

DR will participate in Expo 2020 Dubai: President Abinader says event will promote the new Country Brand

Santo Domingo. The Dominican Republic will participate in Expo 2020 Dubai, where it can strategically promote its exportable products, investment climate, tourism, cultural and gastronomic attractions, announced this Monday President Luis Abinader.

The President defined this universal exhibition as the first stage of this magnitude that will take place after a year marked by the start of the COVID-19 pandemic.

"It is the perfect setting to certify the union and brotherhood of humanity in a space for the global celebration of creativity, innovation, relaunching our economies, and the interaction between all the cultures of the world ", highlighted President Abinader.

He stated that during the six months of Expo 2020 Dubai, the same will serve as a global platform for the more than 180 participating countries to expose the traditions and characteristics on which their cultures reside, at the same time, that they show the world the best of each of their territories.

President Abinader defined this fair, which is expected to be attended by millions of visitors, as the best setting to show the Dominican Republic to the world.

He also said that in addition to that, this platform is a great opportunity for the Dominican Republic to promote the new Country Brand, "integrally potentiating its five pillars: tourism, investment, export, culture and citizenship; thus reaching a greater international impact ".

The President stated that we should not ignore the opportunities for the promotion of the Dominican export's portfolio, taking into account the momentum that Dominican products had the and their positioning in the rankings worldwide.

In this regard, he recognized the importance of preserving a joint line of action for exports, as well as presenting our country as a logistics HUB and business center, which, due to its geographical location and infrastructure, represents a unique and ideal place for attracting foreign investment.

The President of the Republic highlighted the benefits that the country has, citing among them, its culture; beaches, talent, sport, home of a magnificent and varied gastronomy, and an important logistics hub for investment.

He rated Expo 2020 Dubai as one of the most important world events at an international level, which also aims to celebrate creativity, innovation, humanity and world cultures over a period of 6 months.

Through this exhibition, as well as the activities carried out within the framework of its celebration, the economic, cultural and scientific growth of the participating nations is stimulated.

During the press conference, held at the Convention Center of the Ministry of Foreign Affairs, the President was accompanied by the Administrative Minister of the Presidency, José Ignacio Paliza; the Minister of Tourism, David Collado; of Foreign Affairs, Roberto Álvarez, and of Culture, Carmen Heredia.

Also participating were the Director of ProDominicana, Biviana Riveiro; the Vice Minister for Economic Affairs and International Cooperation, Hugo Rivera; and the CEO of DP World in Dominican Republic, Morten Johansen.

During his speech, the Minister of Foreign Affairs, Roberto Álvarez, considered that this trade exhibition will lay the foundations to expand the presence and trade relations with international allies, thanks to the public-private alliance made with DP World in the Dominican Republic and the support provided by the United Arab Emirates, by which the Government investment in this fair is reduced to a minimum.

For his part, the Minister of Tourism, David Collado, said that the country's participation in the Dubai fair will help increase the presence of new visitors to the Dominican Republic, which will translate into a boost for the national economy. Collado took the opportunity to report that tourism continues to recover in the country and for the month of June 468 thousand visitors have arrived in the Dominican Republic.

While Morten Johansen, CEO of DP World, assured that today they reaffirm their commitment to the Dominican Government through the signing of a lasting agreement, whose purpose is to generate new opportunities for growth and development at the national level.

"For us there is no better opportunity or greater honor than to be the main partner of Dominican Republic on this special occasion. Expo Dubai 2020 is the largest cultural event in the world and the most important global fair since the beginning of the pandemic, where more than 192 countries will come together to show their attributes and advantages", he said.

In the event, the Minister of Foreign Affairs, as coordinator of the Petit Committee created to manage the country's participation in this exhibition, signed a memorandum of understanding with the CEO of DP World in the Dominican Republic, through which the parties agree to deliver non-reimbursable technical and economic cooperation to the Dominican Government to cover the logistics and operational costs of the country in the international exhibition.

With the signing of this memorandum of understanding DP World, becomes the main sponsor of the Dominican Republic's participation in EXPO 2020 Dubai, which is recognized for being the event of greatest significance and relevance all over the world.

About Expo 2020 Dubai

Expo 2020 Dubai will be one of the most visited economic fairs in the world, and it is expected that this year more than 15 million people will attend the event, with 70 percent from other nations outside the United Arab Emirates.

It is the first in the Middle East, Africa and South Asia region, and in this edition, the universal exhibition will be held in the city of Dubai and will have as motto "Connecting Minds, Creating the Future".

Directorate of Information and Press of the Presidency