

# Participation Contract

PARTICIPATION CONTRACT  
Of  
Expo Dubai 2020, UAE  
(Official Participant)

Between

**Republic of Latvia**, represented by Mr. Raimonds Aleksejenko, Commissioner General of Section (hereinafter referred to as "**the Participant**"), which has expressed its intention to participate in the Dubai Expo 2020 in response to the invitation of the Government of the United Arab Emirates,

On one hand, and

**Bureau Expo Dubai 2020**, represented by Her Excellency Reem Al Hashimy (hereinafter referred to as "**the Organiser**"),

On the other hand, it has been agreed as follows:

## CHAPTER I - GENERAL PROVISIONS

**Article 1:** The object of the present Contract is to establish the terms on which the Participant shall take part in the Dubai Expo 2020 (hereinafter referred to as "**the Exhibition**").

The General Regulations and Special Regulations of the Exhibition, approved by the Bureau International des Expositions (hereinafter referred to as "**the BIE**"), are acknowledged as an integral part of the present Contract and are binding on the contracting parties.

The parties acknowledge the authority of the Commissioner General of the Exhibition as it is defined in the Convention of November 22nd, 1928 as amended (hereinafter referred to as "**the Convention**") and in the rules approved by the BIE, especially in Article 5 of the General Regulations.

In the areas not regulated by the BIE convention, the Participant shall also comply with all applicable laws and regulations in the United Arab Emirates.

## CHAPTER II - THE PARTICIPANT'S EXHIBIT

**Article 2:** The Organiser places at the disposal of the Participant, which hereby accepts, the space designated on the plan annexed to the Contract (Appendix I).

The rental term, schedule of payments, and exceptions (if any) appear in Appendix II attached to this Contract and constitute part of this Contract.

This applies only to some Participants.

- The entry of items to be exhibited shall be authorised as from May 20th, 2020.

The Participant agrees to present an exhibition related to the theme of the Exhibition as described in the General Regulations and in Special Regulation No.1. The Participant shall set up an exhibition as described in the "Theme Statement" approved by the Organiser and attached to this Contract as Appendix III, which constitutes an integral part hereof.

In accordance with the General Regulations and the Special Regulations, the Participant shall use the Organiser's services and be responsible for the decoration, maintenance, management and cleaning of the spaces at its disposal

**Article 3:** For the duration of the occupation of the allocated space by the Participant, the Organiser shall provide the Participant with the services such as gas, electricity, telecommunications, water inlets and outlets, chilled water (where applicable), garbage removal, etc., in accordance with Special Regulation No.10, referred to in Article 34 of the General Regulations at the rates and the terms described in the same Special Regulation.

**Article 4:** The Organiser shall provide the Participant with all necessary information regarding the relevant laws and regulations of the United Arab Emirates and directives or policies of the Dubai Government and the local authorities that are applicable to the Participant for its participation in the Exhibition.

Upon request by the Organiser, the Participant shall submit to the Organiser the information and documentation regarding the number and qualifications of personnel, etc. to be engaged in the preparation and implementation of the Participant's exhibition in addition to the goods and supplies related to the Participant's exhibition and which it intends to import.

The aforementioned and other exchanges of useful information constitute mutual assistance intended to facilitate the success of the Exhibition and each of the individual participation.

**Article 5:** The Participant shall be solely responsible for the choice and installation of exhibits in its national section as well as for the choice of all personnel within that section.

The Participant shall require parties identified in the following paragraphs to comply with this Contract, the General Regulations and the Special Regulations, as well as agreements based on the aforementioned regulations:

1. Exhibitors in the spaces allocated to the Participant, as well as their employees, etc. involved in duties related to the Participant's participation in the Exhibition;
2. Parties who are engaged in events or commercial activities for the Participant, and their employees, etc.;
3. Parties who are engaged in construction exhibit decoration, etc. of the spaces allocated to the Participant, and their employees, etc.; and

Except for those described in the (1) to (3) above, any other Participant's employees and agents.

The Organiser undertakes not to communicate with the personnel mentioned above, except through the Participant.

**Article 6:** The Participant hereby undertakes:

- To complete all works, fitting out, furnishing, overlay and other activities necessary for its pavilion to be complete, event-ready and in accordance in all respects with the General Regulations and Special Regulations not later than the date or dates specified by the Organiser in Article 17 of General Regulations.
- To keep its spaces open to visitors during the days and hours when the Exhibition is open for the entire duration of the Exhibition;
- To authorise the Organiser to install, maintain and repair facilities necessary for the smooth operation of the Exhibition within the spaces allocated to the Participant without disturbing the Participant's exhibits and at no costs to the Participant; and
- To evacuate the pavilion allocated to the Participant in line with timelines prescribed in General Regulations article 17 except to the extent contractually agreed upon.

Should the Participant fail to fulfill the above obligation, the Commissioner General of the Expo 2020 shall be authorised to exercise the Organiser's rights, under the terms of Article 18 of the General Regulations.

If at any time it appears to the Organiser that there is no reasonable prospect that the Participant will perform its obligations under this Contract the Organiser will have the right to:

- Perform (or procure that a third party performs) the works and/or activities necessary to enable the pavilion to be complete and event-ready not later than the relevant date or dates; and/or
- Terminate this Contract and require the Participant to: (1) vacate the space(s) allocated to the Participant; and (2) restore these spaces to its/their original condition (except to the extent contractually agreed otherwise), in each case with immediate effect.

### **CHAPTER III - THE PARTICIPANT'S COMMERCIAL ACTIVITIES**

**Article 7:** The Participant may establish, within the premises made available to it under Article 2 hereof, restaurants open to the general public, where the cuisine of its country shall be served as defined in the Special Regulation No.9.

The Organiser shall not receive any rent in respect of the space occupied by this restaurant, but the Participant shall pay monthly to the Organiser a royalty on the "Turnover" of the restaurant equal to, assessed and payable as described in Special Regulation No.9.

The Participant may also establish within the premises made available to it under Article 2 hereof, exclusively for the use of its personnel, a restaurant and refreshment service.

The operation of such service shall not give rise to the payment of any royalty in favour of the Organiser (the space which it occupies shall be included in the space rented pursuant to Article 2 above).

The detailed terms and conditions related to the establishment of restaurants shall be set forth in Special Regulation No.9 referred to in Article 34 of the General Regulations.

**Article 8:** The Participant may sell to the general public photographs, including slides, postcards, audio and visual recordings (on films, cassettes, compact discs and other electronic media), books and stamps relating to its country of origin or its organisation.

Subject to the Organiser's approval, the Participant may also sell (5) five articles or more which are truly representative of its country or organisation, with prior approval of the Organiser. Such articles may be replaced during the course of the Exhibition.

The Participant shall pay to the Organiser monthly a royalty on the "Turnover" from such product sales to be determined at a future date.

The detailed terms and conditions relating to the sales of products in the preceding paragraphs shall be set forth in Special Regulation No.9 referred to in Article 34 of the General Regulations.

**Article 9:** The Participant agrees that the spaces devoted to all commercial activities (including food and beverage services) shall not exceed twenty per cent (20%) of its total covered Exhibition space. Details regarding the above shall be described in Appendix IV.

**Article 10:** The Participant may (in accordance with Article 20 of the General Regulations) sell on-site any of the items exhibited and materials, after the Exhibition closes and during the decommissioning phase.

Such sales shall not give rise to the payment of any royalty in favour of the Organiser. By so doing, however, the Participant shall lose its right to the benefit of temporary import of goods and materials concerned and shall be subject to taxation and customs regulations, as defined in Special Regulation No.7 referred to in Article 34 of the General Regulations.

#### **CHAPTER IV - BENEFITS GRANTED TO THE PARTICIPANTS**

**Article 11:** Advantages granted to the Commissioner General of Section and other authorised personnel shall be set forth in Special Regulation No.12.

**Article 12:** The Commissioner General of the Exhibition and the Organiser shall ensure that there are no obstacles to the entry and stay of the personnel of the Participant.

The Organiser shall provide assistance (where applicable) to the personnel of the Participant in the following areas:

- Accommodation;
- Health and insurance;
- Benefits granted to the families of the personnel of the Participants.

**Article 13:** The Commissioner General of the Exhibition and the Organiser shall deal with the relevant governmental authorities so that they shall act in a manner conducive to the best success of the Exhibition, particularly by:

- Establishing the offices necessary for the performance of customs operations in the most convenient places;
- Facilitating the entry of all goods and items of any type, that will be used for the exhibition of the Participant.
- Relaxing, if necessary, the import quotas on the products sold in the section of the Participant, including its restaurant;

- Communicating a list of agents approved by the relevant authorities to deal with the customs matters on the Participant's behalf, for a specified charge.

The Participant is in no way obliged to make use of the firms mentioned above.

**Article 14:** Upon request, the Organiser will provide the Participant with a list of consultants and/or contractors and/or service providers and/or vendors selected by the Organizer to work on the Expo Site.

The Participant is in no way obliged to make use of any of the consultants and/or contractors and/or service providers and/or vendors mentioned in the list above.

The Participant may also, at its sole discretion, have access to the procurement portal of the Organizer to directly procure and contract any of the vendors listed in the portal

**Article 15:** In case of a dispute between the Participant and the Organiser, the parties agree to seek a settlement through the offices either of the BIE, if the dispute relates to the interpretation of the Convention of November 22nd, 1928 as amended or to the rules issued by the BIE, or of the College of Commissioners General or of the Steering Committee of said College, in any other case. Either party may also avail itself of the dispute resolution mechanisms provided for under Article 10 of the General Regulations.

The Organiser acting to obtain the payment of a debt due, according to paragraph 2 of Article 18 of the General Regulations, cannot seize objects belonging to the participating states when these objects are of a nature of public property or of national heritage according to the prevailing laws of the concerned participating states.

## **CHAPTER V - ENTRY INTO FORCE AND ASSIGNMENT**

**Article 16:** The Contract shall enter into force when it is signed by the Parties hereto, and countersigned by the Commissioner General of the Expo 2020. If the Contract shall be signed on different dates, then this Contract shall enter into force on the later date of signature.

**Article 17:** Announcements of intentions and notices based on this Contract shall be made in writing.

Announcements of intentions and notices under the preceding paragraph shall be addressed to the following:

<b><u>The Organiser</u></b>	<b><u>The Participant</u></b>
H.E. Reem Al Hashimy	Mr. Raimonds Aleksejenko
Director General	Commissioner General of Section
Bureau Expo Dubai 2020	Ministry of Economics
Jebel Ali – Expo Road	Brivibas iela 55
PO Box 2020, Dubai	Riga LV - 1519
United Arab Emirates	Republic of Latvia

**Article 18:** The Participant may not assign or otherwise transfer its rights or obligations in connection with this Contract.

A      Mr. Raimonds Aleksejenko  
Commissioner General of Section  
Ministry of Economics  
Brivibas iela 55  
Riga LV - 1519  
Republic of Latvia

B      H.E. Reem Al Hashimy  
Director General  
Bureau Expo Dubai 2020  
Jebel Ali – Lehabab Road  
PO Box 2020, Dubai  
United Arab Emirates

The addresses in the foregoing paragraphs may be modified by notification to the other party.

IN WITNESS WHEREOF, this Contract shall be prepared in duplicate and shall be signed by the Commissioner General of Section and the representative of the Organiser, each party retaining one copy.

\_\_\_\_\_  
Commissioner General of Section

Dated: \_\_\_\_\_

\_\_\_\_\_  
Director General of Bureau Expo Dubai 2020

Dated: \_\_\_\_\_

The Commissioner General of the Expo 2020, in respect of the principles of the Convention Relating to International Exhibitions of November 22nd, 1928, as supplemented and amended, the provisions of the General Regulations of the Exhibition, and of the laws and regulations in effect in Dubai, guarantees the fulfilment of the obligations and responsibilities of the Organiser under this Contract.

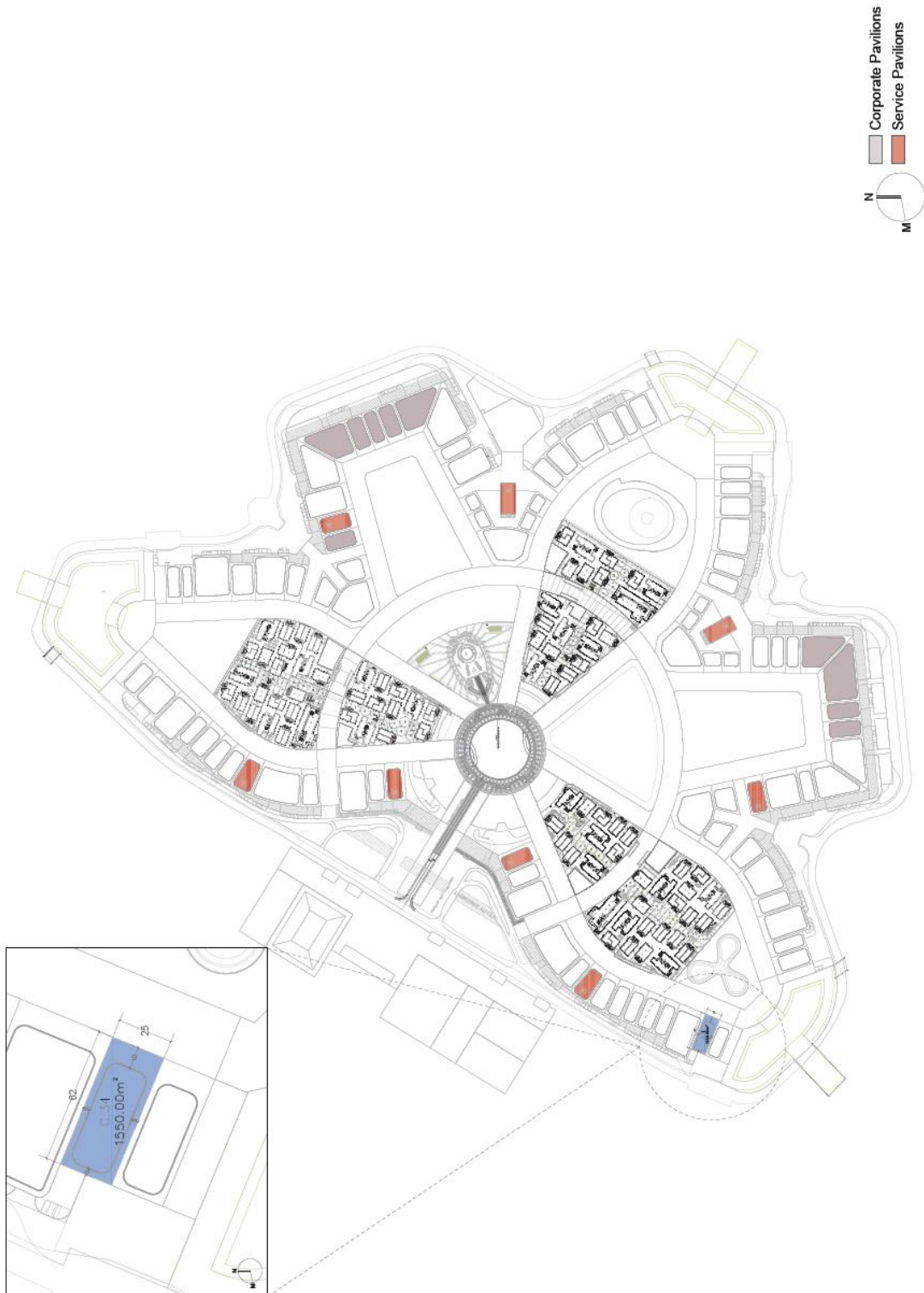
\_\_\_\_\_  
The Commissioner General of the World Exhibition Dubai 2020

Dated: \_\_\_\_\_

Appendix I: Plan of Space Allocated to the Participant  
Appendix II: Rental term, schedule of payments, and exceptions  
Appendix III: Theme Statement  
Appendix IV: Commercial Activities

## Appendix I: Plan of Space Allocated to the Participant

The final design of the space (pavilion) built will be agreed and shared at a later stage, the approximate size of the exhibition space (pavilion) shall not be less than 300sqm. Below is the location of the space.



## Appendix II: Rental term, schedule of payments, and exceptions

### Rent Value:

The total value of rent to be paid by the Participant to the Organiser, post the completion of construction and handover of the pavilion to the Participant, is set to be one million four hundred and forty-three thousand dollars only (\$1,480,000.00).

The Rent is inclusive of the following items:

- Property Insurance.
- Utility connection points (Electricity, Water, Chilled Water, Gas) and connection fees.

### Schedule of payments:

The Participant agrees to pay the Organiser the rent value on two instalments as listed below:

Instalment	Due date	Percentage	Amount
First	20 <sup>th</sup> September 2020	80%	\$ 1,184,000.00
Last	1 <sup>st</sup> April 2021	20%	\$ 296,000.00

### Exclusions

The rent value excludes the following items and the cost of it will be covered by the Participant:

- All construction, fit-out and decommissioning works done by the Participant.
- Utilities consumption fees.
- Facility management and cleaning services.
- Content insurance.
- Waste management services.
- Value Added Tax (VAT) as set by the Federal Tax Authority.



## Appendix III: Theme Statement



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### Theme Statement Template for Self-Built Countries

#### Introduction

*The Theme Statement Template should be read in conjunction with the Guides, which are available on the Participants Portal.*

Once a participant has confirmed its presence at Expo 2020 Dubai, and has established a Responsible National Authority and appointed a Commissioner General, the participant is requested to submit a Draft Theme Statement, which is reviewed by the organisers from multiple perspectives, to ensure alignment to:

- the overarching theme of Connecting Minds, Creating the Future;
- our sub-themes of Mobility, Sustainability and Opportunity as well as;
- the core values that lie at the heart of the Expo Movement and at Expo 2020 Dubai.

Those include:

- Innovation: How is the participant developing new solutions and practices that positively affect the lives of people and communities?
- Inclusion: How is the participant extending the benefits of innovation and progress to the greatest possible number of people and communities?
- Understanding: How is the participant creating awareness of the challenges and promoting behavioural change?

#### Section A: Information

Name of Official Participant:	REPUBLIC OF LATVIA
Participant Details:	Latvia Chamber of commerce and industry (LCCI)
• Commissioner General's Name:	• Mr. Janis Endzins
• Phone Number:	• + 371 67225595
• Email address:	• <a href="mailto:info@chamber.lv">info@chamber.lv</a>



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Responsible National Authority (or Authorities):	Latvia Chamber of commerce and industry (LCCI)
Date of Participant Confirmation:	December 7, 2017
Date of Draft Theme Statement Submission:	January 15, 2019
Selected Sub-Theme:	Mobility

## Section B: Pavilion Vision

Pavilion Exhibition Title:  (only if applicable at this stage of development)	<i>TheAETHER of data</i>
Key Pavilion Objectives:  These could include for example: <ul style="list-style-type: none"> <li>• Branding the participant.</li> <li>• Attracting tourism.</li> <li>• Showcasing a specific sector.</li> <li>• Contributing towards achieving a Country Vision</li> </ul>	Key Pavilion Objectives:  Introduce Latvia as dynamic Nordic country which builds data driven economy by creating new enterprises in the mobility sector;  Strengthening Latvia's entrepreneurial impact in the world.  Emphasize Latvia's innovative spirit which helps connecting minds and creating the future in such areas as data based mobility, drone led services, smart cities, personal mobility.  Promote Latvia's science, culture, economy, art, education and openmindedness to the world.

## Visitor Priorities:

The Expo 2020 Dubai expected to host 25 million visits on site during the six-month period, 70 per cent of which are international



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and 30 per cent of which are local. Those visitors will include, but not be exclusive to, the general public, youth, businesses and governments. Beyond those visitors, the Expo 2020 Dubai will be a unique platform to showcase and narrate your participation at the Expo to a wider number of virtual visitors. Details of which visitor groups are your priority and how to plan to engage social media outreach would be detailed here.

In order to raise awareness of Latvia's success stories on the data driven future and enrich global community with it's knowledge and application of future needs of humankind and promote it's entrepreneurial spirit, innovation, science, culture, economy, sport and promote investment in the future, Latvia's main goal is to engage with decision makers, businesses, governments and general public via creating unique and once in a lifetime experience to reflect for each and every guest on her/his true self and most important data - her/himself.

Latvia's pavilion unique interior and experience setting will create once in a lifetime social media opportunity for visitors to create memorable moments to share with their friends and the world.

During the exhibition Latvia's businesses, future thinking entrepreneurs, government officials, youth leaders, science and cultural dignities will co create memorable experiences with their fellows from other countries - businesses, governments, organizations, educational institutions, distinguished artists, athletes and youth representatives.

## Section C: Exhibition Content and Programming

### Exhibition Content Curation:

Key questions to consider in this section include:

- |   |
|---|
| • What makes your country or organisation distinctive?                              |
| • How does your selected sub-theme run across all your exhibition content?          |
| • How do the sub-themes connect with each other across all your exhibition content? |



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- How do visitors across all demographics interact with the exhibition content?
- How will content be activated and programmed during the course of the 6 months?
- What type of events will you plan to host within your pavilion such as seminars, business forums, cultural performances, theatrical pieces, innovation showcases etc.
- Will there be a particular National Day programme?
- How will you design the content and programming in order for it to have legacy value once you return the exhibition home?

#### Intro

We are accustomed to think of mobility in terms of transporting people and goods in and around our cities. Mobility triggers associations with manned, motorized and land based transport systems. The automobile holds the central place in public imagination as the epitome of modern connectivity. Yet despite differences in comfort, shape and speed, the basic technology of motorized transport and infrastructure supporting it has not changed over hundred years. In fact, the last century created more of the same - longer, faster, wider road infrastructure to enable rapid transit. Highways replaced roads, roads replaced streets and by now streets -the lifeblood of our cities -are left to cope with congestion, pollution and shortage of parking. Now we are rapidly entering a decade when a mere widening of roads and increasing speeds alone will not suffice.

#### Partnership based solutions

To reduce costs, traffic jams, time expenditure and environmental decay -main challenges of modern mobility -we will have to digitize our mobility systems (and resort to the skies above). To this end the pavilion presents a unique blend of partnership between Latvian research institutes and businesses dealing with most pressing issues in smart mobility. We turn to future shaping initiatives steeped in fiber optics, sensors, biomedicine, smart materials and data architecture, shaping the new frontiers of mobility. It has propelled the ascent of data based breed of transport solutions -shared mobility, mobility as a service, electric vehicles and unmanned aerial vehicles (drones). Organization of the former and advent of novel forms of transportation now relies on managing existing flows, collecting, sorting and analysing data sets to organize, predict traffic and to create time sensitive models which ensure a higher velocity and quality of life in our cities.



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#### **Fiber based land based solutions**

One of key concepts of Latvia's Mobility offering is fiber infrastructure. Boasting in some of fastest and widespread fiber optics network in Europe, Latvian R&D sector has a substantial leverage in m2m communication to provide novel, safe and integrated forms of mobility. We share a core competency in neuron algorithm based machine learning which propose solutions such as number plate based tolling, photo radars and digital road signs. More importantly we emphasize how these initiatives operate in a network capacity and bring us a step closer to nascent field of integrated data management system. It is here that discreet initiatives attain a momentum – data collected, stored, normalized, integrated and put to use to acquire a more nuanced view of the city.

#### **Fiber based drone led services**

Another concept showcases opportunities provided by drone technologies, a budding frontier of diverse forms of logistics and unmanned public services. Here we are looking into an ecosystem-which propels a safe and secure drone performance as well as new areas of drone based services. The focus lies with 3D mapping systems, which set the tasks for drones as well as guides on time and on budget drone journeys. For instance, the operating system allows a launch of a swarm of drones to perform a task at once, such as fire fighting swarms to put out forest fires, filming a large territory of land during a short time span or execute timed LED performances. Moreover, we demonstrate the prowess of drone-based businesses operating in the areas of civil security, servicing wind turbines and other areas ripe for automation. Lastly, it highlights regional competency in industrial 'category 2' plane like drones for industrial and logistics purposes or propeller ran drones to enable stationing at one point for extended period of time.





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Pavilion guests will have a chance to experience unique pavilion settings as well as take part in spectrum of events - business, innovation, culture - in order to get hands on experience with Latvia's entrepreneurial spirit.

During the period of 6 months Latvia will organize thematic weeks for range of business areas where we will co create content with wide range of countries in respective fields.

Simultaneously Latvia will offer showcase of it's most prominent cultural experiences, notable names in music, art, design, poetry, literature, sports and other significant areas of culture.

One of the highlights of Latvia's EXPO experiences will be dedicated National day programme full of Latvia's flavours - spiritually, culturally, experientially.

Ongoing content creation during the exhibition is keystone of successful participation of Republic of Latvia in EXPO2020 DUBAI. We will create and share our own and co created experiences with guests of Latvia pavilion. It will create lasting legacy and inspire people all around the globe.

#### **Section D: Interior Design**

#### **Design Vocabulary:**



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• What words reflect the participants design aspiration?
• What adjectives do you use to describe the participant?
• What colours, textures, sounds, temperatures, moods, scents reflect your vision?
• How does the exhibit design reflect national or organisational priorities, innovative practices, and sociocultural dynamics?
• Are there particular materials that are unique to the area that you wish to highlight?
• What are the patterns, designs, colours or textures that are typically associated? Can any of those demonstrate sustainability?
• What images would the participant like to display on the façade, that allows for the story to commence from the exterior and travel to the interior of the pavilion?



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#### **Ether**

1. In ancient Greek mythology- the upper, glossy layer of air; one of the primary material elements.

2. Hypothetical (scientifically rejected) environment, that takes up the world space and the free space between bodies.

3. Space, in which radio waves spread.

[...]

*The time has stopped. You are in a forest that is 84 steps away from your home. One of your smart devices will tell you later that you were on a 2h 34min walk. It was not planned, but the feeling was right. You did not mean to, but you already knew that E-mails would wait and your emotional accounting would justify overtime. That was only a couple of kilometers and one cocktail of whipped oxygen and pine forests essential oils, but ... Your ether is clean.*

*You become faster and your head is more clear.*

*/The author is known /*

#### **Latvia. theAETHER**

**Latvian expositions** picture human relationship with nature and technology, defining "theAETHER" as a free space for communication and mobility that lies between physical and virtual environments. At a time when the square meter of your dwelling space is rented by international corporations and influential individuals on social networks, signboards scream "Look at me!" and future generations on the verge of drowning ...

**a pure theAETHER is a resource with rapidly rising value!**

Latvia is a small country, nevertheless it is 64,589 km<sup>2</sup> of pure high mobility, in which everything can be reached at exclusive speeds both professionally and geographically. Latvia is an example of the preconditions, where Andris Ambainis can work smoothly on the quantum computer theory, for the simulation of the spider filament yarn by the Institute of Organic Synthesis, or in which the Kalsnava Arboretum will uninterruptedly grow more than 300 different species of trees and varieties of coniferous trees (evergreens). One of the world's best optic and wireless Internet connections along with the presence of untouched nature in Latvia creates a unique environment for intellectual breakthroughs. The Latvian pavilion calls for the abandonment of the technology's world fragmentation and offers to take a look at the natural, technology and human harmony that is already available in Latvia.





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#### Bar counter / store

Homeopathic element of medicinal herbs: Tea drinking ceremony. In Arabic culture, tea is served to guests and business partners at meetings, as well as in social events. Traditionally, tea drinking is associated with hospitality and business etiquette. Chamomile, lime, peppermint and other medicinal herbs grown in Latvia will be offered to visitors to create a cultural connection with them.

#### Intelligence

A.Ambainis is a leader of the Quantum Computing Institute. A.Ambainis and his research team are a vivid example of working with "ether": particle particles, and its behavior. In this part of the exposition one can find out about the enormous potential of a quantum computer and look into the principles of its theoretical construction.

#### Technology

5G / 0G Contractual Element - Providing 5G Data Mobility Ether. This element acts simultaneously as the transmitter and pavilion's "brain", ensuring its basic functions and the existence of cells. To experience the changes in the ether, this element is connected to the inner shell of the pavilion, which, after the principle of the Faraday Cage, is able to isolate visitors from the electromagnetic field and create a "0G" ether.

#### Nature

Exposition Content- ELEMENTS: Micro fragments of Latvia's nature and technological base that create ether. Latvia's Forests Kalsnava Arboretum - this element selects leafy and evergreen tree varieties with specific wood properties and strength. In the process of photosynthesis, they enrich the ether with oxygen, scent, pollen. Special, digital sensors analyze the health of seedlings, soil condition, water and mineral composition. When reached a critical level, a wetting cloud of mist is sprayed; for a while the rain in the pavilion can be experienced.

#### Retail Items:

- |   |
|---|
| • Are these items in line with the participant's storyline? |
| • Are these products of appropriate quality?                |
| • Have they been produced by local artisans?                |
| • Do they have societal or educational value?               |



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Latvia will promote sustainability story through it's F&B, retail items. There will be specially curated dedicated product line with beauty, homeware, fashion, design products produced with sustainability approach in mind and craft. There will be artisan items which reflects Latvia's craft culture traditions as well as contemporary design items with societal and educational value.

### Section E: Visitor Journey

#### Visitor Journey:

- What are the key outcomes you wish your visitors to leave the experience with?
- Are there multiple journeys that visitors can take through the pavilion (physical or virtual)?
- Are there actual take-aways that the visitor can enjoy, that reinforces the messages you wish to communicate and leave behind?

Latvia would like to engage all pavilion guests with unique sensory and visual experience throughout whole exposition and let guests reflect on themselves about omnipresence of data in our lives and her/himself as a major data creator who is responsible for himself and society around her/himself.

Latvia's journey will be mostly analog with slight touch of technology because we believe that there is too much of technology around us that physical experience is much more impressive for 21st century man.

Personalised takeaways are there in order to remind guests of their responsibility towards the world and future.

### Section F: Intended Outcomes



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Once the six months are over and the doors have closed, and thousands of visitors have entered your pavilion, what are the key outcomes you wish them to take away? Those are natural outputs of your content and programming and design, and are related to the impact of the pavilion on the visitor.

*Latvia would like to leave lasting impression for all pavilion guests via unique experience and remind of one's most important task for the future - responsibly share care of data and creation of future together.*

#### Appendix IV: Commercial Activities

The commercial activities in the context of the Participation Contract refer to the operation of food and beverages, restaurants and sales of goods by the Participant.

All commercial activities have to be previously approved by the Organiser and be developed based on Expo 2020 Dubai theme "Connecting Minds, Creating the Future".

The approved commercial activities by the Organiser shall be appended herewith as Appendix IV.