



EXPO  
2020  
DUBAI  
UAE

MAURITIUS  
ROOTS OF THE FUTURE



# Expo 2020 Dubai

October 2021 – March 2022

SPONSORSHIP OPPORTUNITIES

*Disclaimer*

*The Mauritius Pavilion reserves the right not to proceed with any proposed event should there not be sufficient participation or for any reason that it deems fit.*

## 1. Overview of World Expo 2020

Every five years, a city has the utmost privilege to host one of the oldest and largest international exhibitions on the planet, **The World Expo**. In 2021, this celebration will be held in Dubai, United Arab Emirates (UAE), from the 01<sup>st</sup> October 2021 to 31<sup>st</sup> March 2022. With 192 countries participating in this event, millions of visitors are set to experience the Emirati hospitality at its finest as well as taking part in showcasing the best of what the world has to offer.

Expo Dubai 2020 is being organised under the theme *“Connecting Minds, Creating the Future”*, which aims at building partnerships and inspire ideas which will shape the world of tomorrow. The three sub-themes namely, *“Mobility, Sustainability, and Opportunity”* represent the key pillars of the Expo.

The Expo 2020 Dubai will be the first most prominent exhibition to be held in the Middle East, Africa and South Asia. As Dubai is set to unite the world for a festival on innovation, the 2020 Expo will be the greatest platform to connect with people from different corners of the globe to experience the best and most distinctive aspects in various fields, notably in art, culture, geography, science, technology, innovation and invention.

The Expo 2020 is expected to attract 25.2 million visits from all corners of the planet, making Expo 2020 an extraordinary networking experience. The event will be live streamed and virtual visits is expected to reach 150 million viewers.

The Dubai Exhibition Centre (DEC) is a state-of-the-art venue of 45,000 square metres of dedicated event space ideal for conferences, concerts, gala dinners, exhibitions, product launches, award ceremonies, weddings and more. DEC is foreseen to be the future economic hub of UAE.

## 2. The Mauritius Pavilion

The Mauritius Pavilion covering an area of 220 m<sup>2</sup> will be positioned in a prime location in the Opportunity District and next to the UAE Pavilion which is expected to attract the maximum number of visitors during the event. The Mauritius Pavilion will also encompass a 12 m<sup>2</sup> kiosk at the World International Market where Mauritian products will be showcased.

At the Mauritius Pavilion, visitors will be taken through a journey challenging their perceptions around the central theme of **“Roots of the Future”**, whilst showcasing the country’s stunning natural beauty, authenticity, and cultural diversity. The Pavilion will also portray Mauritius as a country that has shown economic resilience throughout stages of its development and a successful social and economic transformation. Visitors will explore the different opportunities in new and emerging sectors, as well as opportunities to do business with Africa.

Several events such as business forums, B-2-B meetings, trade fairs, Fashion shows, cultural and entertainment shows will be hosted during the Expo 2020 Dubai, with a view to enhance the reputation of Mauritius as an attractive investment and business centre, a competitive export platform as well as an International Financial Centre (IFC) of substance and more importantly as a cultured destination of choice for travel and leisure.

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### 3. Sponsorship opportunities

The Economic Development Board (EDB) is offering stakeholders the chance to take advantage of sponsorship opportunities to the various events being organized by the EDB under the patronage of the Republic of Mauritius in the margin of the World Expo 2020 hosted by Dubai.

The proposed Sponsorship opportunity will include Acknowledgment, Exposure, Branding Opportunities, Visual and Signage Recognition and more. The packages will contribute to the following:

- Highlight your organization on a global stage.
- Build investor confidence in your organization.
- Display your logo on promotional materials.
- Create awareness of your company with more than 192+ nationalities.
- Showcase your organisation or/and products or services locally as a key enabler towards economic recovery.

The tentative calendar of events during the Expo 2020 Dubai is as follows:

Event	Details	Date
<b>Global Business Forum Africa</b>	Global Business Forum Africa: Transformation Through Trade-Participation of EDB in the forum	13-14 October 2021
<b>International Creole Day</b>	Joint Event with Seychelles & other creole-speaking countries	28 October 2021
<b>Diwali</b>	Joint Event with India in the margins of the celebration of Diwali	04 November 2021
<b>Thematic Week: Urban &amp; Rural Development</b>	- Cities & Informal settlements - Service delivery - Inclusive & sustainable infrastructure	31 October-06 November 2021
<b>Cultural Exchange</b>	Joint Event with Jamaica to promote Mauritian Seggae & Reggae	Mid-November 2021
<b>Business Forum</b>	Promote the services sector: Financial services, ICT & Innovation	December 2021
<b>Thematic Week: Knowledge &amp; Learning</b>	- Future of education & work - Skills & TVET	12-18 December 2021

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	- Informal education/Knowledge systems	
<b>Thematic Week: Travel &amp; Connectivity</b>	- Digital connectivity - E-Governance - Smart mobility - Supply chains & trade - Travel	09-15 January 2022
<b>Thematic Week: Health &amp; Wellness</b>	- Healthcare systems - Health tech - Well-being & happiness - Community led health delivery	30 Jan-05 February 2022
<b>Thematic Week: Water</b>	-Water Management - Oceans & ocean economies - Water based ecosystems	20-26 March 2022
<b>Francophonie</b>	Organisation Internationale de la Francophonie	March 2022

### National Day Ceremony

Timing	Event	Venue
10.15 - 10.55	Flag raising National Anthems Official Speeches Cultural Folklore Performance	Al Wasl Plaza
11.10 - 11.35	Guided Tour of Participant Pavilion	Mauritius Pavilion
11.45 - 12.10	Guided Tour of UAE Pavilion	UAE Pavilion
12.10 - 13.45	Signing of the Book of Honour Gift Exchange Bilateral Meeting Lunch	Leadership Pavilion
13.55	Media Conference	Expo Media Centre
15.00	Final of Sirandann Pursuit Game & Culinary	Dubai Exhibition Centre

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<b>19.00</b>	Fashion Show	TBC
<b>19.30</b>	Gala Dinner & Cultural Performance	TBC

In addition to the above, prospective sponsors shall have the opportunity to enhance their brand image through a series of sponsorship package as follows:

**A. PLATINUM SPONSORSHIP (1 OFFERED): MRU 5,000,000 (This Sponsorship package comprises 2 key elements)**

**1. Generic Platinum Sponsorship at MUR 4,000,000**

- Acknowledgement as Platinum Sponsor by EDB and Mauritian Government at Press Conference for the event
- Acknowledgement as Platinum Sponsor during all Mauritian events by the Mauritius Pavilion.
- High Level Representative of organisation to be seated at main table during Press Conference
- Platinum Sponsor invited to shape & format Thematic session at main Business Forum organised by the Mauritius Pavilion during Mauritian Week
- 1 x 10 minutes presentation at main Business Events organised by the Mauritius Pavilion.
- Company profile and logo on
  - Mauritius Pavilion Webpage
- One A4-sized corporate marketing flyer in all important events
- Corporate description (100 words) & logo on Mauritius DUBAI 2020 EXPO webpage
- Exclusive acknowledgement of the organisation's platinum sponsorship status on the home page of the Mauritius DUBAI 2020 EXPO website
- Option of having 1 full time employee to represent the company at the Mauritian Pavilion (timing to be determined in collaboration with EDB)
- Up to **FIVE** passes to attend major events organised by the Mauritian Pavilion
  - Culinary Arts
  - Fashion shows
  - Cultural events
  - National Day Celebrations
- Platinum sponsor invited to attend bilateral business events with other country pavilions.
- Access to the list of visitors at Mauritian pavilion for all events

**2. Exclusive Sponsor to the "Sirandann Game Pursuit" at 1,000,000**

- Exclusive sponsor to the Sirandann Game Events
- Acknowledgement as Sponsor on the Sirandann Catalogue
- Participation for one panelist with the Mauritius Broadcasting Corporation (MBC) programme on Dubai Expo 2020
- Display of Logo and Banner at Sirandann Events and Final with live streaming

Mauritius local Sirandann has been chosen as the cultural linchpin between the participating 192+ countries, since Sirandann is an expression of Mauritius social, cultural, and linguistic

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inheritance. The Sirandann is referred to in the UNESCO recommendation for the country to preserve its intangible legacy. In the spirit of the expo theme of “**Connecting Minds, Creating the future**”, the Mauritius pavilion will organize two related events around Sirandann and will invite participating country pavilions to a “**Sirandann Game Pursuit**”. Sirandann play-offs events will be organised in November, December 2021 and January 2022, and the Final will be played in the week of Mauritius Landmark 54<sup>th</sup> Independence Anniversary celebration, in March 2022.

## **B. GOLD SPONSORSHIP (2 OFFERED): MRU 2,000,000**

3. Acknowledgement as Gold sponsor by EDB and Mauritian Government at Press Conference for the event
- Speaking slot at Business Forum
  - 1 x 10 minutes presentation at Business Events organised by the Mauritius Pavilion
  - Company profile and logo on
    - Mauritius Pavilion Webpage
  - Corporate description (50 words) & Logo on Mauritius DUBAI 2020 EXPO webpage
  - Exclusive acknowledgement of your organisation’s Gold sponsorship status on the home page of the Mauritius DUBAI 2020 EXPO webpage
  - Up to **TWO** passes to attend major events organised by the Mauritian Pavilion (choose any 2 from the following):
    - Culinary Arts
    - Fashion shows
    - Cultural events
    - National Day Celebrations
  - Access to the list of visitors at Mauritian pavilion for all events

## **C. BRONZE SPONSORSHIP (1 OFFERED): MRU 500,000**

### **Sponsors of Major Events:**

**E.g**

- Fashion show
- Culinary experience
- Cultural show
- Bilateral events

**Please note that Events are still being planned and scheduled**

## **D. SPONSORSHIP FOR GALA DINNER (1 OFFERED): MRU 1,000,000**

- Acknowledgement as prime sponsor for Gala Dinner by EDB and Mauritian Government at Press Conference for the event
- Acknowledgement as prime sponsor for Gala Dinner (during event in Dubai)
- Speaking slot at Business Forum

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- 1 x 10 minutes presentation at Business Events organised by the Mauritius Pavilion
- Company profile and logo on
  - Mauritius Pavilion Webpage
- Corporate description (50 words) & Logo on Mauritius DUBAI 2020 EXPO webpage
- Exclusive acknowledgement of your organisation's sponsorship for Gala Dinner on the home page of the Mauritius DUBAI 2020 EXPO webpage
- Up to **TWO** passes to attend major events organised by the Mauritian Pavilion (choose any 2 from the following):
  - Culinary Arts
  - Fashion shows
  - Cultural events
  - National Day Celebrations

**E. Booking of a 3-hour branded session at Mauritian Pavilion: MRU 200,000**

- 3 hours with all resources supplied by staff of Mauritian pavilion
- Digital screens may be edited to display logo + visuals as supplied by sponsor during the session
- EDB resources will assist in planning & coordination of events
- Promote event on Mauritius Dubai 2020 website with direct link to Dubai 2020 Expo event site.
- Acknowledgement as sponsor on Mauritius DUBAI 2020 EXPO webpage

**F. Website Sponsorship**

- Banner only: Rs 10,000 per month for 8 months (August 2021-April 2022)
- Banner & Access to events delegates' database: Rs 15,000 per month

You are kindly invited to express your interest by **Monday 05<sup>th</sup> July 2021.**

For further information please contact the Expo 2020 Team on  
[ExpoDubai2020@edbmauritius.org](mailto:ExpoDubai2020@edbmauritius.org)

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