

GERMAN PAVILION AT EXPO 2020 DUBAI NOW OPEN

CAMPUS GERMANY WILL HOST GUESTS FROM AROUND THE GLOBE OVER THE NEXT SIX MONTHS

The German Pavilion at Expo 2020 Dubai opened to visitors on Friday, with a small ceremony to mark the launch of **CAMPUS GERMANY**. The Expo was postponed by a year because of the Covid-19 pandemic but now Germany is all set to showcase its sustainability-related ideas and innovations over the next six months. The German presence will also include plenty of events featuring German culture and tradition on the Pavilion's culture stage. The project is being organised by Koelnmesse on behalf of Germany's Federal Ministry for Economic Affairs and Energy.

After several years of preparations, Friday saw the big day arrive with the official opening of the German Pavilion at Expo 2020 in Dubai. The opening ceremony was attended by Albert Hoffmann from Germany's Federal Ministry for Economic Affairs and Energy, along with the Commissioner General of the German Pavilion, Dietmar Schmitz, the German Ambassador to the UAE, Ernst Peter Fischer, and the President and CEO of Koelnmesse, Gerald Böse. "CAMPUS GERMANY is testimony to Germany's multitude of creative minds that can implement flagship projects like this and respond flexibly to unforeseen challenges. We compare exceedingly well to other countries. I'm convinced the German Pavilion will be a resounding success and will receive lots of positive feedback during the Expo", said Dietmar Schmitz.

Omar Shehadeh, Chief International Participants Officer Expo 2020, continued: "We are excited to finally have opened our doors to countries from around the world. The Germany Pavilion offers a world of opportunity and encourages us all to learn, reflect, connect and collaborate for a better tomorrow. Both the UAE and Germany are committed to building a cleaner, safer and healthier future and **CAMPUS GERMANY** at Expo 2020 Dubai is a true example of providing inspiring, creative experiences with real-life results."

Denis Steker, Senior Vice President International at Koelnmesse and responsible for the Expo project, was happy about the positive signal being sent by the opening of the Expo. "For quite a while", he said, "the Covid-19 pandemic made exhibitions and events almost impossible but now we can breathe a sigh of relief. The Expo is ringing in a new phase – one that will give us back some normality."

Following a ribbon-cutting ceremony in the Pavilion, the first visitors flooded in to start their journey through the **CAMPUS GERMANY** "curriculum". Once they've "enrolled", guests can enjoy a pre-show, before moving on to three "labs" entitled "Energy", "Future City" and "Biodiversity". Then there's an

Presented by



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exhilarating grand finale in the “Graduation Hall” to mark the end of their tour. Afterwards, visitors can refuel with some typical German food in the Pavilion’s restaurant and enjoy the diverse programme of cultural events in the Culture Lab in the atrium or the outdoor area.

Sebastian Rosito, Deputy Commissioner General of the German Pavilion and Pavilion Director, is proud of what his team has achieved so far and can’t wait to see what the next few months bring. “After almost four years of preparation, today we can finally welcome visitors from across the globe to CAMPUS GERMANY”, he said. “We’re overwhelmed by guests’ reactions and looking forward to showing the public sustainability innovations made in Germany.”

Background information

Expo 2020 Dubai and the German Pavilion

The next World Expo will take place from 1 October 2021 to 31 March 2022 in Dubai, where the theme will be “Connecting Minds, Creating the Future”. More than 190 countries will be participating in what will be the first Expo to be held in the Arabic-speaking region. The organisers are expecting over 70% of the visitors to come from overseas.

Koelnmesse GmbH will be organising and running the German Pavilion at Expo 2020 Dubai on behalf of the Federal Ministry for Economic Affairs and Energy. The “German Pavilion Expo 2020 Dubai Consortium”, comprising facts and fiction GmbH (Cologne) and NUSSLI Adunic AG (Hüttwilen, Switzerland), is in charge of concept design, planning and realisation. facts and fiction is responsible for content, exhibition and media design, and the pavilion is being built by NUSSLI Adunic. The architecture and spatial design come from LAVA – Laboratory for Visionary Architecture (Berlin). The cultural programme, known as Culture Lab, is being put together by Frankfurt-based agency VOSS+FISCHER, working in a consortium with culture and media manager Mike P. Heisel.

For more information, visit <https://www.expo2020germany.de/en/>.

Note for editors

For this press release, we have provided images for you (available from 1 October 2021):

https://drive.google.com/drive/folders/1gzAjQqW_wclsp90JjANGQPwteUogC-Oz?usp=sharing

CAMPUS GERMANY images can be found in our online database at <https://www.expo2020germany.de/en/media/image-gallery/>

Press releases are archived at <https://www.expo2020germany.de/en/media/#pressreleases>
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