



# NAMIBIA

## EXPO 2020 DUBAI



“We have the opportunity to invest in conservation and sustainable resource utilisation today, to create greater opportunities for prosperity tomorrow.”

The Republic of Namibia will participate in the Expo 2020 Dubai, taking place in the United Arab Emirates (UAE) from 20 October 2020 until 10 April 2021. Expo 2020 Dubai is held under the theme Connecting Minds, Creating the Future while the sub-themes are Opportunity, Mobility and Sustainability.

**Namibia's theme for Expo 2020 Dubai is “Preserving Natural Treasures for Future Generations: The Opportunity of a Lifetime.”**

The term “natural treasures” was selected to describe the wide range of precious resources with which Namibia is blessed with, from energy and ecology, to people and culture. All these resources are true treasures that must be preserved, nurtured and sustained. As a growing nation with big ambitions for economic transformation, the expo is the opportunity of a lifetime to set an example for the world, how economic development can be pursued in a sustainable manner by utilising these treasures responsibly and innovatively.

### Background

Namibia has participated in several World Expos such as the Lisbon Expo on the sea in Portugal in 1998, the Hanover Messe in Germany in 2000, the Zaragoza in Spain in 2008 and lastly, the 2010 Shanghai Expo in China.

Expo 2020 Dubai is expected to attract about 25 million visitors from 192 participating countries. It is the very first world expo of its kind in the Middle East and North Africa region (MENA). In 2011, five cities originally submitted bids to the Bureau International des Expositions (BIE) for hosting the 2020 expo. These were Yekaterinburg, Russia; Izmir, Turkey; São Paulo, Brazil, Dubai in the United Arab Emirates and Ayutthaya, Thailand but the latter withdrew its bid before the vote. São Paulo was eliminated after the first round of voting, Izmir was knocked out in the second round and Yekaterinburg lost to Dubai in the third and final round. On 27 November 2013, the BIE general assembly in Paris awarded Dubai as the host.

### The Namibia Pavilion

The Namibian pavilion will showcase the country's natural treasures to the world. Hosted in the opportunity district, the Namibia pavilion will endeavour to unlock opportunities that shape the future of the country by utilising and preserving its natural treasures.

Namibia will be showcasing investment opportunities in renewable energy, in unique landscapes and abundant wildlife, in marine diamonds and minerals, and in our diverse cultural heritage, education and trade.

The goals of the Namibian pavilion are to:

- Showcase Renewable Energy opportunities;
- Promote environmental conservation and sustainable tourism;
- Promote the value addition opportunities in the mining sector;
- Attract FDI for infrastructure and Manufacturing;
- Position Namibia as a Gateway to Africa;
- Showcase cultural diversity;
- Showcase how our natural resources are preserved for the future generation;
- Share Namibia's plan for the future in line with the country's developmental goals

### Contact Details:



Ambassador Simon Madjumo Maruta  
Commissioner General  
Office of the Commissioner General  
Namibia Expo 2020 Dubai  
Tel: +264 61 283 7335 / 7318  
Ministry of Industrialisation, Trade and SME Development (MITSMED),  
6th Floor, Room 630, Brendan Simbwaye Building, Cnr Dr Kenneth Kaunda & Goethe Street.



Ambassador Simon Madjumo Maruta  
Commissioner General  
Office of the Commissioner General

### Benefits to Namibia for Participating at the Dubai Expo 2020

Namibia's participation at the Dubai Expo 2020, will drive benefits to the country in several areas such as:

- It will enhance awareness of the country's national brand;
- Have a positive impact on the country's international economic assessment by investors;
- Attract foreign investment in the energy, tourism, mining, infrastructure and manufacturing sectors, to boost the economy and for job creation;
- Have a positive effect on the number of tourist arrivals in the country;
- Lead to an increase in exports of Namibian products by accessing new markets;
- Lead to an increase in the use of Namibian ports, especially for landlocked countries;
- Establish partnerships in research and design, innovation and ICT.

### Expected Outcomes for Participating at the Dubai Expo 2020

At the end of the expo, Namibia aims to leave a memorable legacy in the minds of the pavilion visitors to attract them to visit Namibia as tourists, or as prospective investors. We also expect to facilitate business joint ventures, secure FDI for projects as well as create a demand for Namibian products



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