

5.31. Coordination of activities of all the National day participants for the process of the booking service, country manager of the Organizer and the country performer for the approval of the participants of the National day, delivering of the participants list, invitation to the protocol officials, security agencies, media, and program coordinators

National day Manager was engaged for the event of National Day of Bosnia and Herzegovina, from 10th of November 2021 to 10th of January 2022. Engagement included active involvement in preparatory and implementation phases of National day organization. Moreover, the Agency members provided various documents and support to engaged National day Manager to implement successful event.

Role of National day Manager included continuous communication with the Agency members, EXPO departments, coordination of activities for the National day participants for the process of the booking service, including the country manager processes and the approvals from the Organizer and the country performers of the participants of the National day, delivering participants list, invitation to the protocol officials, security agencies, media and program coordination, and many other activities related to the event preparation and implementation. Moreover, the role of National Manager was crucial for efficient communication between the Agency members and the Expo departments to implement activities in a timely manner.

Those activities include preparation of specialist program structure, National day control process on the site screens, cancelation for the culinary experience pods as per the Expo regulations and processes, coordination of dispatch processes, preparation of Pre-Expo National Day document list, content controlling and check-up including storytelling and country messages, VAPPs check-up and issuance under three main categories, vehicle screening document application and monitoring, active involvement in National day journey plan draft, final check-up and review of all team-created documents and plans for the Expo Portal submission: protocol team, media, agencies, program coordinators and cultural program.

The National day Manager was engaged for the following activities:

1. Preparing specialist program structure
2. National day control process on the site screens
3. Cancellation for the culinary experience pods as per the expo regulations and processes
4. Expo dispatch processes
5. Pre-Expo National Day document list
6. Content controlling and check-up: storytelling and country messages
7. VAPPs check-up and issuance under 3 main categories
8. Vehicle screening document application and monitoring
9. National day journey plan draft
10. Final check-up and review of all team-created documents and plans for the EXPO Portal submission: protocol team, media, agencies, program coordinators, cultural program

1. Specialist program structure

Preparing specialist program structure included engagement and verification of Expo roles for all activities of the National Day according to the submitted list of Expo roles and the delegation of Bosnia and Herzegovina.

Verified roles are:

1	Commissioner General
2	Deputy Comm General

3	Director - Pavilion
4	Ambassador
5	Ambassador Accomp Guest
6	Consul General
7	Consul General Accomp Guest
8	Diplomatic Mission Entourage
9	Delegation Security
10	Official Participant Guest
11	Minister Foreign Affairs
12	Minister Foreign AFF Accomp Guest
13	Minister Foreign Aff Entourage
14	Minister Foreign Aff Delegation Sec
15	Minister
16	Minister Accomp Guest
17	Minister Entourage
18	Minister Delegation Sec
19	Head of state
20	Head Os Accomp Guest
21	Head Os Entourage
22	Head Os Delegation Sec
23	Head Of Government
24	Head of Gov Accomp Guest

25	Head of Gov Entourage
26	Head of Gov Delegation Sec
27	Official Participant Media
28	Secretary General
29	Secretary Gen Accom Guest
30	Secretary Gen Entourage
31	Senior Executive
32	Senior Exec Accom Guest
33	Delegation Security
34	Pavilion Staff
35	Pavilion Contractor
36	Pavilion Media Liaison Officer
37	Delegation Protocol Staff/ Interpreters
38	Pavilion Entertainment
39	Pavilion Security

a) Role Media Press

1	Journalist
2	Photographer
3	Brand Ambassador
4	Social Media Influencer

5	Blogger
6	Media Technician
7	Stakeholder/Third-Party Photographer
8	Press Executive
9	Press Guest

b) Role Media Broadcast

Broadcast Executive
Broadcast Guest
Host Broadcaster
TV Editorial Personnel
TV Production Personnel
Radio Editorial Personnel
Radio Production Personnel
Broadcast Support
Stakeholder/Third-Party Film Unit

National day Manager responsibility included communication with the Expo protocol team and verification of protocol guests. Protocol guests were classified into few groups: Non-official Participants, Official Participants, Participant Guides, Public Realm and Special Regulation Attendees. Attendees of National Day Ceremonies are divided into two categories, Official Delegations and Official Guests from the participant nation and the UAE.

Participant countries and National day Manager provided information and confirmation of attendance of the highest possible ranking representatives of country/organisation and included them as part of their Official Delegation on the National Day of Bosnia and Herzegovina. High-ranking representatives may included Head of Delegation, Minister of Foreign Affairs, Ministers and Ambassadors/Consul Generals.

Non-Official Participants - Parties that have been authorised by the BIE to participate outside Official Participant sections. Non-Official Participants include corporates (such as sponsors), NGOs, and academic institutions.

Official Participants - Foreign governments and international organisations who have received and accepted the official invitation from the Government of the United Arab Emirates (UAE) to participate in Expo 2020 Dubai.

Participant Guides - Set of documents issued by the Organiser to explain and guide all aspects of the participation process before, during, and after the Expo 2020 event.

Public Realm - Comprises the sum of the outdoor spaces between buildings, providing places for moving from one building to another, and external places for rest and play.

Special Regulation - The Special Regulations listed in Article 34 of the General Regulations.

The National day Manager coordinated security support and the security officers as point of contact in relation to security matters between the participant country and the Organiser by sharing the contact details with the Organiser with the organiser to ensure successful communication. Moreover, the National day Manager coordinated VIP delegation security which was fully independent with their own security, but required accessibility and support from the Organiser's security team. All planned site visits and movements were shared in advance. Delegations requiring security

details to undertake any form of weapon carriage (concealed or otherwise) were in strict adherence with the UAE Ministry of Foreign Affairs (MOFA) rules and regulations. Once these approvals have been confirmed, participant country informed the Organiser's security team of all details pertaining to weapon carriage at Expo 2020. Each Official Delegation was assigned Protocol Liaison Officers. Participants included the Expo Calendar of events into the agenda of dignitaries attending the National Day Ceremony, as well as maximised their presence by designing events the day before and the day after their National Day.

2. National day control process on the site screens

However, the National day Manager controlled the National day control process on the site screens. Controls were unavoidable statements that establish the compulsory requirements for all Expo 2020 Dubai participants to ensure that the standards and aspirations of Expo 2020 Dubai are achieved. Verification of documentation in accordance with the documents NDHD Cultural Performance Tech Spaces and Performance were provided. Guides are statements that describe methods or suggested ways of operating to meet the specific goals and objectives of Expo 2020 Dubai. Each control and guide was assigned a unique alphanumeric code. The first character of the code identifies if the statement is a control (C) or a guide (G). The numeric character identifies the sequential order of the control or guide. For example, C-09 is a control while G-01 is a guide.

Example of a Control Statement

C-09

Participants must submit their official speech 72 hours prior to the ceremony to Expo Protocol.

Example of a Guide Statement

G-01

Participants are a key contributor to Expo 2020 Dubai's overall programming and should propose programming concepts that extend beyond what is presented within their pavilions into the public realm.

The controls and guides were facilitated by the Organiser guiding and supporting participants in delivering, operating, and events National day on the Expo 2020 Dubai site through a range of tools and services. These also assisted the National day Manager in planning, delivering, and operating events in-line with the requirements and guidelines of the Organiser. Moreover, these controls aligned countrys event plans and operations with those of the Organiser and other participants, and ensured a seamless process for booking, planning, delivering, and operating events on site. NDHD documents has been made to empower and provide support to plan and provide programme suitable show for Bosnia and Herzegovina Cultural Performance within the Official National Day.

For the Bosnia and Herzegovina National day ceremony, verification of documentation has been done in accordance with:

- Speaker submission Toolkit
- EXPO 2020 World Majls Conversations that matter
- EXPO 2020 Burea International des Expositions International Paticipans
- Key thematic interests of international participants
- Core Message
- Program Calendar
- Standard Covered by Expo
- Feature moments including National Day

3. Cancelation for the culinary experience pods as per the expo regulations and processes

National Day of Bosnia and Herzegovina at the beginning of preparatory phase included culinary experience with culinary demonstrations, live cooking, and master classes connected to all forms of cuisine and gastronomy. National day Manager has been included in cancellation for the culinary experience pods as per the Expo regulations and processes. For the National Day, each participating country should organize an EXPO 2020 Session Food and Beverage Operations - promotion of national cuisine. Bosnia and Herzegovina has committed itself to implementing all activities

of the National Day, including the organization of the National Cuisine and cooking show. Considering that all activities started after the opening of EXPO 2020, much later than other countries, Bosnia and Herzegovina has decided that the National Day will not implement activities related to national cuisine.

The process of organizing culinary experience required the engagement of professional chefs who know the national cuisine, delivery of recipes, checking food, halal certificates, logistics, procurement of food according to the instructions of the head chef and support staff. All these activities were an integral part of the contract and plan of the National Day, but due to circumstances and limited deadlines, number of days for preparation, compliance with standards, control and organization, which Bosnia and Herzegovina had, it had to be canceled.

However, certain Expo guidelines regarding National day culinary experience have been provided, which were studied in detail by the National day Manager and the Agency team.

Culinary guidelines:

As part of making Expo 2020 an Expo for all, we are offering all Thematic District Participants the opportunity free of charge to take part in our Culinary Experience Pods. There will be two Culinary Experience Pods located in the Sustainability and Mobility thematic districts. Participants who wish to take part in the Culinary Experience Pods are invited to submit an Expression of Interest and authentic recipes for up to two dishes to their Country Managers. Each Culinary Experience Pod will feature a live cooking station that will have the ability to host Guest Chefs and allow specific cuisines to be presented front and centre on Participants' National/Honour Days.

If the Participant requires the Culinary Pod for an alternative date, please submit the requirements through your Country Manager so Expo 2020 can confirm availability with the Culinary Pod operator. Please be advised that the Culinary Pods will be chargeable for any use outside of National/Honour Days.

Culinary Pods be used to prepare and serve food samples on National day. Food samples planned to be served within the Pavilion must not involve any cooking preparation. Kitchen facilities are unfortunately not available for Thematic District Participants to cook and prepare food. The samples must also be identified as part of the Commercial Proposal. Participants can invite guests to taste and purchase food prepared by the Guest Chef as part of the National Day live cooking activation within the Culinary Experience Pod. Additionally, if required, the Participant can enter into a direct agreement with Emirates Flight Catering or other caterers (rate card available on the Expo Portal) to provide specific/specialized catering delivered directly to their Pavilion. A reminder that Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once

The Culinary Experience Pods are a commercially operated offering by Expo 2020 and are licensed dining venues. Expo's appointed caterer will be responsible for sourcing all ingredients and managing costs in relation to producing the dishes in the Culinary Experience Pods. Participation in the Culinary Experience Pods is at no cost to Thematic District Participants, and this includes taking advantage of the National Day live cooking activation. Any food and beverage that is consumed within the Culinary Experience Pods will be chargeable. To take part in the Culinary Experience Pods, Participants are invited to submit an Expression of Interest with authentic recipes for up to two dishes to their Country Managers by December 31, 2020. These dishes are not limited to main course dishes and can extend to entrees, desserts, side dishes, and even bread. The dishes should be representative of the Participant's authentic cuisine and culture. Participants can nominate their own Guest Chef. Each Culinary Experience Pod will feature a live cooking station that will have the ability to host Guest Chefs and allow specific cuisines to be presented front and center on

Participants' National Days. If Participants do not have a Guest Chef during their National Day, their national dish will still be prepared and cooked by Emirates Flight Catering and will be served as part of the buffet. Kindly refer to the Culinary Experience Guide for further details. Halal' is an Arabic word which means 'permissible.' A halal product is one that is permissible under the Islamic law. The Emirates Authority for Standardisation (ESMA) acts as the standard setting body for the UAE regarding halal products. Please refer to Section 2.4 of Food and Beverage Guide - Halal Products and ESMA-Registered Halal Certification Bodies in the UAE and Other Countries (www.halal.ae) for further details. All food products must be halal except pork, products with pork ingredients, and food prepared with alcohol. Participants who wish to serve pork, products with pork ingredients, or food prepared with alcohol must abide by the regulations in the Food Code, which include the requirements for receiving, storing, handling, and cooking procedures that need to be followed. Food and beverage operations including 'live cooking' are not permitted within the Thematic District Pavilions. However, food tasting activities are permitted within the Pavilion space. Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information: list of samples to be distributed, quantity of each sample, Time where the samples will be distributed, frequency of the sampling activity if it is set to occur more than once. Participants are also reminded that perishable items are not permitted for shipping within the allocated 40ft container, and storage and refrigeration facilities for perishable items are not provided within the Pavilion.

Thematic District Participants are allowed to serve coffee and install an electrical coffee machine in the Pavilion. Participants must ensure that the electrical outlets are correctly positioned to facilitate the operation of the coffee machine. Additionally, the machine must have an inbuilt water tank so it does not require any additional plumbing. Participants are responsible for supplying the coffee machine and the coffee beans and must ensure details are submitted as part of the Commercial Proposal.

Participants planning to carry out sampling or giveaways for food within their Pavilion as per Section 7.3 of the Food and Beverage Guide must submit a Food Sampling Request on the Expo Portal 10 days ahead of the sampling. The request must include the following information:

Participants wishing to exhibit tobacco as part of their exhibition must ensure the content is in direct relation with their exhibition. Participants must submit a request to the One-Stop Shop through their designated Country Manager along with the details of how the tobacco or tobacco related content relates to the exhibition, how it will be displayed and where will it be displayed within the Pavilion.

Tobacco cannot be sold at any point inside the Pavilion, however it can be distributed as samples or for gifting if it is in direct relation with the Participant's exhibition or culture. Participants wishing to gift tobacco must submit a 'Tobacco Gifting' request on the Expo Portal. Gifting labels will be prepared and shared through the Participant's designated County Manager. Tobacco offered for gifting must be provided in sealed packages with labels provided by the One-Stop-Shop affixed to each package.

Food and Beverages Operation guidelines:

Can Thematic District Participants display alcohol?

Thematic District Participants must inform the One-Stop Shop of the quantity of bottles on display and the planned display location within their exhibition. Additional guidelines are as follows:

- Bottles must have a sticker on the back that indicate they are only for display and cannot be consumed or sold under any circumstances.
- All bottles must be accounted for within the Exhibition Objects Plan, even if the bottles are dummy bottles i.e. the bottles are empty or filled with a non-alcoholic substance.

- The alcohol bottles must be displayed inside a casing or locked cabinet so that they are not accessible to visitors in anyway. This is for safety purposes and to ensure the bottles are not accidentally broken or taken.

Can Thematic District Participants conduct alcohol sampling within their Pavilion?

Alcohol sampling and tasting activities will be permitted within the pavilion in the exhibition area as a closed event such as on the Participant's National Day. The Participant will be required to submit an 'Event Alcohol Permit' request on the Expo Portal with the following details, and food or light snacks must be offered as part of the event.

- Date and timing of the event
- Expected number of attendees,
- Details of the event food and beverage provider

Any purchase, clearance, storage, and transportation of any alcoholic beverages to be served at the Expo site must be through MMI. All costs in relation to the purchase, importation, clearance, transportation, and storage of the alcohol for sampling is the responsibility of the Participant.

Does product labelling have to be in English?

Participants must ensure that all food and beverage items are in compliance with the label requirements of Dubai Municipality and must be in English. Arabic is optional. The Dubai Municipality Label Requirements are as follows, BarcodeNumber, ProductName, Brand Name, Net Weight Volume, Country of Origin, Ingredients, Production and Expiry Dates, StorageConditions, Manufacturer Name, NamesorE-Noofadditives(ifany) o Instructions for use(ifany), Warning(ifany), ArabicLabel(Optional).

4. Expo dispatch processes

There are certain government protocols and formalities that have to be followed while importing or exporting goods, which National day Manager had to be familiar with. The customs inspect and identify the goods being imported and verify the documents to allow the import of goods. The whole customs clearance process is to handle and control what comes in or goes out of the country. If there is any kind of discrepancy in the documentation regarding the duties and tax certificates, the clearance process is hindered, and the shipment is delayed. This delay can cause financial loss and in case of breaking any customs law and other consequences. National day Manager had to understand procedure Of Calculating Custom Duties. The customs department is responsible for facilitating international trade by clearing and allowing the goods to enter the country. The duties collected by the customs department are of the following types: Import Duties and Export Duties. Manager is also responsible for collecting fees and levies:

- Import declaration fees
- Petroleum development levy
- Foreign motor vehicle permit fee
- Sugar levy
- Horticultural crop development levy
- Revenue stamps

There is not a single standard for the application of duty rates on imported goods in UAE. The rates may vary from 0-100 percent. Some goods may be exempted from any kind of duty, they may include the following:

- Goods entering the Duty-Free storage area at port Rashid in Dubai
- Goods imported to the Free Zones

While for some goods the duty is calculated at 5 % of the CIF value. The CIF value is the cost, insurance and Freight Value of the goods. This custom duty of 5% is applied to all the dutiable goods other than the following products:

Moreover, he had to be aware of Prohibited & Restricted Goods. There are certain goods that are banned or restricted from the UAE for import. These goods often

include those goods that are threatening or harmful for society, the health of the people, environment, wildlife or security of the state. The prohibited goods are the ones that are banned under the Common Customs Law or the law of the state. The restricted goods are restricted under the Common Customs Law or under any law of the state and can be allowed in the state only by the approval of the concerned authorities.

A list of prohibited and restricted goods for the expo Dubai 2020 has also been announced that has mentioned the following things.

Prohibited

- Narcotics including mind-altering drugs
- Pornographic materials
- Counterfeit items
- Cultural artifacts and other objects of cultural importance (such as authentic engravings, prints, and lithographs) unless approved by the relevant authorities to prevent illegal trade
- Gambling-related items such as lottery tickets and
- gambling machines
- Three-layered fishing nets
- Used, tampered, or inlaid tyres
- Materials or substances that are contaminated or exposed to radiation
- Homemade foodstuff

Restricted

The table below indicates some restricting authorities and respective goods categories:

Controlling Authorities	Goods Categories
Ministry Of Climate Change & Environment	Live animals, plants, fertilizers and insecticides

Ministry Of Defence / Armed Forces / Ministry of Interior	Ministry Of Defence / Armed Forces / Ministry of Interior Arms, ammunitions, explosives, and fireworks
Ministry Of Health & Prevention	Pharmaceutical products and Medical/ Surgical instruments and machines
National Media Council	Print materials, publications, and media products
Federal Authority for Nuclear Regulation	Nuclear energy-related products
Emirates Authority for Standardization and Metrology	New tires
Telecommunications Regulatory Authority	Transmitters and radio equipment
Dubai Police	Alcoholic beverages
Dubai Municipality	Foodstuffs, personal care, and cosmetic products
UAE Kimberley Process office	Rough diamonds

Live animals: Health certificate, along with complete and valid vaccinations, is required.

Endangered species and any products or parts thereof as outlined by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES): Permission from CITES is required.

Medication (including some painkillers): Strict laws apply.

Currency: All foreign or local currencies exceeding the equivalent of AED40,000 (including traveler's cheque) need to be declared. Passengers under 18 years old cannot import a more negotiable instrument than the stated limit.

Customs Duties Exempted Material Every shipment must be documented as other shipments of any goods, the relevant operations need to be carried out. The exempted goods and materials, there is an additional requirement of documentation including the certificates to prove its right to be exempted from the Ministry of Finance.

For the Expo Dubai 2020, in accordance with the Customs Annex of the BIE Convention, the following materials imported under a temporary procedure of importation

- Materials necessary for building and maintaining the pavilions
- Promotional and advertising materials
- Any other materials to be used during the Expo event

The types of materials being imported determine the duration of the temporary importation following the specified regulations.

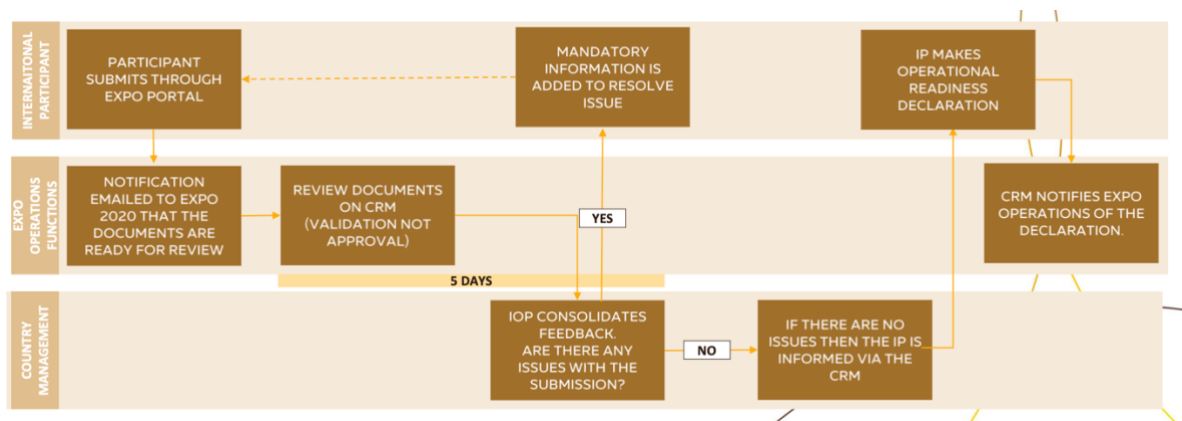
5. Pre-Expo National Day document list

Among different roles, the National day obligation was to control and provide Pre-Expo National Day document list. This list includes various activities including staff organization, daily operations for the event and pavilion organization, brief to engaged departments and others.

Event time Operations Site wide included control of staff Arrival, EXPO opening checks, EXPO open pavilion checks, daily operations, National day all activities, F&B pavilions last call for orders, EXPO pre-event control, EXPO closing, Debrief and handover to overnight Operations.

Moreover, the role included organization of support activities to the staff, visitors, guests and performers. These activities include visitors' information and process, commercial/gift services, Dubai cooperation for ambulance services, DCASS - Fires Aid Rooms, mobile medical teams in the case of medical emergency, EXPO portal for the organizations approved by DCAS to provide first aid training, Dubai Health authority, on-site EXPO Emergency Centre (EEC), First aider for personal, first aid kit for personal, contacts for Dial 988 Mediacal Emergenices. Furthermore, activities included overnight Operation, control schedule od works cleaning, maintenance, pest control, waste removal, Landscaping and various production change and set adjustment; control of Covid Measures event zone, Waste management general, recyclable, organic; Key takeaways - Plan & communication, Asccees control, Important Spaces; Key Operational Documnets and Contingency Planning; Operational Readiness Declaration; Venue Building Certificate; Venue Operating Plan an Emergency Action Plan, and a fire dril (in accordance whit the UAE Fire & Life Safety Code of Practice) and Road to Readines.

Key operational documents included review process, which was fundamental for approval of documents and operations regarding the event.



Testing activities prior to event were necessary to confirm that all equipment and technical requirements are adjusted and provided. National day Manager has done test pre - events National day activities. Test event time services at scope and scale, as well as to practice site-wide activities like the Daily Procession were implemented including first, second and final test activity. During this test event there are a limited opportunity for international participants and partners to test operations. Second test event, scheduled for the National day, focused on the requirements of participant country and partners. During this test event there were opportunities to test all operations including self-directed readiness activities. Expo 2020 Dubai Master Plan, performance venues/spaces, venue characteristics, and the process of booking event were included in requirements, as well as programming Master Event Calendar concept, Expo-led programming categories, standardised National Day programming, including routes, venues, set-up details, timeline, and representation.

Activities important for the event included performance. Performance dance included all forms and styles of classical, contemporary, and national folkloric dance activity.

Test Event 1 - Coordinating Instructions included following activities:

- **Opening Hours.** The zones will be activated from 16:00 - 23:00 on each day of Test Event 1.
- **Simulated Visitors - Numbers.** Planned for 1,000 - 1,250 'visitors' each day.
- **Simulated Visitors - Profile.** Visitors will be generated from Expo staff, volunteers and contractors and will be adults.
- **Sound, Vision & Lighting Test.** Participants are requested to participate in this test by switching on their architectural/show lighting and soundscapes from 17:00 to 23:00. Participant support of this test is very important.
- **Participant Pavilion Test.** Participants can, should open their pavilions to visitors circulating in the zone.

- **Participant Guests.** Participants can invite guests to visit their pavilion if they are participating in a pavilion test.
- **Visitor Experience.** During Test Event 1 we are conducting venue exercises to prepare for Test Event 2 and event-time. Consequently ‘visitors’ will not get a full event-time experience but they will be entertained.
- **Events & Entertainment.** We are planning for two performances each evening, one at 17:30 and another at 21:00, each for one hour.
- **Food & Beverage.** There will be a very limited food and beverage offer.
- **Security.** The site is secure and event-time search and screening protocols are in place.
- **Pre-requisites.** Participants should have made their *Operational Readiness Declaration* by 1 Sep 21 and this is a mandatory requirement for involvement in test events.
- **Notification.** Participants who wish to be part of Test Event 1 should notify their Country Manager.

Test Event 2 - Coordinating Instructions included following activities:

- **Opening Hours.** The zones will be activated from 15:00 - 23:59 on Day 1 and from 15:00 - 22:00 on Day 2
- **Simulated Visitors - Numbers.** We are planning for 10,000 - 15,000 ‘visitors’ each day.
- **Simulated Visitors - Profile.** Visitors will be generated from multiple sources and include Expo Ambassadors, government workers and their families, and Expo workforce and their families. This means we should have a fully representative demographic.
- **Participant Pavilion Test Workforce.** We are generating a workforce of 2,700 people to service the requirements of the participant pavilion test.
- **Participant Guests.** Participants can invite guests to visit their pavilion if they are participating in a pavilion test.

- **Feedback/Lessons Identified.** Expo will not be capturing feedback/lessons identified on behalf of participants, however, participants are free to survey.
- **Visitor Experience.** Test Event 2 will deliver an event-time visitor experience.
- **Events & Entertainment.** Test Event 2 will deliver an event- time performance programme within the exercise footprint.
- **Food & Beverage.** Food and beverage/retail outlets will be open to ‘visitors’ (testing arrangements for participant facilities is to be confirmed).
- **Alcohol License.** Participants with an alcohol license must ensure they have the necessary permissions in place.
- **Security.** The site is secure and event-time search and screening protocols are in place.
- **Pre-requisites.** Participants should have made their *Operational Readiness Declaration* by 1 Sep 21 and this is a mandatory requirement for involvement in test events.
- **Notification.** Participants who wish to be part of Test Event 2 should notify their Country Manager by 9 Sep 21.

Testing Windows

Purpose. The purpose of the testing windows is to provide periods when Expo can accommodate pavilion tests outside the official Expo test events.

Support. Expo will support pavilion test scheduled in the testing windows by providing access to the Site and safe routes through the public domain to the subject pavilion.

Visitors. Participants may invite official guests to their pavilion tests but not the general public.

Constraints. Guests will be subject to search and screening (we have applied event-time security protocol from 23 Aug 21), will require a site access pass or accreditation to enter the site, and no photography/videography is permitted outside the pavilion (except official photo opportunities).

Other Operational Tests. Participants are welcome to schedule other operational tests, e.g. fire tests and venue evacuation exercises, as necessary and we simply request that you notify your Zone Operations Manager using the duty number at least 24 hours in advance.

6. Content controlling and check-up: storytelling and country messages

The success of Expo 2020 Dubai will be based on the collective contributions of the Organiser, participants, and partners to deliver a memorable and impactful Expo.

Through the various marketing tools and resources available, participants could increase awareness and promote their events.

The Organiser will offer a variety of marketing tools to support participants in raising awareness of their events. This will not only help bring events to life but will also enhance Expo 2020 Dubai's visitor experience by providing essential information and unique experiences. National day manager together with the Agency planned the activities according to Expo suggestions by providing and producing various campaigns through various communication channels for promotion. Expo 2020 Dubai will be promoted through campaigns leading up to and during the event.

Event campaign included campaign slogan, objective, creative Strategy, web site and market media reach.

Expo 2020 Dubai enhance visitor experience with the use of digital screens that provide a site-wide canvas to inform, entertain, and enrich the public realm with dynamic stories and images. Live content - displayed on digital screens - has the power to create unexpected moments of delight while also providing visitors with real-time updates about events and programmes. Detailed information regarding all the points of interest at Expo 2020 Dubai (e.g., F&B outlets, attractions, entertainment, etc.) are available on the official Expo website. Points of interest are made available through the event map where visitors will be able to view, search, and filter to narrow down what they are looking for. Branding guidelines for

event played an important role in promoting National Day Celebrations to attract visitors. To ensure a consistent message and prevent misuse, the Organiser has protected its brand by registering the brand assets and relying on IP laws to preserve these rights.

National day Manager was introduced to Brand portal - A One-Stop Shop for all brand-related assets. It acts as a digital asset management system and is accessible through the Participant Portal. It hosts the brand guidelines - a wide range of brand assets that can be viewed and downloaded and is utilised for brand approvals by participants.

- Strategic vision and narrative; vital contribution of participants.
- Marketing tools and branding guidelines for events.
- Communications and Media Operations
- Media facilities and services available to participants, including the Expo Media Centre and the Media Information System.

Bosnia and Herzegovina used Expo Social Media platforms to raise awareness of the National day event and own Social Media platforms to raise awareness of the National day.

Bosnia and Herzegovina advertised itself through the following actions:

Initiated maintain an online presence, kept a ubiquitous online presence through multiple social media channels such as Facebook, Twitter, Instagram, Youtube, LinkedIn and used social media to build anticipation and awareness for participants offerings such as pavilions, events, vendors, as well as National Day.

To ensure that there is consistency with the Expo 2020 Dubai brand, certain guidelines were followed. Participants who wish to display the logo, trademark or other IP of their own sponsors must only do so within the DEC or within the physical interior of their pavilion and not outside the pavilion. Any such display must not be visible to the public outside the pavilion. Participants must comply with all Special Regulations when conducting commercial activities and ensure that their marketing

and promotional activities are compliant with the relevant laws and regulations of the UAE.

All developments go through an approval process that will be found in the Marketing Guide. Regarding sponsored events, in line with Special Regulation 9, Article 23, third-party infringement is not allowed. This means that participants may not exhibit products and graphics in Expo 2020 Dubai site venues as well as using audio/video contents, and the distribution of promotional material which carries commercial brands. For events that occur in the DEC, the DEC Brand Guidelines apply. Participant events on Expo 2020 Dubai venues must not include or offer exposure to any third-party sponsors or third-party branded products. In the case that participants wish to host branded events outside of the Expo 2020 Commercial Family, these events will only be permitted within the DEC or the interior of the participant pavilion space and must not be visible from outside of the pavilion. Any marketing or promotion associated with the event must not carry the third-party IP if the Expo 2020 IP is present.

7. VAPPs check-up and issuance under 3 main categories

National day Manager was introduced to a control mechanism for enforcing vehicle access to the Expo 2020 Secure Site and/or Restricted areas.

Three main categories are:

Logistics and Operational Tools, Processes, and Services

Access Controls

Vehicle Access Parking Permit (VAPP)

Accreditation VAPPs

A VAPP is the equivalent of an accreditation for vehicles and defines the access and parking privileges of each vehicle. VAPP permits were used for Principal delegation transport for the National day event, for Al Dana parking. Vehicle Access Parking permit Management System - The term refers to a Database with the features and capabilities that enable VAPP data collection, inventory, allocation, support production and distribution, tracking, reporting, and cancellation. Vehicle Check Point - This checkpoint located at the pre-designated positions around the Expo 2020 Site filters vehicles coming from the VPC into the Expo 2020 Boulevard Road and subsequently to the Expo 2020 Secure Site. Vehicle Permit Checkpoint - This is a temporary checkpoint on the road network surrounding Expo 2020 Site for checking the access and parking rights of incoming vehicles, thereby filtering the vehicles coming to the VCP.

To deliver an exceptional event, Expo 2020 has prepared the Vehicle Access Parking Permit (VAPP) Guide to assist Participants and their VAPP end-users in understanding the Vehicle Access Parking Permit mechanism and the entitlements related to the VAPPs allocated to them. This Guide focuses on the types and privileges of all Expo 2020 Participants and their Service Providers VAPPs during Event Time. National day Manager and the Agency delivered the list of vehicles for the Principal Delegation for the National day through Visitor Delegation form.

The term VAPP stands for Vehicle Access Parking Permit. It is the equivalent to an accreditation pass for vehicles and works as a primary identification tool when determining whether a vehicle is allowed to gain access to Expo 2020 Secure Site and/or Restricted Areas. Therefore, the VAPP should be visibly displayed and positioned on the vehicles' windshield at all times.

The VAPP will support the efficient control and monitoring of all vehicle access and traffic flows through Expo 2020 Secure Site and/or Restricted Areas/Roads, while simultaneously preventing unauthorized vehicles access, and ensuring security standards are met and maintained.

VAPP Process Overview

Participants and their service providers will be allocated with an Expo 2020 VAPP to support their operations that includes Commissioner General vehicles, Golf Buggy and Delivery/Service and Maintenance vehicles. To facilitate the process, each Participant will nominate a single individual who will act as the Participant's single point of contact with the Expo Team on all VAPP requirements for Event Time. Expo strongly recommends this role is undertaken by the Participant's Logistics Manager (LM).

Commissioner General VAPP

Each Commissioner General will be allocated with One (01) Gold VAPP which provides access to pre-defined locations close to where their respective pavilion is located. Participants do not need to request for the CG VAPP as this will be automatically allocated. Once the Participant's LM will be granted access to VAPP Management System (VAPPMS) via Expo 2020 Portal, the Participant's LM may start adding vehicles and assigning them to the allocated VAPP.

This physical VAPP that is provided is transferable, which means it is equipped with suction cups allowing it to be physically moved from one vehicle to another. Access to the site will be granted only when the vehicle entering the site has the physical VAPP displayed on the windscreen and the vehicle plate number is assigned to that VAPP in the VAPPMS via the Expo Portal. The assignment of the vehicle to the VAPP must be completed at least 24 hours prior to arrival. For further details about VAPP transferability refer to section 1.8 page 15.

For further details about this VAPP type entitlement please refer to section 2.1 Commissioner General VAPP.

Golf Buggy VAPP

Participants that are entitled to a Golf Buggy will be allocated with one (1) Golf Buggy VAPP, which is a nontransferable sticker. No action is required by the

Participant LM for a buggy VAPP in the VAPPMS. Section '2.2 Golf Buggy' VAPP of this guide provides details on the entitlement of the Gold Buggy VAPP.

National Day

On the occasion of National Day celebrations, the Participant's Official Delegation were given access to the VIP Parking from which the Guests will be transferred to Al Wasl by golf buggy. This VAPP shall provide access for delegation vehicles to the VIP Parking and will be valid only on the day of Participant's celebration.

Private Coach

Participants wishing to transfer their pavilion staff or guests to and from the Expo 2020 Site using Private Coaches require an electronically generated permit (e-VAPP). Each Participant's Logistic Manager will have access to the Coach Booking System functionality within the VAPPMS by default.

Delivery, Service and/Maintenance VAPP

Participants' Service Providers who will be delivering goods or providing service/maintenance require a Delivery/Service VAPP to support Event Time operations. To request a VAPP for a Service Provider, the Participant's LM should submit the Site Access-Delivery/Service/ Maintenance Form to the One Stop Shop (OSS). Once the VAPP requirements are approved, an account for the Service Provider is created in the VAPPMS, and all respective VAPP details are uploaded in the system. When the VAPP is ready for collection, a notification will be sent via e-mail to the Service Provider to collect their VAPPs at the Main Accreditation Centre. Participants should allow 72 hours for their VAPP request. If the Service Provider is servicing one Participant only, the Participant LM will have access to view and manage the VAPPs allocated to the respective SP. For further details about this VAPP type entitlement please refer to section 3.1 - Delivery, Service and/or Maintenance VAPP.

VAPP Management System

In order to properly handle the entire life cycle of each VAPP, an online system called the VAPP Management System (VAPPMS), is used to assist the Expo Team with data collection, allocation, distribution, inventory and management of the VAPPs. Accessing the VAPPMS from the Expo Portal is seamless, through single sign -on functionality that will take the Participant's Logistics Manager directly to their account. They will not need to use separate credentials to access it.

The VAPPMS can provide the following functionalities:

- View VAPP allocations

- Adding vehicles and license plate numbers

- Assigning vehicles to a VAPP

- Report lost/stolen/damaged VAPPs

- Book 60-minute time slots for drop-off and pick-up guests at Private Coach Parking Areas across Expo 2020 Site.

The Participant is responsible for communicating any changes on the VAPP status to the Participant's Logistics Manager for VAPP passes. It is the responsibility of the Participant's Logistics Manager to continuously review the number of accredited vehicles needed to ensure that they are still required.

VAPP Controlled Areas Across Expo 2020 Site

During Event Time, Expo 2020 will experience a significant influx of vehicular traffic. To ensure operational delivery and safety of the event, the access to designated roads and parking areas within the Expo 2020 Site and its surroundings will be controlled. Any vehicles intending to access Expo 2020 Secure Site and/or Restricted Areas/Roads must display an official and valid VAPP.



1. Permit Color

The color of the VAPP is a quick indicator of the access type granted, allowing a quick recognition by the traffic marshals directing vehicles to their designated parking areas, access locations or load zones.

2. Validity

Designates the validity of the VAPP and the duration of access. Expo 2020 VAPPs can be valid for a day only or throughout the entire event period (1st October, 2021 to 30th April, 2022).

3. Access Zone

An Alphanumeric code that indicates the parking area or type of access allocated to the vehicle.

4. Guest

A two or three letter code that indicates the Guest/Client Group to whom this VAPP has been issued.

5. QR Code

A unique feature that allows a manual check of the VAPP Validity and Access Privileges.

6. Serial Number

A unique number generated for every VAPP that allows the the Expo Team to look up information related to the VAPP in the Expo Portal.

VAPP Collection

Commissioner General, Golf Buggy and National/Honour Day VAPPs will be distributed to the Participants through their respective Country Managers. Bosnia and Herzegovina staff received VAPPs two days before the National day event.

Delivery VAPPs for IP Service Providers will be distributed at the Main Accreditation Center. While collecting the VAPPs, the Participant's LM and/or the Service Providers must present a valid identity card (i.e. Expo 2020 Accreditation, Emirates ID or Passport).

If the VAPP types and quantities are correct and all the permits have been delivered in perfect condition, the collector will sign the 'VAPP Collection Form', acknowledging the receipt of the VAPPs and take responsibility for the onward distribution to their rightful owners/ end users.

Official Delegations and guests will arrive at one of two locations at the Expo 2020 Dubai site: the VIP Parking or the Heliport.

Dignitary delegations will be received by the Expo 2020 Protocol Team, and the Delegation Principals will be escorted (by vehicle/buggy) to the Leadership Pavilion for the commencement of the National Day Ceremony. The rest of the attending

delegations will be escorted by buggy to the Al Wasl Plaza to be in place for the commencement of the ceremony. Each principle guest will have a dedicated Protocol Liaison Officer escorting them across the Expo 2020 site.

8. Vehicle screening document application and monitoring

For different events and activities (National day, transport of materials for the Pavilions etc.) National day manager was introduced to Vehicle screening document application and monitoring.

Vehicle Screening Area - The area where people and vehicles are screened and restricted items are identified to ensure they do not carry prohibited items into the Expo 2020 Secure Site.

Visitor Hours - The hours during which the visitors are able to access the Secure Site at event time.

Visitor's Parking - The area where all public and Expo 2020 guests' vehicles shall park.

Restricted Site / Area - The Restricted Site refers to the extended areas connected and leading to the Expo2020 Secure Site which is accessible after passing through a Vehicle Check Point (VCP). Restricted areas specifically refer to the Facilities and Security Check (FSC), the FSC Connection Road and Boulevard 2020 (east, north and south).

Remote Screening Area - Screening facility for all delivery vehicles entering and exiting the Expo 2020 Site.

Secure Site - The area containing the internal operational zones, found within the inner secure perimeter of Expo 2020 Site, accessed by either VSA or PSA.

9. National day journey plan draft

National day Manager has been provided with controls and guides document, two criteria for compliance, controls and guides, established to assist the Agency in conceptualising, planning, and delivering their events and National Day celebrations. Moreover, logistics and operational tools, processes, and services provided by the Organiser to assist participants in planning, booking, managing, and delivering events.

National day journey plan draft controlled by National day Manager included:

- Arrival of Dignitary's Delegation at VIP entrance of Expo Site - VIP Entry: Protocol Parking (DEC) or Helipad
- Transfer of Delegation Principals to Leadership Pavilion - The rest of the attending guests in Al Wasl Plaza
- Arrival of Delegation Principals to the Leadership Pavilion - Leadership Pavilion
- Delegation Principals escorted from the Leadership Pavilion to Al Wasl Plaza
 - Al Wasl Plaza (Sunrise Plaza) adjacent to flag poles
- Official Ceremony at Al Wasl Plaza commences - Al Wasl Plaza (Sunrise Plaza)
- Flag raising and playing of National Anthems
- Official Speech by UAE Representative
- Official Speech by Dignitary of National Day Participant
- Cultural Folklore Performance
- Other Al Wasl Programming resumes
- Transfer to Participant Pavilion from Al Wasl Plaza - Participant Pavilion
- Guided Tour of the Participant Pavilion and a Photo Opportunity
- Transfer to UAE Pavilion - Transfer
- Guided Tour of the UAE Pavilion and a Photo Opportunity - UAE Pavilion

- Transfer to the Leadership Pavilion - Leadership Pavilion
- Bilateral meeting between the Official Participants and the UAE
- Official Luncheon/Dinner in honour of the Participants' Head of Delegation hosted by UAE Representatives
- Signing of the Book of Honour and a Photo Opportunity
- Gift Exchange and a Photo Opportunity
- Transfer to the Expo Media Centre (EMC)* - Transfer
- Media Conference - Expo Media Centre (EMC), adjacent to Al Wasl Plaza
- Departure of Delegation Principals - Leadership Pavilion
- Prayer times for 2021 will be updated and distributed once published by the relevant UAE authority

National Day programmes also included an appropriate slot for prayer time as shown in Table 5.2. The impact on the guest movements will be factored into National Day programmes as individually planned for specific dates.

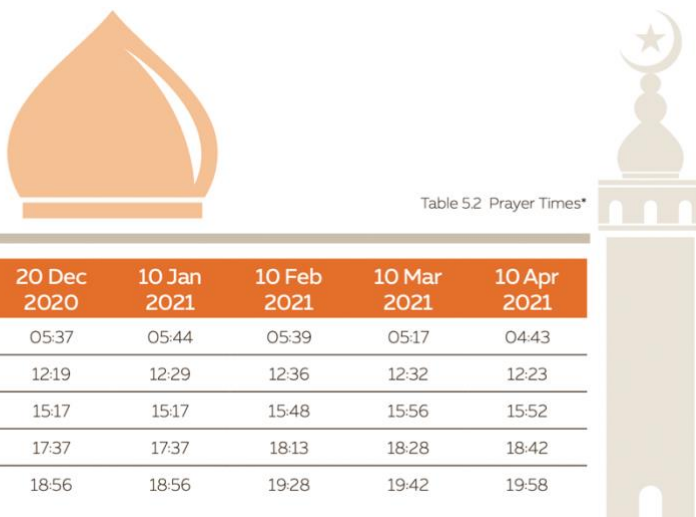


Table 5.2 Prayer Times*

Date	20 Oct 2020	20 Nov 2020	20 Dec 2020	10 Jan 2021	10 Feb 2021	10 Mar 2021	10 Apr 2021
Fajr	05:02	05:19	05:37	05:44	05:39	05:17	04:43
Dhuhr	12:06	12:07	12:19	12:29	12:36	12:32	12:23
Asr	15:23	15:11	15:17	15:17	15:48	15:56	15:52
Maghrib	17:50	17:33	17:37	17:37	18:13	18:28	18:42
Isha	19:04	18:50	18:56	18:56	19:28	19:42	19:58

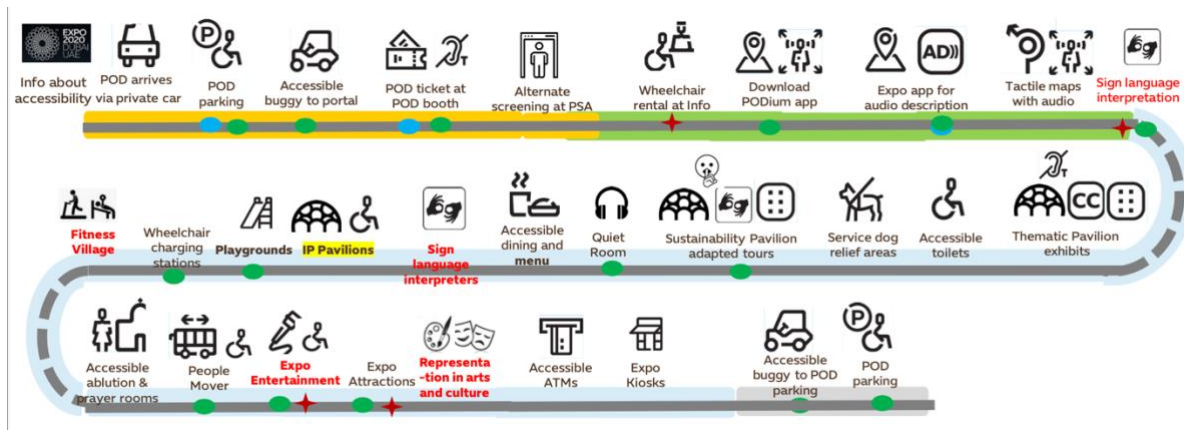
Prayer room options include:

- Participant Pavilion (GCC only) > UAE Pavilion
- Operations Pavilions (7)
- Leadership Pavilion

- Multilateral Buildings (3)

Following the National Day Ceremony, country was encouraged to continue their festivities at their pavilions and in bookable venues around the site. These additional activities ensured maximum exposure for participants on their National Day.

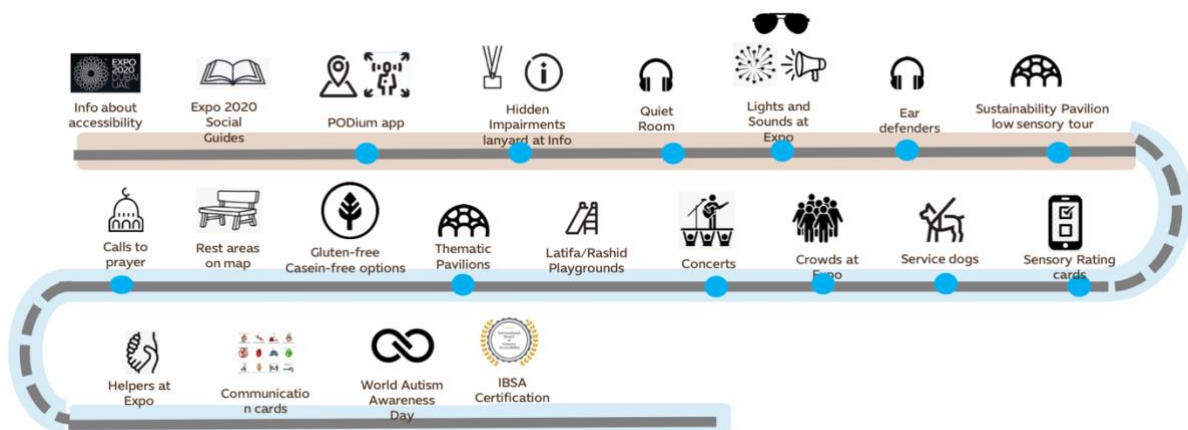
General Journey draft:



General journey draft included:

- Sensory Accessible Journey
- Special features
- Changing Places toilets
- Sensory equipment in Quiet Rooms
- Service Dog Relief Areas
- Headphones
- Hidden impairments lanyard
- Sunglasses
- Social stories: Tactile maps, 3D models, Verbal imaging tour , Scannable codes with sign language ,Scannable codes with audio description.
- Inclusive Event Experience PODium App, Wayfinding Features, 3D visual (exterior), Audio, Haptic feedback, Assistance Features, Highlighting

exhibits, activations, events, innovations for and by POD, Communication cards and sensory ratings.



10. Final check-up and review of all team-created documents and plans for the EXPO Portal submission: protocol team, media, agencies, program coordinators, cultural program

In order to implement successful event, final check-up and review of all team-created documents and plans for the EXPO Portal submission: protocol team, media, Agency, program coordinators and cultural program have been done.

Final check-up included:

Event Booking System - An Expo 2020 Dubai-commissioned, scheduling software for booking event spaces on the Expo 2020 Dubai site and logging events in the Master Event Calendar.

Press conference - all meetings, press release for related or interrelated subject matter National day. Bosnia and Herzegovina held press conference at the Media center after the ceremony and official program of the National day.

Vusual communication - Includes all genres of visual entertainment across all production formats in Arabic/English subtitles.

Exhibition Space - Flexible floor space aligned for showcasing exhibits, products, and services for a related or interrelated subject matter.

Expo Media Centre - A venue located next to Al Wasl Plaza, containing the hub of all media operations for Expo 2020 Dubai. The Organiser intends to provide access to the Expo Media Centre to one nominated media representative at any one time from each participant. Additional participant personnel will be provided access via a Guest Pass based on their needs.

Media Briefing Programme: As participants develop their plans, they must email media.services@expo2020.ae to request to host a media briefing at least five working days prior to the planned date. The Media Operations team will seek corporate approval, facilitate, and inform the media of all briefings.

Media Information System: This is an online platform from the Organiser that will provide operational information and content (e.g., new stories, quotes, photographs, and press releases) to assist the media in preparing for their coverage.
URL: media.expo2020dubai.com

Media Servers - Avolites R4 or equivalent - National Day live

Social Media - Websites and applications that enable users to create and share content or to participate in social networking such as Facebook, LinkedIn, Twitter, Instagram, YouTube, Blogs, Sites including user participation and user generated content.

Host broadcaster - Acts as a production company to Expo 2020 Dubai, producing the 'world feed' for moving image creation and global distribution to organisations.

Broadcast Coverage - The Organiser will work with a Host Broadcaster to produce the 'world feed'. The footage they capture

will form the basis of live transmission of key events, packaged highlights programming and news stories that will be made available worldwide. This will be based on a broadcast plan managed by the Organiser's Media Operations Team. The Expo 2020 Dubai Host Broadcaster can be booked (on a rate card basis) to produce bespoke pre-recorded content requested by a participant. Full details will be provided by November 2019 and communicated by Country Managers. To plan coverage, the Organiser requests that participants email details of their proposed content to media.services@expo2020.ae so that it can be considered for inclusion in the Organiser's plan.

Media Information System - An online platform that will provide operational information to accredited media planning their coverage of Expo 2020 Dubai.

Music - Includes all vocal styles sung in any language and any derivative of musical instrumentation.

Sound and Communication - Front Of House Console, Public Address System (PA), and Accessories High-end industry standard digital mixing consoles, house microphones, and a PA system will be provided with modular stage boxes, operating over dual redundant fiber cabling.

Stage Monitoring - Performers will have the flexibility and personal preference over a range of monitoring equipment. These will include in-ear monitors comprising of eight channels, high-end tour-grade wireless personal monitors with eight body pack receivers and sound isolating in-ear headphones, as well as independently controlled industry standard speaker output audio systems.

Communications, Wireless Microphones, and Accessories - Eight channels of high-end digital wireless receivers with Radio Frequency spectrum management and real-time control of transmitter settings will be provided. A five-channel, full-duplex digital wireless intercom system will be provided together with associated equipment, such as strategic antennas, wireless belt packs, and headsets.

Visual imaging - Provision is made for video walls to the rear and sides of the performance area. This will be of high quality for the greatest image reproduction. An appropriate control system will be provided to compliment the above. The system will be capable of live control of pre-loaded content and live video input when configured. Leyard CLI or equivalent.

Street Theatre Parade - Theatrical performance by generally small groups of artisan and performers.

Participant Portal - A web-based portal that facilitates communication, provides event management services, and provides other services to participants.

Submit Booking - Following input of all requested information, the participant will have the opportunity to review their submission and make any final amendments before submitting

Media operations - At the heart of this operation is the EMC, a technology-led, world-class facility located adjacent to Al Wasl Plaza. This is the 'hub' location for all media onsite, containing:

- Full service and dry-hire TV and Radio studios
- Edit suites and voiceover booths
- Stand-up filming locations
- Interview areas
- Conference and briefing rooms
- Workrooms
- Private office space for organisations wishing to establish temporary newsrooms
- Booking and information services
- F&B offerings

In addition to the EMC, there are various moving image and stills camera platforms, stand up filming positions, and other media-dedicated spaces throughout the Expo 2020 Dubai site.

Third-party event requests that come through participants can be handled in one of two ways: The participant chooses to organize the event. In this case, the participant enters the request through the Participant Portal, following the same process as any other participant event. Participants forward the request to the Organiser through their Country Managers or direct to the Programming team at inquiry.programming@expo2020.ae. The event will go through the designated review process and if successful, will be managed like all other third-party events.



OFFICIAL PARTICIPANT