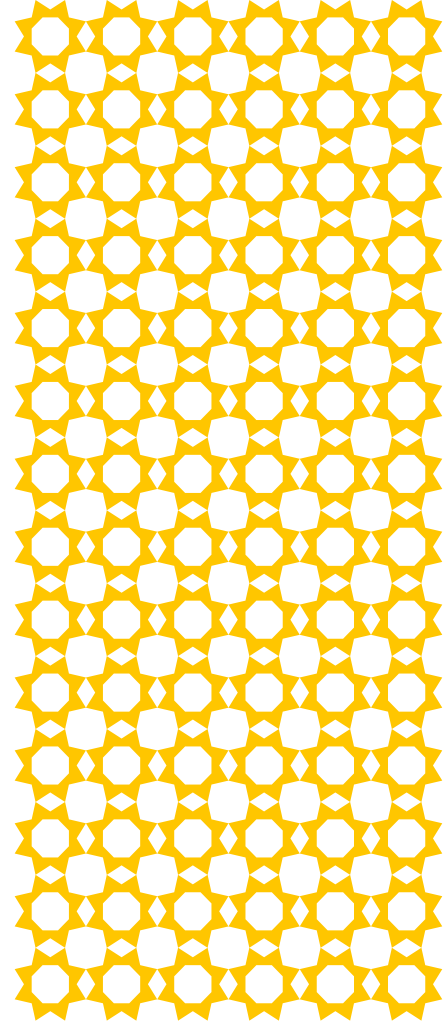


INTELLIGENCE FOR LIFE

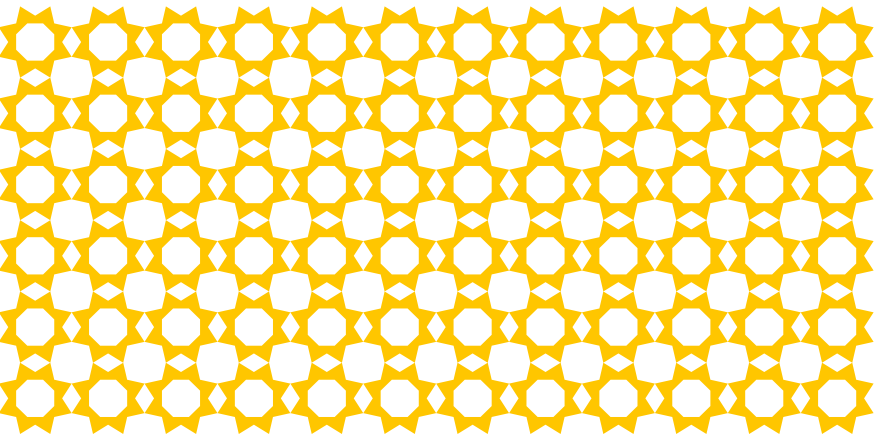
Spain Pavilion



ESPAÑA
Expo Dubái 2020



AC/E
ACCIÓN CULTURAL
ESPAÑOLA



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- 01.** An opportunity for Spanish companies
- 02.** Why be a part of Expo 2020 Dubai?
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- 07.** Acción Cultural Española (AC/E)
- 08.** Available spaces

01

An
opportunity
for Spanish
companies





An opportunity for Spanish companies

Innovation, business and culture

1st

WORLD
EXPO IN THE
MIDDLE
EAST

Expo 2020 Dubai will be the **first global event held in the Middle East**. Spain will be one of the leading participants at the event, which will bring together over **200 countries and international organisations in a convergence of** innovation, business and culture.

An **exceptional opportunity** for showcasing Spanish companies.

**FROM 20 OCTOBER 2020
TO 10 APRIL 2021**

PEAK SEASON IN BUSINESS AND TOURISM



An opportunity for Spanish companies

+200

COUNTRIES AND INTERNATIONAL
ORGANISATIONS



An opportunity for Spanish companies

Connecting minds, creating the future the theme of Expo 2020 Dubai, a global event to showcase Spain

Acción Cultural Española (AC/E) is the SOE in charge of managing Spain's presence in world and international expos.

The Spain Pavilion for Expo 2020 Dubai, designed by Amann-Cánovas-Maruri studio (Temperaturas Extremas Arquitectos, S.L.P.), will be **a meeting and reception space** available to all companies and institutions seeking to boost their presence and visibility.

The concept **"Intelligence for life"** will be the underlying theme for showing the talent and vitality of Spanish companies so that ideas and knowledge can be shared and **a vision for the future built**.





An opportunity for Spanish companies

Dubai in the spotlight

Business tourism

One of the 20 most important MICE destinations (meetings, incentives, conferences and exhibitions).

A luxury destination

In 2017, shopping tourism exceeded €26B.

Access to global markets.

Strategic location and quality logistics infrastructures.

Wide range of leisure and cultural activities.

Architecture, nightlife, theme parks, museums, beaches, etc.

Business-oriented ecosystem.

An international business centre and link between Europe and Asia.

Secure environment for economic activity.

Regulations that facilitate investment.



Persian Gulf

Dubai

WATER

Saudi Arabia

Oman

02

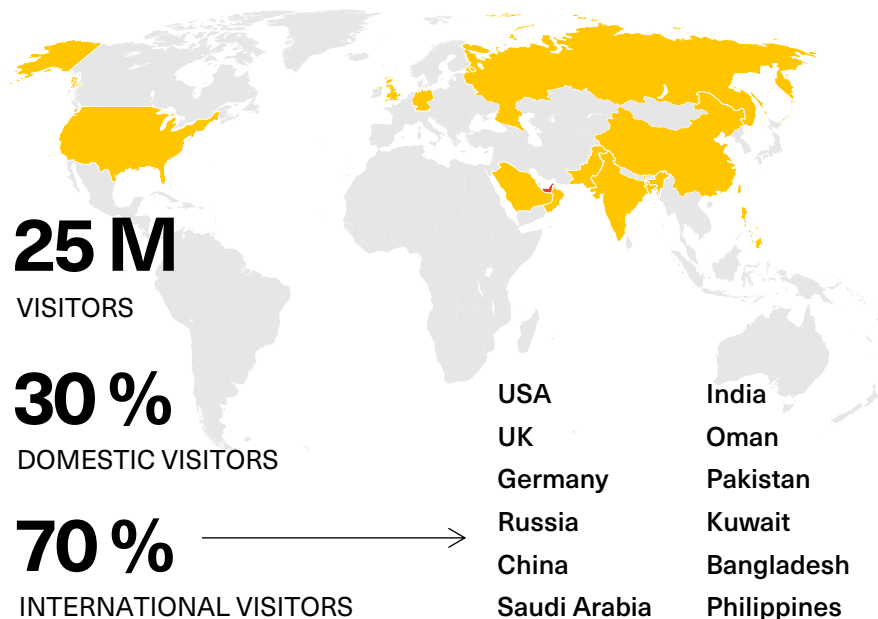
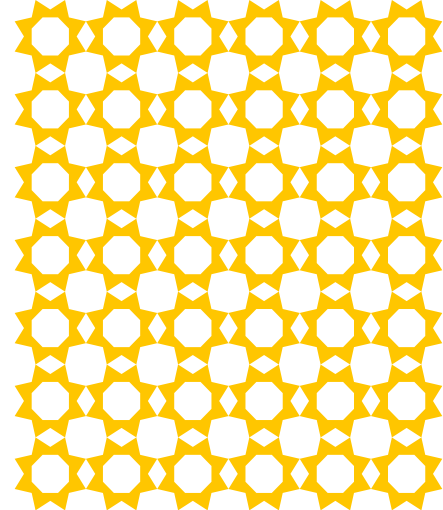
Why being part
of Expo Dubai
2020?





Why be a part of Expo 2020 Dubai?

Excellent visibility for companies



For six months, Expo 2020 Dubai will be the point of convergence for the global community, a splendid opportunity to showcase **the most creative image of Spain and its business landscape.**

More than 25 million people are expected to arrive, of which 70% are international visitors. The time of year in which the event will take place and the strategic location of the emirate guarantee a **high turnout from professional visitors** and **extraordinary visibility** for **Spanish business collaborators.**



Why be a part of Expo 2020 Dubai?

An event of exceptional public interest

The Spain Pavilion at Expo 2020 Dubai is considered to be **an event of exceptional public interest**. This declaration promotes the participation of the private sector and offers collaborating companies significant incentives stemming from article 27 of the law on the fiscal regime governing non-profit organisations and tax breaks for patronage (49/2002 of 23 December).



03

Figures and
background



The city of Dubai

SURFACE AREA

4,114 Km²

7 of the highest and most impressive hotels in the world.

Hotel Gevora is the newest one with a height of 356 metres and more than 500 rooms.

Dubai-Al Maktoum International Airport. Is part of the Dubai World Central complex and has a capacity for 120 million passengers per year.

Jebel Ali, the largest port in the Middle East, with 5,500 companies from 120 countries operating there.

POPULATION

2.5 M

One of the most advanced underground systems. It is the world's longest automated network (driverless). The red line spans 52 km.

More than 70 shopping centres. Dubai Mall, the largest in the world, has 1,200 shops and restaurants.





During the last few years, Dubai has become an important international hub for logistics, business, finance and tourism thanks to its strategic location. Proof of this are the Jebel Ali port, the 9th largest port in the world located 35km southeast of Dubai, and the new Al Maktoum International Airport, adjacent to the Expo venue.

Financial centre

3.7%

ECONOMIC
GROWTH
2019

One third of the world's
population **live within a
4 hour** flight from the city.

In terms of GDP, **the economy
of the UAE** ranks 30 in the world:
€338.652 B in 2017.



Financial centre of the Middle East and global
capital for the Arab financial sector, a young market
segment in rapid development.

Home **to people of 200 different nationalities.**
85% mainly come from China, India, Russia, USA,
Germany and UK.



Half of the companies in the city are start-ups.

Dubai has established itself as an incubator and accelerator.

The UAE ranks 11th according to the Ease of Doing Business Score which classifies 190 countries.

It offers opportunities for growth in tourism, logistics, services, manufacturing and education.

16 M

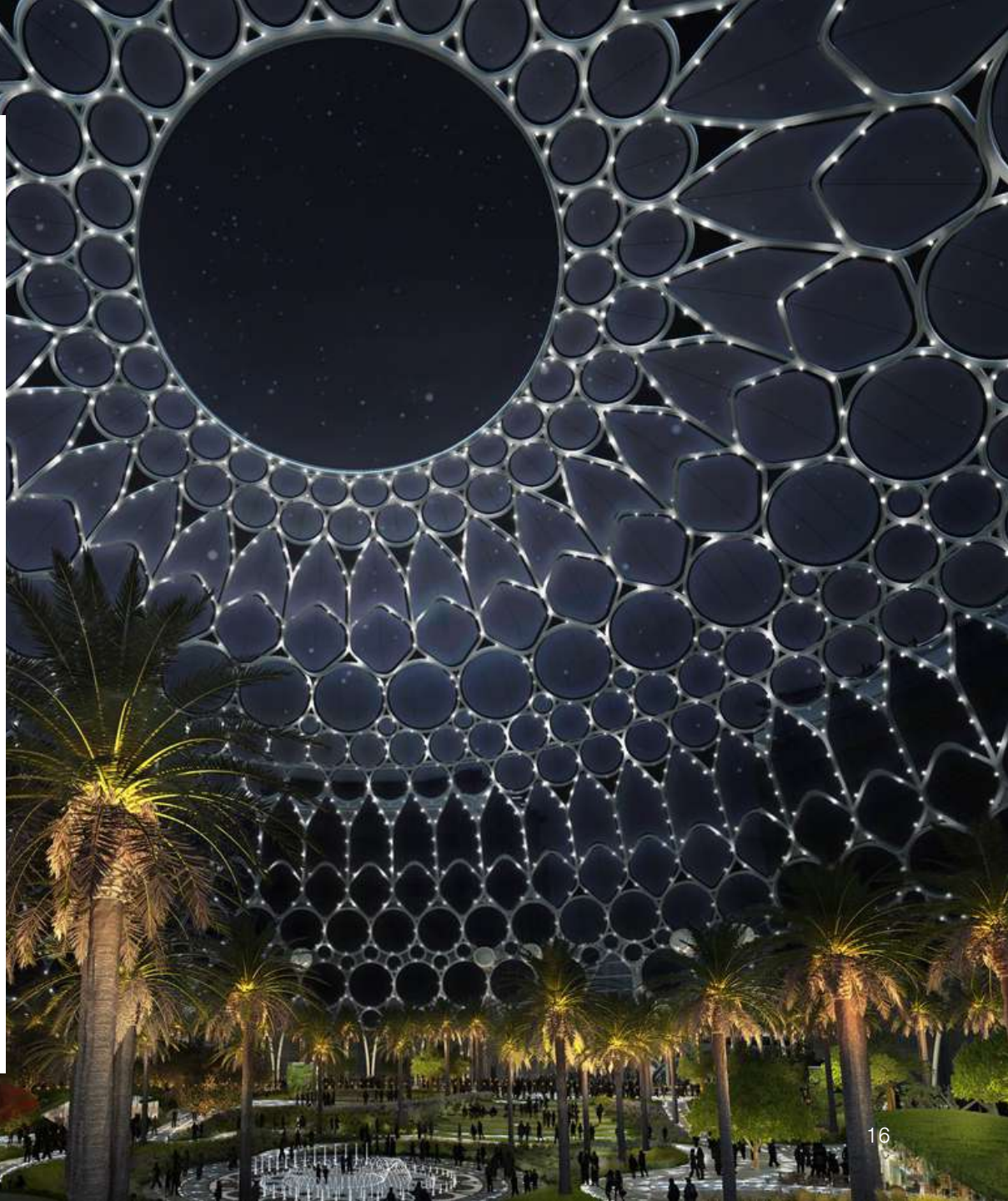
VISITORS IN
2016

In 2018, the city welcomed 15.9 million visitors. Chinese tourists, whose numbers increased by 12%, are the ones who most frequently stayed overnight in the emirate.

It has the largest solar energy plant in the world. By 2030, 25% of the energy in Dubai is expected to be clean energy.

04

Expo Dubai
2020





Expo 2020 Dubai

Connecting minds, creating the future



The general slogan is divided into three major areas:
opportunity, mobility and sustainability.

The challenges of humanity require innovative
solutions in line with the **United Nations Sustainable
Development Goals (SDG).**

- To turn our potential and dreams into reality.
- To access people and resources.
- To overcome challenges while protecting the needs of future generations.



The Expo is located in an area that is at its economic height and home **to an airport, free trade zone and investment parks.**

The location facilitates **logistical and operational efficiency** for participants as well as **international visibility** with maximum security measures.

The venue can accommodate the arrival and access of **60,000 visitors during peak hours.**



Al Wasl Square is the centre of the venue, a **symbolic yet functional space** where three districts converge.

In addition to the pavilions, it houses indoor and outdoor spaces with **capacities ranging from 120 to 15,000 people.**

Once the Expo is over, **the venue will be reconverted into the city's District 2020**, which will be comprised of green and residential zones with flexible and collaborative work spaces.



+130,000

ESTIMATED DAILY VISITORS

Expo Dubai in numbers

25 M

Visitors

70%

International visitors

+200

Participants (countries, corporations, multinational organisations and academic institutions)

200

Hectares of the Expo venue

12 km

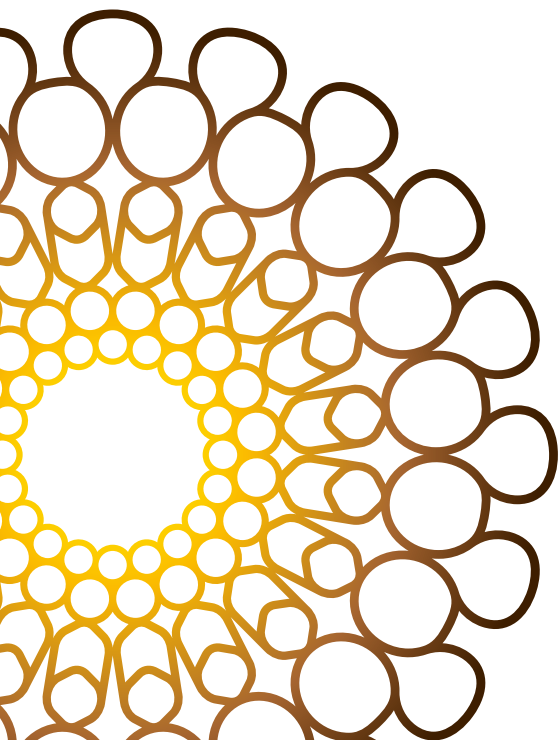
Lineal kilometres of shade

+200

Restaurants

60

Live shows every day



300,000

MAXIMUM VISITOR CAPACITY

7

Days of the week

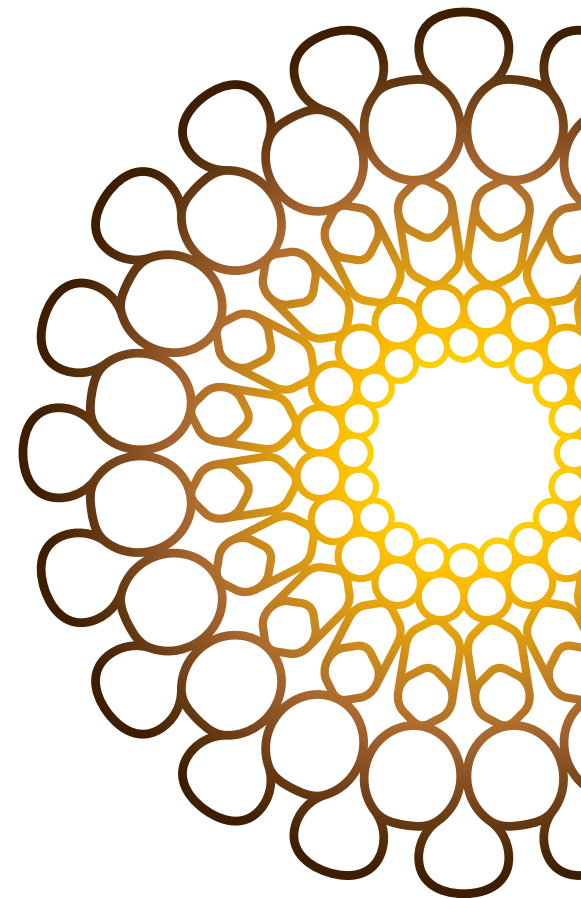
173

Days

FROM 20
OCTOBER 2020
TO 10 APRIL 2021

from 10am to 2am

Pavilions will remain open until 10pm.



05

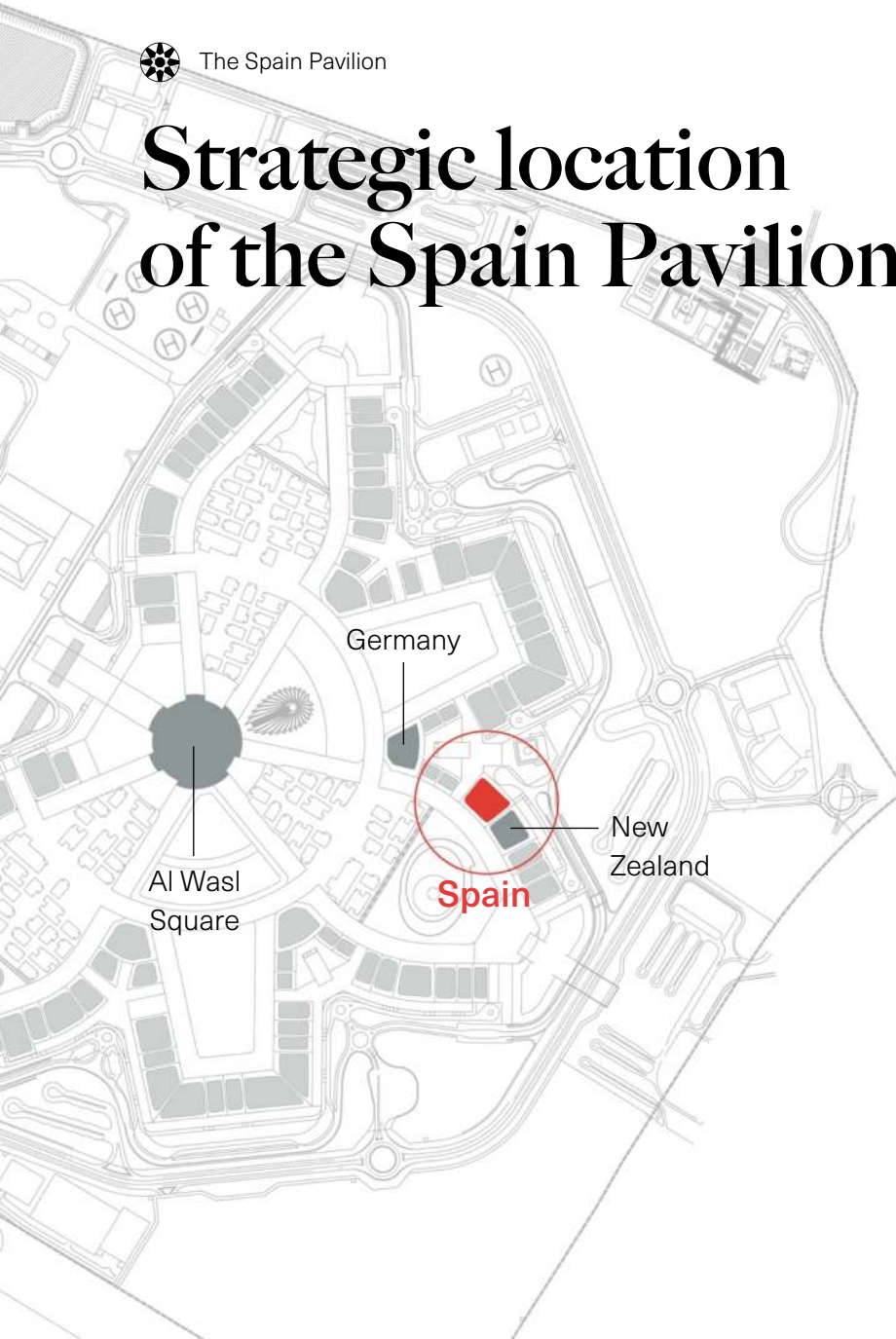
The Spain Pavilion





The Spain Pavilion

Strategic location of the Spain Pavilion



Strategically located in the Sustainability zone, **between the German and New Zealand pavilions** - two of the most powerful countries in this area- and **very close to the heart of the World Exp, Al Wasl Square**.

Thanks to its location, it can attract a large volume of visitors. Over **2.5 million people are expected to visit the Spain Pavilion in 173 days**.

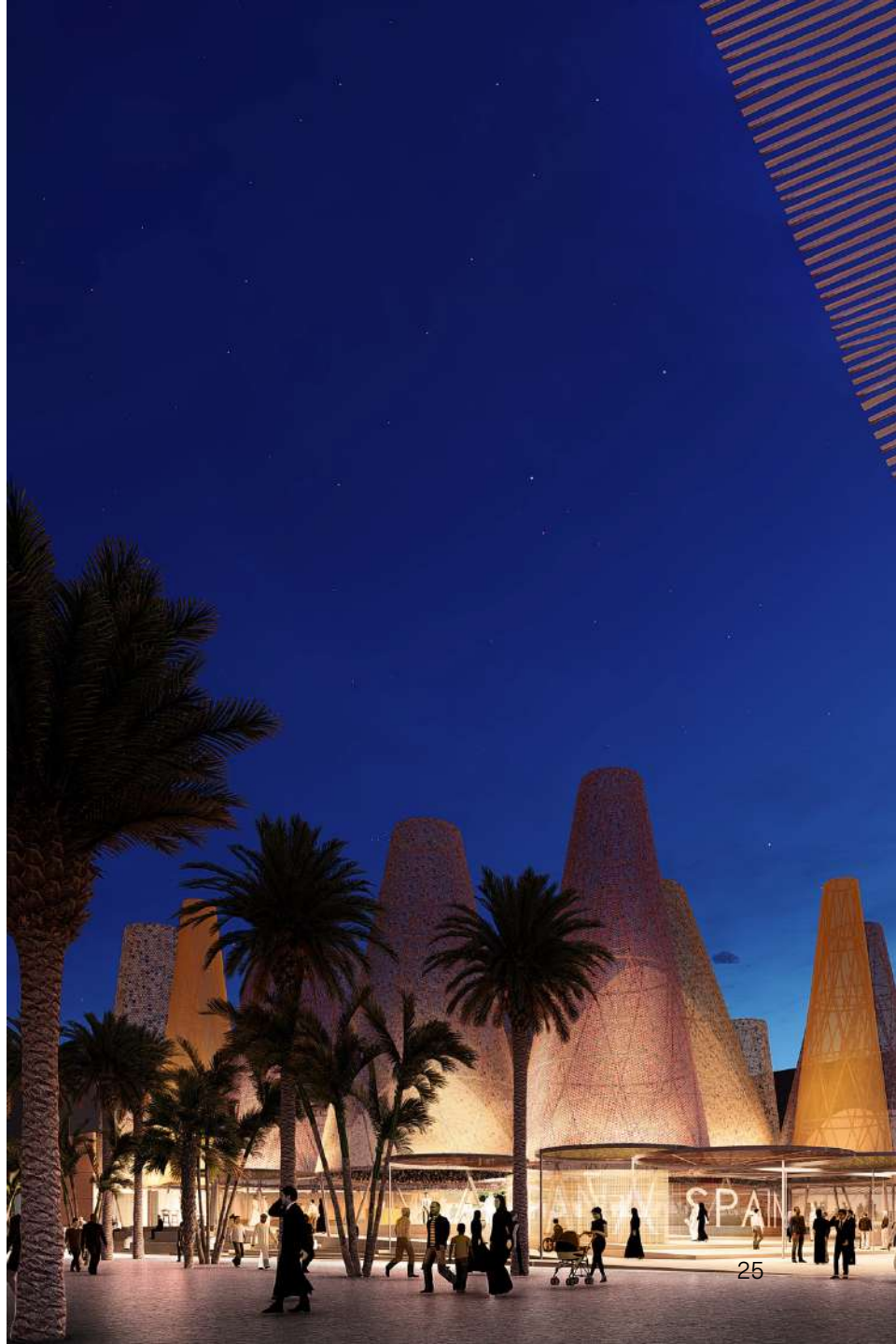
The building

Iconic force, sustainability
and design in 6,000m².

The square is covered by
impressive cones whose function
is to cool down the public space.

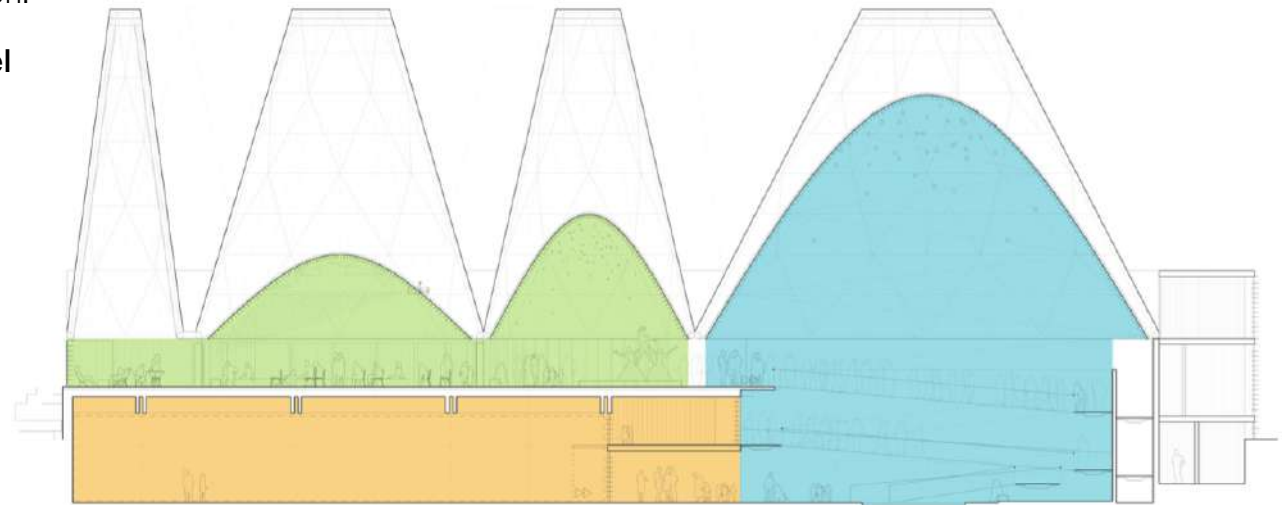
Based on the principles
of a **circular economy**, the
project plans to give the
building a **second life** by
reusing the venue or some
of its components.





Spatial organisation

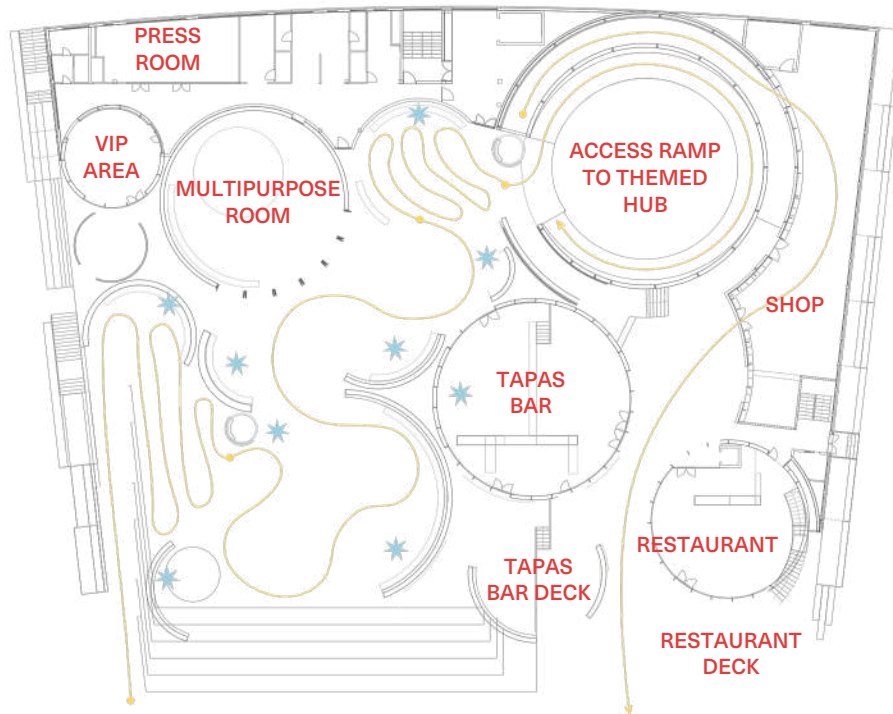
- **The square** offers various interconnected spaces, covered by the cones.
- **The atrium** connects the square with the below-ground level and houses a large artistic installation.
- **The below-ground level** houses the theatre and the exhibition gallery.



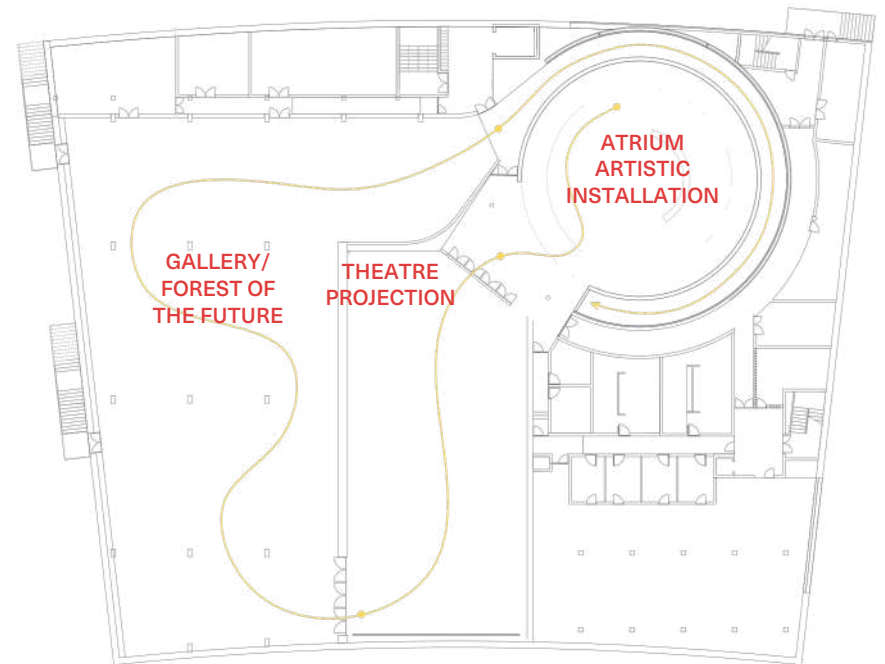


Visitor pathway

★ SKYLIGHTS



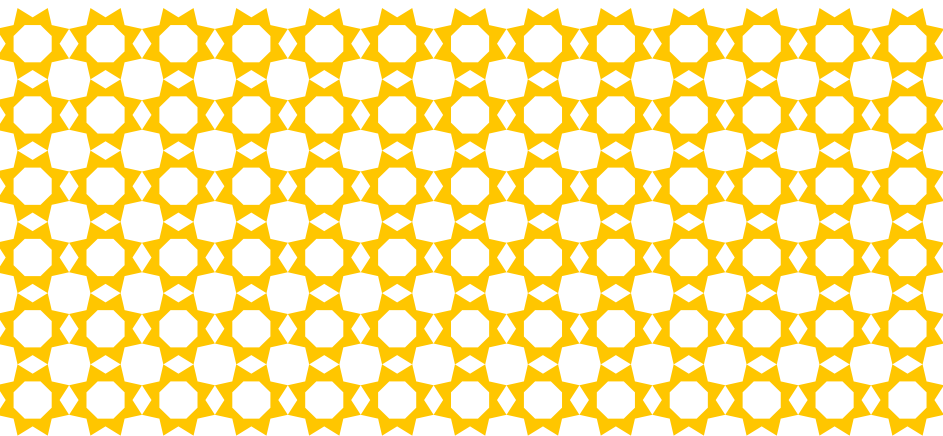
FLOOR 0



FLOOR -1

Slogan

*Spain, Intelligence
for life*



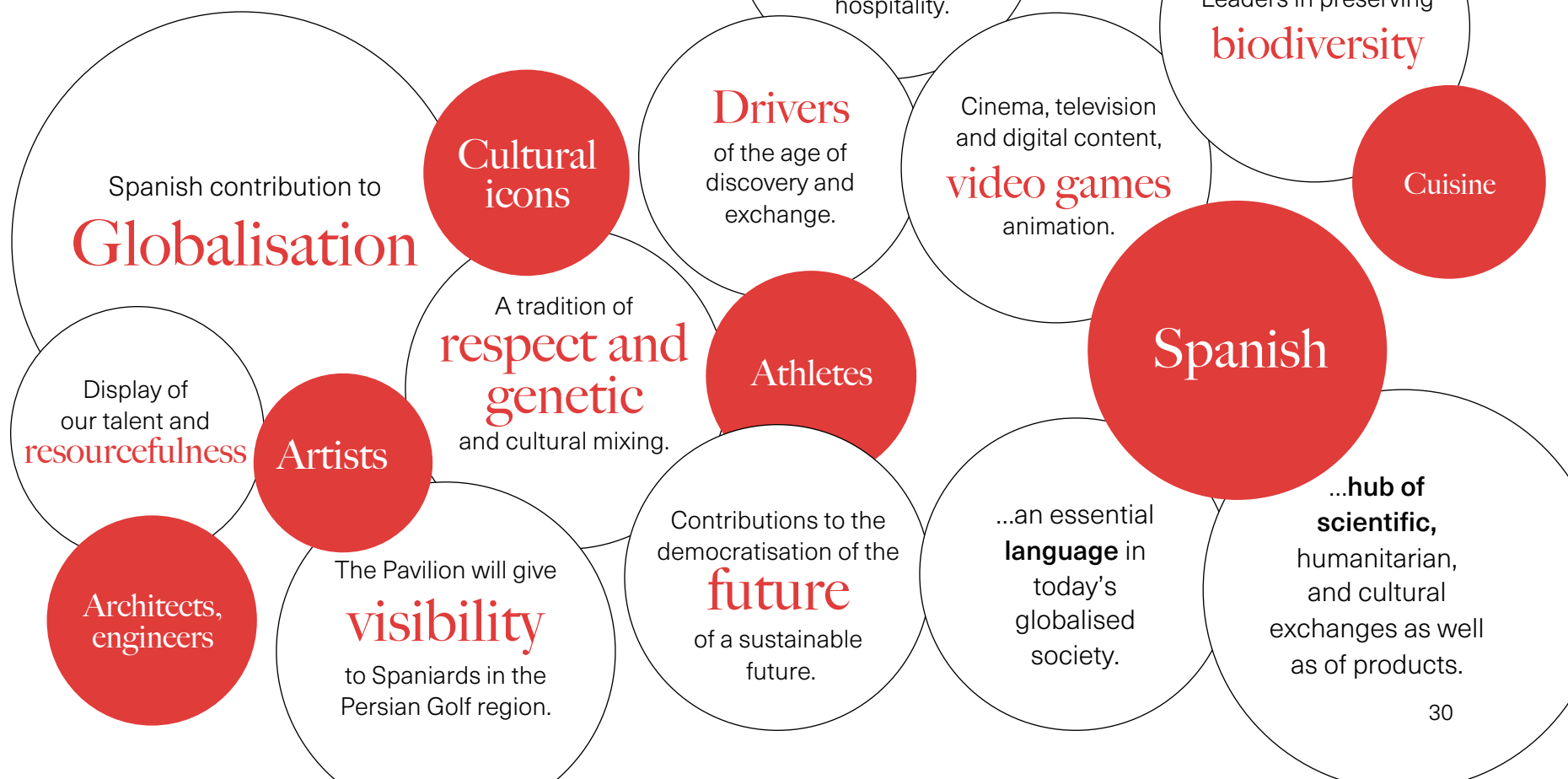
The slogan sums up the priority communication objectives of the Pavilion: **our resourcefulness, capacity for innovation and our drive to preserve a good quality of life on the planet, for us and future generations.**

The Pavilion will present and represent Spain at the Expo, a privileged event for boosting the **country's brand and a unique platform for scientific, technological, business and cultural diplomacy.**

The visit to the Spain Pavilion must be an **unforgettable experience** for visitors and a **display** for the capabilities and contributions of **our creative and productive landscape.**

Topics

- Connecting minds, creating the future: contributions to the global society.
- Sustainability: Intelligence for life.



Skylights

In the square, our contributions to global culture and our links with the Arab world create entertainment while you wait to access the atrium:

- Made in Spain
- Spanish, multicultural legacy
- Chess, universal language
- Atlas: unifying hemispheres
- Glimmers of Al-Andalus

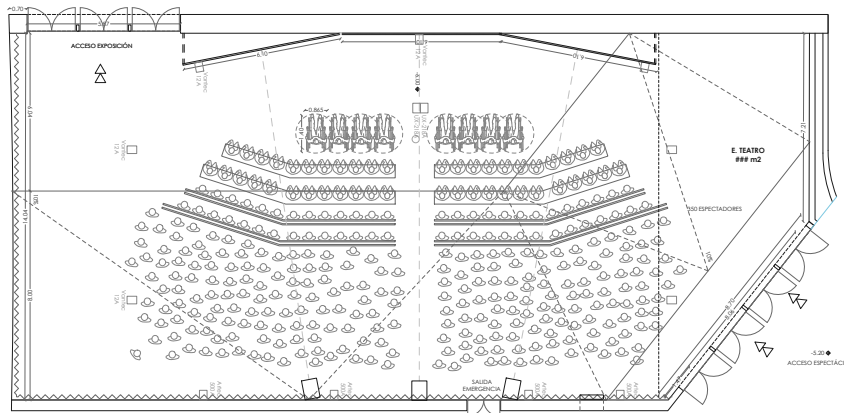
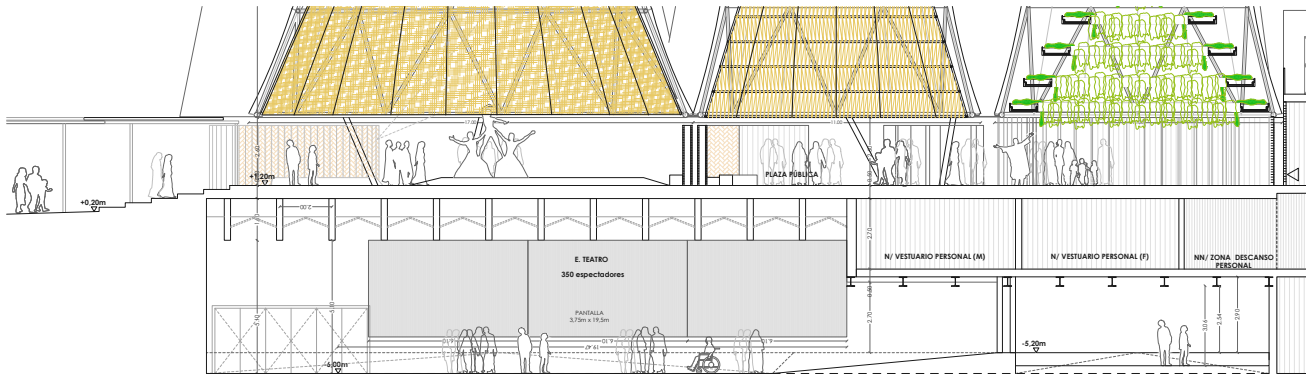




The Atrium,
access to which is
controlled, will be
one of the most
spectacular spaces
and will house an
artistic installation
that conveys the
theme, Intelligence
for life.



Theatre

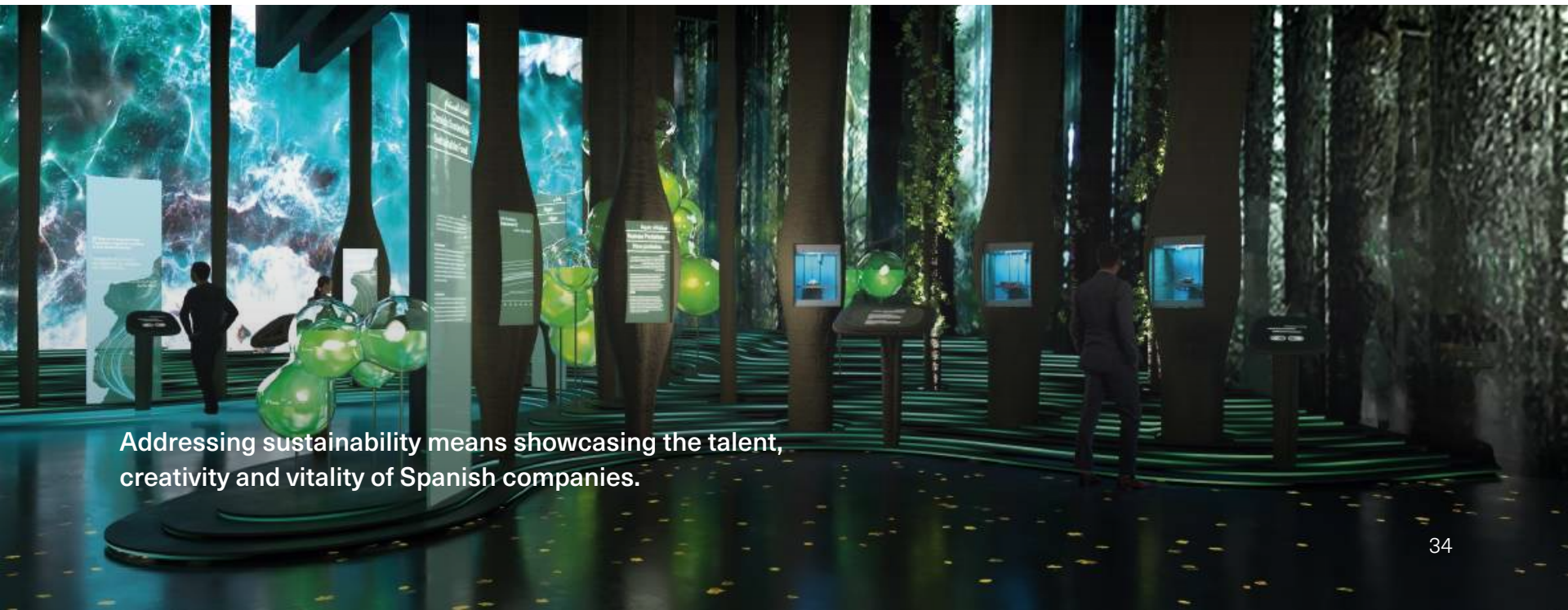


The theatre will offer a surprising and memorable cinematographic show. It will be Spain's business card for visitors to the Dubai Expo, in line with the theme of the Expo and the Pavilion, that shows **Spain as a dynamic country full of energy, brimming with talent and creativity**, and committed to a sustainable and inclusive future. A striking cinematographic story created by one of the most contemporary creative talents in Spanish cinema.

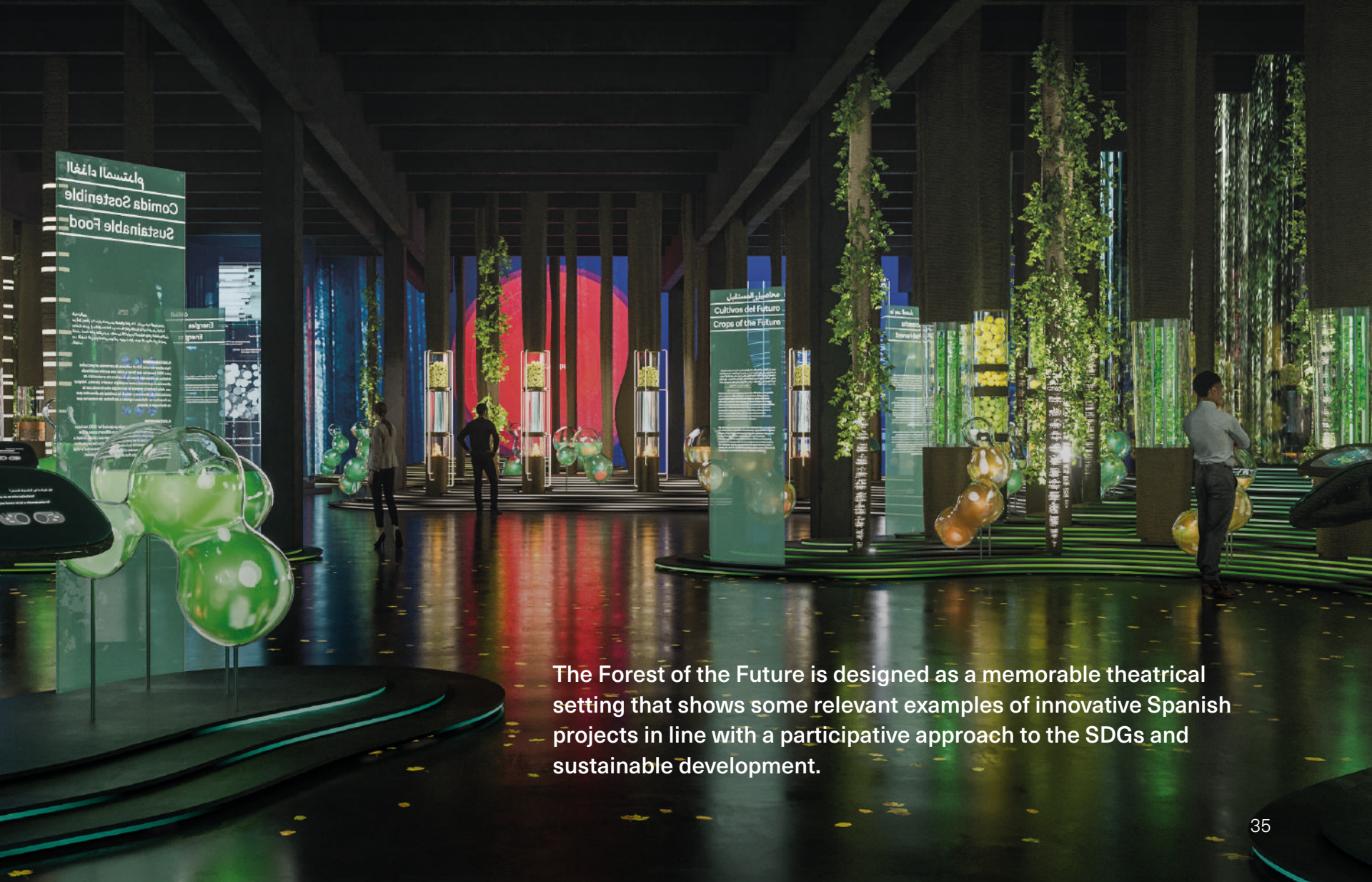
Exhibition gallery: The forest of the future

A selection of innovative Spanish contributions for sustainability:

- Preserve biodiversity: protected spaces, sustainable tourism and technology to save endangered species.
- Better life for all: healthy lifestyle, quality health system and transplant system.
- Scenarios for a sustainable future: alternative energy, quicker and cleaner transport, and new jobs and modes of life.



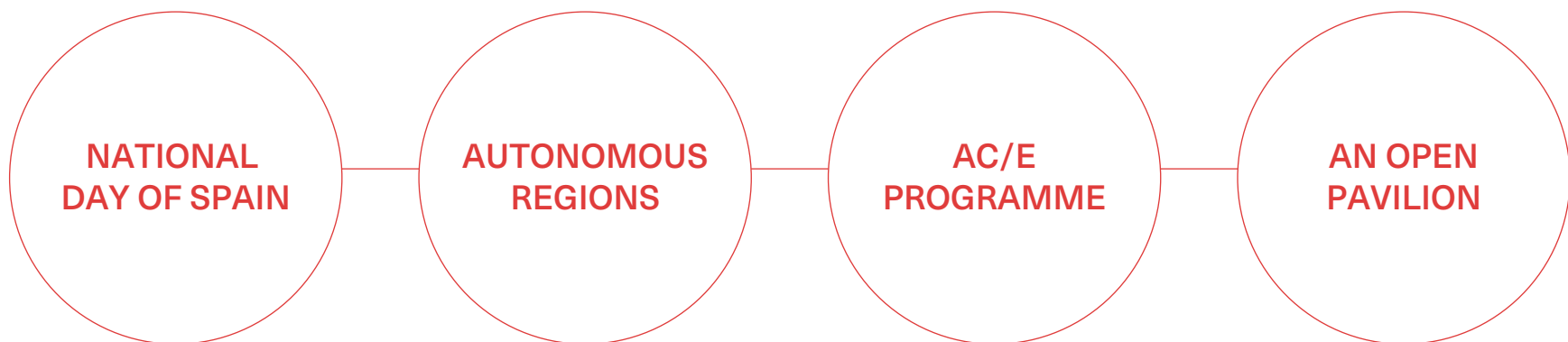
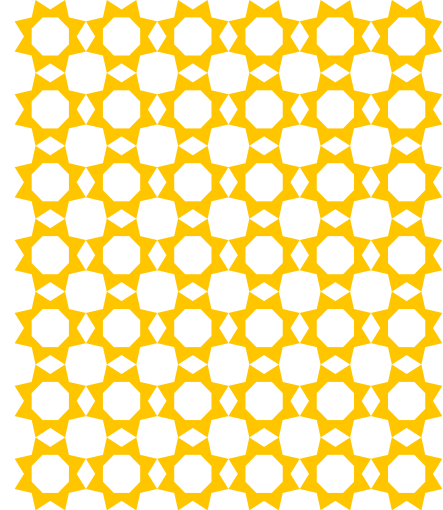
Addressing sustainability means showcasing the talent, creativity and vitality of Spanish companies.



The Forest of the Future is designed as a memorable theatrical setting that shows some relevant examples of innovative Spanish projects in line with a participative approach to the SDGs and sustainable development.

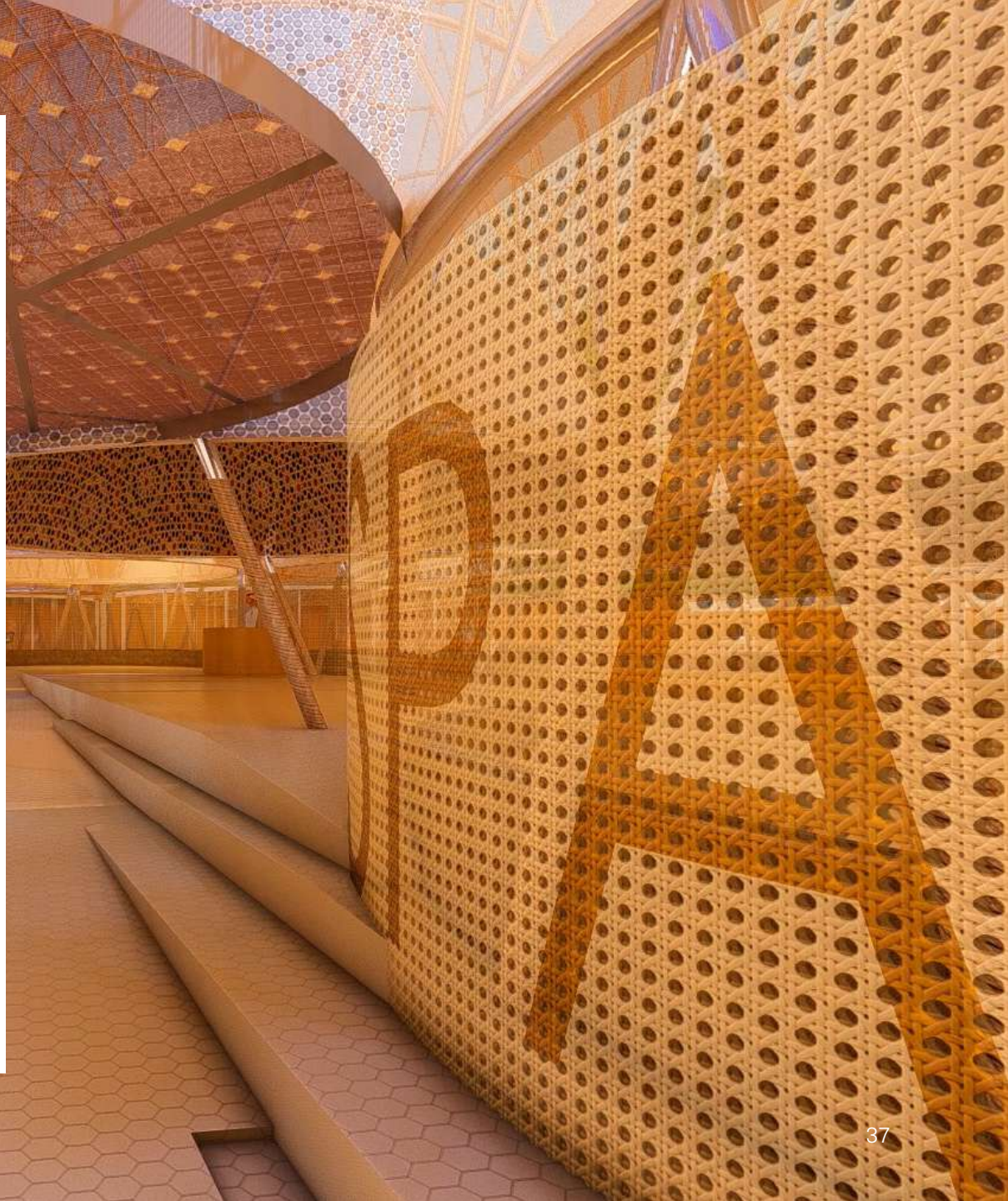
Activities

The Pavilion is designed as an open space that will host a varied programme of cultural, educational and business activities.



06

How to
participate



Investment for the future

The Spain Pavilion has been designed as a **State project**, an investment for the future that will reinvest in our country and business landscape in the short and medium term.

In addition, it will also help support the work that other government bodies are doing **to boost and promote in the United Arab Emirates the image of Spain, Spanish companies and products**, and our tourist and cultural offerings.

The Spain Pavilion aims to be a platform for public-private collaboration, establishing **strategic and symbiotic relationships with an outlook on the future** based on two fundamental pillars: **trust** and **compromise**:

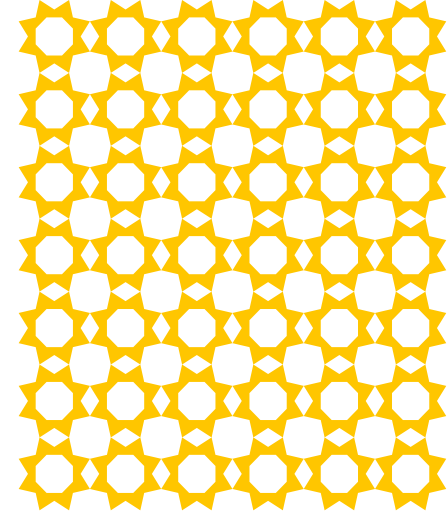
- This will be achieved, on the one hand, by seeking economic efficiency for the project and improved quality, and by leveraging private sector knowledge and experience.
- And on the other by providing companies with a unique opportunity to contribute to society, above and beyond just pure maximisation of profits.

Images from top to bottom: Multipurpose room, press room, VIP room.





Opportunities for collaboration



Pavilion designed as a showroom

The Pavilion will be an exhibition space for the best practices of Spanish companies, where they can show and exhibit their products.

Culinary zone

The Pavilion will have a tapas bar, a restaurant and a chill out zone where people can learn about the goodness of Spain's gastronomy and food culture.

Events for the general public

As part of the activities programmed for the Pavilion or as an additional Spanish contribution to the Expo programme. What happens inside the Expo venue will largely align with the agenda of business and cultural activities in the city.

Shop

The shop will offer brands that reflect best practices in terms of sustainability.

Conference live streams

Such as the *majilis*, a symbol of Arab hospitality, that forge intergenerational dialogue and knowledge exchange. These meetings between experts and a group of young people who are the future opinion leaders will generate new perspectives and incubate international connections.

The Pavilion's second life

The objective is to be an example of a circular economy and leave a legacy for Spain after this event.



Categories for participating in the Pavilion

Member

≥ €600,000

Collaborator

≥ €300,000

Friend

≥ €100,000

Contributions in kind until December 2019



Member \geq €600,000



DIRECT SALES

- Sale of products in the Pavilion shop.
- Sale of products in the Pavilion online shop.
- Right to become a supplier in the culinary zone of the Pavilion.



HOSPITALITY & PUBLIC RELATIONS

- 40 full-day entrance tickets
- 20 VIP visits to Expo 2020 Dubai
- 20 VIP visits to the Spain Pavilion, including a meal at the restaurant
- 4 Invitations to official events organised by AC/E, including the “National Day of Spain”
- Organisation of the brand DAY OF HONOUR. Acknowledgement in and invitation to the presentation of the Spain Pavilion in Dubai.
- Right to private reservations in the culinary zone of the Pavilion
- Availability of the multipurpose room and VIP room for company events
- 2 Invitations for the inauguration and closing of Expo 2020 Dubai



IMAGE & PUBLICITY

- Sign with the mention of “member” on the collaborators board.
- Sign with the mention of “member” on the board of acknowledgements.
- Right to use the logo of the Pavilion.
- Presence of company logo in AC/E’s promotional material with the mention of “member”.
- Presence of company logo and acknowledgement in the Activity Report with the mention of “member”.
- Assignment of a page in the Pavilion Activity Report.
- Link on AC/E’s website.
- Mention in press releases and on social media.
- Organisation of press conferences to communicate the collaboration agreement.

**EXCLUSIVITY
IN THE
SECTOR**



Collaborator \geq €300,000



DIRECT SALES

- Sale of products in the Pavilion shop.
- Sale of products in the Pavilion online shop.
- Right to become a supplier in the culinary zone of the Pavilion.



HOSPITALITY & PUBLIC RELATIONS

- 20 full-day entrance tickets
- 10 VIP visits to Expo 2020 Dubai
- 10 VIP visits to the Spain Pavilion, including a meal at the restaurant
- 4 Invitations to official events organised by AC/E, including the “National Day of Spain”
- Organisation of the brand DAY OF HONOUR
- Acknowledgement in and invitation to the presentation of the Spain Pavilion in Dubai
- Right to private reservations in the culinary zone of the Pavilion.



IMAGE & PUBLICITY

- Sign with the mention of “collaborator” on the collaborators board.
- Sign with the mention of “collaborator” on the board of acknowledgements.
- Right to use the logo of the Pavilion.
- Presence of company logo in AC/E’s promotional material with the mention of “collaborator”.
- Presence of company logo and acknowledgement in the Activity Report with the mention of “collaborator”.
- Assignment of a half page in the Pavilion Activity Report.
- Link on AC/E’s website.
- Mention of collaboration in press releases and on social media.



Friend \geq €100,000



DIRECT SALES

- Sale of products in the Pavilion shop.
- Sale of products in the Pavilion online shop.
- Right to become a supplier in the culinary zone of the Pavilion.



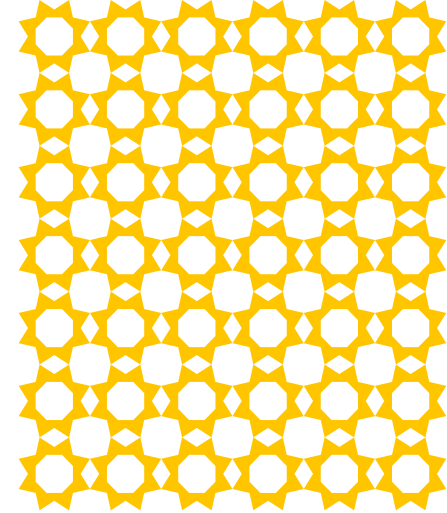
HOSPITALITY & PUBLIC RELATIONS

- 10 full-day entrance tickets
- 2 VIP visits to Expo 2020 Dubai
- 2 VIP visits to the Spain Pavilion, including a meal at the gourmet restaurant
- 2 Invitations to official events organised by AC/E, including the “National Day of Spain”
- Acknowledgement in and invitation to the presentation of the Spain Pavilion in Dubai



IMAGE & PUBLICITY

- Sign with the mention of “friend” on the collaborators board.
- Sign with the mention of “friend” on the board of acknowledgements.
- Right to use the logo of the Pavilion.
- Presence of logo in AC/E’s promotional material with the mention of “friend”.
- Presence of company logo and acknowledgement in the Activity Report with the mention of “friend”.
- Link on AC/E’s website.
- Mention of collaboration in press releases and on social media.



Example of tax revenue

CONTRIBUTION

2019 – 2020 – 2021

1 October 2019 - 31 October 2021

Fiscal incentives

Return of 90% of amount paid in.

Compensation

To be agreed upon based on the programme of activities and the communication objectives.

CONTRIBUTION

€100,000.00

2019 – 2020 – 2021

+

Use management of event logo

The board grants the use of the logo so that the company can apply it to its communications and thus deduct publicity and advertising expenses.

Multi-year communication plan

Advertising investment
€600,000.00

Essential Publicity

100% of expenses is deductible

Non-Essential Publicity

25% of expenses is deductible

Tax relief of 15% of total corporate tax payable

DEDUCTION

€90,000.00

90% of contribution

The background of the slide is a photograph of sand dunes. The dunes are rolling and have a warm, golden-brown color. The lighting creates soft shadows, emphasizing the texture and curves of the sand. The image is slightly out of focus, giving it a dreamy, atmospheric quality.

07

Acción
Cultural
Española
(AC/E)

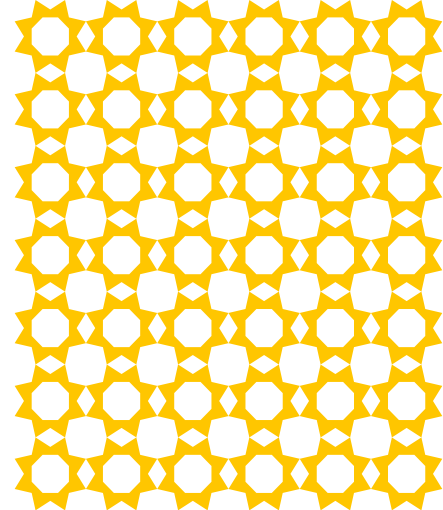
About us

Acción Cultural Española (AC/E) is a state-owned company dedicated to **propelling and promoting the culture and heritage of Spain**, within and beyond its borders, via a rich programme of activities including exhibitions, conventions, conference cycles, cinema, theatre, music, audiovisual productions and initiatives that promote the mobility of professionals and creators.

AC/E works to showcase **culture as an essential piece to the reality and image of a country**, promoting it in and outside Spain.

AC/E's projects highlight Spain's diverse contributions to global culture as well as the recent contributions of its most contemporary creators in the major creative areas from science to history; from plastic, performing and audiovisual arts to literature, music, architecture and design; among others.

Furthermore, Acción Cultural Española (AC/E) is in charge of **Spain's presence in world and international exhibitions**.



AC/E
ACCIÓN CULTURAL
ESPAÑOLA

08

Available
spaces



Available spaces

Reception spaces

1. PRESS ROOM

Surface area 45 m²
Capacity 30 PAX

2. VIP ROOM

Surface area 45 m²
Capacity 30 PAX

Spaces for activities

3. MULTIPURPOSE ROOM

Surface area 154 m²
Capacity 130 PAX

4. OUTDOOR STAGE

Surface area 20 m²
Capacity Open space

Business spaces

A. RESTAURANT

Surface area 80 m²
Capacity 60 PAX

B. TAPAS I

Surface area 70 m²
Capacity 90 PAX

C. TAPAS II

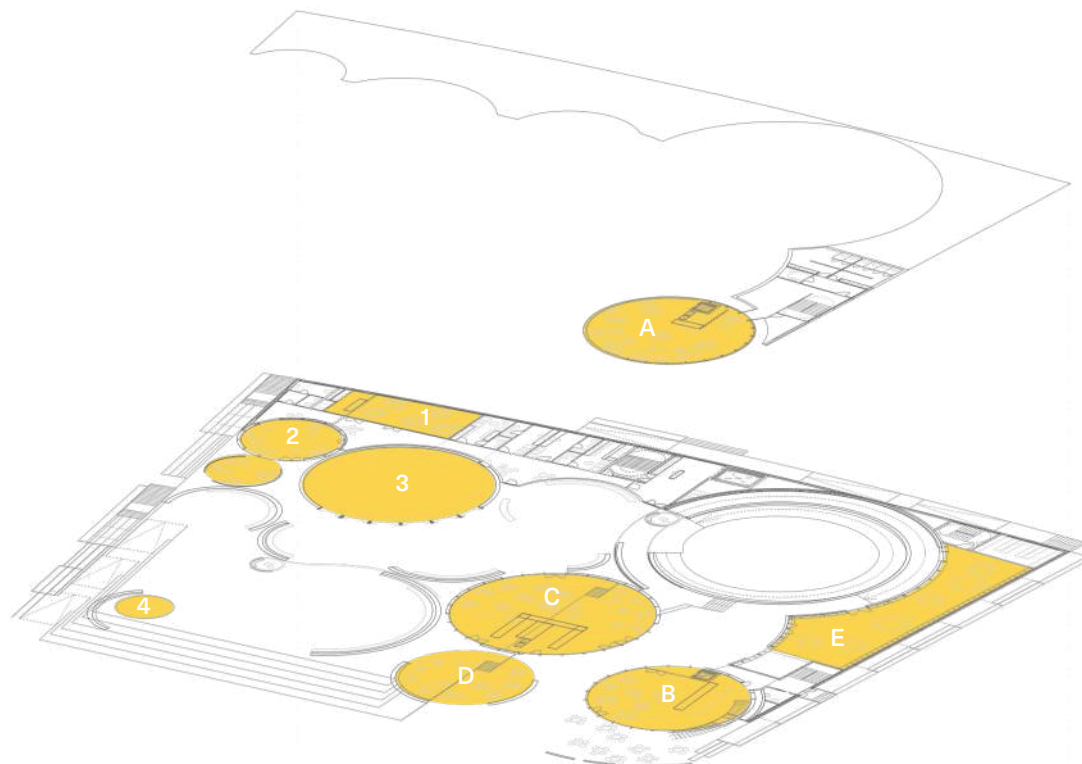
Surface area 110 m²
Capacity 80 PAX

D. CHILL OUT

Surface area 40 m²
Capacity 40 PAX



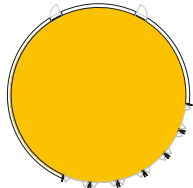
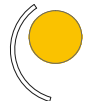
E. SHOP & SHOWROOM

Surface area 140 m²
Capacity -



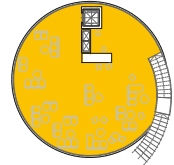
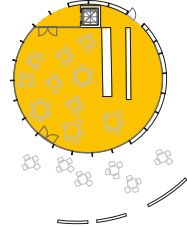
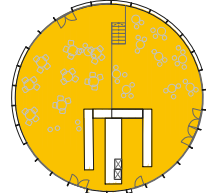


Available spaces

SPACE		FUNCTION	LOCATION	FLOOR/DIMENSIONS/CAPACITY
Reception	PRESS ROOM	Space for use by VIP delegations (CCAA, Institutions, sponsors and others).	Ground floor.	 <p>49 m² 30 PAX</p>
	VIP ROOM	Reception space for VIP delegations (CCAA, Institutions, sponsors and others). Variety of uses: meetings, rest area, etc.	Ground floor. With a deck, private room and office.	 <p>Room 38.5 m² Deck 25 m² 35 PAX</p>
Activities	MULTIPURPOSE ROOM	Multipurpose space thanks to the different layouts it offers. Possibility to limit access and privatise space.	Ground floor. Independent space that can be open or closed to the Square.	 <p>154 m² 130 PAX (Depending on layout)</p>
	OUTDOOR STAGE	Platform integrated into the pavement of the Square, intended for occasional shows, street music, etc.	Ground floor. Part of the Square, it opens onto the main road of the Expo and the wait area of the Pavilion.	 <p>18 m² Open to the capacity of the Square.</p>


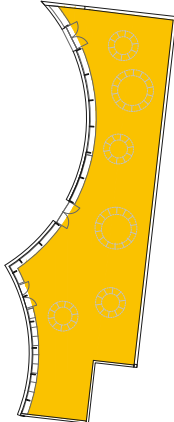


Available spaces

SPACE		FUNCTION	LOCATION	FLOOR/DIMENSIONS/CAPACITY
Shops	RESTAURANT	Gourmet culinary space. Suitable for planning activities, presentations and meetings equipped with catering equipment.	Second floor. Access from the Square.	 80 m ² 60 PAX
	TAPAS I	Culinary space that will offer tapas, pinchos and other examples of bite-sized foods that represent different regions in Spain.	Ground floor. It has a small deck.	 Room 70 m ² Deck 40 m ² 90 PAX
	TAPAS II	Culinary space that will offer tapas, pinchos and other examples of bite-sized foods that represent different regions in Spain. A live cooking show is planned.	Ground floor.	 100 m ² 80 PAX



Available spaces

SPACE		FUNCTION	LOCATION	FLOOR/DIMENSIONS/CAPACITY
Shops	CHILL OUT	Culinary space with a cocktail bar, serving soft drinks and juices in a relaxed atmosphere.	Ground floor.	 40 m ² 40 PAX
	SHOP SHOW ROOM	Display and point of sale for Spanish products where products from the sustainable market will take centre stage.	Ground floor. Located at the end of the exhibition route. It is also accessible from the Square.	 140 m ²



ESPAÑA
Expo Dubái 2020

+ INFO

info.dubai@exospain2020.es