World Expo: 1851 to 2020

The greatest ideas stand the test of time

Expo 1851, London

- The first World Expo, aka The Great Exhibition, was hosted at Hyde Park, London
- 44 states participated in the event that ran from 1 May to 11 October 1851
- The event was a symbol of the Industrial Revolution, and an opportunity to highlight Britain's indomitable "role as industrial leader"
- It took around 5,000 navvies to erect the 1,850 feet long, 108 feet (33 m) high Crystal Palace structure
- 13,000 exhibits, including the Kohinoor, the world's largest diamond at the time, were displayed during the event
- Six million people visited the Exhibition, enthralled by the latest technologies, including a hydraulic press, modern textile machines, and sophisticated carriages that predated motor vehicles and bicycles
- The event was an enormous economic success, with a profit of £186,000 - a fortune at the time

Expo 2020, Dubai

- Hosted over a 438-hectare site, between 20 October, 2020 - 10 April, 2021
- Theme is 'Connecting Minds, Creating the Future'
- More than 190 participant nations, as well as multilateral organisations, businesses and educational institutions set to participate
- 60 live shows, 200 restaurants and 15+ hours of entertainment daily
- Expo-related projects are valued at US$42.5 billion [1]
- Event will see visitors book an estimated 70 million hotel room nights
- 262,400 full-time workers expected to support the Pre-Expo period
- Event will require 50,000 new hotel rooms
- Around 25 million visits during the event
- Total receipts from Expo could hit US$60 billion [2]

UK Pavilion

- Inspired by one of Stephen Hawking's final projects, 'Breakthrough Message', inviting people to consider what message Earth would communicate to other advanced civilisations in Space [3]
- Key feature will be the continuously changing poem on the exterior, generated by artificial intelligence and visitor contributions
- Designed by Es Devlin OBE and produced by Avantgarde, the UK Pavilion will lead with the participating theme 'Innovating for a Shared Future'
- "We firmly believe the economic miracle that we've seen here is just the start of something much, much bigger – and Expo 2020 will provide a window on the world of opportunity that we see for our customers around the globe," said HSBC UAE Chief Executive Abdulfattah Sharaf

Source: Historic-uk.com Thedubai2020.com Expo2020dubai.com Dezeen.com Deloitte.com

[1] https://www.zawya.com/mena/en/economy/story/Expo_2020_to_drive_sustainable_economic_activity_in_postevent_years-SNG_131593571/

[2] https://www2.deloitte.com/content/dam/Deloitte/xe/Documents/About-Deloitte/mepovdocuments/mepov13/dtme_mepov13_Expo%202020.pdf

[3] https://www.dezeen.com/2018/09/27/es-devlin-interactive-poem-pavilion-uk-pavilion-dubai-expo-2020-architecture/

GREAT BRITAIN & NORTHERN IRELAND

FOUNDING PARTNER OF THE UK PAVILION

EXPO 2020 DUBAI OFFICIAL PARTICIPANT

HSBC

Issued by: HSBC Bank Middle East Limited U.A.E Branch, P.O.Box 66, Dubai, U.A.E, regulated by the Central Bank of the U.A.E for the purposes of this promotion and lead regulated by the Dubai Financial Services Authority.

Distributed by:

- HSBC Bank Middle East Limited Kuwait Branch P.O. Box 1683 Safat 13017, regulated by the Central Bank of Kuwait, Capital Markets Authority for licensed Securities Activities for the purposes of this promotion and lead regulated by the Dubai Financial Services Authority.
- HSBC Bank Egypt S.A.E., P.O. Box 124, Maadi, Cairo, Egypt;
- HSBC Bank Oman S.A.O.G., P.O. Box 1727, PC 111, CPO Seeb, Sultanate of Oman, regulated by the Central Bank of Oman and Capital Market Authority, Oman.
- HSBC Bank Middle East Limited Bahrain Branch, P.O. Box 57, Manama, Kingdom of Bahrain, licensed and regulated by the Central Bank of Bahrain as a Conventional Retail Bank and lead regulated by the Dubai Financial Services Authority.

© Copyright HSBC Bank Middle East Limited 2019. ALL RIGHTS RESERVED. No part of this document may be reproduced, stored, distributed or transmitted in any form without prior written permission of HSBC Bank Middle East Limited