

FAQs

World Expos

- **What is a World Expo?**
World Expo is a global event designed to showcase the achievement of nations, promote collaboration amongst countries and share new ideas to benefit all mankind. The first World **Expo** – the Great Exhibition – took place in London in 1851. The concept became popular and was repeated across the globe, demonstrating an unparalleled power of attraction and a record of world-class legacies.
- **Why is it called Expo2020?**
World Expos are held every five years and the next will take place in Dubai from 01 October 2021- 31 March 2022, with more than 190 countries participating. The event was originally scheduled for 2020 but was postponed due to the global pandemic.
- **Is it a big trade show?**
Expo is not a trade show with company stands but a **global event** dedicated to finding solutions to fundamental challenges facing humanity. Countries showcase their innovations and achievements, collaborations and thought leadership discussions to help foster change and leave a meaningful legacy for future generations.

Northern Ireland at Expo 2020

- Northern Ireland will be taking part in an Expo for the first time and as part of the UK Pavilion. Collaborating with the Department for International Trade (DIT) on the UK Pavilion is a great way to highlight our economic, tourism, food and education capabilities to a global audience, all in one place.
- Based on the global theme 'Innovating for a shared future', the UK pavilion will showcase an innovative and creative design. During the six months, the UK will host an active business and cultural programme highlighting the UK's expertise in key areas such as technology, fashion, education and the arts.
- Invest NI will be promoting the whole region to international visitors and influencers. It will encourage individuals, their businesses, government organisations, education establishments and other contacts to either begin to build relationships with NI, or deepen existing ones.

- Invest NI is working with DIT to ensure diverse and wide-spread Northern Ireland representation across the UK business and cultural programme, as well as input into the visitor journey experience.
- Working with the NI Executive and other key stakeholders Northern Ireland will be taking over the UK pavilion event space for one day. We are developing our event programme which will take a whole Northern Ireland approach; showcasing the best of the region from business to culture, investment to tourism, arts to education.

If you are interested in commercial opportunities at Expo 2020, companies need to register on the Online Market Place. Tender opportunities will be uploaded on to the Expo 2020 website throughout the year.

<https://omp.expo2020dubai.com/>

If you want to contact Invest Northern Ireland pls email:
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