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SWISS PAVILION
EXPO 2020 DUBAI

OFFICIAL PARTICIPANT – SWITZERLAND

Press Release

Under the theme “Reflections”

The Swiss Pavilion at Expo 2020 Dubai offers an emotional journey through Switzerland

- *Located in the Opportunity district, the Swiss Pavilion offers a journey divided into three main acts highlighting Swiss culture, innovation and sustainability*

Dubai, September 29, 2021: The Swiss pavilion is all set to welcome visitors from around the world and take them into an emotional journey through Switzerland. The pavilion expects to receive 10% of Expo’s visitors on a daily basis.

The journey starts on the giant red carpet that Switzerland rolled out for this event and takes visitors from traditional Switzerland to the innovative country, ranked for the 11th year in a row, as the world’s most innovative as per the Global Innovation Index (WIPO) in 2021.

Visitors will start their journey through the pavilion in the Sea of Fog, a unique and immersive experience. Emerging from the fog a surprising view of a Swiss mountain panorama is revealed. The journey continues with a Schindler’s exhibition about the future of mobility and ends with the fountains of innovations, highlighting the topnotch Swiss innovations in different fields. .

His Excellency Massimo Baggi, Ambassador of Switzerland to the UAE & Bahrain, said: “Our participation in Expo 2020 Dubai will further strengthen the excellent relationship that Switzerland and the UAE have enjoyed since the 1970s. We are convinced that this global event will be a major

success for all participants and commend the UAE for bringing the world together after such a challenging time”.

In line with Expo’s theme “Connecting Minds and Creating the Future”, the Swiss pavilion in collaboration with Swissnex, the global network connecting Switzerland and the world in education, research, and innovation is organizing 10 thematic weeks, bringing together Swiss experts from different fields to discuss with their counterparts current challenges to find efficient solutions for the future. Temporary exhibitions will also be taking places to highlight the latest Swiss innovations. Manuel Salchli, Commissioner General of the Swiss Pavilion and Chairman of the Steering Committee at Expo 2020 Dubai said: “We are so proud to see our Swiss Pavilion beautifully coming to life. After years of hard work and preparations, we are excited to welcome the world to discover Switzerland, the nation of innovation, technology, education, sustainability and magical landscapes. I would like to take the opportunity to thank the UAE government and Expo team for the great cooperation and I look forward to celebrate our success together”.

The selected project ‘Reflection’ is produced by Presence Switzerland, the public diplomacy agency of the Swiss Ministry of Foreign Affairs, and designed in collaboration with the Swiss creative team: OOS AG (architecture, general planning), Bellprat Partner AG (scenography) and Lorenz Eugster Landscaping GmbH (landscape architecture). It is built by Expomobilia.

The Swiss Pavilion relies on a public-private partnership model, including partners: Schindler, Rolex SA, Switzerland Tourism, Clariant, Novartis, Nestlé Middle East and North Africa, KGS Diamond Group Ltd and Roche – and numerous suppliers.

