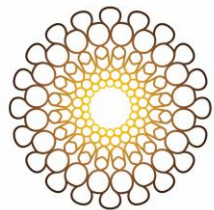
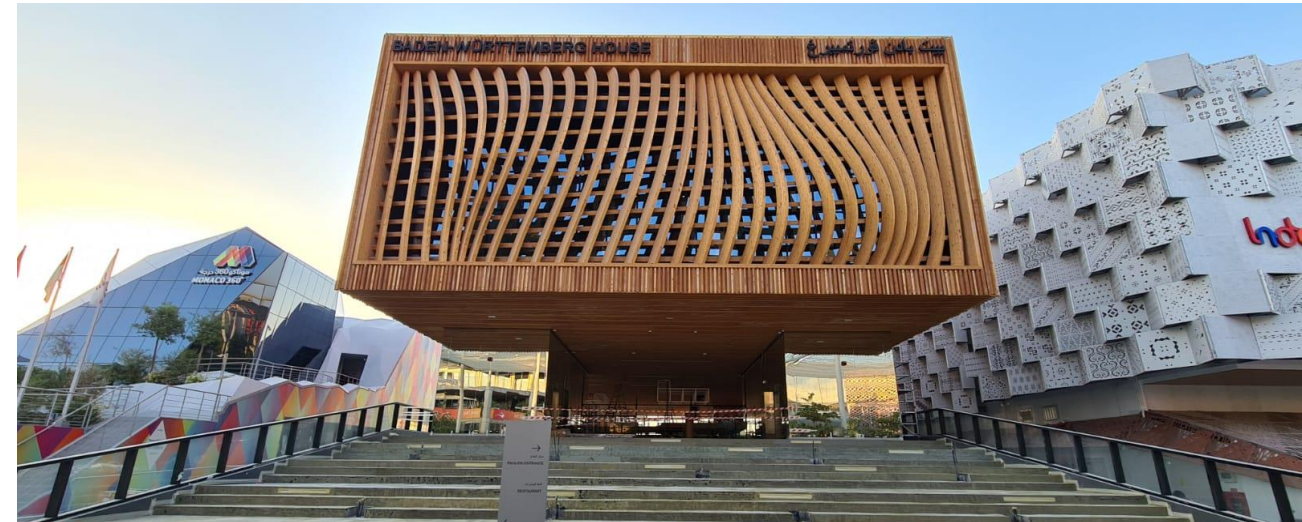


OCTOBER 1, 2021 TO MARCH 31, 2022

Baden-Württemberg House Expo 2020, Dubai



EXPO
2020
DUBAI
UAE



EXPO 2020 DUBAI
BADEN-
WÜRTTEMBERG
HOUSE

PARTICIPANT

IN BADEN-WÜRTTEMBERG AT HOME – BROUGHT TO LIFE FROM ALL OVER THE WORLD

The Baden-Württemberg House

“The fact that Baden-Württemberg is the only German federal state to be represented with its own pavilion at Expo is an outstanding opportunity. For hardly any other region, the motto ‘Feel the Spirit of Innovation’ is more fitting. Especially in the current phase of economic recovery, we will take advantage of this unique opportunity to present Baden-Württemberg's innovative strength and creativity to a global audience.”

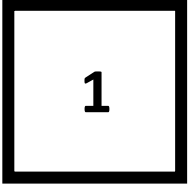
Dr. Nicole Hoffmeister-Kraut MdL, Minister of Economic Affairs, Labour and Tourism of Baden-Württemberg



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2. The building
3. The restaurants
4. The cultural program
5. Our partners





BADEN-WÜRTTEMBERG AT EXPO IN DUBAI

The exhibition



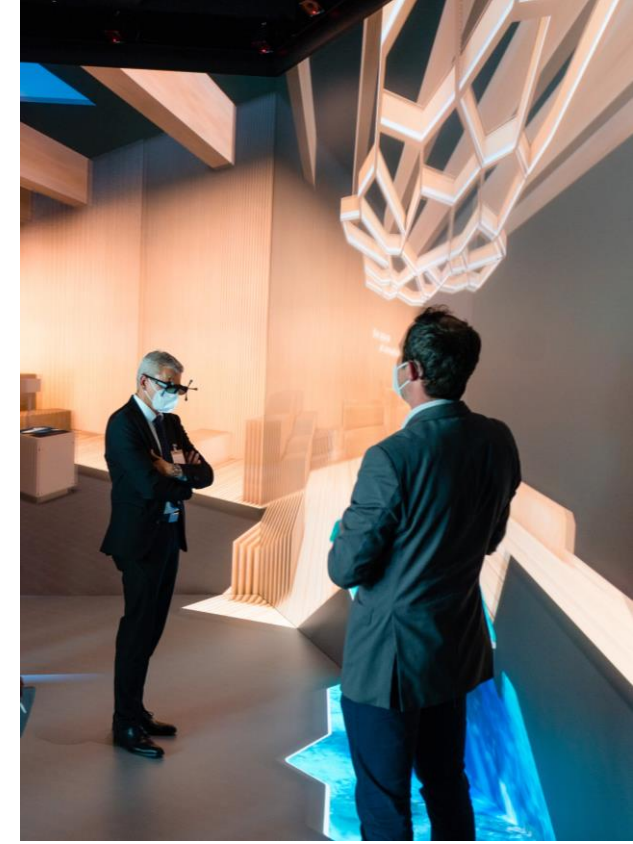
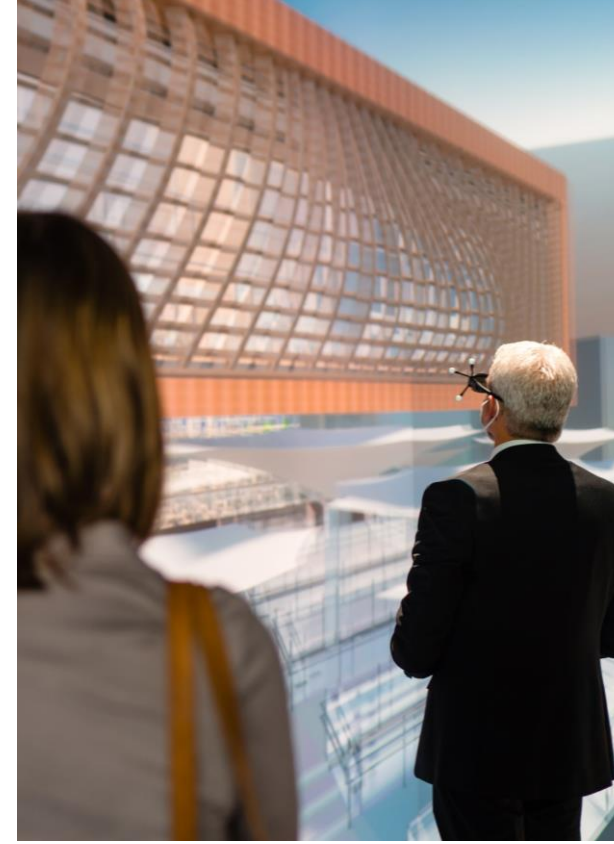
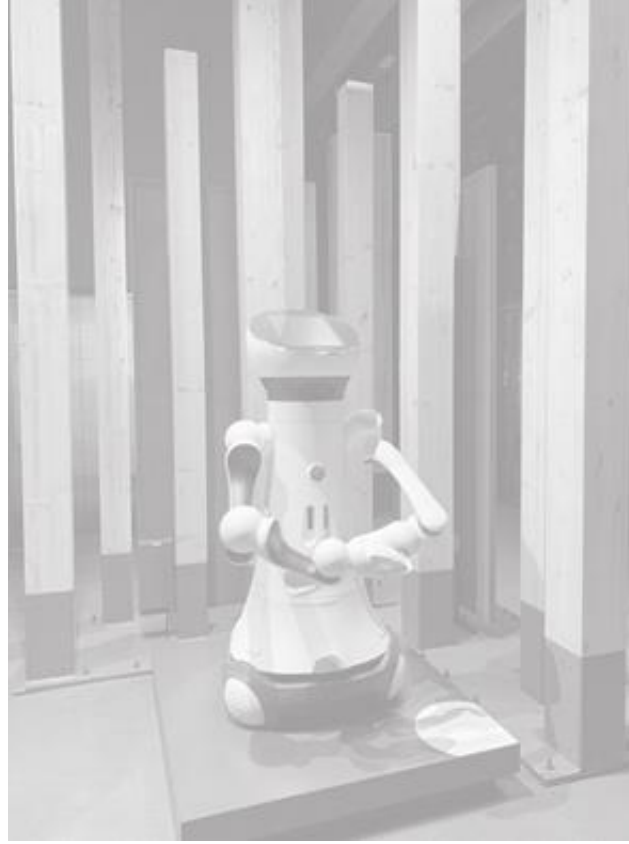


The **physical** Baden-Württemberg House at EXPO in Dubai

- With its physical exhibition, the Baden-Württemberg House becomes a lively place for experiences, inspiration and information.
- Sponsors and partners present themselves to their customers and the world via exhibits, logos, media and their own events, and exchange views with them.

The digital Baden-Württemberg House all over the world

- Online world's fair "Project Parasol" by EXPO 2020 Dubai
- Virtual exhibition – accessible online
- Immersive 3D presentation at the VR studio of Fraunhofer IAO in Stuttgart
- Website with interactive and navigable partner representation



The physical Baden-Württemberg House at EXPO Dubai

- With its physical exhibition, the Baden-Württemberg House becomes a lively place for experiences, inspiration and information.
- Sponsors and partners can present themselves to their customers and the world through their own events and exchange views with them.

The **digital** Baden-Württemberg House All over the world

- Digital tour through all Expo pavilions thanks to the Parasol project of EXPO 2020
- Virtual and interactive exhibition – accessible online for all
- Immersive 3D tours in the VR studio (Fraunhofer IAO) in Stuttgart
- Website with interactive and navigable partner representation



Entrance area



Source of Innovation

The Baden-Württemberg Vision Lab

After their journey through the exhibition, visitors reach the Vision Lab, an open landscape under the floating building structure and a stage for innovations, exchange, special events and encounters. Highlights such as the regeneratively powered cold-air lake, the media cloud, the open-air terrace, flexible spaces and a high quality of stay create a special place that unites Baden-Württemberg with the rest of the world.



Overview of the basic structure of the Vision Lab

Maximum flexibility during Expo on site, temporary structures, simple construction, sophisticated re-use concept, innovative design, wow effect and dialog with special building situation



1 GRID CLOUD

Accessible + multimedia space network as media cloud with kinetic elements



4 LOUNGE

Flexible entrance area, which invites you to stay



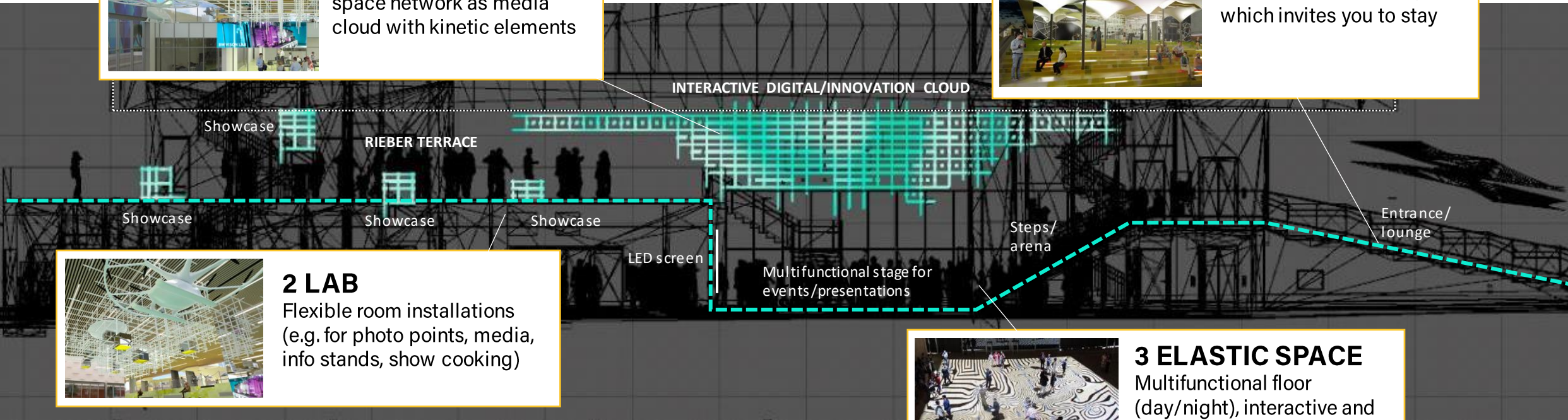
2 LAB

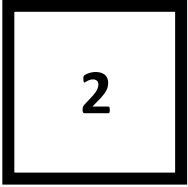
Flexible room installations (e.g. for photo points, media, info stands, show cooking)



3 ELASTIC SPACE

Multifunctional floor (day/night), interactive and suitable for various events





BADEN-WÜRTTEMBERG AT EXPO IN DUBAI

The building





Bild: atosan / istock



Photo: S_Hoss / istock





BADEN-WÜRTTEMBERG AT
EXPO IN DUBAI

We are here.

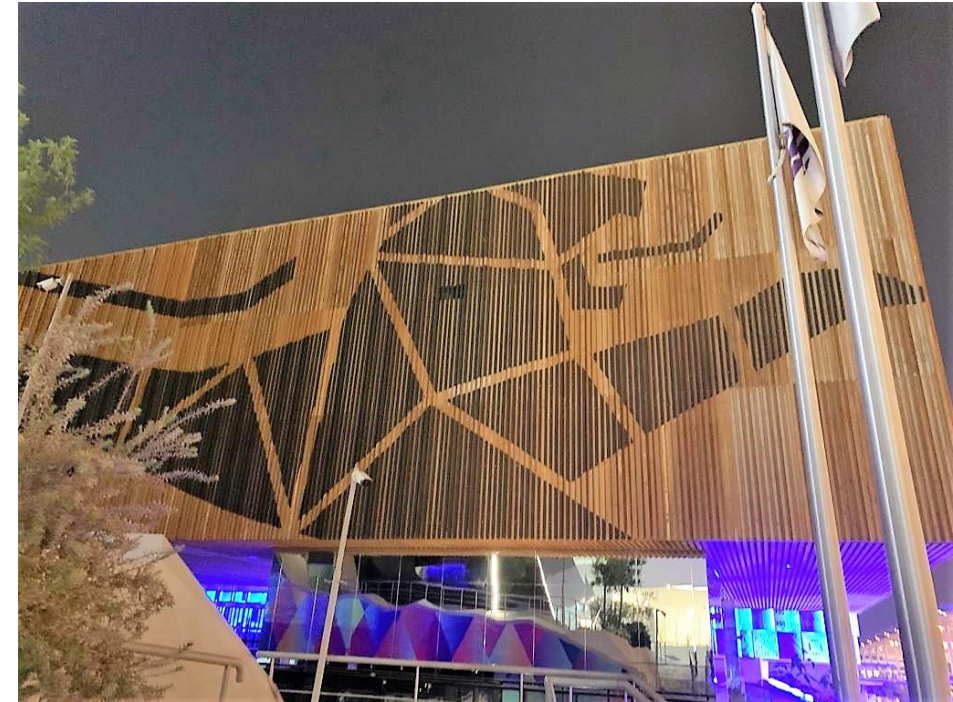
- Al Wasl Plaza
- Mobility District
- Opportunity District
- Sustainability District

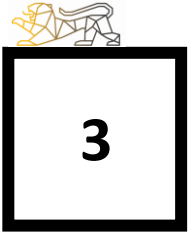
The BW House is located halfway up the *Opportunity District* on the EXPO grounds, a short distance from the central entrance (about 400 m from the train station).



Baden-Württemberg House after Expo

- UAEU (United Arab Emirates University) will probably take over the pavilion together with the whole exhibition at the end of Expo 2020 Dubai.
- Basic agreement between UAEU, Expo 2020 Dubai and Baden-Württemberg Expo 2020 Dubai GmbH for the future use of the pavilion.
- Other companies and institutions, such as SAP and the Baden-Württemberg Cooperative State University (DHBW), are also involved.
- The Baden-Württemberg House could become one of the first pavilions with a re-use concept.





BADEN-WÜRTTEMBERG AT EXPO IN DUBAI

The restaurants

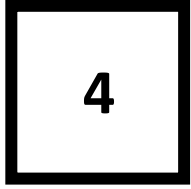


The restaurants



Delicious specialties from Baden-Württemberg will be served in the **LIONS** restaurant and the **BETTER TASTE LIONS LOUNGE**





BADEN-WÜRTTEMBERG AT EXPO IN DUBAI

The cultural program



Cultural program: Overview

Music



Dance



Cabaret



Films



Fashion



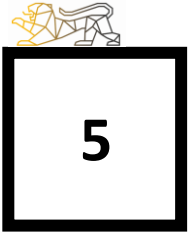
Cuisine



Children's Day



**100 artists in 6 months
200 days of program**



BADEN-WÜRTTEMBERG AT EXPO IN DUBAI

Our partners



Sponsoring area



FROM THE CLASSICAL EXHIBIT TO THE DIGITAL PRESENCE

Sponsoring partners of the Baden-Württemberg House



Gold Partner



Gold partners



Brnze partners



Digital partners



Partners



Over 120 content partners

Baden-Württemberg institutions and organisations from the fields of economy, research, culture and civil society

Aesculap AG/ B. Braun AG | AH Aktiv-Haus GmbH | Allgäuer Werke GmbH | Archäologisches Museum BW | Arena2036 e.V. | Baumwipfelpfad Schwarzwald | BEC GmbH - robotic solutions | Blautopfhaus Schönhofer | BUGA Heilbronn GmbH | Burg Hohenzollern GbR | car2go GmbH | CARASANA Bäderbetriebe GmbH Friedrichsbad | carbonauten GmbH | CureVac AG | Cyber Valley | Daimler AG | Deutsches Zentrum für Luft- und Raumfahrt e.V. (DLR) | Dr. Ing. h.c. F. Porsche AG | Duale Hochschule Baden-Württemberg DHBW | Eberhard Karls Universität Tübingen | ebm-papst Mulfingen GmbH & Co. KG | Ed. Züblin AG | ElringKlinger AG | Evangelische Akademie Bad Boll | Festo SE & Co. KG | Filmakademie Baden-Württemberg GmbH | fischerwerke GmbH & Co. KG | Forschungscampus M²OLIE | Forum Luft- und Raumfahrt BW | Fraunhofer-Institut für Angewandte Festkörperphysik IAF | Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO | Fraunhofer-Institut für Produktionstechnik und Automatisierung IPA | Fraunhofer-Institut für Solare Energiesysteme ISE | Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG | Fridays for Future Baden-Württemberg | FWTM | Hahn-Schickard-Gesellschaft für angewandte Forschung e.V. | Herrenknecht AG | Hochschule Albstadt-Sigmaringen | Hochschule Mannheim (KVE) | Hochschule Ravensburg-Weingarten | Hochschwarzwald Tourismus GmbH | Höchstleistungsrechenzentrum Stuttgart (HLRS) | Hybrid-Airplane Technologies GmbH | IBA Heidelberg GmbH | IBM Deutschland GmbH | INERATEC GmbH | Ingenieurkammer BW | Institut für Flugzeugbau IFB, Universität Stuttgart | Institut für Leichtbau, Entwerfen und Konstruieren ILEK, Universität Stuttgart | Institut für Tragkonstruktionen und konstruktives Entwerfen ITKE, Universität Stuttgart | Institute for Computational Design and Construction ICD, Universität Stuttgart | Karlsruher Institut für Technologie KIT | Karlsruher Verkehrsverbund GmbH | Knippers Helbig GmbH | Lahrer Flugbetriebs GmbH & Co. KG | Landesamt für Denkmalpflege BW | LAVA Laboratory for Visionary Architecture | Leichtbau BW | Lorenz GmbH & Co. KG | Mackevision Medien Design GmbH | Mannheim Medical Technology Cluster - Stadt Mannheim | Max-Planck-Institut für Intelligente Systeme MPI | Mercedes-Benz Museum GmbH | Metropolregion Rhein-Neckar GmbH | Ministerium der Justiz und für Europa BW | Ministerium für Inneres, Digitalisierung und Migration BW | Ministerium für Ländlichen Raum und Verbraucherschutz Baden-Württemberg | Ministerium für Soziales und Integration BW | Ministerium für Umwelt, Klima und Energiewirtschaft BW | Ministerium für Verkehr BW | Ministerium für Wirtschaft, Arbeit und Wohnungsbau BW | Ministerium für Wissenschaft, Forschung und Kunst BW | Pfahlbauten-Informationszentrum BW | PUSTEFIX GmbH | Q.ant GmbH | Robert Bosch GmbH | SAP Deutschland SE & Co. KG | Schwarz Campus Service GmbH & Co. KG | Schwarzwald Tourismus GmbH | Sebastian Wehrle | Sick AG | SL Rasch GmbH Special & Lightweight Structures | Spindiag GmbH | Staatliche Schlösser und Gärten BW | Stadt Freiberg | Stadt Heidelberg | Stadt Heilbronn | Stadt Herrenberg | Stadt Ludwigsburg | Stadt Stuttgart | Stadt Tuttingen | Stadt Ulm | Städtebau-Institut, Universität Stuttgart | Stadtlücken e.V. | Stadtsiedlung Heilbronn GmbH | Steiff Retail GmbH | str.ucture GmbH | Stuttgarter Straßenbahnen AG | Stuttgarter Technologie- und Innovationscampus S-TEC | Stuttgart-Marketing GmbH | SWR Media Services GmbH | TeamViewer AG | Tecnar GmbH | Testfeld eFliegen BW | Transsolar Energietechnik GmbH | TRUMPF Laser- und Systemtechnik GmbH | Ulm/Neu-Ulm Touristik GmbH | Universität Freiburg | Universität Heidelberg | Universität Hohenheim | Universität Stuttgart | Universität Ulm | Verein Multihalle Mannheim e. V. | Vereinigung Schwäbisch-Alemannischer Narrenzünfte e.V. | Verkehrsverein Reichenau e. V. | Verschwörhaus Ulm e.V. | Virtual Dimension Center Fellbach w. V. | Volocopter GmbH | Weissenhofmuseum im Haus Le Corbusier e.V. | Werner Sobek AG | Württembergische Staatstheater Stuttgart | Zentrum für Sonnenenergie- und Wasserstoff-Forschung (ZSW) | ZKM Karlsruhe - Zentrum für Kunst und Medien | ZLT Zeppelin Luftschifftechnik GmbH & Co. KG

Thank you for your attention!



Baden-Württemberg



**EXPO
2020
DUBAI
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**EXPO 2020 DUBAI
BADEN-
WÜRTTEMBERG
HOUSE**

PARTICIPANT

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Baden-Württemberg

Project execution:

Baden-Württemberg Expo 2020 Dubai
GmbH