

# NATIONAL CALL FOR COMPANIES TO VIRTUALLY PARTICIPATE IN EXPO 2020 DUBAI

1 October 2021 – 31 March 2022

Expo 2020 Dubai, hosted in a global gateway and one of the world's most dynamic and future-focused economies, as well as a hub for international trade, will be a stage to meet and do business. The world's largest gathering of commerce, culture and industry will also be an opportunity for businesses to connect with a global audience. It will catalyze collaboration, stimulate innovation and create tangible opportunities for South African businesses.

The aim of South Africa's engagement in Expo 2020 Dubai includes, but is not limited:

- To showcase South Africa's industrial capabilities, products and service offerings;
- To promote South Africa as a leading technology hub on the African continent;
- To profile South Africa's innovations through the concept of Ubuntu and Inspiring Industrial Diversity and commercialisation opportunities;
- To market and promote South Africa's trade and investment opportunities;
- To offer a platform for connectivity across South African business, government and civil society;
- To engage with international participants, investors and partners; and
- To market and promote South Africa's international heritage sites and tourism.

ALL COMPANIES IN THE FOLLOWING SECTORS ARE INVITED TO APPLY FOR VIRTUAL PARTICIPATION:

Agriculture and Agro-Processing
Global Business Services
Metals and Mining (focusing on Mining Equipment)
Manufacturing (including Automotive Parts, Components and Accessories )
Advanced Manufacturing (Battery Storage, Healthcare and Aerospace/Defence)
Green Hydrogen

National Pavilion application forms should be filled in, for applications to be adjudicated. The deadline date for the submission of complete National Pavilion application forms is 23 July 2021.

**The costs of participation are:**

- The production of digital content, showcasing the company, its capabilities and products/services and investment projects

the dtic will offer the following support to qualifying firms:

- **Digital Export Marketing:** hosting and display space within the South African National Pavilion at Dubai Expo 2020, for content produced, aligned with the objectives of the Pavilion,
- **Export Bridges Facility:** A virtual Business to Business matchmaking platform between international business and South African exporters

In addition, there are various partnership opportunities with the Team South Africa brand, where your business and brand can gain exposure to millions of global visitors, including hosting an event at the South African pavilion.

This exhibition website is <https://www.expo2020dubai.com/en> and the dtic encourages Women, Youth and Previously Disadvantaged organisations to apply to participate in this global platform and access this unique opportunity.

National Pavilion application forms can be requested from: [EMIAContactApps@thedti.gov.za](mailto:EMIAContactApps@thedti.gov.za)

Applications and enquiries should be submitted to: E-mail: [Expo2020Applications@thedtic.gov.za](mailto:Expo2020Applications@thedtic.gov.za)

For any other enquiries pertaining to event please contact: Mr Jacob Moatshe or Mr Waseem Rinquest Telephone: 076 907 1365  
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