants in the 40ft. container?

The minimum shelf life for items that are planned for shipment by Thematic District Participants in the 40ft. container is 18-24 months. This is to ensure sufficient shelf life of the items to be shipped and to be used at event time.

6. What is the customs clearance process for commercial and non-commercial products for Thematic District Participants?

Expo 2020 will ship all the items under the free zone code with a Transit-In customs declaration. At this stage, no duties shall be applicable. All items will be stored in the warehouse, and once the Participant is ready to move the items



to the Pavilion, Expo 2020 Logistics team will segregate the commercial items from the non-commercial items. In order to clear the commercial items against the Local Code, all duties and VAT must be settled by the Participant before moving the items to the Pavilion. The Participant's Logistics Manager must be available to cross check the items and assist in finalising the paperwork for the customs clearance.

7. Where will the commercial items be stored and how will stock replenishments be managed for Thematic District Participants?

Expo 2020 will have a storage location for the goods onsite and offsite, if necessary. The load in of the goods and the replenishment throughout the event for both the Pavilion and/or Kiosk will be managed by Expo 2020. Replenishment requests can be raised by the Participant on the Expo Portal 48 hours in advance of when the goods are required.

8. Will Expo 2020 provide any assistance for transporting high value products such as jewelry and mineral products?

Participants are required to provide details on high value items and any special requirements for shipping and transportation. Based on this information, Expo 2020 will work together in reviewing the special conditions / protocol for shipping, transporting, insuring, and securing these items, and will advise on how Participants can be supported.

9. For Thematic District Participant shipping commercial items within their 40ft container, are customs duties paid upon arrival of the goods into Dubai? And if items are unsold will the relevant duties be reimbursed upon the goods departure to point of origin?

Participants are to pay customs duty once the goods arrive in Dubai. Upon settlement of charges, Expo 2020 team will deliver the goods/items to the Participant's Pavilion.

If the Participant wishes to ship any unsold items back to the origin country at the end of the Event, these goods will be part of the 40ft container for re-export. However, the duties paid upon entry of the goods will not be reimbursed for unsold items.



10. For completing the shipping documents, how do Thematic District Participants determine the value of items such as artefacts?

Participants should provide all details of the artefact including pictures and any supporting documentation/certificates as part of their Exhibition Object Plan submission. Based on the details, documentation provided and whether the object is an original piece or replica, Expo 2020 will consult relevant authorities and third parties to support in determining the value of the artefact as well identifying the necessary insurance that will be applied.

11. Are there new dates for shipment of containers for Thematic District Participants?

Expo 2020 has communicated the revised timelines through the Country Managers for the Exhibition Object Plan, Commercial Proposal and Shipment Transportation Plan.

12. Do Participants have to pay any duties on artefacts and display items that are expected to be shipped back?

The exhibit and operational items will be imported under the free zone code as Transit-In, and will be exempted from any duties on import as well as export by the end of Event.

13. What is the time frame for all containers to arrive in Dubai prior to the opening ceremony?

Expo 2020 has communicated the revised timelines through the Country Managers for Shipment Transportation Plan. To ensure all items arrive on time, Participants must adhere to these timelines.

All items must be on site at least 45 days before the event time. If Participants have any concerns in relation to the revised timelines, they must reach out to their designated Country Manager at the earliest.

14. If Thematic District Participants are not able to ship their entire 40ft container allocation at the same time, how will this be managed especially for food items? What is the process if the Participant requires additional logistics support beyond the 40ft. allocation?

All Thematic District Participants are provided with a 40ft container allowance for non-perishable items only. Additional items above the 40 ft. container



allocation will be the responsibility of the Participant. Upon submission of the Shipment Transportation Plan, the items that are not suitable for shipping within the container such as non-perishable food items, will be discussed with the Participant.

15. Can display bottles representing alcoholic beverages containing non-alcoholic substance be included in the container?

Dummy bottles representing alcoholic beverages that are filled with non-alcoholic substance for display purposes are permitted in the 40ft container allocation. However, for safety and security reasons, Expo 2020 recommends that Participants import the bottles empty within the container and fill them with any non-alcoholic substance once they reach Dubai to be displayed in their Pavilion. A reminder that all bottles must be accounted for within the Exhibition Objects Plan, even if they are dummy bottles.

16. Is it possible to have the estimated customs clearance amount of each container before the shipment departs?

Thematic District Participants will be able to estimate the customs duty amount once they have submitted their Shipment Transportation Plan on the Expo Portal, 45 days before the container departs. As part of the submission the value of each item must be declared. As Expo 2020 is a Freezone, the customs duty amount will be based on the total value of the commercial goods only, as exhibition and operational items will be exempted from any duties. Once all shipping documents have been signed-off by the Participant and submitted to Expo 2020, all customs duty, taxes and permit charges will be confirmed.

Sustainability ([Back to Topics](#))

1. Is it possible to use recycled plastic for restaurant purposes?

Recycled plastics used for bulk packaging in Back-of-House related is allowed. However, recycled plastics should be replaced with biodegradable/compostable plastics for Front-of-House servings to the visitors. Please refer to the RISE Guide available on the Expo Portal for further details.



2. From construction to operations, how will Expo 2020 implement initiatives in relation to sustainability?

Expo 2020 has a holistic sustainability strategy that includes initiatives and best practices that minimize energy and water demand and utilizes an integrated design approach, such as:

- orienting buildings to reduce solar exposure and providing passive shading devices on exterior façades to reduce solar heat gain;
- increasing insulation values to minimize heat transfer;
- using high-performance glass to minimize heat gain while maximizing daylight; and using water reduction and recycling strategies to minimize water use

By implementing these green practices, Expo is on track to achieve LEED Gold Certification or higher for more than 100 permanent buildings and CEEQUAL Excellent Certification for our 4.38 sq. km. site and supporting infrastructure.

Expo 2020 recently published the 2019 Sustainability Report. The report offers unique insights, facts and figures into the implementation of sustainability practices thus far, and conveys the economic, social and environmental impact of Expo 2020 to ensure global credibility and transparency.

The Sustainability Report has been developed in accordance with the Global Reporting Initiative (GRI) Standards. Through the sustainability reports, Expo 2020 aims to create a legacy and set a benchmark for sustainable practices in the United Arab Emirates (UAE), the region and globally, acting as a tool for future global mega events. With verifiable and transparent Sustainability Reporting, Expo's credibility towards the accomplishments already invested in, is reinforced.

3. What are Expo 2020's plans for sustainability when it opens its doors next year? What are the exciting engagements in store for the visitors?

Expo 2020 is working with a number of stakeholders to bring the sustainability story to life during the event. The site will tell its sustainability story so that the visitors will be engaged and can take away some of the sustainability initiatives back to their communities. Example of this is the crowd solving model "Seeds of Change". The Seeds of Change app will enable the visitor to drive Expo's carbon offsets by voting on what projects they deem important.



Another example is the use of smart bins for recycling that will have the ability to engage with the visitor in order help them separate the waste better. Expo is working with their waste management partner Dulsco on initiatives both visitor facing and behind the scenes that will engage, educate and drive change.

Furthermore, Expo's Specialist Programme plans a series of events, initiatives, and Programme, which sees diverse sustainability themes across the entirety of the Programme. The Specialist Programme aims to create awareness and catalyse action whether that's on an individual level or more broadly across the public, private, and non-profit sectors. Whether virtually or in person, the Specialist Programme is one of the key ways Expo will be able to engage the public around important sustainability topics.

4. How will Expo 2020 leave a legacy for sustainability?

From an infrastructure perspective, 80% of the site will remain for legacy and will be a new sustainable multi-use community (District 2020). However, Expo's Sustainability legacy is not just the legacy of the buildings and the infrastructure that will leave behind. The impact of what will be transposed to the visitors will last longer than the built environment and resonate beyond the boundaries of the site for generations to come.

5. Will future Expos be able to benefit from Expo 2020's sustainability endeavors? How will the lessons learned be shared?

Expo 2020 is utilizing innovations that have never been seen before and setting standards that push the boundaries of sustainability that future Expos can utilise and build upon. Lessons learned and impact are shared through the annual sustainability report. The latest of which is available on Expo 2020's website.

<https://www.expo2020dubai.com/-/media/expo2020/sustainability/expo2020-sustainability-report-2019-en.pdf>

6. How can countries get involved in the Plastics Pledge or Carbon Offset Programme? Who is the main point of contact?

Countries can get involved in the Plastics Pledge and the Carbon Offset programme by going to the Expo Portal where they can find information and instructions on all of these Programmes. If there is a need for further assistance, please reach out to the sustainability team directly at: Sustainability@Expo2020.ae



7. Is Expo 2020 planning to create "Sustainability Awards" for the Pavilions?

Yes, Expo 2020 is planning to create sustainability awards. More information will be shared with the Participants in the next few months through the Expo Portal.

8. In view of the ambitious and strategic vision launched by Expo 2020:

- a. How do you see the conceptual vision of Sustainability the means and ways that would help realize this vision in a way that would serve and cope with the ultimate goals of Expo 2020 in this spirit of common and joint efforts and mutual understanding?**
- b. How would Sustainability serve better public awareness and enhance the spirit reflected in the Nobel Ends of Expo 2020?"**

Expo 2020 would like to tell the collective sustainability story. Expo cannot realize its sustainability ambitions without the Participants and Partners. Many of the Participants and Partners are focusing on the environmental as well as the social elements of sustainability and capturing this. Collaborating with them will enhance Expo's impact.

Sustainability at Expo 2020 will be reflected through Expo's programming efforts to enhance public awareness. As presented in the Expo 2020 Specialist Programme Pre-IPM Pack, the Live in Balance series is woven through the entire Programme. Bringing to life opportunities to build bridges and create awareness for the environmental and social aspects of sustainability. Moreover, the site itself will drive awareness, providing lessons that the visitors can take back to their households and communities alike. As an example our smart bins will help the visitor segregate better, by visually aiding the segregation process, allowing visitors the ability to ponder on where they dispose of their waste.

9. How will Expo 2020 ensure a holistic nature of sustainability and focus also on social sustainability?

Expo 2020's latest sustainability report reflects a holistic nature of sustainability and has the details of our social impacts and measurements. The latest sustainability report can be accessed on Expo 2020's website <https://www.expo2020dubai.com/>



</media/expo2020/sustainability/expo2020-sustainability-report-2019-en.pdf>

10. Will the Sustainable Tourism Report be made available to Participants?

The Sustainable tourism report is being updated to reflect Post COVID-19 analytics and will be shared with the Participants once this is completed.

All the Expo sustainability updates are posted in Expo's latest sustainability report available on the website and is publicly available. <https://www.expo2020dubai.com/-/media/expo2020/sustainability/expo2020-sustainability-report-2019-en.pdf>

Test Events and Operations Readiness ([Back to Topics](#))

1. When is the expected date of the soft opening and the readiness of the Pavilions on the Expo Site?

Expo 2020's official opening date is 1st October 2021. Participants are all encouraged to be ready by the beginning of September 2021 to go through all the testing and readiness activities and ensure that their operations are up and running.

Expo 2020 is currently reviewing the process for various activities in relation to soft opening in special events and related activities that Participants can conduct in their Pavilions for specific groups. Participants will be provided with an update by January 2021.

2. What are the test events that will affect Pavilions? Should restaurants, cafes and retail stores be running during these test events? Are Participants able to host their own Pavilion test days in September in addition to the Expo test events?

The readiness and the test programme aim to test as much as possible all the activities that will happen around the site and within the Pavilions, whether they are managed by Participants, other tenants or by Expo.

It is recommended that Participants have all their activities up and running and ready for testing. Expo 2020 encourages Participants to run their own tests within their Pavilion, however if there is a plan in bringing large volumes of



people into the site, this will need to be discussed and approved by Expo. Expo 2020 highly recommends that Participants share their plans to know what they have in the pipeline for such readiness activities to allow Expo to facilitate as best as possible.

Expo 2020 is bringing visitors made up of individuals from Expo workforce and the larger Expo family to make sure that there are sufficient people on the site to carry out proper simulation and testing of different services and exhibitions in Participant Pavilions as well as across the Expo site.

The entire month of September 2021 will be dedicated to conducting test events and readiness activities across the site. The dates that are relevant to the Self-Build Pavilions are 24th and 25th of September. However, that does not limit Participants from taking part in other test activities that will take place throughout the month of September as part of opening phase. Further information will be released in January 2021.

3. Will the system tests be conducted under temporary power supply or the main DEWA connection?

For disciplines requiring power for inspection (DCD, SIRA), both options are available to the Participant (temporary and permanent power). For instance, if DEWA Power inspection is completed, the Pavilion could be energized. Otherwise, the Participant can apply for temporary connection to conduct the tests.

4. When will the Safety/Risk/Calamities plan expected to be published?

Expo 2020 plans to publish information and templates related to Operational Readiness Certifications and all elements related to emergency evacuation on the Expo Portal by January 2021 so that Participants provide their input into their master plan.

5. If trainings are to be completed online by May 2021, who needs to complete these trainings? Who will be providing these trainings?

Trainings will be required in order to declare the Pavilion's Operational Fitness. A number of online training modules will be provided on the Expo Portal free of charge by 1st May 2021. These include:

- a. Welcome to the United Arab Emirates (UAE) and Expo 2020
- b. Site Orientation



- c. Fire Safety
- d. Health, Safety, and Environment

Expo 2020 recommends that Participants must utilise these trainings for all their Pavilion staff. Participants will also be requested to declare that their teams have a role-specific training, including first aid.

There are no limitations on the number of staffs attending the training, however Expo 2020 recognises that not all Pavilion's staff will be available by September 2021. Participants are also encouraged to be familiar with the training modules at an early stage so that employees can pass the knowledge and training to their colleagues.

If Participants have Food and Beverage operations, all food safety training will be provided online on the Dubai Municipality Foodwatch system, which can be accessed on the Expo Portal, at no cost, by early 2021. The Participant's designated Person In Charge (PIC) will be able to use the Foodwatch system to complete, manage and monitor all food safety checks, staff food safety training and inspection reports in a few easy steps.

An Alcohol Safe-Service course will also be made available on the Expo Portal and must be completed by all individuals serving alcohol, to ensure awareness of the alcohol service regulations in Dubai.

Thematic District Participants Offering [\(Back to Topics\)](#)

1. **Can the Culinary Pods be used for the entire event or only for a specific day such as National/Honour Day?**

As part of making Expo 2020 an Expo for all, we are offering all Thematic District Participants the opportunity free of charge to take part in our Culinary Experience Pods. There will be two Culinary Experience Pods located in the Sustainability and Mobility thematic districts. Participants who wish to take part in the Culinary Experience Pods are invited to submit an Expression of Interest and authentic recipes for up to two dishes to their Country Managers. Each Culinary Experience Pod will feature a live cooking station that will have the ability to host Guest Chefs and allow specific cuisines to be presented front and centre on Participants' National/Honour Days.

If the Participant requires the Culinary Pod for an alternative date, please submit the requirements through your Country Manager so Expo 2020 can



confirm availability with the Culinary Pod operator. Please be advised that the Culinary Pods will be chargeable for any use outside of National/Honour Days.

2. Can Culinary Pods be used to prepare and serve food samples on our National/Honour day?

Food samples planned to be served within the Pavilion must not involve any cooking preparation. Kitchen facilities are unfortunately not available for Thematic District Participants to cook and prepare food.

The samples must also be identified as part of the Commercial Proposal. Participants are able to invite guests to taste and purchase food prepared by the Guest Chef as part of the National/Honour Day live cooking activation within the Culinary Experience Pod.

Additionally, if required, the Participant can enter into a direct agreement with Emirates Flight Catering or other caterers (rate card available on the Expo Portal) to provide specific/specialised catering delivered directly to their Pavilion.

A reminder that Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once

3. How many National food can be showcased during the National/Honour Day and will sampling be possible in the Culinary Pods? Are there any costs required apart from hosting the guest chefs? Will menus be cooked by the nominated chefs? Also, what if the Participant doesn't provide a chef but still wishes to showcase some national food, what is the process?

The Culinary Experience Pods are a commercially operated offering by Expo 2020 and are licensed dining venues.

Expo's appointed caterer will be responsible for sourcing all ingredients and managing costs in relation to producing the dishes in the Culinary Experience Pods. Participation in the Culinary Experience Pods is at no cost to Thematic



District Participants and this includes taking advantage of the National/Honour Day live cooking activation. Any food and beverage that is consumed within the Culinary Experience Pods will be chargeable.

In order to take part in the Culinary Experience Pods, Participants are invited to submit an Expression of Interest with authentic recipes for up to two dishes to their Country Managers by 31st December 2020. These dishes are not limited to main course dishes and can extend to entrees, desserts, side dishes, and even bread. The dishes should be representative of the Participant's authentic cuisine and culture.

Participants can nominate their own Guest Chef. Each Culinary Experience Pod will feature a live cooking station that will have the ability to host Guest Chefs and allow specific cuisines to be presented front and centre on Participants' National/Honour Days. In the event that Participants do not have a Guest Chef during their National/Honour Day, their national dish will still be prepared and cooked by Emirates Flight Catering and will be served as part of the buffet. Kindly refer to the Culinary Experience Guide for further details.

4. If the Kiosks do not have any storage, how can the stocks be replenished?

Each Kiosk has only a floor area of 13m² and will be fitted-out with a basic modular and flexible shelving solution. Due to the size of the Kiosk, storage is not available. However, Thematic District Participants will have the option of having two scheduled weekly replenishments to their Pavilion or Kiosk, with up to a maximum of two pallets per delivery. The Participant's Logistics Manager/representative will be able to book these requests via the Expo Portal 48 hours in advance of when the goods are required. Expo 2020 Logistics team will responsible for the transportation and delivery of the Participants requests to their Kiosk or Pavilion. Deliveries will happen overnight and will be free for charge.

5. Will Participants be able to sell the same retail items within the Kiosk and the Pavilion?

Qualified Participants can sell the same retail items in their Pavilion as well as their Kiosk. Due to the size of the kiosk, only being 13m², oversized items will not be permitted for sale.



6. If each Qualified Participant has one free Kiosk, is it possible to purchase additional kiosks? And at what cost?

The Kiosk offers the Thematic District Participants an additional retail opportunity to promote curated stalls, focusing on the promotion of products that are both ethical and culturally significant. It will also give visitors an engaging and unique market experience by giving them access to new products from around the world. Only one Kiosk is supplied free of charge to the selected Thematic District Participants. Additional kiosks are not available for rent or purchase.

7. What are the operating hours of the Kiosks?

The World Market Kiosks will operate daily from 10am to 10pm inclusive of the weekends for the duration of the Expo event. Participant wishing to operate their Kiosk beyond 10pm will need to raise a request through their Country Manager.

Participants need to ensure that their commercial operations are aligned with the Expo 2020's site visitor hours and this includes the World Market Kiosks. The visitor hours of the commercial facilities on the Expo site are from Saturday to Wednesday 10:00 AM – 01:00 AM, Thursday and Friday 10:00 AM – 02:00 AM.

8. What is the distance between the Kiosks and the Pavilions?

The Kiosk are located in Oasis Park which is located between Sustainability and Mobility districts. The distance from the Kiosks and the Pavilions located in either of these districts is 35 meters across Expo 2020's main concourse.

Ticketing ([Back to Topics](#))

1. Will ticket prices vary based on the estimated visitor footfall for a given day?

Expo 2020's current position is that ticket types and prices will remain the same. However, Expo 2020 is currently exploring and considering various options which include, but not limited to the ticket type that could vary by price and/or by time of day as well. This shall be considered simultaneously with other principles such as examining the capacity of Expo site and methods in maximising it. Once Expo 2020 concludes the ticketing information, detailed information shall be provided to the Participants.



2. Please provide more information on ticketing by demand.

Expo 2020 is exploring ticketing by demand due to the expected changing visitor behaviour which is more focused towards health awareness. Expo 2020 is looking at the capacity of the Expo site and various options in maximising it in a safe manner. Also, Smart Queuing and ticketing based on expected walk-up demand is being considered while ensuring that the visitor experience that Expo 2020 is creating is not hindered. More information shall be provided to the Participants at a later stage.

3. Are the Participant's guests or visitors required to acquire an Expo 2020 ticket regardless of the event?

Guests/visitors attending an event will be required to have a valid Expo 2020 admission to enter the Expo site. Participants are able to use their complimentary and discounted ticket allocation at their discretion to allocate to their guests; unless they are part of an official delegation, then they are entitled for Accreditation. Please refer to Chapter 4 of the Accreditation Guide for clarity on individuals that are eligible for Accreditation.

Value Added Tax (VAT) ([Back to Topics](#))

1. If an item is sold below or above the value stated on departure from the container, is this taken into account for the calculation of VAT?

The value declared on the customs declaration application is for the calculation of customs duties and VAT on import. The value that the item is sold for is subject to VAT, in line with the laws and regulations of the United Arab Emirates (UAE), and the Federal Tax Authority.

2. Is VAT applicable for the Commercial Area of the Rented Pavilion?

VAT and royalties will apply to all commercial operations as per Special Regulation 9, and in line with the laws and regulations of the United Arab Emirates (UAE), and the Federal Tax Authority.



Venue Operations ([Back to Topics](#))

1. Are their estimates for updated capacity of venues according to the new distancing guidelines?

Expo 2020 will continue to review the situation over the coming months and indeed up to the time of the revised dates of the event.

Any COVID-19 related procedures and safety standards will be the result of careful consultation with appropriate health and safety representatives and the analysis and consideration of the situation in the months ahead.

Expo 2020 will endeavor to communicate all appropriate information, such as footfall at the venues, to Participants in the journey ahead.

2. Is there any impact to the existing venue bookings? Are there new venues to book or any changes to the rules of venue booking?

If Participant has existing approved bookings but for the previous dates of Expo 2020, their designated Country Manager will have to reach out to the Participant to re-validate the events and determine whether they want to keep them for the equivalent date one year later, amend the date or remove from the calendar.

By navigating to the Expo Portal, 'Manage Events' function, Participants can click onto each venue and be provided with full details and indicative visuals of the appropriate venue.

Details of the technical equipment and services provided at each venue can be viewed in the house package summary sheets.

3. What is the procedure for accessing the public spaces with cultural entertainment activities?

Expo 2020 has a range 20 venues that can be booked by Participants via 'Manage Events' function on the Expo Portal. Participants can click onto each venue and be provided with full details and indicative visuals of the appropriate venue.

Details of the technical equipment and services provided at each venue can be viewed in the house package summary sheet.



4. Will the Expo Public Realm venues be open to the public?

All Public Realm venues that can be used by Participants can be found on the Expo Portal, 'Manage Events' function.

All Public Realm venues will be fully open to the public for events.

5. Will the number of seats in venues be limited?

Under 'Manage Events' function on the Expo Portal Participants can access a venue booklet.

Within this booklet there are renders, visuals and information regarding the venues and their seating capacities and where applicable the layout connotations.

Expo 2020 is always pleased to speak about any specific event in more detail and encourage Participants to contact their designated Country Manager.

6. What types of measures have been taken regarding the main podium which should allow international artists from different country to perform?

Expo 2020 has a range of 20 different public realm venues for Participants to use. In particular the stages at Jubilee Park and Dubai Millennium Amphitheatre are set up to facilitate major international artists.

Participants can find more details concerning these venues on the Expo Portal through 'Manage Events' function. Alternatively, Participants can contact their designated Country Manager to discuss any specific issue or query that they might have.

7. When will the Dubai Exhibition Centre (DEC) be open for bookings?

The Dubai Exhibition Centre will open for commercial use from 1st September 2021. Participants can submit their event booking queries for DEC through the Expo Portal under the 'Manage Events' service.



Virtual Expo ([Back to Topics](#))

1. In light of the global situation and limited air travel, what other programs are Expo 2020 planning in order to support our initial and return on investments?

Expo 2020 is expanding the virtual visitor reach and have launched a five-point virtual offering which includes:

- Project Parasol, a virtual world
- Virtual Expo, an events-based site recreation
- Digital Expo, a platform for dialogues including social media, podcasts, and webinars
- Expo presence in existing video games, and
- Digital-only events.

Expo 2020 will provide more information on all these offerings on the Expo Portal by October 2020.

2. Does Expo anticipate a fall in physical visitors by opening up the site to virtual visitors?

Virtual Expo acts as a preview or sneak peek to excite audiences curious about attending in person. It also allows us to reach audiences who are unable to attend in person for reasons of distance or circumstance. A good example is school children around the world, who will be able to hear all our messages. Everyone's experiences are mostly immersive, engaging most of the senses, making them difficult to replace digitally. Ultimately, the goal of Virtual Expo is to widen the Expo 2020 reach and visitation, both digital and physical.

3. Is the Digital/Virtual platform expected to get the spotlight with more emphasis because of the current situation?

Yes, there will be a higher emphasis on digital platforms as virtual visitation will enhance physical visitation and increase digital accessibility.

4. What are the new filming and submission schedules for Project Parasol?

Expo 2020 will begin filming once the Participant Pavilion exhibition is complete. This is expected in September 2021 which is one month prior to the opening date. In case the exhibition is ready before that, the Participant may inform Digitalexpo@expo2020.ae.



5. How can Expo 2020 support Participants in promoting their Virtual Expo pre-event?

Expo 2020's platform for podcasts and webinars, Digital Expo, will launch with the Specialist Programming Space talks in October 2020. Expo's Marketing and Communications teams will ensure that these and future talks reach the relevant audiences.

6. When can Participants have more technical details about the gaming experience and digital events?

Expo 2020 is still in the exploratory phase with the gaming offering. We will reach out to Participants for inputs once more about the specific games and offerings are available.

7. What is the difference between Virtual Expo and Digital Expo?

Virtual Expo is an events-focused platform which will recreate the site, Pavilions, and events. Digital Expo is a platform for dialogue, conversations and engagement through social media, podcasts and webinars.

8. What are the deadlines for submitting content for Virtual Expo? When do Participants need to begin and when is Virtual Expo expected to go live?

Virtual Expo is events-driven and will go live with the opening of the Event in October 2021. Expo 2020 will release frameworks for content submission by early 2021.

9. What platforms will Expo 2020 deliver the Digital and Virtual Expo experiences on?

Virtual Expo will be web-based and will have links to Digital Expo. Digital Expo will also be available on podcast and webinar platforms which will be announced soon.

10. What is the "Digital Expo" service that is currently available and offered on the Expo Portal? Is it the Virtual Expo described in the 5-point digital offering?

The titles of Expo 2020's offering have changed. Last year, when Digital Expo was presented, it was Expo's only offering. It is now called Virtual World



offering Project Parasol. Digital Expo is Expo's platform for dialogue, conversations and engagement through social media, podcasts, and webinars.

11. Will Virtual Expo be a 3D walk through with the ability for visitors to interact?

Virtual Expo will have 360° videos with hotspots that visitors can interact with to learn more about the Pavilion and exhibitions.

12. What activities among Virtual Expo, Digital Expo and Parasol will be visible/accessible to non-visitors such as citizens around the world, business delegations, etc.?

All Expo 2020 digital and virtual offerings are open and available to anyone around the world, not only to ticket holders.

13. Can the event taking place within the Pavilion be streamed live on the Virtual Expo?

Expo 2020's objective is to post events as soon as they happen. Expo's broadcasting team will determine what can and cannot be streamed live based on the guidelines around specific events.

14. Will the Virtual Expo be launched prior to the actual event?

No. Only the Digital Expo platform will be launched prior to the opening of Expo 2020.

15. Is there any cost of creating the avatar? By when should the avatar be created?

There is no cost in creating a character through the avatar system. Participants will be able to create their avatar from January 15th, 2021. They will also have the option of amending it during the Event time.

16. For Virtual Expo, are the events recorded or live-streamed?

Recording or live streaming of events depends on each specific event. These parameters will be determined by Expo 2020's Broadcasting Team.



17. Is the Virtual Expo platform open for Participants to create any podcast on any topic related within their Pavilion?

Participants are encouraged to create podcasts related to their Pavilion. The topics will be announced ahead of time.

18. Who will undertake the responsibility for the videos of the events within the Pavilion, Participants or Expo?

Expo 2020 will begin filming once the Participant Pavilion exhibition is complete. This is expected in September 2021 which is one month prior to the opening date. In case the exhibition is ready before that, the Participant may inform Digitalexpo@expo2020.ae.

19. Is there an information pack available that describes the five-point plan for Digital Expo?

The guidelines and further details on the five-point offering will be released on the Expo Portal by October 2020.

20. Is it possible to broadcast cultural programmes or seminars from the Participants' Country in their Pavilions?

Technically, Participants can broadcast any material they wish to showcase in their Pavilions. However, this will be considered along with all the content and programming.

21. Can Participants livestream a performance in front of the Pavilion via Virtual Expo? How can Participants apply for this service?

Virtual Expo will launch in October 2021. Participants can submit their event footage to Expo in line with the guidelines which will be published soon.

22. How will Expo create the 360-degree view of our Pavilion?

Expo 2020 will rely on portable 360° cameras to create a virtual walkthrough of the Participant Pavilion exhibition. These 360° videos can be viewed on multiple platforms.



23. Can Participants offer virtual game options to be shown by Expo? Is there a selection process for these games?

Participants are welcome to provide digital games that can be showcased on Expo's digital channels. Expo 2020 is in an exploratory phase for gaming at the moment and will let the Participants know how they can contribute towards games that Expo is specifically targeting.

24. What is the possibility of integrating Participant's App and when will Expo 2020 share the requirements for such an integration?

Participant Pavilion app will appear as a link on their Pavilion pages, both on the official Expo 2020 app and website. This will be a link not a full system integration.

25. Has Expo 2020 removed the possibility of developing a customized national character independently from the avatar system?

Upon reviewing the interest from the Participants and in order to harmonize the experience across Participants, Expo 2020 is no longer offering the customized character in the Parasol experience. All characters will now be created using the Parasol avatar system at no cost to the Participants.

26. Can Participants include their Sponsors' details on Digital Expo content?

The guidelines around licensing and sponsorship is currently under review. These details will be provided by October 2020.

27. When should the Participants share the design of the stamps for the Expo 2020 digital passport?

The Expo 2020 Digital Passport is part of the Parasol offering. The deadline to submit stamp designs is January 15th, 2021 but Participants are encouraged to submit them as soon as they are ready.

28. Will there be any other digital and/or virtual tool to help promote business links at the Virtual and Digital Expos?

Expo 2020 has a dedicated B2B app for business connections. However, the opportunity to see how best to leverage Virtual and Digital Expo for Participants and visitors to create more connections, will also be explored.



29. What types of content can be used in the Virtual Expo?

Text, audio, and video contents can be incorporated into the Participant's Virtual Expo Pavilion.

30. Will there be round table meetings using virtual platforms?

Yes, and round tables are certainly encouraged as a Digital Expo podcast or webinar format.

31. Is Expo 2020 considering connecting live audiences from the participating countries with visitors of Expo, in real time?

Expo 2020 is exploring how to make this experience effective and will share the details prior to the launch of the Expo Specialist Programme.

32. Are there key deadlines to take part in Project Parasol, Virtual Expo and Digital Expo?

Project Parasol Timelines:

| | |
|---|------------------------|
| Pavilion exhibition filming: | from September 1, 2021 |
| Character creation using avatar system: | February 15, 2021 |
| Digital passport stamp submission: | January 15, 2021 |

Virtual Expo is events-driven, so will come into effect during the six months of Expo 2020.

33. For the Parasol and Digital Expo, will there be a demo that Participants can try, and when?

In February 2021, a short walkthrough video to highlight Project Parasol will be shared. This would include character creation and how these would appear within the Parasol platform.

34. What is the difference in experience between Project Parasol and Virtual Expo?

Project Parasol is a curated, stylized virtual world with interactive storytelling elements which will remain mostly unchanged over the course of the Event. Virtual Expo is an events-driven web platform whose content will be updated over the six months of Expo.



35. Will parasol also be a responsive web application or a mobile application?

Parasol will only be a mobile application.

Visitor Analytics and Journey ([Back to Topics](#))

1. Do you have the new estimate for the number of visitors? Will there be changes on the number of visitors to Expo 2020 in light of COVID-19? When will the new numbers be confirmed?

Expo 2020 remains focused on the 25 million visits. With almost 12 months before the Event opens, it is premature to provide meaningful revisions to the number of visits at this stage. What Expo 2020 is doing at present is to monitor the global travel and tourism landscape and is already seeing encouraging signs of recovery. A case in point, just five months ago, there were hardly any passenger flights and as indicated earlier, Emirates Airlines and Etihad Airways are flying respectively to 76 and 60 destinations. This shows how far we have come within such a short period of time. And this also demonstrates these data points will form the cornerstone of any revisions in our visitor model, the market sentiment and industry support are also critical factors in boosting visitation.

In the past months Expo 2020 has been in active dialogue with industry veterans and leaders. Some of them have seen and survived several crises in the past. Our spirits have been lifted and we are full of conviction. Largely due to the support that we have seen from our network of domestic and global ticket resellers in their own words, they see Expo as a beacon of hope and a landmark event that will contribute significantly to the recovery of international travel.

To that effect, Expo 2020 will continue monitoring the global landscape and we aim to get back to Participants by quarter one of 2021 with further guidance on any revisions to the numbers.

2. Will Expo 2020 share the results obtained from the Global Consumer Survey and when?

Expo 2020 will be sharing the results of the Global Consumer Survey as well as other relevant ongoing research in relation to customer touchpoints and segmentation. This information will be shared with Participants through their designated Country Managers.



3. Regarding smart queues, does Expo2020 recommend that Pavilions adopt this approach 100%, or can the Participant continue to use their current queue strategy?

Expo 2020 strongly encourage all Self-Build Participants to sign up to Smart Queuing Programme as this is an intelligent approach to reduce Pavilion wait-time to enhance the visitor experience and satisfaction. Date/Time-slot reservations are made by visitors on the Expo 2020 ticketing platform for Smart Queue access to Self-Build Pavilions based on the available capacity assigned to each time slot. The available Smart Queue capacity for each slot is set forth and managed by the corresponding Participant. The Smart Queue Programme timeline is currently being reviewed and will be shared in due course

4. When will be the detailed information about Smart Queue solution be published?

Self-Build Participants who have signed up to the Smart Queue service will be able to access the Smart Queuing system through the Expo Portal.

The Participant will have access to the following functionality and data:

- Set-up and management of Smart Queue bookings for their Pavilion
- Bookable capacities (total, by date and by time-slot)
- Arrivals forecasting (bookings)
- Remaining availability of bookings per time slot
- Post visit statistics including booked vs. scanned.
- Visitor demographics specifically gender, nationality, age range, time of the primary booking owner

Participants will be allocated a number of handheld scanners based on the forecasted Pavilion throughput for their Smart Queue at no cost. An additional dedicated queue/lane for Smart Queue entry must be set-up by the Participant as well as ensuring that there is a provision of sufficient staff resources to scan tickets for visitors entering via the Smart Queue.

This information has been previously shared with Self-Build Participants as part of the Expression of Interest form. Please also refer to the Operations Guide Section 4.5.3 for further details. Further details for the Smart Queue will be made available to Participants once finalised. Participants may reach out to their designated Country Manager if additional information is required.



Worker Welfare, Volunteers and Training ([Back to Topics](#))

1. What are the number of working shifts allowed by Expo 2020 and the required staff/shift for restaurant operation?

The standard working hours as per United Arab Emirates (UAE) Labour Law is 8-9 hours per day. The number of staff and shifts required must adhere to the local Labour Law and will depend on the operations and planned operating hours of your restaurant.

2. Are there any limitations to the manpower/number of employees/staffs of the Pavilion?

There are no such limitations - as long as all Worker Welfare and Assurance Standards / United Arab Emirates (UAE) labour law are respected.

3. For volunteers who will be working in the Pavilions, when are they expected to do the trainings and how much time will be needed to do so?

All volunteers will receive the general Expo 2020 training including an introduction to Participants, to ensure they are ready to support your exhibition and visitors.

It is however the responsibility of the Participant to ensure volunteers receive any relevant on-the-job training that is specific to the Participant's exhibition. Further details are available in the Volunteers Guide for Thematic District Pavilions.

4. Will the Pavilions be working with the same volunteers for the entire event?

Volunteers will be deployed for a minimum of two weeks, Expo 2020 will prioritise longer standing volunteers for Thematic District Pavilions. Further details are available in the Volunteers Guide for Thematic District Pavilions.