

# WORLD EXPO 2021 & WETEX 2021



**THE CONFEDERATION OF DANISH INDUSTRY (DI) AND THE TRADE COUNCIL** invites you to take part in the World Expo 2021 in Dubai, the postponed World Expo 2020, which has a long history of showcasing the newest advancements in industry, culture, and technology.

## THE WORLD EXPO 2021

Every five years, the World Expo takes place to 'connect minds and create the future' through sustainability, mobility, and opportunity. With more than 190 countries participating, the World Expo 2021 is expected to be the largest of its kind.

## 'DANISH SUSTAINABILITY DAYS'

During the World Expo 2021, Danish companies are invited to join the 'Danish Sustainability Days' hosted at the Denmark Pavilion, which will promote Denmark as a global cleantech leader. At the Denmark Pavilion, Danish companies will have the opportunity to network and showcase products and solutions to relevant customers and decision-makers from the UAE, the MENA region, and beyond.

## WETEX 2021

In a parallel manner, Danish companies participating in the World Expo 2021 can simultaneously participate in WETEX 2021 at an added cost. WETEX is the largest sustainability and renewable technology exhibition. Here Danish participants will be offered a small yet fully equipped stand of 7 m<sup>2</sup> at the Danish Pavilion. Also, at WETEX 2021, Danish companies will have the opportunity to promote products and solutions to a global audience of +40.000 that includes professionals, key decision-makers, investors, policymakers, and industry leaders.

## PARTICIPATION FROM DANISH COMPANIES

Specifically, Danish companies can choose between participation in the 'Danish Sustainability Days' at the World Expo 2021 alone or participation in the 'Danish Sustainability Days' at the World Expo 2021 in combination with a stand at the Danish Pavilion at WETEX 2021. It is not possible for Danish companies to only participate in WETEX 2021.

## WHEN & WHERE

Both events will take place from 5-7 October 2021 in Dubai, UAE.

WETEX 2021 has been moved to the new Dubai Exhibition Centre at the EXPO site. It is within walking distance from the Denmark Pavilion at World Expo 2021.

## PRICE: WORLD EXPO 2021

Participation only at 'Danish Sustainability Days' at World Expo 2021:

**DKK 8,475**

## PRICE: WORLD EXPO 2021 & WETEX 2021

Participation in 'Danish Sustainability Days' at World Expo 2021 and the Danish Pavilion at WETEX 2021:

**DKK 24,818**

For each additional m<sup>2</sup> the cost is **DKK 4.201**

The prices are ex. VAT and per company and calculated on a basis of 15 companies and an approved 75% subsidy by The Danish Trade Council. Flights and costs are not included.

## SIGN UP

To register please click on the below link:

**[Sign up by clicking here!](#)**



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### By joining World Expo 2021, you will get:

- Participation in the 'Danish Sustainability Days' at the World Expo 2021. This includes workshops, VIP roundtable discussions, and networking reception at the Denmark Pavilion.
- The organizers will – based on your company profile – set up bilateral meetings.
- Assistance in all aspects related to your participation.
- Coordination of joint freight, customs clearance, hotel reservations and travel proposal.

### By also joining WETEX 2021, you will get:

- A stand with a walk-on area fully equipped with counters, chairs, tables, shelves, lighting, wall-to-wall prints, and access to shared storage room and meeting area.
- A unique opportunity for your company to exhibit at a fair focusing on SDG 13 of Climate Action and SDG 17 of Partnerships for the Goals.
- A 7 m<sup>2</sup> stand at the Danish Pavilion.

## TENTATIVE PROGRAMME

### MONDAY 4 OCTOBER 2021

- Welcome by the Ambassador and the Confederation of Danish Industry (DI).

### TUESDAY 5 OCTOBER 2021

- Venue: Denmark Pavilion.
- Roundtable discussions with stakeholders and authorities within wastewater, and Non-Revenue-Water from UAE, Qatar, and Saudi Arabia with VIP keynotes from Denmark (i.e. State of Green, Aarhus Water, etc.) and Danish water and green building companies.
- Individual meetings and workshops with customers and stakeholders. In the evening a networking reception opened by a Danish minister (TBD) will take place.

### WEDNESDAY 6 OCTOBER 2021

- Special programme for green building companies. Delegation meeting with leading developers, e.g. Aldar properties for insight into the design of GCC green construction projects, followed by a closed solution-oriented workshop with leading consultants involved in local sustainable construction and retrofit projects.

Discussion: How can Danish technologies and design contribute to the sustainability performance, project value and the overall CO2 footprint.

- Individual meetings with customers and stakeholders or Smart Sustainability Seminar (focus on water and green building companies' launch of the latest digital solutions and Danish SMEs to present digital solutions to the water, building and urban development sector). Expected audience is e.g. MORO Hub the digital arm of Dubai Electricity & Water Authority.
- Networking dinner at the Denmark Pavilion.

### THURSDAY 7 OCTOBER 2021 (TBA)

- Site visits water tech and green building (TBA)

## CONTACT INFORMATION

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