

ROAD TO  
**EXPO 2020**

# EXPO BUSINESS LEVERAGE PROGRAMME

FAST-TRACK YOUR  
GLOBAL CONNECTIONS





# WHY ENGAGE WITH EXPO 2020?

## **SIX MONTHS OF GLOBAL CONNECTIONS**

Expo 2020 Dubai runs from October 2021 to March 2022

## **INTERNATIONAL TRADE RECOVERY**

190+ participating countries; will attract the world's business community

## **BRAND EXPOSURE**

Strong NZ presence has potential to raise profile of Kiwi companies, goods and services in front of a range of trading partners

## **KEY REGIONAL TRADE HUB**

The UAE is a connecting gateway to much of Europe, Africa and South Asia

# NZTE EXPO BUSINESS PROGRAMME: THREE KEY STREAMS

## DISCOVER MIDDLE EAST: MARKET VALIDATION

### Who is it for?

Customers in FMCG, Agritech or Healthcare sectors who are new to the region and have an interest in the UAE and/or Saudi Arabia

### What?

Online learning, webinars and capability building activity in NZ. This is followed by a week-long business trip to the UAE and/or Saudi Arabia in 2022

### When?

NZ activity begins in May 2021 and will continue throughout the year. The in-market dates are:

- UAE Healthcare, Jan 30 to Feb 5, 2022 and Saudi Healthcare, Feb 6 to 8, 2022
- UAE FMCG, Feb 13 to 17, 2022 and Saudi FMCG, Feb 20 to 21, 2022
- UAE Agritech, early March, 2022 (TBC)

### Benefits

- ✓ Fast track learning and understanding of the market
- ✓ Meet in-market experts, visit channel partners and make new connections
- ✓ Tailored visits to relevant trade events

## ACCELERATE EXPO 2020 SUMMITS

### Who is it for?

Customers in tech, healthcare, sustainability and food manufacturing who have some experience in the region and are looking to expand across it and beyond (global connections at Expo 2020 Dubai).

### What?

High-level industry summits involving presentations by thought leaders; networking with key contacts and delegations from other country pavilions

### When?

Will be planned to coincide with:

- GiTex/Tech & Innovation week, Oct 17 to 21, 2021
- Gulfood Manufacturing week, Nov 7 to 9, 2021
- Health & Wellness week, likely to coincide with Arab Health, Jan 30 to Feb 5, 2022
- Abu Dhabi Sustainability Week, Jan 14 to 21, 2022

### Benefits

- ✓ Targeted matchmaking
- ✓ Connections across global markets
- ✓ Access to sector trends and insights
- ✓ Tailored visits to trade fairs to see latest product innovations

## FOOD & BEVERAGE PROGRAMME

### Who is it for?

Food and beverage exporters with a presence or understanding of the Middle East.

### What?

Multiple activities, still under development, but will include Taste NZ F&B Month at NZ Expo pavilion; leveraging Gulfood trade show and UAE retail and influencer partnerships and activations

### When?

- Taste NZ F&B Month is in January 2022
- Gulfood is Feb 13 to 17, 2022
- UAE retail activations or alternative activities – detail and dates TBC.

### Benefits

- ✓ Showcase NZ's status as supplier of premium F&B to a global audience
- ✓ Develop new business opportunities, regional networks and contacts
- ✓ Boost brand awareness in the region

# 5 OTHER WAYS TO ENGAGE

## EXPO THEME WEEKS

Scheduling a trip to coincide with an Expo thematic week will mean access to global thought leadership and business forums. The theme weeks are:

- October 2021: Climate & Biodiversity; Space
- November 2021: Urban & Rural Development; Tolerance & Inclusivity
- December 2021: the UAE's Golden Jubilee; Knowledge & Learning
- January 2022: Travel & Connectivity; Global Goals
- February 2022: Health & Wellness; Food, Agriculture & Livelihoods
- March 2022: Water

## HOSTING AN EVENT AT THE NZ PAVILION

A restaurant, an event room, a courtyard and/or a demonstration kitchen: there are different options for hosting an event at NZ's pavilion. These venues can be used to launch products; a customer meeting or a cocktail party. You can also just pop into the pavilion's restaurant for a client lunch or dinner (but may want to book at busy times). Bookings for events are already being taken on the website <https://www.nzatexpo.govt.nz/hostingvenues>

## ENTERTAINMENT AND CULTURAL PROGRAMME

Showcase New Zealand arts and culture to your key stakeholders by hosting them at events as part of the Entertainment and Cultural Programme, curated by Parris Goebel.

## THE EXPO B2B APP

This soon-to-be-launched app will allow people to connect with and pitch to other international Expo attendees. Participation includes 'cyber booths' to showcase products; live demos; chat and video call options for networking.

## CARE COLLECTIVE SPONSORSHIP

The Care Collective will be made up of strong New Zealand brands who are our partners and sponsors; companies who share our belief that NZ is good for the world. Care Collective members will have opportunities to build their corporate profiles among new markets and a chance to take advantage of key diplomatic and trade initiatives.

And remember to visit the stunning NZ pavilion and 100+ other pavilions to learn and network!



*The Co-operative Room,  
New Zealand Pavilion*

**EXPO BUSINESS LEVERAGE PROGRAMME** – FAST TRACKING NEW ZEALAND'S GLOBAL CONNECTIONS