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# ***Appendix 1 to Annex A Canada: The Future in Mind***

**Theme Document for  
Canada's Participation in  
The World Exposition Dubai 2020**



# *Canada: The Future in Mind*

## Theme Document for Canada's Participation in

### The World Exposition Dubai 2020

## INTRODUCTION

Canada will participate in Dubai Expo 2020 (Expo 2020) to be held in the United Arab Emirates (UAE) from October 20, 2020, to April 10, 2021.

This document provides the context for the Dubai 2020 Expo, as well as the thematic framework for the exhibition, site and associated programs. It proposes a thematic framework for Canada's participation which is based on consultations with governments, industry, institutions and subject matter experts. They have contributed to defining the theme, subthemes, priorities and objectives for Canada's participation.

This document is intended to help guide rather than prescribe the development of the concept for Canada's overall presentation at Expo 2020 including its pavilion, presentation space, business, cultural and public affairs programs.

## EXPO 2020 DUBAI, UNITED ARAB EMIRATES (UAE)

The UAE will be hosting Expo 2020 in the context of the 50<sup>th</sup> anniversary of the federation of its seven Emirates.

It will be the first world Expo to take place in the Middle East, Africa or South Asia region. This international exposition is anticipated to bring together over 200 participants, including 180 countries in addition to international organisations and global companies from around the world.

Expo 2020 will be a platform to foster creativity, innovation, and collaboration globally. The organizers are planning the event around the core theme of **Connecting Minds, Creating the Future** with the objective to advance new thinking that will have an effective and lasting impact in the Middle East, Africa and South Asia (MEASA) and the wider world.

More specifically, Expo invites participants to explore the **subthemes of Opportunity, Mobility, and Sustainability**.

### Connecting Minds, Creating the Future

*Connecting Minds, Creating the Future* celebrates the power of collaboration and partnerships in building a better world. It recognises that today's global challenges are far too complex and interconnected to be solved in isolation, and that the creation of sustainable solutions demands readiness to reach out across geographies, institutional boundaries, industry clusters, cultures, and disciplines.



The principal message of *Connecting Minds, Creating the Future* is that innovation and progress are the outcome of people and ideas coming together in novel ways. Ground breaking innovations never emerge in a vacuum and, increasingly, transformative concepts are the product of collaboration and cross-pollination of ideas and experiences.

Expo 2020 Dubai will be a celebration of how much humanity can accomplish when we work together to solve common challenges.

### **Opportunity, Mobility, and Sustainability**

The subthemes of *Opportunity, Mobility, and Sustainability* reflect the timeless drivers of progress that connect people, organisations and countries in their endeavours to create a better future.

**Opportunity** is the lifeblood of development. It is about unlocking the potential within individuals and communities.

**Mobility** is the bridge that enables opportunity. It is about creating smarter and more productive movements of people, goods, and ideas.

**Sustainability** is about respecting and living in balance with the world that we inhabit.

### **CANADA AT EXPO 2020**

Canada has a long history of participation in Expos having participated since the first international exhibition at the Crystal Palace in London in 1851 which featured the inventions of the Industrial Revolution. Most recently, Canada participated in Expos 2000 in Hannover, Germany, 2005 in Aichi, Japan, and 2010 in Shanghai, China. Canada has hosted two Expos: the first in Montreal in 1967 and the second in Vancouver in 1986. Both left indelible impressions on Canadians and helped to shape their world views. Canadians to this day, cite these two events as the most formative experiences of their lives and as major contributors to the economic, social and infrastructure development of their cities and regions.

Traditionally, we have used Expos abroad as tools to present and modernize an image of Canada to the world: our state-of-the-art technology, our values and views of the world, our ideas on global governance, our natural beauty and tourism potential, our educational institutions and many others. This has generally been done with a view to diversifying trade, attracting investment and deepening bilateral relationships.

We have tested several approaches including integrated presentations focused on Canada as a whole and differentiated approaches with provinces, territories and the private sector developing their own presentations within a Canada pavilion. Over time, we have concluded that visitors come to our pavilions to see Canada as a nation first and foremost, and that the most effective approach is one which presents a powerful cohesive image of Canada. From that impression, we can begin to peel the layers and demonstrate what each of the provinces and territories, cities, industry, cultures and Canadian society have to offer.



Another factor contributing to our success has been a strong focus on the themes and subthemes of the Expo. They have allowed us to establish links through themes of shared interest with the host nation and send clearer and more focused messages about the comprehensive and integrated solutions we have to offer in these areas.

## **Objectives**

The *Connecting Minds: Creating the Future* theme and the *Opportunity, Mobility and Sustainability* subthemes of Expo 2020 offer a generous range of possibilities to promote Canada.

Canada will use this platform to achieve key objectives:

- to diversify its international markets;
- to attract foreign investment;
- to promote Canadian innovation, tourism and international education;
- to build support for Canadian initiatives and values on the world stage such as its leadership in promoting the rule of law and gender equality; and
- to deepen our relationship with the UAE and the region.

Our participation should create an image of a Canada that is:

- a global leader, innovator and ally with solutions to offer the world in many spheres: free trade, human rights, gender equality, international security, migration, and diversity, sustainable development, food and water security;
- a leader in innovation and sustainability: through its people, its R & D, its incubators, its superclusters, its global partnerships; and
- an ideal place for study, tourism, business, investment and immigration.

## **Theme: *Canada: The Future in Mind***

Canada has been a global champion of diversity, inclusion, human rights and gender equality which has contributed to our ability to build a prosperous and innovative nation capable and intent on working with its citizens and foreign countries to bring solutions to world challenges and to managing resources sustainably.

## **Subthemes for Canada's participation:**

- **Diversity:** *the Source*
- **Artificial Intelligence and Machine Learning:** *the Enablers*
- **Space and Aerospace:** *the next Frontier*



### **Diversity: *the Source***

Diversity is the key to innovation, solutions, strengthening human rights, peace and security.

Canada is a thought leader in the global dialogue on a range of issues of importance to the international community such as free trade, peace and security, human rights, gender equality, and environmental protection. Our ability to present progressive solutions to some of these issues arises from the richness of our diversity and the manner in which we unlock potential within people and communities. This subtheme allows us to showcase Canada's thought leadership in the context of our bid for a seat on the United Nations Security Council and to build support for our ideas with the international public and governments, should we be elected.

One of the largest source markets for Canadian immigration is South East Asia. Many citizens come to Dubai in transit to other countries such as Canada. This is an opportunity to present information on Canada which contributes to international education and immigration objectives.

### **Artificial Intelligence and Machine Learning: *the Enablers***

Canada is a global leader in Artificial Intelligence (AI), machine learning and digital innovation and an ideal partner for developing these technologies and the solutions they offer in an ethical manner.

Canada is one of the three most important hubs for AI in the world. Consistent with Expo 2020's mobility theme, Canada's AI can be presented as the enabler (the bridge) that facilitates the secure movement of people, goods and ideas. It is an opportunity to showcase Canada's innovation ecosystem, our existing and pioneering industries and entrepreneurship initiatives.

Combined with the promotion of diversity in the first subtheme, AI and machine learning will contribute to highlighting the role of our universities in innovation, the quality of our educational and training institutions and the career opportunities for global talent, thus enhancing our immigration, international education and economic growth objectives.

### **Space and Aerospace: *the Next Frontier***

Canada is a leader in aerospace and contributes to space exploration. Canada is an ideal contributor to the UAE's, and global community's, goals in space exploration and sustainability.

This contributes to the Expo 2020 Sustainability subtheme in that it focuses on how space exploration and research contribute to respecting and living in balance with the world we inhabit.

Space exploration is key to finding solutions to some of the most important challenges facing our planet and peoples including climate change, health, food and water security.

Canada's aerospace industry contributes significantly to the Canadian economy and depends on world markets.



## Target Audiences

The Expo will attract people of all ages and walks of life with whom we want to leave a strong impression. The pavilion and showpiece must be developed in a way that resonates with the broad audience and motivates them to begin a dialogue with Canada about what it has seen. This will allow us to diversify and deepen our networks and begin to speak more directly about the products, services, ideas and values we want to promote.

To achieve Canada's overall objectives, we will focus on the following audiences:

- the UAE government and leadership;
- the Arab region and South East Asian audiences;
- youth ranging from 15 to 30 (the decision makers of the future and sources for tourism, education, immigration and innovation). In a region in which 60 percent of the population has not yet reached the age of 30, this demographic will be of critical importance for at least the two coming decades;
- large scale investors from the Gulf region, India and China;
- blocks of countries with significant voting strength in the UN and other international organizations; and
- Arab and International media.

There will also be a more select group of Heads of State, Heads of government, CEOs and senior business leaders, as well as thought leaders and experts from many fields. While some of these audiences will be targeted more specifically through the business and public affairs programs and the VIP/conference facility, the design and content of the pavilion and its showpiece should take these audiences into consideration and reinforce messages that will resonate with them.

## Overarching Storyline

It is recommended that this story be told through a lens that includes women and girls, youth, Indigenous peoples and our diverse cultures. The storyline should emphasize diversity, innovation, partnerships, sustainability and women's equality. It should resonate with not just the Emirati audience but also the broader Arab region and southeast Asia, given the population base and source of visitors. It should make it clear that Canada is open for business and welcomes global talent, tourism and investment.

Similarities that exist between traditional Emirati culture and those of the Indigenous people of Canada may serve to build a bridge. For example, the traditions of oral culture and storytelling, the importance of spirituality and of hospitality, could be woven into the introduction of diversity, contributions to economic development and innovation, and the importance of revitalizing traditional sustainable practices.

## Images and messages to convey

The pavilion will be the most visible representation of Canada at Expo 2020 and has the greatest potential to communicate our messages and brand. Canada wishes to embrace a **bold** statement representing who we are today and is seeking a pavilion with a "wow factor" which shifts visitor perceptions of Canada from just a nice country with a stable



economy, good ideas and a peacekeeping history to one which is truly an innovation powerhouse, a thought leader on the world stage and a great place to invest, study and travel.

The blockbuster appeal of the pavilion will have the media focused on Canada before during and after the event. The pavilion exterior will need to stand out from the other 179 pavilions and to create a “buzz”. It would need to highlight our uniqueness in the world and be so attractive and innovative that images of it will be distributed widely. It needs to be *the talk of the town* on social and traditional media.

It needs to be a pavilion that is a statement in and of itself, about our technological capability, innovation and sustainability.

### **Overall visitor experience**

The experience should be as immersive and tactile as possible with very little text given the language barriers that will be inherent given the wide range of cultures who will be visiting the pavilion.

Visitors will come from a variety of cultures and educational backgrounds with differing levels of awareness and expertise. The content should take into consideration that not all visitors are specialists.