



France celebrated at the World Expo the day after the opening of this international event

October 4th, 2021 - Minister of Europe and Foreign Affairs **Jean-Yves Le Drian** and Minister Delegate for Foreign Trade and Economic Attractiveness **Franck Riester** celebrated France National Day at Expo 2020 Dubai on October 2, 2021, alongside His Excellency **Sheikh Nahayan Mabarak Al Nahayan**, Minister of Tolerance and Coexistence and Commissioner General of Expo 2020 Dubai. The Vice President of the United Arab Emirates, Prime Minister of the UAE and Emir of Dubai, His Highness **Sheikh Mohammed bin Rashid Al Maktoum**, honored the pavilion with his presence during a visit.



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France and the United Arab Emirates, a solid and long-term partnership

The celebration of this exceptional day, the day after the opening of the biggest international event of the year, underlines the importance of the relationship between France and the United Arab Emirates. Since 1971, the illustrations of our solid cooperation keep multiplying and developing in the fields of culture, education, science, and mobility - and the celebration of France National Day on October 2 is yet another example of this enduring partnership, as well as being a highlight of this international event.

During their visit, the ministers met with senior officials from the United Arab Emirates, the Emirate of Dubai and the Expo 2020 Dubai, as well as with many leaders from countries participating in the Expo. They also took part in exchanges with the France Pavilion's sponsors, including our Ambassador sponsors **ENGIE** and **Orange**. At the end of the day, a press conference by the Minister of Europe and Foreign Affairs reaffirmed the desire to strengthen bilateral cooperation between France and the United Arab Emirates in the areas of scientific research and the development of economic sectors of the future, including digital, space, health and renewable energy.

Innovation and expression of French cultural and artistic creation alongside sponsors and partners who embody French excellence

France National Day celebrated the different facets of the french performing arts and street arts and the innovative character of France by hosting unforgettable shows: **Berywam** (double world beatbox champions), the **Ballet National de Marseille** on a choreography by **Cécilia Bengolea** and **François Chaignaud**, the **Fabulous Mr. Sigrid** (hatter), **La Zizanie** (stilt-walker company), and the **parade** gathering the students of the seven French schools of the Emirates (in partnership with Saint-James).

This day was also punctuated by a unique air show of the **Patrouille de France** (as well as a flyover of the Exhibition site with France colors), and was closed by an exceptional duplex with **Thomas Pesquet**, Ambassador of the France Pavilion and French astronaut of the ESA, live from the International Space Station. In presence of Her Excellency **Reem Al Hashimi**, Managing Director of Expo 2020 Dubai and Minister of State for International Cooperation, the French ministers, **Salem Al Marri**, Deputy Director of the General of Mohammed bin Rashid Space Centre and two French and Emirati children exchanged with the astronaut for about twenty minutes in front of a large audience, from the sponsors of the France Pavilion to the visitors of the Exhibition present for this unique discussion.

France National Day confirmed that our pavilion is an unforgettable showcase for French excellence, promoting the innovations, talents and assets of our partners and stakeholders from now until next March. For several years now, the Pavilion has been supported by the best representatives of French know-how with the ambition of transmitting to visitors from all over the world our values of audacity, optimism and sense of community. This is why we associate and build with our partners a unique experience at the France Pavilion, during the six months of the exhibition.

The France Pavilion would also like to warmly thank Beaumont, Bic, Deux Ponts, Evian, Janat, Guerlain, Le Petit Shop, L'Occitane, Malongo, Mövenpick Downtown Dubai, Pepsi, Perrier, Roger Pradier, Saint-Michel, Sources Alma and Valhorna, for accompanying and supporting the Pavilion for this special day.

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About COFREX

Created in January 2018, COFREX (Compagnie Française des Expositions) is a publicly-funded SAS (simplified joint-stock) company. It is the first time an organization has been established to provide expertise for France's participation at international public events. Its aim is to prepare, organize and promote France when it takes part in international and world exhibitions. COFREX was created as part of a long-term project that would draw on the lessons learned from previous World Expos to ensure that France's future participation in international exhibitions and World Expos is organized optimally and provides the best value. It is designed to take the form of a partnership between public and private players promoting the image and attractiveness of France. Find out more: www.cofrex.fr