



CANADA'S REPRESENTATIVE

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**Request for Expression of
Interest (RFEI)**

This is not a bid solicitation

TITLE	
Canada's Participation at Expo 2020 Dubai	
RFEI NUMBER	DATE
7405360	16/05/2019
RFEI DOCUMENT	
In the event of discrepancies, inconsistencies or ambiguities of the wording of these documents, the document that appears first on the above list shall prevail.	
PROPOSAL DELIVERY	
In order for the request for expression of interest (RFEI) to be valid, it must be received no later than June 7th, 2019 2:00pm EDT.	
Electronic proposals must be sent only to the following email address: audrey.paquin@international.gc.ca	
Please note: Electronic Proposals must not be copied to any other address or individual. Failure to comply will result in the Proposal being declared non-compliant and rejected from further consideration.	
ENQUIRIES	
All enquiries or issues concerning this RFEI must be submitted in writing to the Departmental Representative no later than five (5) business days prior to the Closing Date and Time in order to allow sufficient time to provide a response.	
LANGUAGE	
Expression of Interest documents shall be submitted in English or French.	



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

Contents

1. GENERAL INFORMATION.....	3
1.1 Notice	3
1.2 Context.....	4
2. THE CANADA PAVILION	5
3. COLLABORATE WITH US – GAIN VISIBILITY ON A GLOBAL STAGE	6
4. HOW TO PARTICIPATE.....	10
5. PROPOSED APPROACH TO ORGANIZATIONAL SUPPORTERS	11
6. ADMINISTRATION OF THE REQUEST FOR EXPRESSION OF INTEREST	11
ANNEX A.....	13



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

1. GENERAL INFORMATION

1.1 Notice

This is a Request for Expression of Interest (RFEI). The Government of Canada, through Global Affairs Canada (GAC) hereby notifies Provinces, Territories, Cities, Industry Associations, Business Groups, Organizations and Institutions about an upcoming opportunity and is seeking information from respondents with interest. The opportunity will be to contribute to elements required for the operation of Canada's Pavilion at Expo 2020 Dubai and/or to contribute elements related to business, cultural or public affairs programming prior to and during the event. Such contributions would offer unique benefits for visibility and activities at the Pavilion. Contributions will need to be delivered within a defined timeline and according to specific standards. Please provide your expressions of interest, comments, ideas, responses or information no later than **June 7th, 2019 at 2:00 p.m. EDT**.

N.B. *The issuance of this RFEI is not a bid solicitation and is not to be considered in any way a commitment by the Government of Canada, nor as authority to undertake any work that could be charged to the Government of Canada. Responses to the RFEI will not be formally evaluated. The RFEI and any responses thereto do not impose any obligation or constitute any commitment on the part of Canada to issue a Request for Proposal (RFP) related to the Canada Pavilion or any element of Canada's participation at the Expo 2020 Dubai or to make any award of business to any respondent.*

Global Affairs Canada (GAC), solicits:

- a) information and feedback from respondents in this matter solely for the benefit of GAC;
- b) reactions based on the potential opportunities identified, that might result in efficiencies to the project for the benefit of Canadians.

Responses will be kept confidential, subject to the provisions of the *Access to Information Act*, and will be retained to support further planning and decisions and potential sponsorship agreements. Any findings made public will protect commercially sensitive information in accordance with federal policies. Respondents are encouraged to identify, in the information they share with Canada, any information that they feel is proprietary, third party or personal information. All information will be held and where disclosed, will be in accordance with the *Information and Privacy Acts* (for more information: <http://www.fintrac-canafe.gc.ca/atip-aiprp/privacy-privée-eng.asp>).

GAC does not commit to respond to any comments that may be received. GAC will contact only those respondents with whom we wish to engage in further dialogue.

There will be no short-listing of potential suppliers for the purposes of undertaking any future work as a result of this RFEI. Similarly, participation in this RFEI is not a condition or prerequisite for the participation in any potential subsequent solicitation.



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

Respondents will not be reimbursed for any cost incurred by participating in this RFEI.

1.2 Context

Canada will participate in Expo 2020 Dubai, to be held in the United Arab Emirates (UAE) from October 20, 2020 to April 10, 2021.

1.2.1 International Expos

International Expositions, held under the auspices of the Bureau International des Expositions (BIE) are a global platform to share ideas, showcase innovation, encourage collaboration and celebrate human ingenuity. They are held every five years and last up to six months. They bring together countries, companies, Non-Government Organizations (NGOs), multilateral organizations, and millions of visitors. They introduce new ideas, technology and approaches in ways that fascinate their very broad audiences. They continue to be one of, if not the, largest scale event in the World in terms of visitors, scope and duration, and **offer one of the best global branding and business opportunities.**

1.2.2 Expo 2020 Dubai

The UAE will be hosting this event in the context of the 50th anniversary of the federation of its seven Emirates.

Expo 2020 Dubai will be the first World Expo to take place in the Middle East and is expected **to attract 25 million visitors**. An estimated **70 percent of these will come from outside the UAE** and will fly in through Dubai, the fourth most visited city in the World. Within its population of approximately 9.5 million people, 90 percent are from abroad, primarily South Asian (58 percent), other Asian (17 percent) and Western Expatriates (8.5 percent).

The Expo theme *Connecting Minds, Creating the Future* and subthemes *Opportunity, Mobility, and Sustainability* are the lens through which the Organiser and the participants will explore and demonstrate prospects and possibilities for the future to multinational visitors, both physical and virtual. For further information on the Expo 2020 Dubai, visit <https://www.expo2020dubai.com/en>

1.2.3 Canada at Expo 2020 Dubai

Canada will participate in Expo 2020 Dubai with a Pavilion which will include a high impact experiential audio visual presentation, souvenir boutique. The design, construction and operation of the Pavilion building and the public presentation, excluding the boutique, is being publically tendered through BuyandSell. It is important to note that during the bidding and awarding process of the RFP for the Canada Pavilion, bidding proponents are ineligible to respond to this RFEI. Subsequent to the award of the Canada Pavilion RFP, any non-winning proponents may contact the



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

Canada Expo 2020 Dubai team, to discuss opportunities to contribute to Canada's participation at Expo 2020.

Canada's presentation will be based on a thematic approach which contributes to the Expo themes and Canada's own objectives for the Expo. The overall participation will also include the development and roll-out of complementary business, cultural, and public affairs programs in the Canada Pavilion as well as on venues on the Expo site.

The illustrative theme for our participation "*Canada: The Future in Mind*" along with our subthemes aim to convey Canada as an innovation powerhouse. It is a leader in global governance and progressive ideas, open to business and tourism, and sustainably managing its resources.

Canada's diversity is the source of our innovation, ideas, solutions and ability to collaborate with the World. That innovation has made us a leader in Artificial Intelligence (AI), Machine Learning, and Information Technology (IT), which are the tools that allow us to bring solutions to the World

These guiding principles will allow Canada to advance its objectives for its participation at Expo 2020 Dubai, namely:

- Diversify international markets;
- Attract foreign investment;
- Promote Canadian innovation, tourism, and international education to build support for Canadian initiatives and values on the World stage (such as Canada's leadership in promoting gender equality), and
- Deepen Canada's relationship with the UAE and other countries in the region.

2. THE CANADA PAVILION

The Canada plot/site, has a total area of 3,885.26 square meters (m²), and will have a total estimated floor area of approximately 1600 m², with a height of approximately 18 meters. The Canada Pavilion is to be located in the South Park of Expo 2020 Dubai and is expected to attract 10 to 15 percent of overall Expo visitors estimated between **16,000 and 20,000 visitors per day** through the exhibition/Public Presentation area.

The Canada Pavilion will operate for up to 15 hours per day over the six-month (172-day) Expo duration from October 20th, 2020 to April 10th, 2021.

Canada's overall participation at Expo 2020 Dubai includes a number of elements. Two major and most visible elements to the public and visitors to Expo 2020 will be: (1) the Canada Pavilion and (2) the Cultural Program.

- (1) The Canada Pavilion consists of two main areas:



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

- public presentation and public access areas occupy approximately 46% of the total Pavilion space;
- conference facility, VIP reception & lounge, and executive offices areas.

(2) The Cultural Program

The Cultural Program will highlight Canada's identified themes and subthemes for Expo 2020 Dubai and will be featured primarily at venues/facilities throughout the Site. It will represent the spectrum of Canada's artistic and cultural products during the exposition and, where possible, before the exposition. The cultural program will increase Canada's visibility throughout the Expo 2020 Dubai site, as well as attract visitors to the Canada Pavilion.

3. COLLABORATE WITH US – GAIN VISIBILITY ON A GLOBAL STAGE

Global Affairs Canada invites you to be an active participant by communicating your interest in contributing **financial or in-kind resources** which may be used in the lead-up to, during Canada's participation in Expo 2020 Dubai, and at the close out of the Expo 2020 event. The Government of Canada wants to ensure a transparent and fair process for selecting contributors and which allows for **diverse Canadian technologies, innovations, unique tourism-related experiences and cultural offerings** to be showcased on an exceptional World stage.

Please note that the design, build and maintenance of the Canada Pavilion and public presentation area have gone out as a Request for Proposal (RFP). Companies engaged in the bidding process (individually or as part of a consortium) are ineligible respondents to this RFEI.

Furthermore, the Canada Pavilion is being funded primarily by the Government of Canada, and therefore financial and in-kind contributions for the items identified in the (separate) RFP are not accepted by the Government of Canada. However, this does not preclude the current potential bidders to the Canada Pavilion RFP and the ultimate winning proponent of the Pavilion RFP from securing supplementary contributions in their preparation for that bidding process.

Opportunities exist for Provinces, Territories, Cities, Industry Associations, Business Groups, Organizations and Institutions to become "Expo Dubai 2020 Supporters". In recognition of your support, you may anticipate some of the following benefits:

(1) On-Site Branding Recognition and Branding

The In-Kind Sponsor will be:

- a) Recognised as an In-Kind Sponsor: logo will be included on Canada Pavilion digital and print marketing collateral (where appropriate);



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

b) Provided with the Canada Pavilion brand mark for use on promotional material produced by the In-Kind Sponsor, to be applied according to protocols and the Style Guide provided by Global Affairs Canada.

(2) Communications and Marketing Recognition

The In-Kind Sponsor will be featured on the Canada Pavilion website including:

- a) Recognised as an In-Kind Sponsor with a link to your nominated website and/or expo participation page; and access to Canada Pavilion images on the website image gallery;
- b) Invitations to media-focused events (where appropriate);
- c) Invitations to events at the Canada Pavilion (where appropriate).

(3) General Canada Expo 2020 Dubai team representative

- a) A sole point of contact to manage all aspects of this corporate alliance.

Areas for Contribution

Canada Pavilion, Public Presentation & Public Access Areas

- Commercial operation of the Retail Boutique (~50 sq. meters) (during the operations period)
 - This includes sourcing and supplying Canadian wares to Dubai, UAE for sale that must meet requirements/guidelines of the Expo Organizer
 - Meet the requirements as outlined in the Expo2020 Commercial Guide as they apply to retail operations , which include clear descriptions of royalty requirements – see Commercial Guide (attached)
 - Providing staff for the Retail Boutique; this includes but is not limited to their international and ground transportation, housing, and compensation, etc.
 - As a result of this RFEI a detailed Request for Proposal (RFP) will be issued for the Retail Boutique
 - The boutique space (~50 sq. meters) will be provided at **no cost** to the winning proponent of the Retail Boutique RFP
- Technology Services (during the operations period)



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

- Business and general public participants are two of the most important groups visiting the Canada Pavilion. To ensure that these groups build on-going relationships, Business to Business (B2B) / Business to Consumer (B2C) software as a service (SaaS) that facilitates connections during and post-event will be required. Such software could take the form of **lead capture software** (to capture and share visitor/lead information) or participant **surveys**.

Canada Pavilion, VIP Area

To meet Canada's diplomatic, business, and cultural objectives, the Canada Pavilion will be a welcoming facility for large numbers of VIP visitors and partner guests, ranging from Heads of State to business leaders, to media. The overall design of the VIP area, spanning approximately ~349 sq. meters, will reflect its use for the promotion of Canada's interests, i.e. developing and advancing international business contacts.

- Culinary Program (during the operations period)

A culinary and beverage program showcasing the diversity of Canadian products, flavours and hospitality will be developed in the coming months. The Canadian culinary team will prepare and present all food and beverage at the Canada Pavilion. **Quantities will be determined once the culinary and beverage program is finalized.**

Every food product that enters the United Arab Emirates needs to be registered with the local authorities. It is usually done by local importers/distributors. Any Canadian company that wishes to supply the Canada Pavilion will need an interested local partner to register, import, and deliver their products to the Expo 2020 Dubai site.

We are anticipating the following requirements:

- **Food**
 - Canadian meats, seafood, cheese, dairy – *delivered weekly*
 - Pulses, dried goods & pantry staples incl. spices, honey, maple syrup, oils, vinegars, rice etc. – *delivered monthly*
 - Anticipate 5 events p/week for 26 weeks
 - Approximately 40-120 people per event, combination of receptions and/or sit down meals
 - Transportation of product(s) on a pre-determined schedule to Dubai, and ultimately to the Expo site
 - Storage of product(s) in Dubai if required
- **Beverages**



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

- Maritime and Mercantile International (MMI) is the official importer of alcoholic beverages for Expo 2020 Dubai, companies wishing to become corporate allies should indicate whether they have an existing relationship with MMI or their willingness to establish a business relationship
- Alcoholic & non-alcoholic
- Anticipate 5 events p/week for 26 weeks
- Approximately 40-120 people per event, combination of receptions and/or sit down meals
- Approximately 20,000 litres of water, in environmentally-friendly containers – *single use plastics will not be considered*
- *Transportation* (during the planning phase and operations phase)

Air

- Preferred rates for ~50 economy class flights Canada-Dubai corridor
- Preferred rates for ~50 round trip flights Canada-wide
- Preferred rates for ~20 round trip flights Canada-Europe
- 100 round trip executive/business class flights Canada-Dubai corridor

Ground (during operations)Vehicle that can safely & comfortably transport 15 Canadian staff to and from the Expo 2020 Dubai site on a daily basis for the duration of the operations period (6 months)

- Chauffeur services
- Sedan for the Commissioner General

Additional opportunities to showcase Canada at Expo 2020 Dubai¹

- Canadian arts and entertainment during Canada Day at Expo 2020 Dubai (scheduled: January 2021)
- Theme weeks in support of specific industry sectors (e.g. Artificial Intelligence, Aerospace, Aviation, Health etc.)
- Programs focusing on: Youth, Social, First Nations, Social Enterprise²

Further opportunities for branding & visibility exist in the following areas (list not exhaustive):

Canada Pavilion, including VIP Zone

¹ Financial contributions only will be accepted.

² Financial and in-kind contributions will be accepted.



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

- Trade, investment, business meetings, receptions
- VIP receptions and dinners that showcase the best of Canadian hospitality
- VIP souvenir bags featuring unique Canadian promotional items that will serve as a gift bank for VIP's visiting the Canada Pavilion
- Canadian Artwork
- Canada Pavilion, Exterior

Should your Organization identify other opportunities to contribute, we will consider all submissions.

4. HOW TO PARTICIPATE

Interested organizations are asked to fill out a brief questionnaire at the Annex A to describe the type and value of your proposed contribution.

Respondents are encouraged to offer concise responses, comments and insights that they believe would be beneficial to the corporate alliance program.

Canada requests that respondents follow the structure provided below for their responses. Responses should include ideas, information and recommendations that could result in a clarification of the requirements and cost-saving opportunities.

Although responses should be as comprehensive as possible, it is understood that, for various reasons, potential respondents may be unable to provide some of the information requested. Provision of whatever information is available would be appreciated.

Responses will be kept confidential, subject to the provisions of the *Access to Information Act*. The information provided will be used for the purposes of the analysis of the project. Responses related to the Retail Boutique will be used to develop a Request for Proposal (RFP).



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

5. PROPOSED APPROACH TO ORGANIZATIONAL SUPPORTERS

Respondents will be invited to submit information which responds to the elements identified in this RFEI as well as the estimated value of that contribution. All information will be considered according to a set of criteria, in particular:

- consistency and contribution to the Expo 2020 Dubai theme and sub themes
- consistency and contribution to Canada's objectives at the Expo
- potential contributions to the Government of Canada and Canadians for the enhancement of program delivery
- feasibility of implementation within the defined timeframe
- quality, innovation, sustainability

Respondents could be approached to discuss a customized benefit package based on the value of their proposed contribution. Pending discussions, a memorandum of understanding or letter of agreement could be concluded.

Please note:

If you are interested in contributing to the Retail Boutique at the Canada Pavilion, you must respond to a detailed Retail Boutique Request for Proposal (RFP) that will be issued in the coming months. Respondents of this RFEI who expressed an interest in the Retail Boutique will not be contacted.

6. ADMINISTRATION OF THE REQUEST FOR EXPRESSION OF INTEREST

6.1 Designated Officer for this RFEI is:

Audrey Paquin
Summits Management Office | Bureau de gestion des sommets
Audrey.Paquin@international.gc.ca
Global Affairs Canada | Affaires mondiales Canada
Government of Canada | Gouvernement du Canada

6.2 Questions Regarding the RFEI

All enquiries must be submitted in writing to the Designated GAC Officer **no later than five (5) business days before solicitation closing date**. Enquiries received after that time may not be answered. Interested parties must communicate directly with the Designated GAC Officer.



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

6.3 Response Submission Date

Responses for this RFEI should be submitted via email to the Designated GAC Officer no later than **June 07, 2019 at 2:00 p.m.** Eastern Daylight Time (EDT). An email will be returned to the respondent acknowledging receipt of the RFEI response.

6.4 Treatment of Responses to the RFEI

The treatment of the receipt and consideration of responses to the RFEI will be as follows:

- Responses and revisions communicated orally or by telephone will not be considered;
- Responses received after the specified closing date and time for the RFEI may or may not be considered because the schedule may or may not allow sufficient time for their consideration; and
- Canada will not be liable under any circumstances to any party who provides a response to this RFEI.



Request for Expression of Interest
Closing Date 07/06/2019
Time 2:00 pm EDT
Reference number 7405360

ANNEX A
QUESTIONNAIRE

QUESTION #	QUESTION	RESPONSE
Q1	<p>Background: Please provide a general profile of your Organization.</p> <p>a) Organization Name</p> <p>b) Contact person (name, email, phone number)</p> <p>c) Is your Organization Canadian owned or operated?</p> <p>d) Does your Organization have an existing supply chain in Dubai?</p> <p>e) Include information that could be helpful in demonstrating your Organization's expertise in the context of this project.</p>	<p>a)</p> <p>b)</p> <p>c)</p> <p>d)</p> <p>e)</p>
Q2	<p>Opportunity:</p> <p>a) Which of the opportunities is your Organization interested in contributing to? E.g. Food, Beverages, Transportation, Retail Boutique</p> <p>b) Would this be an in-kind or financial contribution? Or combination of the two?</p> <p>c) What is the estimated value of your proposed contribution?</p>	<p>a)</p> <p>b)</p> <p>c)</p>



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

<p>Q3</p>	<p>Timeframe: If providing products or services, is your Organization able to fulfill the opportunity to which you wish to contribute:</p> <p>a) We have the capacity of contributing all the goods in our category (Y/N)</p> <p>b) We intend to partner with other industry Organizations to deliver the products/services for the duration of the 6-month project (Y/N)</p> <p>c) We would like to contribute for a shorter period of time* <i>1-month minimum requirement</i> (if applicable please identify the length of commitment in which you are interested)</p>	<p>a)</p> <p>b)</p> <p>c)</p>
<p>Q4</p>	<p>Delivery:</p> <p>Is your Organization able to deliver goods directly to the Canada Pavilion at Expo 2020 Dubai? (Y/N)</p>	
<p>Q5</p>	<p>Approach: What is your approach to delivering this contribution?</p> <p>a) Direct delivery of technology, product, expertise or service?</p> <p>b) In collaboration with other partners?</p>	<p>a)</p> <p>b)</p>
<p>Q6</p>	<p>Objectives:</p> <p>Explain how your Organization and product aligns with the Expo 2020 theme ('Connecting Minds, Creating the Future'), Canada's Expo 2020 objectives and values, the Canada Pavilion's theme ('Canada: The Future in Mind') and will support creation of an authentic Canada experience (Limit 500 words).</p>	



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

Q7	Explain your Organization's plan to leverage your involvement in Expo 2020 Dubai to take maximum advantage of the business opportunity. Make reference to your plans for before, during and after the Expo 2020 Dubai event (limit 300 words).	
Q8	What aspirations does your Organization have of operating in, or servicing, the GCC (United Arab Emirates, Saudi Arabia, Oman, Qatar, Bahrain and Kuwait) market and what is your planned timeline?	
Q9	Sustainability: Explain how your Organization and products demonstrates sustainability values, principles and practices (limit 300 words).	
Q10	Innovation: What is your Organization's unique Canadian product, innovation or story and how will the inclusion of your product help portray Canada as contemporary country (limit 300 words)?	



Request for Expression of Interest	
Closing Date	07/06/2019
Time	2:00 pm EDT
Reference number	7405360

Q11	<p>Reputation:</p> <p>a) We are committed to engaging with responsible and reputable companies. Is there any reason your Organization could be perceived as not being both responsible and reputable (limit 300 words)?</p> <p>b) Do you attest to being a responsible and reputable Canadian Organization whose name would enhance the reputation of Canada's involvement in Expo 2020 Dubai?</p>	<p>a)</p> <p>b)</p>
Q12	<p>a) Do you attest that your Organization's products are free of unacceptable supply chain practices (e.g. modern-day slavery, exploitation of child labour, animal testing, corruption etc.)?</p> <p>b) Please outline the steps your Organization takes to ensure its products are free of such practices (limit 300 words).</p>	<p>a)</p> <p>b)</p>