



France's Day at Dubai World Expo celebrated on October 2, 2021

September 26th, 2021 - France will shine at the Dubai World Expo, on October 2, the day after the opening of the World Expo. This exceptional day will be celebrated in the presence of Jean-Yves Le Drian, French Minister of Europe and Foreign Affairs, Franck Riester, French Minister Delegate in charge of Foreign Trade and Economic attractiveness, the sponsors and stakeholders of the France Pavilion, and many French artists.



The France Pavilion: France, Lightspeed Inspiration

The France Pavilion, located in the Mobility District of the World Expo, is intended to be a **place of emulation, reflection and inspiration for international visitors**. For six months, the France Pavilion will offer a rich visitor experience whose slogan is, "France, Lightspeed Inspiration," which reflects its ambition and program.

The France Pavilion at the Dubai World Expo will be an unforgettable showcase of **French excellence and savoir-faire for six months, promoting its innovations, talents and assets**. The Pavilion's visitors' journey takes visitors on an experience highlighting unique and daring French innovations and creations in **all the fields that have made the history of humanity a journey of progress**: science, research, technology, arts, crafts, and education.

The visitor experience revolves around **light**. This unifying theme has been present since the project's inception, both in the architecture of the Pavilion - whose building was designed by the architectural firms Atelier Perez Prado and Celnikier & Grabli Architects - and in the themes of its exhibitions and its events program. This event program will also promote French innovations and provide a platform for the internationalization of our companies.

October 2, France's highlight at the World Expo

The day after the opening of the World Expo, France will celebrate its flagship day: the France Pavilion is preparing an **exceptional program** for visitors, **highlighting the diversity of the French performing arts and street arts and the innovative character of France by hosting unforgettable shows.**

It is also an exceptional opportunity to recall the strong ties that have united France and the United Arab Emirates since 1971. Indeed, the bilateral relationship between the two countries is strong in the fields of culture, education and diplomacy - and the World Expo and France National Day will be the highlights of this solid and lasting partnership. As such, **Jean-Yves Le Drian**, Minister of Europe and Foreign Affairs, and **Franck Riester**, Minister Delegate in charge of Foreign Trade and Economic attractiveness, will be present to celebrate this important event.

The eventful, cultural and innovative program of France National Day on land, in the air and in space

The **France National Day performances will take place at 10 sites of the World Expo**, from 10:00 am to 9.30 pm (detailed program below). The ambition of the France Pavilion to make artists shine throughout the World Expo site, on stage or in the public space, stands out above all, as well as **the joy and emotion for the artists to reconnect with the show, to find the public and to make visitors from all over the world discover new artistic practices.**

- 🌍 On earth with performances and highlights full of audacity, laughter and surprise animated by :
 - **Berywam**, double world beatbox champions,
 - **The Fabulous Mister Sigrid**, a mad hatter who will wander around to meet the visitors,
 - **La Zizanie**, a company of stilt walkers from elsewhere,
 - **Parade** gathering students from seven French schools in the United Arab Emirates.
- ✈️ In the air with unprecedented aerial demonstrations by the **Patrouille de France**, which will fly over the World Expo site with loops and other figures,
- 🚀 Into space with an exceptional duplex with **Thomas Pesquet**, Ambassador of the France Pavilion and French ESA astronaut, live from the International Space Station.

Thomas Pesquet

The highlight of the day will be the **duplex with Thomas Pesquet**, French ESA astronaut and Ambassador of the France Pavilion, live from the International Space Station. The 15-minute exchange between the astronaut of the space station and the French delegation will close this blue - white - red.

This duplex will be held in AI Wasl and is of course open to all!

The duplex will be introduced by the world premiere of an immersive sound experience by **ArianeGroup** and **Devialet**, at AI Wasl Plaza.



Berywam, Berytour

Double world beatbox champions in 2016 and 2018, these four artists from Toulouse cover with dexterity and freedom great French and world standards, while creating their own musical identity. They will be rocking the Dubai Millenium Amphitheatre stage of resonate at 8:00pm and the "Late Night" at 9:15pm.

In partnership with the French Institute of the United Arab Emirates. © Marie Flament



Patrouille de France

The Patrouille de France pilots will offer Expo visitors an exceptional aerial demonstration by flying over the World Expo site.

Under the blue, white and red cockade, the Patrouille de France is the symbol of the know-how and excellence of the French Air Force's training.



The Fabulous M. Sigrid

Mr. Sigrid, a crazy hatmaker, will be styling the Expo visitors with original hats, distilling the colors of France all day long in the alleys of the World Expo.



La Zizanie

As a link between Earth and Space, the stilt-walker company La Zizanie will perform its show "Les Cosmopodes", in which silvery beings from space discover the singularities of planet Earth and make contact with its inhabitants.

They will move around the World Expo site to meet international visitors.



Parade

A highlight of the Exhibition, the Parade will gather thousands of visitors around its message of universality. On this occasion, the France Pavilion has invited students from seven French schools in the United Arab Emirates to embody the singular and moving History of France.

In partnership with Saint James.

The detailed program of France National Day

10.00-10.30am: The Fabulous Mister Sigrid at 2020 Plaza

10.30-11.00am: The Cosmopodes at Sea Plaza

11.30-12.00pm: The Fabulous Mister Sigrid at Sun Plaza

12.45pm-1.30pm: Parade on the Avenue of the Nations

1.45-2.15pm: Air show by the Patrouille de France

3.00-3.30pm: The Fabulous Mister Sigrid at Sun Plaza

4.30-5pm: The Cosmopodes at Sea Plaza

5.30-6pm: The Fabulous Mister Sigrid at Sun Plaza

6.30-7pm: The Cosmopodes at Sea Plaza

7.35-7.40pm: A sound journey to space: world premiere of an immersive sound experience by ArianeGroup and Devialet, at Al Wasl Plaza, *in presence of M. Jean-Yves Le Drian and M. Franck Riester*

7.40-8pm: Exceptional duplex with Thomas Pesquet, live from the International Space Station, at Al Wasl Plaza, *in presence of M. Jean-Yves Le Drian and M. Franck Riester*

8pm: Beatbox concert by Berywam at Dubai Millenium Amphitheatre

8.30-9pm: The Fabulous Mister Sigrid at Ghaf Circle

9.15-9.30pm: Beatbox concert by Berywam at Dubai Millenium Amphitheatre

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About COFREX

Founded in January 2018, COFREX (French Exhibition Company) is a publicly owned simplified joint-stock company. Its creation was a turning point for French involvement at international events for the general public, as it was the first time that an expert body had been put together in this area. Its aim is to prepare, organise and oversee France's participation in universal and international Exhibitions.

COFREX's creation is part of a sustainable, long-term project to use the experience of previous Expos in order to perfectly and cost-effectively organise France's involvement at World Expos and other international exhibitions. Its role falls under the rationale of partnership between public and private operators working to boost France's image and international appeal.

For more information: www.cofrex.fr