

## **PRESS CONFERENCE FOR THE OPENING OF THE GERMAN PAVILION**

### **CAMPUS GERMANY PRESENTS EXPO 2020 DUBAI CONTRIBUTION COUNTRY**

**With just a few days to go before it opens to the public, the German Expo pavilion in Dubai held a hybrid press conference on Tuesday. On hand to answer journalists' questions were German Ambassador, Ernst Peter Fischer, President and CEO of Koelnmesse, Gerald Böse, the Commissioner General of the German Pavilion, Dietmar Schmitz, and the spokesman for the German Pavilion Expo 2020 Dubai Consortium, Andreas Horbelt. As well as including a sneak preview of the Pavilion's cultural programme and its exhilarating grand finale show, the event was an opportunity for the team to show that they are all geared up for the next six months.**

Besides numerous local journalists, the opening press conference for the German Pavilion at Expo was attended by representatives from the Expo Bureau, members of the German Emirati Joint Council for Industry and Commerce, the German Pavilion partners, partners of the German Expo Consortium and representatives of the businesses involved in the pavilion. Germany's Ambassador to the United Arab Emirates, Ernst Peter Fischer, told the audience, "Germany loves Expo and Expo loves Germany. Welcome all to our breathtaking CAMPUS GERMANY Pavilion at Expo 2020 Dubai! Discover an amazing and fun exhibition in stunning architecture that will make you feel part of a big family. We can't wait to welcome you!"

Dietmar Schmitz, Commissioner General of the German Pavilion, presented Germany's diverse programme of cultural events, explaining, "We intend to present Germany not only through its innovations and ideas, but also through its culture, customs and hospitality. In addition to the permanent exhibition and the spectacular shows, the German Pavilion will therefore host numerous cultural events." The cultural programme will include a range of up-and-coming bands from Germany, giving them a platform to promote themselves and their music to a wider audience. There will also be regular themed events, such as gaming days or karaoke nights. In the "science sessions", visitors of all ages will get a hands-on look at the world of science. There will be plenty of physical activities too, with dance and sports offering intercultural experiences and a chance for everyone to join in the action.

Gerald Böse, President and CEO of Koelnmesse, was particularly positive about how his team would perform, explaining, "Koelnmesse is now ready to run the pavilion and offer our guests a fantastic exhibition experience. This is only possible with a large team of motivated and highly skilled staff who will guide visitors on their journey through CAMPUS GERMANY. After countless

Presented by



Federal Ministry  
for Economic Affairs  
and Energy

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hours of interviews, the Koelnmesse team recruited and trained new staff members so that they are fully prepared to respond to any question or request our visitors may have.”

Speaking as the official spokesman for the German Pavilion Expo 2020 Dubai Consortium, Andreas Horbelt said, “Our aim with the German Pavilion at Expo 2020 Dubai is to create a place that not only showcases sustainable innovations made in Germany but also gives visitors the feeling of being part of a community. The idea behind our German Pavilion concept is to make people aware of how urgently joint action is needed in the fight against climate change. And we’ve set out to do that using an approach that’s fun and provides lots of ways to engage interactively with this complex topic.”

## **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:

<https://www.dropbox.com/sh/gfmx9rpjuqocxob/AADiJH85zEcVciaDqIkMDDFa?dl=0>

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

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