

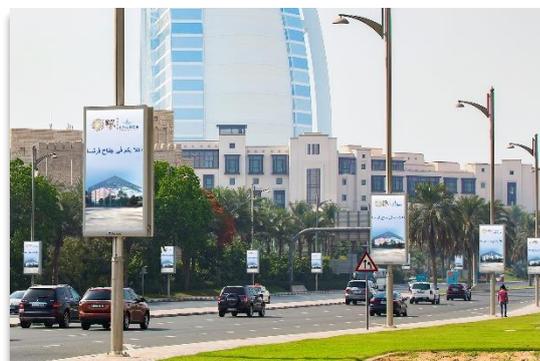
## PRESS RELEASE

### JCDecaux to partner the French Pavilion at Dubai 2020 World Expo

Paris, 25 April: JCDecaux, the number one outdoor advertising worldwide and partner for the French Pavilion, will be working to promote France's presence at the World Expo, to be held from 20 October 2020 to 10 April 2021 on the theme of "Connecting Minds, Creating the Future", with three sub-themes, mobility, sustainability and opportunity.

#### A partnership that strengthens France's visibility in the Middle East

The partnership kicks off on Sunday 28 April with a month-long campaign in Dubai to raise the profile of the French Pavilion. Elisabeth Borne, French Minister for Transport, is scheduled to lay the first stone on 2 May. The campaign to launch the partnership will feature 36 advertising lampposts (72 x 3 sq. m sides) strategically placed along the famous Jumeirah Beach Road, one of the busiest thoroughfares in Dubai attracting a premium target audience.



Providing support to France during this event, JCDecaux will ensure a presence in Dubai during the main stages of the French Pavilion between now and the opening of Dubai 2020 World Expo, as well as during key moments for the six months of the Universal Exhibition.

Dubai 2020 is the first ever World Expo to be held in the Middle East, where JCDecaux is No. 1 in outdoor advertising with a presence in five countries – the UAE, Oman, Qatar, Saudi Arabia and Bahrain – and in all outdoor advertising sectors, including street furniture, airports and other transport and large-format screens with more than 16,000 advertising sites.

**Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of the Group, said:** *“We’re proud to support France’s participation at Dubai 2020 World Expo by making our advertising assets available to promote the French Pavilion in an emirate where our presence dates back to 2008. While “Connecting Minds, Creating the Future” is perfectly in line with our mission in the more than 80 countries where the Group operates and represents France, mobility and sustainability are two of the major themes of our innovation strategy. We embrace and share the human, philosophical, cultural, entrepreneurial and technological values embodied in the French Pavilion. We are honoured to promote this exceptional platform to showcase French excellence.”*

**Erik Linquier, Commissioner General of the French Pavilion and Chairman of the Compagnie française des expositions (COFREX) added:** *“Themed “Light, Lights”, the French Pavilion will bring France’s vision to the international arena and will be an exceptional showcase that will increase France’s attractiveness. We’re delighted to have JCDecaux on board to maximise visibility for the French Pavilion at Dubai 2020 World Expo. JCDecaux is a French company that shares our goals of welcoming and enhancing the experience of residents and visitors through harmonious integration in their environment. The partnership celebrates France and helps to increase the country’s profile in the region and around the world. Promotion will reflect the experiences created in the French Pavilion, from laying the first stone right through the six months of Dubai 2020 World Expo.”*

### **JCDecaux Dubaï & Northern Emirates**

Present in the United Arab Emirates since 2008, JCDecaux Dubai & Northern Emirates manages advertising concessions in the world’s leading international airport, Dubai International Airport (DXB), and in Dubai World Central international airport (DWC).

The subsidiary also manages urban street furniture contracts:

- Bus shelters, CIPs and digital screens in Dubai Media City, Dubai Internet City and Dubai Knowledge Park, three dynamic communities in the duty-free business park run by the TECOM Group, part of Dubai Holding;
- Advertising lampposts along Jumeirah Beach Road and 50 e-Village®, a 100% service-oriented, situated in iconic locations around the city of Dubai.

### **About COFREX**

COFREX, Compagnie française des expositions, was founded on 23 January 2018. Chaired by Erik Linquier, COFREX prepares, organises and operates France’s participation in expos organised by the Bureau International des Expositions (BIE), and Dubai 2020 World Expo specifically. COFREX organises all ancillary events and, in general, all financial, commercial, industrial, real-estate and movable property operations directly or indirectly related to this purpose or that may facilitate its achievement.

For more information (in French), go to [www.cofrex.fr](http://www.cofrex.fr)



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