

## FINAL REPORT

**Bosnian Pavilion – Content Creation and Events management  
EXPO Dubai 2020  
Contract Reference: SA137L**

**Contracting Party: EXPO Dubai 2020 LLC**

**Signature and Stamp:**

**Date:**

Dubai, UNITED ARAB EMIRATES

Date, August 31, 2022





**EXPO  
2020  
DUBAI  
UAE**



**BOSNIA AND  
HERZEGOVINA  
EXPO 2020  
DUBAI**

OFFICIAL PARTICIPANT

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## Introduction

This document serves as a progress report with latest updates and information about the status of the project of the participation of Bosnia and Herzegovina at EXPO Dubai 2020. It has several sections each following a specific phase of the project. Each section reports on activities that were initially planned as per the general project timeline. The content of this document shall give clarity to all the project stakeholders on all project activities.

In the 21st century, world exhibitions represent one of the most important meeting opportunities for the global community. They provide an unrivaled platform to connect businesses, governments, and international partners, as well as millions of citizens visiting the Expo. Since 1851, when the first World Expo was organized, they are one of the most highly anticipated global events. With over 192 countries already registered to participate, Expo 2020 Dubai happened between the 1st of October 2021 and the 31st of March 2022 and surely was one of the most memorable world fairs in history. World Expos are unique opportunities for advancing the international image of the nation. They create a unique connection between aesthetics, entertainment, politics, culture, diplomacy, functionality, and innovation.

The importance of branding nowadays isn't something that is limited to the business sector only. The concept of "Nation Branding" allows countries to replicate brand marketing techniques to build a national image and become more influential on the international stage. By investing in the Bosnian and Herzegovinian Pavilion at the Expo 2020 in Dubai, the country will have long-term benefits, such as trade opportunities, developing long-term partnerships, global positioning, new investments, and much more. Expo 2020 Dubai was an ideal chance to strengthen and improve a country's national brand within the global community and among relevant international stakeholders. World Expos gather many nations under one universal theme, giving them six months to discuss universal challenges threatening the planet. In that sense, Expos in the 21st century are designed to be forums for topics related to the world's future.

By attracting the attention of potential local and international visitors and companies, Bosnia and Herzegovina has positioned itself as a strategic partner for trade and investments under the theme of "Heart Shaped Country". Country pavilions at World Expos were a unique opportunity for participants to establish meaningful, face-to-face connections with international stakeholders. Expos facilitate meaningful links between public diplomacy activities of the participating countries. Apart from government officials, many international organizations, corporations, and non-governmental representatives attended this global event.

Every country has one common goal to participate in a World Expo: to present the best it has to offer. That is why national pavilions are a long-term beneficial investment. The size and the style of the pavilion depend on two main assets: the resources intended for the Expo, and the branding practices planned for the event.

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## FINAL REPORT

### 1. Preparatory activities for the exhibitor's appearance

#### 1.1. Coordination, preparation of the technical documentation and the documents with instructions for the takeover and training for the BH Pavilion

The preparatory activities for the exhibitor's appearance file serve as a guide for the pavilion coordination, preparation and technical documentation understanding and shall provide the Bosnia and Herzegovina team with all key instructions for the pavilion takeover and management, as well as the key personnel training.

Each section has its additional support documentation in the folder attached with this file, that was used for further deeper understanding on specific topics and activities. In this file, there are both the documentation and detailed guidelines attached with the documents as well as other materials that are being developed at the time such as general project strategy, communication strategy, project timeline and pavilion plan, and some other documents from third parties who are related to the project.

The main document *Preparatory activities for the exhibitor's appearance* containing instruction for the takeover of the BH pavilion with attachments in appendices, (from 1.1.1. - 1.1.7.), as follows:

#### 1 INTRODUCTION

For 170 years, World Expos have provided a platform to showcase the greatest innovations that have shaped the world we live in today. Expo 2020 will continue that tradition with the latest technology from around the globe. A World Expo is a global destination for all, where everyone can learn, innovate, create progress, and have fun by sharing ideas and working together. Each Expo revolves around its own theme to leave a lasting impact on the path of human progress. Through our theme, 'Connecting Minds, Creating the Future', Expo 2020 Dubai will provide a platform to foster creativity, innovation, and collaboration globally.



(*Preparatory activities for the exhibitor's appearance* is attached as [Appendix 1](#))

**Deliverables of realized project activities:**

- 1.1.1. *General documents*
- 1.1.2. *Guidelines of the organizer and technical specifications for the pavilion branding*
- 1.1.3. *Marketing and communication guidelines*
- 1.1.4. *Protocol guidelines*
- 1.1.5. *Accreditation guidelines*
- 1.1.6. *Events guidelines/Programming*
- 1.1.7. *Special Regulations and Guides*

**1.1.1. General documents**

Overall EXPO 2020 Dubai documents covering and explaining the aims of the project and country presentation instructions and guides, whereas the supporting documents a can be seen in the following/ ([Appendix 2](#)):

- *Short guide*
- *Theme guide*
- *Brochure*
- *Participant guide*

**1.1.2. Guidelines of the organizer and technical specifications for the pavilion branding.**

This document provided details of the operational activities within B&H Pavilion and was submitted on the EXPO Portal.

Pavilion operating plan



(Pavilion operation plan can be seen in [Appendix 3](#))

### 1.1.3. Marketing and communication guidelines

Throughout this document, two criteria for compliance — controls and guides — have been established to provide participants with the necessary information to ensure both they and Expo 2020 Dubai can meet their marketing and communications aspirations.

Controls are ‘must’ statements that establish the mandatory requirements which participants must comply with in order to meet Expo 2020 Dubai’s marketing and communications requirements.

#### Marketing and media services guide



(Communications, Media Services and Marketing Guide can be seen in [Appendix 4](#))

Chapter	Content
<b>Chapter 1</b> Expo 2020 Dubai Communications	Overview of Expo 2020’s approach to Marketing and Communications
<b>Chapter 2</b> Participants and Expo 2020 Communications	How to interact with the Expo 2020 Marketing and Communications teams
<b>Chapter 3</b> Media Services for Participants Pre-Event	Summary of Media Services available to participants pre-event
<b>Chapter 4</b> Media Services during Expo 2020	Summary of Media Services available to participants during the event
<b>Chapter 5</b> Contracting Performers and Performances	Guidelines on managing performers and their performances
<b>Chapter 6</b> Social Media	Social Media guidelines for participants
<b>Chapter 7</b> Brand	Brand guidelines for participants
<b>Chapter 8</b> Campaign Marketing	Strategy and processes to guide campaign marketing



#### 1.1.4. Protocol guidelines

The Expo 2020 Protocol Department is responsible for facilitating, managing, and delivering Protocol services during the visit of Protocol Guests to the Expo 2020 site during the pre-event and event time phases. It oversees standard Protocol planning and integration in the organization, and along with the Country Managers, serves as the point of contact between the Organizer and the Protocol Guests.

#### Protocol guide



*(Protocol guide can be found in [Appendix 5](#)).*

Chapter	Content
Chapter 1 Introduction	An Introduction and Overview of the Expo 2020 Protocol Function and the Services offered to Protocol Guests by the Organiser
Chapter 2 Protocol Services	Services offered to Protocol Guests by the Organiser
Chapter 3 Protocol Journey	The Protocol journey and services offered during National Days or Honour Days, Ceremonies and Events

#### 1.1.5. Accreditation guideline

The Expo 2020 Dubai Accreditation System is designed and configured to handle large volumes of data and to facilitate the submission of applications for Event-time Accreditation Passes. Expo 2020 has included four different methods of submitting applications.

## Event accreditation



(Event Time Accreditation, Technical Handbook detailed file can be seen in [Appendix 6](#))

### Accreditation Application Status

Status	Definition
Accredited	This status indicates that the applicant has been accredited – an Accreditation Pass has been printed for this record. The applicant has successfully completed the Application for Accreditation process.
Cancelled	This status indicates that the record has been cancelled and cannot be re-activated by the ALO. The record may have been cancelled for a number of reasons, including, but not limited to, the Accreditation Pass no longer being valid or the applicant no longer requiring accreditation.
DRP – Approved	This status indicates that applicant data has undergone the Data Review Process and has been approved. All information within the record is correct and can now be considered final.
DRP – Standby	This status indicates that applicant data is still undergoing the Data Review Process. All information within the record is currently being checked and verified by Expo 2020.
Invited	This status indicates that an email invitation has been sent to the selected individual to apply for accreditation. The record will remain at this status until the recipient of the invitation email (applicant) completes the registration form and submits the Application for Accreditation.
More Information Requested	This status indicates that Expo 2020 requires further information from the ALO in order to continue processing the Application for Accreditation. Typically, this status is used when non-compliant photographs, ID document scans, and/or incorrect data has been submitted. The ALO must take action to amend the record to ensure that its components are compliant, and that all information provided is accurate and up to date. The ALO must then re-publish the application once deemed ready for further review by the Expo 2020 Accreditation Team.
None	This is the initial status assigned to an Application for Accreditation. The ALO and/or the applicant has completed the first page of the registration form but has not fully fulfilled or submitted the Application for Accreditation. This application requires further action prior to being submitted.
Pending	This status denotes that an Application for Accreditation has been submitted. The ALO should review the data submitted to ensure that it is accurate and up to date - the record can still be amended and/or corrected by the ALO in this status if any data is found to be inaccurate.
Published	The Application for Accreditation is now being reviewed by Expo 2020. The ALO can no longer make adjustments to the record.

These methods of submission and other functionalities are discussed within this document. The content found herein has been tailored to the Accreditation Liaison Officer and aims to guide and support Participants submitting data for Event-time Accreditation activities.

### 1.1.6. Events guidelines/Programming

A largest in the Middle staged ever event a is Dubai 2020 is a groundbreaking spectacle that brings together more than 200 participants, the details on each particular guide (*Assisted country OPP, Events template, Events calendar, National day, Programming guide*) can be found in [Appendix 7](#).



(*Programing, Events, and National Day Guide* with each particular guide (*Assisted country OPP, Events template, Events calendar, National day, Programming Guide*) can be (found) in [Appendix 7](#), [Appendix 8](#), [Appendix 9](#), [Appendix 10](#) and [Appendix 11](#))

Chapter	Content
<b>Chapter 1</b> Introduction	Expo 2020 Dubai programming and events: strategic vision and narrative; vital contribution of participants.
<b>Chapter 2</b> The Expo Visitor	Visitor demographics, archetypes, and distribution.
<b>Chapter 3</b> Booking a Venue	Expo 2020 Dubai Master Plan, performance venues/spaces, venue characteristics, and the process of booking your event.
<b>Chapter 4</b> Programming at Expo 2020 Dubai	Master Event Calendar concept, Expo-led programming categories.
<b>Chapter 5</b> National Days	Standardised National Day programming, including routes, venues, set-up details, timeline, and representation.
<b>Chapter 6</b> Marketing	Marketing tools and branding guidelines for events.
<b>Chapter 7</b> Communications and Media Operations	Media facilities and services available to participants, including the Expo Media Centre and the Media Information System.
<b>Chapter 8</b> Logistics and Operational Tools, Processes, and Services	Logistics and operational tools, processes, and services provided by the Organiser to assist participants in planning, booking, managing, and delivering events.

### 1.1.7. Special regulations and guides

Expo 2020 Dubai is committed to facilitating a seamless journey for all participants and other related personnel travelling to the UAE in relation to the Expo event. The special requirements documents consist of the following files below, which can be found in the following/ [Appendix 12](#)

- [Organizational consent](#)
- [Event accreditation](#)
- [Whistleblowing policy](#)



(Detailed special regulations can be found in the [Appendix 14](#))

Chapter	Content
<b>Chapter 1</b> Introduction	Information on the eligibility for entry, stay, and work in the United Arab Emirates (UAE).
<b>Chapter 2</b> Establishment Card	A brief overview of the Establishment Card and how to obtain one.
<b>Chapter 3</b> Types of Permits and Visas	The type of visa and permits required for the participants.
<b>Chapter 4</b> Application Procedure	A summary of the One-Stop Shop, Participant Portal, and the High-level Visa Process.
<b>Chapter 5</b> Recruitment and Employment	High-level information on the labour market in the UAE. Different platforms for participants to attract and recruit their workforce, the uniforms, and the orientation and training that will be provided by the participants and the Organiser.
<b>Chapter 6</b> Volunteers	The role of Expo 2020 volunteers and the participant's responsibilities toward volunteers recruited in the UAE.

**1.2. Expenses of the team that will cover all the aspects of project management, organization of the pavilion, communication, logistics and promotion on the UAE market for the period of od 6 months, with the maximum use of availabilities provided by the organizer**

Teams that covered all the aspects of project management, organization, communication, logistics and promotion for the period of project duration.

**Deliverables of realized project activities:**

1.2.1.	<i>Project Management team</i> (Overall Project Manager, First Assistant, Second Assistant)
1.2.2.	<i>Pavilion Management team</i> (Pavilion Director, Pavilion Coordinator, Production Director, Health and Safety Manager)
1.2.3.	<i>Media Team</i> (Media Liaison Officer, Public and Media relations Coordinator, PR Manager)
1.2.4.	<i>Event Management team</i> (Event Manager x2, Event Coordinator, A/V Technician)
1.2.5.	<i>Logistic Team</i> (Logistics Manager, Administrative Assistant for Customs, Storage Coordinator)
1.2.6.	<i>Legal and Finance Team</i> (Procurement Specialist, Finance Manager, Administrative Assistant)
1.2.7.	<i>Programming Focal Point</i>
1.2.8.	<i>Transportation</i> (Transportation Manager, Transportation Coordinator, On-site Transport Coordination Manager)
1.2.9.	<i>Travel and Hospitality Team</i> (Accommodation Manager, Travel Manager, Visa Administration Assistant, Compliance Manager)
1.2.10.	<i>IT Manager &amp; Telecommunication Manager</i>

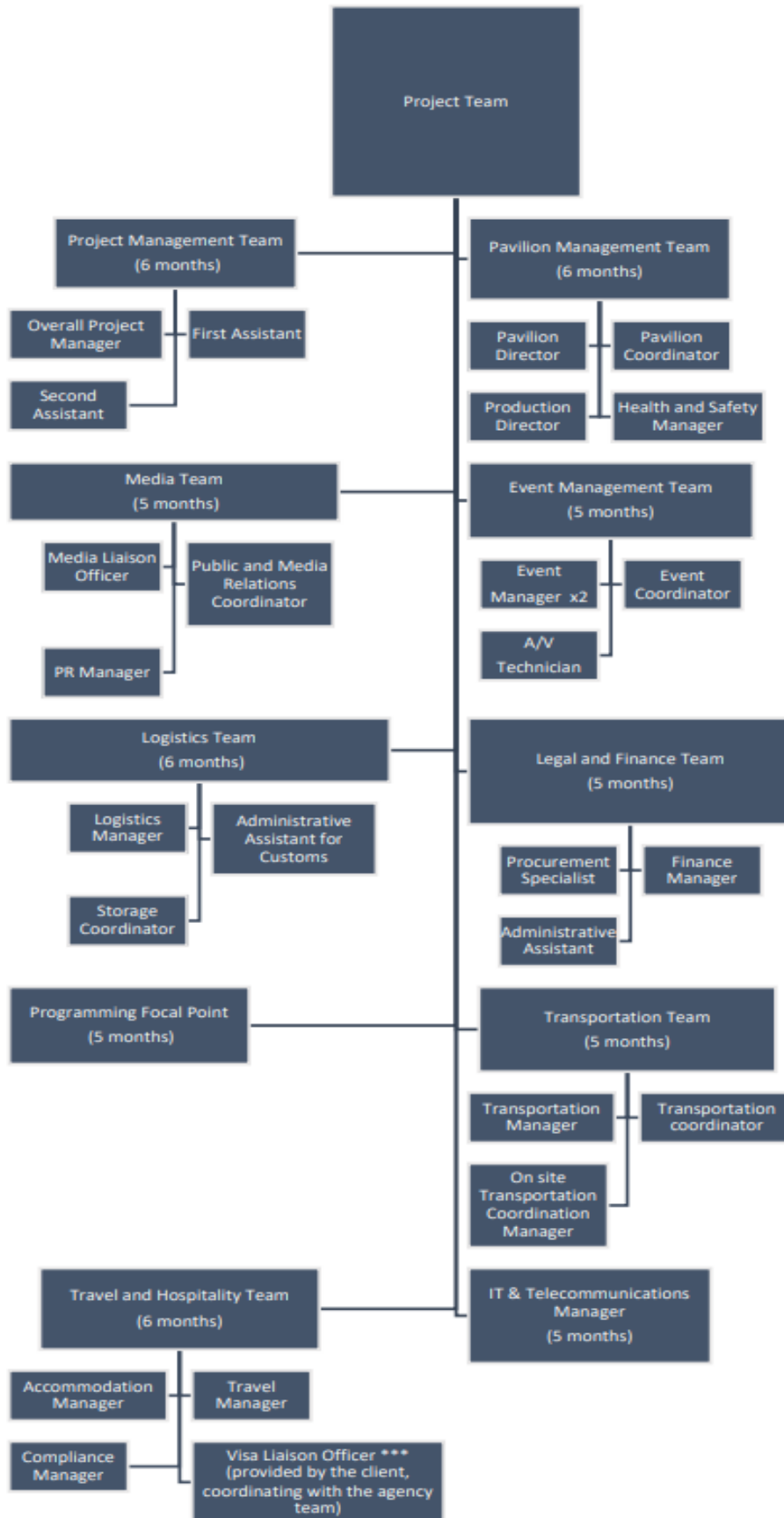
*Overall Project Manager* - International Senior Expert is also registered as an MLO under the authority of the Ministry of Economy to have access to media, media locations and management of campaigns and content in the UAE during EXPO 2020.

According to the tender and budget, the media team was planned to have 3 experts, but considering the procedures of EXPO 2020, team had:

- *Media Liaison Officer who has a UAE license and speaks Arabic*
- *Public and Media Relations Coordinator UAE license*
- *PR Manager UAE License*
- *PR Assistant UAE License*
- *Social Media Manager UAE License*

The team was authorized and responsible for all communication procedures since the arrival of Bosnia and Herzegovina teams. The team had to have a PR expert - Media Liaison Officer who, in addition to English, speaks the Bosnian language, knows the economic, political and cultural and media aspects of B&H and can familiarize and prepare the PR UAE agency with aspects important for B&H.

In addition to the registration of the mentioned MLOs, contractor had a Business Advisor UAE - International Senior Expert, registered as an MLO to have access to the media, media locations and process management without restrictions to the media locations of EXPO 2020, when high-level delegations and business delegations arrive, the Business Advisor has access to media EXPO 2020 locations where delegation statements are recorded, or business representatives are guests.



(Detailed documents related to Team chart can be seen in [Appendix 15](#))

The BH Pavilion team AT EXPO 2020 Dubai consisted of a total of minimum 26 people, that worked on the development of creative ideas, designs and production parts.

**Creative B&H Team**

- Creative Director
- Art Director
- Senior Designer
- Junior Designer 2x
- DTP Operator
- Copywriter

**Logistic B&H Team**

- Travel Manager / Health and Safety Coordinator
- Logistic Coordinator
- Event Coordinator Local Artist
- Transport Manager
- Logistic Support Assistant

**Production B&H Team**

- Director - BIH /UAE
- Videographer / Photographer
- Video Editor
- Animator
- Audio Producer
- Creative Director
- Art Director
- Senior Designer
- Junior Designer
- DTP Operator
- Copywriter

**Content Team**

- Content Strategist
- Social Media Content Creator
- IT Manager and IT Support

**Media planning Team B&H**

- Media Director
- Senior Media Advisor
- Social Media Planner
- Senior Media Strategist
- Media Monitoring Assistant

**1.3. Coordination of organizational aspects with the local businessmen and interest groups**

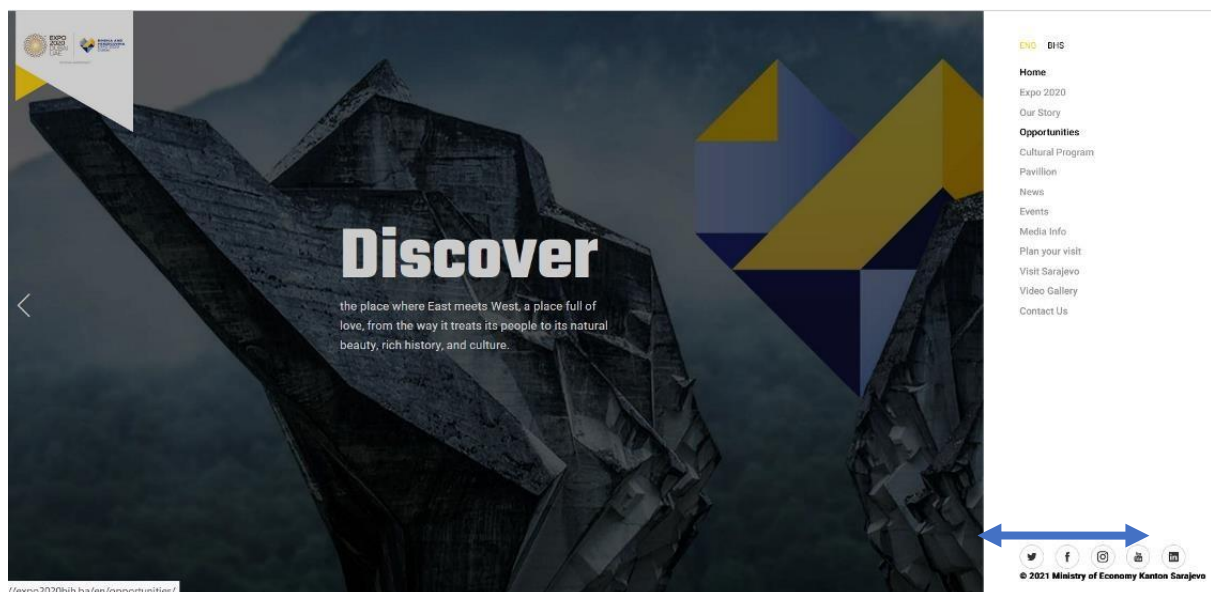
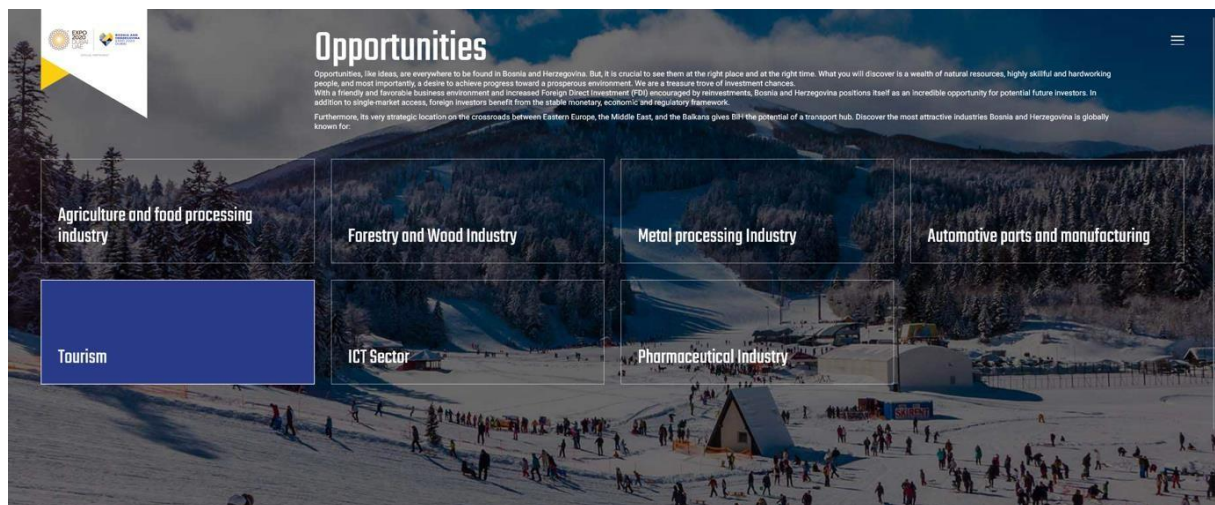
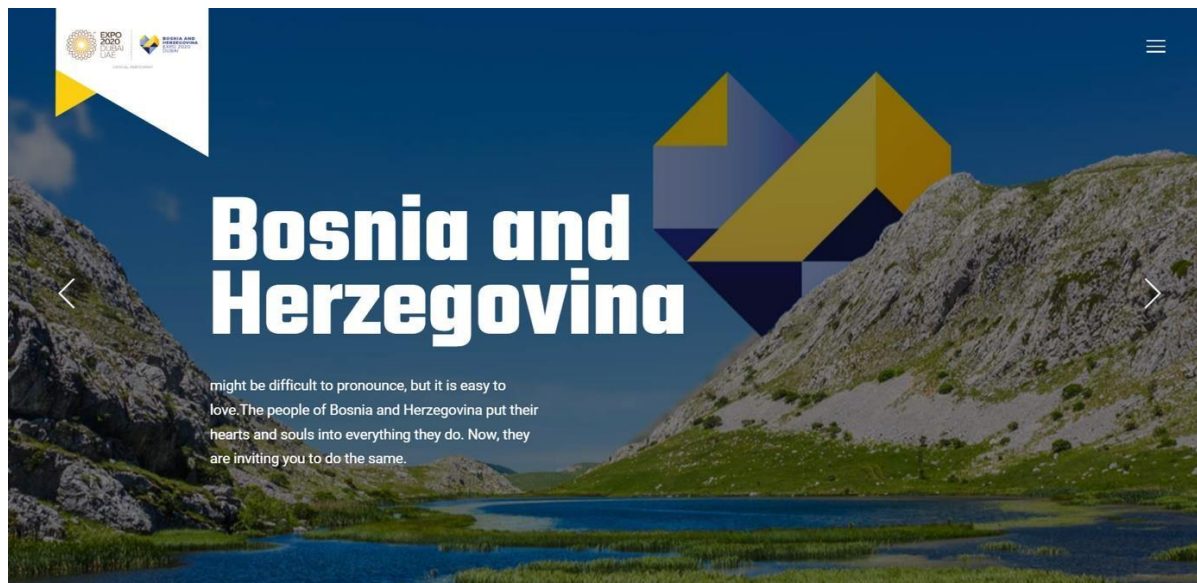
Expo 2020 Dubai also engaged some agencies and made them started the process of coordination and organization of local businessmen and interest group.

Also, the map and content are created for the website as well as the design and setup of a web platform for business sign-up and registration.

**Deliverables of realized project activities:**

1.3.1.	Design and setup of a web platform for business sign-up and registration
1.3.2.	Web platform maintenance

### 1.3.1. Design and setup of a web platform for business sign-up and registration



//expo2020bih.ba/en/opportunities/

(Source : <https://expo2020bih.ba/en/home/>)



# BUSINESS PROGRAMME / subpage - application form

EXPO 2020 DUBAI UAE  
BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI  
OFFICIAL PARTICIPANT

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\*Name

\*Last Name

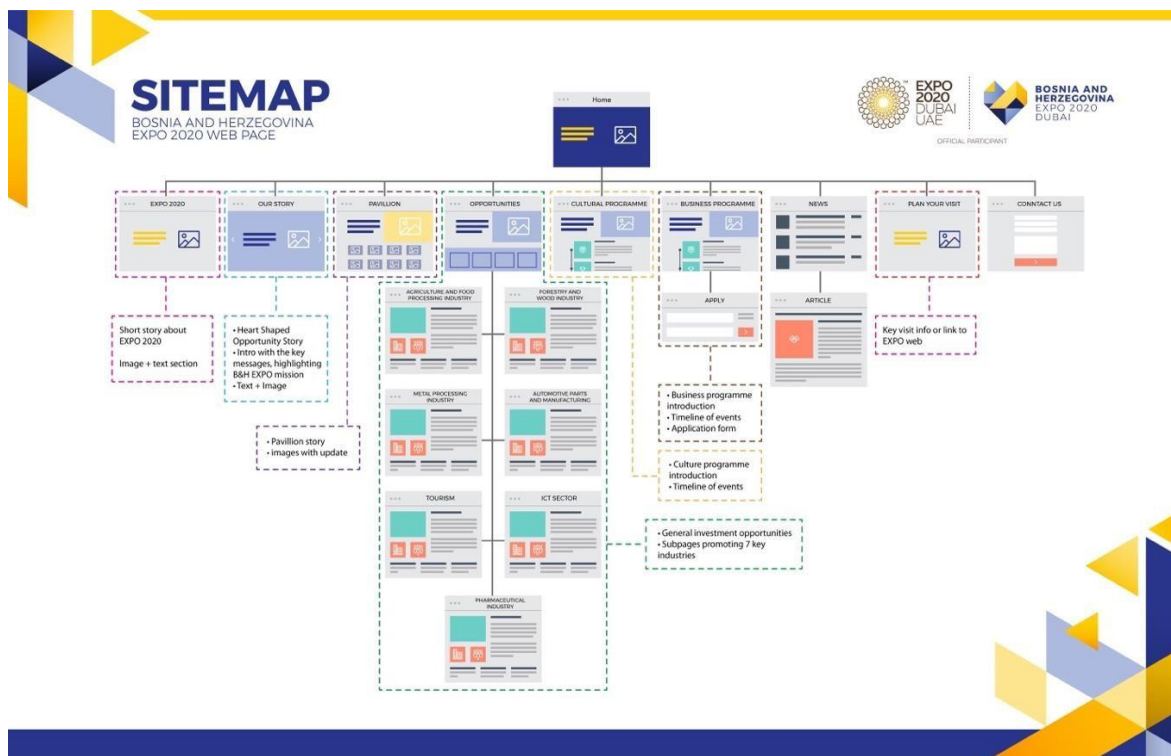
\*Email

Custom Field 1

Custom Field 4

Subscribe

(Website key pages, the full website presentation can be seen in Appendix 15.1)



### 1.3.2. Web platform maintenance

The website maintenance handled actively during the project time and all significant activities are published on the website (Source: <https://expo2020bih.ba/en/home/>).

### 1.4. Providing all the technical and organizational aspects according to the plan of the program EXPO

The technical and organizational plan was developed a for all the activities related to the exhibitor's appearance at the EXPO Dubai 2020.

The timeline covers all the key aspects and detailed scope for the following segments:

- The preparatory activities for the exhibitor's appearance at EXPO Dubai 2020
- The plan for the adaptation and maintenance of the interior of the proposed design of the pavilion
- The concept development for the exhibitor's appearance and EXPO Dubai 2020
- Organization, logistics, preparation, and support for the BH Companies participation and promotion at the B&H pavilion at EXPO Dubai 2020
- Implementation of the National Day Ceremony
- Logistics Expenses of the organization of the participation of BiH at EXPO 2020
- Legal and financial Expenses of B&H Attendance
- Incidental costs of the organization, participation, and attendance of B&H at the EXPO 2020

#### **Deliverables of realized project activities:**

1.4.1.	Development of a project timeline
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Development of a project timeline that was used for coordination of all activities regarding the BIH presence and promotion on the EXPO 2020 Pavilion / activity timeline: cultural program and Pavilion Plan.

**Project Timeline**  
**for the Coordination of all activities**  
**regarding B&H presence and promotion on the EXPO 2020**

1.	PREPARATORY ACTIVITIES FOR THE EXHIBITOR'S APPEARANCE	DELIVERABLES	Means of verification
1.1.	Coordination, preparation of the technical documentation and documents with instructions for the takeover and training of the B&H pavilion	<p>Main document containing instruction for the takeover of the B&amp;H pavilion, with attachments, as follows:</p> <ul style="list-style-type: none"> <li>General documents</li> <li>Guidelines of the organizer and technical specifications for the pavilion branding</li> <li>Marketing and communication guidelines</li> <li>Protocol guidelines</li> <li>Accreditation guidelines</li> <li>Events guidelines/Programming</li> <li>Special Regulations and Guides</li> </ul>	General Document with the attachment
1.2.	Expenses of the team that will cover all the aspects of project management, organization of the pavilion, communication, logistic, and promotion on the UAE market for the period of 6 months, with the maximum use of availabilities provided by the organizer	<ul style="list-style-type: none"> <li>Project Management Team (Overall Project Manager, First Assistant, Second Assistant)</li> <li>Pavilion Management Team (Pavilion Director, Pavilion Coordinator, Production Director, Health and Safety Manager)</li> <li>Media Team (Media Liaison Officer, Public and Media relations Coordinator, PR Manager)</li> <li>Event Management Team (Event Manager x2, Event Coordinator, A/V Technician)</li> <li>Logistic Team (Logistics Manager, Administrative Assistant for Customs, Storage Coordinator)</li> <li>Legal and Finance Team (Procurement Specialist, Finance Manager, Administrative Assistant)</li> <li>Programing Focal Point</li> <li>Transportation Team (Transportation Manager, Transportation Coordinator, On-site Transport Coordination Manager)</li> <li>Travel and Hospitality Team (Accommodation Manager, Travel Manager, Visa Administration Assistant, Compliance Manager)</li> <li>IT manager &amp; Telecommunications Manager</li> </ul>	N/a

1.3.	Coordination of organizational aspects with the local businessmen and interest groups	Design and set up of a web platform for business signup and registration/part of the general country web	Link to the website
		Web platform maintenance	Link to the website
1.4.	Providing all the technical and organizational aspects according to the plan of the program EXPO	Development of a project timeline to be used for coordination of all activities regarding the B&H presence and promotion on the EXPO 2020 Pavilion/ activity timeline; cultural programmed and Pavilion plan	Action plan with timeline
<b>2.</b>	<b>ADAPTATION AND MAINTENANCE OF THE INTERIOR OF THE PROPOSED DESIGN OF THE PAVILION ALIGNED WITH THE GUIDELINES OF THE ORGANIZER AND PROGRAM ACTIVITIES OF THE EXHIBITOR</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>
2.1.	Preparations and coordination with the organizer of the EXPO 2020 for the adaptation of the pavilion according to the thematic content of B&H	Gathering information from the organizer's web platform related to the technical procedures	Progress Report
		Analyzing technical information about the pavilion	
		Day to day contact with the organizer	
		Assuring Government approvals/certifications	
2.2.	Development of the theme for 6 months of B&H appearance on EXPO, including the chosen branches and industries according to the theme statement	Key thematic content concept proposal; Pavilion design brief and content proposal	Pavilion concept proposal
2.3.	Adaptation of the interior of the proposed design of the pavilion and alignment with the theme of B&H, according to the guidelines of the organizer and technical specification of the chosen solution	Dismantling existing pavilion setup, transporting and staging all of the existing content; Assuring all approvals from the organizer	Photo documentation
		Implementation of the proposed pavilion design	Photo documentation
2.4.	Engagement of the interior designer for the alignment of the pavilion proposal with the theme statement, development of technical details and specifications for the upload on the web system of the Organizer, for approval and possible corrections	Interior design proposal	Design proposal
		Technical specification for the pavilion setup	Technical specification
		Upload of the specification to the web system of the organizer	Screenshots from the system
2.5.	Expenses of technical equipment lease, LED screens, lighting, procurement of representative exhibits and production of all materials for the transformation of B&H pavilion according to the monthly themes	Specification of the necessary technical equipment	Equipment specification
		Rental of the AV equipment	Photo documentation
		AV equipment maintenance	n/a

2.6.	Enabling, equipping and branding of the business area of the B&H pavilion on the first floor, visual adaptation according to the theme statement and visual identity of B&H appearance at EXPO	Branding proposal	Design proposal
		Production of stickers for branding	Photo documentation
		Implementation the business area branding	Photo documentation
2.7.	Engagement of human resources for the needs of the pavilion for the period of 6 months, two shifts	Pavilion Host / 5 months (Total 3 guest hosts: one-month accommodation and transportation provision for the team, mobile phone package (5 months), metro monthly pass (4 months), inclusive of planning and coordination for additional hours and shifts when team is required at the Pavilion	n/a
<b>3.</b>	<b>CONCEPT DEVELOPMENT FOR THE EXHIBITOR'S APPEARANCE AT EXPO 2020</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>
3.1.	Creative concept and a proposal of content for B&H appearance at EXPO (theme development according to the EXPO standards)	Creative Concept Development	Marketing Strategy
		Content Strategy	Marketing Strategy
3.2.	Adaptation of existing graphic solutions and development of a visual identity and slogan of B&H appearance at EXPO 2020 along with the attached brand book	Proposal of the slogan	Brand Book
		Brand Book Development and visual updates	Brand Book
3.3.	Creation of a special logo and the name of exhibitor's country, communication slogan and use of the above mentioned in combination with the EXPO Dubai brand and for communication and social media	Logo development	Brand Book
3.4.	Design and opening of channels for social networks B&H EXPO (FB, Twitter, LinkedIn, Instagram, YouTube) which need to be connected to the main web page of the organizer EXPO	Design of the cover and profile photos for Social Media	Links to the profiles
		Setting up Social Media profiles (domain, About Us section and initial content feeding)	Links to the profiles
3.5.	Concept idea and the design of a souvenir set	Proposal of the souvenirs set, development selection methodology and management of the selection processes	Concept Proposal
3.6.	Creation of video and graphic content for the visualization of the monthly theme and projection while the existing equipment at pavilion according to the technical guidelines of the chosen pavilion design (video content and visualization 6 months)	Development of the storyboards for the promotional videos at the pavilion	Produced videos
		Production of promotional videos for the pavilion screens - 25 videos in total	Produced videos
3.7.	Production and adaptation of the video content of the country exhibitor for digital screens which follow the mandatory events like the recognizing of 12 world events	Development of the storyboards for videos	Produced videos
		Production of promotional videos - 12 videos in total	Produced videos
3.8.	Production of content for the	TO BE EXCLUDED	

	country exhibitor which can be used for free broadcasting and which will be used for country promotion via different communication channels		
3.9.	Production of the exhibition content (graphic, text, pictures, video recordings etc.) which Bosnia and Herzegovina shall provide for the purpose of its inclusion in exhibition design according with the timeframe set by the Organizer	Photographs copyright for pavilion design and displays	Photo documentation
3.10.	Concept idea and production of a set of promotional material including the video presentation of activities of thematic sections and promotion of B&H on the stand (tourist potential, destination promotion)	Production of a promotional video for tourism and one overall B&H potential video/ 2 videos in total	Produced videos
		Adaptation of materials for PR and Digital campaign including photos for visual ads	Produced videos
3.11.	Creation of video and graphic content for the visualization of the monthly theme and projection using the existing equipment at the pavilion according to the technical guidelines of the chosen pavilion design including the material that will include all the important aspects of the industry branch within the "Opportunity theme" chosen by B&H for its appearance at EXPO	Photographs copyright and design of visuals that cover key industries to be promoted	Photo material
		Development of the concept and storyboards for videos promoting key 6 industry videos	Produced videos
		Production of the key 7 industry videos	Produced videos
3.12.	Buying of media services for the promotion of the country in UAE for the duration of EXPO 2020	Development of the media buying plan	Media Buying Plan
		Media Buying	
		Reporting	Post Buy Report
3.13.	Marketing plan development for the strategic promotion of B&H (as a destination of "Opportunities" with key sectors with potential for development)	Development of the marketing plan	Marketing Strategy
3.14.	Creative idea and the design of communication and promotional material (key visual set of the country). Production of communication and material of B&H as the country exhibitor (video, catalogues, promotional theme content, social network content, video production for B&H promotion at the National day) 6 months	Development of 4 Ad sets in accordance to the approved media plan	Produced Ads in digital format
		Development of the video for the promotion of the National Day	Produced video
3.15.	Engagement of UAE agency for PR support and the promotion of B&H in UAE	Development of the PR plan	PR Plan/Final PR report
3.16.	Marketing campaign – implementation, campaign management, PR and social networks (creating of content for public relations, buying of media services, PR activities, digital	Implementation of the marketing campaign, as per approved plan	Final Marketing Report
		Management of the Social Networks, content posting, responding to inbox questions and comments	Final Marketing Report

	campaign in the UAE) 6 months	Planning and buying of the media space	Post Buy Report
		Implementation of the PR activities, as per approved plan	Final PR Report
		Monthly Social Media content calendar (up to 30 posts monthly)	Content Calendars
<b>4.</b>	<b>ORGANIZATION, LOGISTIC, PREPARATION AND SUPPORT FOR THE BIH COMPANIES PARTICIPATION AND PROMOTION AT THE PAVILION BIH EXPO 2020</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>
		Business Development team based in B&H and UAE	n/a
4.1.	Identification of opportunities and assistance for business networking of the exhibitor country, companies of the exhibitor, with other countries – “Business networking events”	Development of the business programmed networking plan	Programmed and networking plan
		Meeting plans and logistical organization	Meeting plans
		Country Business briefing organization and coordination (Venue, programmed, speakers), Agenda development for the Country Business Briefing, On site coordination and management	Progress Report
4.2.	Creating invites for visits to B&H companies, with included assistance for the organization of individual and group travel	Newsletter development and delivery	Newsletter report
4.3.	Assistance during the arrival at EXPO 2020, transport, accommodation, logistic and creation of a schedule that will enable a maximum impact of the visit	Setting up travelling plan including transport (international and local UAE) and accommodation for 40 businesses from B&H	Travelling and transportation plan
		Defining business opportunities and events to visit	Programmed and networking plan
4.4.	Management, logistic and assistance to B&H company s exhibitors for the allowed products at the pavilion B&H EXPO 2020 for the exhibitor country (up to 30 exhibitors)	Organization of logistical requirements for up to 30 exhibitors	List of logistical requirements
4.5.	Production of presentation content for the needs of B&H company s exhibitors at EXPO 2020. Creation of presentation of the business community, companies and affiliated sectors with focus on key segments with highest potential	Advising B&H companies about the presentational content	Meeting memos
		Design and production of key promo materials (40 ppt presentations with up to 10 slides)	PPT presentations

4.6.	Development of the concept idea of theme content and detailed development of the program for every individual day for the period of 6 months, according to the theme	Business programmed brochures; Design of the invitations for the Country Business Briefing,	Programmed brochure
4.7.	Presentation of B&H projects – content production, production of video presentations for the promotion of B&H projects	2D/3D animated videos for the promotion of the B&H projects/6 videos	Produced videos
4.8.	Coordination, preparation and communication with companies, exhibitors and suppliers B&H companies for presentation at the EXPO 2020	Action plan for the selected businesses	Action Plan
		Coordination of implementation	
4.9.	Engagement of a professional team from a local company for the event organization, location management and complete logistic support during the duration of EXPO 2020 fair	Professional event manager/One person 5 months	n/a
4.10.	Transport expenses, setting and storage of exhibits at the BiH EXPO 2020 pavilion	Local transportation of materials to the pavilion	Filled out forms
		Customs	Filled out forms
		Storage	Filled out forms
4.11.	Pavilion adaptation, expenses of design, preparation and production of all the accompanying material	Customization of the business zone within the pavilion/ three times during the EXPO	Photo documentation
4.12.	Organization of the selling point and sales staff, branding and logistic of the selling point at the Pavilion EXPO 2020	Setting up financial account and IT for the selling point	Financial report
4.13.	Organization and ongoing logistic for the selling point at the Pavilion EXPO 2020	Logistics procedures for the ongoing sales activities/continuously	
4.14.	Organization and ongoing logistic for the selling point at pavilion BiH with the duration of 6 months, for up to 15 companies which will promote and sell domestic products	Shop Manager/ one person 5 months	
4.15.	Organization of sales staff during the 6 months of BiH exhibition	Sales Staff for the shop/ three people 5 months	
4.16.	Branding of the selling point „Pop up store “, design of the products offered and material, logistic for the communication of the product portfolio according to the standards of EXPO	<b>TO BE EXCLUDED</b>	
<b>5.</b>	<b>IMPLEMENTATION OF THE NATIONAL DAY CEREMONY BIH AT EXPO 2020</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>



5.1.	Idea proposal of the content of the National day BiH at EXPO 2020	National Day concept proposal	Concept Proposal
5.2.	Scenario development for the National day BiH at EXPO 2020	National Day Scenario/Word Document	Scenario
5.3.	Design of the material and invitations for the National day ceremony	Design of invitations and brochure	Bilingual Invitation design; Brochure design
5.4.	Engagement of an event management team for managing the process of National day recognition	Event Manager/ Two people, 2 months	n/a
		Event Director/One person, 2 months	
		Event Coordinator/One person, 7 days	
5.5.	Food catering services, preparation of clothing for staff, communication and protocol	Food catering for performers (20 people)	Photo documentation
		Staff uniforms	
		Communications Manager/ One person, 15 days	
5.6.	Engagement of technical staff for managing the technical equipment, stage and technical resources	AV Technicians	Rider list
	Engagement of technical staff for managing the technical equipment, stage and technical resources	Rider lists for performers and coordination	Rider list
5.7.	Performing a cultural performance, especially the use of public theater spaces/stages depending on the preservation to the EXPO team, including the basic technical equipment and managing the stages that are provided by the organizer EXPO	National Day Parade implementation, photos and video materials	Event report and Photo documentation
5.8.	Engagement of technical staff for managing technical equipment, stage and technical resources (rehearsal)	Event Manager/ Two people, five days	n/a
		Event Director/One person, five days	
		Event Coordinator/One person, five days	
5.9.	Expenses of transport organization and the transport of the engaged creative and technical staff for the organization of the National day	Local transportation of performers to the EXPO	Transportation report
5.10.	Travel from B&H to UAE (up to 20 persons)	Plain tickets SA-UAE-SA for 20 people	Traveling report
5.11.	Visa expenses of the engaged creative and technical staff for the National day (total of 10 persons)	Visa procurement for 10 persons	Visa files
5.12.	Hotel accommodation expenses for the engaged creative and technical staff for the organization of the National day	Bed and breakfast for up to 10 people	Accommodation report
5.13.	Hotel accommodation expenses, bed and breakfast, 4star hotel	Bed and breakfast for up to 15 people	Accommodation report

5.14.	Insurance Expenses for the engaged creative and technical staff for the National day	Insurance for up to 10 people	Insurance documentation
5.15.	Technical equipment and logistic lease for the needs of the performer	Lease of instruments in accordance to the rider lists	Rider list
5.16.	Expense of the organization of the cultural, artistic program of the project for the National day including visas, plane tickets, accommodation, and artist fee (up to 30 persons)	Artist fees for National Day and Cultural programmed	Event report and Photo documentation
5.17.	Communication manager for communication via the participant's portal, event bookings, proposal submission, commercial segment negotiation, contracting and verifications, planning team – places where the events related to the country exhibitor take place	Event Booker and Coordinator/ One person/Two months	n/a
5.18.	Organization of catering process logistic for the B&H National day event, along with the needed catering staff	TO BE EXCLUDED	
5.19.	Use of kitchens for the preparation of meals for representing the approved meals		
5.20.	Lease of the necessary dishes for catering of decoration elements for 450 persons		
5.21.	Catering with the welcome for the attendees (cocktails according to the chosen menu from the organizer of the EXPO 2020)		
5.22.	Engagement of leading chefs of B&H for the preparation of national meals + auxiliary cooks (accommodation, plane tickets, visa, insurance for the chef + engagement for auxiliary cooks that can be local cooks)		
5.23.	Engagement of hostess, fees and clothing for 8 hostesses. Annotation: Clothing of the hostess must have the national signatures of the representative country which is being exhibited at the National day	Hostesses/ 8 people/one day	n/a

5.24.	Organization of transport and coordination with the organizer for the transport of artists, coordination of transport according to the event schedule by places of performance, technical team and event leaders, including the time of preparations	TO BE EXCLUDED	
5.25.	Regularly planned shuttle bus between the MPC and the place of the event, which will provide the artists and the crew transportation for their assigned activities		
5.26.	Transport organization after the completion of the scheduled appearance for the artists and the technical crew for the return to MPC		
5.27.	Organization and coordination of support to the artists through: welcome area and registration, dressing room, shower, dressing cabinets, information, heating and stretching, green rooms, make up rooms, storage, laundry, canteen and relaxation areas, first aid	Artist Manager/One person/15 days	n/a
5.28.	Supervision and reporting	Final report	Final report
5.29.	Press conference organization for the country exhibitor at the media center EXPO 2020	Press Conference	Event report and Photo documentation
5.30.	Design and branding of the National day material	Design and production programmed of the National Day	Event report and Photo documentation
		Branding of the pavilion business area to promote National Day	Photo documentation
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	n/a
<b>6.</b>	<b>LOGISTIC EXPENSES OF THE ORGANIZATION OF THE PARTICIPATION OF BIH AT EXPO 2020</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>
6.1.	Travel expenses to UAE, plane tickets Sarajevo-Dubai-Sarajevo according to the needs of the participants	Plain tickets for 50 people (Organizer + Businesses + Country Business Briefing speakers)	Traveling Report

6.2.	Accommodation expenses in UAE, bed and breakfast, 4star hotel or apartment within the offer of the Organizer, according to the needs of the Participant	Accommodation for up to 200 overnights	Accommodation report
6.3.	Local traveling expenses in UAE, local team of professional organizers during the preparation period, transport airport – Dubai-hotel – EXPO location	Local traveling expenses for B&H staff	Traveling report
6.4.	Visa expenses for UAE, local team of professional organizers. Telecommunication expenses in UAE, insurance expenses for staff, exhibits, equipment and the local team of professional organizers	Visa expenses for up to 40 people	Visa files
		Insurances for up to 40 people	Insurance documentation
		Telecommunications for 40 people	n/a
6.5.	Local translator engagement for the assistance to the logistic team (Arabic-English)	Local translating services	n/a
6.6.	Customs expenses, container and airplane transport of goods. Coordination of the performing country about the content and type of the exhibit, customs, transport with the Organizer	Customs Manager	n/a
		Transporting of goods / 3 shipments in total	Shipping List
		Insurance of goods/ 3 shipments in total	Shipping List
6.7.	Uploading to the monitoring system of Organizers logistic center	Logistics administration officer/ one person, 2 months	n/a
6.8.	Logistic organization and coordination with the logistic center and storage in UAE	Storage Manager/ One person, 2 months	n/a
<b>7.</b>	<b>LEGAL AND FINANCIAL EXPENSES OF BIH ATTENDANCE AT THE EXPO 2020</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>
7.1.	Transaction expenses to EXPO 2020 for the management of the budget and the engagement of contractors.		
<b>8.</b>	<b>INCIDENTAL COSTS OF THE ORGANIZATION, PARTICIPATION AND ATTENDANCE OF B&amp;H AT THE EXPO 2020</b>	<b>DELIVERABLES</b>	<b>Means of verification</b>
8.1.	All incidental cost that cannot be planned ahead, costs of bank transactions, currency conversion, increase of transport price and the price of logistic expenses, expenses of additional permits and taxes etc. 5% of total implementation expenses.	Requests for incidental costs approval	Reports

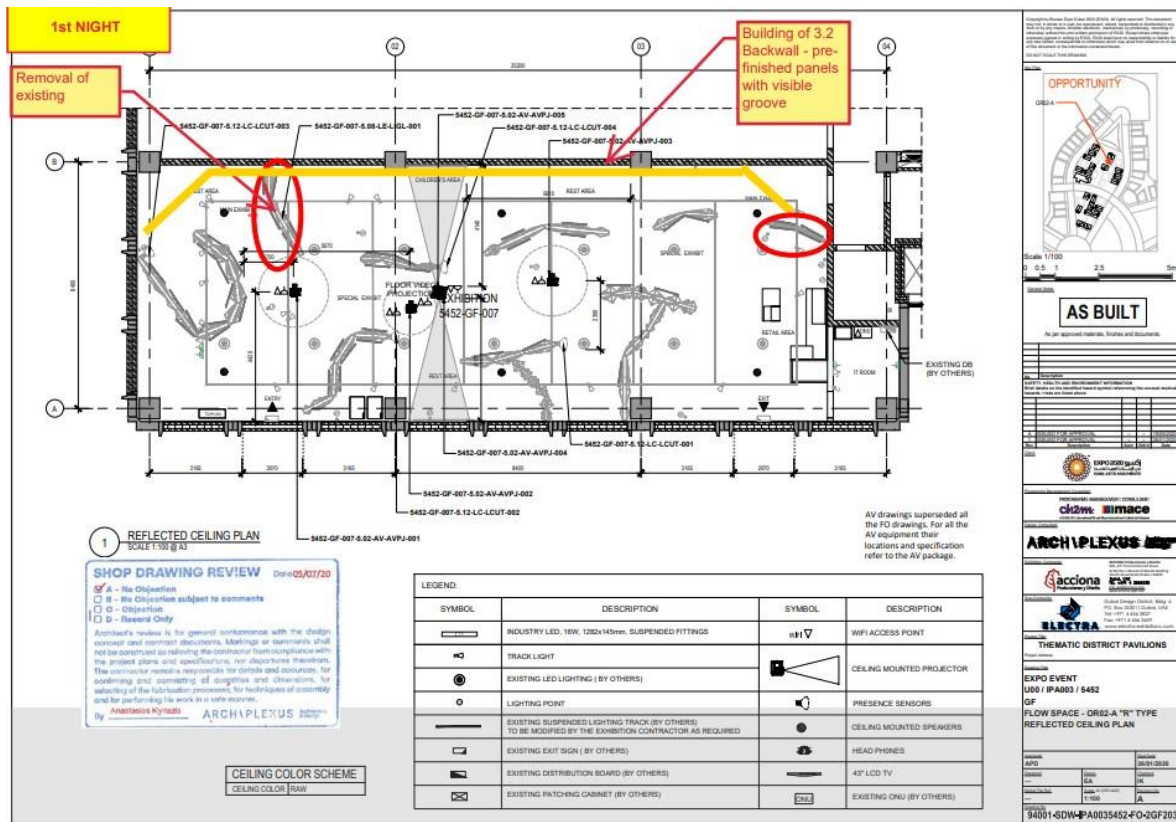


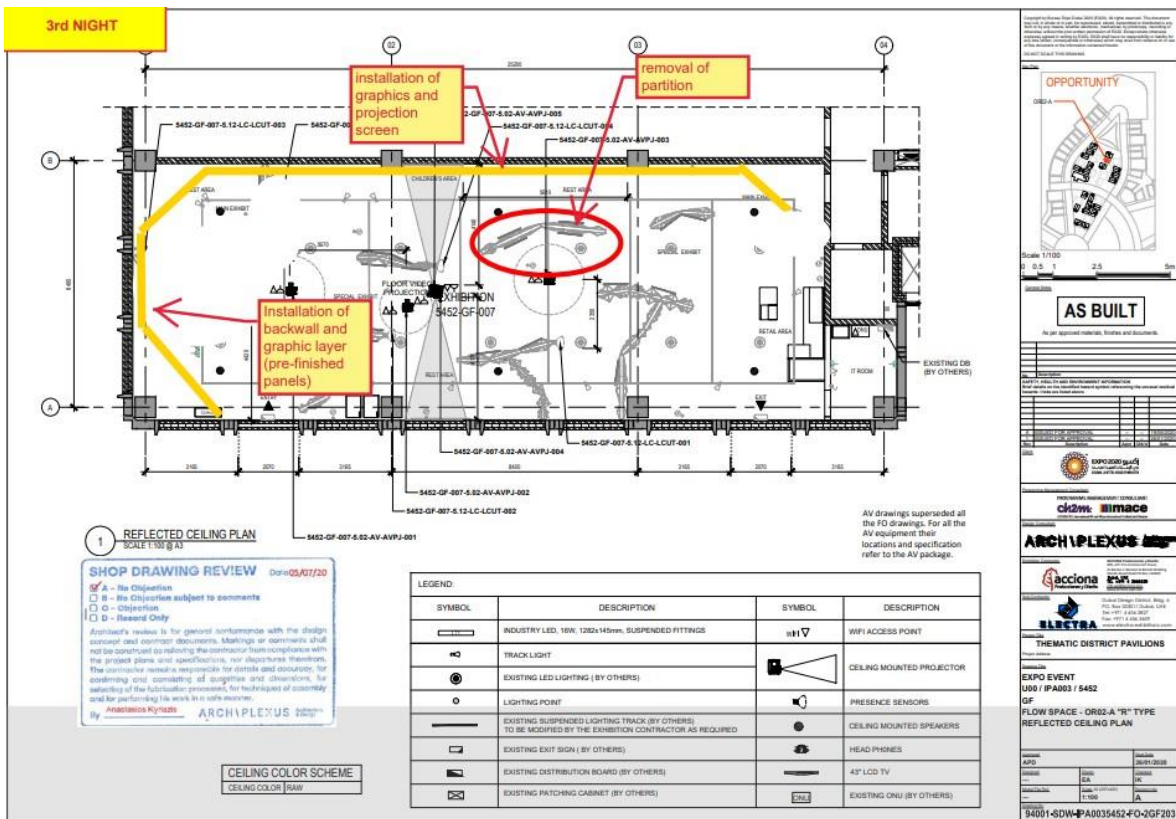
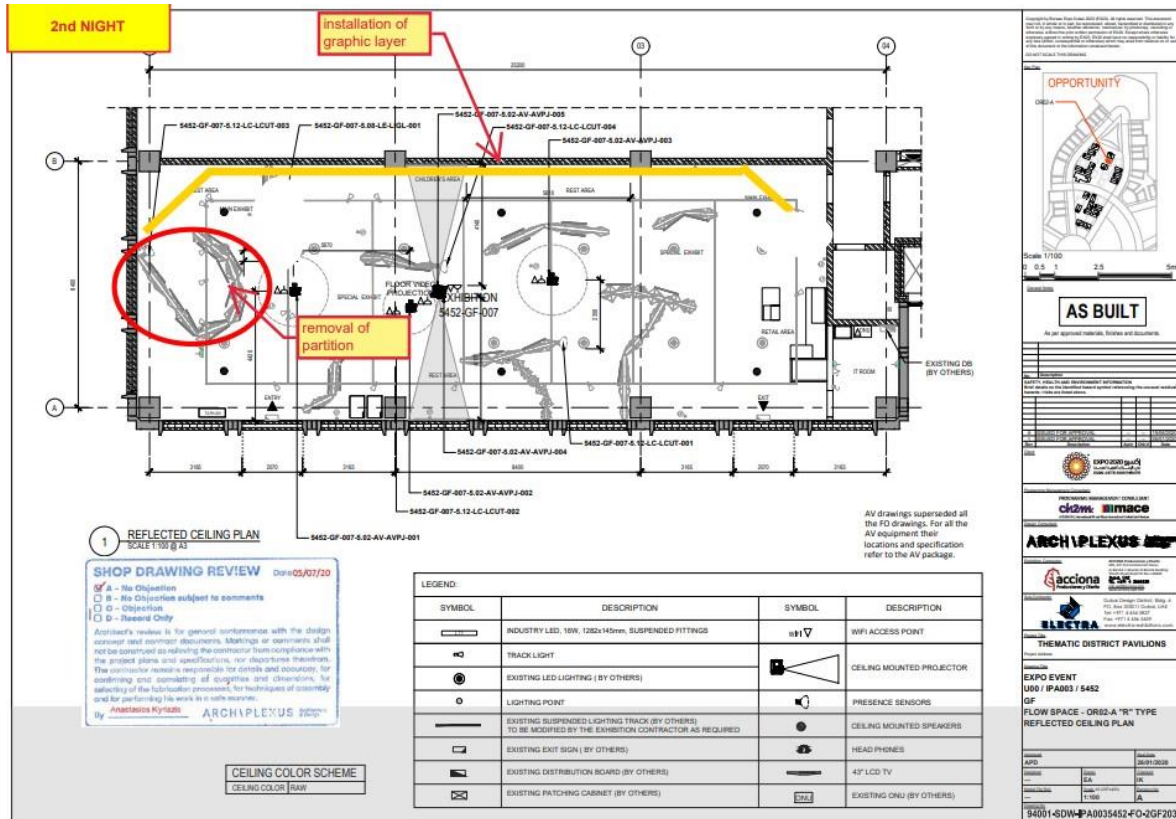
### 2.1.2. Analyzing technical information about the pavilion

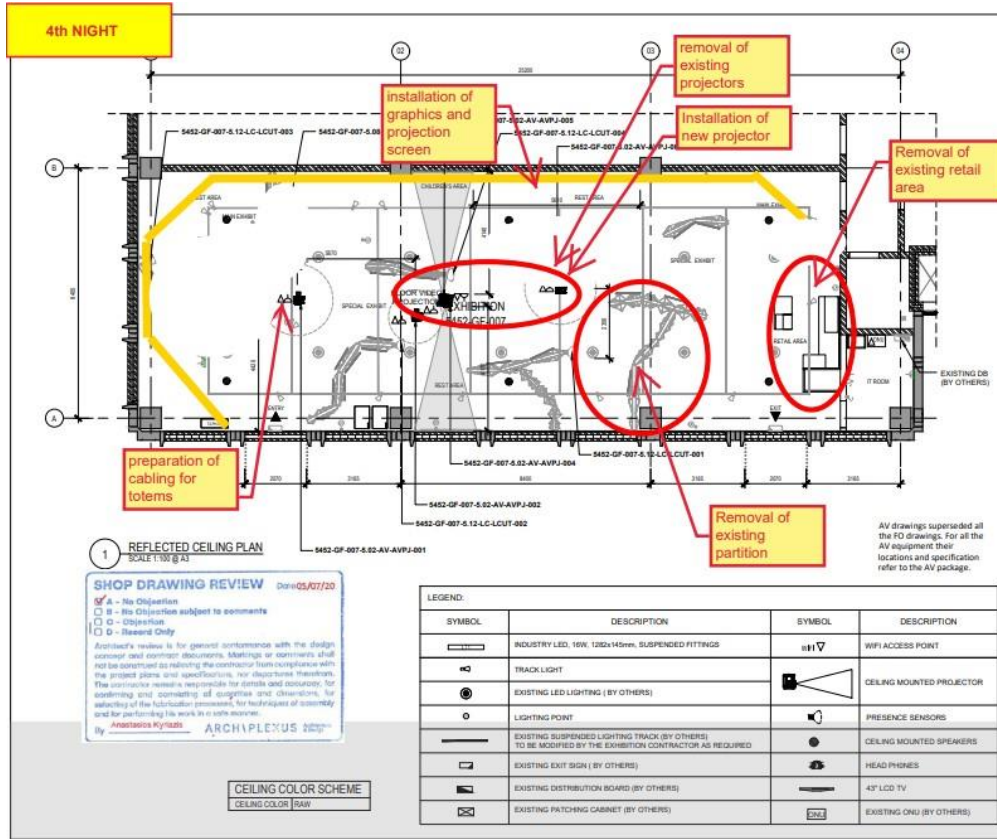
BH Pavilion team and others were in day-to-day communication with the PT EXPO 2020 Dubai team as well as the contractor and EXPO Project management team to understand all the technical aspects of the fit out in order to avoid any work delays once the work starts.

### 2.1.3. Day to day contact with the organizer and the government entities in the preparatory phase

- The fit-out detailed plan and coordination document







OPPORTUNITY

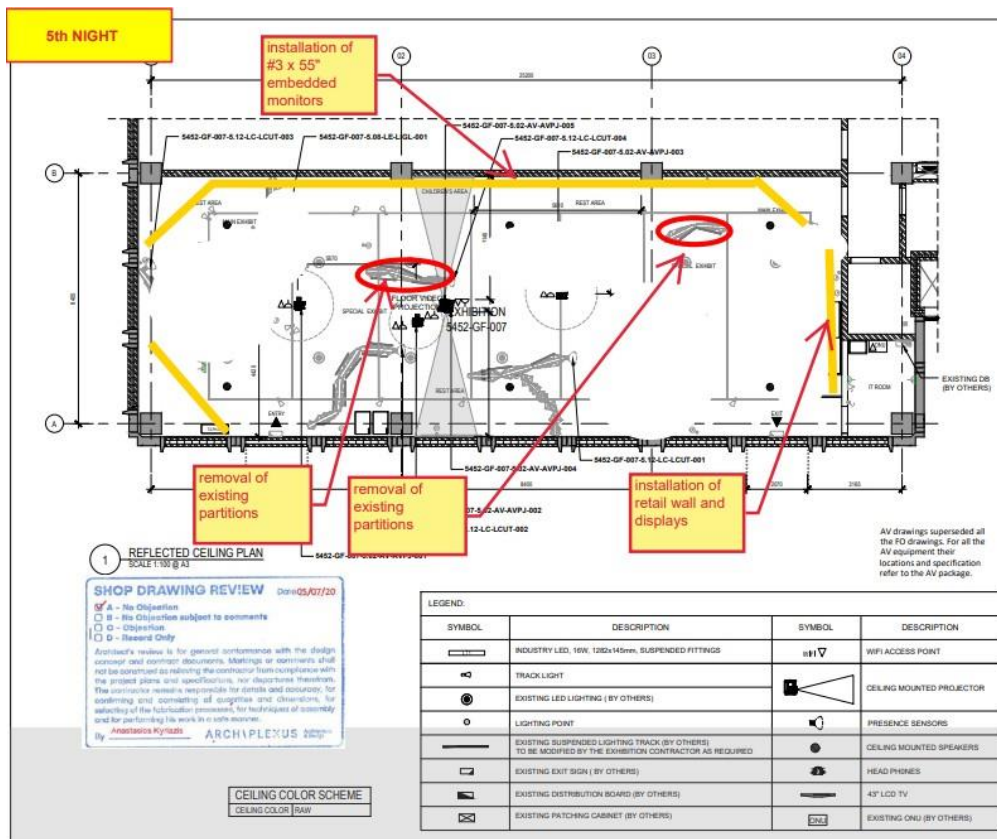
Scale: 1/100

**AS BUILT**  
As per approved materials, finishes and quantities.

ARCHIPLEXUS

EXPO EVENT  
UB0 / IPAD03 / 5452  
GF  
FLOW SPACE - OR02-A "R" TYPE  
REFLECTED CEILING PLAN

94001-SDW-PA0035452-FO-QGF203



OPPORTUNITY

Scale: 1/100

**AS BUILT**  
As per approved materials, finishes and quantities.

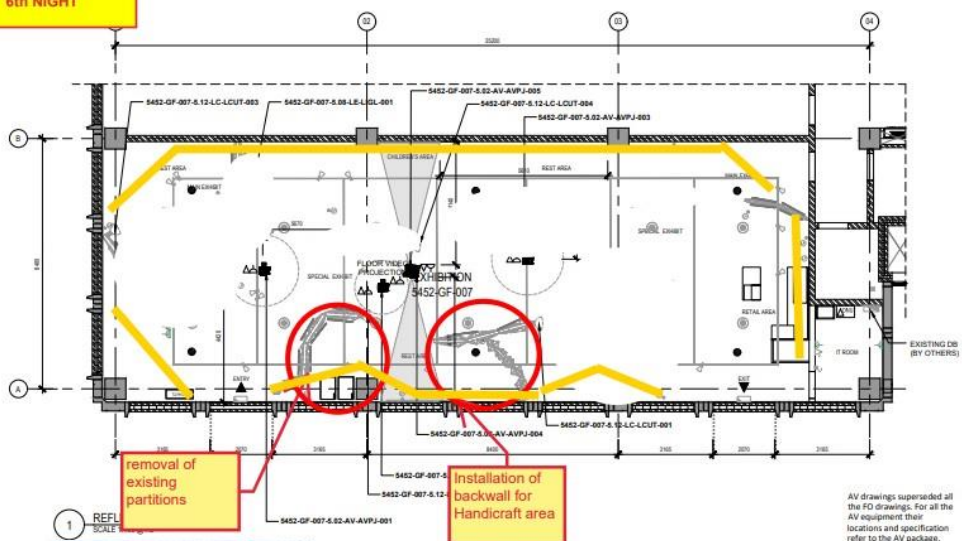
ARCHIPLEXUS

EXPO EVENT  
UB0 / IPAD03 / 5452  
GF  
FLOW SPACE - OR02-A "R" TYPE  
REFLECTED CEILING PLAN

94001-SDW-PA0035452-FO-QGF203



**6th NIGHT**



**SHOP DRAWING REVIEW** Date: 05/07/20

A - No Objection  
 B - No Objection subject to comments  
 C - Objection  
 D - Rescind Only

Architect's review is for general compliance with the design concept and contract documents. Markings or comments shall not be construed as relieving the contractor from compliance with the project plans and specifications, nor dispositive thereon. The contractor remains responsible for details and accuracy, for ordering and assembling of supplies and dimensions, for selecting the fabrication processes, for techniques of assembly and for performing his work in a safe manner.

By: *Anastasia Kyriazi* ARCHIPLEXUS

LEGEND:

SYMBOL	DESCRIPTION	SYMBOL	DESCRIPTION
	INDUSTRY LED, 16W, 120x140mm, SUSPENDED FITTINGS		WiFi ACCESS POINT
	TRACK LIGHT		CEILING MOUNTED PROJECTOR
	EXISTING LED LIGHTING (BY OTHERS)		PRESENCE SENSORS
	LIGHTING POINT		CEILING MOUNTED SPEAKERS
	EXISTING SUSPENDED LIGHTING TRACK (BY OTHERS) TO BE MODIFIED BY THE EXHIBITION CONTRACTOR AS REQUIRED		HEAD PHONES
	EXISTING EXIT SIGN (BY OTHERS)		43" LCD TV
	EXISTING DISTRIBUTION BOARD (BY OTHERS)		EXISTING ONU (BY OTHERS)
	EXISTING PATCHING CABINET (BY OTHERS)		

CEILING COLOR SCHEME  
CEILING COLOR: RAW

AV drawings superseded all the FO drawings. For all the AV equipment their locations and specifications refer to the AV package.

**OPPORTUNITY**

Scale: 1/100

**AS BUILT**

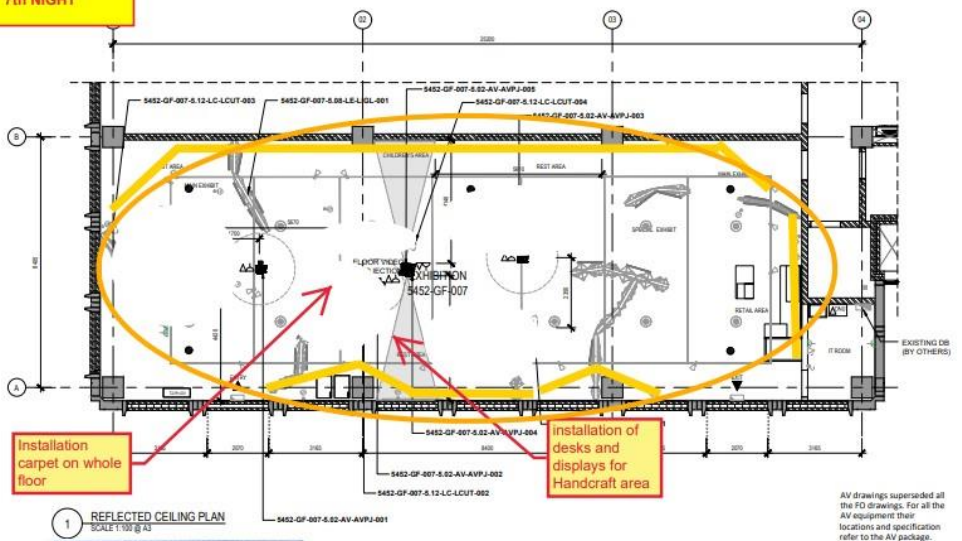
No per approved materials, finishes and documents.

EXPO EVENT  
U00 / PA003 / 5452

GF  
FLOW SPACE - OR02-A "R" TYPE  
REFLECTED CEILING PLAN

94001-SDW-PA0035452-F0-2GF203

**7th NIGHT**



**SHOP DRAWING REVIEW** Date: 05/07/20

A - No Objection  
 B - No Objection subject to comments  
 C - Objection  
 D - Rescind Only

Architect's review is for general compliance with the design concept and contract documents. Markings or comments shall not be construed as relieving the contractor from compliance with the project plans and specifications, nor dispositive thereon. The contractor remains responsible for details and accuracy, for ordering and assembling of supplies and dimensions, for selecting the fabrication processes, for techniques of assembly and for performing his work in a safe manner.

By: *Anastasia Kyriazi* ARCHIPLEXUS

LEGEND:

SYMBOL	DESCRIPTION	SYMBOL	DESCRIPTION
	INDUSTRY LED, 16W, 120x140mm, SUSPENDED FITTINGS		WiFi ACCESS POINT
	TRACK LIGHT		CEILING MOUNTED PROJECTOR
	EXISTING LED LIGHTING (BY OTHERS)		PRESENCE SENSORS
	LIGHTING POINT		CEILING MOUNTED SPEAKERS
	EXISTING SUSPENDED LIGHTING TRACK (BY OTHERS) TO BE MODIFIED BY THE EXHIBITION CONTRACTOR AS REQUIRED		HEAD PHONES
	EXISTING EXIT SIGN (BY OTHERS)		43" LCD TV
	EXISTING DISTRIBUTION BOARD (BY OTHERS)		EXISTING ONU (BY OTHERS)
	EXISTING PATCHING CABINET (BY OTHERS)		

CEILING COLOR SCHEME  
CEILING COLOR: RAW

AV drawings superseded all the FO drawings. For all the AV equipment their locations and specifications refer to the AV package.

**OPPORTUNITY**

Scale: 1/100

**AS BUILT**

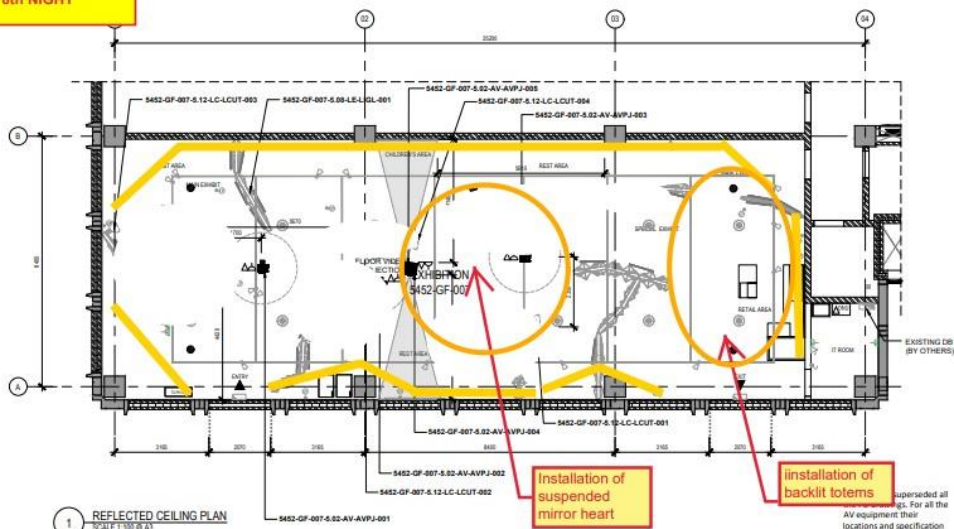
No per approved materials, finishes and documents.

EXPO EVENT  
U00 / PA003 / 5452

GF  
FLOW SPACE - OR02-A "R" TYPE  
REFLECTED CEILING PLAN

94001-SDW-PA0035452-F0-2GF203

**8th NIGHT**



**1 REFLECTED CEILING PLAN**  
SCALE: 1/100 @ A3

**SHOP DRAWING REVIEW** Date: 05/07/20  
 ✓ A - No Objection  
 ✗ B - No Objection subject to comments  
 □ C - Objection  
 □ D - Reserved Only

Architect's review is for general conformance with the design concept and contract documents. Markings or comments shall not be construed as relieving the contractor from compliance with the project plans and specifications, nor discharges therefrom. The contractor remains responsible for details and accuracy, for coordinating and committing all quantities and dimensions, for selecting all the fabrication processes, for techniques of assembly and for performing his work in a safe manner.

By: **Anastasia Kyriazi** ARCHIPLEXUS

**CEILING COLOR SCHEME**  
CEILING COLOR: RAW

SYMBOL	DESCRIPTION	SYMBOL	DESCRIPTION
[Symbol]	INDUSTRY LED, 18W, 1200x145mm, SUSPENDED FITTINGS	[Symbol]	WIFI ACCESS POINT
[Symbol]	TRACK LIGHT	[Symbol]	CEILING MOUNTED PROJECTOR
[Symbol]	EXISTING LED LIGHTING (BY OTHERS)	[Symbol]	PRESENCE SENSORS
[Symbol]	LIGHTING POINT	[Symbol]	CEILING MOUNTED SPEAKERS
[Symbol]	EXISTING SUSPENDED LIGHTING TRACK (BY OTHERS) TO BE MODIFIED BY THE EXHIBITION CONTRACTOR AS REQUIRED	[Symbol]	HEAD PHONES
[Symbol]	EXISTING EXIT SIGN (BY OTHERS)	[Symbol]	43" LCD TV
[Symbol]	EXISTING DISTRIBUTION BOARD (BY OTHERS)	[Symbol]	EXISTING ONU (BY OTHERS)
[Symbol]	EXISTING PATCHING CABINET (BY OTHERS)		

OPPORTUNITY

Scale: 1/100  
0 0.5 1 2.5 5m

**AS BUILT**  
As per approved materials, finishes and documents.

PROFESSIONAL ENGINEER/ARCHITECT  
**ch2w imace**

**ARCHIPLEXUS**

acciona **SPR**

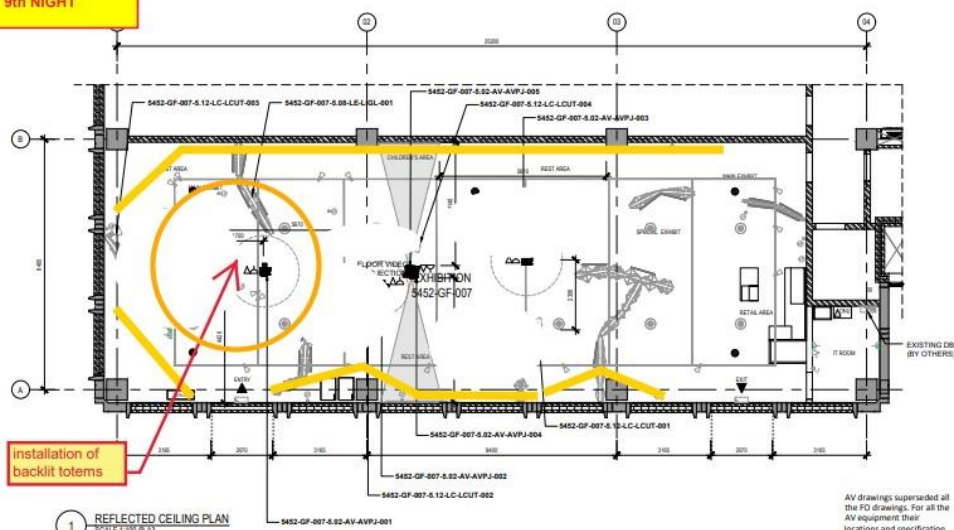
**ELBETRA**

**THEMATIC DISTRICT PAVILIONS**

EXPO EVENT  
UNU / IPAD03 / 5452  
GF  
FLOW SPACE - OR02-A "R" TYPE  
REFLECTED CEILING PLAN

DATE: 20/11/2020  
SCALE: 1/100  
SHEET: 03  
PROJECT: 94001-SDW-PA0035452-FO-QF203

**9th NIGHT**



**1 REFLECTED CEILING PLAN**  
SCALE: 1/100 @ A3

**SHOP DRAWING REVIEW** Date: 05/07/20  
 ✓ A - No Objection  
 ✗ B - No Objection subject to comments  
 □ C - Objection  
 □ D - Reserved Only

Architect's review is for general conformance with the design concept and contract documents. Markings or comments shall not be construed as relieving the contractor from compliance with the project plans and specifications, nor discharges therefrom. The contractor remains responsible for details and accuracy, for coordinating and committing all quantities and dimensions, for selecting all the fabrication processes, for techniques of assembly and for performing his work in a safe manner.

By: **Anastasia Kyriazi** ARCHIPLEXUS

**CEILING COLOR SCHEME**  
CEILING COLOR: RAW

SYMBOL	DESCRIPTION	SYMBOL	DESCRIPTION
[Symbol]	INDUSTRY LED, 18W, 1200x145mm, SUSPENDED FITTINGS	[Symbol]	WIFI ACCESS POINT
[Symbol]	TRACK LIGHT	[Symbol]	CEILING MOUNTED PROJECTOR
[Symbol]	EXISTING LED LIGHTING (BY OTHERS)	[Symbol]	PRESENCE SENSORS
[Symbol]	LIGHTING POINT	[Symbol]	CEILING MOUNTED SPEAKERS
[Symbol]	EXISTING SUSPENDED LIGHTING TRACK (BY OTHERS) TO BE MODIFIED BY THE EXHIBITION CONTRACTOR AS REQUIRED	[Symbol]	HEAD PHONES
[Symbol]	EXISTING EXIT SIGN (BY OTHERS)	[Symbol]	43" LCD TV
[Symbol]	EXISTING DISTRIBUTION BOARD (BY OTHERS)	[Symbol]	EXISTING ONU (BY OTHERS)
[Symbol]	EXISTING PATCHING CABINET (BY OTHERS)		

OPPORTUNITY

Scale: 1/100  
0 0.5 1 2.5 5m

**AS BUILT**  
As per approved materials, finishes and documents.

PROFESSIONAL ENGINEER/ARCHITECT  
**ch2w imace**

**ARCHIPLEXUS**

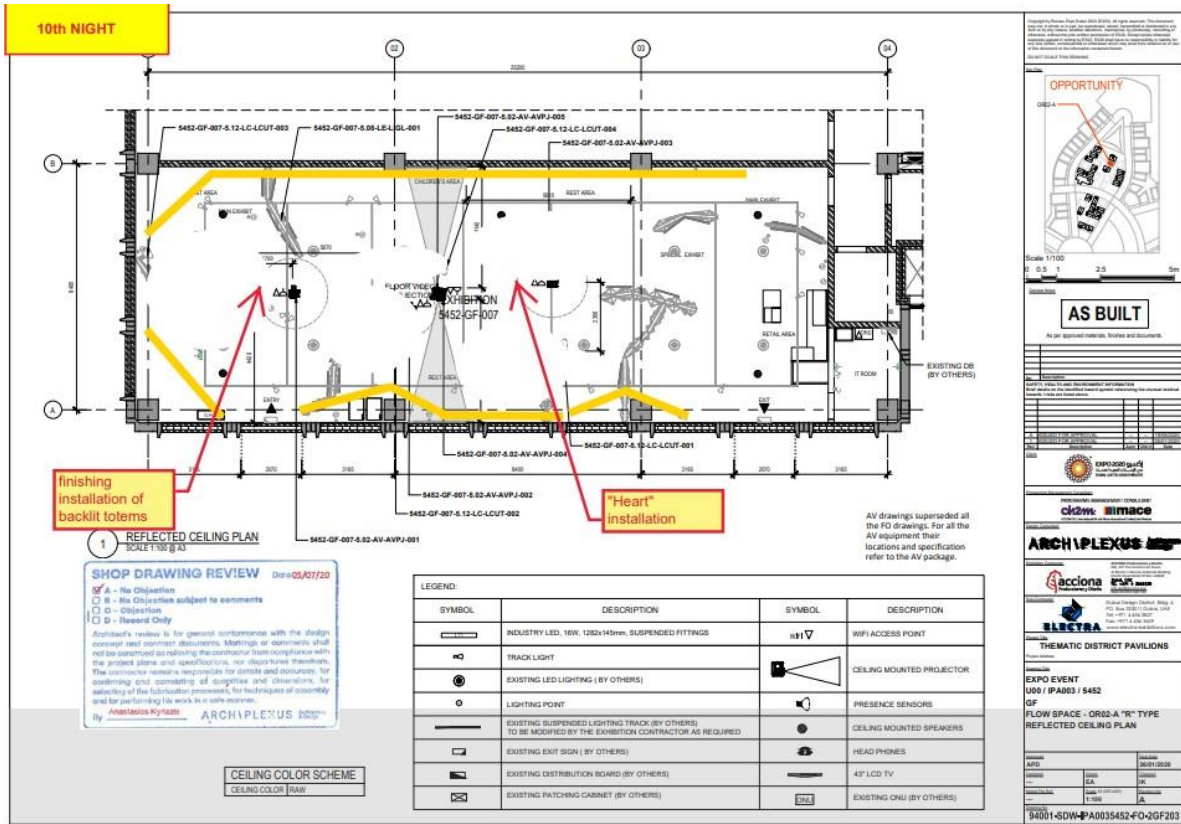
acciona **SPR**

**ELBETRA**

**THEMATIC DISTRICT PAVILIONS**

EXPO EVENT  
UNU / IPAD03 / 5452  
GF  
FLOW SPACE - OR02-A "R" TYPE  
REFLECTED CEILING PLAN

DATE: 20/11/2020  
SCALE: 1/100  
SHEET: 03  
PROJECT: 94001-SDW-PA0035452-FO-QF203



(The fit-out detailed plan and coordination document can be seen in [Appendix 16](#))

### 2.1.4. Assuring government approvals/certifications



### Health & Safety Department

Safety Section



Premises Name	EXPO 2020-BOSNIA AND HERZEGOVINA-OPPORTUNITY DISTRICT		
Trade Name	EXPO 2020	Inspection Type	Routine
License #	EXPO-PS-5219784	Inspection #	492373
Address	EXPO 2020 OPPORTUNITY DISTRICT	Inspection Date	06 Dec 2021
ERAD Voucher #		Last Grade	
Inspector Name	Ralphino Morris Contado	Total Fine	0



### Inspection Report Summary - Initial

Viol ID	Violation Description	Severity	Repetition	Counts	Fine
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(The health and safety report)

## **2.2. Development of the theme for 6 months of BH appearance on EXPO, including the chosen branches and industries according to the theme statement**

The theme and the concept design are developed for the B&H appearance on the EXPO Dubai 2020 and selected the chosen branches and industries according to the initial theme statement. The overall experience of the pavilion arises from the main communication message of Bosnia and Herzegovina for EXPO 2020 is “Heart Shaped Opportunity”. Bosnia and Herzegovina is the heart shaped land that lies in the heart of southeast Europe. It is here that eastern and western civilizations met, sometimes clashed, but more often enriched and reinforced each other, throughout its long and fascinating history.

The country’s shape is linked with the personality of B&H citizens, who put their heart into everything they do.

This is what the pavilion “Heart Shaped Opportunity” will showcase:

- Promoting investment opportunities in specific sectors and innovative projects
- Build awareness about B&H as a heart shaped country that is a meeting point of western and eastern civilizations.
- Promote culture, hospitality, and openness of the people, by telling the story of multicultural prosperity and coexistence
- Promoting B&H innovators and overall devoted workforce
- Promoting tourism investment potentials and destination promotion

### **Deliverables of realized project activities:**

#### **2.2.1. Key thematic content concept proposal: pavilion design brief and content proposal**

Key thematic concept and the brief for the design and production of the pavilion of Bosnia and Herzegovina

The overall experience of the pavilion arises from the main communication message of Bosnia and Herzegovina for EXPO 2020:

#### ***Heart Shaped Opportunity***

The people of Bosnia put their heart into everything they do and will inspire you to do so as well.

#### ***The Story***

Bosnia and Herzegovina are the heart shaped land that lies in the heart of southeast Europe. It is here that eastern and western civilizations met, sometimes clashed, but more often enriched and reinforced each other, throughout its long and fascinating history. The country’s shape is linked with the personality of B&H citizens, who put their heart into everything they do. This is what the pavilion “Heart Shaped Opportunity” will showcase.

- Promoting investment opportunities in specific sectors and innovative projects.
- Build awareness about B&H as a heart shaped country that is a meeting point of western and eastern civilizations.
- Promote culture, hospitality and openness of the people, by telling the story of multicultural prosperity and coexistence
- Promoting B&H innovators and overall devoted workforce
- Promoting tourism investment potentials and destination promotion

### ***The Look & Feel***

The main feel BH Pavilion wants people to have when entering the pavilion is a unique experience of hedonism, tranquility and peace. The pavilion should be a place where you can rest up (after touring all of the other pavilions), and connect with the nature, tradition and all of the different segments the country has to offer. They should be immersed into unique mystical feeling that the nature, crafts and people of B&H have to offer, which makes the country and its people magical.

Aim is to wow attendees and transport them into B&H territory the minute the step into the space. Visitors shall be present both physically and mentally - so they can take in all of the information and opportunities that are presented and shared across the pavilion. This will be achieved through the program content and through the space and environment that we create for them.

Another important element of the look and feel is craftsmanship, as a huge part of B&H culture and tradition. Craftsmanship has a great potential to portray the main message we aim to share hard working, highly creative and dedicated people, who put their heart in everything they do. That's why they create amazing artefacts, products, connections with other people and are excellent hosts. Hopefully we, will inspire others to appreciate this and want to visit the country and explore it some more.

Main crafts to cover:

- Silversmith
- Hand carpeting
- Wood carving

Throughout duration of the EXPO, different craftsman will be integral part of the pavilion show and their presence be positioned as a central piece of the content. This can be additionally developed through space design incorporating some of the products into the exhibition. The look part of the pavilion should focus on styled heart as a main part of key communication message. Styled heart that can be main element of the visual expression, that can find its place at the walls or any other area that is find suitable. The styled heart, can, for example, cover the walls, connected to the surface, with a 3D look and feel. The idea is to place this element all over the place and produce it from different materials (or wrap it in different stickers/raw materials) that represent our natural resources, such as earth and grass (to consider snow), symbolizing mountains and nature, as integral parts of tourism, followed by water, wood, steel. We would also love to have some sort of interaction of visitors with our hearts in the second zone or the overall pavilion. Offline to online would be ideal as visitors could be stimulated with prizes. For example, a chance to win weekly prizes (airplane tickets, free accommodation etc.)

### ***Visitor journey***

The pavilion elements need to be tied up in a interesting visitor experience preferably throughout three zones:

**First zone**– entry point, hospitality and nature

**Second zone** – central point, craftsmanship, tourism and tradition

**Third zone** – business opportunities that are a product of B&H hard working people, showcasing investment potentials, shop with exhibits (for sale or just examples)

*The first zone* is very important since it is important to make a great first impression and lure the visitors in engaging with the rest of the exhibition. Hence, BH Pavilion team envisions it as a place to sit, rest, have some traditional coffee (free), sample some food (free) + engage with some of the country's unique nature landmarks/landscapes. It is important to link the different themes and zones through a natural flow so the transition to the next zone can be a continuation of the natural landscapes going into tourism spots.

*The second zone* holds the main craftsmanship area/workshop linked with tourism points of interest. The proposed design needs to take into consideration that the work of craftsman will be limited to a maximum of 2-3 hours per day and the area should be interesting even without the performance.

*The third zone* needs to transition to business opportunities and will serve as a display of different investment projects, potent industrial sectors and some appealing macro economical figures/geopolitical advantages.

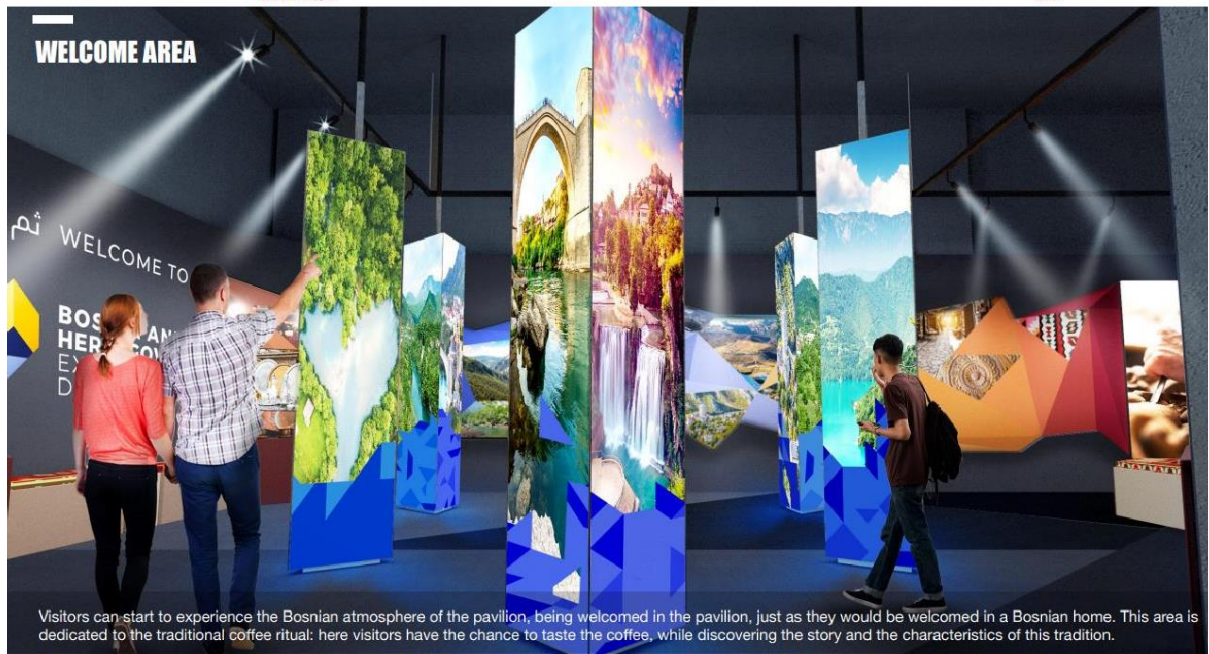
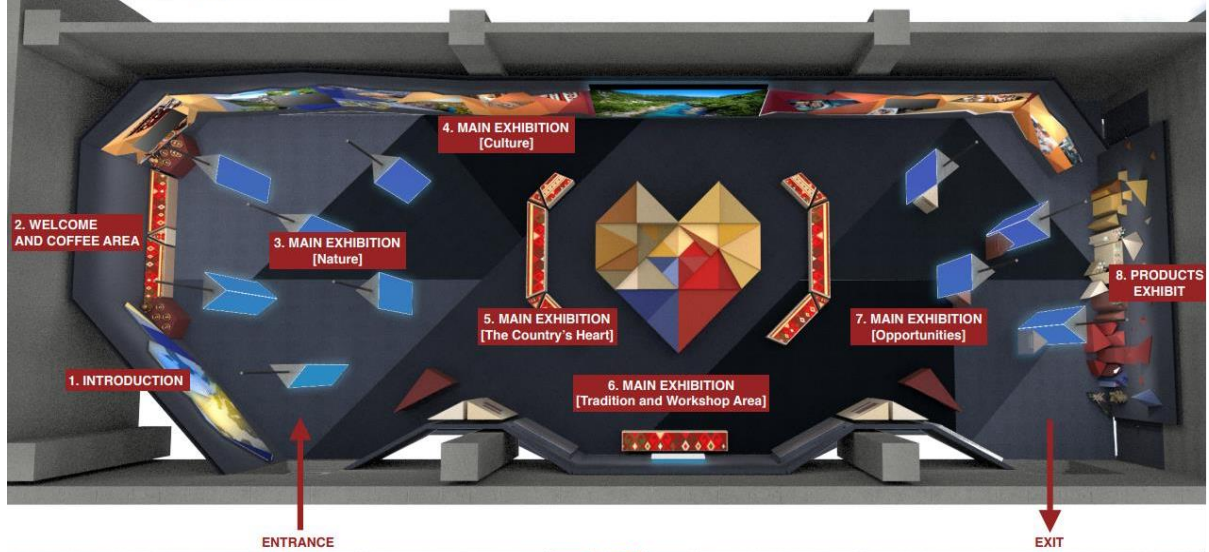
### ***Pavilion/Zones transformation***

There should be a cost-effective option of refreshing parts of the pavilion zones during the 4-month period. For instance, to refresh the first or second zone to display a more winter themed vibe since winter tourism is one of the key offerings and investment opportunities.

### ***Elements of the pavilion***

- Bosnian coffee zone (tasting of coffee in traditional environment of Sarajevo Baščaršija) positioned at the upper left corner from the entry
- Main craftsman zone (To be proposed in line with the overall concept)
- Shop/Souvenir zone
- Exposition zone (historical and cultural artefacts)
- Business presentation zone
- Each zone should provide AV/ and/or printed stories/facts/figures opportunities
- Main AV zone that can work as supporting communication with the craftsmanship moments or other exhibits
- Wall scenography with styled heart produced with natural materials, as stated above, combined with screens for key information sharing
- Traditional carpets as optional flooring (parts, zones or entire space)

## EXHIBITION CONCEPT PLAN



## PAVILION'S CONCEPT





The central zone of the exhibition is inspired by the characteristics of traditional Bosnian houses. A circle of seating decorated with kilims' patterns function as the *Sećiju*, in whose the centre, the main home rituals and happenings would take place. In the same way, the centre of this seating welcomes the pavilion's main installation.

## CENTRAL INSTALLATION THE COUNTRY'S HEART

The central installation represents **the core and the synthesis of the pavilion.**

From the point of view of the design, this is the heart that **welcomes and unites all the geometrical elements** that create the exhibition.

Whereas from the point of view of the storytelling, the installation recalls all of the four main themes of the exhibition, but it tells them **starting from a different point of view: the people.** Its different sections of the heart, in fact, present **the stories of 8 Bosnian talents** who, through their different paths and actions, **demonstrate the attitude of devotion and passion, own of their country.**



## CENTRAL INSTALLATION – THE COUNTRY'S HEART

### MARC HUBJER, artist and gallerist

Founder of an art gallery in Sarajevo, an independent space dedicated to the development of the emerging art-scene.

### BELMA JUSUFOVIC, theatre producer

She's in the organising team of MESS Festival, the oldest theatre festival in the Balkans.

### EDIN DZEMAT, Chef

One of Sweden's best chefs, he promotes Bosnian culinary tradition and launched several initiatives in his home country.

### SENAD OMEROVIC, farmer

He founded "Agrofood", a cooperative of biologic agricultural production. Example of sustainable investment and development of rural community.

### JASMINA ZAHIROVIC, student

STEM student and member of the UNDP initiative IT Girls. She coaches children at the STEM academy to support their pursuing of a scientific career.

### Erna SOSEVIC, entrepreneur

She launched Bizbook, a start-up which supports the development Bosnian business-community.

### IVANA BLAZ e NINA MRSNIK, entrepreneurs

They design and produce carpets inspired by traditional Bosnian kilims and work with a team of Bosnian female weavers.

### NERMINA ALIC, coppersmith

Only female coppersmith in BiH. She works in the workshop of her father, the oldest coppersmith in Sarajevo.

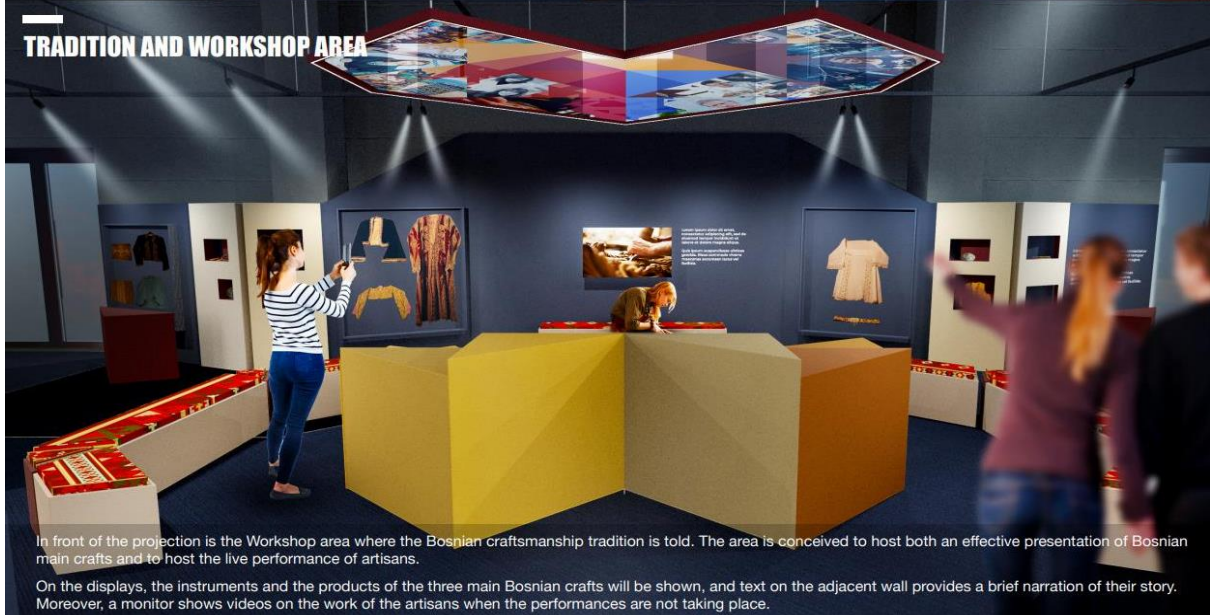


## OPPORTUNITIES AND PRODUCTS EXHIBIT



This area is dedicated to the presentation of Bosnia and Herzegovina as a country of opportunities. The graphic wall provides an overview on the country's advantageous macro-economic and geopolitical figures and on its most prominent industrial sectors, whereas the totems highlight the country's investment potentials.

## TRADITION AND WORKSHOP AREA



In front of the projection is the Workshop area where the Bosnian craftsmanship tradition is told. The area is conceived to host both an effective presentation of Bosnian main crafts and to host the live performance of artisans.

On the displays, the instruments and the products of the three main Bosnian crafts will be shown, and text on the adjacent wall provides a brief narration of their story. Moreover, a monitor shows videos on the work of the artisans when the performances are not taking place.

## TRADITION AND WORKSHOP AREA





*(Pavilion concept design, full presentation can be seen in [Appendix 17](#))*

**2.3. Adaptation of the interior of the proposed design of the pavilion and alignment with the theme of BH, according to the guidelines of the organizer and technical specification of the chosen solution**

The contractor is hired to dismantle and pack the existing pavilion installation and BH Pavilion team has coordinated with the EXPO logistics team for the transporting and safely storing the panels and content to the EXPO warehouse.

All the new has planned, coordinated and implemented whole the Pavilion new concept design in line with expo regulations, while keeping the pavilion open and working only in the overnight shifts when EXPO 2020 is closed to the visitors.

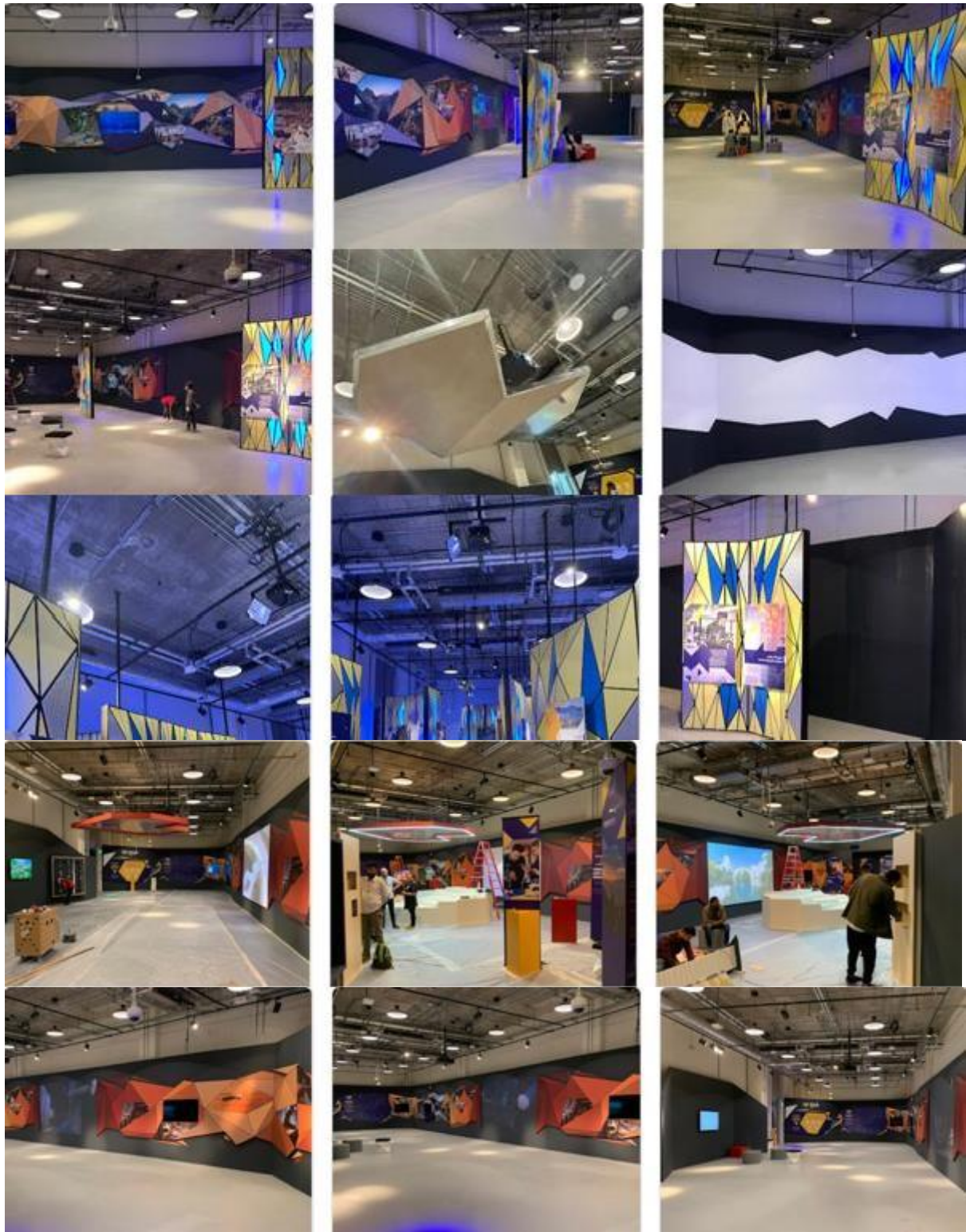
Once the fit out was completed responsible team assured the pavilion operational readiness as per EXPO 2020 protocols and regulations.

**Deliverables of realized project activities:**

2.3.1.	Dismantling existing pavilion setup, transporting and storing all of the existing content; Assuring all approvals from the organizer
2.3.2.	Implementation of the proposed pavilion design

**2.3.1. Dismantling existing pavilion setup, transporting, and storing all of the existing content; Assuring all approvals from the organizer**

Photo documentation of the deliverables and the process of dismantling the old and installing parallel the new pavilion fit out:

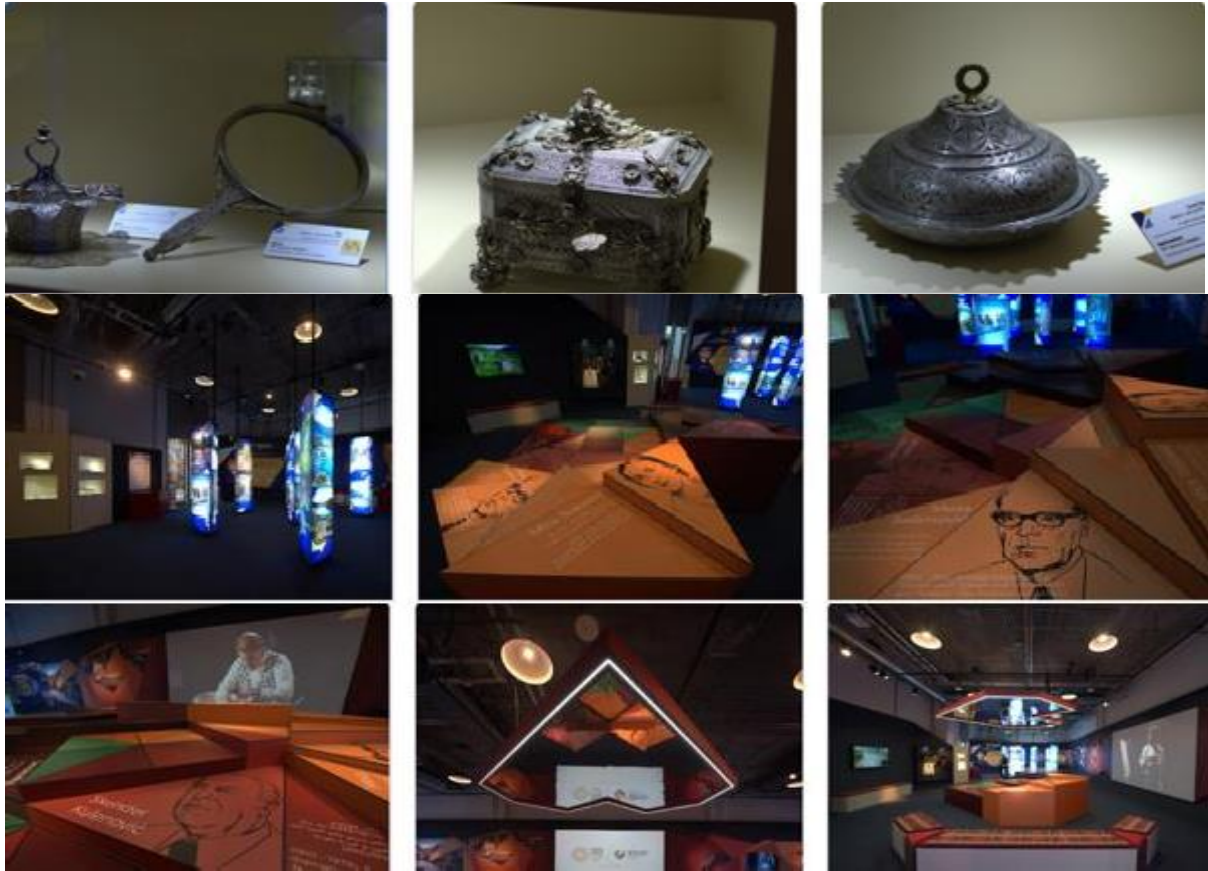


*(Dismantling the initial pavilion set-up and the process of the new fit-out work done in the parallel, as per the schedule)*

### 2.3.2. Implementation of the proposed pavilion design

Photo documentation of the deliverables and the process of installing the new pavilion fit out





*(New pavilion fit-out completed)*

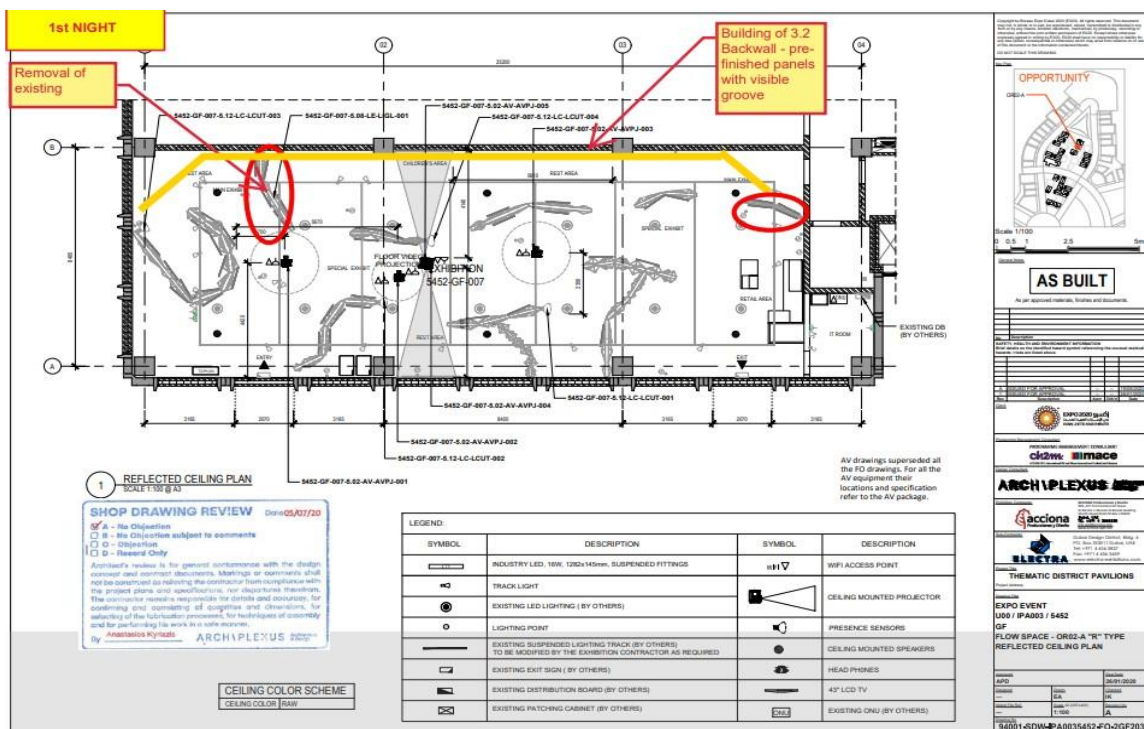
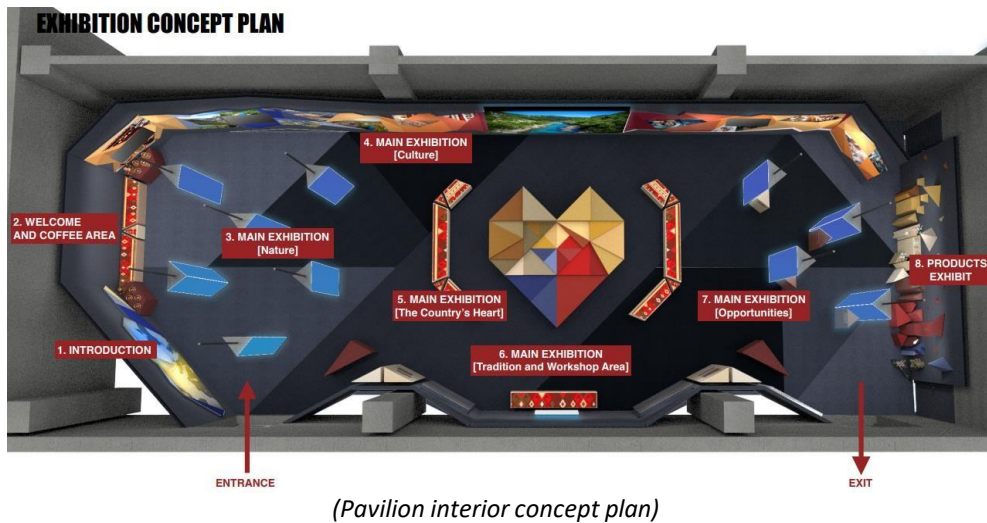
Implementation of proposed design, video materials and etc., can be seen in CDs attached this report. [2.3.2](#)

**2.4. Engagement of the interior designer for the alignment of the pavilion proposal with the theme statement, development of technical details and specifications for the upload on the web system of the organizer, for approval and possible corrections**

It was developed technical specifications based on the approved concept design and the pavilion has been setup in the timeframe of 12 days considering that the pavilion was fully operational during the day and the fit-out changes have been done during the night within the allowed working hours.

**Deliverables of realized project activities:**

2.4.1.	Interior design proposal
2.4.2.	Technical specification for the pavilion setup
2.4.3.	Upload of the specification to the web system of the organizer



**2.5. Expenses of technical equipment lease, LED screens, lighting, procurement of representative exhibits and production of all materials for the transformation of BH pavilion according to the monthly themes**

The AV vendors are selected and proceeded with arranging the AV equipment required to fit the new concept design.

**Deliverables of realized project activities:**

2.5.1.	Specification of the necessary technical equipment
2.5.2.	Rental of the AV equipment rental in the period of 5 months (1 projector and the main screen, 5 secondary screens)
2.5.3.	AV equipment maintenance



**2.6. Enabling, equipping, and branding of the business area of the BH pavilion on the first floor, visual adaptation according to the theme statement and visual identity of BH appearance at EXPO**

The proposal is created for the branding of the office area of the B&H Pavilion as per overall visual identity for the country’s appearance at EXPO Dubai 2020.

**Deliverables of realized project activities:**

2.6.1.	Branding proposal
2.6.2.	Production of stickers for branding
2.6.3.	Implementation the business area branding

**2.6.1. Branding proposal**

Halway - 707x213cm



Halway - 706x212cm



56x212cm



56x212cm



Halway - 232x213cm





Meeting room 362x213cm



Meeting room 310x213cm



CG office 232x213cm



CG office 352x213cm



Open office 460x365cm





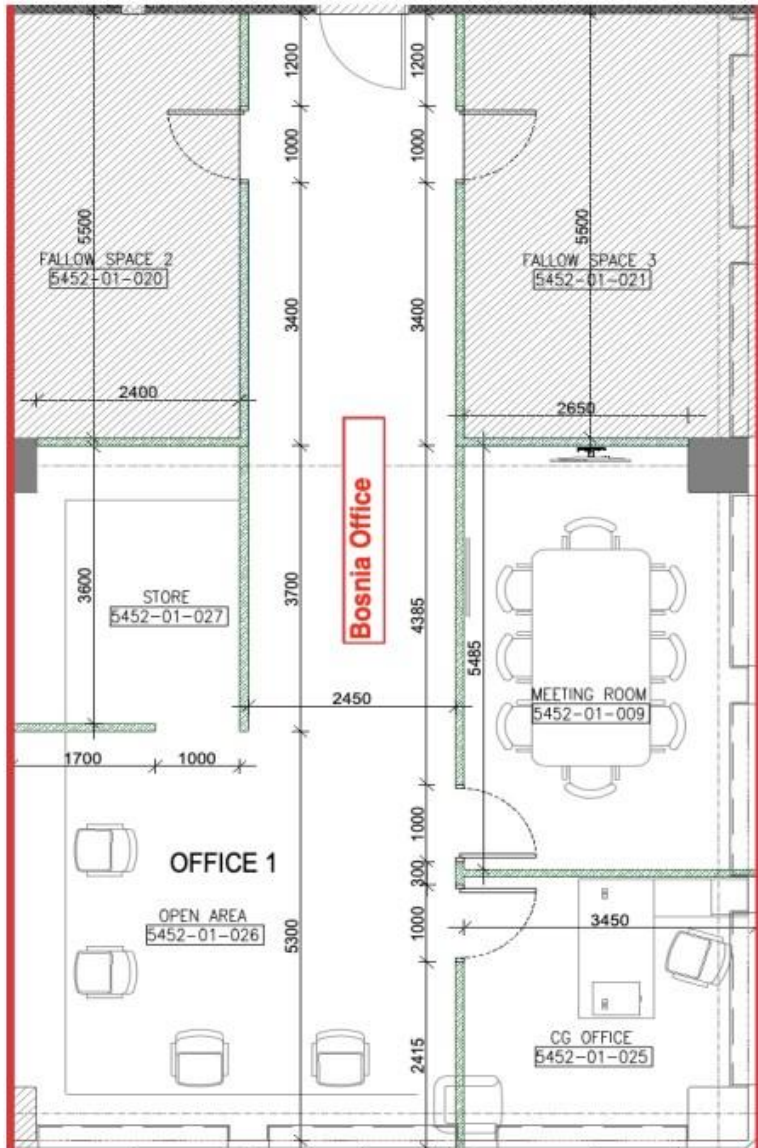
*(The business area branding design proposal)*



*(The implementation of the proposed design)*

## Office initial area

### Office area - Pavilion of Bosnia and Herzegovina



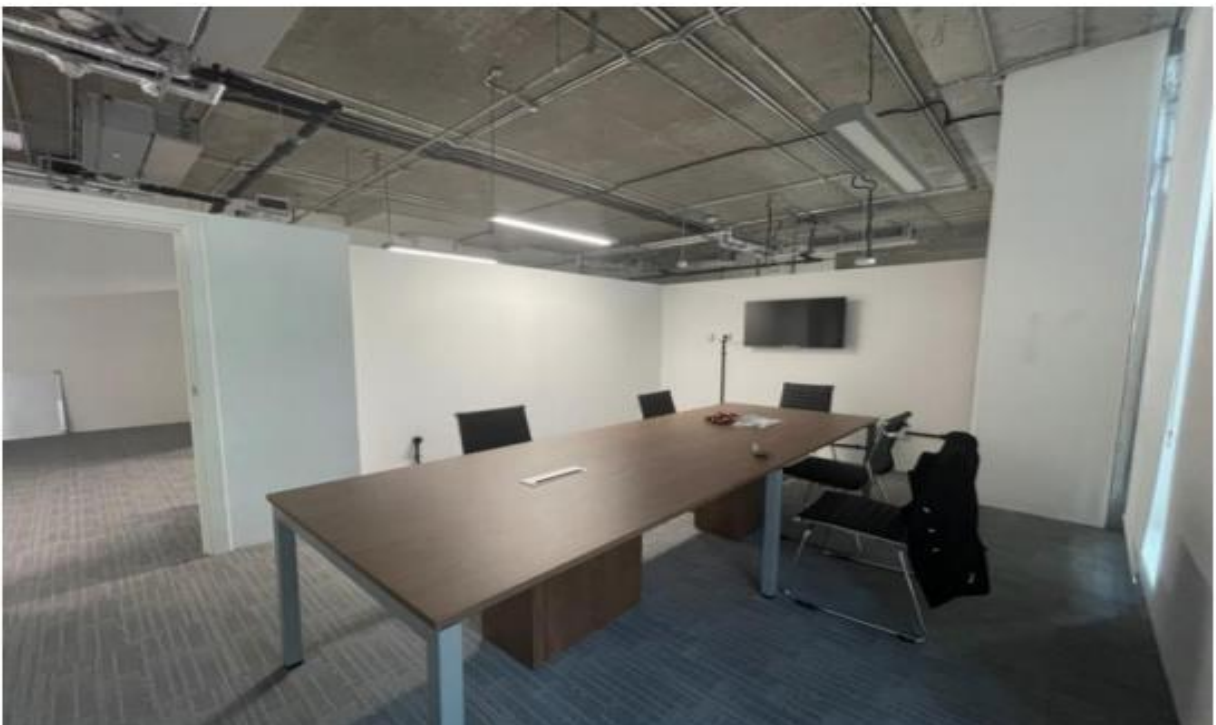
The office in BiH pavilion has 3 rooms, storage area and hallway.

1. Meeting room
2. Office 1 Open area
3. CG Office

Entrance (hallway)



Meeting Room



Office Open Area



## 2.7. Engagement of human resources for the needs of the pavilion for the period of 6 months, two shifts

Recruited and trained the team of the BH pavilion hosts has served the role of guest ambassadors.

This team was present at BH pavilion daily in 2 shifts and were welcoming all the guests to the pavilion as well as taking them through BH pavilion journey.

For guest ambassadors is provided the accommodation for the first month, whereas for the remaining 4 months of the project the team moved to the EXPO Village apartments, the accommodation provided by the EXPO 2020 LLC.

They have been provided with the mobile phone packages, the transportation allowance in form of the metro monthly top-up ticket as well as coverage for any extra hours worked during the month of December in the preparatory phase for the ND and CBB organization.

### Deliverables of realized project activities:

2.7.1.	Pavilion Host team
2.7.2.	Briefing, training and onboarding

		Pavilion staff schedule - NOV 2021						
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	WEEK 1	31.10.2021.	01.11.2021.	02.11.2021.	03.11.2021	04.11.2021	05.11.2021	06.11.2021
Staff 1		Staff Training and Onboarding			from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00
Staff 2					from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00
		Pavilion staff schedule - NOV 2021						
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	WEEK 2	07.11.2021	08.11.2021	09.11.2021	10.11.2021	11.11.2021	12.11.2021	13.11.2021
Staff 1		from 15:00 to 22:00	from 10:00 to 16:00	OFF	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00
Staff 2		OFF	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00
		Pavilion staff schedule - NOV 2021						
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	WEEK 3	14.11.2021	15.11.2021	16.11.2021	17.11.2021	18.11.2021	19.11.2021	20.11.2021
Staff 1		from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00
Staff 2		from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00
		Pavilion staff schedule - NOV 2021						
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	WEEK 4	21.11.2021	22.11.2021	23.11.2021	24.11.2021	25.11.2021	26.11.2021	27.11.2021
Staff 1		from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	from 10:00 to 16:00	OFF	OFF	from 10:00 to 16:00
Staff 2		from 16:00 to 22:00	from 16:00 to 22:00	OFF	OFF	from 10:00 to 16:00	from 10:00 to 16:00	from 13:00 to 19:00
Staff 3		OFF	OFF	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00
		Pavilion staff schedule - DEC 2021						
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	WEEK 5	28.11.2021	29.11.2021	30.11.2021	01.12.2021	02.12.2021	03.12.2021	04.12.2021
Staff 1		from 10:00 to 16:00	from 10:00 to 16:00	OFF	OFF	from 10:00 to 16:00	from 10:00 to 16:00	from 16:00 to 22:00
Staff 2		from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	from 16:00 to 22:00	OFF	OFF	from 10:00 to 16:00
Staff 3		OFF	OFF	from 10:00 to 16:00	from 10:00 to 16:00	from 16:00 to 22:00	from 16:00 to 22:00	from 13:00 to 19:00

(Pavilion staff schedule example – example: month November 2021)

## **Pavilion Briefing for the hosts:**

The overall experience of the pavilion arises from the main communication message of Bosnia and Herzegovina for EXPO 2020 (mention before):

**Heart Shaped Opportunity:** *The people of Bosnia put their heart into everything they do and will inspire you to do so as well.*

**The Story:** Bosnia and Herzegovina is the heart shaped land that lies in the heart of southeast Europe. It is here that eastern and western civilizations met, sometimes clashed, but more often enriched and reinforced each other, throughout its long and fascinating history. **The country's shape is linked with the personality of B&H citizens, who put their heart into everything they do. This is what the pavilion "Heart Shaped Opportunity" will showcase.**

- *Promoting investment opportunities in specific sectors and innovative projects*
- *Build awareness about B&H as a heart shaped country that is a meeting point of western and eastern civilization's.*
- *Promote culture, hospitality and openness of the people, by telling the story of multicultural prosperity and coexistence*
- *Promoting B&H innovators and overall devoted workforce*
- *Promoting tourism investment potentials and destination promotion*

**The Look & Feel:** The main feel we want people to have when entering the pavilion is a unique experience of hedonism, tranquillity and peace. The pavilion is a place where you can rest up (after touring all of the other pavilions), and connect with the nature, tradition and all of the different segments the country has to offer. We want to wow attendees and transport them into B&H territory the minute the step into the space. We want them to be present physically and mentally - so they can take in all of the information and opportunities that are presented and shared across the pavilion. Another important element of the look and feel of the pavilion is craftsmanship, as a huge part of B&H culture and tradition. Craftsmanship has a great potential to portray the main message we aim to share hard working, highly creative and dedicated people, who put their heart in everything they do. That's why they create amazing artefacts, products, connections with other people and are excellent hosts. Hopefully we, will inspire others to appreciate this and want to visit the country and explore it some more.

Main crafts to cover:

- Silversmith
- Hand carpeting

Throughout duration of the EXPO, different craftsman will be integral part of the pavilion show and their presence be positioned as a central piece of the content. This can be additionally developed through space design incorporating some of the products into the exhibition.



**Visitor journey:** The pavilion elements need to be tied up in an interesting visitor experience preferably throughout three zones.

**First zone**– entry point, hospitality, and nature

**Second zone** – central point, craftsmanship, tourism and tradition

**Third zone** – business opportunities that are a product of B&H hardworking people, showcasing investment potentials, shop with exhibits (for sale or just examples)

### 3. Concept development for the exhibitor’s appearance at EXPO 2020

#### 3.1. Creative concept and a proposal of content for BH appearance at EXPO

The creative concept and a content strategy was developed as an integral part of the overall Marketing Strategy.

**Deliverables of realized project activities:**

3.1.1.	Creative concept development
3.1.2.	Content strategy

#### 3.1.1. Creative concept development

##### Branding of Bosnia and Herzegovina at EXPO

To assure the quality promotion of key messages and accomplishment of the proposed communication goals, it was crucial to establish key Country branding elements. By defining key branding features, we enabled building a unique story around Bosnia and Herzegovina that differentiated the Country from others and provided a strong base for positioning it as an investment and tourism opportunity.

##### Brand Ambition:

- To showcase Bosnia and Herzegovina as a fantastic opportunity for investments in key seven industries and an opportunity for a unique experience.
- Build an emotional connection with target audiences by focusing on people.
- Drive physical visits to the Pavilion that offers unique contact with BiH history, tradition, crafting, nature and business opportunities.

**Brand Purpose:** Opportunity for investment, experiences and welcoming people.

**Brand Personality:** Rich with nature, history, and tradition. Curious. Devoted. Brave. Gentle. Full of life. With an open heart that allows you to see beyond the surface.

**Overall call to action:** Welcome to the heart-shaped opportunity. Explore the nature, resources, investment opportunities and people who do everything they do with an open heart. Now, they are inviting you to do the same.

## **Creative Concept**

Bosnia and Herzegovina are the heart-shaped land that lies in the heart of southeast Europe. The country's shape is linked with the personality of B&H citizens, who put their heart into everything they do. That's why "Heart-Shaped Opportunity", as a main communication message for the promotion of the Country at EXPO 2020, summarises the best that B&H has to offer. So, what opportunities does B&H has to offer?

They say that opportunities can be found everywhere, especially in B&H. Full of spectacular landscapes, vibrant atmosphere, colourful culture, and captivating experiences, B&H has always been a place full of wonders.

It just takes a special kind of heart to see them and a special kind of mind to seize them. The heart and mind of the people of B&H, that will inspire others to do so. The story we share within the campaign starts by portraying unique feelings you get in touch with the B&H nature. We call it a feeling of mystery. Because nothing else in the world can make you feel like being connected with nature, from high peaks of mountains, sharp edges of river canyons, the smell of fresh grass, a touch of cold snow...

The privilege of experiencing all of those things has shaped hearts of amazing people of B&H, who craft, create, build and enjoy all that their shaped heart country has to offer. That's why they become our main characters.

We blur the lines between people and nature, by transitioning from one to another in a rhythmic manner, following a sound led by the heartbeat. At the first we are showcasing mystical nature of B&H, at the second moment we are transported in an undefined open space, where our main actors carve, craft and build, visibly passionate about what they are doing. Their every move is carefully thought, but more importantly, filled with devotion, you only see in those whose heart lets them see the heart of other things.

## **Communication Channels**

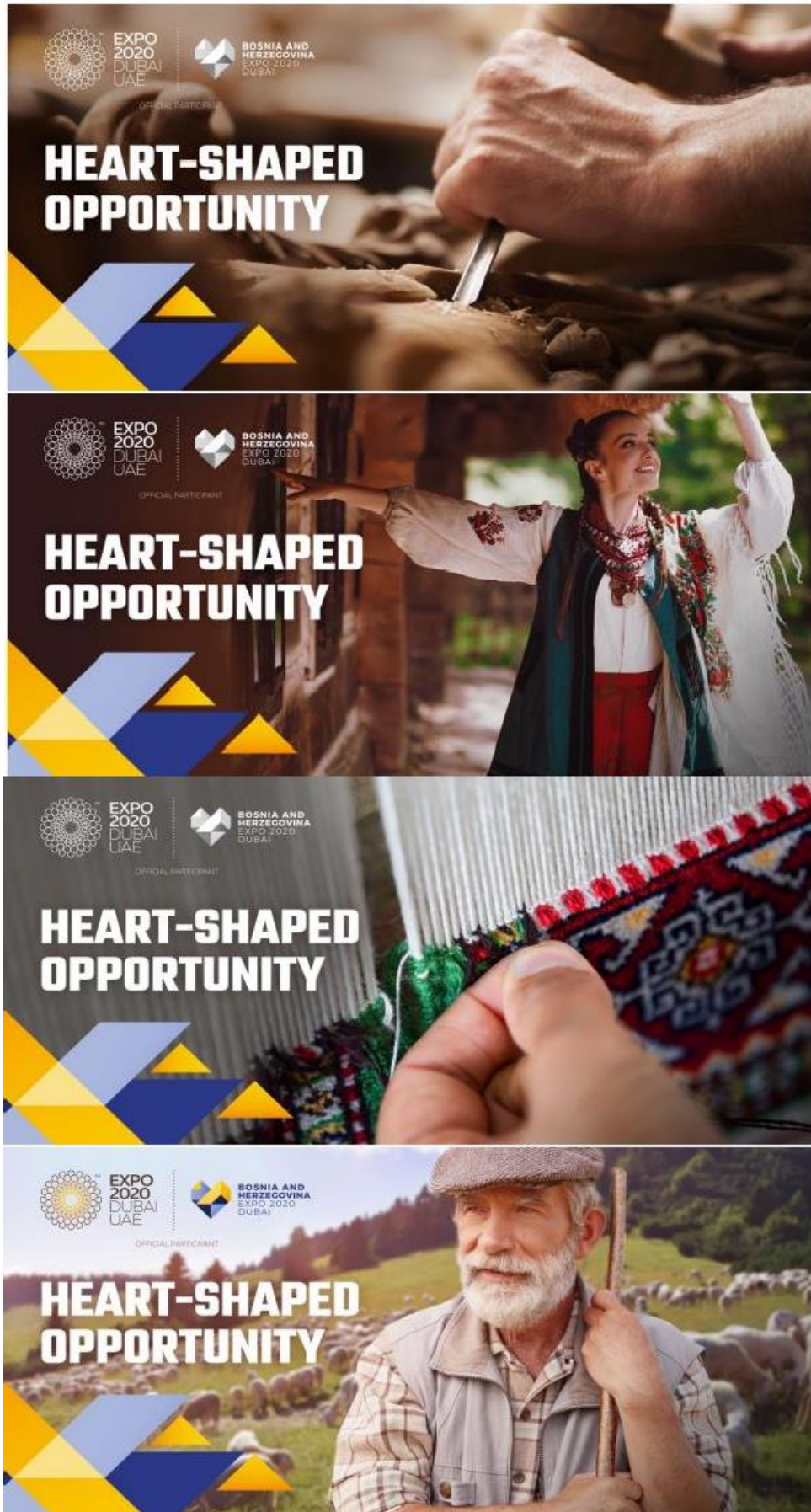
- Digital – web banners
- Social Media – posts, videos, stories
- PR – thematic articles, announcements, interviews

## **Creative Materials**

As a part of the campaign, several communication materials will be developed:

- Overall promotional video, as per approved storyboard
- Social Media Posts and Stories
- PR text
- WEB banners
- Costumes for the video and pavilion hosts

Image 1: Examples of the key visuals



An important part of the overall promotion is specially developed national costumes, designed by Marko Feher, a famous young BiH fashion designer. Traditional symbols of Bosnia and Herzegovina inspire costumes. The idea behind costumes is to provide a look into tradition, but with a twist of a contemporary feel.

*Image: Patterns of fabrics to be produced for costumes*



### 3.1.2. Content strategy

Content Category	Details	Communication Channel	Format
Tourism	Places (nature, seasons)	Digital (WEB; Social Media), Business Events, Pavilion, Cultural Events	Video for digital media; Social Media posts, WEB texts, Presentations for tourism industry businesses, AV products at the Pavilion, Brochures
	Culture (history, craftsmanship & art)		
	Food		
	People		
Opportunities	Promotion of key industry potentials, including national resources:	Digital (WEB; Social Media), Business Events, Pavilion	Videos for digital media per industry Social Media posts WEB texts Presentations for businesses AV products at the Pavilion Brochures
	AGRICULTURE AND FOOD PROCESSING INDUSTRY		
	FORESTRY AND WOOD INDUSTRY		
	METAL PROCESSING INDUSTRY		
	AUTOMOTIVE PARTS AND MANUFACTURING		
	ICT SECTOR		
	TOURISM		
PHARMACEUTICAL INDUSTRY			
EXPO stories	Promotion of EXPO and key facts, figures	Digital (WEB; Social Media)	Social Media posts WEB texts
	Live content from EXPO promoting events		
	EXPO materials		
Pavilion	Look and feel	Digital (WEB; Social Media), PR	Social Media posts WEB texts Cultural Events
	Events		
	Visits (business, delegations, persons of interests, public figures)		
	Highlights		
Cultural events	Promotion of BiH events such as National Day	Digital (WEB; Social Media), PR	Social Media posts, WEB texts National Day After Movie PR texts
	Other cultural events		
Business	Call to action to apply -link to the web	Digital (WEB; Social Media), Business Events, Pavilion	Social Media posts WEB texts PPT presentations PR texts
	Promotion of business programme		
	Follow up of the visits to EXPO		
	Live image/footage from the EXPO		

*(The content strategy)*

## **Communication Messages**

- *Master Message*

Bosnia and Herzegovina is the heart-shaped land that lies in the heart of southeast Europe. It is here that eastern and western civilizations met, sometimes clashed, but more often enriched and reinforced each other, throughout its long and fascinating history.

The country's shape is linked with the personality of B&H citizens, who put their heart into everything they do.

With its natural beauties and resources, excellent geographical location, outstanding hospitality and rich heritage, Bosnia and Herzegovina rightfully carry the title – Heart Shaped Opportunity.

- *Key Message 1 (Business Community & Government Representatives)*

With an excellent location, abundant in a wide range of natural resources, rich with fertile land, rivers, forests, and mountains, Bosnia and Herzegovina is full of various investment opportunities.

In addition, the country has always been recognizable in the world for its talented people who are trained, highly-educated, and specialized in many different areas of business.

This, combined with adequate technological capabilities, makes an excellent ground for investment opportunities.

Key industries with excellent investment potential are agriculture and food processing industry; forestry and wood industry; metal processing industry; automotive parts and manufacturing; ICT sector; tourism and pharmaceutical industry Validation: Strategic location, stable financial sector, preferable trade and other agreements, favourable legal environment, preferable tax and customs system; qualified and competent human resources, low operational costs, natural resources; key information per industry.

- *Key Message 2 (Tourists)*

Heart-to-heart, soul-to-soul – this is how Bosnia and Herzegovina want you to experience everything its heart-shaped borders have to offer.

Here, the past is everywhere. Bosnia's cultural landscape is a patchwork of civilizations, always present in some shape, a trace, an echo.

## **Content Strategy**

A detailed content plan is developed to promote key specified messages and includes content categories and formats.

- **Content Categories**

Having in mind specific communication goals, the following key content categories are promoted through various communication channels:

*Tourism:*

- Places (nature, seasons)
- Culture (history, craftsmanship & art)
- Food
- People
- Opportunities

*Promotion of key industry potentials, including national resources:*

- AGRICULTURE AND FOOD PROCESSING INDUSTRY
- FORESTRY AND WOOD INDUSTRY
- METAL PROCESSING INDUSTRY
- AUTOMOTIVE PARTS AND MANUFACTURING
- ICT SECTOR
- TOURISM
- PHARMACEUTICAL INDUSTRY
- EXPO

*Stories:*

- Promotion of EXPO and key facts, figures, key messages as per EXPO communication guideline
- Live content from EXPO promoting events
- EXPO materials
- Highlights (of the week, month etc., for example, number of visitors)
- Pavilion
- Events
- Visits (business, delegations, persons of interests, public figures)
- Highlights

*Cultural events*

- Promotion of our events such as National Day
- Other cultural events

*Business*

- Call to action to apply - link to the web
- Promotion of business program – from the web in collaboration with the business team
- Follow up of the visits to EXPO – announcements, visits and key information about the outcome of the visits
- Live image/footage from the EXPO

- **Formats:**

Materials are developed in formats suitable for digital and traditional communication, as follows:

- Videos
- Social Media Posts (captions and photos/videos) and Stories
- PR texts
- WEB content (texts and photos)
- Brochures
- Newsletters

### **3.2. Adaptation of existing graphic solutions and development of a visual identity and slogan of BH appearance at EXPO 2020 along with the attached brand book**

The extensive Brand Book is developed and approved from the EXPO, by following strict approval processes.

**Deliverables of realized project activities:**

3.2.1.	Proposal of the slogan
3.2.2.	Brand Book Development and visual updates

#### **3.2.1. Proposal of the slogan**

***Logo and slogan***

A slogan and logo have been developed to build a unique and recognizable image of Bosnia and Herzegovina at EXPO.

The official slogan of BiH is “Heart-Shaped Opportunity,” reflecting two key communication messages about numerous investment opportunities the country has to offer while building an emotional connection with the people who put their heart into everything they do.



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

# HEART-SHAPED OPPORTUNITY

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*(Developed slogan)*

### **3.2.2. Brand Book Development and visual updates**

Bosnia and Herzegovina, as the heart-shaped country, represents the meeting point of eastern and western civilization, modern and traditional personality, with a long and fascinating history.

The country's shape can be linked to the character of BiH citizens who put all of their hearts into everything they do.

The following pages will guide you through some of the basic identity elements (such as logo, typeface and colors) and will provide some general rules for applying these elements across a variety of media types.





**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

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## **BRAND GUIDELINES**

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APPLICATION OF ELEMENTS .....	24



### **Introduction**

Bosnia and Herzegovina, as the heart-shaped country, represents the meeting point of eastern and western civilization, modern and traditional personality, with a long and fascinating history. The country's shape can be linked to the character of BiH citizens who put all of their hearts into everything they do.

The following pages will guide you through some of the basic identity elements (such as logo, typeface and colors) and will provide some general rules for applying these elements across a variety of media types.

(Brand guidelines can be seen in [Appendix 18](#))

**3.3. Creation of a special logo and the name of exhibitor's country, communication slogan and use of the above mentioned in combination with the EXPO brand and for communication and social media**

A logo is developed to be applied on all communication materials as a unique and recognizable image of Bosnia and Herzegovina at EXPO.

**Deliverables of realized project activities:**

3.3.1.	Logo development
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**HEART-SHAPED  
OPPORTUNITY**

**3.4. Design and opening of channels for social networks BH EXPO which need to be connected to the main web page of the organizer EXPO 2020 Dubai**

To establish the main social media communication channels, the following social media platforms were published and created, which were serving as official accounts of Bosnia and Herzegovina's participation at Expo 2020 Dubai: Facebook, Instagram, Twitter, YouTube and LinkedIn.

**Deliverables of realized project activities:**

3.4.1.	Design of the cover and profile photos for Social Media
3.4.2.	Setting up Social Media profiles (domain, About Us section and initial content feeding)

## Links to Social Media Profiles of B&H Pavilion at EXPO 2020 Dubai:

The screenshot shows the Instagram profile for the Bosnia and Herzegovina Pavilion. The profile name is "Heart-shaped opportunity BA" and the bio states it is the official account of the Bosnia and Herzegovina Pavilion at the Expo 2020 Dubai, with the handle @expo2020dubai and website expo2020bih.ba. Below the bio are seven category icons: Pavilion (house icon), Business (briefcase icon), Tourism/C... (globe icon), Events (calendar icon), Wool wea... (wool icon), Craft Wor... (craft icon), and Opportuni... (door icon). The main content area shows three posts: a meeting around a table, a heart-shaped graphic with the text "Thank you for being a part of our Expo 2020 Dubai story!", and a dark image of a table.

(Instagram: <https://www.instagram.com/expo2020bih/> )

## facebook

The screenshot shows the Facebook profile for the Bosnia and Herzegovina Pavilion. The profile picture is a scenic view of a stone building by a river with the text "WELCOME TO THE HEART-SHAPED OPPORTUNITY" overlaid. The profile name is "Expo 2020 Bosnia and Herzegovina" and the bio states it is the official Facebook account of the Bosnia and Herze. The cover photo is a scenic view of a stone building by a river.






## Expo 2020 Bosnia and Herzegovina

Heart-shaped opportunity 🇧🇦


Welcome to the official Facebook account of the Bosnia and Herze

Posts About Photos Videos

(Facebook: <https://www.facebook.com/expo2020bih/>)

YouTube <sup>AE</sup> Search     


Home   
 Explore   
 Subscriptions   
 Library



**Expo 2020 Bosnia and Herzegovina**  
11 subscribers **SUBSCRIBE**


HOME VIDEOS PLAYLISTS CHANNELS ABOUT >

Uploads ▶ PLAY ALL




**Mr. Mirsad Jašarspahić,**  
Chamber of Economy of FBi...

5 views • 9 days ago



**Mr. sc. Lebib Džeko,**  
Ethnologist, Museum advis...

17 views • 9 days ago




**Dr. Vjekoslav Domljan, Rector**  
of the SSST for BiH at Expo...

12 views • 9 days ago

(YouTube: <https://www.youtube.com/channel/UCNNIdXXA7QBUwV4T3xkW0qA>)

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**Expo 2020 Bosnia and Herzegovina**  
Government Relations Services

Heart-shaped opportunity - official account of Bosnia and Herzegovina Pavilion at the Expo 2020 Dubai

Follow

### About us

Heart-shaped opportunity

Welcome to the official LinkedIn account of the Bosnia and Herzegovina Pavilion at the Expo 2020 Dubai. Together with more than 190 other nations from across the world, we will take part in the famous international exhibition Expo 2020 Dubai, from 1 October 2021 to 31 March 2022.

(LinkedIn: <https://www.linkedin.com/company/expo2020bih/>)



### 3.5. Concept idea and the design of a souvenir set

Proposal of the souvenirs set, development selection methodology and management of the selection processes

#### **Deliverables of realized project activities:**

3.5.1.	Proposal of the souvenirs set for the product exhibition at the pavilion
--------	--





### **Product Exhibition concept**

Bosnia and Herzegovina Pavilion provides the Product Exhibition area where unique products and souvenirs from the country can be presented. In order to select products, specific guidelines and criteria are defined, as well as categories proposals.

In the following document, information regarding the Product Exhibition concept and selection of items are specified.

#### **Exhibition proposal**

Product/souvenir Exhibition in Exhibition area inside the Pavilion should involve various companies and everyday products and brands from Bosnia and Herzegovina.

Additionally, Product display/Exhibition should represent tradition, rich history and significant cultural heritage, and modern innovative design. However, presenting local talent, beauty, and sustainability through creations by domestic artists, artisans, designers, and manufacturers.

Exhibition products may include authentic symbols and materials, traditional patterns and unique creative design.

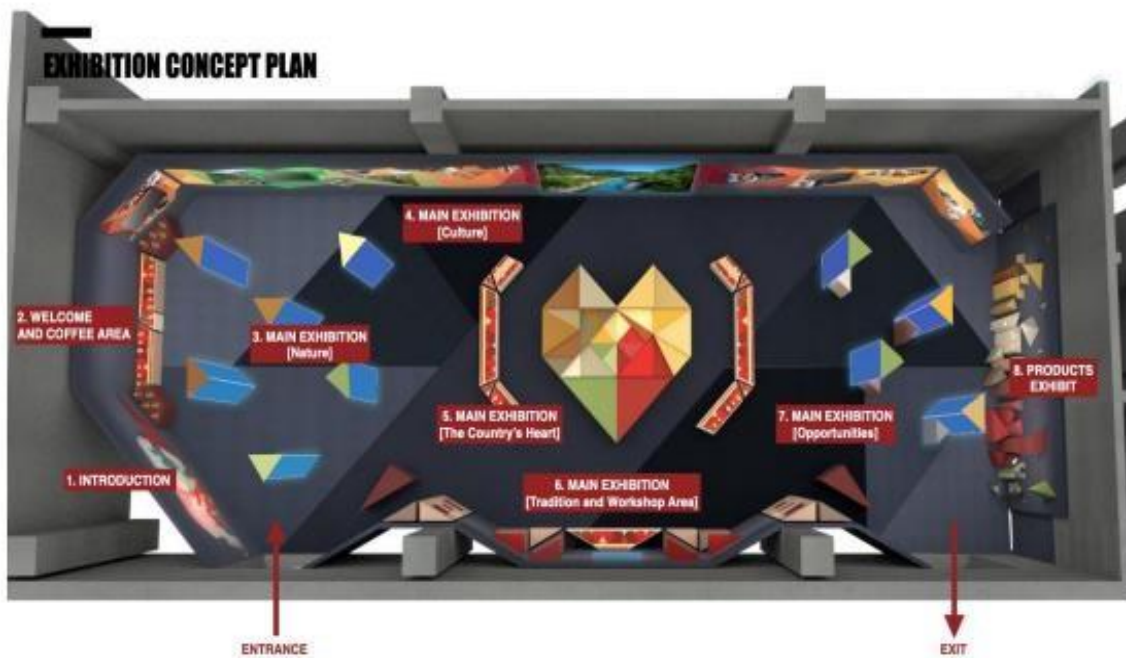
In addition, a combination of products from two categories may represent products that should remind visitors of the experience from B&H Pavilion and showcase what the country has to offer to the world. The goal is to tell the story about the small heart-shaped country. Moreover, the Exhibition should deliver experiences and engage a wide range of ages and interests.

The Exhibition's theme follows the general theme of the Pavilion, which is "Heart-shaped country" and provides more insights into the way of living, culture and heritage of people from Bosnia and Herzegovina.

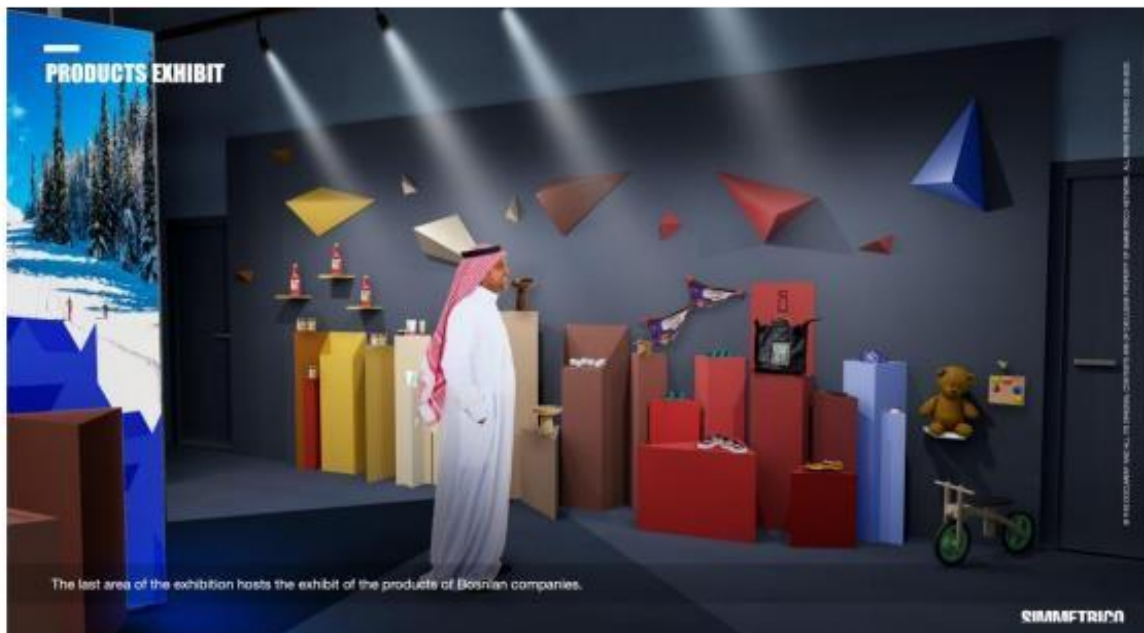
## Layout and design of the Exhibition area

The Product Exhibition is part of the B&H Pavilion and area number 8. It is consisted out of various pillars, which are in line with the general design of the Pavilion, where products will be placed.

Picture 1: Exhibition Concept plan



Picture 2: Product exhibit



## Categories for exhibition products

Proposal for the two categories for Exhibition products are:

1. Fashion (clothes and accessories)
2. Home decor and accessories

### Fashion (clothes and accessories)

Clothes and accessories from Bosnia and Herzegovina symbolize a point where traditional meets new, creative and urban. Therefore, products at the Fashion exhibit place should showcase high-quality materials, innovative design, a mix of traditional and modern. These could be various types of clothes, shoes, accessories, bags and jewelry to explore B&H style. In addition, many of today's B&H designers are incorporating traditional elements in their modern design, thus enabling visitors to our pavilion to learn about B&H culture, history, and tradition through fashion.

Items coming from companies and independent artists should present authentic design and fun from Bosnia and Herzegovina. Additionally, there are a lot of new emerging brands that make handmade, sustainable products, using high-quality materials and presenting our country's potential and innovativeness in the best possible light.

*Picture 3: Fashion moodboard*

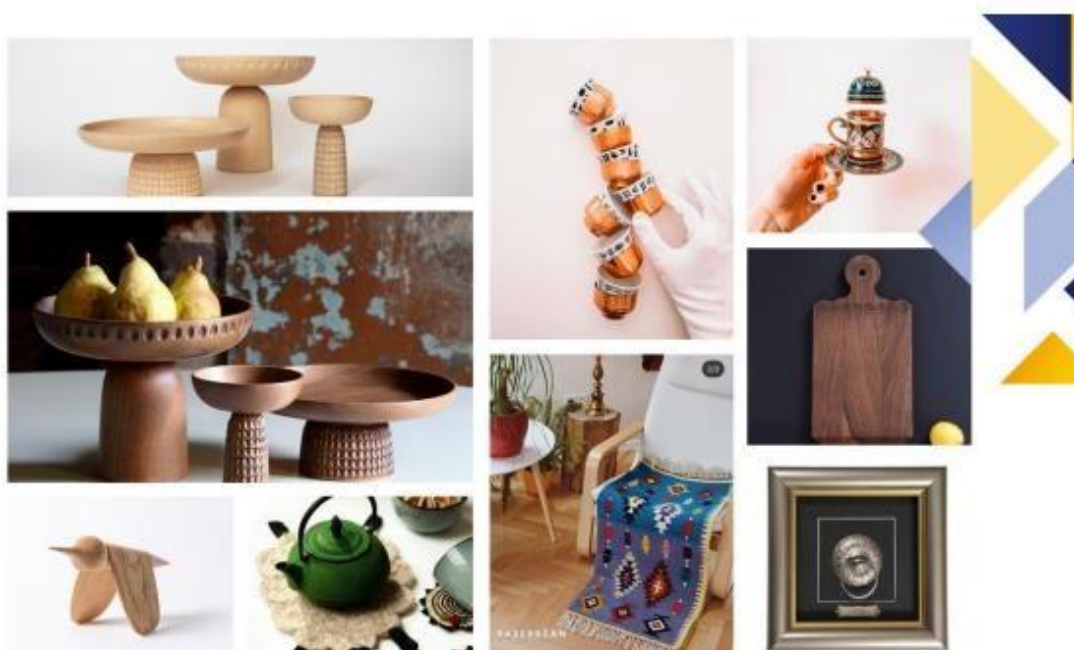




## Home decor

The home décor and accessories category should tie a lavish traditional aesthetic with a contemporary design. This category includes traditional dishes such as džezva, fildžan, brass tray, and other inspiring accessories such as photos, vases, coasters, illustrations, candles, cutting boards, pillows, posters, rugs, woolen products, zvekir and others. All of these products shaped into a work of art should witness and characterize B&H's unique habits and style. Furthermore, artisans now make modern versions of the above mentioned, using more sustainable materials to make coffee equipment with a modern twist, which could draw more potential customers and have more people interested in B&H products. Moreover, today various woodcrafters in B&H make beautiful and modern handmade wood furniture and home décor incorporating elements of tradition and history.

Picture 4: Home décor moodboard



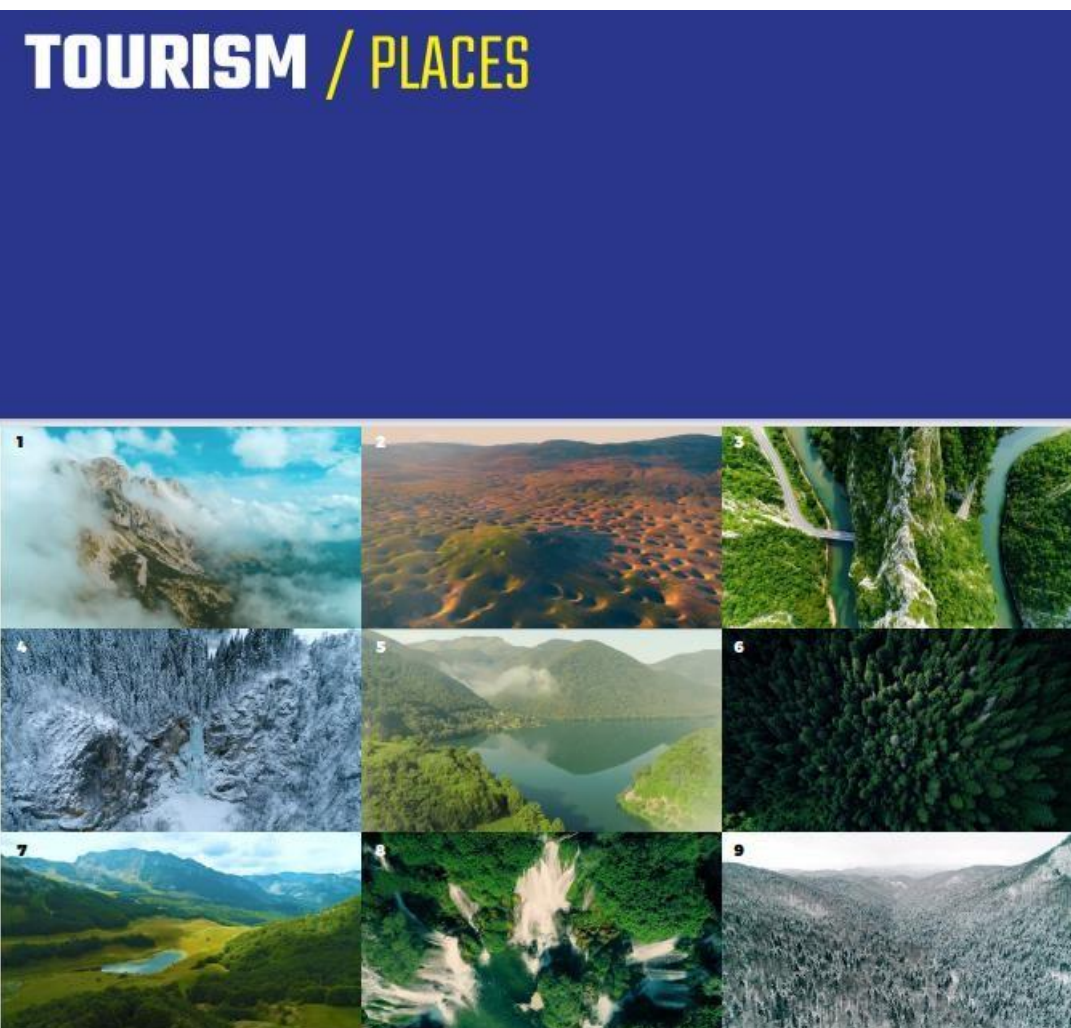
### 3.6. Creation of video and graphic content for the visualization of the monthly theme and projection while the existing equipment at pavilion according to the technical guidelines of the chosen pavilion design

The number of 25 storyboard for 25 videos is planned to be produced and placed within the BH pavilion but totally number is 28 of produced storyboards and videos to fit all the screens and pavilion journey requirements.

#### Deliverables of realized project activities:

3.6.1.	Development of the storyboard for the promotional videos at the pavilion
3.6.2.	Production of promotional videos for the pavilion screens

### 3.6.1. Development of the storyboard for the promotional videos at the pavilion



**DESCRIPTION:** 1. Shot of mountains near Foca; 2. Drone shot of Kapljuh, Bosanski Petrovac; 3. Canyon of Vrbas; 4. Skakavac waterfall; 5. Large Pliva Lake; 6. Forest on Vlasic mountain; 7. Zelengora mountain; 8. Skakavac waterfalls; 9. Masica Lake, Tajan mountain;

# TOURISM / FOOD



**DESCRIPTION:** 1. Shot of traditional coffee grinder; 2. Traditional Bosnian coffee serving; 3. Preparing of traditional sarma dish; 4. Served sarma dish; 5. Preparing of traditional Bosnian pita pie; 6. Served pita pie; 7. Traditional Bosnian grilled dish of minced meat - cevapi; 8. Bosnian traditional desert - baklava; 9. Dish served in traditional bowl - sahan;

# CULTURE & HISTORY / CRAFTSMANSHIP



**DESCRIPTION:** 1. Shot of jeweler in his shop making jewelry; 2. Close-up of jeweler making piece of jewelry; 3. Close-up of coppersmith making traditional Bosnian coffee pot; 4. Coppersmith working in his shop in Bascarsija, old part of Sarajevo; 5. Women in traditional clothing making embroidery; 6. Close-up of carver carving ornaments; 7. Close-up of carver controlling finished piece of furniture; 8. Shot of woman making traditional bosnian carpet; 9. Detail of finished bosnian carpet;

# CULTURE & HISTORY / HISTORICAL PLACES



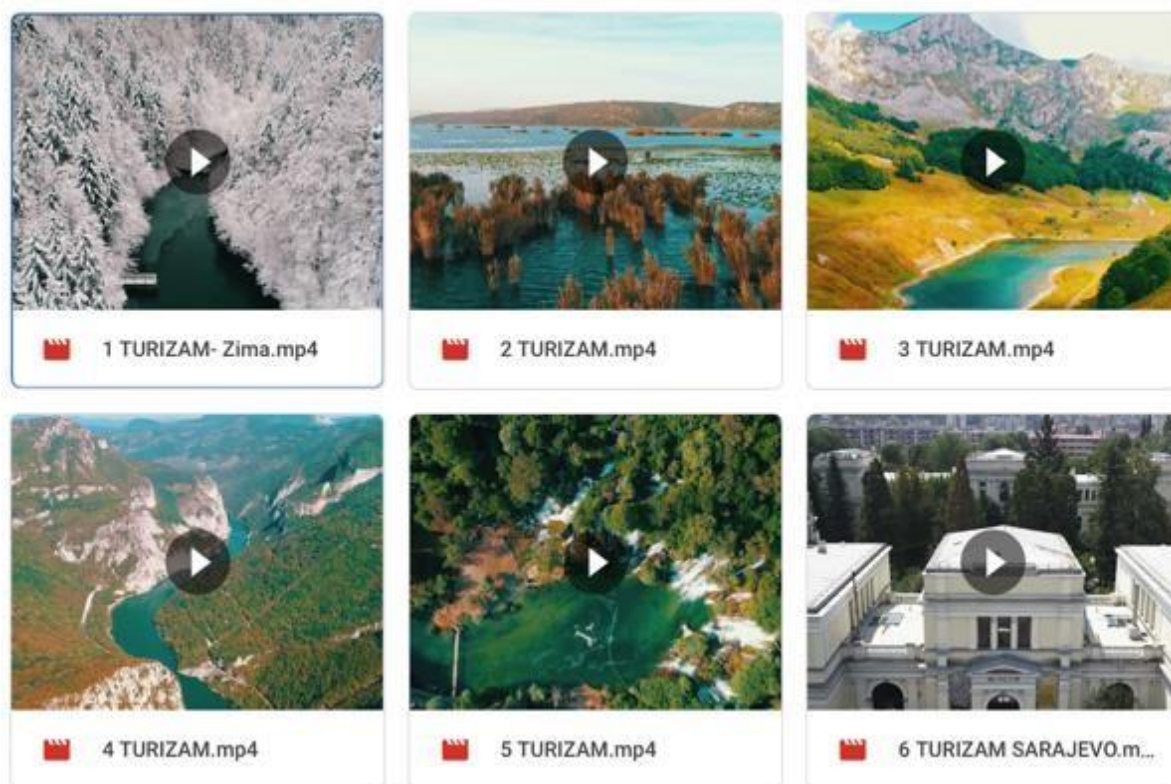
**DESCRIPTION:** 1. Shot of Blagaj fortress; 2. Old Town of Velika Kladusa; 3. Radimlja, stećak necropolis; 4. Medieval Village of Pocitelj; 5. Doboj fortress; 6. Old Bridge Area of the Old City of Mostar; 7. The Old Town of Srebrenik; 8. Sokolac Fortress, Bihać; 9. Vranduk Fortress;

# OPPORTUNITIES



**DESCRIPTION:** 1. Interior shot of cheese making factory, worker stacks cheese on shelves; 2. Wide shot of workers harvesting tomatoes on tomato farm; 3. Close-up of worker picking salad; 4. Close-up of hands sorting pieces of smoked meat in factory; 5. Interior shot of metalworking factory; 6. Shot of KUKA robotic hand cutting piece of metal; 7. Worker is cutting wood on wood cutting machine; 8. Shot of worker grinding piece of wooden furniture; 9. Wide shot of car seat sewing factory;

### 3.6.2. Production of promotional videos for the pavilion screens



*(Screenshot of produced videos, whereas video files (28 pics) can be found on the CD/Hard drive that comes with this document [3.6.2](#))*

### 3.7. Production and adaptation of the video content of the country exhibitor for digital screens which follow the mandatory events like the recognizing of 12 world events

It is developed conceptual development of the approach to the production of videos recognizing 12 world events.

#### **Deliverables of realized project activities:**

3.7.1.	Development of the storyboards for videos
3.7.2.	Production of promotional videos

#### **3.7.1. Development of the storyboards for videos**

It is developed 12 storyboards for the following world events:

## 1. International Children's Day



(The storyboard of International Children's Day can be found in the [Appendix 19 number.01](#))

## 2. International cities day



(The storyboard of *International cities day* can be found in the [Appendix 19, number 02](#))



**SHOT OF TROLLEYBUS IN SARAJEVO**

**EDIN...** measures and investing in clean and environmentally friendly public transport.



**SHOT OF MODERN TRAM IN SARAJEVO**

(The storyboard of *International cities day* can be found in the [Appendix 19, number 02](#))

### 3. *International disability*



**SHOT OF BOSNIAN PARAOLYMPIC TEAM AT OPENING CEREMONY.**

(The storyboard of *International disability* can be found in the [Appendix 19, number 03](#))



#### 4. *International happiness day*



## International Happiness Day Storyboard



OFFICIAL PARTICIPANT

---

## Concept

Jasna Bajraktarević, a psychologist, talks about a concept of happiness that is unique to Bosnia and Herzegovina and about moods and feelings that are hard to trace anywhere else. In her elaboration, she touches on *ćejf* – a word that is hard to translate and doesn't have a direct counterpart in the English language. Its meaning lies somewhere between joy, pleasure and good mood. She moves on to *merak*, an exceptional type of delight that contains *ćejf* in itself. Finally, she concludes with *sevdah*, a musical genre, but also a mood. The most difficult of these words to comprehend, *sevdah* references the special kind of melancholy and joyful sadness.



(The storyboard of *International happiness* can be found in the [Appendix 19, number 04](#))



Shot of two happy women in traditional Bosnian clothing.



Woman in traditional clothes smiling.

(The storyboard of *International happiness* can be found in the [Appendix 19, number 04](#))

5. *International education day*



We gathered the winning team at the Center for Education, Robotics, Innovation and Technology in Mostar.

(The storyboard of *International education* can be found in the [Appendix 19, number 05](#))

## 6. International health day



(The storyboard of *International health* can be found in the [Appendix 19, number 06](#))



### INTERVIEW STUDIO SETUP

**MIRSAD** Cardiovascular diseases are the most common diseases in general population.

## 7. International Human Rights Day



(The storyboard of *International human rights* can be found in the [Appendix 19, number 07](#))



**WIDE SHOT OF VOLUNTEERS WORKING IN PUBLIC KITCHEN.**

**NEJRA** This is a time for solidarity. Equal rights and dignity for every human being must be the guiding principles in overcoming this crisis.

8. *International tolerance day*



(The storyboard of *International Tolerance Day* can be found in the [Appendix 19, number 08](#))



**SHOT OF DIFFERENT PLACES OF WORSHIP IN SARAJEVO.**

**BENJAMINA** Tolerance is respect, acceptance and appreciation.

9. International volunteer day



(The storyboard of *International Volunteer Day* can be found in the [Appendix 19, number 09](#))



**"Let's do it" volunteers posing.**

**NEJRA ... and improve surroundings through environmental actions.**

10. International water day



(The storyboard of *International Water Day* can be found in the [Appendix 19, number 10](#))



**Aerial shot of Prokoško lake.**

**MAIDA** Among our most beautiful lakes are the regional park and natural monument Prokoško Lake...



11. *International wildlife day*



(The storyboard of *International Wildlife Day* can be found in the [Appendix 19, number 11](#))



**Close-up of forest mushrooms.**

**EMINA** ... over 1,500 species of fungi...

## 12. International women day



(The storyboard of *International Women's Day* can be found in the [Appendix 19, number 12](#))

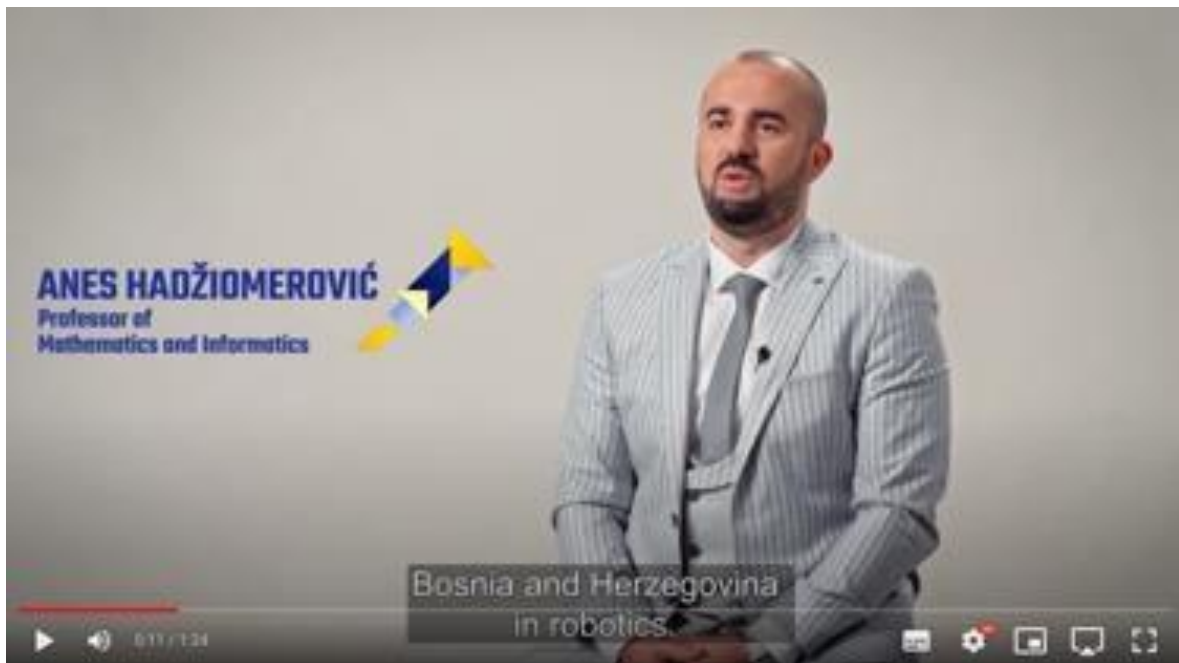


**Medium shot of young female filmmaker filming.**

**JASMILA** *Women have become, and continue to be...*

(The storyboard presentations of **47 pages** can be found in the [Appendix 20](#))

### 3.7.2. Production of promotional videos



*(Education day video)*



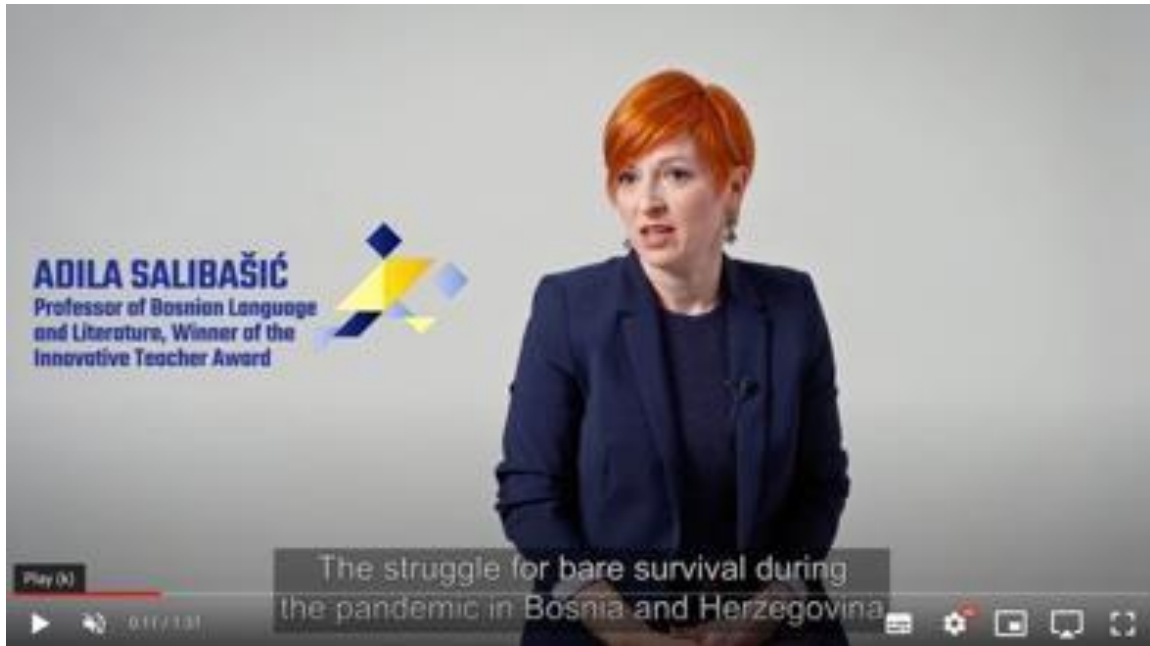
*(Human Rights day video)*



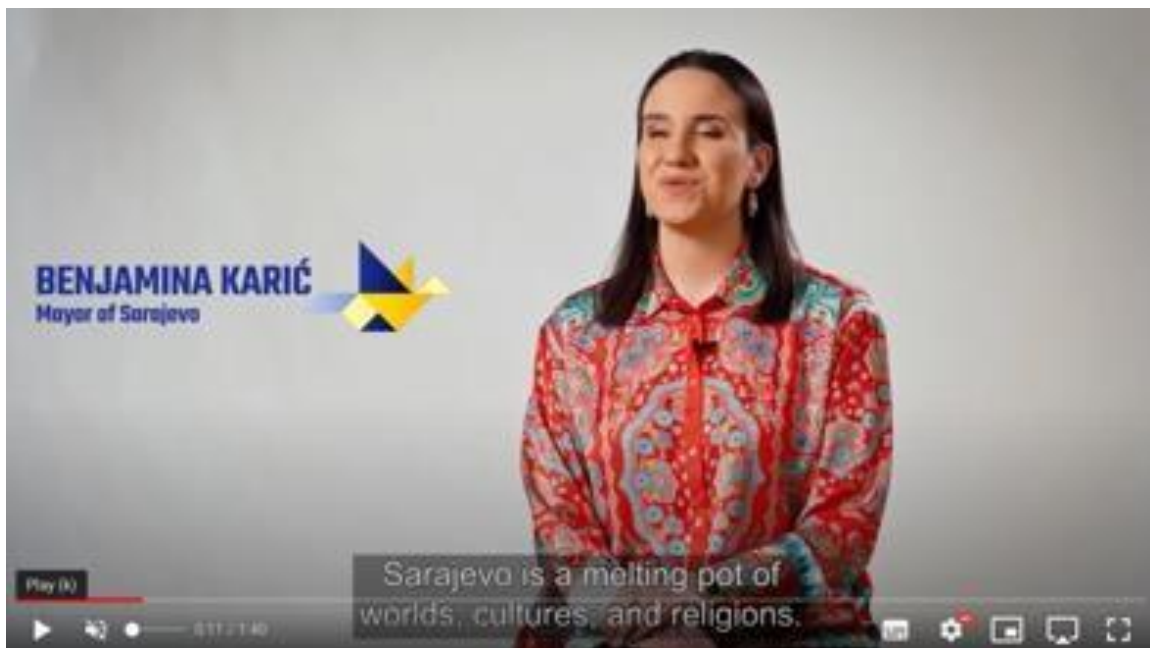
*(Volunteer day video)*



*(Disability day video)*



*(Children's day video)*



*(Tolerance day video)*



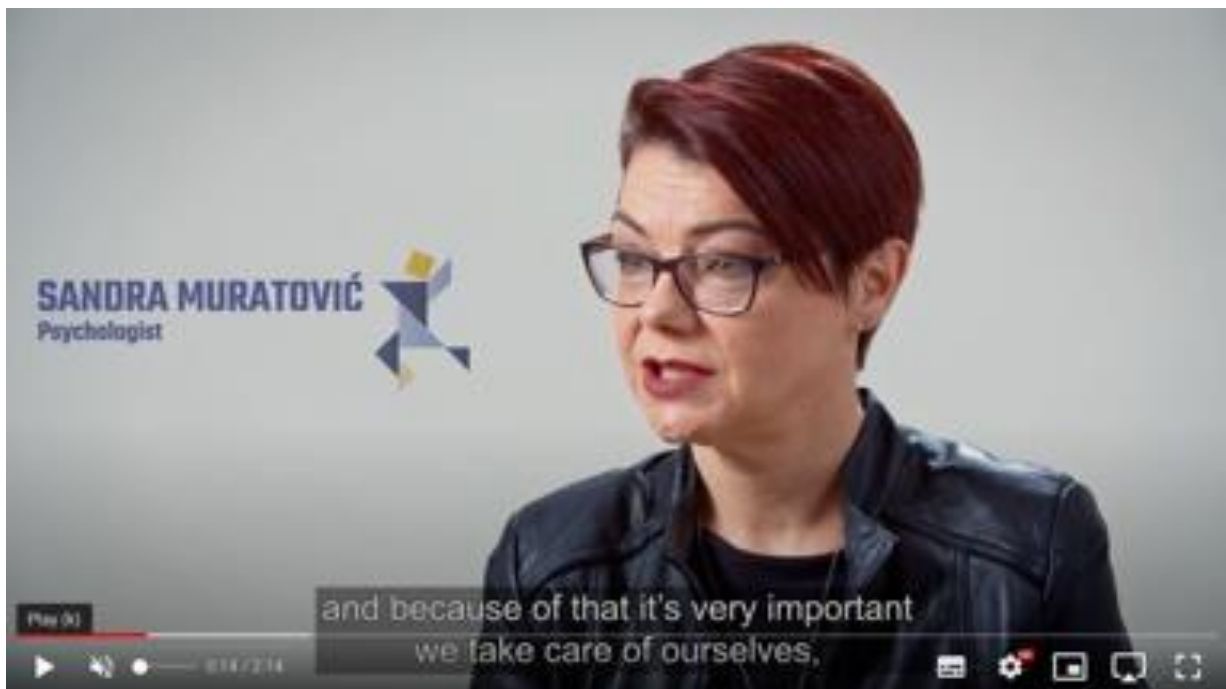
*(International cities day video)*



*(Health day video)*



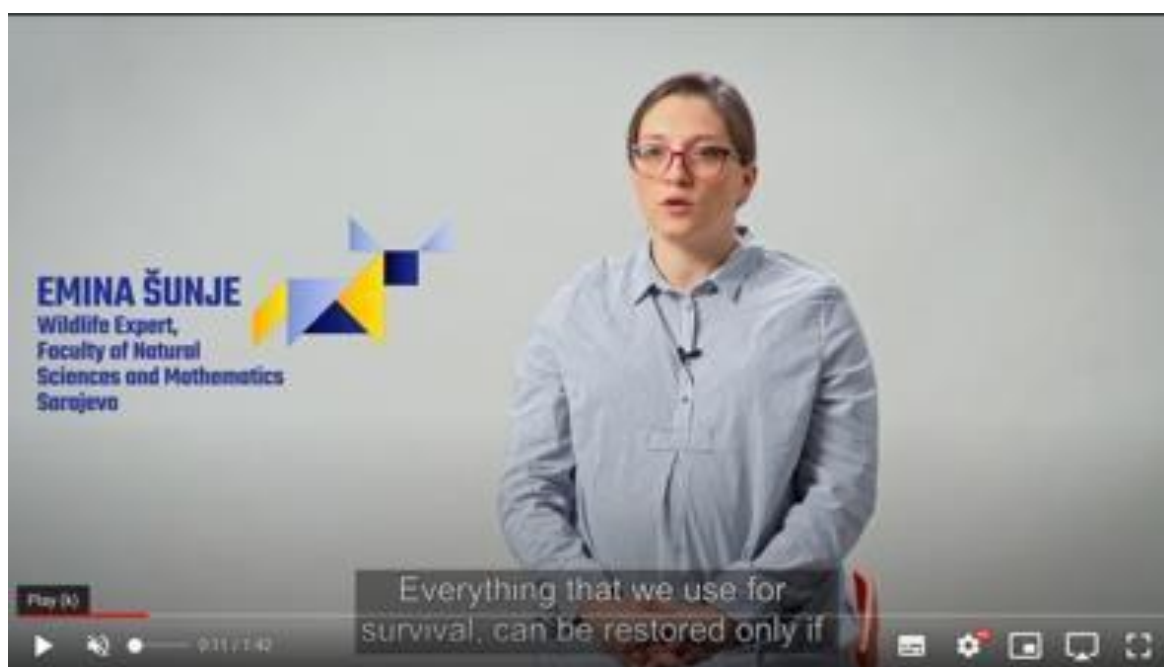
*(Water day video)*



*(Happiness day video)*



*(Woman's day video)*



*(Wildlife day video)*

§

Videos are posted on YouTube; Website and three videos have been posted as per their scheduled dates on the social media. Links to posted materials:

<https://www.youtube.com/channel/UCNNIdXXA7QBUwV4T3xkW0qA/videos>

<https://expo2020bih.ba/video-galerija/>

<https://www.youtube.com/watch?v=5EjxNcTdo44>



<https://www.youtube.com/watch?v=Z7oNdQP1GD0>  
<https://www.youtube.com/watch?v=DfFMM5OYT6M>  
<https://www.youtube.com/watch?v=aKOE5lwbwAU>  
[https://www.youtube.com/watch?v=eL6zdbht\\_KU](https://www.youtube.com/watch?v=eL6zdbht_KU)  
[https://www.youtube.com/watch?v=NGSZt7\\_XmCk](https://www.youtube.com/watch?v=NGSZt7_XmCk)  
<https://www.youtube.com/watch?v=804j5z27npY>  
[https://www.youtube.com/watch?v=v1hLf\\_5mYjc](https://www.youtube.com/watch?v=v1hLf_5mYjc)  
<https://www.youtube.com/watch?v=kGjNDdalsBE&t=17s>  
<https://www.youtube.com/watch?v=eF4q6-wXh9A&t=10s>  
<https://www.youtube.com/watch?v=LF-AvbGqWxo&t=1s>  
<https://www.youtube.com/watch?v=FjN0PhJOXm0>

#### **Women's day**

<https://twitter.com/expo2020bih/status/1501120549061156864>  
[https://www.instagram.com/tv/Ca1khqaqB2j/?utm\\_source=iq\\_web\\_copy\\_link](https://www.instagram.com/tv/Ca1khqaqB2j/?utm_source=iq_web_copy_link)  
<https://www.linkedin.com/feed/update/urn:li:activity:6906886600274628608>  
<https://www.facebook.com/watch/?v=509481450530902>

#### **Water day**

[https://www.instagram.com/tv/CbaG89AqEpL/?utm\\_source=iq\\_web\\_copy\\_link](https://www.instagram.com/tv/CbaG89AqEpL/?utm_source=iq_web_copy_link)  
<https://twitter.com/expo2020bih/status/1506239272654835713>  
<https://www.linkedin.com/feed/update/urn:li:activity:6912005627330330624>  
<https://facebook.com/expo2020bih/videos/1023009225262355/>

#### **Happiness day**

<https://www.linkedin.com/feed/update/urn:li:activity:6911250223050678272>  
<https://twitter.com/expo2020bih/status/1505484300854214660>  
[https://www.instagram.com/tv/CbUk4pHsKP2/?utm\\_source=iq\\_web\\_copy\\_link](https://www.instagram.com/tv/CbUk4pHsKP2/?utm_source=iq_web_copy_link)  
<https://facebook.com/expo2020bih/videos/382863880329875/>

#### **Wildlife day**

<https://www.facebook.com/expo2020bih/videos/793049348320906/>  
<https://twitter.com/expo2020bih/status/1499278403245010951>  
<https://www.linkedin.com/feed/update/urn:li:activity:6905044980726120448>  
[https://www.instagram.com/tv/Caoexs2KykT/?utm\\_source=iq\\_web\\_copy\\_link](https://www.instagram.com/tv/Caoexs2KykT/?utm_source=iq_web_copy_link)

#### **Videos can also be found on the website:**

<https://expo2020bih.ba/video-galerija/>

All produced videos can be found on the CD attached to this report [3.7](#).

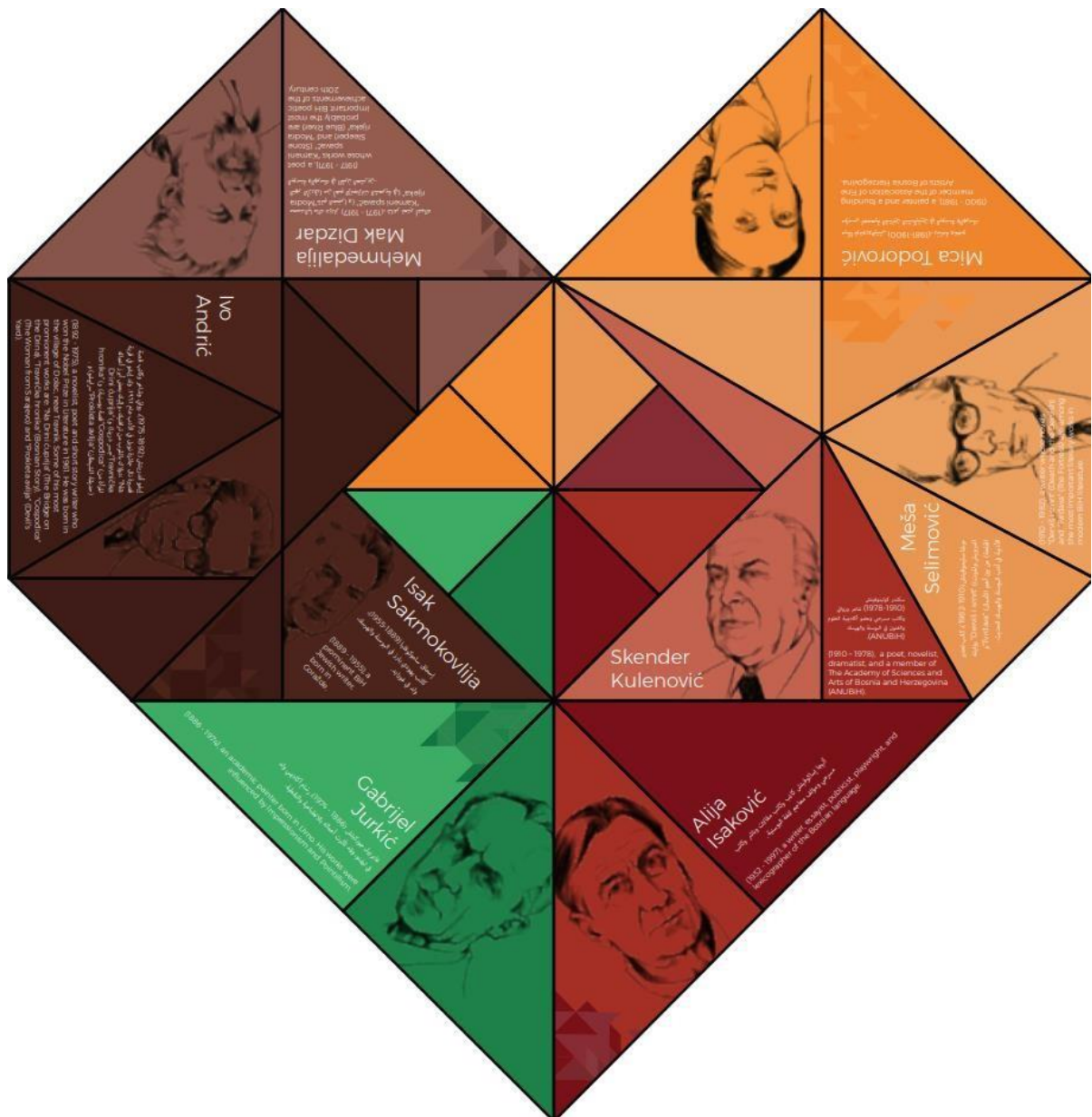
- 3.8. Production of content for the country exhibitor which can be used for free broadcasting and which will be used for country promotion via different communication channels - EXCLUDED**

### 3.9. Production of exhibition content

The exhibition content is prepared, in terms of graphics, texts and pictures that were used for the Pavilion setup. The content was prepared in English and Arabic language.

#### Deliverables of realized project activities:

3.9.1. Photographs and the copyright for pavilion design and displays





25.jpg



26.jpg



27.jpg



19.jpg



20.jpg



21.jpg





13.jpg



14.jpg



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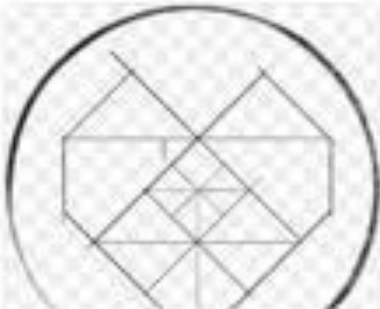
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12.jpg





(Photographs and illustrations for the B&H Pavilion that were used)

**3.10. Concept idea and production of a set of promotional material including the video presentation of activities of thematic sections and promotion of BH on the stand**

The concept and storyboard are developed for promotion of the overall potential of BiH, as well as a video promoting winter tourism in B&H.

**Deliverables of realized project activities:**

3.10.1.	Production of a promotional video for tourism and one overall BH potential video
3.10.2.	Adaptation of materials for PR and digital campaign including photos for visual ads

**3.10.1. Production of a promotional video for tourism and one overall BH potential video**

Materials for the PR and Digital campaign were used as per the campaign plan and schedule. Links to produced videos as well as the screenshots of the materials can be seen below and video files can be found on the CD attached to this report.

Video for tourism: [https://www.youtube.com/watch?v=WI5EDWvv-Lc\\_](https://www.youtube.com/watch?v=WI5EDWvv-Lc_)

Video for overall BH potential: <https://www.youtube.com/watch?v=NQ34TOBIKIo>



# Concept of main promotional video for BiH at EXPO 2020 Dubai



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

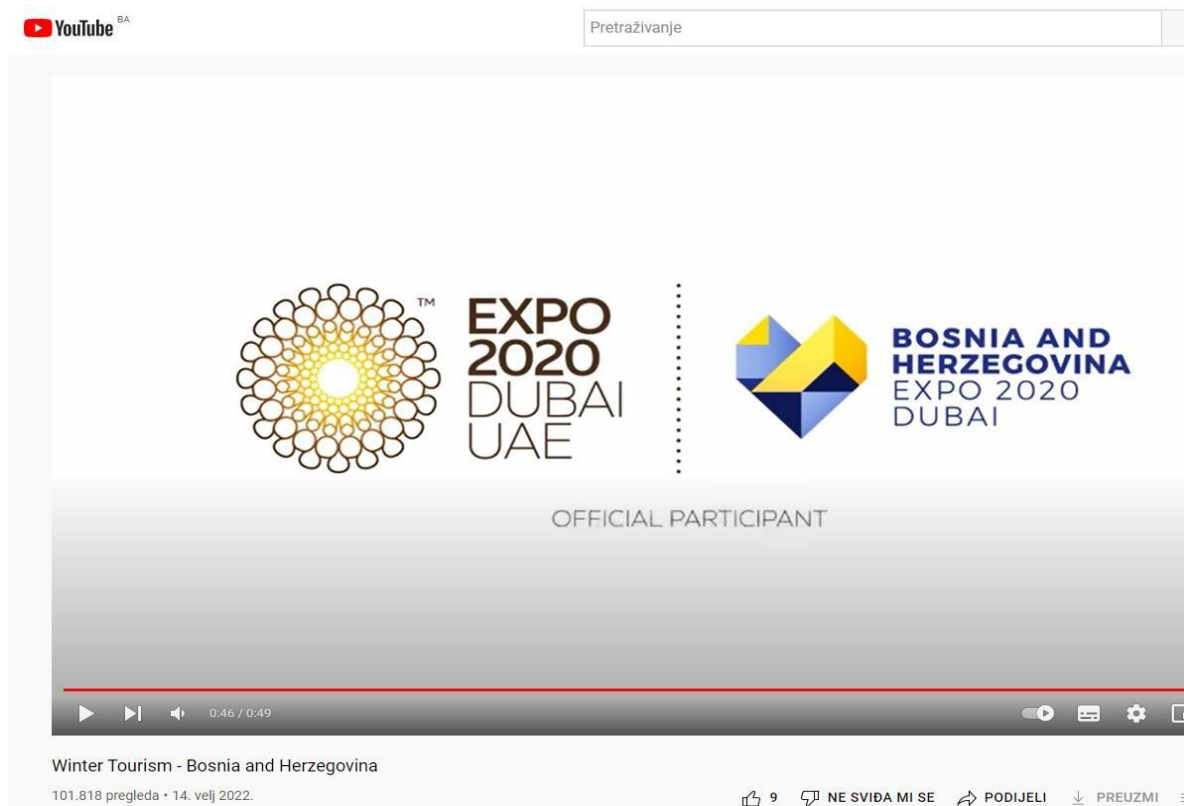
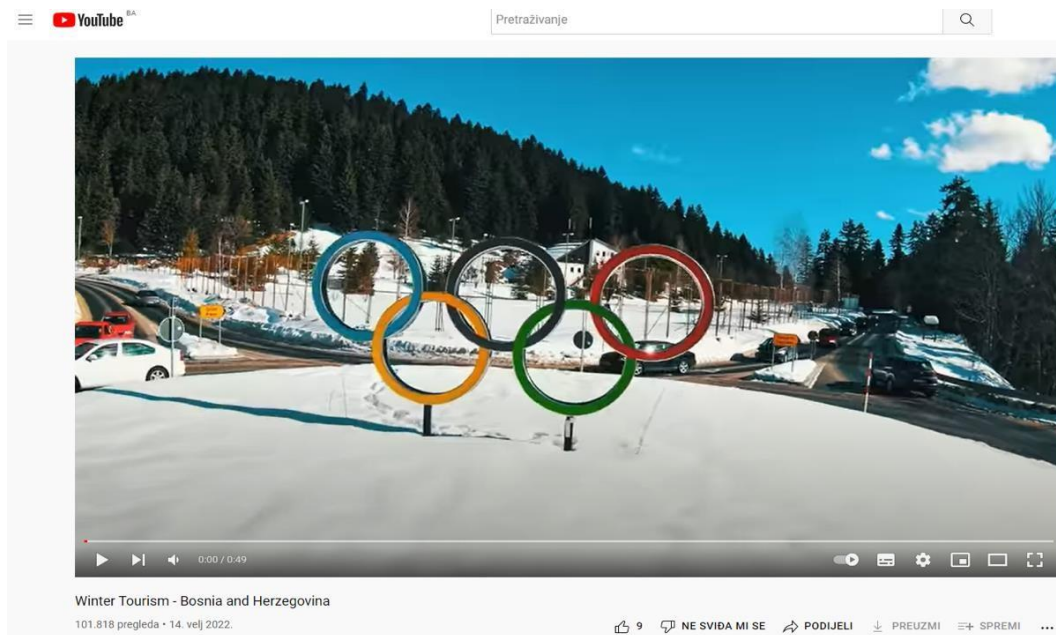
## Introduction

Bosnia and Herzegovina is the heart shaped land that lies in the heart of southeast Europe. The country's shape is linked with the personality of B&H citizens, who put their heart into everything they do. That's why "Heart Shaped Opportunity", as I main communication message for the promotion of the Country at EXPO 2020, summarises the best that B&H has to offer.

## So, what opportunities does B&H have to offer?

They say that opportunities can be found everywhere, especially in B&H. Full of spectacular landscapes, vibrant atmosphere, colorful culture, and captivating experiences, B&H has always been a place full of wonders.

**It just takes a special kind of heart to see them and a special kind of mind to seize them. The heart and mind of the people of B&H, that will inspire others to do so.**



(Video for tourism can be found at the link: <https://www.youtube.com/watch?v=W15EDWv-Lc>)

Winter tourism video also can be found at the links:

<https://facebook.com/expo2020bih/videos/445169297363504/>

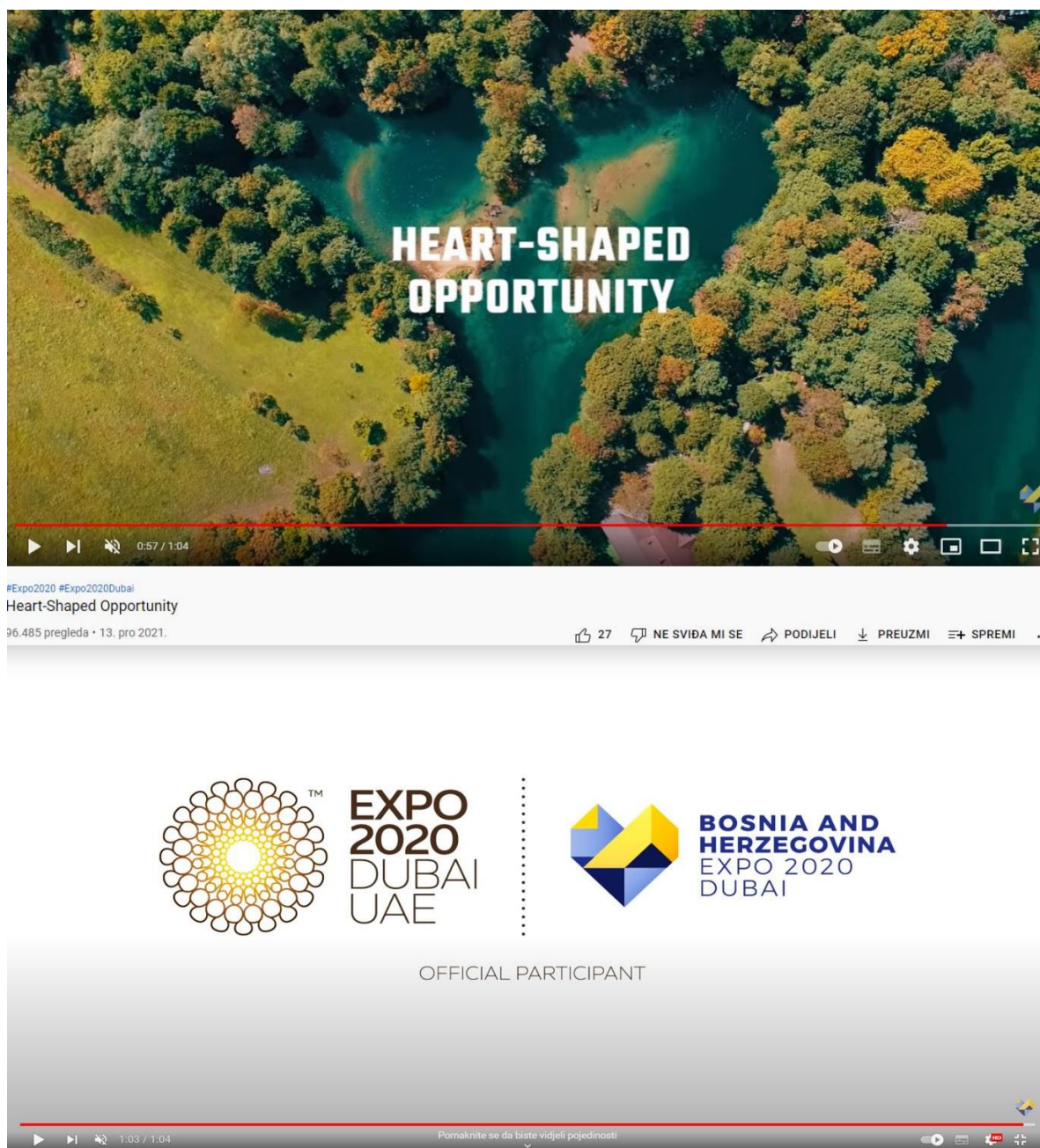
<https://www.linkedin.com/feed/update/urn:li:activity:6903273012200902656>

<https://twitter.com/expo2020bih/status/1497508116723900416>

<https://www.instagram.com/tv/Cab4SSHozR5/>

Videos can also be found on the website and on cd attached to this report.

<https://expo2020bih.ba/video-galerija/>



(Video for overall BH potential can be found at the link: <https://www.youtube.com/watch?v=NQ34TOBIKIo> )

Heart-shaped opportunity (Video for overall BH potential) video can be found at the links:

<https://www.instagram.com/tv/CXbW-GhoWVw/>

<https://facebook.com/expo2020bih/videos/629345801599321/>

<https://twitter.com/expo2020bih/status/1470414217543143437>

<https://www.linkedin.com/feed/update/urn:li:activity:6876183866688761856>

[https://www.youtube.com/watch?v=NQ34TOBIKIo&ab\\_channel=Expo2020BosniaandHerzegovina](https://www.youtube.com/watch?v=NQ34TOBIKIo&ab_channel=Expo2020BosniaandHerzegovina)

Videos can also be found on the website:

<https://expo2020bih.ba/video-galerija/>

All produced videos can be found on the CD attached to this report [3.10.1.](#)

3.10.2. Adaptation of materials for PR and digital campaign including photos for visual ads



IMG\_1440



IMG\_1473



IMG\_1607



IMG\_1619



IMG\_3699



IMG\_3722



IMG\_3746



IMG\_6466



IMG\_6470



IMG\_6491



IMG\_6732



IMG\_6736



IMG\_6752

*(Some of photos for ads, all other photos can be found on CD attached to this report)*





(Produced Ads)

Instagram

expo2020bih Sponsored



HEART-SHAPED OPPORTUNITY



Learn more







expo2020bih Heritage. Rich folklore and tradition. Beautiful landscapes. Superb cuisine. People.... more


Expo 2020 Bosnia and Herzegovina Sponsored

Heritage. Rich folklore and tradition. Beautiful landscapes. Superb cuisine. People.

Bosnia and Herzegovina has always been a crossroad of civilizations, peoples, beliefs, with the magnificent exchange of goods, culture, science and art. Located between the East and West, this is a country that defines the very meaning of diversity.



HEART-SHAPED OPPORTUNITY




WWW.EXPO2020BIH.BA

**Expo 2020 Bosna i Herzegovina** Learn more


DOBRO DOŠLI U ZEMLJU U OBLIKU SRCA, ZEML...

Expo 2020 Bosnia and Herzegovina Sponsored

In contrast to mass-produced homeware, Bosnia and Herzegovina embraces the centuries-old tradition of kilim weaving - an art form highly valued by collectors. A strong tradition of kilim weaving is another example of how our country is woven with tradition and how its cultural expression is diverse and vibrant.



HEART-SHAPED OPPORTUNITY




WWW.EXPO2020BIH.BA

**Expo 2020 Bosna i Herzegovina** Learn more


DOBRO DOŠLI U ZEMLJU U OBLIKU SRCA, ZEML...

Instagram





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HEART-SHAPED OPPORTUNITY



Learn more

expo2020bih In contrast to mass-produced homeware, Bosnia and Herzegovina embraces the centurie... more



**Expo 2020 Bosnia and Herzegovina**  
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Leaning over the Miljacka river, numerous bridges of Sarajevo are witnesses to the passage of time in a city where East and West have always merged and coexisted.

To see more of breathtaking Bosnia and Herzegovina and its heart-shaped opportunities visit our website: [expo2020bih.ba](http://expo2020bih.ba), or B&H Pavilion at Expo 2020 Dubai site, every day from 10 am to 10 pm!

**HEART-SHAPED OPPORTUNITY**

👍❤️ 80      2 Comments 2 Shares

🔗 Share

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**HEART-SHAPED OPPORTUNITY**

📌

expo2020bih Leaning over the Miljacka river, numerous bridges of Sarajevo are witnesses to the passa... more

**Expo 2020 Bosnia and Herzegovina**  
Sponsored · 🌐

Woodcarving is an artistic craft with a long tradition in Bosnia and Herzegovina, also included in the Representative ...See more

**HEART-SHAPED OPPORTUNITY**

**Expo 2020 Bosnia and Herzegovina**  
Government Organization

LEARN MORE

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(Produced Ads)

**3.11. Creation of video and graphic content for the visualization of the monthly theme and projection using the existing equipment at the pavilion according to the technical guidelines of including the material that will include all the important aspects of the industry branch within the “opportunity theme” chosen by BH for its appearance at Expo**

The graphic was prepared content for the promotion of the key industries within the pavilion, together with the texts pointing out key opportunities per each industry. In addition, the engaged team at the storyboards developed stage for 7 key videos.

**Deliverables of realized project activities:**

3.11.1.	Photographs copyright and design of visuals that cover key industries to be promoted
3.11.2.	Development of the concept and storyboards for videos promoting key 6 industry videos
3.11.3.	Production of the key 6 industry videos

**3.11.1.** Photographs copyright and design of visuals that cover key industries to be promoted

**3.11.2.** Development of the concept and storyboards for videos promoting key 6 industry videos



## AUTOMOTIVE PARTS AND MANUFACTURING / Video 1



DESCRIPTION: Animated 2d graphics introducing the specific topic.

**VO:**  
The automotive industry of Bosnia and Herzegovina has a long tradition that lasts more than a century.

Currently the auto industry has experienced strong growth and high profitability with an average export rate of 90% in 30 countries all over the world.

For decades, major brands have relied on the skilled workforce of B&H to assemble cars for Western markets. Today, manufacturers of car parts are completely orientated towards exports and foreign demand.



DESCRIPTION: Footage of car part manufacturing process alongside final products and cars on the roads.



**VO:**  
Car parts made of metals, plastics, textiles, and rubber are fully produced or assembled in factories in B&H, which has established itself as a reliable partner for many EU based companies.

Some of the main advantages of local automotive industry are: modern factories, highly educated and competitive workforce, short delivery time due to proximity to the EU and long lasting industrial tradition.



DESCRIPTION: Footage of car part manufacturing process alongside final products and cars on the roads.



## METAL PROCESSING INDUSTRY / Video 2



DESCRIPTION: Animated 2D graphics introducing the specific topic.

**VO:**  
B&H metal processing has traditionally been one of the strongest country's sectors by offering a strong human and resources base and a long tradition enabling sustainable development of various value-added businesses, export-oriented.

The land is rich in unique natural resources, such as iron ore, bauxite, lead, zinc, and copper, and it has low utility costs, which provides a distinct cost advantage to investors.



**RICH IN NATURAL RESOURCES:  
IRON ORE, BAUXITE,  
LEAD, ZINC, COPPER**

DESCRIPTION: Footage metal industry processes.

**VO:**  
With the strategic utilization of the resources, Bosnia and Herzegovina continuously strengthen the metal processing and electrical industry, emerging as the most successful potential of this country.

The metal sector represents approximately 34% of the total B&H export. Also, it is currently leading an economic export sector with a 10% annual growth rate.

The country's resources offer manufacturing support from beginning to end - from raw materials, through design, engineering, and development phase, as well as maintenance support.



**34%  
OF THE TOTAL  
B&H EXPORT**

**ANNUAL GROWTH  
10%**

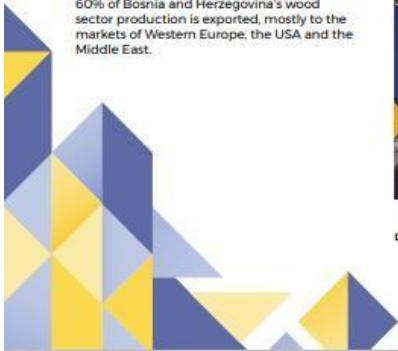
DESCRIPTION: Footage metal industry processes.

## FORESTRY AND WOOD INDUSTRY / Video 3



**VO:**  
Bosnia and Herzegovina is among the countries with a large forests area in Europe. More than 63% of the country is covered in forests, which provide a range of resources for various industries, from sustainable forestry and wood products to the furniture and construction industry.

Wood industry is one of the strongest industries in Bosnia and Herzegovina that has a large surplus in foreign trade. Over 60% of Bosnia and Herzegovina's wood sector production is exported, mostly to the markets of Western Europe, the USA and the Middle East.



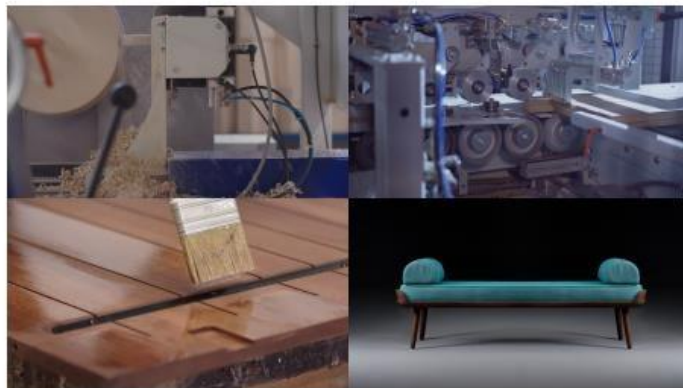
DESCRIPTION: Animated 2d graphics introducing the specific topic.



DESCRIPTION: Footage wood industry processes.

**VO:**  
The strategic orientation of the sector is the higher finalization of production and export of higher processing phases, so the interest of the sector for cooperation with foreign partners is very significant.

B&H companies invest great efforts in development, often of their own design or creating products based on the designs of eminent international designers.



DESCRIPTION: Footage wood industry processes.

## ICT INDUSTRY / Video 4



DESCRIPTION: Animated 2d graphics introducing the specific topic.

**VO:**  
ICT sector in Bosnia and Herzegovina started to flourish during the past few years and represents one of fastest growing area in the economy of the country. Therefore, B&H ICT industry is a great investment opportunity for multinational corporations that want to develop the local economy and create a sustainable business model.

The constantly expanding IT companies in B&H bring in an income of approximately 200 million euros annually.



DESCRIPTION: Footage of ICT industry (software development, robotics, VR etc.)



**VO:**  
They work for some of the world's most famous companies, develop some of the most famous products and software solutions for the world's ICT market, and employ around 4,500 people.

The value of software industry is reflected in the fact that 60-70% of its labour in B&H constitute young people up to the age of 35.

Through strategically placed investments, this sector can ensure the employment of additional 6,000 people has the potential to add 500 million Euros to B&H's GDP.



DESCRIPTION: Footage of ICT industry (software development, robotics, VR etc.)



# AGRICULTURE AND FOOD PROCESSING INDUSTRY / Video 5



DESCRIPTION: Animated 2d graphics introducing the specific topic.

**VO:**  
 Due to its excellent geographic position, natural resources, optimal climate conditions, and proximity to the Mediterranean Sea, Bosnia and Herzegovina is ideal for the agricultural production and food processing industry.

Over 50% of the country's land area is agricultural land and B&H is among the leading world producers of raspberries, plums, and strawberries, and produces significant quantities of high-quality vegetables, potatoes, peppers, cabbage, and cucumbers.



DESCRIPTION: Footage of agricultural capacities and food production companies.



**VO:**  
 Livestock production has a great significance for B&H agriculture, and there are over 30 meat processing companies.

56% of the total agricultural land is meadows and pastures, giving a solid base for dairy production. However, only 7% of the total fresh milk production is exported. This represents significant potential for investors, making milk and dairy today B&H's most direct competitive agribusiness segments.



DESCRIPTION: Footage of agricultural capacities and food production companies.

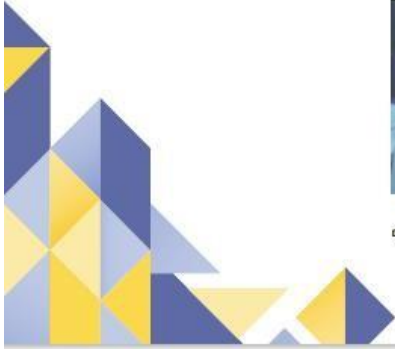


## PHARMACEUTICAL INDUSTRY / Video 6



**VO:**  
B&H's pharmaceutical industry, an export-oriented branch, possesses valuable know-how and utilizes modern technology in its production processes, presenting opportunities to potential investors.

In the present worldwide context created by the Covid-19, new emerging growth prospects exist for the pharmaceutical, biotechnology, and healthcare sectors.



**DESCRIPTION:** Animated 2d graphics introducing the specific topic.



**DESCRIPTION:** Footage of pharmaceutical production companies.

**VO:**  
Bosnia and Herzegovina has suitable preconditions for investments in these sectors, including the appropriate regulatory framework, sophisticated laboratories with international accreditation and existing pharmaceutical production that operates successfully on three continents.

Significant opportunities for investments in B&H pharmaceutical industry are also in research and development of new products, thanks to the scientists and highly professional, specialized staff who are constantly improving and harmonizing business with national and international pharmaceutical regulations and standards.



**DESCRIPTION:** Footage of pharmaceutical production companies.

(storyboards for 6 industry videos concept can be found in [Appendix 21](#))



### 3.11.3. Production of the key 6 industry videos

Links to the produced video material are below where as produced materials can be found on the CD attached to this report [3.11.3](#)

<https://www.youtube.com/watch?v=8Ne8HVdkunU>  
<https://www.youtube.com/watch?v=SQC5Vo9vBhQ&t=12s>  
<https://www.youtube.com/watch?v=TMKqmPojMPE>  
<https://www.youtube.com/watch?v=yLNao49yjiA>  
<https://www.youtube.com/watch?v=w7XQ2wCnRCs>  
<https://www.youtube.com/watch?v=5Sgo7fRzD7s>

Automotive:

<https://facebook.com/expo2020bih/videos/384136733541254/>  
<https://www.instagram.com/tv/Caq-esGKVmf/>  
<https://www.linkedin.com/feed/update/urn:li:activity:6903987385001218048>  
<https://twitter.com/expo2020bih/status/1498206338945585153>

Pharmaceutical:

<https://www.linkedin.com/feed/update/urn:li:activity:6903625057927852032>  
<https://facebook.com/expo2020bih/videos/701587504178282/>  
<https://www.instagram.com/p/CafMerBKlaH/>  
<https://twitter.com/expo2020bih/status/1497843952694841353>

IT:

<https://www.linkedin.com/feed/update/urn:li:activity:6904741578024574977>  
<https://facebook.com/expo2020bih/videos/217012923942333/>  
<https://www.instagram.com/tv/CamVieEqY59/>  
<https://twitter.com/expo2020bih/status/1498972177336610819>

Metal:

<https://facebook.com/expo2020bih/videos/1395912617492797/>  
<https://www.instagram.com/tv/CbUysc-KVB-/>  
<https://www.linkedin.com/feed/update/urn:li:activity:6911280389114183680>  
<https://twitter.com/expo2020bih/status/1505514491022221315>

Agriculture Food:

<https://www.instagram.com/tv/CaFZK-VqSZv/>  
<https://facebook.com/expo2020bih/videos/1006074566695254/>  
<https://www.linkedin.com/feed/update/urn:li:activity:6900105471101857792>  
<https://twitter.com/expo2020bih/status/1494341079037984784>

Forestry & wood:

[https://www.youtube.com/watch?v=TMKqmPojMPE&ab\\_channel=Expo2020BosniaandHerzegovina](https://www.youtube.com/watch?v=TMKqmPojMPE&ab_channel=Expo2020BosniaandHerzegovina)

### **3.12. Buying of media services for the promotion of the country in UAE for the duration of EXPO 2020**

The media plan is developed that covered advertising via digital media channels, focusing on the UAE. Upon approval of the media plan, it was processed the buying of the digital media space, with daily monitoring and optimizing campaign parameters, to ensure reaching the set goals.

#### **Deliverables of realized project activities:**

3.12.1.	Development of the media buying plan
3.12.2.	Media buying
3.12.3.	Reporting

#### **3.12.1. Development of the media buying plan**

The media plan is developed by third party covering advertising via digital media channels, focusing on the UAE. Upon approval of the media plan, it started regular buying of the digital media space, with daily monitoring and optimizing campaign parameters, to ensure reaching of the set goals. The content published on social media also included its advertising, according to the previously approved advertising plan. The advertising included the following:

- Facebook, Instagram, LinkedIn posts boost
- Instagram stories boost
- Business Contest promotion
- Page likes campaign
- Instagram traffic ad campaign

## MEDIA PLAN

Client: Sarajevo Canton  
Government

Campaign: B&H at Dubai EXPO

Market:

United

Arab

Emirates

Target: A

25-60

*TOTAL by  
campaign*

Campaign	Medium	Unit	Unit count	CPV/CPM/ CPC/CPR	Budget	TOTAL by category	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks	Est. No. of Video views	Est. 3-sec video views
Promo campaign	Facebook Video boost	Video views	12,276	1.28	15,698.24 AED	57,249.64 AED	912,000	1,285,920	4,244	12,276	86,274
	Instagram Video boost	Video views	5,815	2.21	12,872.83 AED		408,000	481,440	481	5,815	60,639
	Instagram Story boost	Clicks	1,379	0.88	1,213.06 AED		39,360	49,200	1,379	-	-
	Youtube Bumper Ad	Impressions	404,359	0.02	6,217.22 AED		-	404,359	4,286	-	-
	Google Display Network	Clicks	60,261	0.35	21,248.30 AED		-	-	1,091	-	-
Social Media Building	Facebook Page likes	Page Like	9,108	1.50	13,644.43 AED	24,261.89 AED	720,000	-	-	-	-
	Instagram Follow Ad (placed on FB)	Clicks	5,074	2.09	10,617.45 AED		2,160,000	-	5,074	-	-
Other	Facebook Post boost	Reach	1,754,717	0.0024	4,285.40 AED	9,569.50 AED	1,754,717	1,789,812	23,983	-	-
	Instagram Post boost	Reach	1,440,714	0.0032	4,677.58 AED		1,440,714	1,656,821	6,483	-	-
	Instagram Story Boost	Clicks	690	0.88	606.53 AED		66,360	99,540	690	-	-

Business	Facebook Post boost	Reach	2,906,000	0.0024	7,097.08 AED	59,066.82 AED	2,906,000	2,964,120	39,719	-	-
	Instagram Post boost	Reach	2,185,715	0.0032	7,096.38 AED		2,185,715	2,513,572	11,311	-	-
	Facebook Video boost	Video views	11,356	1.27	14,472.09 AED		852,000	1,201,320	3,964	11,356	33,337
	Instagram Video boost	Video views	7,263	2.20	16,001.84 AED		348,000	410,640	411	7,263	28,571
	Instagram Story boost	Clicks	1,034	0.88	909.79 AED		66,480	83,100	1,034	-	-
	LinkedIn Post boost	Impressions	157,805	0.06	9,518.15 AED		-	157,805	3,093	-	-
	YouTube Bumper Ads	Impressions	258,300	0.02	3,971.49 AED		-	258,300	2,738	-	-
Tourism	Facebook Post boost	Reach	2,100,000	0.0024	5,128.65 AED	51,344.89 AED	2,100,000	2,142,000	28,703	-	-
	Instagram Post boost	Reach	1,550,000	0.0032	5,032.40 AED		1,550,000	1,782,500	8,021	-	-
	Facebook Video boost	Video views	9,105	1.27	11,603.41 AED		684,000	964,440	3,183	9,105	24,090
	Instagram Video boost	Video views	5,300	2.20	11,676.96 AED		372,000	438,960	439	5,300	20,261
	Instagram Story boost	Clicks	1,034	0.88	909.79 AED		33,600	42,000	1,034	-	-
	LinkedIn Post boost	Impressions	130,752	0.06	7,886.42 AED		-	130,752	2,563	-	-
	YouTube Bumper Ads	Impressions	592,324	0.02	9,107.26 AED		-	592,324	6,279	-	-
National Day Local	Facebook Post boost	Reach	150,000	0.0016	234.90 AED	3,250.60 AED	150,000	153,000	2,050	-	-
	Instagram Post boost	Reach	112,000	0.0019	210.47 AED		112,000	128,800	580	-	-
	Facebook Video boost	Video views	3,550	0.22	778.30 AED		53,160	74,956	247	3,550	1,721
	Instagram Video boost	Video views	1,074	1.22	1,311.87 AED		22,800	26,904	27	1,074	1,464
	Instagram Story boost	Clicks	345	1.28	443.02 AED		22,200	27,750	345	-	-
	YouTube Bumper Ads	Impressions	39,481	0.01	272.04 AED		-	39,481	419	-	-

National Day UAE	Facebook Post boost	Reach	148,000	0.0024	361.45 AED	5,150.26 AED	148,000	150,960	2,023	-	-
	Instagram Post boost	Reach	113,000	0.0032	366.88 AED		113,000	129,950	585	-	-
	Facebook Video boost	Video views	1,293	1.27	1,647.80 AED		96,840	136,544	451	1,293	1,698
	Instagram Video boost	Video views	731	2.20	1,610.54 AED		65,280	77,030	77	731	1,477
	Instagram Story boost	Clicks	345	0.88	303.26 AED		47,880	59,850	345	-	-
	YouTube Bumper Ads	Impressions	55,955	0.02	860.33 AED		-	55,955	593	-	-
Local businesses promo	Facebook Post boost	Reach	1,067,908	0.0024	2,608.06 AED	6,106.47 AED	1,067,908	1,089,266	14,596	-	-
	Instagram Post boost	Reach	890,711	0.0032	2,891.88 AED		890,711	1,024,318	4,609	-	-
	Instagram Story boost	Clicks	690	0.88	606.53 AED		22,920	28,650	690	-	-
<b>TOTAL</b>						<b>216,000.07 AED</b>	<b>21,411,645</b>	<b>22,652,339</b>	<b>187,840</b>	<b>57,762</b>	<b>259,533</b>
						<b>51,840.02 €</b>					

*TOTAL by channel*

Channel	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks	Est. No. of Video views	Est. No. of 3-sec video views	Est. No. of Page Likes
Facebook	13,604,625	11,952,338	128,237	37,580	147,120	9,108
Instagram	7,508,220	8,670,935	33,025	20,183	112,413	-
Instagram story	298,800	390,090	5,517	-	-	-
LinkedIn	-	288,557	5,656	-	-	-
YouTube	-	1,350,418	14,315	-	-	-
GDN	-	-	1,091	-	-	-
<b>TOTAL</b>	<b>21,411,645</b>	<b>22,652,339</b>	<b>187,840</b>	<b>57,762</b>	<b>259,533</b>	<b>9,108</b>

- 3.12.2. Media buying – media buying followed the Media Plan
- 3.12.3. Reporting – for detailed monthly reports on the media buying



# FULL POST BUY REPORT

Reporting period: November 2021 - March 2022.  
Date: 13/04/2022

## Summary

The content published online during November 2021 - March 2022 included advertising, according to the previously approved advertising plans.

The advertising included the following:

- Facebook, Instagram, LinkedIn posts boost
- Instagram stories boost
- Business Contest promotion
- Page likes campaign
- Instagram traffic ad campaign
- Google display network advertising
- YouTube advertising

Platform	Goal	Planned KPIs	Realized KPI	Difference
Facebook	Reach	8.126.625	8.249.525	+14%
	Video views	37.580	147.726	+293%
	Page likes	9.108	9.108	+0%
	Clicks	5.074	154.958	+2954%
Instagram	Reach	6.292.140	6.397.346	+2%
	Video views	20.183	112.332	+457%
	Clicks	5.517	15.700	+185%
LinkedIn	Impressions	288.557	295.994	+3%
YouTube	(Skippable) Impressions	1.350.418	1.424.248	+5%
Google Ads	Clicks	60.261	63.300	+5%

**Summary**

2022

### Overview

EXPO BIH  
2020

8.249.525

Total paid reach

11.952.338

Total paid impressions

363,546

Total engagement

154.958

Total clicks

9.108

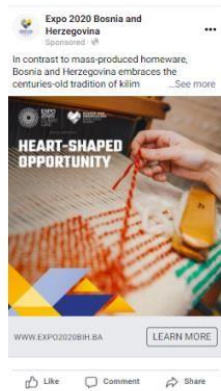
Page likes

13/04/2022

2022

### Ad preview with the best performance

EXPO BIH  
2020



13/04/2022

# INSTAGRAM

2022

## Overview

EXPO BIH  
2020



Total paid reach



Total paid impressions



Total engagement



Total clicks



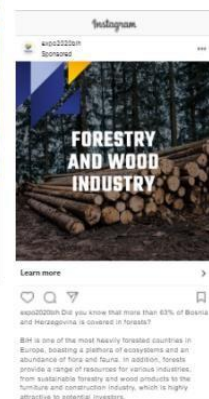
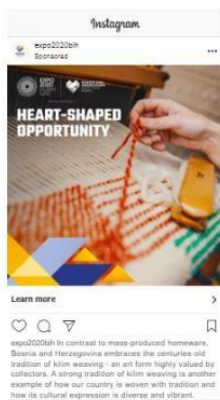
Video Views

12/04/2022

2022

## Ad preview with the best performance

EXPO BIH  
2020



3/04/2022



# INSTAGRAM STORY

2022

## Overview

EXPO BIH  
2020

518,650

Total paid reach

1.070.878

Total paid impressions

16,977

Total engagement

5,231

Total clicks

4.847

100% video views

02/04/2022

2022








## Ad preview with the best performance

EXPO BIH  
2020



13/04/2022

# LINKEDIN

<p>2022</p> <p>EXPO BIH 2020</p> <p>14/02/2022</p>	<p><b>Overview</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>111,703</p> <p>Total paid reach</p> </div> <div style="text-align: center;">  <p>295.994</p> <p>Total paid impressions</p> </div> <div style="text-align: center;">  <p>0.73%</p> <p>CTR%</p> </div> <div style="text-align: center;">  <p>2,158</p> <p>Total clicks</p> </div> </div>
<p>2022</p> <p>EXPO BIH 2020</p> <p>13/04/2022</p>	<p><b>Ad preview with the best performance</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Expo 2020 Bosnia and Herzegovina</b> 337 followers Promoted</p> <p>We share with great pride that over 55.000 visitors visited the bh—pavilion, where they discovered the Heart-shaped opportunity our country offers.</p> <p>Numerous international visitors to Expo 2020 had the opportunity to see our spectacular landscapes and natural beauties, unique handicrafts, as well as original exhibits from the National Museum of Bosnia and Herzegovina.</p> <p>Expo 2020 Dubai Government of Sarajevo Canton / Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredneKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>  </div> <div style="width: 48%;"> <p><b>Expo 2020 Bosnia and Herzegovina</b> 337 followers Promoted</p> <p>Did you know that the original Sarajevo cable car dates all the way back to 1997? The 2.100 meter-long system, in just 8 minutes, can take you from the old town center to the Trebevic mountains, where you can enjoy a beautiful panoramic view of Sarajevo or take a walk in its forests and enjoy in the pine-fresh, clean and crisp air!</p> <p>Expo 2020 Dubai Government of Sarajevo Canton / Vlada Kantona Sarajeva</p> <p>#VisitSarajevo #MinistarstvoPrivredneKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>  </div> </div> <div style="width: 48%;"> <p><b>Expo 2020 Bosnia and Herzegovina</b> 337 followers Promoted</p> <p>Another day, another great opportunity for Bosnian and Herzegovina enterprises and companies! They will have another fantastic chance to expose powerful industries to the larger world stage tomorrow at 9 a.m. at the Fairmont Hotel Ajman, UAE.</p> <p>Expo 2020 Dubai Government of Sarajevo Canton / Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredneKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>  </div>

# YOUTUBE

2022

## Overview

EXPO BIH  
2020

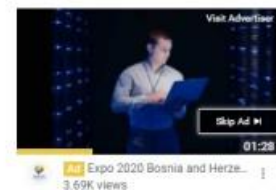


02/04/2022

2022

## Ad preview with the best performance

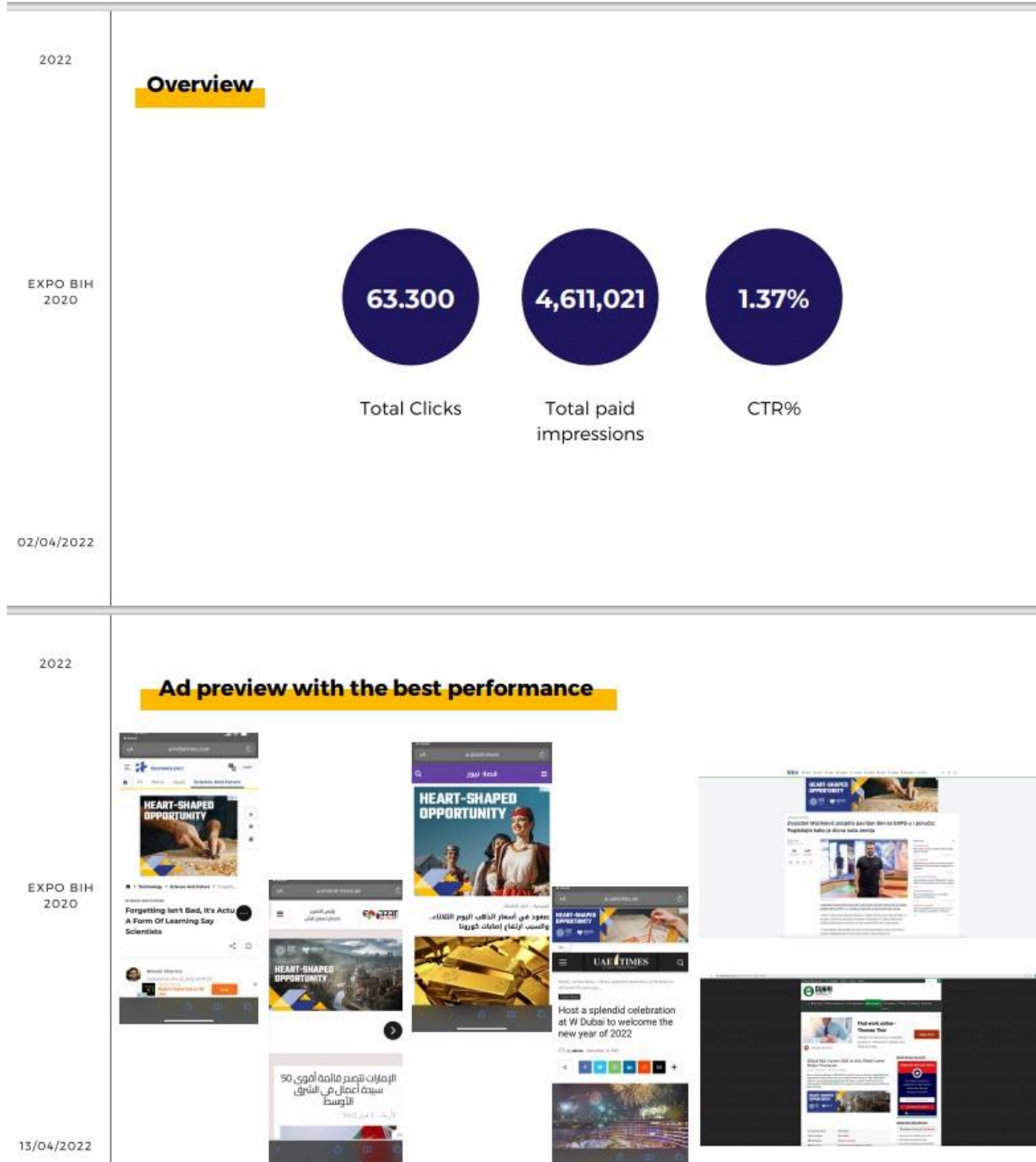
EXPO BIH  
2020



13/04/2022



# GOOGLE DISPLAY NETWORK



Reporting for detailed monthly reports on the media buying can be found in [Appendix 3.1](#)

### 3.13. Marketing plan development for the strategic promotion of B&H

Marketing Strategy is developed that contains a detailed plan for the promotion of BiH as a destination of “Opportunities with key sectors to be promoted.

With an anticipated 25 million visits, Expo 2020 Dubai aims to inspire people and participants to come together to share ideas and innovations to address some of the world’s biggest challenges and create a better future for all. Expo 2020 Dubai wants all visitors and participants to leave with a sense of empowerment and purpose and a renewed and eternal optimism about the future. Every participating nation had its pavilion for the first time at a World Expo, meaning visitors were able to explore hundreds of countries without needing a passport. The Expo is an unparalleled platform for countries to share their story with the world, and the Organizer aimed to provide its full support to participants to take advantage of the event. Bosnia and Herzegovina, as an official participant of EXPO 2020, had a unique opportunity to be present in the center of business networking opportunities, showcasing the best of its history, culture, tradition and business potentials. In addition to the Pavilion, located within the Opportunity district, the promotion of Bosnia and Herzegovina's appearance at EXPO was treated by the extensive Marketing and Communication Strategy.

#### **Deliverables of realized project activities:**

3.13.1.	Marketing plan development for the strategic promotion of B&H (as a destination of “Opportunities” with key sectors with potential for development)
---------	---

\*For the *full marketing plan*, please see in [Appendix 22](#).

### 3.14. Creative idea and the design of communication and promotional material, production of communication and material of BH as the country exhibitor

Creative idea is developed for promotion of the Country at the territory of the UAE. Creative idea was used as a base for development of various communication materials, such as:

- Main promo video
- Social Media Content
- Digital media Ads/Banners
- Press Release photography

#### **Deliverables of realized project activities:**

3.14.1.	Creative idea and the design of communication and promotional material, Copyright
3.14.2.	Design and adaptation of advertisements for different formats according to the media plan
3.14.3.	Development of 4 Ad sets in accordance to the approved media plan (24 ads)
3.14.4.	Development of the video for the promotion of the National Day



Creative	Web Banner	Social Media Ads
Folklore	975x250; 728x90; 320x100; 300x600; 300x250; 250x250	1
Woodcarving	975x250; 728x90; 320x100; 300x600; 300x250; 250x250	1
Carpeting	975x250; 728x90; 320x100; 300x600; 300x250; 250x250	1
Sarajevo	975x250; 728x90; 320x100; 300x600; 300x250; 250x250	1
<b>Total</b>	<b>24</b>	<b>4</b>

(The screenshots above display some of the banners developed for the purpose of the campaign)





*(The screenshots above demonstrate some of the ad sets developed for the purpose of the campaign)*


⋮


OFFICIAL PARTICIPANT

PROMO CAMPAIGN


⋮


OFFICIAL PARTICIPANT

# PROPOSAL 1

## TRADITION



## Key Visual



## Social Media



Facebook 1200x628



Instagram 1080x1080



Story 1920x1080



## Static Banners



300x600



728x90



970x250



336x228



## Animated Banners



320x50

320x100



300x250

250x250

## Instagram Post preview





# PROPOSAL 3

## CITY SKYLINE



### Key Visual



### Instagram Post preview





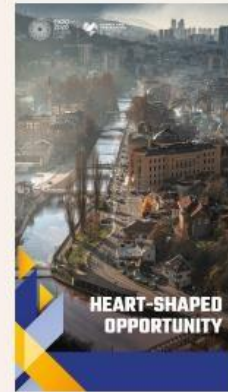
## Social Media



Facebook 1200x628



Instagram 1080x1080



Story 1920x1080



## Static Banners



300x600



728x90



970x250



336x228



## Animated Banners



300x250



250x250



320x50



320x100



EXPO 2020 DUBAI UAE

OFFICIAL PARTICIPANT



BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI

# PROPOSAL 4

## Crafts



EXPO 2020 DUBAI UAE

OFFICIAL PARTICIPANT



BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI

## Key Visual



EXPO 2020 DUBAI UAE

OFFICIAL PARTICIPANT



BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI

## Social Media



Facebook 1200x628



Instagram 1080x1080



Story 1920x1080



OFFICIAL PARTICIPANT

## Static Banners



300x600



728x90



970x250



336x228



OFFICIAL PARTICIPANT

## Animated Banners



300x250



250x250



320x50



320x100



OFFICIAL PARTICIPANT

## Instagram Post preview





OFFICIAL PARTICIPANT

# PROPOSAL 5

## Crafts



OFFICIAL PARTICIPANT

## Key Visual



OFFICIAL PARTICIPANT

## Social Media



Facebook 1200x628



Instagram 1080x1080



Story 1920x1080

**Static Banners**

728x90

336x228

970x250

300x600

HEART-SHAPED OPPORTUNITY

**Animated Banners**

320x50

320x100

300x250

250x250

HEART-SHAPED OPPORTUNITY

**Instagram Post preview**

20:09

Instagram

expo2020bih  
Your place

1,984 likes

expo2020bih Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

*(Created visuals and formats for the campaign)*

### 3.15. Engagement of UAE agency for PR support and the promotion of BH in UAE

Partner agencies are hired for the promotion of the key communication messages at the territory of the UAE. As a part of the task, PR plan is also developed, to be executed until the end of EXPO 2020 Dubai.

#### **Deliverables of realized project activities:**

3.15.1.	Development of the PR plan - preparation and support of the UAE PR agency, introduction to the BH PR strategy for the UAE
3.15.2.	Engagement of UAE agency for PR support and the promotion of B&H in UAE

#### **PR Plan**

PR represented a key tool for the successful promotion of key communication messages. Main PR activities were oriented towards the territory of the UAE, targeting mainly the business community. In addition, the main focus of the PR activities was:

- Promotion of pavilion of Bosnia and Herzegovina
- Promotion of National Day of Bosnia and Herzegovina (18th of December)
- Promotion of key business community activities (Information on Business Program, Business
- networking events, Country Business Briefings, B&H company s exhibitors at EXPO
- Speaking opportunities for BiH Government representatives
- Support to BH journalists visits EXPO 2020 and BiH Pavilion
- Development of web content
- Coordination with the key stakeholders
- Monitoring and media analyses

Before the implementation of the PR activities, the media team was engaging in the preparatory activities, that include, among other:

- Onboarding of the Media Liaison Officer
- Visiting the EXPO site, Media Center and Press center, where the Press Conference will be held
- Introduction to using Tawassul – The Media Information System
- Permits to engage in media activities
- Management rules in relation to the Telecommunications Regulatory Authority (TRA), the International Telecommunication Union (ITU)
- Introduction to Content generated from the EXPO 2020 Dubai site
- Introduction to the rules of conduct
- Introduction to the restrictions of special events
- Introduction to the general regulations for accredited media
- Introduction to insurance rules and media obligations recognized under the UAE law
- Introduction to intellectual property,



- Media Kit preparations
- Activities were conducted in October and November 2021.

### ***Promotion of the Bosnia and Herzegovina Pavilion***

In addition to the Promotional Campaign marking the opening of redesigned BiH Pavilion, it assured additional exposure through the thematic article, featuring key information about the experience visitors may expect. The article has focused on a live performance by BiH craftsman and a uniquely welcoming experience with fresh Bosnian coffee. Furthermore, the article previously identified brand elements, giving clear proof to the statement that B&H is a “Heart-Shaped Opportunity.” The thematic article has featured photos from the pavilion and photos taken within the promo campaign. In addition, the article has provided a link to the specially produced promo video. The article is prepared and published in UAE media after the National Day of Bosnia and Herzegovina.

### ***Media Coverage of the National Day/Press Conference***

On the National Day of Bosnia and Herzegovina, it is provided full support, in terms of the Press Conference organization at the EXPO media center, as well as by developing and distributing Press Release. It is provided full support at all stages of the National day, starting with the preparation and coordination of local media activities with the EXPO media office. One week before National Day, it is liaised with the EXPO media representatives to confirm conference details including names, roles, and titles of each person speaking or requiring attendance at the media conference. In addition to the coordination of the organization of the Press Conference, it is supported the preparation and organization of a short broadcast interview with the Head of the Official Delegation. This place as soon as possible after the official activity to allow for the prompt release of National Day coverage. An important part of the National Day were numerous photo opportunities, such as:

- Guided Tour of the Participant Pavilion and a Photo Opportunity
- Guided Tour of the UAE Pavilion and a Photo Opportunity
- The signing of the Book of Honor and a Photo Opportunity
- Gift Exchange and a Photo Opportunity

Translating, adapting and distributing announcements about the National Day (December 18th) media to be covered. All materials for National Day were developed and are on the schedule, including media advisory and press release. Press Release was published on Tawassul and distributed to media in UAE. Media Advisory was distributed to media in UEA, in addition to the announcement on Tawassul. The press conference script and scenario were developed, and all details needed to be arranged with the Expo Media Center. These details included arrangement of the Conference Room, organization of interpretation, table name tags, provision of the details for special Expo Media Center passes, securing equipment for visual presentation and live feed.

### ***Promotion of key business community activities/Country - Business Briefings***

The country business briefing was held the day after National Day. It was a three-hour-long opportunity to promote the key investment potentials in BiH, featuring speakers from the Country. In addition, as this is one of the most important business events of the country, it is

planned to write and distribute a Press Release about the event, featuring key conclusions, facts and figures about BiH investment potentials.

#### ***Support to BH journalists visits EXPO 2020 and BiH Pavilion***

It is planned to support selected local media with their visit to EXPO. 11 representatives of the most influential media were visiting EXPO in December 2021.

#### ***List of the media:***

BHRT, N1, TV SA, Klix, Avaz, Business Magazine, Buka, Bljesak info

The organization team support has included preparatory activities, starting with the accreditation process, introduction to the Tawassul and the Media Booking System. In addition, provided full logistical and travel support to the media, including visas, travelling and accommodation. Media was introduced to all customs and travelling rules, to enable smooth equipment transporting process. During the preparatory stage, the agencies prepared a Press Kit containing all of the relevant information about the event's significance and size. For this purpose, the media team also organized a presentation for journalists, introduction to the rules of the Media Centre EXPO 2020. The agenda of the media visits was developed, bearing in mind the need to introduce journalists to the media facilities and service EXPO 2020 Media Centre and visiting country pavilion, together with other specific locations of interest. Preparation activities were conducted in November and December 2021. Travel dates for a group of BiH journalists were December 15th to December 20<sup>th</sup>.

#### ***Development of web content***

The social media team prepared articles for a website. These articles were featured the most important news related to the cultural and business program.

#### ***Coordination of the key stakeholders***

The media team has coordinated all activities in relation to EXPO Media Center, enabling the smooth process of information sharing. For this purpose, the team went through an extensive onboarding process, that included getting to know all of the media and communications guidelines.

COMMUNICATION PLAN PR ACTIVITIES UAE - BIH EXPO 2020

Period: 24.10.2021. - 15.04.2022.

TIMELINE								
Activity	Deliveries	2021			2022			
		October	November	December	January	February	March	April
<b>Preparatory Media and PR activities</b>								
Onboarding of Media Liaison Officer	Activities MLO, VLO, ALO	24.-31.						
Visiting the EXPO site, Media Center, Press Center and the venue for the Press Conference	Activities MLO & Media team							
Tour, getting to know the location and how the Media Center works	Activities MLO & Media team							
Introduction to using Tawassul - The Media Information System	Activities MLO & Media team, Guidelines produced							
Managing process of the accreditation for international and domestic media, journalist, photographers and technicians; pavilion ambassadors, social media influencers and bloggers; TV and radio broadcasters including production, editorial, technical and support personnel	Activities MLO, VLO, ALO							
Managing the process of lost and stolen accreditations								
Obtaining permits to engage in media activities	Guidelines							
Management of processes with Telecommunications Regulatory Authority (TRA), the International Telecommunication Union (ITU)	Guidelines							
Media coordination and education Introduction to Content generated from the EXPO 2020 Dubai site Introduction to the rules of conduct Introduction to the restrictions of special events Introduction to the general regulations for accredited media Introduction to insurance rules and media obligations recognised under the UAE law	Guidelines							
Coordinating arrival of Media Persons & Equipment to the Airport - Hand Carried	Guidelines							
Preparing communication materials, including Press Kit	Media info pack; Press Kit							
<b>Media and PR activities regarding on the Pavilion Bosnia and Herzegovina</b>								
Writing and translating article about BH Pavilion and announcement in the UAE media	Thematic Article			15.12.				
Translating, adapting and distributing thematic article about BH Pavilion in the UAE media	Thematic Article			15.12.				
Coordinating visits of BH journalists to the pavilion Bosnia and Herzegovina	Visit			18.12.				
<b>Media and PR activities regarding Celebrating the National Day 18th of December 2021</b>								
Preparatory activities for ensuring media coverage of the National Day celebration, including submitting required documentation to the EXPO portal; Coordination of Media activities with the EXPO Media team, to confirm conference details including names, roles, and titles of each person speaking or requiring attendance at the media conference.	Activities MLO, PLO							
Coordination with Protocol staff; Coordination of communication with the EXPO Dubai Media Operations team	Activities MLO, PLO							
Preparation of the Press Conference at the EXPO Media Center	Media background briefing							
Preparation and organisation of a an interview with the Head of the Official Delegation, related to the promotion of the National Day.	Media background briefing, Activities MLO, PLO							
Guided Tour of the National Day participants to the UAE and B&H and assuring photo opportunity	Guided Tour and a Photo Opportunity			18.12.				
Signing of the Book of Honour and a Photo Opportunity	Photo Opportunity			18.12.				
Gift Exchange and a Photo Opportunity	Photo Opportunity			18.12.				
Translating, adapting and distributing announcement about the National Day (18th of December 2021). UAE media to be covered. Original text to be delivered by Via Media in English	Press Release			18.12.				
Guided tour of BIH journalists arriving at EXPO 2020 and BIH Pavilion, coordination with the media centre	Guidelines			01-19.12.				

TIMELINE							
Activity	Deliveries	2021			2022		
		October	November	December	January	February	March
<b>Media and PR activities regarding on the Business Program, Business networking events, Country, Business Briefings, B&amp;H company s exhibitors at EXPO 2020</b>							
Preparation and distribution Press Releases TOPICS: Country Business Briefings 19 <sup>th</sup> of December 2021, BH Business Delegation visit	Press Release			19.12.			
Translating, adapting and distributing announcements regarding the arrival of the business delegation at EXPO 2020, arrival of the KS Government at EXPO 2020 BH Pavilion, announcement of projects/signed contracts, events, publication in the UAE media.	Announcement (1)						
Translating, adapting and publishing the interview with Minister of Economy KS and President of the Organizing Committee of BIH EXPO 2020 in the UAE relevant media.	Interview						
Preparation and publishing of thematic articles for a major media outlet.	Thematic Article						
Preparation and distribution of Media Advisory and Press Releases (information about the program, plans, preparation, number of visitors, meetings arranged, possibilities created).	Media background briefing						
Preparation and organisation of live call and interviews for BH Media (news agency, news service, major media outlets).	Media background briefing			18.12.			
PR activities regarding participation Business networking events, B2B meetings.	Media background briefing						
Preparation and organisation of interviews for major media outlets (stories about their experience, contacts made, feedback in general, update of latest developments, and plans for the remaining duration of the EXPO 2020).	Media background briefing						
Promotion of key industry potentials, including national resources Agriculture and food processing industry, forestry and wood industry, metal processing industry, automotive parts and manufacturing, ICT, tourism, pharmaceutical industry, business presenters/speakers, bh. Pavilion activities, cooperation whit other EXPO 2020 participants	Media background briefing						
Coordination of speakers for statements	Media background briefing						
<b>Media and PR activities regarding on the support to BH journalists arriving at EXPO 2020 and BH Pavilion, coordination with the Media Centre EXPO 2020</b>							
Preparing instructions for journalists for Arrivals of Media Persons & Equipment to the Airport - Hand Carried	MLO guidelines						
Introducing journalists to the media facilities and service EXPO 2020 Media Centre	MLO guidelines						
Introducing journalists to the Media Booking System	MLO guidelines						
Introducing journalists to the radio studio, edit suite, stand up position, interview room, media conference room, photography gallery, telecommunication provider, uplink form teleport, downlink from telelport, satellite space, satellite news gathering (SNG), production staff & services, electronic news gathering crew, electronic naews gathering (ENG) package, electronic news gathering (ENG) equipment, flayway kit,outside broadcast (OB) van, lice broadcast slolutions (prilog doc. Media Services Rate Card_Media Liaison Officer_August 2021)	MLO guidelines						
Preparation of materials to inform the media about the size and significance of the event	Media background briefing						
Organization of the arrival of media teams, invitation to the media, logistics required to work on the EXPO 2020 site	MLO guidelines						
Organization of a presentation for journalists, introduction to the rules of the Media Centre EXPO 2020	MLO guidelines						
Event management, organization of a visit of media teams to the BH Pavilion	Guided Tour and a Photo Opportunity						
Organization of the visit to the EXPO 2020 site	Guided Tour and a Photo Opportunity						
Coordination of the organization of media activities	Media background briefing						
Follow up - Follow the content							
<b>Media and PR activities regarding - Coordination and support to the local team at BH Pavilion, PR Manager and Social Media Manager</b>							
Distribution of content through all available channels	Photographs, AV content						
Preparing content for social media Insagram, Facebook, LinkedIn, twitter	Photographs, AV content						
Coordination production of media content - PR & Social Media	Photographs, AV content						
Creating content for a website <a href="http://www.expo2020bih.ba">www.expo2020bih.ba</a>	Photographs, AV content						
Creating newsletter content	Photographs, AV content						
Coordination and distribution - Content generated from the EXPO 2020 Dubai site	Photographs, AV content						
Coordination of the organization of all media activities of the BH Pavilion	Photographs, AV content						
Follow up - Follow the content	Photographs, AV content						
<b>Media monitoring, evaluation</b>							
Media monitoring media UAE	Media monitoring						
Press clipping, media UAE	Press clipping						
Evaluation and report, media announcements in the UAE	Evaluation and report						15.04.

(PR activities timeline)



# دعوة صحافية MEDIA INVITE



EXPO  
2020  
DUBAI  
UAE



BOSNIA AND  
HERZEGOVINA  
EXPO 2020  
DUBAI

OFFICIAL PARTICIPANT

*(The media invite preview)*

# Bosnia and Herzegovina Pavilion at Expo 2020 Dubai

cordially invites you to attend the  
**'National Day' Press Conference**

## IN THE PRESENCE OF:

*Denis Zvizdic, Speaker of the House of Representatives of Bosnia and Herzegovina*  
*Edin Forto, Prime Minister of Sarajevo Canton - Bosnia and Herzegovina*  
*Adnan Delic, Minister of Economy of Sarajevo Canton - Bosnia and Herzegovina*  
*A number of VIPs from the United Arab Emirates*



**Date: Saturday, 18 December 2021**  
**Time: 7:55 p.m.**



**Venue: Expo Media Center,  
Expo Grounds**

Explore the heart-shaped Bosnia and Herzegovina's  
beauty and more about its unique history, culture,  
investment opportunities and boundless potential.

### For further information and RSVP, please contact:

Joumana El Tarabulsi  
Amine Mneimne  
Mohammed Tattan



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+971508310848  
+971505600984



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amine@cbpr.me  
tattan@cbpr.me

**We look forward to welcoming you at the event.**

*(The media invite preview)*

## جناح البوسنة والهرسك في معرض «إكسبو 2020» دبي

يدعوكم لحضور المؤتمر الصحفي والاحتفال بـ

### «اليوم الوطني» للبوسنة والهرسك»

وذلك بحضور:

معالي الدكتور دينيس زفيزديتش رئيس مجلس وزراء البوسنة والهرسك  
إدين فورتو ، رئيس وزراء كانتون سراييفو - البوسنة والهرسك ؛  
عدنان ديليتش ، وزير الاقتصاد في كانتون سراييفو - البوسنة والهرسك  
عدد من كبار الشخصيات من دولة الإمارات العربية المتحدة



التاريخ: السبت، 18 ديسمبر 2021  
الزمان: 7:55 مساءً



المكان: إكسبو ميديا سنتر - معرض  
إكسبو 2020 دبي

استكشف جمال البوسنة والهرسك والمزيد عن تاريخه الفريد،  
وثقافته وفرص الاستثمار المتاحة وإمكاناته اللامحدودة

لمزيد من المعلومات وتأكييد الحضور ، يرجى الاتصال بـ:

جمانة الطرابلسي  
أمين منمنة  
محمد تان



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tattan@cbpr.me

نتطلع إلى اللقاء بكم في هذا الحدث.

(The media invite preview)

News December 2, 2021

# **Sarajevo City Hall in the colors of the United Arab Emirates flag**

The United Arab Emirates is celebrating its golden jubilee today, the 50th anniversary of the declaration of independence and the unification of the seven emirates.

UAE Statehood Day is celebrated every year in memory of December 2, 1971, when the UAE declared independence as a sovereign nation.

As announced by the UAE President, His Highness Sheikh Khalifa bin Zayed Al Nahyan, 2021 is known as 'The Year of the 50th'. Commemorating 50 years since the founding of the UAE in 1971, it is a moment to reflect on the remarkable journey of its 'Early Dreamers' as the nation looks to the next 50 years with the same bold ambition.

An exotic and amazing country that today for many visitors is a combination of old architecture, replicas of famous world attractions, desert, turquoise seas and eastern mysteries is an irresistible destination to experience.

We are grateful for the selfless support and efforts of the UEA that have enabled Bosnia and Herzegovina to be part of world trends and to receive a unique opportunity to participate, cooperate and innovate at Expo 2020.

Congratulations to our friends on 50 years of independence and we wish them to continue building their dream!





## Bosnia and Herzegovina Media Coverage Report


















Date of Release: 18 December 2021

Date of Media Monitoring: 20 December 2021

Bosnia and Herzegovina celebrates its  
National Day at Expo 2020 Dubai

## The List of Accredited Media from Bosnia and Herzegovina

1. Srđan Kalačar – accredited
2. Miro Skobic - accredited
3. Vanja Ban - accredited
4. Naida Karic - accredited
5. Azira Hrustemovic - accredited
6. Minela Pamuk - accredited
7. Asmir Muhovic - accredited
8. Ema Maslo - accredited
9. Aida Delić - accredited
10. Aleksandar Trifunovic - accredited
11. Maid Milinkić - accredited
12. Minela Jašar Opardija - QR Code delivered
13. Mohammed Azizi - accredited

	4221408	Pass Now Printed	PHS01 - JOURNALIST	SKOBIC	MIRO		ACCREDITED	ACCREDITED	No	PASS LIVE			Photo Approved
	4221409	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	BAN	VANJA		ACCREDITED	ACCREDITED	No	PASS LIVE			Photo Approved
	4221411	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	KARIC	NAIDA		ACCREDITED	ACCREDITED	Yes	PASS LIVE			Photo Linked
	4221412	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	HRUSTEMOVIC	AZIRA		ACCREDITED	ACCREDITED	Yes	PASS LIVE			Photo Approved
	4221413	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	PAMUK	MINELA		ACCREDITED	ACCREDITED	No	PASS LIVE			Photo Approved
	4221414	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	Muhovic	Asmr		ACCREDITED	ACCREDITED	Yes	PASS LIVE			Photo Linked
	4221415	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	Maslo	Ema		ACCREDITED	ACCREDITED	Yes	PASS LIVE			Photo Approved
	4222427	Individual Collected	OPMED01 - OFFICIAL PARTICIPANT MEDIA	TRIFUNOVIC	ALEKSANDAR		DRP - APPROVED	DRP - APPROVED		NONE / NOT PRINTED			Photo Approved
	4222446	Pass Now Printed	OPMED01 - OFFICIAL PARTICIPANT MEDIA	Delic	Aida		ACCREDITED	ACCREDITED	Yes	PASS LIVE			Photo Linked

*(The accredited media)*

### 3.16. Marketing campaign implementation, campaign management, PR and social networks, 6 months

Upon approval of the overall marketing strategy, the media team started implementation of the marketing campaign, in accordance with the deliverables below.

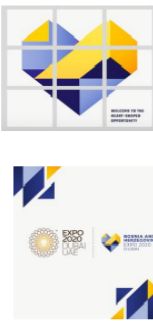

#### Deliverables of realized project activities:

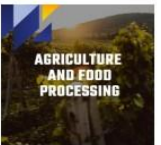



3.16.1.	Implementation of the marketing campaign, as per approved plan
3.16.2.	Development of 4 Ad sets in accordance to the approved media plan (24 ads)
3.16.3.	Management of the Social Networks, content posting, responding to inbox questions
3.16.4.	Planning and buying of the media space
3.16.5.	Implementation of the PR activities, as per approved plan
3.16.6.	Monthly Social Media content calendar (up to 30 posts monthly)




#### Content calendar





Marketing campaign and the social media content calendar development in the period December 2021 – March 2022 can be seen below.





#### Expo 2020 B&H Social media calendar preview


Num ber	Date	Content category	Caption FB IG LN // ENG	Caption FB IG LN // BOS	Caption Twitter // ENG	Caption Twitter // BOS	Visual
0	18.11.18:00h	Initial Instagram content kick-off	<b>WELCOME TO THE HEART-SHAPED OPPORTUNITY</b> <sup>BA</sup>  #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020#انكسپو2020				
1	19.11.09:00h	Expo 2020 Dubai promotion	<b>WELCOME TO THE HEART-SHAPED OPPORTUNITY</b> <sup>BA</sup>  Discover the place where East meets West, a place full of love, from the way it treats its people to its natural beauty, rich history and culture. We invite you to come and visit Bosnia Herzegovina's Pavilion at @Expo 2020 Dubai and witness the place of contrasts that will warm your heart and feed your soul.  Numerous investment opportunities, beautiful sights and inspirational people await you. So open your heart to them!  #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020#انكسپو2020	Otkrijte mjesto gdje Istok dodiruje Zapad, mjesto puno ljubavi, od načina na koji tretira svoj narod, do prirodnih ljepota, bogate historije i kulture. Pozivamo vas da dodete i posjetite paviljon Bosne i Hercegovine na Expo 2020 Dubai i svjedočite mjestu kontrasta koje će ogrijati vaše srce i nahraniti vašu dušu. Očekuju vas brojne mogućnosti za ulaganja, prekrasni prizori i inspirativni ljudi, stoga vas pozivamo da im otvorite svoja srca!	<sup>BA</sup> A place where East meets West. BiH is a place full of love, from how it treats its people to its natural beauty, history, & culture. Numerous investment opportunities, beautiful sights and inspirational people await you. So open your heart to them!  #Expo2020 2020#انكسپو2020	Mjesto gdje Istok dodiruje Zapad. BiH je mjesto puno ljubavi, od načina na koji tretira svoj narod, do prirodnih ljepota, historije i kulture. Očekuju vas brojne mogućnosti za ulaganja, prekrasni prizori i inspirativni ljudi, stoga vas pozivamo da im otvorite svoja srca!	
2	19.11.09:30h	Expo 2020 Dubai promotion / Tagline	<b>Connecting Minds, Creating the Future</b>  This once-in-a-lifetime celebration - the most prominent event ever staged in the Arab world - will showcase warm Emirati hospitality at its finest, as well as UAE's value of inclusion, tolerance and cooperation. @Expo 2020 Dubai aspires to create a meaningful legacy that will benefit generations to come spanning everything from innovations and architecture to friendships and business opportunities.  #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020#انكسپو2020	Ova jedinstvena proslava, koja je ujedno i najveći događaj koji se ikada održao u arapskom svijetu, najbolje prikazuje toplo gostoprimstvo Ujedinjenih Arapskih Emirata, kao i vrijednosti koje Emirataci njeguju, poput inkluzije, tolerancije i suradnje. Misija Expo 2020 Dubai teži ka stvaranju važnog nasljeđa koje će biti od koristi budućim generacijama, od inovacija i arhitekture, do stvaranja novih prijateljstava i kreiranja poslovnih prilika.	<b>Connecting Minds, Creating the Future</b> @expo2020 aspires to create a meaningful legacy that will benefit generations to come spanning everything from innovations and architecture to friendships and business opportunities.  #Expo2020 2020#انكسپو2020	Misija Expo 2020 Dubai teži ka stvaranju važnog nasljeđa, koje će biti od koristi budućim generacijama, od inovacija i arhitekture, do stvaranja novih prijateljstava i kreiranja poslovnih prilika.  Video: <a href="https://brand.expo2020dubai.ae/bms/?link=7541497D">https://brand.expo2020dubai.ae/bms/?link=7541497D</a>	
3	19.11.15:00h	Expo 2020 Dubai promotion / B&H Pavilion	Located in the Opportunity District, you can visit Bosnia and Herzegovina Pavilion every day from 10 AM - 10 PM.  We're looking forward to seeing you!  #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020#انكسپو2020	Posjetite paviljon Bosne i Hercegovine koji se nalazi u distriktu "Mogućnosti" svakim danom od 10:00 do 22:00h. Radujemo se vašem dolasku!	Located in the Opportunity District, you can visit Bosnia and Herzegovina Pavilion every day from 10 AM - 10 PM.  We're looking forward to seeing you! <sup>BA</sup> #Expo2020 2020#انكسپو2020	Posjetite paviljon Bosne i Hercegovine koji se nalazi u distriktu "Mogućnosti" svakim danom od 10:00 do 22:00h. Radujemo se vašem dolasku!	

4	20.11.09:00h	Agriculture and food processing industry	<p><b>HEART-SHAPED OPPORTUNITY: Agriculture and food processing industry</b></p> <p>Believe it or not, BiH raspberries are ranked #10 in the world, while our plums are ranking #15, and strawberries #35 in the world.</p> <p>The country's climate and terrain make it one of the world's top producers of several fruits and vegetables. Due to government efforts to develop the export industry, farmers can achieve high-quality agriculture production while maintaining environmentally sound agricultural practices!</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكسبو2020</p>	<p>Vjerovali ili ne maline iz BiH su na 10. mjestu u svijetu, dok su naše šljive na 15. mjestu, a jagode na 35. mjestu. Klima i zemljište čine zemlju jednim od vodećih svjetskih proizvođača voća i povrća. Zahvaljujući naporima vlade, s ciljem razvoja izvozne industrije, poljoprivrednici mogu dostići visokokvalitetnu proizvodnju, održavajući ekološki prihvatljive poljoprivredne metode!</p>	<p>The BA climate &amp; terrain make it one of the world's top producers of several fruits and vegetables. Due to government efforts, farmers can achieve high-quality agriculture production while maintaining environmentally sound agricultural practices!</p> <p>#Expo2020 2020 #اكسبو2020</p>	<p>Klima i zemljište čine zemlju jednim od vodećih svjetskih proizvođača voća i povrća. Zahvaljujući naporima Vlade, s ciljem razvoja izvozne industrije, poljoprivrednici mogu dostići visokokvalitetnu proizvodnju, održavajući ekološki prihvatljive poljoprivredne metode!</p>	
5	20.11.13:00h	ICT sector	<p><b>HEART-SHAPED OPPORTUNITY: ICT sector</b></p> <p>ICT companies in Bosnia and Herzegovina work for some of the world's most famous companies, develop some of the most famous products and software solutions for the world's ICT market, and employ around 4,500 people.</p> <p>Through strategically placed investments, this sector can ensure the employment of an additional 6,000 people and achieve contributions to BiH's GDP of 500 million EUR!</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكسبو2020</p>	<p>IKT kompanije u Bosni i Hercegovini rade za neke od najpoznatijih svjetskih kompanija, kreiraju neke od najpoznatijih proizvoda i softverskih solucija za svjetsko IT tržište, te zapošljavaju oko 4,500 osoba. Kroz strateške investicije ovaj sektor može zaposliti dodatnih 6,000 osoba, te ostvariti doprinos BiH BDP-u od 500 miliona eura.</p>	<p>Some of the most famous companies in the world rely on product and software solutions developed by companies in BA. If invested in this business sector, it has the potential of contributing 500 million euros to BiH's GDP!</p> <p>#Expo2020 2020 #اكسبو2020</p>	<p>Neke od najpoznatijih svjetskih kompanija se oslanjaju na proizvode i softverska rješenja, koja su razvile kompanije u BiH. U slučaju ulaganja u ovaj sektor moguće je ostvariti doprinos BiH BDP-u od 500 miliona eura.</p>	
6	21.11.09:00h	Forestry and wood industry	<p><b>HEART-SHAPED OPPORTUNITY: Forestry and wood industry</b></p> <p>Did you know that more than 63% of Bosnia and Herzegovina is covered in forests?</p> <p>BiH is one of the most heavily forested countries in Europe, boasting a plethora of ecosystems and an abundance of flora and fauna. In addition, forests provide a range of resources for various industries, from sustainable forestry and wood products to the furniture and construction industry, which is highly attractive to potential investors.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكسبو2020</p>	<p>Da li ste znali da je više od 63% Bosne i Hercegovine prekriveno šumama? Bosna i Hercegovina je zemlja koja se može pohvaliti velikim brojem šuma, mnoštvom ekosistema i obiljem flore i faune. Povrh toga, šume nude širok spektar resursa za razne industrije, od održivog šumarstva i drvene industrije, do građevinarstva, što zvuči vrlo primamljivo za sve potencijalne investitore.</p>	<p>Did you know that more than 63% of BA is covered in forests? BiH is one of the most heavily forested countries in Europe, which provides a range of resources for various industries, making it highly attractive to potential investors.</p> <p>#Expo2020 2020 #اكسبو2020</p>	<p>Da li ste znali da je više od 63% Bosne i Hercegovine prekriveno šumama? Bosna i Hercegovina je zemlja koja se može pohvaliti velikim brojem šuma, te nudi širok spektar resursa za razne industrije, što zvuči vrlo primamljivo za sve potencijalne investitore.</p>	
7	21.11.13:00h	Expo 2020 Dubai promotion	<p>We see @Expo 2020 Dubai as a place that connects us with the broader world and brings us together. That way, we can celebrate our common humanity and break barriers between cultures. Now we have a chance to see beyond borders to a world of shared opportunities and common goals.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكسبو2020</p>	<p>Expo 2020 Dubai vidimo kao mjesto koje nas povezuje i sjedinjuje sa ostalim dijelovima svijeta. Na taj način možemo slaviti našu humanost i slomiti barijere koje se stvaraju između kultura. Sada imamo priliku da gledamo preko granica na svijet zajedničkih mogućnosti i ciljeva.</p>	<p>We see @expo2020dubai as a place that connects us with the broader world and brings us together. That way, we can celebrate our common humanity and break barriers between cultures. To see beyond borders for a world of shared opportunities and goals.</p> <p>#Expo2020 2020 #اكسبو2020</p>	<p>Expo 2020 Dubai vidimo kao mjesto koje nas povezuje i sjedinjuje sa ostalim dijelovima svijeta. Na taj način možemo slaviti našu humanost i slomiti barijere koje se stvaraju između kultura. Sada imamo priliku da gledamo preko granica na svijet zajedničkih mogućnosti i ciljeva.</p>	

8	22.11.09:00h	Expo 2020 Dubai promotion	<p>Throwback to Expo 2020 Dubai's star-studded opening ceremony, the mind-blowing spectacle, when this grand event first opened its door to the public.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 اکتوبر #</p>	<p>Prisjetimo se poznate, svečane ceremonije otvorenja na Expo 2020 Dubai, kao i nevjerovatnog spektakla kada je ovaj veličanstveni događaj prvi put otvorio vrata široj masi.</p>	<p>Throwback to Expo 2020 Dubai's star-studded opening ceremony, the mind-blowing spectacle, when this grand event first opened its door to the public.</p> <p>#Expo2020 2020 اکتوبر #</p>	<p>Prisjetimo se poznate, svečane ceremonije otvorenja na Expo 2020 Dubai, kao i nevjerovatnog spektakla kada je ovaj veličanstveni događaj prvi put otvorio vrata široj masi.</p>	
9	22.11.13:00h	Expo 2020 Dubai promotion	<p>A sense of awe, a sense of arrival, a sense of approach. Star architect Asif Khan's surreal entry portals to Expo 2020 are an experience out of this world. The portals are a futuristic exploration of the traditional mashrabiya, an elegant design element used across the region to control light and airflow.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 اکتوبر #</p>	<p>Osjećaj divljenja, osjećaj dobrodošlice i osjećaj pravog pristupa. Glavni arhitekta Asif Khan i njegovi nerealni portali kroz koje se ulazi u Expo 2020 su neponovljivo iskustvo. Portali daju futuristički uvid u tradicionalni mashrabiya, elegantni element u dizajnu koji se koristi širom regije kako bi se kontrolisala svjetlost i strujanje zraka</p>	<p>A sense of awe, a sense of arrival, a sense of approach. Star architect Asif Khan's surreal entry portals to Expo 2020 are an experience out of this world.</p> <p>#Expo2020 2020 اکتوبر #</p>	<p>Osjećaj divljenja, osjećaj dobrodošlice i osjećaj pravog pristupa. Glavni arhitekta Asif Khan i njegovi nerealni portali kroz koje se ulazi u Expo 2020 su neponovljivo iskustvo.</p>	
10	23.11.09:00h	Automotive parts and manufacturing	<p><b>HEART-SHAPED OPPORTUNITY: Automotive parts and manufacturing</b></p> <p>From the production of Volkswagen and commercial vehicles at a plant near Sarajevo to bus production in Banja Luka and Mostar, Bosnia and Herzegovina has established a long tradition and overall experience in the automotive industry. For decades, major brands have relied on the skilled workforce of BiH to assemble cars for Western markets.</p> <p>With all the recent strategic movements and industry renewals in BiH, the auto components supply chain has an excellent potential to develop further and serve the needs of the wider region.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 اکتوبر #</p>	<p>Od proizvodnje Volkswagena i komercijalnih vozila u tvornici blizu Sarajeva, do proizvodnje autobusa u Banjoj Luci i Mostaru, Bosna i Hercegovina ima dugu tradiciju i iskustvo u automobilskoj industriji. Veliki brendovi se već decenijama oslanjaju na stručnu radnu snagu iz BiH za sklapanje automobila za zapadno tržište. Uzimajući u obzir sve strategijske poteze i industrijsku obnovu u BiH, nabavni lanac automobilskih dijelova ima veliki potencijal za razvoj i opskrbu šire regije.</p>	<p>BiH has established a long tradition and experience in the automotive industry. For decades, major brands have relied on the skilled workforce of BiH to assemble cars for Western markets. All of which gives this industry potential to develop even more!</p> <p>#Expo2020 2020 اکتوبر #</p>	<p>Bosna i Hercegovina ima dugu tradiciju i iskustvo u automobilskoj industriji. Veliki brendovi se već decenijama oslanjaju na stručnu radnu snagu iz BiH za sklapanje automobila za zapadno tržište. Na taj način ova industrija dobija dodatni potencijal za daljnji razvoj.</p>	
11	23.11.13:00h	Heart-shaped opportunity : Crafts	<p>The sound of hammering has echoed through our streets for centuries and, according to the craftsmen, is not about to stop soon. Among them are the woodcarvers, blacksmiths, leatherworkers, coppersmiths and locksmiths. Its uniqueness and high quality distinguish its craftsmanship. One of the challenges is the preservation of their practices.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 اکتوبر #</p>	<p>Zvuk čekića već stoljećima odjekuje našim ulicama i, prema riječima naših majstora, još neće prestati. Među njima se nalaze stolari, kovači, proizvođači kože, kovači bakra i bravari. Njihove vještine se ogledaju u jedinstvenosti i visokom kvalitetu. Jedan od izazova jeste upravo očuvanje njihovog zanata.</p>	<p>The sound of hammering has echoed through our streets for centuries and is not about to stop soon. Woodcarvers, blacksmiths, leatherworkers, coppersmiths and locksmiths have craftsmanship that is unique and high in quality.</p> <p>#HeartShapedOpportunity</p>	<p>Zvuk čekića već stoljećima odjekuje našim ulicama i prema riječima naših zanatlija, još neće prestati. Među njima se nalaze stolari, kovači, proizvođači kože, kovači bakra i bravari. Njihove vještine se ogledaju u jedinstvenosti i visokom kvalitetu.</p>	

12	24.11.13:00h	Pharmaceutical industry	<p><b>HEART-SHAPED OPPORTUNITY: Pharmaceutical industry</b></p> <p>Bosnia and Herzegovina's pharmaceutical sector has the capacity and highly skilled personnel to develop new pharmaceutical products and manufacture them.</p> <p>The appropriate regulatory framework, sophisticated laboratories with international accreditations, existing pharmaceutical production that operates successfully on three continents, scientists and highly professional, specialized staff make the pharmaceutical industry in our country attractive to investors!</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai #اكتوبر2020</p>	<p>Farmaceutski sektor Bosne i Hercegovine ima kapacitete i visoko kvalificirano osoblje za razvoj i proizvodnju novih farmaceutskih proizvoda. Odgovarajući regulatorni okviri, sofisticirane laboratorije koje posjeduju međunarodne akreditacije, postojeća farmaceutska proizvodnja koja uspješno posluje na tri kontinenta, naučnici i stručno, specijalizirano osoblje čine našu zemlju privlačnom za potencijalne investitore.</p>	<p>BA pharmaceutical sector has the capacity and highly skilled personnel to develop and produce new pharmaceutical products. The regulatory framework, modern laboratories and highly expert staff make this industry attractive to investors!</p> <p>#Expo2020 #اكتوبر2020</p>	<p>Farmaceutski sektor Bosne i Hercegovine ima kapacitete i visoko kvalificirano osoblje za razvoj i proizvodnju novih farmaceutskih proizvoda. Regulatorni okviri, moderne laboratorije i stručno osoblje čine ovu industriju privlačnom za potencijalne investitore.</p>	
13	25.11.09:00h	Heart-shaped opportunity : History & heritage	<p>The history, architecture, and archeology of Bosnia and Herzegovina are fascinating. The Roman villas in Bosnia and Herzegovina are reminders of the rich Roman province's rich history that covered the entire Balkan Peninsula.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai #اكتوبر2020</p>	<p>Historija, arhitektura i arheologija Bosne i Hercegovine su fascinante. Rimske vile u BiH su samo podsjetnici na bogatu historiju rimske provincije koja je pokrivala cijeli Balkanski poluotok</p>	<p>The history, architecture, and archeology of Bosnia and Herzegovina are fascinating. The Roman villas in Bosnia and Herzegovina are reminders of the rich Roman province's rich history that covered the entire Balkan Peninsula.</p> <p>#HeartShapedOpportunity</p>	<p>Historija, arhitektura i arheologija Bosne i Hercegovine su fascinante. Rimske vile u BiH su samo podsjetnici na bogatu historiju rimske provincije koja je pokrivala cijeli Balkanski poluotok.</p>	
14	26.11.13:00h	Metal processing industry	<p><b>HEART-SHAPED OPPORTUNITY: Metal processing industry</b></p> <p>Bosnia and Herzegovina is a natural location for investments in the metal processing industry with abundant raw materials, a highly skilled workforce and experts in all metal processing branches (production, design, development). As a result, the metal processing industry is leading the export sector economy with a 10% annual growth rate.</p> <p>The land is rich in unique natural resources, such as iron ore, bauxite, lead, zinc, and copper. As a result, it has low utility costs, which provides a distinct cost advantage to investors.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai #اكتوبر2020</p>	<p>Bosna i Hercegovina je izvrsna lokacija za investitore u sektoru metaloprerađivačke industrije. Raspolaze brojnim sirovinama, visokokvalificiranom radnom snagom, i stručnjacima iz različitih grana obrade metala (proizvodnja, dizajn, razvoj). Kao rezultat toga, metaloprerađivačka industrija prednjači u izvoznom sektoru, sa godišnjom stopom rasta od 10%. Zemlja je bogata jedinstvenim prirodnim resursima poput željezne rude, boksita, olova, cinka, i bakra, te ima niske komunalne troškove, zbog čega investitori imaju izrazitu troškovnu prednost.</p>	<p>BA is rich in unique natural resources, such as iron ore, bauxite, lead, zinc, and copper. As a result, it has low utility costs, which provides a distinct cost advantage to investors.</p> <p>#Expo2020 #اكتوبر2020</p>	<p>Bosna i Hercegovina je bogata jedinstvenim prirodnim resursima poput željezne rude, boksita, olova, cinka i bakra. Shodno tome, ima niske komunalne troškove zbog čega investitori imaju izrazitu troškovnu prednost.</p>	
15	26.11.15:00h	Business programme - Reminder	<p>/</p>	<p>Ne propustite iskoristiti jedinstvenu priliku da Vaše preduzeće, projekat ili turistička zajednica učestvuje u Biznis programu u okviru Expo 2020 Dubai. Online prijave su otvorene još samo dva dana - stoga posjetite web: <a href="https://expo2020bih.ba/biznis-program">https://expo2020bih.ba/biznis-program</a> i ispunite formu kako bi se Vaš poslovni subjekt našao među 80 izabranih!</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai #اكتوبر2020 TAG Vlada KS</p>	<p>/</p>	<p>Ne propustite iskoristiti jedinstvenu priliku da Vaše preduzeće, projekat ili turistička zajednica učestvuje u Biznis programu u okviru Expo 2020 Dubai. Online prijave su otvorene još samo 2 dana!</p> <p>Više info: <a href="https://expo2020bih.ba/biznis-program">https://expo2020bih.ba/biznis-program</a>. #MinistarstvoPrivredeKS #Expo2020BiH @vladaks_</p>	



16	27.11. 09:00h	Heart-shaped opportunity : Nature	<p>Mother nature has a heart. You can see it in steep mountains, emerald rivers, flowers, and trees. That's why even natural scenery in Bosnia and Herzegovina is heart-shaped.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اکسپو2020</p>	<p>Majka priroda ima srce. Ogleda se u strmim planinama, smaragdnom rijekama, cvijeću i drveću. Iz tog razloga su prirodne ljepote u Bosni i Hercegovini u obliku srca.</p>	<p>Mother nature has a heart. You can see it in steep mountains, emerald rivers, flowers, and trees. That's why even natural scenery in Bosnia and Herzegovina is heart-shaped.</p> <p>#HeartShapedOpportunity</p>	<p>Majka priroda ima srce. Ogleda se u strmim planinama, smaragdnom rijekama, cvijeću i drveću. Iz tog razloga su prirodne ljepote u Bosni i Hercegovini u obliku srca.</p>	
17	28.11. 09:00h	Business programme - Prijave su zatvorene	/	<p>Poziv Vlade Kantona Sarajeva za preduzeća, projekte i turističke zajednice za učešće u Biznis programu u okviru Expo 2020 Dubai je uspješno okončan! Zahvaljujemo se svim aplikantima i uskoro sa Vama dijelimo informacije o 80 odabranih privrednika.</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اکسپو2020 TAG Vlada KS</p>	/	<p>"Poziv Vlade Kantona Sarajeva za preduzeća, projekte i turističke zajednice za učešće u Biznis programu u okviru Expo 2020 Dubai je uspješno okončan! Zahvaljujemo se svim aplikantima i uskoro sa Vama dijelimo informacije o 80 odabranih privrednika.</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH @vladaks_</p>	
18	28.11. 13:00h	Heart-shaped opportunity : History & heritage	<p>The breathtaking stećak tombstones, made by stone carving masters, are inscribed on the World Heritage List by UNESCO. They witness the artistic and creative achievements of the medieval stone carving masters in medieval Bosnia and Herzegovina.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اکسپو2020</p>	<p>Nevjerojatne nadgrobnne ploče na stećcima koje su napravili naši kamenorezci, su uvrštene na listu Svjetske kulturne baštine UNESCO-a. Oni svjedoče umjetničkim i kreativnim postignućima srednjovjekovnih kamenorezaca u srednjovjekovnoj BiH.</p>	<p>The breathtaking stećak tombstones, made by stone carving masters, are inscribed on the World Heritage List by UNESCO. They witness the artistic and creative achievements of the medieval stone carving masters in medieval Bosnia and Herzegovina.</p> <p>#HeartShapedOpportunity</p>	<p>Prekrasne nadgrobnne ploče na stećcima, koje su napravili naši kamenorezci, su uvrštene na listu Svjetske kulturne baštine UNESCO-a. Oni svjedoče umjetničkim i kreativnim postignućima srednjovjekovnih kamenorezaca u srednjovjekovnoj BiH.</p>	
19	29.11. 09:00h	Tourism	<p><b>HEART-SHAPED OPPORTUNITY: Tourism</b></p> <p>Heritage. Rich folklore and tradition. Beautiful landscapes. Superb cuisine. People.</p> <p>Bosnia and Herzegovina has always been a crossroad of civilizations, peoples, beliefs, with the magnificent exchange of goods, culture, science and art. Located between the East and West, this is a country that defines the very meaning of diversity.</p> <p>#Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اکسپو2020</p>	<p>Baština. Bogata tradicija i folklor. Prekrasni krajolici. Vrhunska hrana. Ljudi. Bosna i Hercegovina je oduvijek bila na raskrsnici između civilizacija, ljudi, i vjerovanja, sa sjajnom razmjenom dobara, kulture, nauke, i umjetnosti. Smještena između Istoka i Zapada, ova država definiše značenje riječi različitost.</p>	<p>Heritage. Rich folklore and beautiful nature. Superb cuisine. People. Bosnia and Herzegovina has always been a crossroad of civilizations, people, beliefs. Located between the East &amp; West, this is a country that defines the very meaning of diversity.</p> <p>#Expo2020 2020 #اکسپو2020</p>	<p>Baština. Bogata tradicija i folklor. Prekrasni krajolici. Vrhunska hrana. Ljudi. Bosna i Hercegovina je oduvijek bila na raskrsnici između civilizacija, ljudi i vjerovanja, sa sjajnom razmjenom dobara, kulture, nauke i umjetnosti. Smještena između Istoka i Zapada, ova država definiše značenje riječi različitost.</p>	

20	30.11.13:00h	Heart-shaped opportunity : Cuisine	<p>Bosnian cuisine is a blend of cuisines and eating habits with Turkish, Mediterranean, and Levantine cuisine elements.</p> <p>BA What you get on a plate is diversity, creativity and incredible simplicity that will capture your taste buds!</p> <p>#Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكتوبر</p>	<p>Bosanska kuhinja je spoj jela, tradicije i elemenata turske, mediteranske i levantinske kuhinje. Ono što završi na vašem tanjuru jeste različitost, kreativnost i nevjerojatna jednostavnost koja će oduševiti vaše nepce.</p>	<p>Cuisine of BIH s a blend of cuisines and eating habits with Turkish, Mediterranean, and Levantine cuisine elements. What you get on a plate is diversity, creativity and incredible simplicity that will capture your taste buds!</p> <p>#Expo2020 2020 #اكتوبر</p>	<p>Bh. kuhinja je spoj jela, tradicije i elemenata turske, mediteranske i levantinske kuhinje. Ono što završi na vašem tanjuru jeste različitost, kreativnost i nevjerojatna jednostavnost koja će oduševiti vaše nepce.</p>	
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(Novembar 2021)

Number	Date	Content category	Caption FB IG LN // ENG	Caption Twitter ENG	Caption FB IG LN // BHS	Visual
1	10.12.13h	Campaign video	<p>Discover Bosnia and Herzegovina, the place where East meets West, a place full of love, from the way it treats its people to its natural beauty, rich history, and culture.</p> <p>Numerous investment opportunities, beautiful sights, and inspirational people are waiting for you. So, open your heart to them!</p> <p>@Expo 2020 Dubai @Viada Kanton Sarajevo #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكتوبر</p>	<p>Discover Bosnia and Herzegovina, place where East meets West, a place full of love, from the way it treats its people to its natural beauty, history, &amp; culture.</p> <p>Many investment opportunities, beautiful sights, &amp; inspirational people are waiting for you! @viadaks</p>	<p>Otkrijte mjesto gdje istok dodiruje zapad, mjesto ispunjeno ljubavlju, prelijepom prirodom, bogatom historijom i kulturom.</p> <p>Ono što ćete zateći u BiH su brojne mogućnosti za ulaganja, prekrasni prizori i inspirativni ljudi. I zato, vas pozivamo da im otvorite svoje srca!</p>	Campaign video
2	23.12.11h	Campaign	<p>Leaning over the <u>Miljacka</u> river, numerous bridges of Sarajevo are witnesses to the passage of time in a city where East and West have always merged and coexisted.</p> <p>To see more of breathtaking Bosnia and Herzegovina and its heart-shaped opportunities visit our website: <a href="http://expo2020bih.ba">expo2020bih.ba</a>, or BiH Pavilion at Expo 2020 Dubai site, every day from 10 am to 10 pm! @Expo 2020 Dubai @Visit Sarajevo</p> <p>#Sarajevo #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكتوبر</p>	<p>Leaning over the <u>Miljacka</u> river, numerous bridges of Sarajevo are witnesses to the passage of time in a city where East and West have always merged and coexisted. To see more of our breathtaking <u>land</u> visit our website: <a href="http://expo2020bih.ba">expo2020bih.ba</a>, or our Pavilion! @Visit_Sarajevo</p>	<p>Nadvišeni nad rijekom, sarajevski mostovi su naljepši svjedoci prolaska vremena u gradu gdje su se istok i zapad oduvijek susretali i spajali.</p> <p>Otkrijte više očaravajućih prizora koji vas očekuju u Bosni i Hercegovini putem web stranice: <a href="http://expo2020bih.ba">expo2020bih.ba</a>, ili posjetite BiH paviljon na Expo 2020 Dubai sajmu, svaki dan od 10 do 22h.</p>	
3	25.12.11h	Campaign	<p>In contrast to mass-produced homeware, Bosnia and Herzegovina embraces the centuries-old tradition of kilim weaving - an art form highly valued by collectors. A strong tradition of kilim weaving is another example of how our country is woven with tradition and how its cultural expression is diverse and vibrant.</p> <p>To discover our unique heritage and hidden opportunities, visit our website: <a href="http://expo2020bih.ba">expo2020bih.ba</a>, or BiH Pavilion at Expo 2020 Dubai site, every day from 10 am to 10 pm! @Expo 2020 Dubai @Viada Kanton Sarajevo #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #اكتوبر</p>	<p>In contrast to mass-produced homeware, Bosnia and Herzegovina embraces the centuries-old tradition of kilim weaving - an art-form highly valued by collectors.</p> <p>To discover more, visit our website: <a href="http://expo2020bih.ba">expo2020bih.ba</a>, or BiH Pavilion at <a href="http://expo2020dubai.com">expo2020dubai.com</a> site! @viadaks</p>	<p>Kao kontrast masovnoj proizvodnji, Bosna i Hercegovina njeguje stoljetnu tradiciju tkanja čilima - posebnu vrstu umjetnosti visoko cijenjenom među kolekcionarima. Tradicija ove umjetničke forme je još jednako dokaz kako je naša zemlja, prolaska tradicijom i raznolikim životnim kulturnim izražajima.</p> <p>Kako biste otkrili još skrivenih kulturnih bogatstava bih posjetite našu web stranicu: <a href="http://expo2020bih.ba">expo2020bih.ba</a> ili BiH paviljon na sajmu, Expo 2020 Dubai, svaki dan od 10 do 22h.</p>	





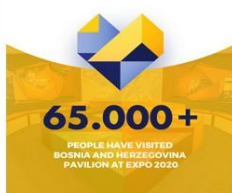











4	27.12.13h.	Campaign	Woodcarving is an artistic craft with a long tradition in Bosnia and Herzegovina, also included in the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO. The woodcarvings – furniture, sophisticated interiors and small decorative objects – stand out for their recognizable hand-carved motifs and overall visual identity.  See more of our wood industry opportunities and traditions on the website: expo2020bih.ba, or visit BiH Pavilion at Expo 2020 Dubai site, every day from 10 am to 10 pm! @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو	Woodcarving is an artistic craft with a long tradition in Bosnia and Herzegovina, also included in the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO. Discover more: expo2020bih.ba, or visit our Pavilion at @expo2020Dubai site! @vladaks	Dovorezbarstvo je umjetnički zanat sa dugom tradicijom u Bosni i Hercegovini koji je upisan na UNESCO-vu listu svjetske baštine! Dovorezbarije – namještaj, sofisticirani interijeri, i ukrasni predmete – ističu se po svojim bogatim i raznovrsnim motivima i očaravajućom elegancijom.  Više o mogućnostima i tradiciji naše drvne industrije, posjetite na web stranici: expo2020bih.ba, ili posjetite BiH Paviljon Expo 2020 Dubai sajmu, svaki dan od 10 do 22h!	
5	31.12.9h	Campaign	Modern-day Bosnia and Herzegovina has been home to various civilizations and cultures, which resulted in a complex and emotionally rich music and dance. This is best depicted by Seydah and Folklore dance. Learn more about the rich culture of Bosnia and Herzegovina on our website: expo2020bih.ba, or visit BiH pavilion at Expo 2020 Dubai site, every day from 10 am to 10 pm.  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو	Modern-day Bosnia and Herzegovina has been home to various civilizations and cultures, which resulted in complex and emotionally rich music and dance. This is best depicted by Seydah and Folklore dance! Learn more: expo2020bih.ba, or visit our pavilion at @Expo2020Dubai!	Danasnja Bosna i Hercegovina bila je dom raznim civilizacijama i kulturama koje su se međusobno ispreplatile, te iznjedrile ovaj složen i emocionalno bogat izričaj, najbolje prikazan kroz sevdah i folklorni ples!  Saznajte više o bogatoj kulturi Bosne i Hercegovine na našoj web stranici: expo2020bih.ba, ili posjetite BiH paviljon Expo 2020 Dubai sajmu, svaki dan od 10 do 22h.	



(December 2021)

Number	Date and Time	Caption FB IG LN # ENG	Caption Twitter ENG	Caption FB IG LN # BHS	Visual	Boost preview
1	01.01.2021 — 11h UAE time 08h BIH time	Bosnia and Herzegovina's Expo 2020 team wishes you a happy and prosperous New Year! Let us end this year with a heart full of thankfulness and joy, looking forward to all the opportunities and prosperity that 2022 has to offer. @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو		Tim Bosne i Hercegovine za Expo 2020 želi vam sretnu i uspješnu Novu godinu! Provedimo kraj ove godine u zahvalnosti i veselju, radujući se svim mogućnostima koje nam 2022. pruža.		FB: <a href="https://fb.me/1Uq2eTUNNFWv/dq">https://fb.me/1Uq2eTUNNFWv/dq</a> IG: <a href="https://fb.me/1UNKsFhnskPb00">https://fb.me/1UNKsFhnskPb00</a>
2	02.01.2021 — 11h UAE time 08h BIH time	While the temperatures in Dubai are high, take a minute to refresh your day with magnificent sceneries of the snow-coated mountains, Olympic beauties surrounding Sarajevo.  @Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو	While the temperatures in Dubai are high, take a minute to refresh your day with magnificent sceneries of the snow-coated mountains, Olympic beauties surrounding Sarajevo.  @vladaks_ @expo2020dubai #MinistarstvoPrivredeKS #Expo2020BIH	U Dubaju su temperature i dalje jako visoke, stoga odvojite minutu svog vremena kako biste uživali u nevjerojatnim prizorima snijegom prekrivenih planina koje okružuju Sarajevo.	Video: Winter tourism <a href="https://we.tl/t-ZKN6MVJENJ">https://we.tl/t-ZKN6MVJENJ</a>	FB: <a href="https://fb.me/awVQENuWuADhAK">https://fb.me/awVQENuWuADhAK</a> IG: <a href="https://fb.me/2Bz2BzND0Isdn0Z">https://fb.me/2Bz2BzND0Isdn0Z</a>
3	03.01.2021 — 11h UAE time 08h BIH time	Copper artisans in Bosnia and Herzegovina have been designing and crafting plates, coffee pots, and ornaments for centuries. While you're looking for a one-of-a-kind souvenir to take home, pause for a second and admire the centuries-old designs and craftsmanship.  @Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو	Copper artisans in BiH have been designing and crafting plates, coffee pots, and ornaments for centuries. While you're looking for a one-of-a-kind souvenir to take home, pause for a second and admire the centuries-old craftsmanship.  @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH	Ukoliko tražite jedinstven suvenir koji biste ponijeli kući, obratite pažnju na zanatlije iz BiH koji već stoljećima izrađuju bakrene tacne, džezve, i ukrase, te uživajte u stoljetnom dizajnu i izradi.		FB: <a href="https://fb.me/2CKCGP94KCoqkng">https://fb.me/2CKCGP94KCoqkng</a> IG: <a href="https://fb.me/1TTeayzH6U4f3">https://fb.me/1TTeayzH6U4f3</a>
4	04.01.2021 — 11h UAE time 08h BIH time	Just a couple of weeks ago, all eyes were on Bosnia and Herzegovina at Expo 2020 Dubai, where we presented the rich and diverse cultural heritage through our National Day performance. So today, we're sharing with you a quick #throwback to that magnificent day!  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو	Just a month ago, all eyes were on us at Expo 2020 Dubai, where we presented the rich and diverse cultural heritage through our National Day performance. So today, we're sharing with you a quick #throwback to that magnificent day!  @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH	Prije samo nekoliko sedmice sva je pažnja bila usmjerena na Bosnu Hercegovinu i njen Nacionalni dan u sklopu Expo 2020 Dubai, na kojem smo predstavili svoje bogato i raznoliko kulturno naslijeđe. Danas se prisjećamo tog prekrasnog dana!		IG: <a href="https://fb.me/2CeCuHt04s0ECNDQ">https://fb.me/2CeCuHt04s0ECNDQ</a> FB: <a href="https://fb.me/C0xVzjH4Bd37A">https://fb.me/C0xVzjH4Bd37A</a>
5	05.01.2021 — 11h UAE time 08h BIH time	Expo 2020 Dubai - a place to be, a place to see.  For 170 years, World Expos have provided a platform to showcase the most significant innovations that have shaped the world we live in today. Expo 2020 has continued that tradition with the latest technology from around the globe!  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020 #كسبو		Expo 2020 Dubai - mjesto koje morate posjetiti.  Već 170 godina Svjetska izložba služi kao platforma za predstavljanje najznačajnijih inovacija koje su oblikovale svijet kakav danas poznajemo. Expo 2020 je nastavio tu tradiciju prezentirajući najnovija tehnološka dostignuća iz cijeloga svijeta.	Change the way you see the world 	FB: <a href="https://fb.me/2BubIKFLDNVY1">https://fb.me/2BubIKFLDNVY1</a> IG: <a href="https://fb.me/1kVso64HtHc8B">https://fb.me/1kVso64HtHc8B</a>
6	06.01.2021 — 11h UAE time 08h BIH time	Sebilj - a symbol of the Sarajevo is the last remaining kiosk-shaped public fountain and is to be found on Baščaršija Square.  Surrounded by the pigeons, symbols of the capital's old town, Sebilj tells us a story that is centuries old and undoubtedly, takes a breath away for everyone who witnesses its beauty.  @Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo	Sebilj - a symbol of the Sarajevo is the last remaining kiosk-shaped public fountain and is to be found on Baščaršija Square. Surrounded by the pigeons, it tells us a century-old story that leaves everyone speechless. @vladaks_ #MinistarstvoPrivredeKS	Sebilj je posljednja fontana iz perioda Osmanskog carstva koja se nalazi na Baščaršiji u Sarajevu. Okružen golubovima, sebilj je simbol starog dijela grada koji nam priča priču staru nekoliko stoljeća i oduzima dah svima koji ga posjete.		FB: <a href="https://fb.me/2Bx0ekGAF5pWd">https://fb.me/2Bx0ekGAF5pWd</a> IG: <a href="https://fb.me/1G3a2saX0G5wRS">https://fb.me/1G3a2saX0G5wRS</a>

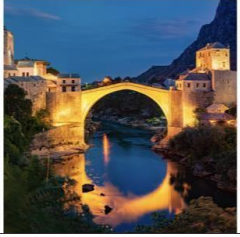
7	07.01.2021 — 11h UAE time 08h BH time	<p>Do you know what is the main advantage of Bosnia and Herzegovina when talking to automotive parts production?</p> <p>We would say its physical proximity to Europe's automobile manufacturing base, which allows international investors to benefit from reduced distribution costs and "just-in-time" production delivery!</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>The main advantage of BiH's automotive parts production is its proximity to Europe's automobile manufacturing base, which allows international investors to benefit from reduced distribution costs &amp; just-in-time production delivery! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Da li znate šta je glavna prednost BiH kada je riječ o proizvodnji auto dijelova? U pitanju je njena geografska blizina fabrikama za proizvodnju automobila u Evropi, koja stranim investitorima omogućava niske troškove distribucije te brzu isporuku proizvoda.</p>	<p>Video: Factory of automotive parts <a href="https://drive.google.com/file/d/1sYpvt3afpuWKPqE5b24hj3iebfoRskT/view?usp=sharing">https://drive.google.com/file/d/1sYpvt3afpuWKPqE5b24hj3iebfoRskT/view?usp=sharing</a></p>	<p>FB: <a href="https://fb.me/Flo53F3mnsqCbd">https://fb.me/Flo53F3mnsqCbd</a> IG: <a href="https://fb.me/HpG3n3CsvgK6Tt">https://fb.me/HpG3n3CsvgK6Tt</a></p>
8	08.01.2021 — 11h UAE time 08h BH time	<p>Happy National Day, Malaysia!</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	/	Sretan Nacionalni dan Maleziji!		<p>FB: <a href="https://fb.me/2EMT52Y4INfZ75">https://fb.me/2EMT52Y4INfZ75</a> IG: <a href="https://fb.me/2HrFmbkBEQwJIN">https://fb.me/2HrFmbkBEQwJIN</a></p>
9	09.01.2021 — 11h UAE time 08h BH time	<p>Did you know that Bosnia and Herzegovina is one of Europe's top halal-tourist attractions? We offer you a rich Islamic legacy dating back to the Ottoman era, halal cuisine, accommodation, Muslim guides, and an abundance of prayer facilities!</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo</p> <p>#VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>Did you know that BiH is one of Europe's top halal-tourist attractions? We offer you a rich Islamic legacy dating back to the Ottoman era, halal cuisine, accommodation, Muslim guides, and an abundance of prayer facilities! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Bosna i Hercegovina je jedna od najpoželjnijih halal destinacija u Evropi! U BiH možete pronaći bogato islamsko nasljeđe koje datira od perioda Osmanskog carstva, halal hranu, smještaj, vodiče, i mnoštvo objekata za molitvu!</p>	<p>Video: <a href="https://drive.google.com/file/d/1pB25-3Y1JOF_IDXp8PtQY24b9JJaulZz/view?usp=sharing">https://drive.google.com/file/d/1pB25-3Y1JOF_IDXp8PtQY24b9JJaulZz/view?usp=sharing</a></p>	
10	10.01.2021 — 11h UAE time 08h BH time	<p>Prokoško Lake, a glacier lake about 35 miles from Sarajevo, is certainly one of Bosnia's hidden jewels.</p> <p>It is surrounded by old wooden shepherd cottages known as katuni, and you may also see an old wooden mosque. The lake is also home to the amphibian Triton, which is found solely in Prokoško Lake. The surrounding region is also rich in indigenous and magnificent white flower plant species that are unique to Mount Vranica.</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>Prokoško Lake, a glacier lake about 35 miles from Sarajevo, is certainly one of Bosnia's hidden jewels. The lake is also home to the amphibian Triton, which is found solely there! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Prokoško jezero, jedan od skrivenih dragulja BiH, smješteno je na sat i po vožnje autom od Sarajeva. Jezero je okruženo starim drvenim pastirskim kolibama, takozvanim katunima, te u njegovoj blizini možete vidjeti i staru drvenu džamiju. Prokoško jezero je i stanište tritona, endemičnog vodozemca koji se isključivo može pronaći u ovom jezeru.</p> <p>U okolini jezera se također mogu pronaći nevjerojatne endemske biljke kao što je bijelo vrančiko zvonce koje je karakteristično za planinu Vranicu.</p>		
11	11.01.2021 — 11h UAE time 08h BH time	<p>Considered a rare masterpiece of medieval illumination and Hebrew script, the Sarajevo Haggadah is globally the most celebrated Passover Haggadah. The manuscript is also protected under the UNESCO Memory of the World Register.</p> <p>The Haggadah is also remarkable for its story of survival over centuries of persecution. Thanks to the brave and dedicated individuals, it survived the Spanish Inquisition, WW2 and Nazi invasion, and Sarajevo siege 1992-1995.</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>Considered a rare masterpiece of medieval illumination and Hebrew script, the Sarajevo Haggadah is globally the most celebrated Passover Haggadah. The manuscript is also protected under the UNESCO Memory of the World Register. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Sarajevska Hagada je Pashalna hagada koja predstavlja neprocjenjivo remek djelo srednjevjekovne jevrejske umjetnosti. Ovaj rukopis je upisan u UNESCO registar Memorija svijeta. Hagada je također poznata i po tome što je preživjela progone kroz različita stoljeća.</p> <p>Zahvaljujući hrabrim i posvećenim pojedincima preživjela je špansku inkviziciju, Drugi svjetski rat, nacističku invaziju, i opsadu Sarajeva tokom 1992-1995.</p>	 <p>Do you know the story of Sarajevo Haggadah?</p>	
12	12.01.2022	<p>Week and make connections with the broader international scene at the various b2b and networking events.</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>the opportunity to attend the Travel &amp; Connectivity Expo Week and make connections with the international scene! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Na Expo 2020 Dubai imate jedinstvenu priliku da prisustvujete Travel &amp; Connectivity sedmicu, te tako ostvarite kontakte sa predstavnicima međunarodnih kompanija na različitim B2B i networking događajima.</p>		
13	12.01.2022	<p>Travel &amp; Connectivity Business Forum at the Expo 2020 Dubai</p> <p>This forum highlighted and showcased business opportunities, cutting-edge technologies, and progress achieved by the UAE, international Participants and Expo partners relevant to the travel and connectivity sector, and yesterday, bh. business representatives from the tourism sector had the opportunity to attend this noteworthy event.</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>Travel &amp; Connectivity Business Forum at the Expo 2020 Dubai highlighted business opportunities relevant to the travel and connectivity sector, and our tourism business representatives had the chance to attend this noteworthy event! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Travel &amp; Connectivity Biznis Forum</p> <p>Ovaj forum ističe i predstavlja poslovne prilike, najsavremeniju tehnologiju i napredak koji su postigli UAE, međunarodni učesnici, te Expo partneri koji su povezani sa sektorom turizma, a predstavnici BiH imali su jučer imali priliku da prisustvuju ovom značajnom događaju.</p>		
14	12.01.2021 — 11h UAE time 08h BH time	<p>Our country is full of contrasts and diversity. You can see it in the rich natural sceneries: - from evergreen to deciduous forests in Bosnia to karst and Mediterranean flora in Herzegovina.</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020معرض</p>	<p>Our country is full of contrasts and diversity. You can see it in the rich natural sceneries: - from evergreen to deciduous forests in Bosnia to karst and Mediterranean flora in Herzegovina. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BIH</p>	<p>Naša zemlja je prepuna kontrasta i različitosti, što se može vidjeti u bogatim prirodnim pejzažima: od zim zelenih do listopadnih šuma u Bosni do krša i mediteranske flore u Hercegovini.</p>	<p>Video: <a href="https://drive.google.com/file/d/15B8wBZDU7AURSZE4Mx7AylEstN00iO/view?usp=sharing">https://drive.google.com/file/d/15B8wBZDU7AURSZE4Mx7AylEstN00iO/view?usp=sharing</a></p>	

15	13.01.2021 — 11h UAE time 08h BiH time	Stunning colors, sceneries, rivers and nature - this is what you can expect from Bosnia and Herzegovina - a Heart-shaped opportunity, a hidden gem of Europe.  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	Stunning colors, sceneries, rivers and nature - this is what you can expect from Bosnia and Herzegovina - a Heart-shaped opportunity, a hidden gem of Europe.  @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Prekrasne boje, krajolici, rijeke, i priroda - sve ovo možete doživjeti u Bosni i Hercegovini - zemlji u obliku srca, skrivenom dragulju Evrope.	Video: Tourism <a href="https://we.tl/t-w23cqQoX">https://we.tl/t-w23cqQoX</a>
16	14.01.2022 — 12h UAE time 09:00h BiH time	Expo TV is happy to host Mr. Kenan Magoda, President of the Tourism Association of Kanton Sarajevo, where he will have the opportunity to talk about the tourism potential of Bosnia and Herzegovina - the heart-shaped opportunity. Watch the LIVE broadcast of the interview via YouTube!	/	Gost jutrošnjeg Expo TV programa je g. Kenan Magoda, predsjednik Turističke zajednice Kantona Sarajevo, gdje će imati priliku govoriti o turističkim potencijalima Bosne i Hercegovine - zemlje u obliku srca, prepune prilika. Uživo pratite prijenos intervjua putem YouTube kanala.	Share link: <a href="https://www.youtube.com/watch?v=jeiPE9YK1Qg@ab_channel=Expo2020Dubai">https://www.youtube.com/watch?v=jeiPE9YK1Qg@ab_channel=Expo2020Dubai</a>
17	14.01.2021 — 11h UAE time 08h BiH time	Even 38 years after the Winter Olympics were hosted in Sarajevo, the Olympic spirit continues on!  Sarajevo was the World Center from February 8 to 19, 1984, and a large number of participants and tourists came to Sarajevo. The opening ceremony of the XIV Winter Olympic Games was viewed by around 60,000 people in the Koševo stadium and approximately two billion people through television transmission, cementing Sarajevo's place in sports history.  @Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo  #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	Did you know that the opening ceremony of the XIV Winter Olympic Games was viewed by around 60k people in the Koševo stadium and approximately two billion people through TV transmission, cementing Sarajevo's place in sports history. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Čak i 38 godina nakon Zimskih olimpijskih igara u Sarajevu olimpijski duh i dalje vlada gradom! Od 8. do 19. februara 1984. godine Sarajevo je bilo centar svijeta kada su brojni učesnici i turisti posjetili grad. Ceremoniju otvaranja 14. Zimskih olimpijskih igara u Sarajevu uživo je pratilo preko 60.000 ljudi, dok je oko 2 milijarde ljudi gledalo putem televizijskog prijenosa. Čime je Sarajevo upisano u historiju sporta.	
18	14.01.2022	During their visit to Expo 2020 Dubai, business representatives from the tourism sector had the incredible opportunity to attend many networking and b2b sessions, and present Bosnia and Herzegovina as a beautiful, European country with great potential in tourism.  @Expo 2020 Dubai @Vlada Kantona Sarajeva  #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	During their visit to Expo 2020 Dubai, tourism business representatives had the incredible chance to attend many networking and b2b sessions, and present BiH as a beautiful, European country with great potential in tourism. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Prilikom posjete sajmu Expo 2020 Dubai, predstavnici bh. turističkog sektora imali su jedinstvenu priliku prisustvovati mnogim networking i b2b sesijama, te predstaviti Bosnu i Hercegovinu kao prekrasnu, europsku zemlju s velikim turističkim potencijalom.	Slike: <a href="https://we.tl/t-1242xclF1">https://we.tl/t-1242xclF1</a>
19	15.01.2021 — 11h UAE time 08h BiH time	Sutjeska National Park is Europe's largest natural reserve of its kind, a hidden gem and a true challenge for all horticulturists, botanists, and biologists. It is home to Perućica, one of only two remaining primeval forests on the entire European continent.  @Expo 2020 Dubai @Vlada Kantona Sarajeva  #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	Sutjeska National Park is Europe's largest natural reserve of its kind, a hidden gem & a true challenge for all botanists, and biologists. It is home to Perućica, one of only 2 remaining primeval forests in entire Europe! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Nacionalni park Sutjeska je najveći prirodni rezervat te vrste, skriveni dragulj i pravi izazov za sve one koji se bave hortikulturom, botaničare, i biologe. Park je dom Perućici, jednoj od dvije posljednje prašume na čitavom evropskom kontinentu.	
20	16.01.2021 — 11h UAE time 08h BiH time	While you're strolling down Sarajevo's streets, what you will experience is a breath of centuries-old culture, history and way of living. Another thing that will capture your attention are zvekir - a metal circle in the shape of a ring, fixed to the front door of a house, replacing the need for a doorbell.  @Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo  #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	While you're strolling down Sarajevo's streets, what you will experience is centuries-old culture, history and way of living. You will see zvekir - a metal circle in the shape of a ring, replacing the need for a doorbell. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Dok šetate sarajevskim ulicama doživjet ćete kulturu i historiju staru nekoliko stotina godina, te možete svjedočiti načinu na koji ljudi žive u ovom gradu. Još jedna stvar koja će privući vašu pažnju je zvekir - metalni krug u obliku prsten, zakovan za ulazna vrata od kuće koji služi umjesto zvona.	
21	18.01.2021 — 11h UAE time 08h BiH time	Exactly one month ago, Bosnia and Herzegovina celebrated its National Day at the Expo 2020 Dubai - take a look at the highlights from that wonderful day!  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	More than one month ago, Bosnia and Herzegovina celebrated its National Day at the Expo 2020 Dubai - take a look at the highlights from that wonderful day! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Tačno prije mjesec dana je Bosna i Hercegovina obilježila svoj Nacionalni dan na Expo 2020 Dubai. Pogledajte neke od najzanimljivijih trenutaka tog prekrasnog dana.	Video: <a href="https://www.youtube.com/watch?v=uxpXu6G4CwY@ab_channel=Expo2020BosniaandHerzegovina">https://www.youtube.com/watch?v=uxpXu6G4CwY@ab_channel=Expo2020BosniaandHerzegovina</a>
22	19.01.2021 — 11h UAE time 08h BiH time	Sarajevo's Sahat Kula (clock tower), which dates from the 17th century, is not only one of the most beautiful and highest towers in Bosnia and Herzegovina, but it is also the only public lunar clock in the world!  @Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo  #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	Sarajevo's Sahat Kula (clock tower), which dates from the 17th century, is not only one of the most beautiful and highest towers in Bosnia and Herzegovina, but it is also the only public lunar clock in the world! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Sarajevska Sahat kula koja datira iz 17. stoljeća nije samo jedan od najljepših i najviših tornjeva u BiH, već je i jedini javni lunarni sat na svijetu!	
23	20.01.2022	We share with great pride that over 65,000 visitors visited the bh-pavilion, where they discovered the Heart-shaped opportunity our country offers.  Numerous international visitors to Expo 2020 had the opportunity to see our spectacular landscapes and natural beauties, unique handicrafts, as well as original exhibits from the National Museum of Bosnia and Herzegovina.  @Expo 2020 Dubai @Vlada Kantona Sarajeva  #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.سبتمبر	We share with great pride that over 65,000 visitors visited the Heart-shaped opportunity our country offers! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Sa velikim ponosom dijelimo vijest da je čak preko 65.000 posjetilaca je obišlo bh. paviljon gdje su u autentičnom okruženju otkrivali sve ono što naša zemlja nudi!  Brojni svjetski posjetitelji Expo 2020 sajma su imali tako priliku vidjeti spektakularne krajolike i prirodne ljepote, jedinstvene rukovornice, kao i originalne predmete iz Zemaljskog muzeja Bosne i Hercegovine.	

24	21.01.2021 — 11h UAE time 08h BH time	Did you know that the original Sarajevo cable car dates all the way back to 1959? The 2,100 meter-long system, in just 8 minutes, can take you from the old town center to the Trebević mountain, where you can enjoy a beautiful panoramic view of Sarajevo or take a walk in its forests and enjoy in the pine-fresh, clean and crisp air.  @Expo 2020 Dubai @Vlada Kantona Sarajeva #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	Did you know that the original Sarajevo cable car dates all the way back to 1959? In just 8 minutes, it can take you from the old town center to the Trebević mountain, where you can enjoy the pine-fresh, clean and crisp air. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Da li ste znali da originalna sarajevska žičara datira iz 1959. godine? Žičara koja je duga 2,100 metara vas u samo 8 minuta može odvesti od centra starog dijela grada do Trebevića na kojem možete uživati u prekrasnom pogledu na Sarajevo ili prošetati šumama i uživati u svježem i čistom zraku koji miriše na borovinu.		
25	22.01.2021 — 11h UAE time 08h BH time	Don't miss a single corner of our Pavilion, as each one hides amazing things that tell you a story about Bosnia and Herzegovina's rich culture, heritage, and history! Come to visit our Pavilion at the Opportunity district, every day from 10 AM - 10 PM. We're waiting for you! @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	Don't miss a single corner of our Pavilion, as each one hides amazing things that tell you a story about our rich culture, heritage, and history! Come to visit our Pavilion at the Opportunity district, every day from 10 AM - 10 PM. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Nemojte propustiti ni jedan kutak našeg paviljona jer svaki krije nevjerojatne stvari koje vam govore o bogatoj kulturi, naslijeđu, i historiji Bosne i Hercegovine.	 	
26	23.01.2021 — 11h UAE time 08h BH time	Craftsmanship implies an enduring, basic human impulse, the desire to do a job well for its own sake. The tale of Bosnia and Herzegovina's unique woodcarving skill celebrates and preserves rich traditions while looking boldly to the future. Watch our video to see how the masters of this skill carve and shape one unique piece of art, a piece of rich heritage. @Expo 2020 Dubai @Vlada Kantona Sarajeva #Visit Sarajevo #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	The tale of Bosnia and Herzegovina's unique woodcarving skill celebrates and preserves rich traditions while looking boldly to the future. See how the masters of this skill carve and shape one unique piece of art, and rich heritage. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Ono što je zanatlijsma najvažnije je želja da svojoj poslu urade kako treba i da očuvaju jedinstvenu bosanskohercegovačku tradiciju drvorezbarstva. Pogledajte naš video u kojima majstori ove vještine rezbare i oblikuju unikatne komade koji su dio našeg bogatog kulturnog naslijeđa.	  Video: <a href="https://drive.google.com/file/d/1uljeydC116dtTx45Dw5HYZ_T_WeADK/view?usp=sharing">https://drive.google.com/file/d/1uljeydC116dtTx45Dw5HYZ_T_WeADK/view?usp=sharing</a>	
27	25.01.2021 — 11h UAE time 08h BH time	Celebrating Education Around The World Expo 2020 Dubai's programming for International Day of Education has brought together education experts, students and teachers to reimagine the future of education following wide-scale disruption caused by the COVID-19 pandemic. We participated at the Expo 2020 Dubai's site, where famous Emirati calligraphy artist, Daa Allam, together with children and international students, painted a vibrant map of the world, created with calligraphy and featuring the word 'Education' in multiple languages! Photo credit: © Expo 2020 Dubai LLC - SO	/	Program Expo 2020 Dubai je za Međunarodni dan obrazovanja okupio stručnjake za obrazovanje, studente i profesore kako bismo zajedno, zamislili budućnost obrazovanja nakon velikih promjena uzrokovanih pandemijom COVID-19. Na samom sajmu je poznati emiratski umjetnik kaligrafije Daa Allam, zajedno s djecom i međunarodnim umjetnicima, oslikao žvoplnu kartu svijeta, kreiranu kaligrafijom, koja sadrži riječ 'Obrazovanje' na više jezika!	 	
28	25.01.2021 — 11h UAE time 08h BH time	During the Austro-Hungarian Empire, this cluster of small wooden houses pounded local farmers' wheat into flour. They are now the most magnificent views in Jajce, drawing tourists down the river from the town center's massive waterfall.  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	During the Austro-Hungarian Empire, this cluster of small wooden houses pounded local farmers' wheat into flour. They're now the most magnificent views in Jajce, drawing tourists down the river from the town center's waterfall. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Za vrijeme Austro-Ugarskog carstva ovaj skup malih drvenih kućica nekada je pšenicu lokalnih poljoprivrednika mljeo u brašno. One su sada jedan od najljepših prizora u Jajcu koji privlače turiste koji najčešće posjećuju ogromni vodopad koji se nalazi u samom centru grada.		
29	26.01.2021 — 11h UAE time 08h BH time	Did you know that Tuzla, Bosnia's third-largest city, is known as the 'Salt of the Earth'? The region around the city is rich in natural beauty and resources, the most valuable of which is salt. Throughout history, several civilizations were aware of Tuzla's famed salt mines. Tuzla is so closely associated with its salt deposits that its name is derived from the Turkish root word tuz (salt)! @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	Did you know that Tuzla, Bosnia's third-largest city, is known as the 'Salt of the Earth'? The region around the city is rich in natural beauty and resources, the most valuable of which is salt. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Područje oko grada bogato je prirodnim ljepotama i izvorima, od kojih je najvrjedniji izvor soli. Tuzla je kroz civilizacije bila poznata po svojim rudnicima soli, te se grad tokom često povezano sa svojim nalazištima soli da je njegovo ime izvedeno od turskog korijena riječi tuz, što znači soli!		
30	27.01.2021 — 11h UAE time 08h BH time	DO NOT MISS: Coppersmith handcraft & artisan MASTERCLASS at Bosnia and Herzegovina Pavilion at Expo 2020 Dubai Sulejmen Hrgić is one of the youngest coppersmith artisans in Sarajevo, where he is working hard to preserve this centuries-old tradition, deeply rooted in our cultural heritage. He will hold a special masterclass and workshop every day, from 28.01. - 11.02. at the BH pavilion at Expo 2020 Dubai, where participants will have the unique and unforgettable experience to learn more about his artistic craft and techniques.	DO NOT MISS: Coppersmith handcraft & artisan MASTERCLASS at Bosnia and Herzegovina Pavilion at Expo 2020 Dubai by Sulejmen Hrgić! Participants will have the unique chance to learn more about his artistic craft and techniques. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Sulejmen Hrgić jedan je od najmlađih kazandžija u Sarajevu, gdje vrijedno radi na očuvanju ove vještajstine tradicije, duboko ukorijenjene u našu kulturnu baštinu. On će u sklopu bh. paviljona na Expo 2020 Dubai sajmu, održati poseban masterclass i radionicu svaki dan, od 28.01. - 11.02. gdje će učesnici imati jedinstveno i nezaboravno iskustvo te saznati više o njegovom umjetničkom znanju i tehnikama.		
31	28.01.2021 — 11h UAE time 08h BH time	At our pavilion, you have the unique opportunity to see the inspirational corner showcasing individual fragments of Bosnia and Herzegovina's rich culture and heritage. Come see it yourself at the Opportunity District at Expo 2020 Dubai!  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	At our pavilion, you have the unique opportunity to see the inspirational corner showcasing individual fragments of Bosnia and Herzegovina's rich culture and heritage. Come see it yourself at the Opportunity District at Expo 2020! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	U našem paviljonu imate jedinstvenu priliku da vidite inspirativni kutak koji prikazuje pojedinačne fragmente bogate kulture i naslijeđa Bosne i Hercegovine. Posjetite nas u Opportunity District-u na Expo 2020 Dubai sajmu i uvjerite se sami!	  * Publish as Reels on IG: * Regular video on other platforms: <a href="https://we.tl/t-uP50DJm5j">https://we.tl/t-uP50DJm5j</a>	
32	11h UAE time 08h BH time	Sarajevo's Old Jewish Cemetery is one of Europe's largest Jewish sacral complexes. The cemetery was built in 1630, and the earliest remaining tombstones memorialize the graves of Sarajevo's first rabbi. The design and patterns of the tombstones closely mimic medieval Bosnian stećci, making this cemetery unique across the world.  @Expo 2020 Dubai @Vlada Kantona Sarajeva #Visit Sarajevo #VisitSarajevo #MinistarstvoPrivredeKS #Expo2020BH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020_#	Sarajevo's Jewish Cemetery is one of Europe's largest Jewish sacral complexes. The cemetery was built in 1630, and the design and patterns of the tombstones closely mimic medieval Bosnian stećci, making it unique across the world. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BH	Staro Jevrejsko groblje u Sarajevu jedno je od najvećih jevrejskih sakralnih kompleksa u Evropi. Groblje je izgrađeno 1630. godine, dok najstariji sačuvani nadgrobni sponenik na ovom groblju pripada prvom sarajevskom rabinu. Svojom oblikom i motivima ovi nadgrobni sponenici najviše podsjećaju na srednjovjekovne bosanske stećke, čineći ovo groblje posebnim u čitavom svijetu.		

33	29.01.2021. — 11h UAE time 08h BiH time	Take an exclusive look at the first workshop, held yesterday by coppersmith artisan Sulejmen Hrgić at the Bosnia and Herzegovina Pavilion at Expo 2020 Dubai! At the masterclass, he has showcased the unique centuries-old cultural heritage that he is passing on to future generations.  The workshops will continue every day until the 11th of February.	Take an exclusive look at the first workshop by Sulejmen Hrgić, held yesterday at our Pavilion at Expo 2020 Dubai, where he showcased the unique centuries-old cultural heritage that he is passing on to future generations. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Otkrijte kako je izgledala prva radionica kazandžije i zanatlije Sulejmena Hrgića, održana jučer u Paviljonu Bosne i Hercegovine na sajmu Expo 2020 Dubai! Na masterclassu i radionici je prikazao jedinstveno stoljetno kulturno naslijeđe koje želi prenijeti mnogim budućim generacijama, i tako očuvati znanost od zaborava. Radionice Sulejmen Hrgića će se nastaviti svakog dana na bh. paviljonu, zaključno sa 11. februarom.	Photographs from the workshop with Sulejmen Hrgić / to be delivered	
34	29.01.2021. — 11h UAE time 08h BiH time	Need a break? We invite you to the Bosnia and Herzegovina Pavilion, where you can take a time-off, taste the finest Bosnian coffee and enjoy the atmosphere of the Heart-Shaped opportunity we present to you!  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسب#	Need a break? We invite you to the Bosnia and Herzegovina Pavilion, where you can take time off, taste the finest Bosnian coffee and enjoy the atmosphere of the Heart-Shaped opportunity we present to you! @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Treba vam pauza? Pozivamo vas da posjetite paviljon Bosne i Hercegovine na kojem možete napraviti kratku pauzu, probati najukusniju bosansku kafu, i uživati u atmosferi prilike u obliku srca.		
35	30.01.2021. — 11h UAE time 08h BiH time	With its natural beauties, excellent geographical location, outstanding hospitality and rich heritage, Bosnia and Herzegovina has all the prerequisites to become highly successful in the tourism industry! Give our pavilion a visit and learn more about the investment opportunities that our tourism industry gives to all the potential investors.  @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسب#	With its natural beauties, excellent geographical location and rich heritage, BiH has all the prerequisites to become highly successful in the tourism industry! Visit our pavilion and learn more about the investment opportunities. @vladaks_ #MinistarstvoPrivredeKS #Expo2020BiH	Zbog prirodnih ljepota, izvrsnog geografskog položaja, gostoprimstva, i bogatog naslijeđa Bosna i Hercegovina ima sve predulove da postane vrlo uspješna u sektoru turizma! Posjetite naš paviljon i saznajte više o mogućnostima ulaganja iz oblasti turizma.		Promo video on opportunities <a href="https://www.tik-tok.com/vids/6844444444444444444/">https://www.tik-tok.com/vids/6844444444444444444/</a>


(January)

Number	Date and Time	Caption FB IG LN // ENG	Visual
0	31-Jan-2022	We are happy to see another business delegation from Bosnia and Herzegovina visit Expo 2020 and get the incredible opportunity to present their businesses and companies to the broader international scene and, hence, get the chance to attract investors!  Dynamic days, full of networking and b2b events, are waiting for them, so stay tuned!  . . . @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسب#	<a href="https://www.tik-tok.com/vids/6844444444444444444/">Biznis delegacija sa aerodroma</a> <a href="https://www.tik-tok.com/vids/6844444444444444444/">https://www.tik-tok.com/vids/6844444444444444444/</a>
0		Mostar is one of the most frequented attractions in Bosnia and Herzegovina, thanks to its outstanding natural beauty, architecture, and, of course, its famous UNESCO World Heritage Site, the Stari Most. It is full of quintessential Ottoman architecture, with plenty of traditional restaurants, market stalls, mosques and other historic buildings!  . . . @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسب#	
1		Another day, another business delegation is ready to present Bosnia and Herzegovina in the best possible way at the world-famous Expo 2020 site!  . . . @Expo 2020 Dubai @Vlada Kantona Sarajeva #MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسب#	Photo of the business delegation in front of the Expo 2020 sign. <a href="https://www.tik-tok.com/vids/6844444444444444444/">https://www.tik-tok.com/vids/6844444444444444444/</a>

15	10-Feb-2022	<p>Medieval Bosnia had a culture made up of local, frequently feuding groups, and the majority of the country's castles date from this time period. Their stone walls bear testament to a rich history and tradition, and they welcome your exploration!</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	<p>Historija: <a href="https://drive.google.com/file/d/1hc9u53L7PG-1zv2--EX51-1_WB5iluAu/view?usp=sharing">https://drive.google.com/file/d/1hc9u53L7PG-1zv2--EX51-1_WB5iluAu/view?usp=sharing</a></p>
16	12-Feb-2022	<p>Heart-shaped Expo 2020 passport stamp - you simply need to have!</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	
17	13-Feb-2022	<p>The pavilion of heart-shaped opportunity is open daily from 10 a.m. to 10 p.m. Explore the amazing natural beauty, fascinating history and culture, and countless business opportunities!</p> <p>Photo credit: © Expo 2020 Dubai LLC - SO</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	 <p><a href="https://we.tl/t-IBM">https://we.tl/t-IBM</a></p>
18		<p>May your heart always be eager to explore, travel and see new things and opportunities, just like ours!</p> <p>⋮</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	<p>Video timelapse with Expo button <a href="https://we.tl/t-IBMvR2RleT">https://we.tl/t-IBMvR2RleT</a> (reels na ig, standard video na drugim)</p>
7		<p>Another day, another great opportunity for Bosnian and Herzegovina enterprises and companies! They will have another fantastic chance to expose powerful industries to the larger world stage tomorrow at 9 a.m. at the Fairmont Hotel Ajman, UAE.</p> <p>⋮</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	<p><a href="https://we.tl/t-buKS3b3Hix">https://we.tl/t-buKS3b3Hix</a></p>
8	4-Feb-2022	<p>B2B Forum between Ajman and BiH</p> <p>This morning, a business delegation from Bosnia and Herzegovina had the unique opportunity to meet with the Ajman Chamber of Commerce and numerous UAE enterprises in order to exchange contacts and networks, which might lead to partnership or cooperation.</p> <p>The outstanding industries and companies from BiH were presented by Mr Samir Avdić, Minister of Culture &amp; Sport of Sarajevo Canton.</p> <p>⋮</p> <p>@Ajman Chamber @Expo 2020 Dubai @Vlada Kantona Sarajeva</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	<p>Postovi: <a href="https://we.tl/t-JFCqVVEbvy">https://we.tl/t-JFCqVVEbvy</a> Stories: <a href="https://we.tl/t-NJ1gh25oXt">https://we.tl/t-NJ1gh25oXt</a></p>
9	6-Feb-2022	<p>For centuries, the sound of the coppersmith's hammers has echoed the streets of Sarajevo. Their unique artistry, precision and skills are even today remarkable and exceptional skill that is highly valued.</p> <p>p.s. If you want to see the art of coppersmith artisan live, visit our pavilion every day from 16h - 18:30h, where the master of this craft, Sulejmen Hrgić, holds workshops!</p> <p>⋮</p> <p>@Expo 2020 Dubai @Vlada Kantona Sarajeva @Visit Sarajevo</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020اكسيو#</p>	<p>Video: kazandzijski zanat <a href="https://drive.google.com/file/d/15olpmsTzxiNt_ny_otWS0LAVSmbkR08/view?usp=sharing">https://drive.google.com/file/d/15olpmsTzxiNt_ny_otWS0LAVSmbkR08/view?usp=sharing</a></p>

(February)

Number	Date and time	Caption FB IG LN // ENG	Visual
1	1st Mar, 8am local time	<p>Happy Independence Day to our fellow Bosnians and Herzegovinians! We are grateful for the opportunity to represent our country at EXPO 2020 in Dubai!</p> <p>⋮</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	
2		<p>Let's welcome our IT delegation with proper knowledge about this sector in Bosnia and Herzegovina! Amazing young people, the future of our country, are developing many exciting innovations that could help build a better world. We're waiting for you at BiH pavilion. 🇧🇦</p> <p>⋮</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	<p>Video: ICT Industry <a href="https://drive.google.com/file/d/1E7uD50X8dDKZq6gUvYJk4RyYn8jn49/view?usp=sharing">drive.google.com/file/d/1E7uD50X8dDKZq6gUvYJk4RyYn8jn49/view?usp=sharing</a></p>
3	2st Mar, 1pm local time	<p>Bosnia and Herzegovina is a perfect place for anyone who loves bridges, their architecture and historical significance. We are proud to say that our capital, Sarajevo, has 13 bridges! Visit our pavilion at Expo 2020 Dubai and discover more about our beautiful country. 🇧🇦</p> <p>⋮</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	<p>Video: <a href="https://drive.google.com/file/d/1Rt150yidK0xgnWpXc8YIUREN220ubN/view?usp=sharing">drive.google.com/file/d/1Rt150yidK0xgnWpXc8YIUREN220ubN/view?usp=sharing</a></p>
		<p>Expo 2020 BiH is happy to host another series of the special masterclass of traditional crafts from Bosnia and Herzegovina! From 01. to 15 March, our pavilion will be hosting Alisa Mujkanović from @Bogda Rukotvorine. Every day, she will present the traditional weaving on a loom and create beautiful and unique Bosnian kilims.</p> <p>Come to our pavilion and witness it yourself; we are waiting for you!</p> <p>⋮</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	
4	2nd Mar, 2pm local time	<p>Bosnia and Herzegovina has a strong industrial heritage, an abundant supply of energy, and significant resources to support processing industries. Its key economic challenge is the imbalance of its economic model. The country needs to shift to a business environment conducive to private investment that supports both small and medium-sized enterprises and the growth of larger companies, facilitates export performance and productivity improvements, and generates much-needed private sector employment.</p> <p>⋮</p> <p>@Expo 2020 Dubai @vladakantonasa</p>	
13	6th Mar, 1pm local time	<p>We are excited and grateful that in the last days of Expo 2020 Dubai our country has a chance to present two more delegations from two different industries. Here are our wonderful business representatives from the ICT &amp; projects delegation. Soon we will get to see another delegation of business representatives at Expo 2020 Dubai - stay tuned. 🇧🇦</p> <p>⋮</p> <p>@Ankora @Ant Colony @Glasfaser Connect BH doo @Klika @Ministry of Programming @More Screens @QSD BiH @RUBICON Software Development @Smart387 @SmartLab @Aerodrom Bihać @Empress d.o.o @Nlogic Advisory @Bukiraj.ba @Insuno @Metallon #Alkah #Bissena</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	Slika biznis delegacije ispred EXPO 2020 znaka
14	6th Mar, 6pm local time	<p>Our ICT &amp; Projects delegation will have the opportunity to visit the Sharjah Research, Technology and Innovation Park. The delegation, led by Prime Minister Edin Forto, will share their experiences, which can be an excellent example for the IT park in Sarajevo that Mr. Forto and BiH IT companies plan to build.</p> <p>The event is planned to be attended by the director of SRTI Park, Mr. Hussain Al Mahmoudi, and high-ranking government officials. In addition, each of the BiH companies will have the opportunity to present themselves, and the hosts will arrange the visit in accordance with the interests of our companies.</p> <p>⋮</p> <p>@Sharjah Research Technology and Innovation Park @Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	
15	7th Mar, 9am local time	<p>Brilliant Bosnian minds are ready to take your breath away at Expo 2020 Dubai! Look how happy and confident they look! This is a dream team of every investor! 🇧🇦</p> <p>⋮</p> <p>@Ankora @Ant Colony @Glasfaser Connect BH doo @Klika @Ministry of Programming @More Screens @QSD BiH @RUBICON Software Development @Smart387 @SmartLab @Aerodrom Bihać @Empress d.o.o @Nlogic Advisory @Bukiraj.ba @Insuno @Metallon #Alkah #Bissena</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BiH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020كسبو#</p>	Slika IT delegacije na bh. paviljonu

22		<p>We were honored to attend the Women's Day celebration at Expo 2020 Dubai, today at the Poland Pavilion. We talked about empowering women, attended a workshop and heard stories about the most influential women of Poland, but also highlighted and mentioned the incredible Bosnia and Herzegovina women. Happy Women's Day!</p> <p>.</p> <p>.</p> <p>.</p> <p>@Poland at Expo @Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.كومبرو#</p>	<p><u>Slika sa eventa na paviljonu Poljske</u></p> <p>+ Story (Ubaciti slike u canva template): <a href="https://www.canva.com/design/DAE6ZIR1QRE/share/preview?token=1sWLKs6PhY_XGDyTwW4OTw&amp;role=EDITOR&amp;utm_content=DAE6ZIR1QRE&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton">https://www.canva.com/design/DAE6ZIR1QRE/share/preview?token=1sWLKs6PhY_XGDyTwW4OTw&amp;role=EDITOR&amp;utm_content=DAE6ZIR1QRE&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton</a></p>
23		<p>The Sharjah Research, Technology, and Innovation Park Free Zone (SRTIP) aims to develop and manage an innovation ecosystem that promotes Research and Development and supports enterprise activities and the triple helix collaboration of industry, government and academia. Take a closer look at our ICT &amp; Project delegation discovering it!</p> <p>.</p> <p>.</p> <p>.</p> <p>@Sharjah Research Technology and Innovation Park @Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.كومبرو#</p>	<p><u>Reels: <a href="https://we.tl/t-49FrKxFaQf">https://we.tl/t-49FrKxFaQf</a></u></p> <p><u>#Thumbnail ovaj sa 00:31</u></p>
24		<p>Another amazing networking session! This time at the Malaysia Pavilion, our ICT &amp; Project delegation seized the opportunity to network and connect with many Malaysian companies, businesses and investors.</p> <p>.</p> <p>.</p> <p>.</p> <p>@Malaysia at Expo 2020 @Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.كومبرو#</p>	<p><u>Slika sa eventa Malezija</u></p> <p>+ Story (Ubaciti slike u canva template): <a href="https://www.canva.com/design/DAE6ZkUnCZl/s/share/preview?token=ZS9Fj5Ls6hHFjUkKTOYqA&amp;role=EDITOR&amp;utm_content=DAE6ZkUnCZl&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton">https://www.canva.com/design/DAE6ZkUnCZl/s/share/preview?token=ZS9Fj5Ls6hHFjUkKTOYqA&amp;role=EDITOR&amp;utm_content=DAE6ZkUnCZl&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=sharebutton</a></p>
25	9th Mar, 8am local time	<p>Did you know that the name Bosnia was first mentioned in the work of the Byzantine emperor Constantine VII Porphyrogenitus in the mid-10th century? To find out more about our rich history, come visit our pavilion!</p> <p>.</p> <p>.</p> <p>.</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.كومبرو#</p>	
26	10th Mar, 9am local time	<p>A lot of BiH cities served as essential trade spots during the Ottoman empire and are known for their incredible craftsmanship. Our long tradition of goldsmithing has carved the special art of making gold jewelry. Today, there are only a few of these craftsmen left.</p> <p>.</p> <p>.</p> <p>.</p> <p>@Expo 2020 Dubai @vladakantonasa</p> <p>#MinistarstvoPrivredeKS #Expo2020BIH #HeartShapedOpportunity #Expo2020 #Expo2020Dubai 2020.كومبرو#</p>	<p><u>Video: Zlatar</u> <a href="drive.google.com/file/d/177_CaMTJx7ugQ97gg1ke4WJpFTp8Rq7/view?usp=sharing">drive.google.com/file/d/177_CaMTJx7ugQ97gg1ke4WJpFTp8Rq7/view?usp=sharing</a></p>

(March)



PR report files can be seen below:

## **PR Report**

Reporting period: December 2021

Public Relations activities in December were focused on organisation media following the National Day Ceremony, National Day Parade and Country Business Briefing.

- Overall PR Value (Online and Print) amounts to 1.050.445 AED.
- The overall reach of the audience in UAE, Bosnia and Herzegovina and worldwide – over 28 million persons
- Three live broadcasts of the National Day Ceremony (Expo TV, N1 and TV Sarajevo)
- 11 articles, press releases and media advisories were written.

The following report will compartmentalise activities for an easier overview.

### **Media Relations**

Many administrative and logistic tasks were done to organise the attendance of journalists from Bosnia and Herzegovina at the Expo 2020 in time for the National Day Ceremony.

- [Visas](#)
- [Travel](#) and accommodation
- Registration in the Tawassul system was done for all journalists (see images 1 and image 2)
- Journalists were additionally trained in how to use the Tawassul to conduct their application process with support from the MLO team<sup>1</sup>.
- Registration with Spectrum office of the TV equipment (for BHTV, TV Sarajevo and N1) (see Image 3, Image 4)
- Obtaining approval from the UAE Ministry of Culture and Youth to Import TV equipment into the UAE (for BHTV, TV Sarajevo and N1) (Image 5)
- Development of [Agenda](#) for the duration of Expo 2020 visit for media representatives from Bosnia and Herzegovina

2. Press Release "[Bosnia and Herzegovina Pavilion at Expo 2020 Dubai hosts Country Business Briefing event](#)" - reported on in 16 instances with total PR Value (Online and print) to 280.250 AED.

Overall PR Value (Online and Print) amounts to 1.050.445 AED.

Additionally, two TV stations in Bosnia and Herzegovina streamed the event online during their regular TV programme: N1 TV (CNN affiliate) and TV Sarajevo (public broadcasting service for Sarajevo Canton). BHTV, N1 and TV Sarajevo did a few live reports for the central news broadcasts on their respective media.

#### **Interviews:**

- [Interview with Prime Minister of Sarajevo Canton was organised with live Expo TV](#)
- Organising an interview for the resident of the tourism association of Kanton Sarajevo Mr Kenan Magoda for live Expo TV (the interview took place in January)
- Drafting interview with the Minister of Economy of Kanton Sarajevo, and President of the Organizing Committee of BIH EXPO 2020. (to be published in Emarat Al Youm Newspaper in January)

#### **Expo 2020 Communication**

MLO team was in continuous daily communication with Expo 2020 communication services including but not limited to the Press Office, Media Services, Media Operations, Media Asset Management (MAM), Spectrum Office, and Expo TV. Communication was required for coordination purposes especially linked to the National Day Celebration. In particular, every single item that was to be done by BiH media needed to have clearance by one of the Expo communication officers, in the minimum the Expo communications needed to be informed about the whereabouts of the media, so in case any assistance is needed to be provided it would be available within few minutes. Communication with the MAM office was instrumental in getting the Expo official [recordings](#) and images from the National Day Ceremony.

All materials were written in Bosnian and English and when distributed to the media based in Dubai also in Arabic.

- [Explore the beauty and possibilities of Bosnia and Herzegovina at Expo 2020](#)
- [Bosnia and Herzegovina celebrated National Day at Expo 2020 with cultural folklores and artistic performances](#)
- [Bosna i Hercegovina obilježila nacionalni dan na Expo 2020](#) (for BiH media)
- Bosnia and Herzegovina Pavilion at Expo 2020 Dubai organizes Country Business Briefing event in [English](#) and [Arabic](#)
- [National Day Press Conference](#) (invitation) this was a special invitation created following the customs of the media in Dubai, setting up the RSVP system, and developing a special design and appropriate text.
- [Media Announcement for Bosnia and Herzegovina](#)

Articles (5) for the web page [www.expo2020bih.ba](http://www.expo2020bih.ba) were also written in English and BHS:

- [Important guests at Bosnia and Herzegovina's Country Business Briefing](#)
- [Važni gosti na predstavljanju poslovnih i investicijskih mogućnosti Bosne i Hercegovine](#)
- [Royal visit to the pavilion of Bosnia and Herzegovina](#)
- [Kraljevska posjeta paviljonu Bosne i Hercegovine](#)
- [Bosnia and Herzegovina marked its National Day at Expo 2020 Dubai](#)
- [Bosna i Hercegovina obilježila dan na Expo 2020](#)
- [Technology and Innovation Will Lead To The Further Development of BiH](#)
- [Tehnologija i inovacije put do daljeg razvoja BiH](#)
- [Sarajevo City Hall in the colours of the United Arab Emirates flag](#)
- [Sarajevska Vijećnica u bojama zastave UAE](#)

These articles were viewed 211 times.

### **Press Clipping**

The abundance of media reports is available in the press clipping.

[National Day in Dubai based media was reported on in 34 instances with a total PR Value \(Online and print\) of 598,350 AED.](#)

[National Day in Bosnia based media was reported on in 63 instances with a total PR Value \(Online and print\) of 146.823 AED.](#)

The press clipping was conducted in two additional instances with Dubai based media.

1. Thematic article published "[Explore beauty and possibilities of Bosnia and Herzegovina at Expo 2020](#)". - reported on in 18 instances with total PR Value (Online and print) to 250.200 AED.

## **PR Report**

Reporting period: January 2022

Public Relations activities in January were focused on the preparation and promotion of delegation travelling to Expo 2020.

The MLO team<sup>1</sup>, together with the business team developed guidelines for social media and Public Relations for the business delegations travelling to Expo. The purpose of the social media and Public Relations Guidelines is to explain to the members of the business delegation what are the Expo communication rules, and what is the best way to promote their visits to Expo.

The Communication Plan was updated following the new dates of travelling for the business delegations, and to reflect planned activities in the forthcoming period (January, February and March).

### **Written material**

Several articles have been written and published on [www.expo2020bih.ba](http://www.expo2020bih.ba) web site, accenting the visits of the business delegations from Bosnia and Herzegovina to Expo 2020.

- [“Other Industries” present their businesses at Expo 2020 Dubai](#)
- [65.000 visitors at BiH pavilion at Expo 2020 Dubai](#)
- [Travel and Connectivity Week at Expo 2020 Dubai](#)
- [„Ostale industrije“ predstavljaju kapacitete na Expo 2020](#)
- [65.000 osoba posjetilo BiH paviljon na Expo 2020](#)
- [Putovanja i povezivanje centralna tema Expo 2020 Dubai](#)

These articles were viewed 90 times.

## PR Report

Reporting period: February 2022

Public Relations activities in February were focused on the promotion of business delegations travelling to Expo 2020.

### Written material

Several articles have been written and published on [www.expo2020bih.ba](http://www.expo2020bih.ba) web site, accenting the visits of the business delegations from Bosnia and Herzegovina to Expo 2020.

- [Predstavljanje poslovnih mogućnosti Bosne i Hercegovine u Ajmanu](#)
- [Predstavnici „Ostalih industrija“ očekuju prve rezultate do kraja 2022.](#)
- [Predstavnici prehrambene industrije iz BiH učestvuju sedmici hrane i poljoprivrede na Expo 2020 Dubai](#)
- [Paviljon BiH posjetio sin osnivača Ujedinjnih Arapskih Emirata i ministar vanjskih poslova ove zemlje](#)
- [Presentation of business opportunities in Bosnia and Herzegovina](#)
- [Representatives of “Other Industries” expect to see the first results of their visit to Expo 2020 Dubai by the end of 2022](#)
- [BiH representatives from the Food and Agriculture industry will participate in Food and Agriculture week at Expo 2020 Dubai](#)
- [Minister Delić: the Minister of Foreign Affairs and the son of the founder of the United Arab Emirates visits the pavilion of Bosnia and Herzegovina](#)

These articles were viewed 107 times.

### Interviews and TV segments

The interview with Minister Adnan Delić was written and published in the English language in the print and online editions of The Gulf Media news outlet.

- [Expo 2020 Dubai is an opportunity to bolster relations](#)

The MLO team<sup>1</sup> arranged with Dubai TV to do a feature story about Bosnia and Herzegovina pavilion, which was broadcasted on February 20.

- [Feature story about Bosnia and Herzegovina pavilion](#)

The overall PR Value of this segment amounts to 25,000 AED (6,807.35 US Dollars).

The total PR Value of external published news items amounts to 103,350 AED (28,141.59 US Dollars).

### **Expo 2020 Communication**

During February the MLO team was in constant communication with EXPO TV which resulted in a few special TV segments for Bosnia and Herzegovina with this media outlet.

- [Coppersmith artist feature story live from the Bosnian Pavilion](#) on February 2, 2022.
- [Business delegation representative from a delegation from the "Food industry" group](#) on February 19, 2022.

MLO team continues negotiation with Expo TV to continue with coverage of the events from the Bosnia and Herzegovina pavilion in March 2022.

## PR Report

Reporting period: March 2022

Public Relations activities in March were focused on the promotion of business delegations travelling to Expo 2020, and the number of visitors to the pavilion.

### Written material

Several articles have been written and published on [www.expo2020bih.ba](http://www.expo2020bih.ba) web site, accenting the visits of the business delegations from Bosnia and Herzegovina to Expo 2020.

- [Business representatives from the Food industry are satisfied with their participation at Expo 2020 Dubai](#)
- [Predstavnici „Prehrambene industrije“ zadovoljni svojim nastupom na Expo 2020.](#)
- [Business representatives from the ICT industry and Projects will participate at Expo 2020 Dubai in March](#)
- [Predstavnici IKT industrije i projekata početkom marta se predstavljaju na Expo 2020 Dubai](#)
- [110.000 people visited the BiH pavilion at Expo 2020 Dubai](#)
- [BiH paviljon na Expo 2020 posjetilo 110.000 osoba](#)
- [BiH representatives from the Metal, Automotive, and Wood industries participate in Expo 2020 Dubai](#)
- [Metaloprerađivačka, automobilska industrija, šumarstvo i drvna industrija BiH se predstavljaju na Expo 2020 Dubai](#)

These articles were viewed 132 times.

Short articles were written for social media

- Visit of Minister Delic to the pavilion of Ukraine
- Visit of Minister Prevulovic to the UN pavilion
- Networking event in BiH pavilion for the Metal, Automotive, and Wood industries.

[Expo TV did a live broadcast](#), from Bosnia and Herzegovina pavilion, with Alisa Mujkanovic, the waver who held a workshop about traditional weaving in Bosnia and Herzegovina pavilion.

MLO Team arranged for the representatives of the ICT sector to participate in the EXPO TV live studio, however, due to scheduling conflict, the ICT representatives cancelled the interview.

UAE based lifestyle magazine Kul Al Usra published a story about the pavilion of Bosnia and Herzegovina. The material (text and photos) was provided by MLO Team. The magazine Kul Al Usra is published and read in the countries of GCC.

Overall PR Value of published segments/stories is 80,000 AED/21,783.52 US Dollars, and the total reach was 2.746.142 persona.

Social media summary results and summary final reports can be seen below:

**Summary - results**

Platform	Metric	Achieved
Facebook	Total followers	9.218
	Total page reach	9.542.085
	Total engagement	363.539
Instagram	Total followers	1.215
	Total page reach	4.051.401
	Total engagement	147.055
LinkedIn	Impressions	362.893
YouTube	Views	289.826
Twitter	Tweet impressions	12.293

**Summary - results**

Platform	Metric	Achieved
Facebook	Total number of photo posts produced and published	174
	Total number of video posts produced and published	54
	Total number of stories posts produced and published	123
Instagram	Total number of photo posts produced and published	182
	Total number of video posts produced and published	54
	Total number of stories posts produced and published	523
LinkedIn	Total number of photo posts produced and published	160
	Total number of video posts produced and published	52
YouTube	Total number of videos produced and published	43
Twitter	Total number of posts produced and published	209

**Summary - results**

Platform	Metric	Achieved
Facebook	Total number of photo posts produced and published	174
	Total number of video posts produced and published	54
	Total number of stories posts produced and published	123
Instagram	Total number of photo posts produced and published	182
	Total number of video posts produced and published	54
	Total number of stories posts produced and published	523
LinkedIn	Total number of photo posts produced and published	160
	Total number of video posts produced and published	52
YouTube	Total number of videos produced and published	43
Twitter	Total number of posts produced and published	209



## Summary

During the period from 15th of November 2021 - 31st of March 2022, Expo 2020 BiH social media profiles were active channels of communication towards the target audience. Led by the "Heart-shaped opportunity" manifesto, **Instagram, Facebook, Twitter, LinkedIn and YouTube** have told the stories on how and why Bosnia and Herzegovina is colourful, picturesque and full of potentials.

Written and curated with warmth and clarity, Expo 2020 BiH social media channels have showcased Bosnia and Herzegovina's potential and opportunities, through the following **content** categories:

1. Tourism
2. Business
3. Opportunities
4. Cultural Events
5. Pavilion
6. Expo Stories

BiH AT  
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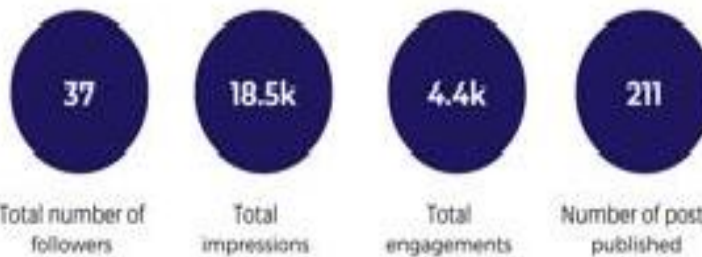
### Overview

Used mainly within media, journalists and official business audiences. Twitter site was used to share relevant content about the country's participation.

The content was be focused on live-tweeting from the significant events, retweeting the relevant mentions from media and persons with trustworthiness, significant to the project (media, business and official government representatives, journalists).

SOCIAL  
MEDIA  
REPORT

NOVEMBER  
21  
-  
MARCH  
22

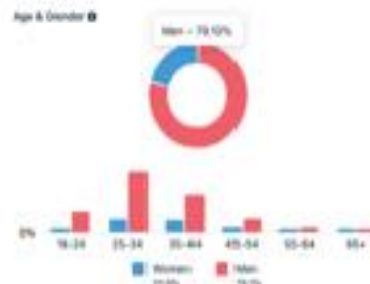


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### User demographics

Country	Followers %
UAE	37%
Saudi Arabia	20.4%
Yemen	18.1%
BH	7%

The most significant number of followers comes from the United Arab Emirates, followed by Saudi Arabia.



Looking at the age & gender followers structure, we can notice that the most significant number of followers belongs to age groups 25-34 and 35-44, which are precisely the Project's target group.

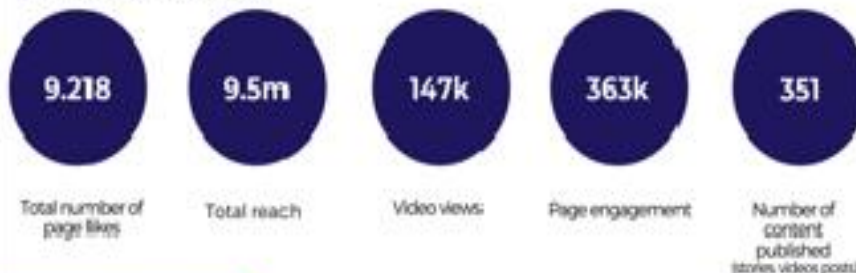
The most significant number of followers are men (78.1%), while women represent 21.9% of the total followers.

NOVEMBER  
21  
-  
MARCH  
22

## Overview

As the most prominent and most often used social media, Facebook has been used for promotion through multi-format and placement content, which resulted in significant exposure for Bosnia and Herzegovina.

The planned content on this platform was focused on comprehensive outreach and gained a solid following base on the Facebook page, thus created the maximum impression share that supported our strategic goals.



### Content category: Pavilion

Pavilion, located in the Opportunity District was focal point where Expo visitors could experience the Heart-shaped Opportunity, see some of our most famous landmarks, learn about history through the curated exhibition brought from the National Museum of BiH, or event greet people from Bosnia and Herzegovina.

Social media content, mostly in the form of photo galleries and videos, had the goal to capture the wonderful atmosphere of our pavilion, especially when coppersmith & kilim weaving craft experts were showcasing their unique talent.

**20% of all published content has failed under this category.**



### Content category: Opportunities

There is no better way to tell a story about prominent business and industrial potential, than through videos and infographics which communicate key facts & figures on their achievements and business success.

All 7 industries have been properly introduced to the audience, with the goal of attracting new investors or business partners.

**20% of all published content has failed under this category.**



### Content category: Business



Promoting and showcasing successful companies and businesses from Bosnia and Herzegovina was the key goal of this content category. Prominent business groups and their visits to the Expo 2020 site, Pavilion, networking and b2b activities were actively communicated through dynamic video, photo and novel format of the Instagram Reels.

In addition to social media placements, it was important to tag and repost all that companies have been communicating about their Expo visits, to expand their visibility among Expo visitors and especially, Gulf region business investors.

**20% of all published content has fallen under this category.**

### Content category: Tourism

Full of natural wonders, diverse, rich and colourful heritage and history, Expo 2020 BiH social media channels were utilised to promote the Bosnia and Herzegovina as a touristic destination worth their visit.

Through video, photo and giveaway content, we attracted social media users to consider Bosnia and Herzegovina as their next go-to destination and a "hidden European gem".

**20% of all published content has fallen under this category.**



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DUBAI

### Produced and published social media calendars

Social media plans for five month social media coverage of Expo 2020 BIH can be found on following links.

SOCIAL  
MEDIA  
REPORT



NOVEMBER  
'21  
MARCH '22

#### **4. Organization, logistics, preparation and support for the BH company’s participation and promotion at the pavilion BH EXO 2020**

##### **4.1. Identification of opportunities and assistance for business networking of the exhibitor country, companies of the exhibitor, with other countries – “Business networking events”**

The Business Development team commenced with working on a detailed Business Networking plan by investigating business opportunities available at Expo.

The team reached out to 75 business representatives from Expo countries with the goal of creating opportunities.

Business Content Manager during the period of 10.-17.11.2021 held fifteen meetings with various countries’ business representatives and other business people.

The Business team found the opportunity of organizing Country Business Briefing to use the presence of B&H heads of state, leaders, and industry experts to highlight their commercial possibilities and establish meaningful discourse and relationships with the Expo's diverse business stakeholders.

The Business team booked a venue, selected speakers and developed a detailed Agenda for the event.

The onsite coordination and management took place from 15.12. – 20.12.2021. Following the Country Business Briefing, the Business team focused on development of networking and meeting plan and logistical organization of travel for five business delegations for the period of 01.01.-31.03.2022.

##### **Deliverables of realized project activities:**

4.1.1.	Business development team based in BH and UAE
4.1.2.	Development of the business program networking plan
4.1.3.	Meeting plans and logistical organization
4.1.4.	Country business briefing organization and coordination

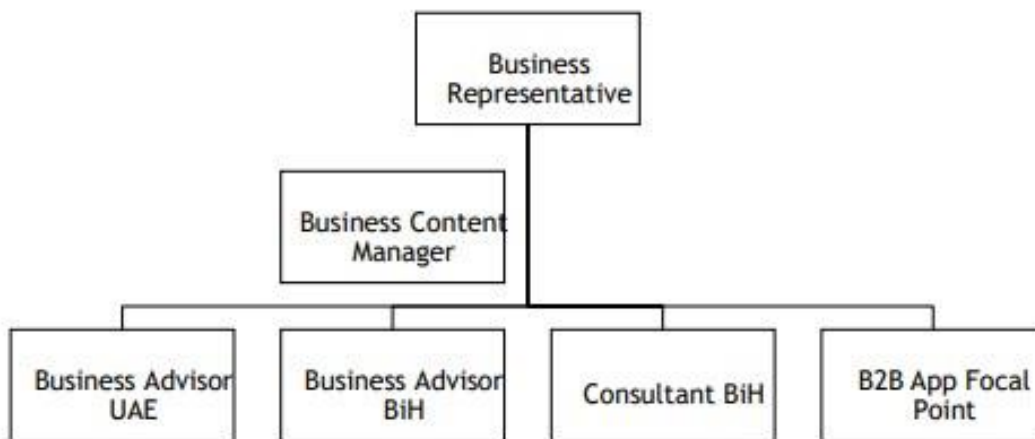
#### 4.1.1. Business development team based in B&H and UAE



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

**Ministarstvo privrede KS**  
**Ministry of Economy Kanton Sarajevo**  
Reisa Džemaludina Čauševića 1  
71 000 Sarajevo, BiH  
Telefon: + 387 33 562 121  
E-mail: mp@mo.ks.gov.ba

#### Business Development team based in B&H and UAE



EXPO  
2020  
DUBAI  
UAE



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HERZEGOVINA  
EXPO 2020  
DUBAI



## **Business Development team based in B&H and UAE**

### **Business Representative**

Business Representative's activities included:

organization and implementation of the Country Business Briefing as the first official event presenting BH strategic industries; organization of presentation of strategic industries and companies on Expo 2020 TV and UAE media, preparation of representatives for public appearance; organization of networking events on Bosnia and Herzegovina's Pavilion; visits and presentations of BH companies on other country's events, business forums and country business briefings; analysis of selected companies and their potentials for presentation at Expo 2020; meetings with representatives of selected companies and understanding their goals and expectations; consulting BH companies; coordination between companies and multiple Expo 2020 teams including business, protocol, logistics, media and program team; creation of brochures and materials about B&H companies that will be distributed through Expo 2020 business network before their arrival; meeting with the representatives of multiples countries, comparing their agendas and trying to find the best timing for BH companies to arrive; attending events with goals of networking with Expo 2020 business community; finding information about Expo 2020 thematic weeks and details about its content; creating the draft plan and agenda for BH companies; presentation of the plan to multiple countries and their Business Representatives; presentation of BH strategic industries in the pavilions of other countries; organization of B&H companies' presentations at the BH pavilion; organization of individual presentations at the Business Department of the B&H Pavilion; newsletter distribution through the Dubai Chamber of Commerce and Industry Platform; distribution of Business Representative invitations through online channels and in person to more than 250 business contacts and 192 countries; creation of program plan for BH companies to attend relevant events, forums and meetings.



EXPO  
2020  
DUBAI  
UAE

OFFICIAL PARTICIPANT



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DUBAI



### **Business Content Manager**

Business Content Manager's activities included:

organization and implementation of business delegations' visits according to the plan, industry by industry; organization of bilateral, trilateral and multilateral events with other countries' pavilions with the goal of international B2B matchmaking; visits and presentations of BH companies on other country's events, business forums and country business briefings; organization of individual B2B meetings for BH companies; meetings with representatives of selected companies and understanding their goals and expectations; coordination between companies and multiple Expo 2020 teams including business, protocol, logistics, media and program team; meeting with the representatives of multiples countries, comparing their agendas and trying to find the find best timing for B&H companies to arrive; attending events with goals of networking with Expo 2020 business community; presentation of the plan to multiple countries and their Business Representatives; finding the potential in matching B&H business delegations with other countries business delegations; organization of meetings between UAE business community representatives and B&H companies, organization of a meeting, presentation of B&H companies and strategic industries to The Department of Economy & Tourism in Dubai; organization of a meeting, presentation of BH companies and strategic industries to Department of Economic Development Abu Dhabi; organization of a meeting, presentation of BH companies and strategic industries to Sharjah Economic Development Department; organization of a meeting / presentation of B&H companies or strategic industries with Ajman Chamber of commerce and industry; organization of a meeting / presentation of B&H companies or strategic industries with Dubai Chamber of commerce and industry; creating a database of all the contacts that the Business Representatives will meet on BH events, other countries events and meetings.

### **Business Advisor UAE**

Business Advisor's activities included:

Business team's lobbying activities with the goal to attract and have a UAE official present at the event; advising regarding official invitation to the government officials such as Chamber of Commerce from different Emirates including: Abu Dhabi, Dubai, Sharjah and Ajman.



EXPO  
2020  
DUBAI  
UAE



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EXPO 2020  
DUBAI

OFFICIAL PARTICIPANT



#### **Business Advisor B&H**

Business Advisor's activities included:

analysis of selected companies and their potentials for presentation at Expo 2020; consulting B&H companies and creation of program plan for B&H companies to attend relevant events, forums and meetings.

#### **Consultant B&H**

Business Consultant's activities included:

preparation of competitions for selection of companies including engagement of the business team, economy experts and government body with the goal of choosing companies from strategies industries that will present our country in the best possible light; selection of companies that include formation of special criteria and board that will evaluate the companies and finally make a decision upon.

#### **B2B App Focal Point**

B2B App Focal Point activities included:

preparation of individual presentations of B&H companies; contacting as many Business Representatives as possible through the Expo 2020 Dubai B2B App and creation of presentation of BH companies and distribution of these through Expo 2020 business network.





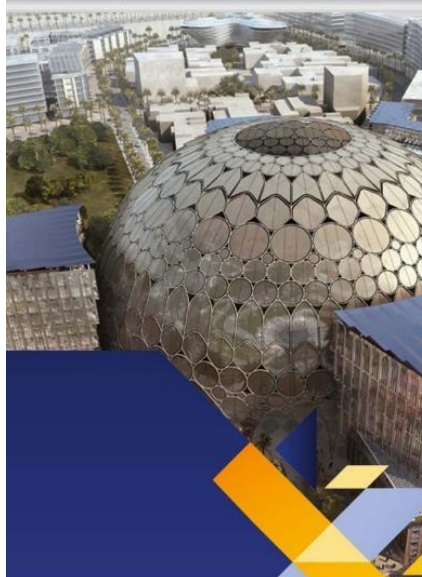


## BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI



BOSNIA AND  
HERZEGOVINA  
EXPO 2020  
DUBAI

# ANKETA EXPO 2020 DUBAI



## ANKETA



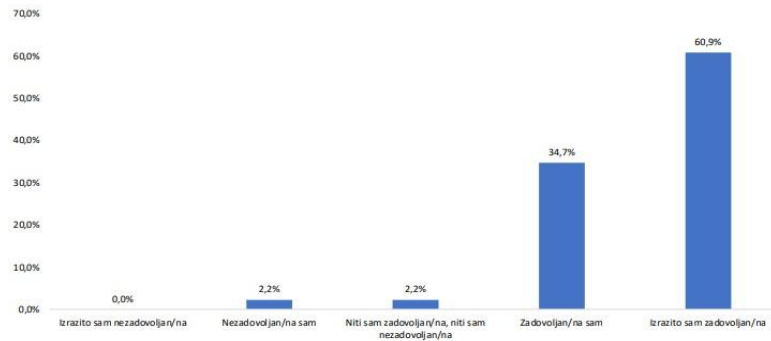
BOSNIA AND  
HERZEGOVINA  
EXPO 2020  
DUBAI

S ciljem analize nivoa zadovoljstva biznis delegacije povodom učešća u sklopu biznis programa Expo 2020 Dubai, kreirana je anketa koja sadrži osam pitanja. Pitanja u sklopu ankete se odnose na općenito zadovoljstvo, logističku podršku, specijalizirani sadržaj, networking i B2B mogućnosti, obilazak izložbe, komunikaciju sa biznis timom, uticaj na poslovne ciljeve i sugestije/primjedbe povodom učešća na Expo 2020 Dubai.

Anketa je kreirana u decembru 2021.godine kako bi blagovremeno bila distribuirana biznis delegacijama. Anketa je u periodu januar – april 2022.godine distribuirana učesnicima biznis delegacije u sklopu grupa **Turizam** (09.-14.01.), **Ostale industrije** (31.01.-05.02.), **Poljoprivreda i prehrambena industrija** (16.-23.02.), **ITK sektor i Projekti** (04.-09.03.) i **Drvena, Metalno prerađivačka i auto industrija** (23.-28.03.). Biznis tim je svim članovima delegacija dostavio link za anketu u toku posljednjeg dana njihovog boravka u Dubaju (odnosno dan prije leta za Sarajevo) putem WhatsApp grupe koja je korištena za komunikaciju tokom njihovog boravka na Expo 2020 Dubai.

Anketa je dostavljena 80 osoba, koje su predstavljale učesnike u sklopu biznis delegacije. Od ukupnog broja učesnika biznis delegacija, 46 osoba je pristupilo istraživanju i odgovorilo na postavljena pitanja.

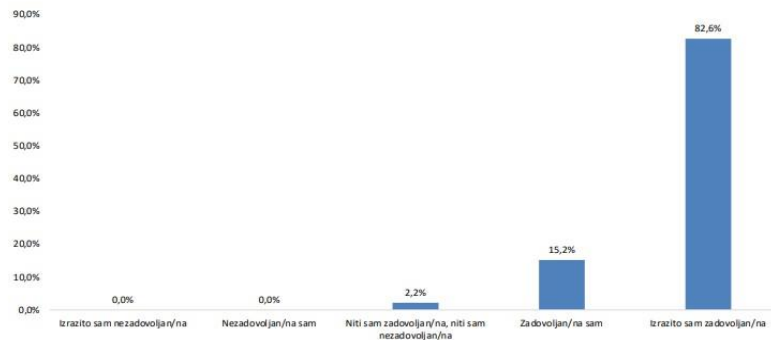
**Q1: Molimo vas da ocijenite općenito zadovoljstvo povodom učešća u sklopu biznis programa na Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (28) od ukupnog broja učesnika ankete su naveli da su izrazito zadovoljni, dok je 16 ispitanika izrazilo da je zadovoljno povodom učešća u sklopu biznis programa na Expo 2020 Dubai. Nijedan ispitanik nije izrazito nezadovoljan, dok je po jedan ispitanik nezadovoljan i niti je zadovoljan, niti je nezadovoljan.

**95,6% učesnika je zadovoljno povodom učešća u sklopu biznis programa na Expo 2020 Dubai.**

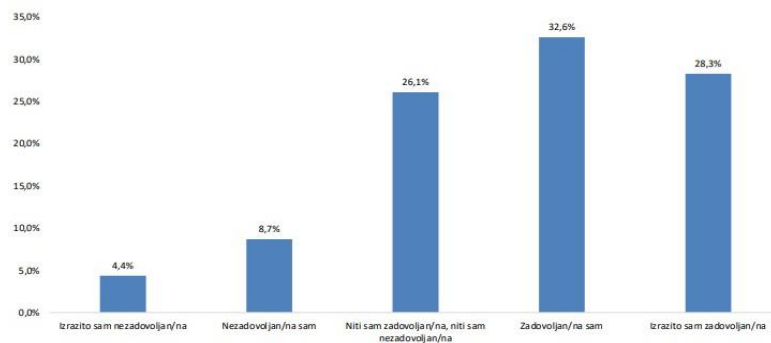
**Q2: Molimo vas da ocijenite zadovoljstvo povodom logističke podrške (organizacija putovanja, smještaja i prevoza) u sklopu biznis programa Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (38) u odnosu na ukupni broj učesnika su naveli da su izrazito zadovoljni, dok je sedam osoba zadovoljno povodom logističke podrške. Nijedan ispitanik nije izrazito nezadovoljan ili nezadovoljan, a jedan ispitanik je niti zadovoljan, niti nezadovoljan.

**97,8% učesnika je zadovoljno povodom logističke podrške (organizacija putovanja, smještaja i prevoza) u sklopu biznis programa Expo 2020 Dubai.**

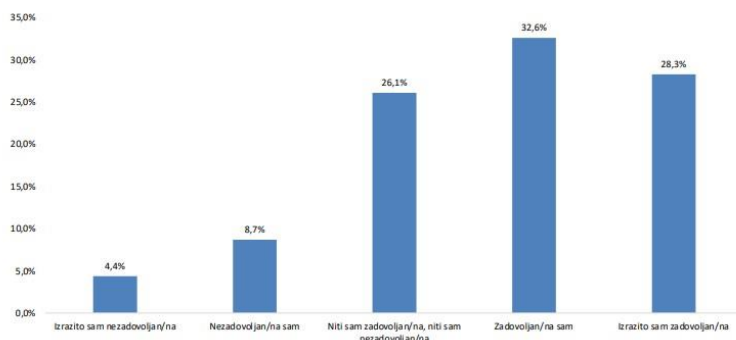
**Q3: Molimo vas da ocijenite zadovoljstvo povodom učešća na specijaliziranim konferencijama / forumima / seminarima u sklopu biznis programa Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (15) u odnosu na ukupni broj učesnika su naveli da su zadovoljni, dok je 13 osoba izrazilo zadovoljno povodom specijaliziranog sadržaja. 12 ispitanika su niti zadovoljni, niti nezadovoljni. Četiri ispitanika su nezadovoljna, a dva izrazito nezadovoljna.

**Oko 61% učesnika je zadovoljno povodom učešća na specijaliziranim konferencijama/ forumima/ seminarima u sklopu biznis programa Expo 2020 Dubai.**

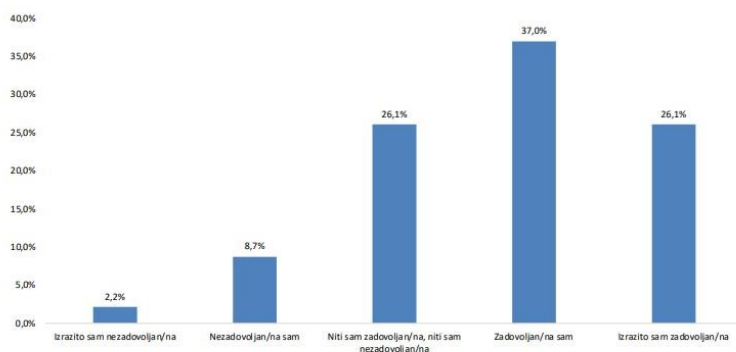
**Q3: Molimo vas da ocijenite zadovoljstvo povodom učešća na specijaliziranim konferencijama / forumima / seminarima u sklopu biznis programa Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (15) u odnosu na ukupni broj učesnika su naveli da su zadovoljni, dok je 13 osoba izrazito zadovoljno povodom specijaliziranog sadržaja. 12 ispitanika su niti zadovoljni, niti nezadovoljni. Četiri ispitanika su nezadovoljna, a dva izrazito nezadovoljna.

**Okolo 61% učesnika je zadovoljno povodom učešća na specijaliziranim konferencijama/ forumima/ seminarima u sklopu biznis programa Expo 2020 Dubai.**

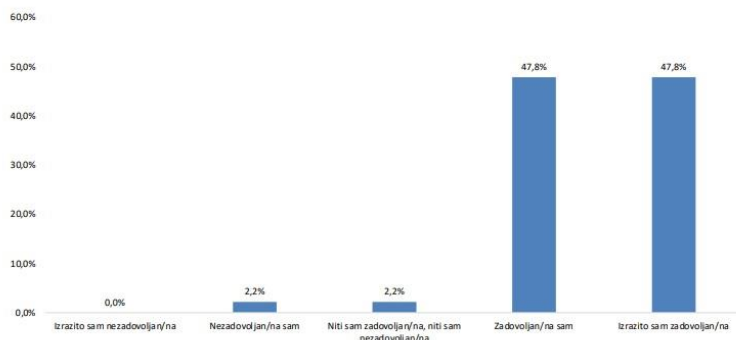
**Q4: Molimo vas da ocijenite zadovoljstvo povodom organizacije networking i B2B mogućnosti u sklopu biznis programa Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (17) u odnosu na ukupni broj učesnika su naveli da su zadovoljni, dok je 12 osoba izrazito zadovoljno povodom networking i B2B mogućnosti. 12 ispitanika su niti zadovoljni, niti nezadovoljni. Četiri ispitanika su nezadovoljna, a jedan izrazito nezadovoljan.

**63,1% učesnika je zadovoljno povodom organizacije networking i B2B mogućnosti u sklopu biznis programa Expo 2020 Dubai.**

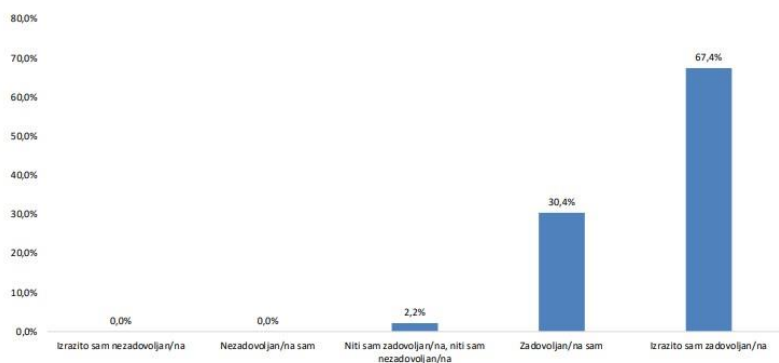
**Q5: Molimo vas da ocijenite zadovoljstvo povodom obilaska Expo izložbe i paviljona u sklopu biznis programa Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (po 22 osobe) u odnosu na ukupni broj učesnika su naveli da su izrazito zadovoljni i zadovoljni povodom obilaska Expo izložbe. Nijedan ispitanik nije izrazito nezadovoljan, a po jedan ispitanik je nezadovoljan i niti zadovoljan, niti nezadovoljan.

**95,6% učesnika je zadovoljno povodom obilaska Expo izložbe i paviljona u sklopu biznis programa Expo 2020 Dubai.**

**Q6: Molimo vas da ocijenite zadovoljstvo povodom komunikacije sa biznis timom u sklopu biznis programa Expo 2020 Dubai.**



Ukupan broj ispitanika koji su odgovorili na pitanje: 46 ispitanika. Najveći broj ispitanika (31) u odnosu na ukupni broj učesnika su naveli da su izrazito zadovoljni, dok su četiri osobe izrazito zadovoljne povodom komunikacije sa timom. Nijedan ispitanik nije izrazito nezadovoljan ili nezadovoljan, a jedan ispitanik je niti zadovoljan, niti nezadovoljan.

**97,8% učesnika je zadovoljno povodom komunikacije sa biznis timom u sklopu biznis programa Expo 2020 Dubai.**

**Q7: Kakav uticaj smatrate da će učešće na Expo 2020 Dubai imati na vaše poslovne ciljeve?**



- "Promocija i novi kontakti za buduće projekte."
- "dobar, uspio sam ostvariti kvalitetne konekcije tokom boravka na expo"
- "Jako pozitivan. Jedno veliko novo iskustvo."
- "Osvježili smo kontakt od prošle godine."
- "Jako pozitivan. Jedno veliko novo iskustvo."
- "Pozitivan zbog ostvarivanja novih kontakata unutar same grupe."
- "Minimalne s obzirom da je dolazak bio pred sami kraj kada expo ispunjava više turističku ulogu, no s obzirom na situaciju i izazove vlade ks sa odlaskom zadovoljan sam sa ovim sto smo postigli"
- "Imat ce dobar uticaj u BiH."
- "Otvoriti nove poglede i nove poslovne mogućnosti"
- "Otvaranje novih vizija i poslovnih veza sa UAE"
- "Definitivno otvara nove perspektive. Čestitam našem timu na uloženom trudu. Bio sam ponosan kao BH predstavnik"
- "Odlican ako Bog da"
- "Ostvarila sam jako dobre kontakte, pa se nadam da će biti uspješno."
- "Dugoročne"
- "S obzirom na poznantsva koja smo stekli na Expu, mislim da ce to imati jako dobar uticaj na nase poslovanje sa novim partnerima."



**Q7: Kakav uticaj smatrate da će učešće na Expo 2020 Dubai imati na vaše poslovne ciljeve? (cont.)**



- "Svakako novo iskustvo, drugaciji pogled i razumijevanje trzista."
- "Jako povoljan za povecanjem izvoza"
- "Potaknuće bržu realizaciju našeg eko projekta - solarna elektrana na krovu proizvodne hale."
- "Potencijalno sklapanje novih partnerstava"
- "Nadam se da će imati utjecaja u budućnosti i potači na još više sličnih projekata i potpuno transparentnih prilika privrednicima u Bosni i Hercegovini."
- "Kontakti koje sam ostvarila i prikupila tokom Expo 2020 će, nadam se, biti potencijalni budući korisnici naših usluga."
- "Saradnja sa novim kompanijama"
- "Ostvareni kontakti i dogovori unutar i izvan grupe ce sigurno utjecati pozitivno na nase poslovanje."
- "Nadam se veoma dobar"
- "Zaista je teško procijeniti. Kontakti su ostvareni, za dalje će vrijeme pokazati. Nećemo stati na ovome."
- "Mislim da cemo uspjeti u namjeri da prosirimo biznis u zemlje MENA"
- "Smatram da će učešće na Expo 2020 Dubai imati veliki uticaj na naše poslovne ciljeve u smislu kreiranja novih ideja i pokretanja novih poslovnih partnerstava."
- "Mogućnost saradje u vidu izvoza, nabavke matetijala i inovativnost."
- "Nadam se pozitivan"



## Q7: Kakav uticaj smatrate da će učešće na Expo 2020 Dubai imati na vaše poslovne ciljeve? (cont.)



- "Motivacija i energija koja je osjetna na svakom koraku Dubai Expo motivacija je da i pri povrtaku kući prenesemo moto naše paviljona i pretočimo ga u našu poslovnu viziju "mission possible". U BiH, zemlji nemogućeg, potrebno je razviti odnos prema poslu koje smo svjedočili u Dubai, a to je da je sve moguće."
- "Odlican"
- "Nadamo se da će imati pozitivne efekte."
- "Slabe"
- "Uspio sam stvoriti mnoštvo novih konekcija od kojih očekujem da će dati dobre rezultate i nove suradnje."
- "Nadamo se da će ovo uticati na poboljšanje naših turističkih proizvoda a samim tim i uvećanjem prihoda, pa tako automatski i poreza."
- "Vidjet cemo"
- "Smatram da smo uspješno predstavili viziju nase kompanije kao i investicijski projekat koji radimo, te da cemo uz pomoc kontakata ostvarenih na Expo 2020 Dubai brze i lakse ostvariti postavljene ciljeve."
- "Dobar"
- "Vidjet cemo"
- "Zadovoljavajuće"
- "Trebalo se vratiti realnosti, bez sistemskih promjena u nasoj drzavi tesko da mozemo promijeniti ili poblsati poslovne ciljeve."
- "Smatram da će pomoći u daljem radu."
- "Učešće na Expo 2020 Dubai pomoći će nam da ostvarimo svoje ciljeve i zadatke koji su usmjereni na razvoj i unapređenje turizma, te na bolju promociju destinacije kroz uvezivanje sa ciljnim tržištima."
- "Obnovili smo vec postojece kontakte i ostvarili nove."



## Q8: Molimo vas da navedete vaše sugestije/prijedloge.



- "Networking sa tematskim programom delegacija uskladiti. Pozvati firme iz Dubai vezano za sektore koje dolaze da prisustvuju eventima."
- "Samo nastavite ovako! ;)"
- "Sve pohvale za tim, a posebno za mirzu i enu koji su zaista se potrudili da sve bude odlično"
- "Definitivno sudjelovanje u Expo 2025 ali sa boljim planiranjem i sa slanjem manjeg broja firmi ali sa kojima ce se raditi na boljim pripremama projekata i biznis planova. U sustini uzimajući sve u obzir expo 2020 je bio uspjesan za Bosnu, te moze biti samo temelj za bolji rezultat u Osaki 2025. -Dz"
- "organizirati cilijane sastanke. (Slovacka sa "vodom" je bila fula), al hajde slikali smo se... - tema mora biti potrefljena. Trebali smo doci kada su prisutni arhitekti npr... - super je da nas je Sheik sve pozvao na razgovor, medjutim trebalo se znati da on trazi investicije od 50Mio+. Ovako smo isпали smijesni. Ali hajde ima slika"
- "Raditi više pripremnih sastanaka sa poslodavcima koji dolaze. Organizirati više različitih aktivnosti u sklopu našeg paviljona."
- "Hvala Vam velika na svemu sto ste učinili za nas kako Vi kao organizatori Tako i vladi KS kao krovnom nositelju dolaska.."
- "Priprema delegacije prije polaska na EXPO, mislim da je bilo korisno da smo imali neki sastanak za bolju pripremu"
- "Uzimajući u obzir mnoge otezavajuće okolnosti, brilijantno ste odradili posao. Kada bude više vremena za pripreme, i ocekivanja ce biti veća. Hvala"
- "Vise direktnih susreta s konkrentnim kupcima Mogucnos izlozbe exponata proizvoda"
- "Predlažem da se za sve grupe privrednika iz BiH koje su učestvovala u Expo-u održi networking po završetku Expo-a. Smatram da je međusobno umrežavanje i poticanje prilika suradnje veoma korisno svim privrednicima u našoj zemlji, jednako kao što su korisni i kontakti sa razvijenim zemljama."
- "Sa obzirom na prirodu Expo sajma, te da nije klasicni sajam. Mislim da se treba dobro pripremiti, i napraviti par evenata na koje ce se pozvati gosti/partneri."
- "Trebala je bolja priprema B2B, iskomunicirati ranije sa zemljama učesnicima koje su nasa potencijalna turistička tržišta, trebala se organizovati promocija turističkih potencijala u našem paviljonu, objaviti to putem Expo networka ....."



## Q8: Molimo vas da navedete vaše sugestije/prijedloge. (cont.)



- "Budućim posjetiocima EXPO paviljona bi koristila informacija o aplikaciji Smart Cue, koja se koristi za rezervisanje termina za ulazak na najposjećenije paviljone - kako bi se izbjeglo čekanje u redovima. 2. Bilo bi dobro da se predstavnicima naše delegacije malo bolje objasnila priroda networking eventa u smislu dres code-a. Eventu su prisustvovali ministar i ambasador i bila je prilično formalna atmosfera, a većina nas, predstavnika business sektora, bila je nderdressed (farmerice, patike isl.), što smatram da nije bilo prilično za event ovog tipa. Isto tako mislim i za posjetu Ajman Chamber. Savjetovano nam je da budemo obuceni business casual i da imamo udobnu obuću za obilazak paviljona, ali smatram da smo za navedene evente trebali biti obaviješteni o malo formalnijem oblačenju."
- "Potrebna je kvalitetnija organizacija za B2B susrete, ako nista u paviljonu BH prilikom ordrsravljanja BH kompanija."
- "Jedina sugestija je da se prilikom usmenog prezentiranja tvrtke se napravi i vizualni prikaz(barem logo tvrtke). Hvala jos jednom na svemu!"
- "Anagažman Ene i Mirze je bio iznad očekivanja. Divni mladi ljudi koji su se za nas zalagali kao da su njihovi biznisi u pitanju."
- "Poboljšati prezentacije nasih firmi na B2B forumima koristeći nase videa prezentacije"
- "Apsolutno sam zadovoljna."
- "Bilo bi dobro da smo imali priliku predstaviti nase firme vecem broju posetilaca. Eventualno da su firme koje su dosle iz BiH vec unapred imale kratak opis cime se bave u vidu slideshow ili banera koji bi konstantno bili postavljeni tu."
- "Nemam sugestija"
- "Potrebno organizovati prezentaciju ili networking u nasem paviljonu."
- "Bolja organizacija prevoza."
- "Organizovati networking event na paviljonu BiH ukoliko bude mogućnosti za sektore koji će učestvovati na Expo u narednom periodu."
- "BiH u narednim godinama treba uložiti u sadržaj i samo suštinu promocije i pričice koju želi pričati. S tim adutom puno će lakše biti privući i raditi posao poslovnim delegacijama u odnosu na način kako je to organizirano ove godine."
- "Veći akcent na B2B susretima i posjete B2B događaja od nama srodnim državama"
- "Nemam što puno dodati, obzirom da je sve u kratkom vremenu organizirano, dobro je. Zahvala teamu Eni i Mirzi na svemu."



# METODOLOGIJA I KRITERIJI ZA IZBOR PREDUZEĆA KOJA ĆE PREDSTAVLJATI BOSNU I HERCEGOVINU NA EXPO 2020 DUBAI

## UVOD

Shodno raspoloživom budžetu organizatora i naručioca posla, potrebno je obezbijediti učešće 80 preduzeća iz Bosne i Hercegovine na Expo 2020 Dubai. Zbog toga je potrebno pripremiti metodološki okvir izbora koji je na najbolji mogući način izražavati reprezentativnost datih preduzeća u odnosu na čitavu državu. Pored toga, bitno je da se osigura fer i korektan izbor, bez prostora za određene manipulacije izborom i slično. Kako bi se postiglo navedeno, potrebno je ispuniti dva cilja:

- Procjena broja preduzeća koja će predstavljati sedam izabranih industrija.
- Prijedlog kriterija za izbor datih preduzeća (u okviru industrija).

U nastavku će se obrazložiti svaki od navedenih ciljeva, zajedno sa metodologijom za ostvarivanje istih.

## PROCJENA BROJA PREDUZEĆA KOJA ĆE PREDSTAVLJATI SEDAM IZABRANIH INDUSTRIJA

U svrhu procjene ukupnog broja preduzeća prema definisanim industrijama, pripremljena je tabela 1. u kojoj su preduzeća grupisana prema ukupnom broju registrovanih preduzeća, broju aktivnih preduzeća, te broju preduzeća koja su imala pozitivno poslovanje u 2020. godini. Kao što se može primijetiti iz tabele 1., ukupni broj registrovanih preduzeća je znatno veći od broja aktivnih preduzeća, jer uključuje sva preduzeća koja su registrovana. Broj aktivnih preduzeća, uključuje sva registrovana preduzeća koja su podnijela finansijske izvještaje u 2020. godini i koja su imala pozitivan promet. Broj preduzeća sa ostvarenim pozitivnim finansijskim rezultatom se dobije od broja aktivnih preduzeća koja su poslovala pozitivno u 2020. godini.

**Tabela 1.** - Broj preduzeća u Bosni i Hercegovini prema industrijama u 2020. godini

RB	OZNAKA	SEKTOR	BROJ REGISTROVANIH PREDUZEĆA	BROJ AKTIVNIH PREDUZEĆA	BROJ PREDUZEĆA SA OTVARENIM PROFITOM	STOPA AKTIVNOSTI	STOPA PROFITABILNIH PREDUZEĆA	STOPA UČEŠĆA
1	A02	Šumarstvo i sječa drva	1.113	272	228	24%	84%	7,11%
2	C10	Proizvodnja prehrambenih proizvoda	4.612	738	504	16%	68%	15,73%
3	C21	Proizvodnja farmaceutskih proizvoda	23	12	11	52%	92%	0,34%
4	C24	Proizvodnja metala	270	55	30	20%	55%	0,94%
5	C25	Proizvodnja gotovih metalnih proizvoda	2.601	845	672	32%	80%	20,97%
6	C29	Proizvodnja motornih vozila i dijelova za vozila	162	62	39	38%	63%	1,22%
7	C31	Proizvodnja namještaja	822	272	220	33%	81%	6,86%
8	I	Hotelijarstvo i ugostiteljstvo	23.521	996	479	4%	48%	14,95%
9	J	Informacije i komunikacije	3.580	1.296	1.022	36%	79%	31,89%
10		<b>UKUPNI BROJ PREDUZEĆA U BIH</b>		<b>30.878</b>	<b>22.775</b>		<b>74%</b>	<b>100%</b>

Izvor: Bisnode d.o.o.

*(Methodology and criteria for the selection of companies that will represent Bosnia and Herzegovina at EXPO 2020 Dubai)*

#### **4.1.2. Development of the business program networking plan**

World Expo 2020s have traditionally been pivotal moments in global growth and innovation, providing a platform for governments and citizens to build lasting relationships and connections. Business is a core component of Expo 2020 which focuses on creating a powerful and exciting platform through which governments, businesses, international organizations, and individuals may leverage the power of global commerce and exchange to design a better world. Expo 2020 organizes a network of event series, products, and experiences within the business component to foster a more resilient global economy and facilitate robust economic development and partnerships.

## **Business Programme & Networking Plan**

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- 1.6 Country Business Briefing Opportunities
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- 2.2 Bosnia and Herzegovina Country Business Briefing
- 2.3 Expo 2020 Business Group
- 2.4 Defining Events and Opportunities to Visit
- 2.5 Programme Plan
- 2.6 Preparatory Activities for the Presentation of BiH Companies
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- 2.10 Implementation of the Business Program Plan
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#### **3. Additional Support Activities for Business**

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- 3.2 The Role Government-to-Government Relationships in Creating New Business Opportunities for BiH Companies

## **1. About Expo 2020 Business Opportunities**

World Expo 2020s have traditionally been pivotal moments in global growth and innovation, providing a platform for governments and citizens to build lasting relationships and connections. Business is a core component of Expo 2020 which focuses on creating a powerful and exciting platform through which governments, businesses, international organizations, and individuals may leverage the power of global commerce and exchange to design a better world. Expo 2020 organizes a network of event series, products, and experiences within the business component to foster a more resilient global economy and facilitate robust economic development and partnerships.

The exciting range of events being booked by International Participants in pavilions, across Expo 2020's public realm venues, and in the Dubai Exhibition Centre (DEC), is inspiring to see and encourages all participants to keep up the momentum.

Reflecting on the progress that has been made, Expo 2020 has updated this International Participants Programming Pack with new information, dates and opportunities to help guide all participants to plan their own events and to plug into Expo 2020 programming.

Keeping the Theme Weeks as the guiding structure for event and activation planning, Expo 2020 hopes that the Programming Pack inspires everyone to amplify their own presence on the issues of greatest importance by aligning events, participating in others, and making the most of the impressive range of venues available to the participants across the site.

To ensure that there is a more consistent line of communication between Expo 2020 programming and International Participants, and to foster collaboration between International Participants, Expo 2020 has also launched the Expo 2020 Dispatch - regular newsletter that contains all the latest information on specialist programming, event booking, International Participant events and opportunities for co-creation. Each subscriber will receive the Dispatch via email and a version will also be available on the Expo 2020 Portal.

### **1.1 Expo 2020 Business Calendar**

Last November, Expo 2020 shared the findings of the Global Optimism Outlook Survey, which found that people the world over have a shared desire to build a more inclusive, tolerant, collaborative, clean and stable planet. This aspiration to shape a better world resonates well with the Theme Weeks and the programming that is beginning to emerge around them - both from the Expo 2020 side and from International Participants.



The overarching theme, Connecting Minds, Creating the Future, is inspiring all of us to think collaboratively about how we overcome the greatest issues of our time, such as climate change and inequality, and this is reflected in the spirit of partnership that we are witnessing among all International Participants.

Each country's pavilion designs and programming plans are breathing life into Expo 2020's subthemes of Opportunity, Mobility and Sustainability, and collectively, we are contributing to a moment in time where the world will be inspired to stop, to listen and to learn from the important messages everyone wants to share.

There are 173 days, 17 Expo 2020 venues and DEC, 200+ pavilions, and cumulatively thousands of events through which to make our voices - and the voices of all other Expo 2020 Participants - heard.

Many world leaders - our leaders - have already committed to be there and demonstrate their commitment to Expo 2020 and the issues we all stand for. This is a testament to the commitment of all International Participants, and indicative of the momentous achievements we have made to date in planning the incredible events.

Nine in ten respondents to the Global Optimism Outlook Survey believe that individuals and communities have the power to shape a better future through knowledge sharing, communication and collaboration. They believe that open dialogue and coming together to exchange ideas is essential to unlocking opportunity in the future.

Expo 2020 presents an unparalleled opportunity to do just that.

The Business Calendar, which is featured on the Expo 2020 Dubai website, includes all business-related events and activities occurring throughout the Expo 2020's six months. It promotes business-related events and activities on the Expo 2020 site and at the Dubai Exhibition Center (DEC) throughout event hours, allowing business visitors to plan ahead of time, tailor their itineraries to meet their needs, and connect with the relevant people. All Expo 2020 visitors can access the calendar for free, which includes the following:

- Events - listing of all business events and forums, including those sponsored by Expo 2020, International Partners, and Partners, both on-site (including inside pavilions) and in the DEC,
- Country Business Representatives - listing country business representatives
- Delegations - listing Business Delegations of International Participants, and
- Business Connect Centre - listing tenants (including Chambers of Commerce and Investment Entities) at the Business Connect Centre.


## Example of the Expo 2020 calendar

across different countries and sectors.

Wednesday, 3 November 2021		
<ul style="list-style-type: none"> <li>● <b>Special Events   UAE Golden Jubilee Celebration</b></li> </ul>	<p>Full Day Site Wide</p>	<p>Expo 2020 coincides with the United Arab Emirates' biggest national celebration yet - The UAE Golden Jubilee. <b>To commemorate this historic event, from the 03 November to the 04 December 2021, Expo 2020 Dubai will celebrate the UAE's extraordinary journey over the last 50 years, while also looking towards the next 50.</b> It will share with every visitor the joy and pride that Emiratis have for their nation and their ambitious and inclusive vision for a global future.</p>
<ul style="list-style-type: none"> <li>● <b>Street Theatre   Netherlands: Strandbeests</b></li> </ul>	<p>09:30 - 10:00 13:30 - 14:00 16:30 - 17:00 20:00 - 20:30 Earth Plaza</p>	<p>Theo Jansen is <b>engaged in creating new forms of life: the so called strandbeests</b>. Skeletons made from yellow plastic tube (Dutch electricity pipe) are able to walk and get their energy from the wind.</p>
<ul style="list-style-type: none"> <li>● <b>Hammour House Drop-in knitting</b></li> </ul>	<p>10:00 - 18:00 Hammour House</p>	<p>Join us for a real hands-on creative experience as knitting artists from our community guide you on how to use finger knitting techniques to create beautiful creatures from under the sea! A fun-filled time is guaranteed for families and youngsters.</p>
<ul style="list-style-type: none"> <li>● <b>National Day   Kingdom of the Netherlands </b></li> </ul>	<p>10:15 Al Wasl Plaza</p>	<p>Celebrate <b>Netherlands and its Pavilion</b>, with dedicated programmes and celebrate its unique culture &amp; talent.</p>
<ul style="list-style-type: none"> <li>● <b>Dance   Argentina: Daily Tango Flashmobs</b></li> </ul>	<p>11:10 - 11:20 16:10 - 16:20 Sea Plaza</p>	<p>Catch our Tango Flashmobs twice a day! Come and watch professional tango dancers light up the dance floor.</p>
<ul style="list-style-type: none"> <li>● <b>Street Theatre   Morocco: Moroccan Folk Music - Tarab Hassani from Dakhla</b></li> </ul>	<p>11:30 - 12:00 2020 Plaza 16:00 - 16:30 Earth Plaza 19:30 - 20:00 Sun Plaza</p>	<p>Traditional Hassani music is an integral part of the oral Saharawi heritage. The rhythm of stringed and percussion instruments makes the Tarab Hassani music close to suavely spoken poetry.</p>
<ul style="list-style-type: none"> <li>● <b>SDG   Inclusive Cities: Last Mile Delivery in Slums and Informal Settlements</b></li> </ul>	<p>11:00 - 18:20 The Nexus for People &amp; Planet North and South Hybrid event (in-person and virtual) (Invite-only)</p>	<p>Against a global backdrop of rapid urbanisation, stakeholders highlight <b>effective models of "last mile" delivery and technology for services</b> such as water, sanitation and inclusive finance to slums and informal settlements.</p>

## Example of the Expo 2020 calendar

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● International Celebrations  
 ● International Days  
 ● National Days & Honour Days  
 ● Expo Entertainment Programme  
● Participants' Programmes  
 ● Programme for People and Planet  
 ● Business Programme  
 ● Dubai Exhibition Centre

For information on Expo Events and Entertainment visit [www.expo2020dubai.com/en/calendar](http://www.expo2020dubai.com/en/calendar)

\*Subject to change

## 1.2 Expo 2020 Theme Weeks

Expo 2020 Dubai's plan aims to solve the world's most critical issues, so the majority of the events will be coordinated within 10 Theme Weeks and will run over the six months of Expo 2020. Within each Theme Week, TED-style presentations address various topics for special-interest audiences, while significant, public-facing Flagship events try to raise awareness and galvanize action among the broader

public. Expo 2020's priority focus areas are: Climate & Biodiversity, Space, Urban & Rural Development, Tolerance & Inclusivity, Knowledge & Learning, Travel & Connectivity, Global Goals, Health & Wellness, Food, Agriculture & Livelihoods and Water. The 10 Theme Weeks during Expo 2020 focus areas and dates are shown in Table 1 below.

This is a great opportunity for all companies providing services or products related to thematic weeks to find partners, offer services or products or ideas for startups with international partners working intensively on the focus areas.

Companies have the opportunity to present their services, products, feasibility studies, projects, potential projects that link private and public partnership in areas as follows:

- **Climate Change & Biodiversity;** Recognising that the world is at a crucial moment when the global community must take decisive and collective steps to protect the planet, Expo 2020 will provide a powerful platform for people's voices to be heard in policy circles. Events and discussions during Climate and Biodiversity Week will focus on mitigating climate change, disaster risk management, advancing the circular economy, protecting vulnerable regions and conservation.
- **Space;** Space Week at Expo 2020 Dubai is promising an exceptional experience, from meet-and-greets with astronauts to a chance to look through powerful telescopes providing a peek into the cosmos. Astronauts from Nasa and all over the world plan meet visitors and field questions about life in space. It is the perfect event for space enthusiasts, especially young people who are considering careers in the Stem subjects of science, technology, engineering and mathematics. Scientists, engineers and space leaders will also participate in several conferences during the week.
- **Urban & Rural Development;** companies and governments have the opportunity to exchange their experiences in terms of urban and rural development and discuss about sustainable ways of future growth.
- **Cities and Informal Settlement;** An estimated 25% of the world's urban population live in informal settlements, with 213 million informal settlement residents added to the global population since 1990. Governments will have a chance to discuss and collaborate on ideas for the future of informal settlements and how to strategically include them in cities, providing them a necessary infrastructure.
- **Service delivery (water, energy, waste);** From solar energy to the internet, safe water to recycling, be inspired by those who are working to transform the lives of communities through reliable service provisions. Their innovations make a difference everywhere from urban areas to refugee settlements.

- Urban planning and infrastructure; Administrative departments, utilities, enterprises, scientific institutions and civil society representatives, academic and research institutions, local and regional administrations, financial suppliers and investors, energy suppliers, ICT sector representatives, citizens, governments, property developers, non-profit organisations, planners will all have a chance to meet, exchange ideas and collaborate together.
- Transportation; Expo 2020 will include professional content on all types of transportation of people and goods including different modes of transport air, water, and land transport, Rails or railways, road and off-road transport. As Dubai is one of the world's fastest public transport developers, this would be beneficial for all companies interested in being part of and learning from Dubai's experience.
- Integrated rural development; As an emerging topic and opportunity for all areas, especially during pandemic times, rural development is an important part of Expo 2020's agenda.
- Tolerance & Inclusivity; Celebrate global diversity: Embracing the wealth of perspectives that comprise humanity. Seek out untold stories: Amplifying new voices within global conversations. Advance peace and security: Fostering a culture of tolerance and mutual understanding.
- Multiculturalism; Expo 2020 Dubai this week gathered experts from around the world to discuss how we can work together to foster greater common understanding for more inclusive societies. The latest in a series of thematic weeks designed to consider solutions to key challenges that affect us all, Tolerance and Inclusivity Week spotlighted initiatives that enhance multiculturalism, co-existence and interfaith understanding - as well as increase accessibility and support indigenous communities and cultures.
- Co-existence and interfaith understanding; Expo 2020 encourages understanding, mutual respect, inclusivity and peaceful coexistence.
- Indigenous communities and cultures; Expo 2020 welcomes each individual and individual's ideas no matter where they come from.
- Accessibility (including people of determination); People of determination should have the ability to access data and information through various platforms and be informed about their legal rights. They must have access to banking services and be able to participate in various sports and entertainment programmes, among others. Each company or individual sharing the idea is more than welcome to contribute.

- Peace and security; Expo 2020 has done much to emphasize importance in value of equality, women's rights, securing world peace and promoting wellbeing.
- Inclusive dialogue and responsible reporting; Promoting peace and security, inclusive dialogue, and responsible reporting in media and public forums.
- Knowledge & Learning- Future of education and work; The focus of this section will explore the importance of shared knowledge and education in order to solve tomorrow's challenges. Seminars, discussions and workshops on education and knowledge acquisition will be held around the Expo 2020 site during Knowledge & Learning thematic week.
- Skills and TVET (technical and vocational education and training), informal education/knowledge systems; Expo 2020 offers insights into TVET (Technical and Vocational Education and Training) in keeping up with fast-changing working environments, elaborating on how vocational education can provide today's youth with a mindset adapted to lifelong learning.
- Travel & Connectivity - Digital connectivity; Reshaping tourism in balance with the natural world. Learn about how one creates a digital world that is safe, inclusive and accessible. Learn and interact about redesigning mobility for more connected societies. All of us have the basic need to connect with one another. This connectivity is the bedrock of healthy and empowered societies, ensuring that we all benefit economically, socially and intellectually by sharing and learning.
- e-governance; Several countries plan to present their innovations in terms of government digitalization and share their knowledge and experience about how this incentive will contribute to future generations. Interesting topic for all international participants including various IT professionals and government and non-government organizations.
- Smart mobility; As one of the three core themes at Expo 2020 is mobility, and the UAE has been a frontrunner when it comes to demonstrating the future possibility of this sector. The Dubai Autonomous Transportation Strategy, for example, aims for 25 per cent of all transportation in the emirate to be smart and driverless by 2030. And it's already had a healthy head start. Expo 2020 Dubai is the right place to be for all stakeholders interested in mobility and technology.
- Supply chains and trade; For more than a century, our customers have shipped their goods and contributed massively to global trade. As the world continues to shrink, simplifying complex supply chains is the key to turning challenges into global opportunities in an omni-channel marketplace. Whether you're shipping food or chemicals, electronics or this season's fashion collection,

integrating the physical and digital aspects of your business, and tailoring solutions for your strategic needs is the way to untapping the full potential of your supply chain from end to end.

- Travel; Expo 2020 announced that it plans to host Travel & Connectivity Business Forum that aims to highlight and showcase business opportunities, cutting-edge technologies, and progress achieved by the UAE, International Participants and Expo 2020 partners relevant to the travel and connectivity sector.
- Global Goals-Last-mile delivery; Expo 2020 partners and international participants will take stock of how far we have come, examine the role actors - including individuals - can play in achieving this international roadmap, and explore how we can act together to chart and deliver a way forward. Best practices in last-mile delivery, livelihood and enterprise development, and the women and girls agenda will be highlighted.
- Women and girls; Expo 2020 will host public events to raise awareness and celebrate International Day of Women and Girls in Science spotlighting the UAE's leadership role in the area, and highlighting Expo 2020 Participant best practices and success stories.
- Livelihoods and enterprise development; Projects around the world are providing the tools people need to improve their lives by promoting alternative employment and income opportunities, women in the workplace, competitive products and services, and improved market access.
- Health & Wellness - Healthcare systems; Expo 2020 Dubai will launch 'Health and Wellness Week', as a series of thematic weeks that seek to address some of the greatest challenges facing humanity and explore solutions that benefit us all.
- Health-tech (telemedicine); Expo 2020 Dubai will host multiple dedicated conferences that will present cutting-edge practice in healthcare, including the use of virtual reality and 3D printing. The conferences plan to focus on technological advances in health care, including a Virtual Reality and Robotics Expo 2020 with artificial intelligence, 3D printing and wearable technology being the subject of several panel discussions.
- Community-led health delivery; Expo 2020 plans to organize events and panel discussions highlighting community led service delivery in healthcare, and how technology along with awareness can ensure that even in the most remote areas, people have access to treatment.
- Wellbeing and happiness; The focus will be on giving mental and physical wellness equal worth in caregiving systems; creating a culture of care and

acknowledging the role of communities in nurturing healthier, happier societies; and rising to the challenge - meaning, harnessing the power of technology for safe, accessible healthcare.

- Food, Agriculture & Livelihoods; Expo 2020 will gather world industry leaders on Food, Agriculture & Livelihoods Business Forum. Main pillars will be: ensuring agriculture works in harmony with our ecosystems, cultivating responsible consumption habits to reduce food waste and transforming the way we produce and consume to ensure good food for all.
- Food waste and safety; As world sustainability is one of the main themes on Expo 2020, there will be variety of topics such as sustainable use of food, responsible consumption, transformation of way we produce and use food. Also, there will be a chance of sustainable companies to present themselves.
- Value chains and smallholder farming; Expo 2020 will host multiple events that will spotlight integrated approaches to scale efforts to accelerate shared prosperity in the underdeveloped regions for food security, energy development, nutrition, mitigating drought and desertification, and the role of women and youth in restoring degraded lands and rural livelihoods.
- Food and nutrition security; Expo 2020 will support a number of food, agriculture and nutrition-related projects across the world through its global innovation and partnership programme, Expo 2020 Live. These include myAgro, a non-profit social enterprise based in West Africa that leverages mobile technology and modern agricultural techniques to move smallholder farmers out of poverty; Desert Control, a Norwegian company with operations in Dubai and is able to transform dry, sandy soil into lucrative arable land with its patented liquid nanoclay, reducing water irrigation needs by more than 50 percent and increasing yields; and the International Center for Biosaline Agriculture, an Abu Dhabi-based non-profit agricultural research centre that addresses poor water quality and water scarcity issues by implementing modular farms for desert and arid environments - Expo 2020 Live funding is supporting the development of modular farms across the UAE. Meanwhile, Expo 2020's Global Best Practice Programme, 'Small Steps, Big Leaps: Solutions for Sustainable Impact', will showcase simple yet impactful interventions that localise the Sustainable Development Goals (SDGs) - projects that are providing tangible solutions to the world's biggest challenges.
- Water- Water management; The six months of Expo 2020 will highlight a range of water interventions, innovations and best practice solutions from around the world. Meet the water tower of West Africa, discover an ingenious 'amphibious housing' idea and see smart sustainability solutions in action - these are just a handful of ways Expo 2020 Dubai will shine a light on the importance of water. The foundation of human survival and life on earth,



water is essential to sanitation, healthcare, education, business and industry, yet climate change is making water more scarce, more polluted and more unpredictable. As a global event dedicated to finding solutions to some of the world's most pressing issues, Expo 2020 Dubai will showcase, in depth, a range of ingenious ideas, innovations and best practices already providing solutions or with the potential to improve the lives of people and the state of the planet. Many of the 192 participating countries are bringing their ambitious ideas to Expo 2020, where they will be able to collaborate and innovate to address water-related issues. For example, Guinea, dubbed 'the water tower of West Africa' thanks to its location as the source of the Niger, Senegal and Gambia rivers, will highlight its crucial role in water access for the whole region, inviting the world to 'tap in to the source' as they actively participate in developing sustainable solutions. Seychelles will offer visitors a deep-dive deep into its pioneering efforts to safeguard its oceans and develop its blue economy, while Mali is ready to share with the world its water-based culture and huge agro-economic potential. Water runs through the design and message of many other pavilions, not least the Rio Negro-inspired Brazil Pavilion, which will showcase the river and mangrove ecosystems and highlight efforts to protect water resources. The Dutch - renowned water experts - will share solutions that unite water, food and energy, such as technology that uses solar power to produce water out of air. On site, all permanent Expo 2020-built structures have been designed to reduce potable water usage by 40 per cent (and most are achieving reductions of 50 per cent or more) compared to conventional buildings, thanks to ideas such as using condensation from air conditioning systems in toilet flushing and irrigation. Add to that the Sustainability Pavilion's ability to collect water from the air at night, and Siemens' MindSphere Internet of Things (IoT) technology that uses sensors to manage water supply, adapt irrigation according to soil moisture and alert to leaks, and you have a working demo of how smart cities and cutting-edge technology will help conserve water in the future. Across 173 days, Expo 2020 will shine a light on some of the imaginative ideas coming from around the world that will excite and inspire millions of visitors - including investors, governments and multilateral organisations.

Worried about flooding? Check out The Buoyant Foundation Project at the University of Waterloo, just one of a number of Expo 2020 Global Best Practice projects providing solutions to water challenges, and its ingenious 'amphibious housing' - structures that float on the surface of rising floodwaters then come to rest on the ground as the waters dissipate. Or learn about Expo 2020 Live grantee Dar Si Hmad, a Moroccan non-profit that collects fog and delivers safe, potable fog-water to previously water-starved communities of the Anti-Atlas Mountains. These events, interactions and ideas will culminate in Water Week, beginning on 22 March 2021 to coincide with World Water Day. One of Expo 2020's key thematic weeks, it will focus on ensuring clean and adequate water for people and the planet, and draw the world's attention to water and its centrality to all Sustainable Development Goals - in particular Goal 6, which calls for clean water and

sanitation for all, and Goal 14, to conserve and sustainably use our oceans, seas and marine resources. Through all these inspiring and informative journeys, Expo 2020 is a moment of optimism to shine a light on sustainable water solutions.

- Oceans and ocean economies; With the future of our oceans at the forefront of concern around the environmental damage our world is currently facing, Expo 2020 Dubai's Beneath the Blue journey illustrates new approaches that put innovation at the heart of marine conservation. The journey is part of a series of themed, self-guided tours, created by Expo 2020 Dubai to help visitors navigate the vast array of attractions throughout the six months of the event. As rising temperatures and growing populations put increasing pressure on the world's oceans, Beneath the Blue addresses environmental challenges such as plastic pollution and biodiversity, asking how we can work together to better manage climate change, with the overall objective to catalyse change.
- Water-based ecosystems; Every drop counts. Preserving and protecting one of our planet's most precious - but finite - resources is uniting change-makers at the latest Expo 2020 Talks. Water is essential to life itself. It supports healthy ecosystems, drives economic progress and is fundamental to nearly every Sustainable Development Goal (SDG). That's why the issue of water - from conservation and clean oceans, to sanitation and food security - is front and centre at Expo 2020 Talks: Water, the last in a series of Expo 2020-led themed events that seek to drive global action to solve some of our planet's most pressing challenges.
- WASH (water, sanitation and hygiene); Projects highlighted by Expo 2020 Live and Expo 2020's Global Best Practice Programme offer creative sanitation solutions and mark progress towards achieving SDG Six. About 4.2 billion people live without safely managed sanitation, according to the United Nations, yet hygiene is a cost-effective way to improve health, life expectancy, student learning, gender equality and a host of other social development issues. Access to water, sanitation and hygiene - known collectively as WASH - is a basic human right and has profound wider socio-economic impact. It is particularly important for girls, for whom lack of adequate toilet facilities leaves them vulnerable to assault, locks them into a life of drudgery and poverty, and often means the difference between dropping out of school and getting an education - with wider consequences for national economies. Expo 2020 Live and the Expo 2020 Global Best Practice Programme will support a number of great ideas, from India, Jordan, Lebanon and Nepal, that improve sanitation practices, raise awareness and, ultimately, save lives - all while working towards Sustainable Development Goal (SDG) Six: to ensure sanitation and water for all by 2030.

Theme Week	Focus Areas	Dates
Climate Change & Biodiversity	<ul style="list-style-type: none"> <li>- Climate change</li> <li>- Disaster risk management</li> <li>- Circular and green economy</li> <li>- At-risk regions</li> <li>- Natural resource and biodiversity conservation</li> </ul>	3-9 Oct 2021
Space	<ul style="list-style-type: none"> <li>- Space exploration</li> <li>- Governance and law</li> <li>- Space data and remote sensing</li> </ul>	17-23 Oct 2021
Urban & Rural Development	<ul style="list-style-type: none"> <li>- Cities and informal settlements</li> <li>- Service delivery (water, energy, waste, etc.)</li> <li>- Urban planning and infrastructure</li> <li>- Transportation</li> <li>- Integrated rural development</li> </ul>	31 Oct -6 Nov 2021
Tolerance & Inclusivity	<ul style="list-style-type: none"> <li>- Multiculturalism, co-existence and interfaith understanding</li> <li>- Indigenous communities and cultures</li> <li>- Accessibility (including people of determination)</li> <li>- Peace and security</li> <li>- Inclusive dialogue and responsible reporting</li> </ul>	14-20 Nov, 2021
Knowledge & Learning	<ul style="list-style-type: none"> <li>- Future of education and work</li> <li>- Skills and TVET (technical and vocational education and training)</li> <li>- Informal education/knowledge systems</li> </ul>	12-18 Dec 2021
Travel & Connectivity	<ul style="list-style-type: none"> <li>- Digital connectivity</li> <li>- e-governance</li> <li>- Smart mobility</li> <li>- Supply chains and trade</li> <li>- Travel</li> </ul>	9-15 Jan 2022
Global Goals	<ul style="list-style-type: none"> <li>- Last-mile delivery</li> <li>- Women and girls</li> <li>- Livelihoods and enterprise development</li> </ul>	16-22 Jan 2022
Health & Wellness	<ul style="list-style-type: none"> <li>- Healthcare systems</li> <li>- Health-tech (telemedicine)</li> <li>- Community-led health delivery</li> <li>- Wellbeing and happiness</li> </ul>	27 Jan-2 Feb 2022
Food, Agriculture & Livelihoods	<ul style="list-style-type: none"> <li>- Food systems</li> <li>- Food waste and safety</li> <li>- Value chains and smallholder farming</li> <li>- Food and nutrition security</li> </ul>	17-23 Feb 2022

Water	<ul style="list-style-type: none"> <li>- Water management</li> <li>- Oceans and ocean economies</li> <li>- Water-based ecosystems</li> <li>- WASH (water, sanitation and hygiene)</li> </ul>	20-26 Mar, 022
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### 1.3 Thematic Business Forums

Expo 2020 hosts a series of Thematic Business Forums (TBFs) as part of the Business program across each Theme Week, highlighting non-traditional business opportunities, cutting-edge technologies, and progress achieved by the UAE, International Participants, and Expo 2020 Partners relevant to ten core themes. The TBF ten forums are taking place, as seen in Table 1 below.

Thematic Business Forum	Date	Time	Venue
Climate Change & Biodiversity	4 Oct 2021	9 am - 6 pm	DEC Hall 2A South
Space	19 Oct 2021	9 am - 6 pm	DEC Hall 2A South
Urban & Rural Development	1 Nov 2021	9 am - 6 pm	DEC Hall 2A South
Tolerance & Inclusivity	16 Nov 2021	9 am - 6 pm	DEC Hall 2A South
Knowledge & Learning	14 Dec 2021	9 am - 6 pm	DEC Hall 2A South
Travel & Connectivity	11 Jan 2022	9 am - 6 pm	DEC Hall 2A South
Global Goals	18 Jan 2022	9 am - 6 pm	DEC Hall 2A South
Health & Wellness	1 Feb 2022	9 am - 6 pm	DEC Hall 2A South
Food, Agriculture & Livelihoods	21 Feb 2022	9 am - 6 pm	DEC Hall 2A South
Water	22 Mar 2022	9 am - 6 pm	DEC Hall 2A South

In implementing these Forums, the Dubai Chamber of Commerce and Industry (DCCI) will partner with Expo 2020 Dubai, bringing its enormous knowledge, experience, and worldwide network to bear. Expo 2020's International Participants, Commercial Partners, and business audiences can acquire valuable insights, participate in significant debates, and grow their business networks at each Thematic Business Forum. Each TBF schedule is structured to encourage maximum connection between participants and their audience.

## 1.4 Global Business Forums

Expo 2020 is an organizer of three Global Business Forums (GBFs) in collaboration with the Dubai Chamber of Commerce and Industry (DCCI): Africa, Latin America (LatAm), and The Association of Southeast Asian Nations (ASEAN). These events focus on the UAE's and three continents' economic outlooks to increase revenue flows by addressing difficulties and seizing opportunities. The Global Business Forums bring together notable speakers, top decision-makers, and industry experts to discuss overcoming obstacles, supporting economic growth, and trade and investment. Each event takes place over two days at the Dubai Exhibition Centre (DEC) and will be attended by an invite-only VIP audience.

Bosnia and Herzegovina's government will be able to participate on Global Business Forums and take active role in connecting with the Dubai Chamber of Commerce and Industry and delegations from all three continents. This might be a great opportunity for government-to-government meetings and also for creation of the long-term relationships with global economies.

### Example of Global Business Forum event

**Wednesday, 8 December 2021**



The image shows a promotional graphic for the Global Business Forum ASEAN | Day 1. It features a blue and white world map background with several business professionals in suits walking across it. The text 'Global Business Forum ASEAN | Day 1' is overlaid on the top left of the image.

**Time & Venue**  
07:30 - 17:45  
Dubai Exhibition Centre Hall 1 South  
Hybrid event (in-person and virtual)  
(invite Only)

**Description**  
Forum hosted by Expo 2020 and Dubai Chamber of Commerce focusing on the **economic outlooks of the UAE and ASEAN region**, with the objective of encouraging international revenue flows by addressing challenges and harnessing opportunities.

## 1.5 Plug in to Programme and Programming Guidelines

All Expo 2020 public realm venues are available for all participants' use at no extra cost. In addition, Expo 2020 will provide staging, technical equipment and the necessary technicians and crew. All the participants have to do is to book!

Expo 2020 has put together these programming guidelines to help one maximize the presence of one's talent while driving visitor engagement by booking performers and speakers across multiple venues while on Expo 2020 site. Participants can find out

more about the impressive range of venues by viewing venue descriptions on the Expo 2020 Portal and use the Event Booking System to book and reserve any space.

Each performance means a new audience and a new environment for performers, which will significantly increase their visibility across the site:

- When programming events in public realm venues, one should consider repeating performances across venues.
- Should not limit performers to using the Al Wasl space on the National Day - should amplify impact by booking performers across multiple venues.
- If we have performances, talks or even public film screenings happening in our own pavilion, should consider extending its impact by repeating these in public realm venues.
- Should consider having promotional tasters for our larger business events at DEC in the public realm ahead of time to maximize interest and attendance. Alternatively, why not organize a Connected Minds event, or ask our thought leaders to participate in a World Majlis?
- With the goal of promotion or sending any targeted message, businesses can hire promoter staff, artists or any other form of promotion on Expo 2020 site. All that the participant needs to do is to apply through the Expo 2020 system for the specific activity and book the right place.

In order to maximize our participation, there are a wide range of opportunities available to International Participants to plug in to Expo 2020 programmes across 17 venues.

Expo 2020 Dubai provides multiple ways of support for businesses and these are not limited to the Country Business Briefing and National Day. Business participants can use Expo 2020 public spaces that can be booked through the Expo 2020 system and use all of the Expo 2020's infrastructure for reaching their goals. These can include, but are not limited to organization of:

- presentations,
- networking events,
- business to business matchmaking,
- business and investment forums,
- tasting events,
- panel discussions,
- in-person and virtual on-sight experience events,
- bilateral, trilateral and multilateral meetings,
- meetings and events with chamber of commerce from UAE and all over the world,
- public speeches,
- business talks,
- thematic days,
- summits,
- thematic seminars,

- business lunches and gala dinners,
- all other creative methods to connect business and individuals to each other.

### 1.6 Country Business Briefing Opportunities

On their National/Honour Day, Expo 2020 provides a possibility of organizing a forum for all International Participants and Non-Official Participants, in the form of conducting a Country Business Briefing. This platform allows nations and organizations to use the presence of their heads of state, leaders, and industry experts to highlight their commercial possibilities and establish meaningful discourse and relationships with the Expo 2020's diverse business stakeholders. International and non-official participants can organize their Country Business Briefing the day before or the day following their National Day/Honour Day.

Operating Hours: 10 am - 6 pm

Location: Business Connect Centre (BCC)

Date: National Days

Audience: Min. 50 - Max. 120



Included:

- Venues: Multi-purpose Area (120 People) + 2 Large Meeting Rooms (25 people each) + 2 Small Meeting Rooms (6 people each)
- AV System: Projection Screens, Speakers, Microphones, AV Conference System

Refreshments

- Multi-purpose Area: Up to 5 people: Tea, Coffee, Water, Juices & Soft Drinks
- All other BCC Venues: Tea, Coffee, Water

Expo 2020 Business Calendar: All country briefings will be featured on Expo 2020 Dubai Business Calendar

Not included

Additional refreshments: additional refreshments for more than 50 people - chargeable

Content: Participants will be responsible for content development & presentation

Audience & Invitations: Participants will decide the type of targeted audience & send invitations.

Additional Information

Booking Requirements

Participants can book the venue for a Minimum of 90 minutes & a maximum of 3 Hours

Morning Session: 10:30 am - 1:30 pm

Afternoon Session: 2:30 pm - 5:30 pm

Refreshments for more than 50 people: A rate card will be available on the participants portal as soon as the contract is signed with the service provider

Venue branding: Standalone banners, backdrops, stationeries & printed marketing collaterals are allowed



## VENUES

### Multi-purpose Area



**Seating Arrangement:**  
Theatre Style: 120 People  
Round Table Style: 40 People  
Boardroom Style: 35 People

**Equipment:**  
Large Main Screen, 2 side Repeating Screens  
Speakers, Microphones, Clickshare

### Large Meeting room x 2



**Seating Arrangement:**  
Boardroom Style: 25 People

**Equipment:**  
Screen, AV Conference System,  
IP Telephone, Clickshare

### Small Meeting room x 2



**Seating Arrangement:**  
Meeting Room Style: 6 People

**Equipment:**  
Screen, AV Conference System,  
IP Telephone, Clickshare

## VENUES LAYOUT & SEATING ARRANGEMENT

### Multi-Purpose Area

#### Seating Arrangement:

- Theatre Style: **120** People.
- Round Table Style: **40** People.
- Boardroom Style: **35** People.

#### Equipment:

- Large Main Screen.
- 2 Side Repeating Screens.
- Speakers.
- Microphones.
- Clickshare.



### Large Meeting Room x2

#### Seating Arrangement:

- Boardroom Style: **25** People.

#### Equipment:

- Screen.
- AV Conference System.
- IP-Telephone.
- Clickshare.



## Small Meeting Room x2

### Seating Arrangement:

- Meeting Room Style: 6 People.

### Equipment:

- Screen.
- AV Conference System.
- IP-Telephone.
- Clickshare.



Bosnia and Herzegovina plans on organizing Country Business Briefing with the concept of having presentations, panel discussion, question and answer session, networking and on-sight meeting sessions. More specifically, business team plans on evaluating and inviting the leading companies' founders and CEOs to be speakers on Country Business Briefing, giving each of them the task to represent not only themselves and their companies, but their industry in Bosnia and Herzegovina as a whole. We plan on creating the Country Business Briefing that is both effective and efficient and to do that we plan to combine public speech with various audio and video materials, interaction with guest participants during the presentation and networking and business to business meetings right on site. This way we plan to break the monotony of such conferences with the goal of creating as much interaction with participants as possible. Our goal is also to facilitate interest in our country by showing its natural beauties and its people as a main advantage through the short but interesting video contents. We believe that the Country Business Briefing will be as successful as our ability to create interest from international participants from all over the world. Therefore, we plan on inviting business delegates from UAE, business representatives from all over the world, investors and general business community. Since the room capacity will be limited to approximately 100 people, business team will make sure to diversify guests and give opportunity to each country representative to participate. Also, the venue is supported with networking, media and technical support area. Once the Country Business Briefing presentations and panel sessions are over, people will have a chance to interact with each other, share their contact details and even facilitate the meeting right on the spot. Media area will make sure that the Country Business Briefing is hosted live and available globally through the web link in real time. Also, the media team will create all the content that will be distributed on multiple local, regional and global media channels. Technical team will help make sure that the presentation and panel discussion goes smoothly in terms of video, audio and voice aspects.

## 1.7 Expo 2020 B2B App


To facilitate effective B2B, B2G, and G2G relationships, the Expo 2020 B2B App is created as an online business match-making platform that can be accessed through a mobile app or a desktop web browser. B2B App's primary goal is to bring together all Expo 2020 business stakeholders and visitors from across the world on a unique AI-powered platform. The app suggests to users possible matchings based on AI app-based algorithm, and users can select filters and research potential partners to match with. In addition, the app facilitates relevant connections and meetings, ensuring that each business visit is efficient and the objectives of the business visitors are met. To provide quality users, there is a registration fee for each user to use App's premium networking features. Expo 2020's participants and companies can achieve following benefits:

- **Showcase business:** companies and stakeholders will create their own profile on the app for their company and team members where they can highlight key information and contact details
- **Connect & Network:** companies and stakeholders' team members can then start networking with thousands of business and government entities through AI-powered match making technology
- **Chat & Engage:** After making a connection, Expo 2020 stakeholders can start engaging with users of interest, businesses and entities to establish relationships pre and during event
- **Schedule Meetings:** Companies and Expo 2020 stakeholders will then be able to start scheduling meetings prior to the event to ensure their business objectives are met during the event

Figures bellow represent an example from Expo 2020 B2B App



Expo 2020 Business App: Bosnia and Herzegovina

SWITCH TO THE EVENT  Sandra

- Home
- Company profile
- Meetings
- Leads board**
- Your team

### Analytics of your company

NUMBER OF VIEWS OF YOUR COMPANY PROFILE	NUMBER OF PEOPLE WHO BOOKMARKED YOUR COMPANY
<b>91</b>	<b>10</b>
NUMBER OF CONTACTS MADE	NUMBER OF CONFIRMED MEETINGS
<b>35</b>	<b>1</b>




### Export leads report

Download a list of people your team interacted with during the event as an Excel file

[EXPORT LEADS](#)

### Team's contacts

Search

Photo	First name	Last name	Job title	Company	Email
	Luhman	Abbas	PARTNER / Business development manager	Accord International Legal Services, UAE	laba
	SALPUDDIN	ABDORACKER	DIRECTOR	PLUS LINE	gri
	Muhammad	Al Rawadbeh	Investment Promotion Manager / Jordan Pavilion Director Expo 2020 Dubai	Ministry of Investment	Mal

## 2. Bosnia and Herzegovina Expo 2020 Business Activities

As business is one of the core components of Expo 2020 Dubai, Bosnia and Herzegovina Business team commenced working on a detailed Business Networking plan by investigating business opportunities available at Expo 2020. Business Representatives' team has created multiple strategies, using above mentioned resources that Expo 2020 provides, with the goal of creating as many opportunities for the Bosnia and Herzegovina's businesses as possible. As Bosnia and Herzegovina has started much later than other countries with the organization, the Business team was very limited with the number of materials provided by the Expo 2020 team and opportunities left for the Bosnia and Herzegovina business delegations.

### 2.1 Business Delegations

Bosnia and Herzegovina has published the public invitation for companies and projects to apply for the presence on Expo 2020 Dubai. The invitation was opened for ten days and was published in all the major news media companies throughout the country. The government formed a special board in order to create the criteria for choosing the participants and it has been published in media, available for companies and individuals to read. The board consisted out of multiple consultants and economic analysts from Bosnia and Herzegovina aiming to create quality criteria and methodology required to create fair and competitive contest. Also, the board had to evaluate the applications and choose 80 companies and projects according to the criteria. The board's job has been of a tremendous importance as it had a responsibility to determine criteria that would decide on how our country is going to present its business image to the rest of the world. After the official choosing of

the companies, government will have to go through administrative phase with each company to check upon validity of submitted documents and information. Once both the government officials and expert board confirm competence and relevance of each company, companies will be able to go to the next phase, which is preparation for their presence on Expo 2020 Dubai. Moreover, invitation has been opened for the companies from seven strategic industries for Bosnia and Herzegovina and projects. These industries include: agriculture and food processing, forestry and wood, metal processing, automotive parts, tourism, ICT sector, pharmaceutical industries. At the final day for applications, there were 159 companies and projects that applied. Results are expected to be published by December 15 on Ministry of Economy official web page as well as on all major national media channels. We made various efforts to promote the public invitation throughout business community with to goal of receiving as many quality applications as possible. These efforts included promotion through all media channels, invites through multiple business and specific industries' associations.

## **2.2 Bosnia and Herzegovina Country Business Briefing**

All the international participants present at Expo 2020 will have a chance to present its country's investment opportunities and organize its own Country Business Briefing. The National Day and Country Business Briefing together make the two most important events for each country at Expo 2020. Since Bosnia and Herzegovina's team has decided that the best day for the National Day will be December 18<sup>th</sup>, we thought that the best time to have Country Business Briefing would be right after that- the next day, while the hype about our country is still ongoing on Expo 2020. In order to plan Country Business Briefing, all departments of Bosnia and Herzegovina's team will need to work together, combining organization of:

- Country Business Briefing concept,
- technical requirements plan,
- location plan,
- location booking through Expo 2020 system,
- research and analysis of potential panelists from Bosnia and Herzegovina who will represent the country in the best possible light. These panelists will not have an easy job, as their purpose will not only be to present their company or industry, but country's potential in general. Therefore, the team will need to put effort in research and analysis of potential panel participants, interview them and make sure that these individuals will give their best to promote Bosnia and Herzegovina,
- coordination with Bosnia and Herzegovina's government protocol regarding the speaker who will officially open and start the Country Business Briefing. This is supposed to be Prime Minister or Minister of Economy,
- contact and more detailed information exchange with potential panellists
- final choice of panellists,
- arrangement of flight, accommodation, visa, transport and protocol for the panellists,

- creation of the event agenda draft,
- the team will need to create protocol for panellists and guests, including special focus on potential VIP guests,
- Country Business Briefing visual identity creation,
- meeting with whole organization team with the goal of making sure that agenda will be effective and efficient,
- creating video content that will be used in presentations. These videos must be high quality, short and present country's best potential in shortest period of time. We will need to make sure that videos are both exciting and showing great value for investment in Bosnia and Herzegovina,
- meeting with with panelists, preparation of panelists with technical details and support, EXPO 2020 rules, standards to be followed, protocol, media appearances, moderation and presentations,
- technical rehearsal at the chosen location including trials with equipment and content including audio and video contents,
- rehearsal with CBB panellists,
- arrangement of the venue layout,
- multi-channel promotion including media from Bosnia and Herzegovina, United Arab Emirates and global media in general,
- plan creation for most optimal guest list due to COVID space limitations
- guest invitation sending,
- VIP guest invitation and protocol,
- coordination with protocol for delegates from Bosnia and Herzegovina
- live media coordination,
- general media coordination,
- organization of hostesses,
- organization of networking area including planning and arranging space and catering,
- organization of space for the immediate on sight meetings,
- creation of protocol after the Country Business Briefing ends. This will include escorting the delegation from the venue and directing them to the gala dinner venue that will be organized by hosts, United Arab Emirates government.

### **2.3 Expo 2020 Business Group**

The business team's first task was to try entering the Expo 2020 Business group, as the materials provided by the Expo 2020 team were extremely limited, with no details regarding the International participant's interests, list of events organized by countries, information on opportunities for presenting business delegations, etc. To enter the group, the Business team has contacted the Country Manager, who could not help the team members. Therefore, the Business Representatives have decided to install B2B App and directly contact Business Representatives from several countries. Firstly, the business team members created their profiles on the app and highlighted key information and contact details. Then, through AI-powered match-

making technology, the Business team members started looking for relevant Business representatives. After making a connection, the Business team started engaging and chatting with other Business Representatives to establish relationships and ask them to be added to the Expo 2020 Business WhatsApp group. This method was proven successful, as soon enough, the Business team members gained access to the Expo 2020 Business WhatsApp group.

Within the Expo 2020 project, Business Representatives from over 120 countries have been added to the WhatsApp group to enable easier access to the information. This group serves as a contact point for all countries to set meetings, introduce business delegations, organize networking and B2B events and invite key audience members from Expo 2020 countries. This group was created a few months before the commencement of the Expo 2020.

## **2.4 Defining Events and Opportunities to Visit**

Since Bosnia and Herzegovina has started later than other countries with its program, the business team had a hard job following up with all the activities that already happened and were going at the time being. This is especially hard, taking into consideration that many countries started preparing for Expo 2020 two, three or even five years before. Bosnia and Herzegovina's team started with preparation one month after Expo 2020 was opened. Therefore, the business team had to put an extraordinary effort to try and make our country's present worthwhile and effective.

Business team's first goal was to get to know as many business people on Expo 2020, catch up with ongoing business activities and eventually try to put a plan for businesses from our country. In order to catch up with the ongoing activities, the business team had to contact multiple countries' Business Representatives. Since the team did not have any connections at the time being, firstly we used Expo 2020 Dubai B2B App in order to search and reach out to people who were already there. The team has contacted all contacts that could potentially benefit our country and its plans. Some of them responded, some did not, but finally the team managed to arrange few meetings, which were crucial for the start. As meetings went on, the business team started catching up with how things are going on and what is important. At this moment, we realized that creating and maintaining physical or so called "face-to-face" relationships is of the most important aspects of being successful at Expo 2020.

Once the team realized this, we started organizing even more meetings, getting to know more and more people in the business community. These people started inviting us to join them on various events, which leads us to the next important success factor. As we were still at the beginning, the team did not know what kind of events should be attended. After several invitations, Business Representatives decided to show up and it proved to be more than great idea. We realized that Expo 2020 is all about connecting people and making people feel connected. All people no matter of their countries, nationalities, cultures, races, religions feel as they are



part of something bigger. We realized that we can meet useful connections on any type of event, no matter if it is a business, diplomatic, culture, entertainment or any other kind of event. The team started going to such events and managed to meet wonderful people that would range from cultural performers to country's presidents. Of course, the team focused on meeting other business team and Business Representatives from other countries.

The goal was to compare business agenda with various countries, see their plan and try to figure our own plan on the way. We realized that most countries were willing to collaborate and we also realized that developing countries were more business centric, while developed countries focused more on brand image and tourism aspect of their pavilions. Also, after multiple meetings, the team realized that most of the countries had aligned their business delegations' visits to the Expo 2020 thematic weeks, meaning, for example, once there is Agriculture and Food week, they plan to bring multiple companies and government officials from Agriculture and Food industry. At this point, we realized that our job will be even harder, since we were starting and some of the thematic weeks were already over and others were just days away, while we just arrived on Expo 2020.

Still the team decided that it will do best it can in order to provide our future delegations the best possible experience, program and business opportunities until the end of Expo 2020. Therefore, the team had a detailed analysis of Expo 2020 calendar and tried to find best time slots for our future business delegations' visits. It was not an easy job and we had to make compromises, but we were determined that we will create good content for our companies. We decided that for all industries for which the thematic weeks are over, we would create additional content by ourselves and invite important stakeholder from all other countries including Business Representatives, business and diplomatic delegations from other countries.

## **2.5 Programme Plan**

With the goal of making sure that Bosnia and Herzegovina's companies will have a high-quality business content, the business team will need to put tremendous efforts. The activities will be conducted as follows.

The program plan consists of the following phases:

- Preparatory activities for the presentation of BiH companies,
- Preparatory activities of the Business Representatives for Expo 2020 Dubai before the arrival of BiH companies,
- Implementation of the Business Program Plan,
- Creating a contact database,
- Monitoring and reporting.

The business team plans to organize visit of the 80 companies from Bosnia and Herzegovina to Expo 2020 Dubai. Agency will put all the efforts to organize

companies' visit according to Expo 2020 thematic weeks. Thematic weeks will provide attendees with best content on their specific industries, conferences and forums. Companies are divided in the following 9 categories and they are coming to Expo 2020 as follows:

1. Tourism 09.01. - 14.01.2022. (18 companies)
2. Other industries 31.01. - 05.02.2022. (19 companies)
3. Agriculture and food industry 18.02. - 23.02.2022. (7 companies)
4. ITC sector 04.03. - 09.03.2022. (11 companies)
5. Projects 04.03. - 09.03.2022. (10 companies)
6. Forestry and wood industry 23.03. - 28.03.2022. (7 companies)
7. Metal processing industry 23.03. - 28.03.2022. (7 companies)
8. Automotive industry 23.03. - 28.03.2022. (1 company)

For each category, agency plans to discuss each company's objectives and expectations on Expo 2020 with the aim of understanding their goals. To define this, Business Representatives will send each company a questionnaire to fill out the details about their expectations and goals. Afterwards, there will be meeting with each company's representative to go through details that will prepare them for their participation on Expo 2020. Once Business Representatives understand companies' goals and expectations, we will make sure to provide maximal support to them, whether it is technical, B2B App, networking, meeting organization or any other type of business support.

## **2.6 Preparatory Activities for the Presentation of BiH Companies**

These includes but are not limited to:

- preparation of competitions for selection of companies. This includes engagement of the business team, economy experts and government body with the goal of choosing companies from strategies industries that will present our country in the best possible light,
- selection of companies that include formation of special criteria and board that will evaluate the companies and finally make a decision upon,
- analysis of selected companies and their potentials for presentation at Expo 2020
- meetings with representatives of selected companies and understanding their goals and expectations,
- preparation of individual presentations of BiH companies,
- consulting BiH companies,
- travel plan preparation including visa, travel, accommodation and logistics plan for each company's representative,
- coordination between companies and multiple Expo 2020 teams including business, protocol, logistics, media and program team,
- Creation of brochures and materials about BiH companies that will be distributed through Expo 2020 business network before their arrival.

## 2.7 Business Representatives Preparatory Activities

Before the arrival of BH companies to Expo 2020, business team had to do a series of activities in order to prepare smooth arrival. Activities included:

- contacting as many Business Representatives as possible through the Expo 2020 Dubai B2B App,
- meeting with the representatives of multiples countries, comparing their agendas and trying to find the best timing for BiH companies to arrive,
- attending events with goals of networking with Expo 2020 business community,
- finding information about Expo 2020 thematic weeks and details about its content
- create the draft plan and agenda for BiH companies,
- presentation of the plan to multiple countries and their Business Representatives,
- finding the potential in matching BiH business delegations with other countries business delegations.

## 2.8 Business Networking Plan

Business Representatives will make sure to understand the goals and expectations of companies from Bosnia and Herzegovina making sure to help them achieve their objectives on Expo 2020. Firstly, Business Representatives will advise chosen participants to download the Expo 2020 Dubai B2B App, where international participants and companies are registered. The app will be useful for finding international participants according to defined criteria and business representatives of all other countries, who could then connect them to the right contact from their own country.

Secondly, Business Representatives will create a presentation for each delegation consisting of brief and easy to read slides. These presentations will be shared through multiple business channels at least two weeks before their arrival on sight. This method will allow other international participants and companies to see if there is a match between them and Bosnia and Herzegovina's companies. In case of match international participants and companies will contact BiH companies either directly or through BiH Business Representatives.

Also, Business Representatives will create and provide companies with schedule for all the events in their domain available at the time of the visit. This schedule will include events, forums organized by Expo 2020 and other countries, meetings tailored to companies' goals and events that agency will organize on behalf of businesses from Bosnia and Herzegovina. Moreover, Business Representatives plan on organizing specialized events with multiple Chamber of Commerce and Industry organizations from UAE, such as Chambers from Ajman, Sharjah, Abu Dhabi and Dubai. These events will not only open opportunities for collaboration between

Bosnia and Herzegovina and United Arab Emirates, but also help each company from BiH to reach any business contact from the UAE.

Relationship between officials from BiH and UAE's Chamber of Commerce organizations represent one of the key pillars for long term prosperity of economy and sharing between two countries. In addition, Business Representatives from Bosnia and Herzegovina already established relationships with Business Representatives from other countries. As soon as BiH companies' goals and objectives are ready, Business Representatives will be able assist by finding any contact or information in short period of time due to their previously acquainted network.

## **2.9 Networking Events Bosnia and Herzegovina**

From the first day when the business team arrived on Expo 2020, we were looking at the opportunities of how to collaborate with other countries on Expo 2020 and how can we add value to all participants from Bosnia and Herzegovina. We realized that even though Expo 2020 calendar provides its participants with various events, forums and conferences, there might be not enough space for our companies to present and talk about themselves. The business team has decided that it will plan to organize one networking event per delegation on Bosnia and Herzegovina pavilion with the goal of giving our companies a chance to present themselves. The concept of the event might slightly vary in the future, but its basis will remain the same. We would have a government official, preferably Minister, such as Prime Minister or Minister of Economy to officially open the event and give opening remarks to the guests. After that we might have an official from UAE, preferably, a representative from Ministry of Economy or Chamber of Commerce, to give an opening speech and if applicable a brief presentation. The presentation might contain details about UAE market, entrance to the market, information about trade between Bosnia and Herzegovina and United Arab Emirates and etc. Once that both governments give the speech, we would give a chance for each of our companies to present themselves in as brief manner as possible. They would introduce themselves, say the name of their company and basics about what they do and also tell what are they interested in finding on Expo 2020.

### **Concept Networking Events Bosnia and Hezegovina**

The Networking Events Bosnia and Herzegovina concept agenda would look as follows:

- **Event preparation**
  - Basic concept creation
  - Design of event's visual identity
  - Creation of the invitations
  - Distribution of the invitations

- Plan for moderation
- Creation of speakers' agenda
- Choosing the location for the event
- Arrangement of the location
- Preparation of technical resources including audio and video equipment
- Catering organization
- BiH companies
  - Providing basic information about event to BiH companies
  - preparation of BiH companies for a brief presentation about themselves
- Business representatives from other countries
  - Business team's lobbying activities with the goal to attract as many business representatives from other countries as possible
  - Following up with business representatives from other countries in order to make sure that they show up on the event
- UAE officials
  - Business team's lobbying activities with the goal to attract and have a UAE official present at the event
  - Official invitation to the government officials such as Chamber of Commerce from different Emirates including: Abu Dhabi, Dubai, Sharjah and Ajman
- Event host
  - Plan of the introductory remarks by the event organizer
  - Coordination with all speakers and participants
- BiH government officials
  - The host country addressing to all the participants by the Minister or the government official from BiH
  - Introductory speech by our Minister(s) in order to welcome all the guests
- Business to business meetings
  - Once the presentations and each government speech are over, all the participants will have a chance to speak
  - Participants will be able to either speak publicly on the microphone or personally to anyone they find interest in
  - Business Representative team will make sure to actively connect guests to BiH companies on sight according to their previously expressed interests
  - Potential organization of B2B meetings on sight at the BiH Pavilion business department

We strongly believe in this concept as all the guest participants will get to know about our companies and in case of interest, directly conduct business-to-business

meetings on sight. In future we could also add to the concept that the guest participants also have a chance to introduce themselves. The business team believes in this concept of networking events, since Expo 2020 is full of events that will give long presentations that talk about one specific company or institution. However, the issue with these is that Expo 2020 offers so many different opportunities and therefore people do not want to sit down and listen to one presentation for half an hour. People want to speak, meet other people, exchange the contact details and move on to the next event. We plan to make our events interesting and interactive. Business Representatives will also take an active role in participating. We would be welcoming every single guest, asking him or her for an introduction, business card exchange and ask them to specify what they are interested in. Since we will know the profiles of all of our companies present there, we would try to connect people right on the spot according to their needs and goals. These events will also include all aspects of professional event management including engagement of a professional catering company, a creative team, a technical team for audio and visual support, hostesses and etc.

## **2.10 Implementation of the Business Program Plan**

Activities will include, but are not limited to:

- Organization and implementation of the Country Business Briefing as the first official event presenting BiH strategic industries,
- organization and implementation of business delegations' visits according to the plan, industry by industry,
- organization of presentation of strategic industries and companies on Expo 2020 TV and UAE media, preparation of representatives for public appearance,
- Organization of networking events on Bosnia and Herzegovina's Pavilion,
- Organization of bilateral, trilateral and multilateral events with other countries' pavilions with the goal of international B2B matchmaking,
- Visits and presentations of BiH companies on other country's events, business forums and country business briefings,
- Organization of individual B2B meetings for BiH companies,
- Presentation of selected BiH businesses, which will come sector by sector, to Business Representatives of other countries,
- Presentation of BiH strategic industries in the pavilions of other countries,
- Organization of BiH companies' presentations at the BH pavilion,
- Organization of individual presentations at the Business Department of the BiH Pavilion,
- Organization of meetings between UAE business community representatives and BiH companies,
- Organization of a meeting, presentation of BiH companies and strategic industries to The Department of Economy & Tourism in Dubai,
- Organization of a meeting, presentation of BiH companies and strategic industries to Department of Economic Development Abu Dhabi,

- Organization of a meeting, presentation of BiH companies and strategic industries to Sharjah Economic Development Department,
- Organization of a meeting / presentation of BiH companies or strategic industries with Ajman Chamber of commerce and industry,
- Organization of a meeting / presentation of BiH companies or strategic industries with Dubai Chamber of commerce and industry,
- Creation of presentation of BiH companies and distribution of these through Expo 2020 business network,
- Newsletter distribution through the Dubai Chamber of Commerce and Industry Platform,
- Distribution of Business Representative invitations through online channels and in person to more than 250 business contacts and 192 countries,
- Creating a database of all the contacts that the Business Representatives will meet on BiH events, other countries events and meetings,
- Creation of program plan for BiH companies to attend relevant events, forums and meetings.

### **2.11 Creating a Contact Database**

There will be different types of contacts that will be occur as a result from participation on Expo 2020, including:

- BiH companies contact to business contacts through Expo 2020 Dubai B2B App,
- BiH companies contact to other companies during events that the business team will conduct,
- BiH companies contact to UAE government institutions,
- BiH companies contact to UAE companies during events that the business team will conduct,
- Lists of all registered local companies that the busines team will provide to BiH companies from Emirates of Abu Dhabi, Dubai and Ajman,
- Business Representatives from other countries will publish details about their companies that plan to visit Expo 2020. This list will be shared with BiH companies creating an opportunity for truly international meetings and collaboration,
- Direct contacts from other countries, when Business Representatives from other countries find an interesting BiH company from the presentation, they will contact BiH Business Representatives and try to conduct direct B2B meeting,
- Business cards and contact details of any participant on Bosnia and Herzegovina's networking events will be gathered.

The end benefit of all above mentioned should be international long-lasting relationships and collaboration between businesses worldwide.

## 2.12 Monitoring and Reporting

The business team will monitor and review the process as follows:

- After conducting any of the business activities such as B2B App contacts, meetings proposal, meetings organization, event attendance or event organization, will review and evaluate effectiveness and efficiency of the conducted activity,
- The team will work on finding out about strength and weakness of any conducted activity,
- The team will work on finding out opportunities for improvement for any conducted activity and try to make each activity better and better as time goes by and team builds on-field experience,
- The business team will also evaluate its individual's performance and act accordingly. This means that the team might add or remove any member during the process in order to maintain high performance. In-team feedback will help each business team member improve during the process and have improve upon performance on a daily basis,
- Since there is a large number of activities on Expo 2020 every day, the business team plans to document each activity as it happens. These documents together with visual materials will be used in reporting. The team will give its best to keep a detailed statistics for all the activities,
- The business team will monitor and report upon each specific KPI set at the beginning of the project. Table below shows most important KPIs.

Table showing business team KPIs

Number of newsletters developed for business activities	WEB data base
Number of businesses reached via newsletter invitation	WEB data base
Number of business applications for EXPO 2020	WEB data base
Number of businesses chosen as participants for EXPO 2020	Manually entered data
Number of businesses that visited EXPO 2020	Tickets data base
Number of events visited by business delegations	Tickets data base
Number of contacts business representatives reached via B2B app	B2B data base



Number of meetings business representatives held	B2B data base
Number of signed contracts from business representatives meetings	Contracts data base
Number of business events organized	WEB data base
Number of participants on business events	WEB data base
Number of presentations produced for business activities	Manually entered data
Number of brochures produced for business activities	Manually entered data
Number of animation videos produced for business activities	Manually entered data

### 3. Additional Support Activities for Business

#### 3.1 Additional Contents on Expo 2020

Expo 2020 Dubai encourages and supports that in addition to all business activities that companies get introduced with Sustainable Development Goals, Expo 2020 School Programme and all other topics that could influence economical sustainability and has positive impact on global communities. Companies can also present their education or volunteering programs for interested students or future potential employees.

#### Expo 2020 Specialist Programming Overview

##### Programme Structure

Data shows that as an international community, we are better off than we have ever been before. Expo 2020 is also committed and responsible actor who have signed up to the Sustainable Development Goals (SDGs) and a unified vision for humanity, where human dignity and opportunity can be equally experienced by all.

Expo 2020 Dubai provides an ideal opportunity for us all to communicate how far we've come as nations, organizations and people, and then to identify areas for policy dialogue, partnership brokerage and people-facing engagement around how we can continue to build a common and bright future for the generations that will follow us.

Through our programming, we will not only celebrate the significant strides we've made, but also facilitate connections and broker partnerships that will drive us forward to seek and act on creative, innovative and effective solutions to do even better in the decade we have left to achieve our shared ambitions. Expo 2020's programme will highlight the role of the individual and collective in keeping up the momentum, and strive to create 25 million individual moments of recognition for empowered and optimistic individuals to understand their role in building a brighter future for all.

Through Expo 2020 focus weeks it hones in on eight issues that we believe are crucial in unlocking humanity's full potential: Climate, Urban Development and Cities, Travel and Exploration, Health and Wellness, Innovation, Agriculture and Livelihood Development, Women and Girls, and Water. As awareness and action are being ramped up the world over in a super year for the SDGs, Expo 2020 also has one week dedicated to celebrating the five-year anniversary of the Global Goals and marking the start of the Decade of Action.

Theme Week programming is structured around a number of offerings that will address topics cutting across the 17 SDGs and International Cooperation priorities, including:

- Sustainable Development Goals/Global Goals Events: Events that bring together diverse and non-traditional actors to push the needle on Agenda 2030, covering four key pillars of last mile delivery, livelihoods and enterprise development, women and girls and water,
- The Future-Proof and At-Risk series: Events co-delivered with International Participants to exchange knowledge and new ways of doing things to better inform global policymakers,
- Global Best Practice Programme: Events and regular programming around best practice approaches and solutions for the SDGs that can be scaled for greater impact,
- World Majlis: A series of thought leadership dialogues that place humanity at the centre of how we design the future through the lens of people, cities, planet and technology,
- Expo 2020 Live: A global innovation grant programme that places the individual at the heart of innovation and celebrates entrepreneurship,
- Connected Conversations: A series of conversations curated around Expo 2020's three subthemes and focus weeks. Speaker Submission Toolkit and Proposal Template are now available on the Expo 2020 Portal,
- International Organisation Programming and International Days: A series of multilateral events and celebration of 13 International Days.

Multiple companies will have the opportunity to be suppliers and partners of their countries, both regionally and internationally and to offer services and products during the implementation of global initiatives (SDGs).

## Flip Your Worldview

A number of International Participants might express an interest to participate in the Flip Your Worldview Programme, which is a collaboration between Expo 2020 and Gapminder, a Swedish-based NGO specialised in dismantling global misperceptions.

The Programme will enroll International Participants in this groundbreaking initiative so that they can participate in a survey and analysis process with Gapminder to help capture and potentially mitigate misperceptions about their countries to help foster deeper global connections and understanding.

There will be limited spots available to be a part of this unparalleled opportunity to crystallise meaningful insights about International Participants, design impactful pavilion experiences and facilitate appealing visitor engagement through eliminating common misperceptions, all in an attempt to flip the visitor's worldview.

## Expo 2020 School Programme

The Expo 2020 School Programme team is engaging with around 1,200 public and private schools to both build excitement around Expo 2020 ahead of time, and facilitate their visits during event time. On any given day, up to 20,000 school students and staff may visit Expo 2020. Each group will arrive by school bus, and will be met by a guide who will accompany and lead each group on their Expo 2020 journey route.

School groups will have specific stops on their journeys, which will include visits to country pavilions. In this way, International Participants have the opportunity to engage the UAE school community through programming either within or outside their pavilion.

- In case one is interested in being a part of the UAE school visit journeys, the Expo 2020 School Programme can support in the following ways:
- Assess the feasibility and interest of your programme for the UAE schools programme,
- Support in marketing a country's programme to UAE schools,
- Facilitate school visits to and participation to your pavilion on set days and times.

This might be a great opportunity for businesses from Bosnia and Herzegovina. Expo 2020 will empower BiH companies to participate in the school program and learn about the possibilities that might include activities such as: students visiting companies and vice versa, organisation of internships and practical education in their companies for students. Also, companies that provide products or services that would be useful for schools would be able to establish contacts with the UAE with the goal of improving cooperation. Activities like these might result in the international business to government relationships.

## Expo 2020 Young Stars Programme

The Expo 2020 Young Stars initiative puts the spotlight, literally, on one's school students, offering them a grand stage where they present an interpretive performance that celebrates the vision of Expo 2020 Dubai. Each day participating schools will interpret the Expo 2020 main theme and subthemes through 30-minute performances in Al Wasl Plaza, the central stage of Expo 2020.

Participating schools will be provided with professional staging and technical support on the day of the performance. Teachers will be supported with detailed toolkits to guide them through the creative and technical/operations process to help bring their show to fruition. Most importantly, this is about children having an experience that will engender confidence, achievement and pride. Each school will be allotted a set amount of complimentary tickets.

This would be also great opportunity for companies from Bosnia and Herzegovina to connect to the education system in United Arab Emirates. It would help business understand the focus of the schooling system in UAE, which might be especially interesting for companies that deal with education and learning platforms.

### **3.2 The Role Government-to-Government Relationships in Creating New Business Opportunities for BiH Companies**

It is recommended that Bosnia and Herzegovina contributes to building relations with the United Arab Emirates Government and 192 participating countries, which can be a platform for exchanging economic benefits among countries and accelerating business activities in the private sector. Also, it is recommended that Bosnia and Herzegovina institutions create an environment that will help BiH companies implement business plans more easily, sell services and products.

We propose stronger activities and participation of the Bosnia and Herzegovina government through:

- Promotion of business opportunities for strategic industries of BiH
- Signing of a memorandum of cooperation and memorandum of understanding with the Chamber of Commerce and Industries of Emirates of: Abu Dhabi, Dubai, Sharjah and Ajman
- Opening of the BiH Economy Council in UAE that will remain and support businesses after the Expo 2020 Dubai

- Food, Agriculture & Livelihoods; Expo 2020 will gather world industry leaders on Food, Agriculture & Livelihoods Business Forum. Main pillars will be: ensuring agriculture works in harmony with our ecosystems, cultivating responsible consumption habits to reduce food waste and transforming the way we produce and consume to ensure good food for all.
- Food waste and safety; As world sustainability is one of the main themes on Expo 2020, there will be variety of topics such as sustainable use of food, responsible consumption, transformation of way we produce and use food. Also, there will be a chance of sustainable companies to present themselves.
- Value chains and smallholder farming; Expo 2020 will host multiple events that will spotlight integrated approaches to scale efforts to accelerate shared prosperity in the underdeveloped regions for food security, energy development, nutrition, mitigating drought and desertification, and the role of women and youth in restoring degraded lands and rural livelihoods.
- Food and nutrition security; Expo 2020 will support a number of food, agriculture and nutrition-related projects across the world through its global innovation and partnership programme, Expo 2020 Live. These include myAgro, a non-profit social enterprise based in West Africa that leverages mobile technology and modern agricultural techniques to move smallholder farmers out of poverty; Desert Control, a Norwegian company with operations in Dubai and is able to transform dry, sandy soil into lucrative arable land with its patented liquid nanoclay, reducing water irrigation needs by more than 50 percent and increasing yields; and the International Center for Biosaline Agriculture, an Abu Dhabi-based non-profit agricultural research centre that addresses poor water quality and water scarcity issues by implementing modular farms for desert and arid environments - Expo 2020 Live funding is supporting the development of modular farms across the UAE. Meanwhile, Expo 2020's Global Best Practice Programme, 'Small Steps, Big Leaps: Solutions for Sustainable Impact', will showcase simple yet impactful interventions that localise the Sustainable Development Goals (SDGs) - projects that are providing tangible solutions to the world's biggest challenges.

Expo 2020 Dubai provides multiple ways of support for businesses and these are not limited to the Country Business Briefing and National Day. Business participants can use Expo 2020 public spaces that can be booked through the Expo 2020 system and use all of the Expo 2020's infrastructure for reaching their goals. These can include, but are not limited to organization of:

- presentations,
- networking events,
- business to business matchmaking,
- business and investment forums,
- tasting events,
- panel discussions,
- in-person and virtual on-sight experience events,
- bilateral, trilateral and multilateral meetings,
- meetings and events with chamber of commerce from UAE and all over the world,
- public speeches,
- business talks,
- thematic days,
- summits,
- thematic seminars,

Example of Global Business Forum event

**Wednesday, 8 December 2021**



The image shows a promotional graphic for the 'Global Business Forum ASEAN | Day 1'. It features a blue and white world map on a grid background. Five business professionals in formal attire are walking across the map. The text 'Global Business Forum ASEAN | Day 1' is overlaid on the top left of the image.

**Time & Venue**  
07:30 - 17:45  
Dubai Exhibition Centre Hall 1 South  
Hybrid event (in-person and virtual)  
(Invite Only)

**Description**  
Forum hosted by Expo 2020 and Dubai Chamber of Commerce focusing on the **economic outlooks of the UAE and ASEAN region**, with the objective of encouraging international revenue flows by addressing challenges and harnessing opportunities.

### 1.5 Plug in to Programme and Programming Guidelines

All Expo 2020 public realm venues are available for all participants' use at no extra cost. In addition, Expo 2020 will provide staging, technical equipment and the necessary technicians and crew. All the participants have to do is to book!

Expo 2020 has put together these programming guidelines to help one maximize the presence of one's talent while driving visitor engagement by booking performers and speakers across multiple venues while on Expo 2020 site. Participants can find out

Thematic Business Forum	Date	Time	Venue
Climate Change & Biodiversity	4 Oct 2021	9 am - 6 pm	DEC Hall 2A South
Space	19 Oct 2021	9 am - 6 pm	DEC Hall 2A South
Urban & Rural Development	1 Nov 2021	9 am - 6 pm	DEC Hall 2A South
Tolerance & Inclusivity	16 Nov 2021	9 am - 6 pm	DEC Hall 2A South
Knowledge & Learning	14 Dec 2021	9 am - 6 pm	DEC Hall 2A South
Travel & Connectivity	11 Jan 2022	9 am - 6 pm	DEC Hall 2A South
Global Goals	18 Jan 2022	9 am - 6 pm	DEC Hall 2A South
Health & Wellness	1 Feb 2022	9 am - 6 pm	DEC Hall 2A South
Food, Agriculture & Livelihoods	21 Feb 2022	9 am - 6 pm	DEC Hall 2A South
Water	22 Mar 2022	9 am - 6 pm	DEC Hall 2A South

Theme Week	Focus Areas	Dates
Climate Change & Biodiversity	<ul style="list-style-type: none"> <li>- Climate change</li> <li>- Disaster risk management</li> <li>- Circular and green economy</li> <li>- At-risk regions</li> <li>- Natural resource and biodiversity conservation</li> </ul>	3-9 Oct 2021
Space	<ul style="list-style-type: none"> <li>- Space exploration</li> <li>- Governance and law</li> <li>- Space data and remote sensing</li> </ul>	17-23 Oct 2021
Urban & Rural Development	<ul style="list-style-type: none"> <li>- Cities and informal settlements</li> <li>- Service delivery (water, energy, waste, etc.)</li> <li>- Urban planning and infrastructure</li> <li>- Transportation</li> <li>- Integrated rural development</li> </ul>	31 Oct -6 Nov 2021
Tolerance & Inclusivity	<ul style="list-style-type: none"> <li>- Multiculturalism, co-existence and interfaith understanding</li> <li>- Indigenous communities and cultures</li> <li>- Accessibility (including people of determination)</li> <li>- Peace and security</li> <li>- Inclusive dialogue and responsible reporting</li> </ul>	14-20 Nov, 2021
Knowledge & Learning	<ul style="list-style-type: none"> <li>- Future of education and work</li> <li>- Skills and TVET (technical and vocational education and training)</li> <li>- Informal education/knowledge systems</li> </ul>	12-18 Dec 2021
Travel & Connectivity	<ul style="list-style-type: none"> <li>- Digital connectivity</li> <li>- e-governance</li> <li>- Smart mobility</li> <li>- Supply chains and trade</li> <li>- Travel</li> </ul>	9-15 Jan 2022
Global Goals	<ul style="list-style-type: none"> <li>- Last-mile delivery</li> <li>- Women and girls</li> <li>- Livelihoods and enterprise development</li> </ul>	16-22 Jan 2022



## VENUES LAYOUT & SEATING ARRANGEMENT

### Multi-Purpose Area

#### Seating Arrangement:

- Theatre Style: **120** People.
- Round Table Style: **40** People.
- Boardroom Style: **35** People.

#### Equipment:

- Large Main Screen.
- 2 Side Repeating Screens.
- Speakers.
- Microphones.
- Clickshare.



### Large Meeting Room x2

#### Seating Arrangement:

- Boardroom Style: **25** People.

#### Equipment:

- Screen.
- AV Conference System.
- IP-Telephone.
- Clickshare.



## 1.7 Expo 2020 B2B App

To facilitate effective B2B, B2G, and G2G relationships, the Expo 2020 B2B App is created as an online business match-making platform that can be accessed through a mobile app or a desktop web browser. B2B App's primary goal is to bring together all Expo 2020 business stakeholders and visitors from across the world on a unique AI-powered platform. The app suggests to users possible matchings based on AI app-based algorithm, and users can select filters and research potential partners to match with. In addition, the app facilitates relevant connections and meetings, ensuring that each business visit is efficient and the objectives of the business visitors are met. To provide quality users, there is a registration fee for each user to use App's premium networking features. Expo 2020's participants and companies can achieve following benefits:

- **Showcase business:** companies and stakeholders will create their own profile on the app for their company and team members where they can highlight key information and contact details
- **Connect & Network:** companies and stakeholders' team members can then start networking with thousands of business and government entities through AI-powered match making technology
- **Chat & Engage:** After making a connection, Expo 2020 stakeholders can start engaging with users of interest, businesses and entities to establish relationships pre and during event
- **Schedule Meetings:** Companies and Expo 2020 stakeholders will then be able to start scheduling meetings prior to the event to ensure their business objectives are met during the event

Figures bellow represent an example from Expo 2020 B2B App

## **2. Bosnia and Herzegovina Expo 2020 Business Activities**

As business is one of the core components of Expo 2020 Dubai, Bosnia and Herzegovina Business team commenced working on a detailed Business Networking plan by investigating business opportunities available at Expo 2020. Business Representatives' team has created multiple strategies, using above mentioned resources that Expo 2020 provides, with the goal of creating as many opportunities for the Bosnia and Herzegovina's businesses as possible. As Bosnia and Herzegovina has started much later than other countries with the organization, the Business team was very limited with the number of materials provided by the Expo 2020 team and opportunities left for the Bosnia and Herzegovina business delegations.

### **2.1 Business Delegations**

Bosnia and Herzegovina has published the public invitation for companies and projects to apply for the presence on Expo 2020 Dubai. The invitation was opened for ten days and was published in all the major news media companies throughout the country. The government formed a special board in order to create the criteria for choosing the participants and it has been published in media, available for companies and individuals to read. The board consisted out of multiple consultants and economic analysts from Bosnia and Herzegovina aiming to create quality criteria and methodology required to create fair and competitive contest. Also, the board had to evaluate the applications and choose 80 companies and projects according to the criteria. The board's job has been of a tremendous importance as it had a responsibility to determine criteria that would decide on how our country is going to present its business image to the rest of the world. After the official choosing of

the companies, government will have to go through administrative phase with each company to check upon validity of submitted documents and information. Once both the government officials and expert board confirm competence and relevance of each company, companies will be able to go to the next phase, which is preparation for their presence on Expo 2020 Dubai. Moreover, invitation has been opened for the companies from seven strategic industries for Bosnia and Herzegovina and projects. These industries include: agriculture and food processing, forestry and wood, metal processing, automotive parts, tourism, ICT sector, pharmaceutical industries. At the final day for applications, there were 159 companies and projects that applied. Results are expected to be published by December 15 on Ministry of Economy official web page as well as on all major national media channels. We made various efforts to promote the public invitation throughout business community with to goal of receiving as many quality applications as possible. These efforts included promotion through all media channels, invites through multiple business and specific industries' associations.

## **2.2 Bosnia and Herzegovina Country Business Briefing**

All the international participants present at Expo 2020 will have a chance to present its country's investment opportunities and organize its own Country Business Briefing. The National Day and Country Business Briefing together make the two most important events for each country at Expo 2020. Since Bosnia and Herzegovina's team has decided that the best day for the National Day will be December 18<sup>th</sup>, we thought that the best time to have Country Business Briefing would be right after that- the next day, while the hype about our country is still ongoing on Expo 2020. In order to plan Country Business Briefing, all departments of Bosnia and Herzegovina's team will need to work together, combining organization of:

- Country Business Briefing concept,
- technical requirements plan,
- location plan,
- location booking through Expo 2020 system,
- research and analysis of potential panelists from Bosnia and Herzegovina who will represent the country in the best possible light. These panelists will not have an easy job, as their purpose will not only be to present their company or industry, but country's potential in general. Therefore, the team will need to put effort in research and analysis of potential panel participants, interview them and make sure that these individuals will give their best to promote Bosnia and Herzegovina,

## 2.4 Defining Events and Opportunities to Visit

Since Bosnia and Herzegovina has started later than other countries with its program, the business team had a hard job following up with all the activities that already happened and were going at the time being. This is especially hard, taking into consideration that many countries started preparing for Expo 2020 two, three or even five years before. Bosnia and Herzegovina's team started with preparation one month after Expo 2020 was opened. Therefore, the business team had to put an extraordinary effort to try and make our country's present worthwhile and effective.

Business team's first goal was to get to know as many business people on Expo 2020, catch up with ongoing business activities and eventually try to put a plan for businesses from our country. In order to catch up with the ongoing activities, the business team had to contact multiple countries' Business Representatives. Since the team did not have any connections at the time being, firstly we used Expo 2020 Dubai B2B App in order to search and reach out to people who were already there. The team has contacted all contacts that could potentially benefit our country and its plans. Some of them responded, some did not, but finally the team managed to arrange few meetings, which were crucial for the start. As meetings went on, the business team started catching up with how things are going on and what is important. At this moment, we realized that creating and maintaining physical or so called "face-to-face" relationships is of the most important aspects of being successful at Expo 2020.

Once the team realized this, we started organizing even more meetings, getting to know more and more people in the business community. These people started inviting us to join them on various events, which leads us to the next important success factor. As we were still at the beginning, the team did not know what kind of events should be attended. After several invitations, Business Representatives decided to show up and it proved to be more than great idea. We realized that Expo 2020 is all about connecting people and making people feel connected. All people no matter of their countries, nationalities, cultures, races, religions feel as they are

Table showing business team KPIs

Number of newsletters developed for business activities	WEB data base
Number of businesses reached via newsletter invitation	WEB data base
Number of business applications for EXPO 2020	WEB data base
Number of businesses chosen as participants for EXPO 2020	Manually entered data
Number of businesses that visited EXPO 2020	Tickets data base
Number of events visited by business delegations	Tickets data base
Number of contacts business representatives reached via B2B app	B2B data base

The Expo 2020 Young Stars initiative puts the spotlight, literally, on one's school students, offering them a grand stage where they present an interpretive performance that celebrates the vision of Expo 2020 Dubai. Each day participating schools will interpret the Expo 2020 main theme and subthemes through 30-minute performances in Al Wasl Plaza, the central stage of Expo 2020.

Participating schools will be provided with professional staging and technical support on the day of the performance. Teachers will be supported with detailed toolkits to guide them through the creative and technical/operations process to help bring their show to fruition. Most importantly, this is about children having an experience that will engender confidence, achievement and pride. Each school will be allotted a set amount of complimentary tickets.

This would be also great opportunity for companies from Bosnia and Herzegovina to connect to the education system in United Arab Emirates. It would help business understand the focus of the schooling system in UAE, which might be especially interesting for companies that deal with education and learning platforms.

It is recommended that Bosnia and Herzegovina contributes to building relations with the United Arab Emirates Government and 192 participating countries, which can be a platform for exchanging economic benefits among countries and accelerating business activities in the private sector. Also, it is recommended that Bosnia and Herzegovina institutions create an environment that will help BiH companies implement business plans more easily, sell services and products.

We propose stronger activities and participation of the Bosnia and Herzegovina government through:

- Promotion of business opportunities for strategic industries of BiH
- Signing of a memorandum of cooperation and memorandum of understanding with the Chamber of Commerce and Industries of Emirates of: Abu Dhabi, Dubai, Sharjah and Ajman
- Opening of the BiH Economy Council in UAE that will remain and support businesses after the Expo 2020 Dubai

Number of meetings business representatives held	B2B data base
Number of signed contracts from business representatives meetings	Contracts data base
Number of business events organized	WEB data base
Number of participants on business events	WEB data base
Number of presentations produced for business activities	Manually entered data
Number of brochures produced for business activities	Manually entered data
Number of animation videos produced for business activities	Manually entered data

		Company name	person	Email	Telephone
<b>TURIZAM 09-14. 01. 2022.</b>					
1	1	Buena Vista	Omar		
2	2	CENTROTRANS	Naila Hadžić		
3	3	Relax Tours	Maida		
4	4	CENTROTOURS	Muamer		
5	5	V.I.P. Travels	Maglen		
6	6	BH PASSPORT	Emina Velagić		
7	7	Travel Agency	Nada		
8	8	Lake Hospitality	Mirela Mušić		
9	9	Blossom	Tea Manko		
10	10	BOSNIA TRAVEL	Mersed Softić		
11	11	Hotel Hollywood	Senad		
12	12	Europa	Berina		
13	13	Travel Agency	Adnan Čengić		
14	14	Hotel Hills	Nermina Sefer		
15	15	Mozaik Arts &	Mirza Pitić		
16	16	Visit Sarajevo	Emina Nizić		
17	17	Visit Bihac	Armin Amidžić		
18	18	Visit Ljubuski	Mladen Bebek		
<b>OSTALE INDUSTRIJE 31.01-05.02. 2022.</b>					
19	1	"NEUFELD &	HARIS BRADIĆ		
20	2	Energoinvest-SUE	Vedrana Savić		
21	3	3DMehanika d.o.o.	Nihad Mešić		
22	4	Agencija za zaštitu	AMINA		
23	5	Weltplast d.o.o.	Jelena		
24	6	Bis Tip Media	Kada Sahman		
25	7	Iris Lifestyle d.o.o	Džan Zirdum		
26	8	Ali Company	Alija Zahirović		
27	9	DracoMom	Mirna		
28	10	Mašta doo	Selma		
29	11	HALILOVIĆ DOO	MEJRA		
30	12	Projektovanje IN	Šemsa Brkić		
31	13	"Gallery" d.o.o.	Igor Kamočaji		
32	14	Studio ZIDOVI doo	Dalila Fejzagić		
34	15	Liv d.o.o.	Ivana		
35	16	Koteks doo	Aidin Kurtic		
36	17	Centrum trade doo	Branko		
<b>POLJOPRIVREDA I PREHRAMBENA INDUSTRIJA 18.02-23.02. 2022.</b>					
37	1	MBA-CENTAR	Amra KRALJIC		
38	2	MAJEVICA d.d.	Kemal		
39	3	MENPROM DOO	Edina Alić		
40	4	CONTENDO D. O.	Amila Pervan		
41	5	Ovako d.o.o.	Emina Dzafic		
42	6	BROVIS DD	Merjem Mlačo		
43	7	BALKAN GT d.o.o.	Adis Hodžić		
<b>ITK SEKTOR 02.03-07.03. 2022.</b>					
44	1	Ministry of	Asim		
45	2	PROPS d.o.o.	Nermin Hadžić		
46	3	Klika d.o.o.	Edin Deljkic		
47	4	RUBICON d.o.o.	Adin		
48	5	SmartLab	Rizah Kabaši		
49	6	Glasfaser Connect	Sanin Sušić		



50	7	AntColony d.o.o	Semir Dedic
51	8	More Screens	Monika Čale
52	9	QSD d.o.o. Mostar	Alžan Soldić
53	10	Smart387 doo	Izeta
<b>PROJEKTI 02.03-07.03. 2022.</b>			
54	1	Dersaadet d.o.o. i	Edin
55	2	JP "AERODROM	Anel Hadžić
56	3	Phoenix MS d.o.o.,	Mirza
57	4	Empress d.o.o.	Amela
58	5	Nlogic d.o.o.	Aldin Hodžić
59	6	Metropolitan doo	Elvir Krajina
60	7	Winter d.o.o	Muamer Huric
	8	Welleplan Digital	Adnan Lubić
62	9	ALKAH doo	Čeljo Samir
63	10	Soho d.o.o	Ajla Kasapović
<b>DRVNA INDUSTRIJA 23.03-28.03. 2022.</b>			
64	1	Sarajevo Busines	Muhamed
65	2	WOOD TEAM DOO	Harun
66	3	Standard Furniture	e.sabeta@sta
67	4	Artisan d.o.o.	Huremović
68	5	ar partner doo	Rusmir
69	6	"SARFA" d.o.o.	Irma Ramić
<b>METALNO PRERAĐIVAČKA INDUSTRIJA 23.03-28.03. 2022.</b>			
70	1	Prunus d.o.o.	Vedad Škaljić
71	2	GLOVIS doo	Admir
72	3	Lović & Co	Edis Lović
73	4	VELBOS DOO	Adisa Brkanic
74	5	Termika doo	Dino
75	6	Tisakomerc doo	Mujkić Nagib,
76	7	METAL-INOX d.o.o.	Kenan Agić
<b>AUTO INDUSTRIJA 23.03-28.03. 2022.</b>			
77	1	Pobjeda dd Tesanj	Cosatović

### 4.1.3. Meeting plans and logistical organization

#### Deliverables of realized project activities:

Business Representatives Preparatory Activities												
ACTIVITIES	All Business Group	1 Business Group Tourism	2 Business Group Other industries	3 Business Group Agriculture and food industry	4 Business Group ITC sector	5 Business Group Projects	6 Business Group Forestry and wood industry	7 Business Group Metal processing industry	8 Business Group Automotive industry	RESPONSIBILITY		
	DATE											
1	Contacting Business Representatives through the Expo 2020 Dubai B2B App	01.11.2021.-31.03.2022.	14.12.2021 - 14.01.2022.	28.12.2021 - 05.02.2022.	28.12.2021 - 23.02.2022.	26.12.2021 - 09.03.2022.	07.01. - 28.03.2022.	07.01. - 28.03.2022.	07.01. - 28.03.2022.	07.01. - 28.03.2022.	business representative team and B2B Focal Point	
2	Meeting other countries representatives and agenda comparing	01.11.2021.-31.03.2022.	15.12.2021 - 08.01.2022.	29.12.2021. - 04.02.2022.	29.12.2021. - 22.02.2022.	27.12.2021. - 08.03.2022.	08.01. - 22.03.2022.	10.01. - 22.03.2022.	10.01. - 22.03.2022.	10.01. - 22.03.2022.	business representative team	
3	Attending events with goals of networking with Expo 2020 business community	01.11.2021.-20.03.2022.										business representative team
4	Finding opportunities for BIH companies in line with the Expo 2020 themed weeks	01.11.2021.-20.03.2022.	01.11.2021- 08.01.2022.	01.11.2021- 30.1.2022.	01.11.2021 - 18.02.2022.	01.11.2021 - 03.03.2022.	01.11.2021- 22.03.2022.	01.11.2021- 22.03.2022.	01.11.2021- 22.03.2022.	01.11.2021- 22.03.2022.	business representative team	
5	Creation of the plan and agenda for BIH companies	01.11.2021.-20.03.2022.	05.01.2022.	28.01.2022.	15.02.2022.	1.3.2022	01.03. - 2022 23.03.2022.	01.03. - 2022 23.03.2022.	01.03. - 2022 23.03.2022.	01.03. - 2022 23.03.2022.	business representative team	
6	Presentation of the plan to multiple countries and their Business Representatives	01.11.2021.-28.03.2022.	01.12.2021 - 14.01.2022.	01.12.2021 - 05.02.2022.	01.12.2021 - 23.02.2022.	01.12.2021 - 09.03.2022.	01.12.2021 - 28.03.2022.	01.12.2021 - 28.03.2022.	01.12.2021 - 28.03.2022.	01.12.2021 - 28.03.2022.	business representative team	
7	Organisation of matchmaking between BIH business delegations and other countries business delegations	01.11.2021.-31.03.2022.	04.01. - 13.01.2022.	15.01. - 05.02.2022.	01.02. - 23.02.2022.	24.02.-09.03.2022.	24.02. - 28.03.2022.	01.03. - 28.03.2022.	01.03. - 28.03.2022.	01.03. - 28.03.2022.	business representative team and B2B Focal Point	

BUSINES EVENTS 04-12.2021 - 29.03.2022.				
DATE	HOUR	EVENT	LOCATION	DESCRIPTION
DECEMBER				
4.12.	14:30- 17:30	Country Business Briefings   Russia	Business Connect Centre	The platform will enable countries & organisations to leverage the presence of their Heads of State, leaders and industry experts, shed light on their business opportunities, and cultivate valuable dialogue and connections with a wide range of business stakeholders visiting Expo 2020
6.12.	14:30- 17:30	Country Business Briefings   Gabon	Business Connect Centre	
7.12.	10:30 - 13:30	Country Business Briefings   Poland	Business Connect Centre	
7.12.	14:30- 17:30	Country Business Briefings   Costa Rica	Business Connect Centre	
7.12.	Full day	World Conference on Creative Economy 2021	Dubai Exhibition Centre	The World Conference on Creative Economy 2021 will bring together representatives from governments, policymakers, international organizations, experts, entrepreneurs, and creatives. It will serve as a platform for industry players and stakeholders to exchange ideas, resolve challenges, discuss new opportunities, and build networks to support the growth of the global creative economy.
8.12.	/	Country Business Briefings   Uzbekistan	Business Connect Centre	
9.12.	14:30- 17:30	Country Business Briefings   Honduras	Business Connect Centre	

9.12.	Full day	World Conference on Creative Economy 2021	Dubai Exhibition Centre	The World Conference on Creative Economy 2021 will bring together representatives from governments, policymakers, international organisations, experts, entrepreneurs, and creatives. It will serve as a platform for industry players and stakeholders to exchange ideas, resolve challenges, discuss new opportunities, and build networks to support the growth of the global creative economy. For more information, please contact Fatma Alsaadi Fatma.alsaadi@mcy.gov.ae
12.12.	10:30 - 13:30	Country Business Briefings   Equatorial Guinea	Business Connect Centre	
13.12.	/	Country Business Briefings   Central African Republic	Business Connect Centre	
16.12.	17:30 - 18:15	Expo Live Impact Series   Knowledge is Everywhere	The Hub, The Good Place Hybrid event (in-person and online)	Panel discussion on how technology can break barriers and make knowledge universal and accessible for all, while touching on last-mile education.
16.12.	/	Country Business Briefings   Bangladesh	Business Connect Centre	
17.12.	14:30- 17:30	Country Business Briefings   Mali	Business Connect Centre	
18.12.	10:30 - 13:30	Country Business Briefings   Bhutan	Business Connect Centre	
18.12.	14:30- 17:30	Country Business Briefings   Niger	Business Connect Centre	
19.12.	14:30 – 17:30	Country Business Briefing   Bosnia and Herzegovina	Business Connect Centre	Bosnia and Herzegovina's Country Business Briefing presents the central event for the promotion of BiH's economic potential at six-month state exhibition at Expo 2020 Dubai. This platform allows Bosnia and Herzegovina's heads of state, leaders, and industry experts to present our country's business opportunities and establish connections with global investors and decision makers, in order to overcome challenges and stimulate economic growth.
23.12.	14:30- 17:30	Country Business Briefings   Denmark	Business Connect Centre	
25.12.	Full day	International Hardware and Hardware Technology and Equipment Show	Dubai Exhibition Centre	This thematic exhibition will highlight international hardware and hardware technologies. It is a platform for professionals to identify industry trends and explore new products.
26.12.	Full day	international Hardware and Hardware Technology and Equipment Show	Dubai Exhibition Centre	

27.12.	Full day	International Hardware and Hardware Technology and Equipment Show	Dubai Exhibition Centre	
27.12.	10:30 - 13:30	Country Business Briefings   Morocco	Business Connect Centre	
30.12	14:30-17:30	Country Business Briefings   Vietnam	Business Connect Centre	
30.12.	Full day	The International Innovation Show	Dubai Exhibition Centre	The International Innovation Show will lead you to a wonderland jointly built by unprecedented innovative brands with great creative cultural products. Modern artists and institutions will be invited for the show to discuss the ways of art expressions. For more information, please contact: Rui Charis Sun charissun@ccps.com.cn

JANUARY				
2.1.	14:30-17:30	Country Business Briefings   Sri Lanka	Business Connect Centre	
3.1.	14:30-17:30	Country Business Briefings   Sri Lanka	Business Connect Centre	
7.1.	10:00 - 17:00	Conference/ Russia: Urban development	Dubai Exhibition Centre Hall 2A South	Business media conference dedicated to the development of the travel industry and aimed at showcasing the best examples of the travel business operating in Russia.
7.1.	14:30-17:30	Country Business Briefings   Saudi Arabia	Business Connect Centre	
8.1.	10:00 - 17:00	Conference   Russia: Russia Travel	Dubai Exhibition Centre Hall 2A South	Discover more about opportunities in the Russian travel industry at this business media conference. Dedicated to the development of all aspects of the travel industry, this event will showcase the best examples of the travel business operating in Russia.
8.1.	/	Country Business Briefing   Malaysia	Business Connect Centre	
9.1.	10:00 - 22:00	Conference   European Union: European and Global Blockchain Strategy	Dubai Exhibition Centre Hall 2A South	Join this high-level roundtable with policy makers, CEOs from the EU, Asia, Middle East, Africa and North America as they address the convergence of Blockchain with other new technologies like AI, IoT and 3D printing towards a new industrial revolution.
11.1.	09:00 - 17:00	Travel and Connectivity Business Forum	Dubai Exhibition Centre Hall 2A South Hybrid event (in-person and online)	Highlighting business opportunities, cutting-edge technologies and progress achieved by the UAE, participating countries and Expo Partners relevant to Travel & Connectivity.

11.1.	10:00 - 19:00	Conservation for Hope   New Frontiers in Tourism	The Nexus for People & Planet North and South Hybrid event (in-person and virtual) (Invite Only)	Workshop exploring how communities are leading and evolving tourism efforts to derive safe and sustainable income generation.
11.1.	15:00 - 16:00	Best Practice Area Programming   Exploring the Future of Travel and Connectivity	BPA's Speaker Corner (Opportunity Pavilion)	Event spotlighting development solutions that have delivered improved outcomes for nature- based solutions, ecotourism, sustainable infrastructure and digital connectivity.
11.1.	18:00 - 19:00	Expo Live   Networking	The Good Place (Invite Only)	Convening event for social entrepreneurs, industry leaders, public officials, philanthropists and changemakers to work together for lasting social and environmental impact.
12.1.	14:30- 17:30	Country Business Briefings   Guinea-Bissau	Business Connect Centre	
12.1.	15:00 - 16:00	Best Practice Area Programming   Exploring the Future of Travel and Connectivity	BPA's Speaker Corner (Opportunity Pavilion)	Event spotlighting development solutions that have delivered improved outcomes for nature- based solutions, ecotourism, sustainable infrastructure and digital connectivity.
12.1.	19.30 - 22.30	Ministerial Dinner	Leadership Pavilion (Invite Only)	Facilitated conversations among high-level, influential players on specific topics related to advancing the UAE's international cooperation agenda on digital and physical connectivity, and to mark the UAE's Golden Jubilee celebration.
13.1.	15:00 - 16:00	Best Practice Area Programming   Exploring the Future of Travel and Connectivity	BPA's Speaker Corner (Opportunity Pavilion)	Event spotlighting development solutions that have delivered improved outcomes for nature- based solutions, ecotourism, sustainable infrastructure and digital connectivity.
13.1.	16:00 - 18:00	World Majlis   Off the Beaten Path: Travel in the 21st Century	India Pavilion Hybrid event (in-person and virtual)	Thought leaders, visionaries and changemakers discuss how to slow the pace of mass-market tourism and make ecotourism the new norm.
13.1.	/	Country Business Briefing   Barbados	Business Connect Centre	
13.1.	/	Country Business Briefing   Portugal	Business Connect Centre	
15.1.	/	Country Business Briefing   Grenada	Business Connect Centre	
17.1.	/	Country Business Briefing   Bahamas	Business Connect Centre	
17.1.	/	Country Business Briefings   Sao Tome and Principe	Business Connect Centre	

18.1.	09:00 - 16:40	Global Goals Business Forum	Dubai Exhibition Centre Hall 1A South Hybrid event (in-person and online)	Highlighting business opportunities, cutting-edge technologies and progress achieved by the UAE, participating countries and Expo partners relevant to the Global Goals.
18.1.	/	Country Business Briefing   Nicaragua		
19.1.	10:00 - 19:30	Coming Full Circle/ Water- Food - Energy Summit	DP World Atrium Hybrid event (in-person and virtual)	Platform for exchange of knowledge on best practice and lessons learned for greater water, food and energy security, and strengthening regional and international policy coherence.
19.1.	14:30- 17:30	Country Business Briefing   Malta	Business Connect Centre	
19.1.	18:00 - 18:45	Expo Live   Networking	The Hub, The Good Place (Invite Only)	Casual gathering bringing together Expo Live Global Innovators present during this week, as well as members from the greater start-up and social impact ecosystem in the region.
20.1.	10:30 - 17:00	Coming Full Circle   Water-Food-Energy Summit	DP World Atrium Hybrid event (in-person and virtual)	Platform for exchange of knowledge on best practice and lessons learned for greater water, food and energy security, and strengthening regional and international policy coherence.
21.1.	/	Country Business Briefing   Zambia	Business Connect Centre	
21.1.	10:30 - 19:00	SDGs   Global Best Practice Programme Assembly	Dubai Exhibition Centre Hall 2A South Hybrid event (in-person and online)	Event that brings together young people, intergovernmental organisations, startups, academics and awardees of Expo's Global Best Practice Programme to share solutions towards achieving the SDGs.
21.1.	16:00 - 16:45	Expo Live Impact Series   Tourism That Works for Everyone	The Hub, The Good Place Hybrid event (in-person and online)	Panel discussion focusing on making tourism accessible and inclusive, supporting small players, and developing unique experiences.
22.1.	14:30- 17:30	Country Business Briefings   Singapore	Business Connect Centre	
23.1.	14:30- 17:30	Country Business Briefing   Cambodia	Business Connect Centre	
25.1.	10:30 - 13:30	Country Business Briefings   El Salvador	Business Connect Centre	
26.1.	/	Country Business Briefing   India	Business Connect Centre	
27.1.	/	Country Business Briefing   Slovak Republic	Business Connect Centre	
28.1.	10:30 - 13:30	Country Business Briefing   Andorra	Business Connect Centre	
28.1.	14:30-	Country Business	Business	

	17:30	Briefing   Canada	Connect Centre	
29.1.	/	Country Business Briefing   Australia	Business Connect Centre	
31.1.	/	Country Business Briefings   New Zealand	Business Connect Centre	
<b>FEBRUARY</b>				
1.2.	09:00 - 16:00	Health & Wellness Business Forum	Dubai Exhibition Centre Hall 1A South Hybrid event (in-person and virtual)	Highlighting business opportunities, cutting-edge technologies and progress achieved by the UAE, participating countries and Expo Partners relevant to Health & Wellness.
1.2.	14:30 - 15:30	Best Practice Area Programming   Spotighting Developments in Health and Wellness	The Nexus for People & Planet 15:00 - 16:00 BPA's Speaker's Corner (Opportunity Pavilion)	Spotlighting development solutions that have delivered improved outcomes for health.
1.2.	16:00 - 16:45	Expo Live Impact Series   Access to Treatment Everywhere	The Hub, The Good Place Hybrid event (in-person and online)	Panel discussion highlighting community-led service delivery in healthcare, and how technology and awareness can ensure people in even the remotest areas have access to treatment.
1.2.	16:00 - 18:00	World Majlis   At the Speed of Life: Faster and Safer Medical Innovations	Terra Auditorium Hybrid event (in-person and online)	Thought leaders, visionaries and changemakers ask what lessons have been learned during the COVID-19 pandemic on how to accelerate medical innovations while ensuring their safety, and the implications for future pandemics.
1.2.	/	Country Business Briefing   Rwanda	Business Connect Centre	
2.2.	10:00 - 22:00	Conference   Hungary: E-Health Conference	Dubai Exhibition Centre Hall 2A South	International exchange of experience of the different e-health systems around the world.
2.2.	13:00 - 17:00	Global Health Diplomacy   A Tool for International Cooperation?	The Nexus for People & Planet North and South Hybrid event (Invite Only)	High-level event that gathers leading international organisations, health policy experts, government representatives, and private sector partners to discuss the rapid evolution of global health diplomacy.
2.2.	14:30 - 15:30	Best Practice Area Programming   Spotighting Developments in Health and Wellness	14:30 - 15:30 The Nexus for People & Planet 15:00 - 16:00 BPA's Speaker's Corner (Opportunity Pavilion)	Spotlighting development solutions that have delivered improved outcomes for health.

2.2.	18:00 - 18:45	Expo Live   Networking	The Hub, The Good Place (Invite Only)	Casual gathering that brings together all Expo Live Global Innovators present during this week, as well as members from the greater start-up and social impact ecosystem in the region.
2.2.	19:30 - 22:30	Ministerial Dinner	leadership Pavilion (Invite Only)	Facilitated conversations among high-level, influential players on specific topics related to advancing the UAE's international cooperation agenda on health, and to mark the UAE's Golden Jubilee celebration.
5.2.	10:30 - 13:30	Country Business Briefing   Montenegro	Business Connect Centre	
5.2.	14:30- 17:30	Country Business Briefing   Belgium	Business Connect Centre	
7.2.	14:30- 17:30	Country Business Briefings   Mozambique	Business Connect Centre	
8.2.	14:30- 17:30	Country Business Briefings   Slovenia	Business Connect Centre	
10.2.	10:30 - 13:30	Country Business Briefing   Bulgaria	Business Connect Centre	
11.2.	10:00 - 13:00	International Day of Women and Girls in Science   Specialist Event	The Nexus for People & Planet North and South Hybrid event (in-person and virtual)	Series of specialist/practitioner events bringing together Expo's Partner ecosystem to discuss key topics under the women and girls in science theme.
11.2.	13:00 - 17:00	International Day of Women and Girls in Science   People-facing Flagship Event	The Nexus for People & Planet North and South Hybrid event (in-person and virtual)	Public event to raise awareness and celebrate International Day of Women and Girls in Science spotlighting the UAE's leadership role in the area, and highlighting Expo Participant best practices and success stories.
11.2.	17:00 - 19:00	International Day of Women and Girls in Science   Youth Circle	50 71 (Invite Only)	Interactive dialogues among youth participants on women and girls in science, with a view to informing policy.
11.2.	14:30- 17:30	Country Business Briefing   Philippines	Business Connect Centre	
12.2.	15:00 - 18:00	Country Business Briefing   Indonesia	Business Connect Centre	
13.2.	10:30 - 17:30	Country Business Briefing   Guinea	Business Connect Centre	
14.2.	10:30 - 17:30	Country Business Briefing   Guinea	Business Connect Centre	
15.2.	10:30 - 13:30	Country Business Briefing   Cuba	Business Connect Centre	
15.2.	14:30- 17:30	Country Business Briefing   Serbia	Business Connect Centre	
16.2.	14:30- 17:30	Country Business Briefing   Kenya	Business Connect Centre	



17.2.	10:00 - 20:00	Conference   Russia: Russia Agrofood	Dubai Exhibition Centre Hall 2A South	A business networking event focusing on the latest food technologies and how they are applied and supported by the leading Russian food companies, an unmissable event bringing together companies and entrepreneurs working in the food industry today.
17.2.	10:30 - 17:30	Country Business Briefing   Kosovo	Business Connect Centre	
18.2.	14:30- 17:30	Country Business Briefings   Jamaica	Business Connect Centre	
19.2.	10:00 - 22:00	Conference   Bulgaria: Technologies in Agriculture	Dubai Exhibition Centre Hall 2A South	Join in on a conversation exploring technologies and innovations in agriculture, plant biotechnology, genetic engineering, and ecosystem development through the implementation of monitoring methods and biological control.
19.2.	10:30 - 17:30	Country Business Briefings   Jamaica	Business Connect Centre	
19.2.	/	Country Business Briefing   South Sudan	Business Connect Centre	
21.2.	09:00 - 17:00	Food, agriculture and livelihoods business forum	Dubai Exhibition Centre Hall 1A North Hybrid event (in-person and virtual)	Highlighting business opportunities, cutting-edge technologies and progress achieved by the UAE, participating countries and Expo Partners relevant to Food, Agriculture & Livelihoods.
21.2.	14:30- 15:30	Best Practice Area Programming   Unearthing Solutions for the Future of Food, Agriculture and Livelihoods	The Nexus for People & Planet 15:00 - 16:00 BPA's Speaker's Corner (Opportunity Pavilion)	Spotlighting Development Solutions that have delivered improved outcomes in food security and livelihood development, food value chains, and farming.
21.2.	16:00 - 16:45	Expo Live Impact Series   Bringing Farmers and Growers the Right Data	The Hub, The Good Place Hybrid event (in-person and online)	Discussion of the capabilities and accuracy of data in the agriculture sector, and different methods of using data science to facilitate maximum agricultural output.
21.2.	17:30 - 18:15	Expo Live Impact Series   Simplifying Agricultural Supply Chains (And How Tech Can Help)	The Hub, The Good Place Hybrid event (in-person and online)	How digital platforms are being leveraged to bring demand and confidence to smallholder farmers.
22.2.	14:30- 15:30	Best Practice Area Programming   Unearthing Solutions for the Future of Food, Agriculture and Livelihoods	14:30 - 15:30 The Nexus for People & Planet 15:00 - 16:00 BPA's Speaker's Corner (Opportunity Pavilion)	Spotlighting development solutions that have delivered improved outcomes in food security and livelihood development, food value chains, and farming.

22.2.	16:00 - 16:45	Expo Live Impact Series   Pushing the Boundaries of Agriculture	The Hub, The Good Place Hybrid event (in-person and online)	Global solutions for ensuring food security and livelihoods in marginalized communities.
22.2.	/	Country Business Briefings   Saint Lucia	Business Connect Centre	
22.2.	/	Country Business Briefings   North Macedonia	Business Connect Centre	
23.2.	10:30 - 13:30	Country Business Briefing   North Macedonia	Business Connect Centre	
23.2.	14:30-15:30	Best Practice Area Programming   Unearthing Solutions for the Future of Food, Agriculture and Livelihoods	14:30 - 15:30 The Nexus for People & Planet 15:00-16:00 BPA Speaker's Corner (Opportunity Pavilion)	Spotlighting development Solutions that have delivered improved outcomes in food security and livelihood development, food value chains, and farming.
23.2.	14:30-17:30	Country Business Briefing   Norway	Business Connect Centre	
23.2.	18:00 - 18:45	Expo Live   Networking	The Hub, The Good Place (Invite Only)	Casual gathering bringing together Expo Live Global Innovators present during this week, as well as members from the greater start-up and social impact ecosystem in the region.
23.2.	19.30 - 22.30	Ministerial Dinner	leadership Pavilion (Invite Only)	Facilitated conversations among high-level, influential players on specific topics related to advancing the UAE's international cooperation agenda around food security, agriculture and livelihoods, and to mark the UAE's Golden Jubilee celebration.
24.2.	10:30 - 13:30	Country Business Briefing   Madagascar	Business Connect Centre	
24.2.	16:00 - 19:00	Country Business Briefing   Cyprus	Business Connect Centre	
26.2.	10:00 - 22:00	Conference   Kenya: Fruits and Vegetables Business Forum	Dubai Exhibition Centre Hall 2A South	Essential for those with an interest in fruit and vegetables. Kenya showcases its trade opportunities to the world, including visitors to the Kenya Pavilion and the UAE business community. It's part of its aim of enhancing and diversifying its economy.
<b>MARCH</b>				
1.3.	10:00 - 22:00	Conference   Russia: Russia Creates	Dubai Exhibition Centre Hall 2A South	A business event aimed at bringing together creative leaders and professionals from different industries to showcase the best examples of business solutions utilized in the Russian market.
1.3.	10:30 - 13:30	Country Business Briefing   Romania	Business Connect Centre	
2.3.	10:00 - 22:00	Conference   Russia: Russia Creates	Dubai Exhibition Centre Hall 2A South	A business event aimed at bringing together creative leaders and professionals from different industries to showcase the best examples of business solutions utilized in the Russian market.

2.3.	/	Country Business Briefing   Ethiopia	Business Connect Centre	
3.3.	10:30 - 13:30	Country Business Briefing   Paraguay	Business Connect Centre	
3.3.	/	Country Business Briefing   Moldova	Business Connect Centre	
4.3.	/	Country Business Briefing   Moldova	Business Connect Centre	
5.3.	/	Country Business Briefing   Dominican Republic	Business Connect Centre	
6.3.	/	Country Business Briefing   Croatia	Business Connect Centre	
9.3.	14:30-17:30	Country Business Briefing   Albania	Business Connect Centre	
11.3.	/	Country Business Briefing   Trinidad and Tobago	Business Connect Centre	
13.3.	10:30 - 17:30	Country Business Briefing   Botswana	Business Connect Centre	
14.3.	10:00 - 22:00	Conference   African Union: African CEO Roundtable	Dubai Exhibition Centre Hall 2A South	The African Union CEO's roundtable will be a two-day event showcasing potential areas of investments in Africa, and will provide space to network and forge sustainable partnerships between African Private Sector companies and the world. Not to be missed.
14.3.	14:30-17:30	Country Business Briefing   Zimbabwe	Business Connect Centre	
15.3.	10:00 - 22:00	Conference   African Union: African CEO Roundtable	Dubai Exhibition Centre Hall 2A South	The African Union CEO's roundtable will be a two-day event showcasing potential areas of investments in Africa, and will provide space to network and forge sustainable partnerships between African Private Sector companies and the world. Not to be missed.
17.3.	14:30-17:30	Country Business Briefing   Ireland	Business Connect Centre	
18.3.	/	Country Business Briefing   Hungary	Business Connect Centre	
21.3.	14:30-17:30	Country Business Briefings   Czech Republic	Business Connect Centre	
22.3.	09:00 - 17:20	Water Business Forum	Dubai Exhibition Centre Hall 2A South Hybrid event (in-person and online)	Highlighting business opportunities, cutting-edge technologies and progress achieved by the UAE, participating countries and Expo Partners relevant to water.
22.3.	14:30-17:30	Country Business Briefings   Pakistan	Business Connect Centre	
23.3.	10:30 - 13:30	Country Business Briefings   Namibia	Business Connect Centre	
29.3.	/	Country Business Briefings   Guatemala	Business Connect Centre	

Events in Dubai during the EXPO 2020 06.12.2021. - 31.03.2022.			
DATE	EVENT	LOCATION	DESCRIPTION
6-9.12. 2021	China Products Fair 2021	Dubai World Trade Center	Exhibition; Discover some of the best Chinese products
6-8.12.2021	Middle East organic and natural product Expo 2020		Sole Trade Event for Natural & Organic Products in the Middle East. The expo is the only platform in the regions to connect organic & natural producers, manufacturers, and suppliers to buyers in the regions, focusing on meeting the demands of the billion-dollar market. In 2020, the expo is all set to feature nearly 3500 products of 275 suppliers, with a diverse lineup of exhibitors from 65 countries in categories - F&B, Health, Beauty, Environment and Living. Watch the live demonstration of organic ingredients come to life in the hands of trained chefs making it an educational extravaganza for all our visitors. Alongside the expo, the event will also showcase two co-located events for Tea & Coffee and TCAM. Lastly, the Organic Conference, a 2-day conference with some of the eminent buyers and ministries in the Middle East enlightening the industry with some stimulating insights.
12-16.12. 2021	Global Conference on Artificial Intelligence & Internet of Things Expo 2020	Dubai	The conference activities will be revolving around the technology and engineering management of the digital disruption and its impacts on our daily lives and how the Covid-19 accelerated the digitization and adoption of technology in all life aspects.
13-17.2. 2022	Gulf food	Dubai World Trade Center	The worlds largest annual showcase for F&B sourcing
13-17.2. 2022	The World's Largest Halal Sector Trade Fair	Dubai World Trade Center	Halal World Food is a show within a show concept trade event. The event aims at flourishing the food and beverage industries by capitalising Halal sector, which is currently witnessing a huge success and growth in different parts of the world. The event features a wide variety of halal foods and products to a wide range of exhibitors and businesses.
22-24.2. 2022	Duphat	Dubai World Trade Center	Conference and exhibition Dubai International Pharmaceuticals & Technologies DUPHAT
23-24.2. 2022	Food for Future Summit & EXPO	Dubai Exhibition Centre, Mina Jebel Ali	Food For Future Summit will lay the groundwork for the most remarkable innovations and transformations ever seen in the sector, towards worldwide food security.
15-17.3.2022	Dubai Wood Show	Dubai World Trade Center	Dubai WoodShow is the region's leading platform for woodworking and woodworking equipment.  Dubai WoodShow is the main venue for woodworkers who visit the exhibition every year from around the world. This was the only place in the region for holding business meetings for the woodworking, woodworking and woodworking industries.
29-31.3.2022	Annual Investment Meeting	Dubai Exhibition Centre, Mina Jebel Ali	"To exceed the needs of prospective investors and reach out to a wider range of project promoters" Join the 11th Edition of the Annual Investment Meeting has is a leading global investment platform that aspires to ignite positive transformation by creating investment opportunities, upholding solidarity and developing economic relations among nations, as well as addressing the global ordeals that will make a profound impact to economic growth. Every edition of the Annual Investment Meeting is an opportune event to address the fundamental challenges that nations are being confronted with on their journey to achieving development and to discuss investment trends and strategies that can be utilized to maximize the potential of every business, country and region to consequently fuel economic diversification. AIM Global platform provides businesses, governments and civil society with an independent, impartial and future-oriented platform to amplify their efforts to influence sustained, positive change.

Expo 2020 B2B App		
B2B, B2G, and G2G relationships, the Expo 2020 B2B App benefits		
1	Showcase business	Companies and stakeholders will create their own profile on the app for their company and team members where they can highlight key information and contact details
2	Connect & Network	Companies and stakeholders' team members can then start networking with thousands of business and government entities through AI-powered match making technology
3	Chat & Engage	After making a connection, Expo stakeholders can start engaging with users of interest, businesses and entities to establish relationships pre and during event
4	Schedule Meetings	Companies and Expo stakeholders will then be able to start scheduling meetings prior to the event to ensure their business objectives are met during the event
5	Expo 2020 B2B App	B2B application availability and usage - <a href="https://we.tl/t-POOe3eMSD8">https://we.tl/t-POOe3eMSD8</a>

(Expo 2020 B2B App benefits)

Thematic weeks 09.01- 26.03.2022.					
Theme	Activity	Period	Date	Time	Location
Travel & Connectivity	- Digital connectivity - e-governance - Smart mobility - Supply chains and trade - Travel	9-15 Jan 2022	11.Jan.22	9 am - 6 pm	DEC Hall 2A South
Global Goals	- Last-mile delivery - Women and girls - Livelihoods and enterprise development	16-22 Jan 2022	18.Jan.22	9 am - 6 pm	DEC Hall 2A South
Health & Wellness	- Healthcare systems - Health-tech (telemedicine) - Community-led health delivery - Wellbeing and happiness	27 Jan-2 Feb 2022	1.Feb.22	9 am - 6 pm	DEC Hall 2A South
Food, Agriculture & Livelihoods	- Food systems - Food waste and safety - Value chains and smallholder farming - Food and nutrition security	17-23 Feb 2022	21.Feb.22	9 am - 6 pm	DEC Hall 2A South
Water	- Water management - Oceans and ocean economies - Water-based ecosystems - WASH (water, sanitation and hygiene)	20-26 Mar, 2022	22.Mar.22	9 am - 6 pm	DEC Hall 2A South

Month	Activity
December	National Day Country Business Briefing Business Delegations
January	Music Night Travel Forum Business Delegations
February	Music Night Health Forum Food Forum Business Delegations
March	Music Night Chamber Conferences Water Business Forum Business Delegations

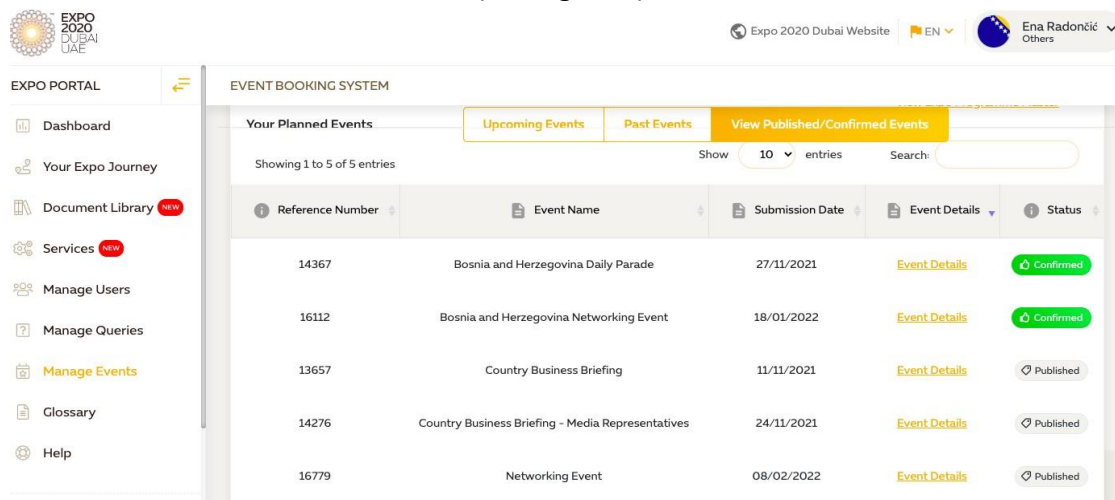
#### 4.1.4. Country business briefing organization and coordination



(Country business briefing invite)



(CBB agenda)



(CBB participant portal event booking confirmation)

## COUNTRY BUSINESS BRIEFING

Venue: Abu Dhabi Hall, Business Connect Centre; Date: December 19, 2021;  
Time: 14:30 - 17:30 h

### 14:30 - 15:00 REGISTRATION AND NETWORKING

**Moderator – Mr. Edin Mehic, Founder of Kolektiv**

*Moderator is welcoming participants and inviting the keynote speaker for Welcome Remarks*

### 15:00 - 15:05 WELCOME REMARKS

**Mr. Edin Forto, Prime Minister of Government of Sarajevo Canton**

*After the speech, the moderator will announce a short promotional video on investment opportunities in Bosnia and Herzegovina (video prepared by VIA MEDIA DUBAI).*

### 15:05 – 15:10 VIDEO ON BOSNIA AND HERZEGOVINA INVESTMENT OPPORTUNITIES

**15:10 – The moderator will make an introduction to the panel discussion**

*The Panellists are not only representatives of their respective companies but rather promoters of the promising business sectors in Bosnia and Herzegovina. The industries that are going to be promoted are as follows:*

#### **ICT sector**

*Bosnia and Herzegovina's ICT sector has started to flourish during the past few years and represents one of the growth areas in the country's economy. ICT companies from Bosnia and Herzegovina are successfully implementing different joint projects with companies abroad of all sizes to develop particular product components, as subcontractors for product development, or as implementers of software products. B&H's ICT companies have rich and diverse experience in providing Software Development, Outsourcing, Project Management and Consulting. It is estimated that at present, there are between 2.500 to 3.500 programmers in Bosnia and Herzegovina. The value of the software industry is reflected in the fact that 60-70% of its labor in BiH constitute young people up to the age of 35, and they are highly educated (B.Sc. / M.Sc. in Software Engineering and Mathematics) and skilled, certified, but more importantly battle-tested.*

#### **Tourism**

*With its natural beauties, good geographical location, outstanding hospitality of Bosnian people, rich heritage and history and gastronomy offerings, and its status as a still unknown tourism destination for significant markets, BiH has all pre-determinants for an extremely successful tourism industry story. According to the World Tourism Organization, BiH is defined as one of only three tourism destinations globally, with overall tourism market growth potential in excess of 10% annually through 2020. Investment opportunities in the tourism sector are various, including ski and mountain tourism, ecotourism, spa tourism, sea tourism, cultural heritage and religious tourism, adventure and sports tourism.*

### ***Agriculture and food processing industry***

*Abundant natural resources and optimal climate conditions make Bosnia and Herzegovina ideal for agriculture production and food processing industry. A significant part of the country's land area is agricultural land, including arable land, mountain pastures, improved grazing land, orchards and vineyards. Investors can enjoy various investment opportunities: vegetable and fruit growing, milk and dairy, livestock and meat processing, field crops, medical and aromatic herbs, fish farming, wine production and food processing. BiH is among the leading world producers of raspberries (10th), plums (15th), and strawberries (35th) and produces significant quantities of high-quality vegetables: potatoes, peppers, cabbage and cucumbers.*

### ***Automotive parts and manufacturing***

*Bosnia and Herzegovina has a long tradition and widespread experience in the automotive industry. For decades, major brands have relied on the skilled workforce of BiH to assemble cars for Western markets. Before 1992, Volkswagen produced passenger and commercial vehicles at a plant near Sarajevo, while Kosmos - Banja Luka and Soko - Mostar produced buses. Numerous foreign companies that have invested in the automotive industry of BiH (metal production and processing, toolmaking, plastic processing, mechanical and electrical engineering, automotive textile products) experienced dynamic development and achieved international standards, enabling export in average 90% of their production in 30 countries all around the world. BiH can be an excellent supplier base for reputable automotive producers with a highly qualified labor force and strategic location.*

### ***Wood industry and furniture processing***

*Of all the natural resources of Bosnia and Herzegovina, its timber is best known; 63% of the country is covered in forests that can serve both the furniture and the construction industry. These forests have the potential to provide nearly 7 million m<sup>3</sup> of round-wood per year on a sustainable basis. Beech, oak, ash, pine and fir, and more specialized woods such as walnut, apple and cherry, are exported as raw material, half fabricates and finished products. Over 60% of Bosnia and Herzegovina wood sector production is exported, where the finished furniture is becoming a more and more important export product. Currently, the largest markets for these producers are Western Europe, the USA and the Middle East. According to all parameters and analyses, the furniture industry best survived the pandemic caused by the coronavirus. Although limited in exports, the furniture industry still brought significant profits to most Bosnia and Herzegovina companies.*

### ***Pharmaceutical industry***

*Bosnia and Herzegovina's pharmaceutical sector currently successfully operates on three continents, as it is equipped with sophisticated laboratories with international accreditations. In addition, the pharmaceutical industry in Bosnia and Herzegovina possesses a great production capacity and highly skilled professional and specialized staff who constantly improve and harmonize business with national and international pharmaceutical regulations and standards. Last year, the pharmaceutical market in Bosnia and Herzegovina was worth 334 million EUR, which presents an increase of almost 4% compared to 2019, making this industry one of the key sectors with suitable preconditions for investments.*

- **Mr. Edin Deljkic, President of the BIT Alliance Steering Board**

*Bit Alliance is an association of 58 major IT companies with more than 2800 experts in BiH. The main aim of the BIT Alliance is to initiate dialogue with Academic Community, Government, and Member companies to encourage further growth of the ICT sector in Bosnia and Herzegovina.*

- **Ms. Aida Terzic, General Manager of Pino Nature Hotel**

*A unique blend of lifestyle, Bosnian originality, warmth, sportiness and recreation turn the Pino Nature Hotel into a fantastic location. It is located south of the Old Town of Sarajevo, on Trebevic mountain, whose 1984 Olympic Winter Games sliding track and coniferous forest are ideal for hiking and have become one of the tourists' favorite landmarks. With Sarajevo's neighborhoods on its slopes, Pino Nature Hotels within Trebević national park represents a unique harmony of urban and natural, and complete space is characterized by significant biodiversity.*

- **Mr. Vedad Halilovic, Export Director of AS Holding**

*AS Holding, which started as a local family business in Tešanj in 1988, is the largest food manufacturer and distributor in BiH today. Under AS Holding "roof" are 16 Bosnian companies whose brands are highly positioned and well known to consumers in Bosnia and Herzegovina but also in Europe and the world. For several years in a row, AS Holding has been listed as one of the most successful companies in Bosnia and Herzegovina. They employ over 4500 people with growth tendencies in every segment of their business branches: food, trade and clothing.*

- **Mr. Almir Jazvin, Member of Supervisory Board of Prevent Group**

*Prevent Group introduced its manufacturing operations in 1999 in BiH. The Group commenced in Visoko with a production of seat covers. Prevent Group is now the largest private sector company in Bosnia and a leading automotive supplier in Europe. The Group's manufacturing system follows the just-in-time model, which requires continuous and strictly synchronized delivery of parts to minimize inventory and optimize production speed and quality.*

- **Mr. Orhan Niksic, CEO and Founder of Zanat**

*Zanat is a family-owned manufacturer of high-end designer furniture and interior objects, founded upon a century-old family tradition of making heirloom quality hand-carved furniture and accessories, utilizing a UNESCO world heritage inscribed woodcarving technique. Its products have received more than a dozen reputable international design awards, and they constantly generate coverage in prestigious international media such as Vogue, Wallpaper, Monocle, Le Monde, the New York Times, Financial Times, Netflix, Arte TV, to name a few. Zanat's clients include fortune 500 companies, royal families, leading hotel chains and its furniture can be found in homes, commercial developments, and religious institutions throughout Europe, the United States, the Middle and Far East.*

- **Mr. Sanjin Kotlica, General Manager of Pharmamed**

*The Pharmamed was established in 1996 in Travnik, Bosnia and Herzegovina. In the beginning, the company's headquarters and production plants were located in a private house organized for production and sales processes. Today, Pharmamed has more than 5300 m2 of business facilities, which are distributed on production - business facilities, a facility for storage of raw materials and storage of finished products. The total range of their products*



*includes over 210 products sold in over 20 countries, including the United States, Kingdom of Saudi Arabia and the United Arab Emirates.*

### **15:10 – 16:10 PANEL DISCUSSION**

The panel discussion is designed as a two-round of questions imposed by the moderator. The first question will be related to the potentials of their respective sectors and their experience of how these potentials can be turned into success stories.

The second round of the questions to the panelists will be focused on their further business perspectives and their expectation of their respective sectors' growth and potential investments. After the second round of the questions, the moderator will give a floor to the audience for their questions.

**Edin Mehić:** The ICT industry has seen continuous growth and development in the last few years, particularly within the export of information and computer services from BiH. Can you tell us how you assess this sector's export potential and how ICT exports can increase?

**Edin Deljković:**

- ICT sector generates about 500,000,000 BAM annually
- employees have an average salary much higher than the national average
- 62.2% of households have access to a computer
- 92.9% of households own a mobile phone
- Households in urban areas have access to the Internet: 75.4%
- The Internet population of 65 to 74 years is the most common use of the Internet for making calls and internet video calls with 97.1%
- Internet population aged 16 to 24, most often used the Internet to participate in social networks 87.0%

**Edin Mehić:** Bosnia and Herzegovina is endowed with many resources such as geographical position, climate, nature and above all, its people. What are the most significant tourism potentials of Bosnia and Herzegovina, and how can they be utilized to the maximum?

**Aida Terzić:**

- In July 2021, tourist arrivals in BiH were increased by 49.7% as compared to June 2021 and increased by 177.8% as compared to July 2020
- Tourists realized 335,398 tourist nights which represent an increase of 67.6% as compared to June 2021 and an increase of 148.6% as compared to July 2020
- Domestic tourists share of the total number of overnight stays was 39.8%, and foreign tourists share was 60.2%
- Foreign tourist nights increased by 122.3% as compared to June 2021 and increased by 784.6% as compared to July 2020
- Concerning the structure of foreign tourist nights in July 2021, most of them (63.2%) were realized by tourists from United Arab Emirates (20.9%), Saudi Arabia (11.7%), Serbia (9.6%), Germany (6.1%), Kuwait (6.0%), Croatia (5.3%) and Bahrain (3.6%). Tourists from other countries realized 36.8% of tourist nights.
- According to the type of accommodation facility, the highest number of nights was recorded in Hotels and similar accommodation with the share of 92.9%

- The National Geographic ranked BiH in the top ten destinations in 2012

Edin Mehić: Bosnia and Herzegovina is rich in natural resources and conditions that create an excellent environment for agricultural production. What progress are the food and agriculture industry making, and what are the primary growth opportunities for this sector?

Vedad Halilović:

- BiH has approximately 1.6 million hectares of land suitable for cultivation.
- The agricultural sector's share of GDP is roughly 8 percent, while it accounts for 20 percent of total employment
- In 2020, agri-food imports totaled \$1.85 billion, while exports were valued at \$520 million
- Due to the increased competitiveness of the Food Processing Industry, the export rate in recent years has been increased by 30%
- BiH is among the leading world producers of raspberries (10th), plums (15th), and strawberries (35th) and produces significant quantities of high-quality vegetables: potatoes, peppers, cabbage and cucumbers
- BiH milk's average production is about 727 million liters/year, with only 7% of total fresh milk production exported. This represents a significant potential for expansion
- 56% of the total agricultural land is meadows and pastures
- 23% of total milk production is used in the dairy industry

Edin Mehić: Metal processing and automotive sectors are considered BiH's most robust and prosperous industry and export sectors. Could you please give us a short overview of this sector and highlight the benefits of cooperating with Bosnian companies?

Almir Jazvin:

- The metal processing sector is the country's most robust and the most significant industry and export-oriented industry, accounting for more than 30% of total exports
- BiH automotive industry has over 60 companies and more than 11,000 employees
- estimated volume of export amounting to 90% of the overall production
- BiH automotive enterprises primarily produce mechanical parts and components
- involved in secondary production, with the majority of sector enterprises being component specialists
- the used materials mainly involve steel (27%) and aluminum (18%)

Edin Mehić: Bosnia and Herzegovina is one of the countries with lots of forest area in Europe, so a strong wood industry has been developed on this existing raw material basis. How do you see the wood and furniture market in Bosnia and Herzegovina, and what are the main opportunities for investments in this sector?

Orhan Nikšić:

- The wood industry is a sector of the economy that has a surplus in trade, which amounted to 725.7 million BAM in six months of 2021
- Exports in the first six months of the 2021 period amounted to 1.03 billion BAM, which is more by 263.03 million or 34% than in the first half of last year,

- imports were 304.7 million BAM and higher by 64.7 million BAM or 27% compared to six months in 2020
- Furniture, carriers and mattresses were exported in the value of 606,094,475 BAM, which is 163,333,183 BAM or 37% more than in the first half of last year
- the export of wood and its products amounted to 424,303,276 BAM, which is more for 99,696,966 BAM or 31%
- The most important export market of furniture and its parts is Germany, where these products were exported in six months in the value of 172,114,716 BAM, which is 20% more than in the same period last year

Edin Mehić: Could you give us the outlook of the pharmaceutical industry in Bosnia and Herzegovina and what sets Bosnian companies apart from the other companies worldwide?

Sanjin Kotlica:

- the pharmaceutical market in Bosnia and Herzegovina was worth 334 million EUR in 2020, which presents an increase of almost 4% compared to 2019

Edin Mehić: What sort of projects and strategies are you initiating to ensure Klika retains its competitive edge on the market?

Edin Deljković: predstavljanje trenutnih i planiranih aktivnosti kompanije

Edin Mehić: What do you think of the present situation in regards to COVID-19 and tourism and what is the going forward direction for Pino Nature Hotel?

Aida Terzić: predstavljanje trenutnih i planiranih aktivnosti kompanije

Edin Mehić: What are the goals for AS Holding in the future?

Vedad Halilović: predstavljanje trenutnih i planiranih aktivnosti kompanije

Edin Mehić: What are the most important and fastest growing segments within Prevent Group?

Almir Jazvin: predstavljanje trenutnih i planiranih aktivnosti kompanije

Edin Mehić: What are your predictions and plans for 2022? What direction might Zanat take next?

Orhan Nikšić: predstavljanje trenutnih i planiranih aktivnosti kompanije

Edin Mehić: Where do you see the Pharmamed going ahead in 2022?

Sanjin Kotlica: predstavljanje trenutnih i planiranih aktivnosti kompanije

#### **16:10 – 16:25 QUESTIONS & ANSWERS**

After the Q&A session, the moderator will present a Nataša Pucar from the STUDEN & CO Holding

- **Ms. Nataša Pucar, Corporate Communications Director from the STUDEN & CO Holding**

*STUDEN & CO Holding is an integrated supplier of food products used in households and the food industry, focusing on soft commodities that can be obtained and traded on global markets. STUDEN & CO Holding produces white crystal sugar, edible oil, and coffee in its production companies. The company is the leading supplier of sugar and one of the largest suppliers of bottled edible oils for the Southeastern European countries. Member companies in Austria, Brazil and UAE are trading on stock markets.*

#### **16:25 – 16:40 PRESENTATION OF INNOVATIVE PROJECTS BY STUDEN & CO HOLDING**

- **Ms. Natasa Pucar, Corporate Communications Director of STUDEN & CO Holding**

After the presentations, the moderator will thank the audience and invite them to the networking session

#### **16:40 – 17:30 NETWORKING**

*(CBB detailed agenda and scenario)*

Country Business Briefing		
DATE	ACTIVITIES	RESPONSIBILITY
<b>Country Business Briefing activities and other business supporting activities</b>		
opportunities and planning 24.10.2021. - 31.03.2022.	creation of presentations	participating country and business representative team
	organization of networking events	
	organization of business to business matchmaking	
	attending business and investment forums	
	visits of tasting events	
	participation in panel discussions	
	presence in-person and virtual on-sight experience events	
	organization of bilateral, trilateral and multilateral meetings	
	organization of meetings and events with chamber of commerce from UAE and all over the world	
	planning and giving public speeches	
	participating in business talks	
	creating content for thematic days	
	taking part in summits	
	visiting thematic seminars	
attending business lunches and gala dinners		
facilitating all other creative methods to connect business and individuals to each other		
<b>Country Business Briefing Bosnia and Herzegovina</b>		
26.11.2021.	Development Country Business Briefing concept	business representative team
28.11.2021.	technical requirements plan	
28.11.2021.	location plan	
28.11.2021.	location booking through Expo system	
01.11.-20.11.2021.	Research and analysis of potential panelists who will represent Bosnia and Herzegovina. Activities include research, analysis of potential, interview, organization, shortlisting and final choice of the panel participants.	
01.11.-20.12.2021.	Coordination with Bosnia and Herzegovina's government protocol regarding the speaker who will officially open and start the Country Business Briefing	PLO in coordination with business representative team
01.11.-28.11.2021.	Contacting and detailed information exchange with shortlisted panelists	business representative team
28.11.2021.	Final choice of panelists	business representative team
05.12.-10.12.2021.	Arrangement of flight, accommodation, visa, transport and protocol for the panelists	business representative team in coordination with logistic team
05.12.2021.	Creation of the event agenda draft	business representative team
01.-06.12.2021.	Development and creation of protocol for panelists and guests with focus on VIP guests	PLO in coordination with business representative team
28.11.2021.	Creation of the Country Business Briefing visual identity	business representative team in coordination with creative team
01.-06.12.2021.	Meeting with organization team making sure that agenda will be effective and efficient	business representative team
01.-10.12.2021.	Creating high-quality and exciting video content that show value for investment in Bosnia and Herzegovina, which will be used in opening presentations.	business representative team in coordination with creative and production team
02.12.2021.	Meeting with panelists, preparation of panelists with technical details and support, introducing them to EXPO 2020 rules, standards to be followed, protocol, media appearances, moderation and presentations.	business representative team

15-17.12.2021.	Organization of technical rehearsal at the chosen location including trials with equipment and content including audio and video contents	business representative team in coordination with technical team
17.12.2021.	Organization of rehearsal with CBB panelists	business representative team in coordination with CBB panelist and technical team
18.12.2021.	Arrangement of the venue layout	business representative team
01.-20.12.2021.	Promotion using multi-channel media from Bosnia and Herzegovina, United Arab Emirates and global media in general	business representative team in coordination with media team
05.-14.12.2021.	Creation of the plan for most optimal guest list due to COVID space limitations	business representative team
08.12.2021.	sending invitation letters to invitees	business representative team
18.11.2021.	Invitation and protocol coordination for VIP guest	PLO in coordination with business representative team
01.11.-20.12.2021.	Coordination with protocol for delegates from Bosnia and Herzegovina	PLO in coordination with business representative team
06.-20.12.2021.	Coordination of the live media	business representative team in coordination with media team
01.11.-20.12.2021.	Coordination of the general media	MLO
15.12.2021.	Organization of hostesses	business representative team in coordination with event team
15.-17.12.2021.	Organization of networking area including planning and arranging of the venue and catering	business representative team in coordination with event team
15.-17.12.2021.	Organization of the space for the immediate on sight meetings	business representative team in coordination with event team
15.-17.12.2021.	Organization of protocol after the Country Business Briefing, including escort of the delegation from the venue and directing them to the gala dinner venue	PLO in coordination with business representative team
19.12.2021.	Coordination of the Country Business Briefing event	business representative team
20.-28.12.2021.	Coordination of Country Business Briefing post event activities	business representative team

#### **4.2. Creating invites for visits to BH companies, with included assistance for the organization of individual and group travel**

In order to invite key industry experts and leading companies from Bosnia and Herzegovina, the Business team created invitation letters for the selected participants.

To adequately invite companies to apply for Expo 2020 support, also developed and designed newsletter invitations.

The distribution was done via client, and Chambers of commerce.

Additionally, the Business team created a Country Business Briefing reminder newsletter which was distributed by the Business team to all Country Business Briefing guests.

##### **Deliverables of realized project activities:**

4.2.1	Newsletter development and delivery
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#### **4.2.1. Newsletter development and delivery**

The newsletters created and delivered as well the visibility can be seen in the screenshots below.

## HEART-SHAPED OPPORTUNITY

### Poziv za učešće na Expo 2020 Dubai

Ministarstvo privrede Kantona Sarajevo vas poziva da prijavite vašu kompaniju na konkurs za učešće u programu kreiranom za ekonomske prilike i razvoj biznisa, u sklopu najpoznatije svjetske izložbe poduzetništva, **Expo 2020 Dubai**, koja će trajati do **31.03.2022. godine**.



192  
zemlje

### EXPO 2020 Dubai

Expo 2020 Dubai je imponantna kulturna i poslovna manifestacija na kojoj će se predstaviti 192 zemlje s ciljem povezivanja i inspiriranja miliona ljudi širom planete kako bi zajedno kreirali bolju budućnost.

U sklopu programa kreiranog za privrednike, kompanije iz Bosne i Hercegovine imaju jedinstvenu priliku učešća na specijaliziranim konferencijama, seminarima i radionicama, predstavljanja inovacija, organizaciju sastanaka i diskusija sa globalnim donosiocima odluka i investitorima, te širenje poslovnih mreža sa više od 25 miliona posjetioaca. Ministarstvo privrede Kantona Sarajevo će za 80 kompanija, koje budu odabrane kao rezultat prijave na poziv, pokriti sve logističke i organizacijske troškove učešća i predstavljanja na Expo 2020 Dubai.

Više detalja o kriterijima i indikatorima za odabir kompanija možete pronaći na [LINKU](#).

Ukoliko ste zainteresovani za predstavljanje vaše kompanije u sklopu Expo 2020 Dubai, prijavu možete izvršiti putem linka ispod, do **28.11.2021. godine**.

**PRIJAVA NA EXPO 2020**







# COUNTRY BUSINESS BRIEFING

**December 19, 2021 / 14:30 - 17:30 h**

Abu Dhabi Hall, Business Connect Centre

We are delighted to remind you to attend **Bosnia and Herzegovina's Country Business Briefing**, which will take place on **December 19, 2021**.

This invite-only event will bring together heads of state and key industry experts to explore Bosnia and Herzegovina's commercial possibilities and establish meaningful discourse and relationships with the Expo's diverse business stakeholders.

## AGENDA

14:30-15:00

### REGISTRATION AND NETWORKING

MODERATOR **Mr. Edin Mehlić** Founder of Kolektiv

15:00-15:05

### WELCOME REMARKS

**Mr. Edin Forto**

Prime Minister of Government of Sarajevo Canton

15:05-15:10

### VIDEO ON BIH INVESTMENT OPPORTUNITIES

15:10-16:10

### PANEL DISCUSSION

**Mr. Edin Deljkic**

President of the BIT Alliance Steering Board

**Ms. Aida Terzic**

General Manager of Pino Nature Hotel

**Mr. Vedad Halilovic**

Export Director of AS Holding

**Mr. Almir Jazvin**

Manufacturing Expert of Prevent Group

**Mr. Orhan Niksic**

CEO and Founder of Zanat

**Mr. Sanjin Kotlica**

General Manager of Pharmamed

16:10-16:25

### QUESTIONS & ANSWERS

16:25-16:40

### PRESENTATION OF INNOVATIVE PROJECTS BY STUDEN & CO HOLDING

**Ms. Nataša Pucar**

Corporate Communications

Director of STUDEN & CO Holding

16:40-17:30

### NETWORKING

We are looking forward to seeing you soon!



(Newsletter)

EKONOMIJA

## Ministar privrede KS Delić: Javni poziv privrednicima iz BiH za učešće na svjetskom sajmu Expo 2020. u Dubaiju

Za 80 kompanija će shodno pozivu biti plaćeni troškovi nastupa na Expou. Shodno tematskim cjelinama odredili smo sedam najvažnijih strateških grana koje će imati mogućnost da se predstave na samom sajmu

Aldijana Hadžić | 16.11.2021



Foto: Elman Omic - Anadolu Agency



### Sarajevo

Raspisano je nekoliko javnih poziva za pomoć privredi u Kantonu Sarajevo, kao i poziv za učešće privrednika iz cijele BiH na svjetskom sajmu Expo koji se održava u Dubaiju, rekao je u utorak, u Sarajevu, ministar privrede Kantona Sarajevo (KS) Adnan Delić, javlja Anadolu Agency (AA).

Delić je govorio i o javnom pozivu za privrednike za učešće na Svjetskoj izložbi EXPO 2020, koja se održava u Dubaiju, te pojasnio metodologiju ovog javnog poziva.

Govorio je i o trenutno objavljenim javnim pozivima u Ministarstvu privrede i izvršenju budžetskih pozicija ovog ministarstva.

"Pored prethodno objavljenih poziva, dodatno smo objavili programe, pozive programa razvoja male privrede s obzirom na to da smo smatrali kako sredstva koja imamo na raspolaganju, trebaju ići u privatni sektor, a ne u javna preduzeća", pojasnio je Delić.

### Korona virus

**U Hrvatskoj 1.653 nova slučaja koronavirusa, preminulo 12 osoba**

**Crna Gora: Novih 88 slučajeva COVID-19**

**U Srbiji zabilježena 993 nova slučaja koronavirusa**

**U Srbiji 1.501 novi slučaj zaraze koronavirusom, preminulo devet osoba**

**Rekordan broj COVID-19 slučajeva u Velikoj Britaniji**

(Newsletter visibility)

## Raspisan Javni poziv za učešće na svjetskom sajmu Expo 2020. u Dubaiju

0

BY BIZNISINFO ON 16/11/2021

KOMPANIJE




**Raspisano je nekoliko javnih poziva za pomoć privredi u Kantonu Sarajevo, kao i poziv za učešće privrednika iz cijele BiH na svjetskom sajmu Expo koji se održava u Dubaiju , rekao je u utorak, u Sarajevu, ministar privrede Kantona Sarajevo (KS) Adnan Delić, javlja Anadolu Agency (AA).**

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Govorio je i o trenutno objavljenim javnim pozivima u Ministarstvu privrede i izvršenju budžetskih pozicija ovog ministarstva.

*(Newsletter visibility)*

<https://okanal.oslobodjenje.ba/okanal/vijesti/video-kanton-sarajevo-ce-finansirati-80-kompanija-na-expo-2020-u-dubaiju-708653>



**VIJESTI DANA** U DA ĆE FRANCUSKA BRANITI TERITORIJALNI INTEGRITET UKRAJINE • BIDEN I XI RAZGOVARAJU NEKOLIKO SATI

**O KANAL**

## (VIDEO) Kanton Sarajevo će finansirati 80 kompanija na EXPO 2020 u Dubaiju

VIJESTI | 16/11/2021 u 19:41 »

EXPO 2020 u Dubaiju će trajati do 31. marta naredne godine.

**44,1%** **25%**

Stopa zaposlenosti (odnos zaposlenih i radno sposobnog stanovništva) u Bosni i Hercegovini, za muškarce iznosi **44,1%** a za žene je gotovo dvostruko niža i iznosi **25%**.

[SAZNAJTE VIŠE](#)

192 zemlje svijeta sa 192 paviljona na sajmu EXPO 2020 u Dubaiju predstavljaju privredne i turističke potencijale svojih domovina. Među njima će se naći i Bosna i Hercegovina, zahvaljujući Kantonu Sarajevo. Nakon što Vijeće ministara nije usvojilo potrebne odluke, Kanton je na sebe preuzeo zadatak i misiju za koju se zemlje pripremaju godinama uradio za 20 do 30 dana.

Danas su promovirali javni poziv za učešće. Kanton Sarajevo će finansirati 80 kompanija na EXPO 2020 u Dubaiju. Odredili su da će to biti privredna društva koja posluju u strateškim privrednim sektorima. Najviše mjesta osigurano je za poljoprivredu i prehrambenu industriju, zatim za turizam i metaloprerađivačku industriju.

- Ono što je važno da kažem jeste da ćemo do kraja sedmice najvjerovatnije u petak podići web site EXPO BIH Dubai 2020. Na tom sajtu će biti dostupan poziv svim privrednicima koji će moći ostvariti besplatno učešće na sajmu, na svjetskoj izložbi EXPO Dubai 2020, kazao je Adnan Delić, ministar privrede KS.

(Newsletter visibility)

# Princip odabira kompanija: Ovih sedam industrija ima prioritet sudjelovanja na EXPO Dubai

[manager.ba/akta.ba](https://manager.ba/akta.ba) • Svijet • 23 studenog, 2021



Izvor fotografije:  
akta.ba

Ministarstvo privrede Kantona Sarajevo raspisalo je [javni poziv za iskazivanje interesa i prijavu privrednih subjekata za paket podrške za sudjelovanje na Svjetskoj izložbi EXPO 2020 Dubai](https://poslovenovine.ba/2021/11/23/objavljen-poziv-za-ucesce-na-svjetskoj-izlozbi-expo-u-dubaiju/).

<https://poslovenovine.ba/2021/11/23/objavljen-poziv-za-ucesce-na-svjetskoj-izlozbi-expo-u-dubaiju/>

## Objavljen poziv za učešće na Svjetskoj izložbi EXPO u Dubaiju

23 nov, 2021 • Dešavanja • 0



Ministarstvo privrede Kantona Sarajevo objavilo je jučer Poziv za iskazivanje interesa i prijavu privrednih subjekata za paket podrške za učešće na Svjetskoj izložbi EXPO 2020 Dubai.



– Pozivamo sve privredne subjekte koji ispunjavaju kriterije prijave za učešće da se prijave i predstave svoje poslovanje u okviru EXPO 2020 Dubai biznis programa – pozvao je ministar privrede KS Adnan Delić.

Kazao je i da će odabrani poslovni subjekti dobiti paket podrške za učešće koji podrazumijeva avio kartu, vizu i putničko osiguranje za jednu osobu, pet noćenja u hotelu, prevodioca, vodiča i mnoge druge administrativno-tehničke usluge.

Prijava na ovaj poziv moguća je isključivo putem online aplikacije <https://expo2020bih.ba/biznis-program/> u prvoj fazi, dok će izbor privrednih subjekata, odnosno pregled online prijave, obradu i kontrolu podataka, te ocjenu o ispunjavanju uslova raditi Komisija imenovana rješenjem Ministarstva privrede KS.

– Resorno ministarstvo će u prvoj fazi izbora objaviti listu privrednih subjekata koji su online aplicirali putem web aplikacije s ukupno ostvarenim bodovima, dok će u drugoj fazi pozvati privredne subjekte s liste privrednih subjekata da dostave potrebnu dokumentaciju koja se traži ovim pozivom, u roku u kojem odredi Ministarstvo u svom obavještenju upućenom za dostavu propisane dokumantacije – pojasnio je ministar Delić.

*(Newsletter visibility)*

<https://ba.n1info.com/biznis/detalji-javnog-poziva-za-bh-privrednike-koji-zele-na-expo/>

# Detalji javnog poziva za bh. privrednike koji žele na EXPO

BIZNIS | Autor: Alma Dautbegović - Voloder | 16. nov. 2021 22:36 |

Podijeli:    



Danas je u Sarajevu održana press konferencija na kojoj je Adnan Delić, ministar privrede Kantona Sarajevo, objavio detalje javnog poziva za privrednike iz cijele BiH koji su zainteresovani za učešće na Svjetskoj izložbi EXPO 2020. Pozivi će najkasnije do petka biti dostupni na posebnom web sajtu EXPO 2020.



## Objavljen poziv za učešće na EXPO 2020 Dubai

 Visit Sarajevo  November 23, 2021  0 Comments

Ministarstvo privrede Kantona Sarajevo objavilo je *Poziv za iskazivanje interesa i prijavu privrednih subjekata za paket podrške za učešće na Svjetskoj izložbi EXPO 2020 Dubai.*

Poziv je dostupan na linku:

[https://mp.ks.gov.ba/aktuelno/konkursi/poziv-za-iskazivanje-interesa-i-prijavu-privrednih-subjekata-za-paket-podrške-za?fbclid=IwAR3z0I2rmDDdCvbo3JnOVh2DIQRp\\_EhRtuzhnjFP-mRP4GyFsW\\_HtVOpoA](https://mp.ks.gov.ba/aktuelno/konkursi/poziv-za-iskazivanje-interesa-i-prijavu-privrednih-subjekata-za-paket-podrške-za?fbclid=IwAR3z0I2rmDDdCvbo3JnOVh2DIQRp_EhRtuzhnjFP-mRP4GyFsW_HtVOpoA)

Kriteriji za izbor privrednih subjekata podjeljeni su u tri grupe:

1. Preduzeća – iz sedam identificiranih perspektivnih industrija
2. Turističke zajednice
3. Projekti

Važna napomena: Ugostiteljski objekti, hoteli, turističke agencije i touroperateri obuhvaćeni su kategorijom

<https://radiosarajevo.ba/biznis/kompanije/objavljen-poziv-za-ucesce-na-svjetskoj-izozbi-expo-u-dubaiju/437864>



FOTO: Fena/Dubai



Shares: 0

### Ministarstvo privrede KS / Objavljen poziv za učešće na Svjetskoj izložbi EXPO u Dubaiju



22. 11. 2021. u 18:23:00

Radiosarajevo.ba

OSTALO IZ RUBRIKE



Ministarstvo privrede Kantona Sarajevo objavilo je danas Poziv za iskazivanje interesa i prijavu privrednih subjekata za paket podrške za učešće na Svjetskoj izložbi EXPO 2020 Dubai.

**poduzetna**  
prvi bh. portal za poduzetne žene

Aktuelno Uspješne priče Ekonomija

PETAK, 26.11.2021.



VANJSKOTRGOVINSKA KOMORA BIH I MINISTARSTVO PRIVREDE KS

## Expo 2020 Dubai

Najpoznatija svjetska izložba poduzetništva



Vanjskotrgovinska/Spoljnotrgovinska komora Bosne i Hercegovine obavještava da Ministarstvo privrede Kantona Sarajevo poziva kompanije da se prijave za konkurs za učešće na najpoznatijoj svjetskoj izložbi preduzetništva, Expo 2020 Dubai koja će trajati do 31.03.2022.

<https://www.dnevnbuzz.ba/javni-poziv-ovih-sedam-industrija-ima-prioritet-ucesca-na-expo-dubai/>

## JAVNI POZIV: Ovih sedam industrija ima prioritet učešća na EXPO Dubai

Utorak, 23 Novembra, 2021



*(Newsletter visibility)*





**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

**Ministarstvo privrede KS**  
**Ministry of Economy Kanton Sarajevo**  
Reisa Džemaludina Čauševića 1  
71 000 Sarajevo, BiH  
Telefon: + 387 33 562 121  
E-mail: mp@mo.ks.gov.ba

<https://pressmedia.ba/vijesti/2021/22/11/objavljen-poziv-za-ucesce-na-expo-2020-rok-za-prijavu-28-novembar/>



BIH NAJNOVIJE VIJESTI

## Objavljen poziv za učešće na EXPO 2020, rok za prijavu 28. novembar

Ponedjeljak, 22.11.2021. | BiH | Najnovije | Vijesti

Ministarstvo privrede Kantona Sarajevo objavilo je danas Poziv za iskazivanje interesa i prijavu privrednih subjekata za paket podrške za učešće na Svjetskoj izložbi EXPO 2020 Dubai.

Poziv je dostupan na linku: <https://mp.ks.gov.ba/.../poziv-za-iskazivanje-interesa-i...>

Pozivamo sve privredne subjekte koji ispunjavaju kriterije prijave za učešće da se prijave i predstave svoje poslovanje u sklopu EXPO 2020 Dubai biznis programa. Odabrani poslovni subjekti dobit će paket podrške za učešće koji je detaljno objašnjen u tekstu ovog Poziva, a između ostalog podrazumijeva avio kartu, vizu i putničko osiguranje za jednu osobu, pet noćenja u hotelu, prevodioca, vodiča i mnoge druge administrativno – tehničke usluge. Prijava na ovaj Poziv moguća je isključivo putem online aplikacije <https://expo2020bih.ba/biznis-program/> u prvoj fazi, dok će izbor privrednih subjekata, odnosno pregled online prijava, obradu i kontrolu podataka, te ocjenu o ispunjavanju uslova raditi Komisija imenovana rješenjem Ministarstva privrede Kantona Sarajevo.

*(Newsletter visibility)*



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

**Ministarstvo privrede KS**  
**Ministry of Economy Kanton Sarajevo**  
Reisa Džemaludina Čauševića 1  
71 000 Sarajevo, BIH  
Telefon: + 387 33 562 121  
E-mail: mp@mo.ks.gov.ba

## **POZIV ZA PRISUSTVO NACIONALNOM DANU BOSNE I HERCEGOVINE NA SVJETSKOJ IZLOŽBI EXPO 2020 DUBAI**

**Vanjskotrgovinska komora**  
**Gosp./Gđa. Ime i prezime, funkcija**

Poštovani/a gospodine/gospodo \_\_\_\_\_,

Čast nam je pozvati Vanjskotrgovinsku komoru za prisustvo visokoj delegaciji predstavnika poslovne zajednice, u obilježavanju Nacionalnog dana Bosne i Hercegovine, u okviru svjetske izložbe EXPO 2020 Dubai UAE, koji će se održati u subotu, 18.12.2021. godine.

Nacionalni dan Bosne i Hercegovine predstavlja središnji događaj promocije BiH na ovoj šestomjesečnoj izložbi država i njihovih privrednih potencijala. Pored kulturno-umjetničkog programa, Nacionalni dan je prilika za veliki broj poslovnih i kulturnih događaja s ciljem podsticaja ekonomskog rasta i partnerstva, te bilateralne sastanke zvaničnih delegacija Bosne i Hercegovine i Ujedinjenih Arapskih Emirata. U sklopu visokih zvanica na Nacionalnom danu Bosne i Hercegovine očekivano je prisustvo najvećih državnih predstavnika Ujedinjenih Arapskih Emirata.

Kako bi kreirali prilike koje se odnose na podsticanje ekonomskog rasta i investicija, pored konkursa podrške privrednicima za učešće na EXPO 2020 Dubai koje će objaviti Ministarstvo privrede Kantona Sarajevo, osigurana je i mogućnost prisustva jednog/e predstavnika/ce Vanjskotrgovinske komore Nacionalnom danu naše države na EXPO 2020 Dubai o vlastitom trošku, u vidu biznis delegacija.

Predstavnik/ca Vanjskotrgovinske komore će biti dio biznis delegacije, te će na Nacionalnom danu Bosne i Hercegovine na EXPO 2020 Dubai biti u prisustvu diplomatske delegacije i najviših državnih službenika.

Kao dio biznis delegacije, ukupno 36 predstavnika vodećih kompanija, udruženja poslodavaca, Vijeća stranih investitora i Vanjskotrgovinske komore Bosne i Hercegovine, imaju mogućnost prisustvovanja Nacionalnom danu naše države, te tehničku, logističku i prezentacijsku podršku od strane Ministarstva privrede Kantona Sarajevo.



OFFICIAL PARTICIPANT



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

**Ministarstvo privrede KS**  
**Ministry of Economy Kanton Sarajevo**  
Reisa Džemaludina Čauševića 1  
71 000 Sarajevo, BIH  
Telefon: + 387 33 562 121  
E-mail: mp@mo.ks.gov.ba

Molimo vas da nam do petka, 12.11.2021.godine dostavite podatke o predstavniku/ci Vanjskotrgovinske komore koji/a će biti dio biznis delegacije:

- Ime predstavnika/ce
- Prezime predstavnika/ce
- Posebni prehrambeni zahtjevi
- Posebni zahtjevi osoba sa invaliditetom

S poštovanjem,  
**Adnan Delić**

Predsjednik Organizacionog  
odbora za BiH EXPO 2020



**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

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## **POZIV ZA PRISUSTVO NACIONALNOM DANU BOSNE I HERCEGOVINE NA SVJETSKOJ IZLOŽBI EXPO 2020 DUBAI**

**Vijeće stranih investitora**  
**Gosp./Gđa. Ime i prezime, funkcija**

Poštovani/a gospodine/gospodo \_\_\_\_\_,

čast nam je pozvati Vijeće stranih investitora za prisustvo visokoj delegaciji predstavnika poslovne zajednice, u obilježavanju Nacionalnog dana Bosne i Hercegovine, u okviru svjetske izložbe EXPO 2020 Dubai UAE, koji će se održati u subotu, 18.12.2021. godine.

Nacionalni dan Bosne i Hercegovine predstavlja središnji događaj promocije BiH na ovoj šestomjesečnoj izložbi država i njihovih privrednih potencijala. Pored kulturno-umjetničkog programa, Nacionalni dan je prilika za veliki broj poslovnih i kulturnih događaja s ciljem podsticaja ekonomskog rasta i partnerstva, te bilateralne sastanke zvaničnih delegacija Bosne i Hercegovine i Ujedinjenih Arapskih Emirata. U sklopu visokih zvanica na Nacionalnom danu Bosne i Hercegovine očekivano je prisustvo najvećih državnih predstavnika Ujedinjenih Arapskih Emirata.

Kako bi kreirali prilike koje se odnose na podsticanje ekonomskog rasta i investicija, pored konkursa podrške privrednicima za učešće na EXPO 2020 Dubai koje će objaviti Ministarstvo privrede Kantona Sarajevo, osigurana je i mogućnost prisustva jednog/e predstavnika/ce Vijeća stranih investitora Nacionalnom danu naše države na EXPO 2020 Dubai o vlastitom trošku, u vidu biznis delegacija.

Predstavnik/ca Vijeća stranih investitora će biti dio biznis delegacije, te će na Nacionalnom danu Bosne i Hercegovine na EXPO 2020 Dubai biti u prisustvu diplomatske delegacije i najviših državnih službenika.

Kao dio biznis delegacije, ukupno 36 predstavnika vodećih kompanija, udruženja poslodavaca, Vijeća stranih investitora i Vanjskotrgovinske komore Bosne i Hercegovine, imaju mogućnost prisustvovanja Nacionalnom danu naše države, te tehničku, logističku i prezentacijsku podršku od strane Ministarstva privrede Kantona Sarajevo.



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EXPO 2020  
DUBAI

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- Ime predstavnika/ce
- Prezime predstavnika/ce
- Posebni prehrambeni zahtjevi
- Posebni zahtjevi osoba sa invaliditetom

S poštovanjem,  
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## **POZIV ZA PRISUSTVO NACIONALNOM DANU BOSNE I HERCEGOVINE NA SVJETSKOJ IZLOŽBI EXPO 2020 DUBAI**

**Udruženje poslodavaca Brčko Distrikta BiH**  
**Gosp./Gđa. Ime i prezime, funkcija**

Poštovani/a gospodine/gospođo \_\_\_\_\_,

Čast nam je pozvati Udruženje poslodavaca Brčko Distrikta BiH za prisustvo visokoj delegaciji predstavnika poslovne zajednice, u obilježavanju Nacionalnog dana Bosne i Hercegovine, u okviru svjetske izložbe EXPO 2020 Dubai UAE, koji će se održati u subotu, 18.12.2021. godine.

Nacionalni dan Bosne i Hercegovine predstavlja središnji događaj promocije BiH na ovoj šestomjesečnoj izložbi država i njihovih privrednih potencijala. Pored kulturno-umjetničkog programa, Nacionalni dan je prilika za veliki broj poslovnih i kulturnih događaja s ciljem podsticaja ekonomskog rasta i partnerstva, te bilateralne sastanke zvaničnih delegacija Bosne i Hercegovine i Ujedinjenih Arapskih Emirata. U sklopu visokih zvaničnica na Nacionalnom danu Bosne i Hercegovine očekivano je prisustvo najvećih državnih predstavnika Ujedinjenih Arapskih Emirata.

Kako bi kreirali prilike koje se odnose na podsticanje ekonomskog rasta i investicija, pored konkursa podrške privrednicima za učešće na EXPO 2020 Dubai koje će objaviti Ministarstvo privrede Kantona Sarajevo, osigurana je i mogućnost prisustva jednog/e predstavnika/ce Udruženja poslodavaca Brčko Distrikta BiH Nacionalnom danu naše države na EXPO 2020 Dubai o vlastitom trošku, u vidu biznis delegacija.

Predstavnik/ca Udruženja poslodavaca Brčko Distrikta BiH će biti dio biznis delegacije, te će na Nacionalnom danu Bosne i Hercegovine na EXPO 2020 Dubai biti u prisustvu diplomatske delegacije i najviših državnih službenika.

Kao dio biznis delegacije, ukupno 36 predstavnika vodećih kompanija, udruženja poslodavaca, Vijeća stranih investitora i Vanjskotrgovinske komore Bosne i Hercegovine, imaju mogućnost prisustvovanja Nacionalnom danu naše države, te tehničku, logističku i prezentacijsku podršku od strane Ministarstva privrede Kantona Sarajevo.



OFFICIAL PARTICIPANT



**BOSNIA AND  
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EXPO 2020  
DUBAI

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Molimo vas da nam do petka, 12.11.2021.godine dostavite podatke o predstavniku/ci Udruženja poslodavaca Brčko Distrikta BiH koji/a će biti dio biznis delegacije:

- Ime predstavnika/ce
- Prezime predstavnika/ce
- Posebni prehrambeni zahtjevi
- Posebni zahtjevi osoba sa invaliditetom

S poštovanjem,  
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## **POZIV ZA PRISUSTVO NACIONALNOM DANU BOSNE I HERZEGOVINE NA SVJETSKOJ IZLOŽBI EXPO 2020 DUBAI**

**Udruženje poslodavaca Kantona Sarajevo**  
**Gosp./Gđa. Ime i prezime, funkcija**

Poštovani/a gospodine/gospođo \_\_\_\_\_,

čast nam je pozvati Udruženje poslodavaca Kantona Sarajevo za prisustvo visokoj delegaciji predstavnika poslovne zajednice, u obilježavanju Nacionalnog dana Bosne i Hercegovine, u okviru svjetske izložbe EXPO 2020 Dubai UAE, koji će se održati u subotu, 18.12.2021. godine.

Nacionalni dan Bosne i Hercegovine predstavlja središnji događaj promocije BiH na ovoj šestomjesečnoj izložbi država i njihovih privrednih potencijala. Pored kulturno-umjetničkog programa, Nacionalni dan je prilika za veliki broj poslovnih i kulturnih događaja s ciljem podsticaja ekonomskog rasta i partnerstva, te bilateralne sastanke zvaničnih delegacija Bosne i Hercegovine i Ujedinjenih Arapskih Emirata. U sklopu visokih zvaničnica na Nacionalnom danu Bosne i Hercegovine očekivano je prisustvo najvećih državnih predstavnika Ujedinjenih Arapskih Emirata.

Kako bi kreirali prilike koje se odnose na podsticanje ekonomskog rasta i investicija, pored konkursa podrške privrednicima za učešće na EXPO 2020 Dubai koje će objaviti Ministarstvo privrede Kantona Sarajevo, osigurana je i mogućnost prisustva jednog/e predstavnika/ce Udruženja poslodavaca Kantona Sarajevo Nacionalnom danu naše države na EXPO 2020 Dubai o vlastitom trošku, u vidu biznis delegacija.

Predstavnik/ca Udruženja poslodavaca Kantona Sarajevo će biti dio biznis delegacije, te će na Nacionalnom danu Bosne i Hercegovine na EXPO 2020 Dubai biti u prisustvu diplomatske delegacije i najviših državnih službenika.

Kao dio biznis delegacije, ukupno 36 predstavnika vodećih kompanija, udruženja poslodavaca, Vijeća stranih investitora i Vanjskotrgovinske komore Bosne i Hercegovine, imaju mogućnost prisustvovanja Nacionalnom danu naše države, te tehničku, logističku i prezentacijsku podršku od strane Ministarstva privrede Kantona Sarajevo.



OFFICIAL PARTICIPANT



**BOSNIA AND  
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DUBAI

**Ministarstvo privrede KS**  
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Molimo vas da nam do petka, 12.11.2021.godine dostavite podatke o predstavniku/ci Udruženja poslodavaca Kantona Sarajevo koji/a će biti dio biznis delegacije:

- Ime predstavnika/ce
- Prezime predstavnika/ce
- Posebni prehrambeni zahtjevi
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S poštovanjem,  
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## **POZIV ZA PRISUSTVO NACIONALNOM DANU BOSNE I HERCEGOVINE NA SVJETSKOJ IZLOŽBI EXPO 2020 DUBAI**

**Unija udruženje poslodavaca Republike Srpske**  
**Gosp./Gđa. Ime i prezime, funkcija**

Poštovani/a gospodine/gospođo \_\_\_\_\_,

čast nam je pozvati Uniju udruženja poslodavaca Republike Srpske za prisustvo visokoj delegaciji predstavnika poslovne zajednice, u obilježavanju Nacionalnog dana Bosne i Hercegovine, u okviru svjetske izložbe EXPO 2020 Dubai UAE, koji će se održati u subotu, 18.12.2021. godine.

Nacionalni dan Bosne i Hercegovine predstavlja središnji događaj promocije BiH na ovoj šestomjesečnoj izložbi država i njihovih privrednih potencijala. Pored kulturno-umjetničkog programa, Nacionalni dan je prilika za veliki broj poslovnih i kulturnih događaja s ciljem podsticaja ekonomskog rasta i partnerstva, te bilateralne sastanke zvaničnih delegacija Bosne i Hercegovine i Ujedinjenih Arapskih Emirata. U sklopu visokih zvanica na Nacionalnom danu Bosne i Hercegovine očekivano je prisustvo najvećih državnih predstavnika Ujedinjenih Arapskih Emirata.

Kako bi kreirali prilike koje se odnose na podsticanje ekonomskog rasta i investicija, pored konkursa podrške privrednicima za učešće na EXPO 2020 Dubai koje će objaviti Ministarstvo privrede Kantona Sarajevo, osigurana je i mogućnost prisustva jednog/e predstavnika/ce Unije udruženja poslodavaca Republike Srpske Nacionalnom danu naše države na EXPO 2020 Dubai o vlastitom trošku, u vidu biznis delegacija.

Predstavnik/ca Unije udruženja poslodavaca Republike Srpske će biti dio biznis delegacije, te će na Nacionalnom danu Bosne i Hercegovine na EXPO 2020 Dubai biti u prisustvu diplomatske delegacije i najviših državnih službenika.

Kao dio biznis delegacije, ukupno 36 predstavnika vodećih kompanija, udruženja poslodavaca, Vijeća stranih investitora i Vanjskotrgovinske komore Bosne i Hercegovine, imaju mogućnost prisustvovanja Nacionalnom danu naše države, te tehničku, logističku i prezentacijsku podršku od strane Ministarstva privrede Kantona Sarajevo.



OFFICIAL PARTICIPANT



**BOSNIA AND  
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EXPO 2020  
DUBAI

**Ministarstvo privrede KS**  
**Ministry of Economy Kanton Sarajevo**  
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Telefon: + 387 33 562 121  
E-mail: mp@mo.ks.gov.ba

Molimo vas da nam do petka, 12.11.2021.godine dostavite podatke o predstavniku/ci Unije udruženja poslodavaca Republike Srpske koji/a će biti dio biznis delegacije:

- Ime predstavnika/ce
- Prezime predstavnika/ce
- Posebni prehrambeni zahtjevi
- Posebni zahtjevi osoba sa invaliditetom

S poštovanjem,  
**Adnan Delić**

Predsjednik Organizacionog  
odbora za BiH EXPO 2020



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## **POZIV ZA PRISUSTVO NACIONALNOM DANU BOSNE I HERCEGOVINE NA SVJETSKOJ IZLOŽBI EXPO 2020 DUBAI**

**Udruženje poslodavaca Federacije Bosne i Hercegovine**  
**Gosp./Gđa. Ime i prezime, funkcija**

Poštovani/a gospodine/gospođo \_\_\_\_\_,

Čast nam je pozvati Udruženje poslodavaca Federacije Bosne i Hercegovine za prisustvo visokoj delegaciji predstavnika poslovne zajednice, u obilježavanju Nacionalnog dana Bosne i Hercegovine, u okviru svjetske izložbe EXPO 2020 Dubai UAE, koji će se održati u subotu, 18.12.2021. godine.

Nacionalni dan Bosne i Hercegovine predstavlja središnji događaj promocije BiH na ovoj šestomesečnoj izložbi država i njihovih privrednih potencijala. Pored kulturno-umjetničkog programa, Nacionalni dan je prilika za veliki broj poslovnih i kulturnih događaja s ciljem podsticaja ekonomskog rasta i partnerstva, te bilateralne sastanke zvaničnih delegacija Bosne i Hercegovine i Ujedinjenih Arapskih Emirata. U sklopu visokih zvaničnica na Nacionalnom danu Bosne i Hercegovine očekivano je prisustvo najvećih državnih predstavnika Ujedinjenih Arapskih Emirata.

Kako bi kreirali prilike koje se odnose na podsticanje ekonomskog rasta i investicija, pored konkursa podrške privrednicima za učešće na EXPO 2020 Dubai koje će objaviti Ministarstvo privrede Kantona Sarajevo, osigurana je i mogućnost prisustva jednog/e predstavnika/ce Udruženja poslodavaca Federacije Bosne i Hercegovine Nacionalnom danu naše države na EXPO 2020 Dubai o vlastitom trošku, u vidu biznis delegacija.

Predstavnik/ca Udruženja poslodavaca Federacije Bosne i Hercegovine će biti dio biznis delegacije, te će na Nacionalnom danu Bosne i Hercegovine na EXPO 2020 Dubai biti u prisustvu diplomatske delegacije i najviših državnih službenika.

Kao dio biznis delegacije, ukupno 36 predstavnika vodećih kompanija, udruženja poslodavaca, Vijeća stranih investitora i Vanjskotrgovinske komore Bosne i Hercegovine, imaju mogućnost prisustvovanja Nacionalnom danu naše države, te tehničku, logističku i prezentacijsku podršku od strane Ministarstva privrede Kantona Sarajevo.



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- Ime predstavnika/ce
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S poštovanjem,  
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Predsjednik Organizacionog  
odbora za BiH EXPO 2020

**4.3. Assistance during the arrival at EXPO 2020, transport, accommodation, logistic and creation of a schedule that will enable a maximum impact of the visit**

The Business team created a detailed travel plan that includes plane tickets, transportation plan in BiH and UAE (airport, hotel, Expo venue) and hotel booking, firstly for CBB speakers 87 persons). As soon as they officially received the final list of the 76 companies + three students and one journalist the travel plans were completed. In addition to setting up the travelling plan, the Business team focused on defining business opportunities and events to visit for business delegations. This plan was created in regards to the networking plan for each individual business delegation. Within the scope of work, the Business team focused on preparatory activities by Business Representatives, preparatory activities for the presentation of BiH companies, implementation of Business program plan, creating the contact database and monitoring and reporting.

**Deliverables of realized project activities:**

4.3.1.	Setting up travelling plan including transport (international and local UAE) and accommodation for 40 businesses from B&H - Hotel and Flight Tickets
4.3.2.	Defining business opportunities and events to visit - Business Representatives Preparatory Activities
4.3.3.	Defining business opportunities and events to visit - Preparatory activities for the presentation of BH Companies
4.3.4.	Defining business opportunities and events to visit - Implementation of the Business Program Plan
4.3.5.	Defining business opportunities and events to visit - Creating a contact database
4.3.6.	Defining business opportunities and events to visit - Monitoring and reporting / Business team KPIs
4.3.7.	Defining business opportunities and events to visit - Translation services
4.3.8.	Photography / Videography services for the business groups
4.3.9.	Project Management team cash requirements for Business Group

**4.3.1. Setting up travelling plan including transport (international and local UAE) and accommodation for 40 businesses from B&H - Hotel and Flight Tickets**

**Tourism Delegation**

Company name	Dates		Hotel
Buena Vista	9-Jan-22	14-Jan-22	Manor by JA
CENTROTRANS	9-Jan-22	14-Jan-22	Manor by JA
Relax Tours	10-Jan-22	15-Jan-22	Manor by JA
CENTROTOURS	9-Jan-22	14-Jan-22	Manor by JA
V.I.P. Travels	9-Jan-22	14-Jan-22	Manor by JA
BH PASSPORT	9-Jan-22	14-Jan-22	Manor by JA
Lake Hospitality	9-Jan-22	14-Jan-22	Manor by JA
Blossom	9-Jan-22	14-Jan-22	Manor by JA
BOSNIA TRAVEL	9-Jan-22	14-Jan-22	Manor by JA
Hotel Hollywood	9-Jan-22	14-Jan-22	Manor by JA
Travel Agency Meet Bosnia	9-Jan-22	14-Jan-22	Manor by JA
Hotel Hills	9-Jan-22	14-Jan-22	Manor by JA
Mozaik Arts & Travel	9-Jan-22	14-Jan-22	Manor by JA
Visit Sarajevo	9-Jan-22	14-Jan-22	Manor by JA
Visit Bihac	9-Jan-22	14-Jan-22	Manor by JA



Visit Ljubuski	9-Jan-22	14-Jan-22	Manor by JA
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### Other industries delegation

DracoMom	31-Jan-22	5-Feb-22	Manor by JA
Koteks d.o.o.	31-Jan-22	5-Feb-22	Manor by JA
Liv d.o.o.	31-Jan-22	5-Feb-22	Manor by JA
Centrum trade d.o.o.	31-Jan-22	5-Feb-22	Manor by JA
3D Mehanika	31-Jan-22	5-Feb-22	Manor by JA
Neufeld & Bradić	31-Jan-22	5-Feb-22	Manor by JA
Agencija za zaštitu ljudi i imovine Inza d.o.o. Sarajevo	31-Jan-22	5-Feb-22	Manor by JA
Weltplast d.o.o.	31-Jan-22	5-Feb-22	Manor by JA
Bis Tip Media	31-Jan-22	5-Feb-22	Manor by JA
Ali Company	31-Jan-22	5-Feb-22	Manor by JA
Mašta doo	31-Jan-22	5-Feb-22	Manor by JA
Projektovanje IN d.o.o. Bugojno	31-Jan-22	5-Feb-22	Manor by JA
"Gallery" d.o.o. Sarajevo	31-Jan-22	5-Feb-22	Manor by JA
Studio ZIDOVI doo	31-Jan-22	5-Feb-22	Manor by JA
Energoinvest-SUE d.d. Sarajevo	31-Jan-22	5-Feb-22	Manor by JA

### Food & Agriculture delegation

MBA Centar	16-Feb-22	23-Feb-22	Manor by JA
Majevisa d.d. Srebrenik	no hotel from our side		
Menprom d.o.o.	16-Feb-22	23-Feb-22	Manor by JA
Contendo d.o.o.	16-Feb-22	23-Feb-22	Manor by JA
Ovako d.o.o. Sarajevo	16-Feb-22	23-Feb-22	Manor by JA
Brovis dd Visoko	16-Feb-22	23-Feb-22	Manor by JA
Balkan GT d.o.o.	16-Feb-22	23-Feb-22	Manor by JA

### ICT & Projects delegation

Rubicon	4-Mar-22	9-Mar-22	Manor by JA
QSD	4-Mar-22	9-Mar-22	Manor by JA
Ministry of Programming	4-Mar-22	9-Mar-22	Manor by JA
Klika	4-Mar-22	9-Mar-22	Manor by JA
Smart 387	4-Mar-22	9-Mar-22	Manor by JA
Props/Ankora	4-Mar-22	9-Mar-22	Manor by JA
More Screens	4-Mar-22	9-Mar-22	Manor by JA
Smart Lab	4-Mar-22	9-Mar-22	Manor by JA
Glasfaser Connect	4-Mar-22	9-Mar-22	Manor by JA
Ant Colony	4-Mar-22	9-Mar-22	Manor by JA
Welleplan Digital Group	4-Mar-22	9-Mar-22	Manor by JA
Soho	4-Mar-22	9-Mar-22	Manor by JA
NLogic	4-Mar-22	9-Mar-22	Manor by JA

Empress	4-Mar-22	9-Mar-22	Manor by JA
Integral Elektro	4-Mar-22	9-Mar-22	Manor by JA
Winter	4-Mar-22	9-Mar-22	Manor by JA
EFSA	4-Mar-22	9-Mar-22	Manor by JA
EFSA	4-Mar-22	9-Mar-22	Manor by JA
EFSA	4-Mar-22	9-Mar-22	Manor by JA
Business Delegate	4-Mar-22	9-Mar-22	Manor by JA

### Metal, Wood & Automotive delegation

	18-Mar-22	6-Apr-22	Manor by JA
Pobjeda dd Tešanj	23-Mar-22	28-Mar-22	Manor by JA
Glovis Zenica	23-Mar-22	28-Mar-22	Manor by JA
Termika Zenica	23-Mar-22	28-Mar-22	Manor by JA
Lović & Co	23-Mar-22	28-Mar-22	Manor by JA
Metal-Inox	23-Mar-22	28-Mar-22	Manor by JA
Tisakomerc	23-Mar-22	28-Mar-22	Manor by JA
Velbos	23-Mar-22	28-Mar-22	Manor by JA
Prunus Sarajevo	23-Mar-22	28-Mar-22	Manor by JA
Artisan	23-Mar-22	28-Mar-22	Manor by JA
Wood Team	23-Mar-22	28-Mar-22	Manor by JA
Sarfa	23-Mar-22	28-Mar-22	Manor by JA
Sarajevo Business Consulting	23-Mar-22	28-Mar-22	Manor by JA
Ar Partner	23-Mar-22	28-Mar-22	Manor by JA
Standard Furniture	23-Mar-22	28-Mar-22	Manor by JA
Travel Agency Sarajevo Card	23-Mar-22	28-Mar-22	Manor by JA
Europa	23-Mar-22	28-Mar-22	Manor by JA
HALILOVIĆ DOO ILIJAŠ	23-Mar-22	28-Mar-22	Manor by JA
Iris Lifestyle d.o.o	23-Mar-22	28-Mar-22	Manor by JA
Phoenix MS	23-Mar-22	28-Mar-22	Manor by JA
Metropolitan	23-Mar-22	28-Mar-22	Manor by JA
Aerodrom Bihać	23-Mar-22	28-Mar-22	Manor by JA

### Flights tickets

Tourism Delegation			
Company name	Dates		Flight number
Buena Vista	9-Jan-22	14-Jan-22	RRCTM3
CENTROTRANS	9-Jan-22	14-Jan-22	RRCTM3
Relax Tours	10-Jan-22	15-Jan-22	RRCTM3
CENTROTOURS	9-Jan-22	14-Jan-22	RRCTM3
V.I.P. Travels	9-Jan-22	14-Jan-22	RRCTM3
BH PASSPORT	no flight		

Lake Hospitality	9-Jan-22	14-Jan-22	TSJ4FD
Blossom	9-Jan-22	14-Jan-22	TSJ4FD
BOSNIA TRAVEL	no flight		
Hotel Hollywood	9-Jan-22	14-Jan-22	TSJ4FD
Travel Agency Meet Bosnia	9-Jan-22	14-Jan-22	TSJ4FD
Hotel Hills	9-Jan-22	14-Jan-22	TSJ4FD
Mozaik Arts & Travel	9-Jan-22	14-Jan-22	RLVE55
Visit Sarajevo	9-Jan-22	14-Jan-22	RLVE55
Visit Bihac	9-Jan-22	14-Jan-22	RLVE55
Visit Ljubuski	9-Jan-22	14-Jan-22	RLVE55
Visit Sarajevo	no info about this person		
Visit Sarajevo	no info about this person		

Other industries delegation			
Company name	Dates		Flight number
DracoMom	31-Jan-22	5-Feb-22	WI8YPT
Koteks d.o.o.	31-Jan-22	5-Feb-22	CANCELED RETURNING FLIGHT
Liv d.o.o.	31-Jan-22	5-Feb-22	WI8YPT
Centrum trade d.o.o.	31-Jan-22	5-Feb-22	HXHR7W
3D Mehanika	31-Jan-22	5-Feb-22	WI8YPT
Neufeld & Bradić	31-Jan-22	5-Feb-22	HXHR7W
Agencija za zaštitu ljudi i imovine Inza d.o.o. Sarajevo	31-Jan-22	5-Feb-22	WI8YPT
Weltplast d.o.o.	31-Jan-22	5-Feb-22	HXHR7W
Bis Tip Media	31-Jan-22	5-Feb-22	WI8YPT
Ali Company	31-Jan-22	5-Feb-22	HXHR7W
Mašta doo	31-Jan-22	5-Feb-22	HXHR7W
Projektovanje IN d.o.o. Bugojno	31-Jan-22	5-Feb-22	HXHR7W
"Gallery" d.o.o. Sarajevo	31-Jan-22	5-Feb-22	WI8YPT
Studio ZIDOVI doo	31-Jan-22	5-Feb-22	HXHR7W
Energoinvest-SUE d.d. Sarajevo	31-Jan-22	5-Feb-22	WI8YPT

Food & Agriculture delegation			
Company name	Dates		Flight number
MBA Centar	16-Feb-22	23-Feb-22	MHGPHU
Majevisa d.d. Srebrenik	16-Feb-22	23-Feb-22	MHGPHU
Menprom d.o.o.	16-Feb-22	23-Feb-22	MHGPHU
Contendo d.o.o.	16-Feb-22	23-Feb-22	SFTRAH
Ovako d.o.o. Sarajevo	16-Feb-22	23-Feb-22	MHGPHU
Brovis dd Visoko	16-Feb-22	23-Feb-22	MHGPHU
Balkan GT d.o.o.	16-Feb-22	23-Feb-22	MHGPHU

<b>ICT &amp; Projects delegation</b>			
<b>Company name</b>	<b>Dates</b>		<b>Flight number</b>
Rubicon	4-Mar-22	9-Mar-22	XWG4UM
QSD	4-Mar-22	9-Mar-22	XWG4UM
Ministry of Programming	4-Mar-22	12-Mar-22	XWG4UM
Klika	4-Mar-22	9-Mar-22	XWG4UM
Smart 387	4-Mar-22	9-Mar-22	XWG4UM
Props/Ankora	4-Mar-22	9-Mar-22	XWG4UM
More Screens	4-Mar-22	9-Mar-22	XWG4UM
SmartLab	4-Mar-22	9-Mar-22	XWG4UM
Glasfaser Connect	no flight		
Ant Colony	4-Mar-22	9-Mar-22	9IL774
Welleplan Digital Group	4-Mar-22	9-Mar-22	9IL774
Soho	4-Mar-22	9-Mar-22	9IL774
NLogic	4-Mar-22	9-Mar-22	9IL774
Empress	4-Mar-22	9-Mar-22	9IL774
Integral Elektro	4-Mar-22	9-Mar-22	9IL774
Winter	4-Mar-22	9-Mar-22	9IL774
EFSA	4-Mar-22	9-Mar-22	BZNJS8
EFSA	4-Mar-22	9-Mar-22	BZNJS8
EFSA	4-Mar-22	9-Mar-22	BZNJS8
Business Delegate	4-Mar-22	9-Mar-22	JP85QE
	4-Mar-22	9-Mar-22	CANCELED FLIGHT

<b>Metal, Wood &amp; Automotive delegation</b>			
<b>Company name</b>	<b>Dates</b>		<b>Flight number</b>
Pobjeda dd Tešanj	23-Mar-22	28-Mar-22	XRHVEJ
Glovis Zenica	23-Mar-22	28-Mar-22	XRHVEJ
Termika Zenica	23-Mar-22	28-Mar-22	XRHVEJ
Lović & Co	23-Mar-22	28-Mar-22	XRHVEJ
Metal-Inox	23-Mar-22	28-Mar-22	XRHVEJ
Tisakomerc	23-Mar-22	28-Mar-22	XRHVEJ
Velbos	23-Mar-22	28-Mar-22	XRHVEJ
Prunus Sarajevo	23-Mar-22	28-Mar-22	XRHVEJ
Artisan	23-Mar-22	28-Mar-22	XRHVEJ
Wood Team	23-Mar-22	28-Mar-22	W37659
Sarfa	23-Mar-22	28-Mar-22	W37659
Sarajevo Business Consulting	23-Mar-22	28-Mar-22	W37659
Ar Partner	23-Mar-22	28-Mar-22	W37659
Standard Furniture	23-Mar-22	28-Mar-22	W37659

Travel Agency Sarajevo Card	23-Mar-22	30-Mar-22	W37659
Europa	23-Mar-22	30-Mar-22	W37659
HALILOVIĆ DOO ILIJAŠ	23-Mar-22	28-Mar-22	HXHR7W
Iris Lifestyle d.o.o	23-Mar-22	28-Mar-22	WI8YPT
Phoenix MS	23-Mar-22	28-Mar-22	MOON9M
Metropolitan	23-Mar-22	28-Mar-22	9IL774
Aerodrom Bihać	23-Mar-22	28-Mar-22	9IL774
	23-Mar-22	28-Mar-22	CANCELED FLIGHT

### 4.3.2. Defining business opportunities and events to visit - Business Representatives Preparatory Activities

Preparatory Activities for the Presentation of BiH Companies										
ACTIVITIES	All Business Group	1 Business Group Tourism	2 Business Group Other Industries	3 Business Group Agriculture and food industry	4 Business Group ITC sector	5 Business Group Projects	6 Business Group Forestry and wood industry	7 Business Group Metal processing industry	8 Business Group Automotive industry	RESPONSIBILITY
	DATE									
1	Formation of the criteria and special board that will evaluate and select companies									participating country in coordination with business representative
2	Analysis of selected companies and their potentials for presentation at Expo									business representative team
3	01.11.2021.-31.03.2022.	09.01.2022.- 14.01.2022.	31.01.2022 - 05.02.2022.	18.02.2022 - 23.02.2022.	04.03.2022. - 09.03.2022	04.03. - 09.03.2022 23.03. - 28.03.2022.	23.03.2022.- 28.03.2022.	23.03.2022. - 28.03.2022.	23.03.2022.- 28.03.2022.	business representative team in coordination with selected companies
4	28.12.2021. - 20.03.2022.	03.01.2022.	22.01.2022.	14.02.2022.	01.03.2022.	01.03..2022. 20.03.2022.	20.03.2022.	20.03.2022.	20.03.2022.	business representative team in coordination with creative team
5	20.12.2021. - 31.03.2022.	27.12.2021.- 14.01.2022.	07.01.2022. - 05.02.2022.	17.01.2022. - 23.02.2022.	24.02.2022 - 09.03.2022.	24.02.2022 - 28.03.2022.	01.03.2022. - 28.03.2022.	01.03.2022. - 28.03.2022.	01.03.2022. - 28.03.2022.	business representative team
6	01.11.2021.-28.03.2022.	03.01.2022. - 14.01.2022.	18.01.2022. - 05.02.2022.	08.02.2022.- 23.02.2022.	25.02.2022. - 09.03.2022.	25.02.2022 - 28.03.2022.	08.03.2022. - 28.03.2022.	08.03.2022. - 28.03.2022.	08.03.2022. - 28.03.2022.	business representative team in coordination with logistic, accommodation, ALO, VLO team
7	01.11.2021.-31.03.2022.	05.01.2022. 14.01.2022.	15.01.2022 - 05.02.2022.	10.02.2022. - 23.02.2022.	22.02.2022.- 09.03.2022	28.02. - 09.03.2022 15.03. - 28.03.2022.	12.03.2022. - 28.03.2022.	12.03.2022. - 28.03.2022.	12.03.2022. - 28.03.2022.	business representative team in coordination with selected companies and logistic, Pto, MLO team
8	28.12.2021.-20.03.2022.	28.12.2021. - 05.01.2022.	15.01.2022. - 30.01.2022.	01.02.2022. - 15.02.2022.	25.02.2022. - 02.03.2022.	25.02.2022. - 23.03.2022.	08.03.2022. - 24.03.2022.	08.03.2022. - 24.03.2022.	08.03.2022. - 24.03.2022.	business representative team in coordination with creative team



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FEBRUARY 22, 2021, TUESDAY, 13.00–15.00

## SLOVAK Business Forum

SLOVAK PAVILION, MOBILITY DISTRICT, EXPO VENUE, DUBAI

FEBRUARY 21–24, 2022

## SLOVAK Food, Agriculture & Livelihoods Week

SLOVAK PAVILION, MOBILITY DISTRICT, EXPO VENUE, DUBAI

### List of Slovak Companies 1/3



#### BIOBITLONG

Biltong - delicately dried meat, originates in South Africa where it was brought by Dutch settlers in the early 17th century. This original recipe was perfected in our family-owned butchery in 1994 to the desired taste, tenderness and long-lasting freshness. Our organic (BIO) beef comes exclusively from grass-fed cattle from a local farm. As a traditional snack rich in proteins and low in fats and sugars, biltong makes the right companion to hikers, bikers, climbers, travellers, meat lovers; it goes well with wine or beer and it's a unique ingredient in gourmet cooking. [www.biobiltong.com/sk](http://www.biobiltong.com/sk)

MARCH 24th, 2022, THURSDAY, 12.45

## V4 Countries Water Day Event:

Challenges and Opportunities  
in Climate Change adaptation

SLOVAK PAVILION, MOBILITY DISTRICT,  
EXPO VENUE, DUBAI



The business event co-organized by Slovak Investment and Trade Development Agency (SARID) entitled "Challenges and Opportunities in Climate Change adaptation" is going to be held on March 24th, 2022, starting at 13.00. This event will give an opportunity to interconnect different enterprises and entrepreneurial bodies. In addition to foster ties amongst the business entities from V4 countries, it will enhance further co-operation beyond the V4 countries' boundaries as well. This forum will be dedicated to the challenges of the climate change: "too little water"; "too much water"; adaptation to the changes of water cycle patterns; best practices. It will be carried out at the Slovak Pavilion (Mobility District, EXPO venue).





**BOSNIA AND  
HERZEGOVINA**  
EXPO 2020  
DUBAI

**Ministarstvo privrede KS**  
**Ministry of Economy Kanton Sarajevo**  
Reisa Džemaludina Čauševića 1  
71 000 Sarajevo, BiH  
Telefon: + 387 33 562 121  
E-mail: mp@moe.ks.gov.ba

**Meeting with Ms. Helena, Croatian Pavilion on 15.11.2021. at 17:00**

- talked about organizing an IT event together
- discussed the content, timing and location
- should send them the list of our IT companies as soon as possible
- Infobip should definitely join, as it is a company present in BiH, Croatia and UAE
- quality audience as a main challenge
- could use their facilities

**EXPO 2020 DUBAI UAE**

**CROATIA**

**Future of medical education**

*Presented by Med&X, a non-governmental organization composed of an award-winning team of relentless and ambitious young people from the medical field*

<b>Why join us?</b>	<b>Speaker:</b>	<b>When and where?</b>
Want to partner with the team who organized award-winning medical conference with more than 2000 participants from 27 countries and 6 Nobel laureates on the beautiful Croatian coast? Or become the driving force in educating future medical professionals through international exchange programs? Join us to find out more about our partnership opportunities!	<b>Alan Jugnović, MD   Med&amp;X president</b> Postdoctoral fellow, Harvard Medical School 	February 3, 2022   4:00pm Croatian Pavilion (no. 88), Mobility District RSVP: s2b@croatiaexpo2020.com



**Meeting with Ms. Alaa AlShimmari (Economic Manager), Israel Pavilion, meeting on 13.11.2021. at 15:30**

- She will send us a business program plan
- their focus is on aviation
- they are doing fashion shows and invite various countries
- they are organizing DJ party every thursday night, great for networking
- they have a sponsor from agriculture industry, she can connect me with the CEO of the company
- interested in cybertech
- asked us to send them an invitation for our country business briefing
- interested in Bosniand and Herzegovinian ministry of health - they have cure for covid, an antibiotic that kills covid in 8-36 hours. She will send us a presentation. They can give us a sample of 100 free doses. Should organize a Zoom call with the pharmaceutical company. They can even find a sponsor for the antibiotic.
- if some of our countries are interested in any Israeli company, they can connect us
- asked us to send them the list of companies coming from BiH with exact goals and expectations, so they can try to find the best possible match
- they can organize a VIP tour four BiH ministers



**Meeting with Mr. Urs Stirnmann, Swiss Pavilion, meeting on 12.11.2021. at 15:00**

- Mr. Urs is mostly interested in Bosnian IT companies. Switzerland and Dubai want to be leaders in blockchain and cryptocurrency, believes that our IT companies should meet and merge with blockchain companies at the Expo
- owns a consulting company - we can invite him to tell our IT companies about Dubai and how everything works - company registration, laws, taxes, culture, etc.
- he has been living in Dubai since 2004 and does consulting companies coming to Dubai - a business delegation can come and present him the products that have sales potential in Dubai
- he is also the director of Swiss Business Council- they do events 3-6 times a year in Dubai, recent focus on cryptocurrencies
- let him know when our ministers are coming and to try organise meetings with Swiss ministers, in January swiss minister of finance is coming
- their pavilion has no hard sales / commercial b2b, it serves more as an exhibition place, they have a nice restaurant - event and conferences
- believes that data on Bosnians in UAE should be collected
- we can organise a meeting with blockchain people
- email him with details



**BOSNIA AND  
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Reisa Džemaludina Čauševića 1  
71 000 Sarajevo, BiH  
Telefon: + 387 33 562 121  
E-mail: mp@mno.ks.gov.ba

**Meeting with Mr. Patrick Mikkelsen (Deputy Director), Netherlands Pavilion, meeting on 12.11.2021. at 17:00**

- he is the director of the pavilion, but not involved in the operations. Delegated and gave me the contact details of the right person- Suzanne Hartog
- Suzanne Hartog, +971565053776, [suzanne.hartog@minbuza.nl](mailto:suzanne.hartog@minbuza.nl)
- casually discussed the Netherlands concept on Expo- Netherlands is all about water, energy and food, their whole pavilion is built from recyclable or reusable materials eg. floor tiles from mushrooms
- follow up with Ms. Suzanne

# Find Your Spot In The Value Chain

From Farm To Fork:

This event is a panel discussion with Nigerian agri-food businesses, investors, food tech pioneers, and vested government officials where they exchange insights, share their successes and identify areas for growth, collaboration and innovation. The conversation will focus on building security and sustainability in Nigeria's agri-food system.

## Invitation letter

Dear Participants,

We would like to invite you and the members of your delegation to participate at our next Best Practice Event: » **Hungarian Best Practices – Health, Medical & Sports Innovations**«.

The event is taking place at the B2B Area of the Hungary Pavilion on **2 February 2022 from 2.30 to 4.00 pm.**

Due to COVID guidelines of Expo 2020 Dubai, the B2B Area in the Hungary Pavilion can welcome and host a maximum of 25 attendees, hence we kindly request all interested participants send their expression via e-mail to our B2B Senior Manager, Barbara Török ([barbara.torok@hungaryexpo2020.hu](mailto:barbara.torok@hungaryexpo2020.hu)).



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1037 BUDAPEST, BOKOR U. 23-25.

### Hungarian Delegation for the **Health & Wellness Week** 27 January – 5 February

#### **Semmelweis University**

*(available at Expo: 30 January – 2 February 2022)*

<https://semmelweis.hu/english/>

Semmelweis University is a leading institution of higher education in Hungary and the Central European region within the area of medicine and health sciences. Its main commitment is based on the integrity of education, research and healing, which make Semmelweis University an internationally renowned centre of knowledge. As a specialist university, it holds a unique place within the country; its prominent role is demonstrated by the fact that approximately 42 percent of Hungary's doctors, 70 percent of its dentists, 50 percent of its pharmacists and 27 percent of its health care professionals are Semmelweis graduates.

Representative:

Livia Pavlik, Chancellor | [pavlik.livia@semmelweis-univ.hu](mailto:pavlik.livia@semmelweis-univ.hu)

#### **Marcel Breuer Doctoral School of Architecture – University of Pécs**

*(available at Expo: 30 January – 2 February 2022)*

<https://breuer.mik.pte.hu/en/>