



DIRECTORATE OF INFORMATION AND COMMUNICATION

The African Union's Journey to Expo 2020 Dubai

Nairobi, Kenya: 2nd November, 2019: “Africa is undergoing a dynamic socio-economic and political transformation. There is a lot happening on the continent but the world is yet to hear all about it. It is time to take charge of Africa’s narrative and reclaim its rightful place at the global arena”. Dr. Madueke, Levi Uche, Head of the African Union (AU) Strategic Partnerships Office & Commissioner General for AU’s participation at Expo 2020 Dubai, articulated in his opening remarks at the 3rd Annual Conference of the African Union Interactive Platform for Partnerships Coordination (AU-IPPC) organized to project the African Union participation at the upcoming Expo 2020 Dubai.

“The African Union has been designated as a key partner and stakeholder by the United Arab Emirates (UAE) Government, which has graciously offered a pavilion to the AU as well as committed to a strong spirit of collaboration and co-creation during every step leading to Expo 2020,” indicated Dr. Madueke. He further highlighted that “the AU Pavilion provides an opportunity for the world to understand AU’s institutional history, continental development and represents a platform for Africa to tell her story to the world.”

“We will tell the world about how safe it is to do business in Africa with guaranteed return on investment. We will tell the world about the assets and opportunities that exist in Africa. We will tell the world how we have positioned Africa to promote green growth and industrialization aimed at changing our prospects from a continent known for its abundant natural resources to a continent that trades with the world, trades amongst itself and engages the world in profitable business, mutual beneficial alliances and win-win partnerships” He emphasized in the conclusion of his keynote address.

In his opening statement, the U.A.E. Ambassador to Kenya, H.E. Khalid Al Mualla noted that the Expo 2020 Dubai theme, “Connecting Minds, Creating the Future” echoes with the vision of His Highness late Sheikh Zayed bin Sultan Al Nahyan, founder of UAE, which paved the journey of UAE development and emphasized on the ambitions, the UAE government has set forward in the success of the Expo 2020 Dubai. Further to this, the Ambassador highlighted the common vision of UAE and AU in the belief that education, youth engagement and innovation, the core of the Expo 2020 Dubai, are the key ingredients required to break through the status quo and to the future.

As part of the opening session, Mr. Peter Biwott, CEO Kenya Export Promotion and Branding Agency (KEPROBA) and Commissioner General for Kenya’s Participation at Expo 2020 Dubai, encouraged African Union Member States to showcase the

value-added products that Africa has to offer so the world can see their manufacturing and export capabilities. He concluded his remarks by calling on AU to support the participation of SME's on this global platform as well as showcase a continent that is ready and open for business.

The three-day conference brought together a high level delegation from the Expo 2020 Dubai Team led by Ms. Hind Alowais, Vice President, International Organizations and Non-official Participants, Expo 2020 Dubai, AU Commission Staff, AU Organs, AUDA-NEPAD, the African Capacity Building Foundation (ACBF) and other Specialized Agencies, Focal Points concerned with AU Strategic Partnerships and International Cooperation, Regional Economic Communities (RECs), the Private Sector, African Development Bank (AfDB), Financial Institutions (Trade and Development Bank, African Financial Corporation), CSOs, Academia, the Diaspora, Think Tanks, Regional and Continental Chambers of Commerce, Fundraising Experts, Technical Partners and Partnership Experts, African Disability Alliance, among others.

The Conference discussed various issues related to the participation and promotion of the private sector, entrepreneurship, trade and investment opportunities in Africa, the promotion of African culture and creative industries, Africa's strategy for the blue economy, agriculture and climate change; critical attention on issues related to People With Disabilities (PWDs), the importance of reaping the demographic dividend, women and gender mainstreaming at Expo 2020 Dubai; issues related to how AU should brand itself at Expo 2020 Dubai and how it should promote infrastructure and Social Development as well as ICT at Expo 2020 in line with AU Agenda 2063.

Note to Editor

The World Expo is a global destination for all, where everyone can learn, innovate, create progress, share ideas and work together. Each expo revolves around its own theme to leave a lasting impact on the path of human progress. The Expo Dubai 2020 is the first world expo to held in the Middle East, Africa and South Asia (MEASA) and will take place in Dubai next year. The Expo is themed 'Connecting Minds, Creating the Future', is about forging essential, smart partnerships across three critical priorities – Opportunity, Mobility and Sustainability – to inspire and shape the future of all countries and communities.

Opportunity is at the heart of development, ensuring that new horizons are opened to individuals and communities to help them meet their current needs and their future aspirations.

Mobility is the bridge to opportunity by connecting people, goods and ideas, and providing easier access to markets, knowledge and innovation.

Sustainability guides how we grow opportunity by doing more with less, while protecting and preserving our environment for future generations.

The Dubai Expo will run for 20th October 2020 until 10th April 2021, with 25 million visits are expected to visit in the 6-month duration.

The African Union will participate in the Expo 2020 Dubai, our pavilion will be located in the **Opportunity District**.

THE OPPORTUNITY

The African Union provides innovative solutions following consultations with its 55 Member States in how to improve the quality of life and wellbeing of all African citizens for instance access to market through regional integration, world class **infrastructure** connecting the Continent to enhance accessibility and **mobility** of persons and goods to facilitate **trade** which will lead to increased economic growth. Africa is **open for business** with a myriad of opportunities to invest in building the Africa we want.

Pavilion This is **why** the AU Pavilion which will tell stories of the AU building blocks i.e. ideologies and founders of the organisation of the OAU, the establishment of the AU, showcase Africa's achievements, and highlight opportunities for **investment** underlined in Africa's development blueprint, Agenda 2063 aspirations, through the use of video, audio, pictures, etc to capture essence and progress of the continent.

Agenda 2063 is a strategic framework for the socio-economic transformation of the continent for next 50 years. It's builds on, and seeks to accelerate the implementation of past and existing continental initiatives for growth and sustainable development. <https://au.int/en/documents/20141012/key-documents-agenda2063>

Media Contact:

Janet Faith Adhiambo Ochieng / Communications Officer- Agenda 2063 / E-mail: ochiengj@africa-union.org

Directorate of Information and Communication | African Union Commission | E-mail: DIC@african-union.org | Website: www.au.africa | Addis Ababa | Ethiopia

For further information: Directorate of Information and Communication | African Union Commission | Email: DIC@african-union.org | Website: www.au.africa | Addis Ababa | Ethiopia

Follow us: - **Face book:** <https://www.facebook.com/AfricanUnionCommission>

Twitter: https://twitter.com/_AfricanUnion **YouTube:** <https://www.youtube.com/AUCCommission>