



Unlimited Exposure

Wider region also benefits from having spotlight ceaselessly trained on Dubai

It's all systems go for local business chieftains in Dubai with Expo 2020 as the destination. Irrespective of the sector they are a part of, the six-year build-up to the event will be about identifying opportunities and making full use of them.

The retail sector will be an immediate beneficiary, according to Yusuffali M.A. of Lulu Group, while the many layers of the financial services industry will be seeking new depth and maturity to their operations.

While Expo 2020 is about the world coming to Dubai, the message that the emirate needs to put out will have to be sounded with clarity of purpose, and the advertising industry can take on the role with ease, according to Avi Bhojani of BPG Group.

Gulf News spoke to a cross-section of leading Indian corporate chiefs to get a feel of what Expo 2020 in Dubai would mean for them.

— Staff Report



Yusuffali M.A.
MANAGING DIRECTOR
OF LULU GROUP

Avishesha Bhojani
GROUP CEO
AT BPG GROUP

Joy Alukkas,
CHAIRMAN AND
MANAGING DIRECTOR,
JOYALUKKAS GROUP

Vijay Malhotra
SENIOR PARTNER
AT KPMG UAE

Vishesh Bhatia,
CEO OF JUMBO GROUP

Ashish Panjabi
CHIEF OPERATING
OFFICER, JACKY'S GROUP

Dr. Dhananjay Datar
CHAIRMAN AND MANAGING
DIRECTOR, AL ADIL GROUP

Mustafa O Vazayil
MANAGING DIRECTOR, GAR-
GASH INSURANCE SERVICES

Dilip Rahulan
EXECUTIVE CHAIRMAN,
PACIFIC CONTROLS

Ashok Khanna,
CEO, AL TAYER MOTORS



In my over four decades of corporate life I have not seen any other instance of a whole country rallying behind for a common goal as is the case with Dubai's bid for Expo 2020. Right from the Rulers to the most common worker is excited and trying to play his or her part and that shows the uniqueness of this great nation. If there is one place on earth where people from every corner of the world can come and feel at home instantly, it is the UAE and that's what the Expo is all about. I am sure it will not be just Dubai and UAE which will benefit but the entire region. Middle East as such is the focus area nowadays and UAE is the flag-bearer of socio-economic development here."



The Expo and UAE are destined to tango in Dubai in 2020. The UAE has done everything it could do on the strategic, political and communications fronts to prove to the world that Expo 2020 is best hosted in Dubai. The value proposition of Dubai is unbeatable. Dubai offers a world-class infrastructure that is accessible, affordable and user-friendly. A law and order regime that puts any other global city look like the Wild West. It should also solidify Dubai's stature as the undisputed global hub for commerce and trade and further strengthen the emirate's position as home to the world, a destination that celebrates the values of United Nations every single day of the year."



Expo 2020 will not only help create more jobs but make Dubai the city with the best infrastructure in the world. Other than this, every business in the UAE will benefit because it will energise the economy in many different ways. Dubai, I feel, prepared the best for this bid and also had a clear blueprint to deliver this initiative in the best possible manner. When Dubai sets its mind on something, it makes things happen. As usual, Dubai will also deliver the best ever Expo to the world."



I think it is clear that it will prove to be a real game changer not only for Dubai, but the whole of the UAE. It represents a massive global opportunity to showcase Dubai and the country to the world and accelerate the already amazing growth path of this incredible city. I have always been a big believer in the saying that 'Whatever Dubai targets - it succeeds'. Dubai has the will, the infrastructure, vision and passion to make this an outstanding success - and bring a huge boost to the economy and longer-term prosperity of the country."



It will place Dubai on the global business map through interactions with a very targeted community of decision makers. With Dubai's ambition to become a regional and global trade and logistics powerhouse. The next few years, leading up to the preparations for Expo 2020, will support Dubai's larger goals as well as provide a boost to business, particularly SMEs. The aim should be to leverage Expo 2020 as a platform for marketing Dubai to ensure sustained and continued growth, well beyond 2020. The infrastructure put into place, businesses set up or expanded, will all need to thrive in the years leading up to and post 2020. That can only be achieved through planned and strategic growth, especially by businesses, rather than kneejerk reactions."



The fact most of us probably has never been to an Expo or have ever known anyone who went to an Expo doesn't mean it doesn't deserve to be compared to major events like hosting an Olympics Games or a Fifa World Cup. What Dubai does know really well is how to market an event. We run the Global Village every year which is a more scaled down version of an Expo. More importantly, we've got an audience that is able to visit Dubai with all the tourism initiatives the city has had... so unlike most countries that have hosted an Expo till date, we will see more people going out of their way to visit Dubai during the Expo. What Dubai does best is market an event."



This wonderful city has seen tremendous progress in past years with developments in all areas of life. The economy is on a strong foothold. Winning the Expo 2020 bid could mean tremendous growth within the job market... more than 300,000 jobs are likely to be created. This would, in turn, lead to tremendous growth for the retail industry. In fact, having the Expo would open up opportunities in diverse categories. Another aspect is the Expo would present a platform for the world to know the strengths of Dubai."



From a business point of view, World Expo 2020 is expected to bring huge dividends to the hospitality and construction industries. This will certainly have a cascading effect across all spheres. For the financial services sector, especially from insurance perspective - we estimate the insurance premium generated will see an additional growth of over 15 per cent per year from 2014. This would further strengthen Dubai's position as one of the global centres for insurance transactions. DIFC is already growing in reputation and capacity for providing reinsurance support to the region and beyond."



The opportunity that will evolve with Expo 2020 creates a platform for the whole world to realise what Dubai has already implemented in terms of sustainability and innovation. The sustainability theme for 2020 is most appropriate for the future of mankind and we see it benefiting all. Dubai has already announced a Green Building Code, coming into effect from 2014 and covering a range of construction features, including building vitality, ecology, water and waste management. All these are aimed at Dubai following the highest standards of sustainable development. These initiatives lead to 2020 and beyond."



This is a historic win for Dubai as well as the UAE, and undoubtedly a pivotal moment in the next phase of development of this global city, which is well-positioned to host an event of this magnitude. Dubai has world-class infrastructure, an excellent business environment, a 'can do' attitude and offers unrivalled connectivity to almost every part of the world."