

MAPEI AND THE ITALY PAVILION AT EXPO 2020 DUBAI

With innovative and sustainable solutions Mapei are amongst the Technical Partners of the Italian Commissioner at the World's Fair in Dubai

Sand, coffee, orange peel: **Mapei, Technical Partner of the Italian Commissioner at Expo 2020 Dubai**, will be bringing innovative and sustainable solutions to the next edition of the World's Fair, helping to turn the Italian Pavilion into a state-of-the-art structure.

Thanks to Mapei and the technologies presented by the Company, it will be possible to recreate real sand dunes in the Pavilion and to coat a suspended walkway with coffee beans and special powder made from orange peel, all in accordance with the technical and aesthetic requirements specified for this particular project.

Choosing the most suitable solutions to construct a **Pavilion representing a circular economy**, that is, completely reusable and recyclable, was made possible by following **technical evaluations** carried out by Mapei specialists and after carrying out **numerous tests** in the company's Research & Development laboratories.

Inside the Pavilion, Mapei has also supplied solutions for the resin and concrete flooring, to install ceramic and marble, decorate and finish off walls and various waterproofing solutions.

The team of experts provided by the **Technical Services Division** of the subsidiary company **Mapei Construction Chemicals LLC** based in **Dubai**, which has been part of the Group for more than 10 years, means Mapei is not only a supplier of solutions, but also a true **Project Partner** in every sense, with involvement at a full 360 degrees right from initial conception of a project.

Along with other Technical Partners in the Italy Pavilion, Mapei brings to Dubai the **excellence of Made in Italy**, promoting its **know how** in the construction of cutting-edge works of engineering.

Mapei's participation at Expo 2020 Dubai represents a **new step in the partnership journey** with the World's Fair, which began with Expo Shanghai 2010 when the Company, in the role of Official Supplier to the Commissioner General of the Italian Government for the Shanghai Expo, contributed to the construction of the Pavilion.

This collaboration was further consolidated in 2015 thanks to Mapei's involvement in the construction of numerous pavilions, new infrastructures and other complementary and support structures for the 2015 Universal Exposition held in Milan, with the main theme of "*Feeding the Planet. Energy for Life*". Amongst the more important works Mapei

Premium Provider of Italy at Expo 2020 Dubai

participated in was the **construction of the United Arab Emirates Pavilion**, for which it supplied products to various accredited clients and contractors.

Expo 2020 Dubai, which opens in October 2021, is the first ever Universal Exposition to be held in the MENASA region (Middle East, North Africa, South Asia).

“*Connecting Minds. Creating the Future*” will be the theme of EXPO 2020, which all Countries taking part will interpret in their own pavilions by exploring the main theme through three subthemes: Opportunity - unlocking the potential of each person and of each community to help create a better future - Mobility – innovative logistics, transport and communications networks for people, goods and ideas - Sustainability – accessibility and resilience of environmental, energy and hydric resources.

The theme of the Italy Pavilion, which can be found between the “Opportunity” and “Sustainability” theme districts, is “*Beauty connects People*”.

Founded in 1937 in Milan, Mapei now has 90 subsidiaries in 57 countries and 83 production facilities in 36 countries in the five continents, an estimated consolidated turnover in 2019 of €2.8 Billion and more than 10,500 employees around the world.

The foundations for the success of the Company are specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; internationalisation to be more in tune with local needs and to reduce transport costs to a minimum; Research & Development, which receives the most support from the Company in terms of investment and human resources. Mapei has always been fully aware of the impact the Company has on the environment and on society in general and, over the years, the three cornerstones of the Mapei philosophy have been joined by Sustainability as an essential driver behind the continuous development of the Company.

23rd July 2020