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**REPUBLIC OF ZAMBIA**

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**PRESS STATEMENT BY MINISTRY OF INFORMATION AND MEDIA  
PERMANENT SECRETARY, MR. KENNEDY KALUNGA IN HIS CAPACITY  
AS CHAIRPERSON OF THE PUBLICITY SUB COMMITTEE ON ZAMBIA'S  
PARTICIPATION AT THE EXPO 2020 DUBAI**

January 2022

**Ladies and gentlemen,**

I wish to welcome you to this press briefing to update you and through you, the nation at large, on Zambia's participation at Expo 2020 Dubai.

As you maybe aware, as Permanent Secretary- Ministry of Information and Media, I am chairing the Publicity Subcommittee of this event.

**Ladies and gentlemen,**

Government has intensified its efforts to enhance the country's visibility and competitiveness at the global stage to attract investment.

I am , therefore, glad to inform you that Zambia is among over 192 countries that are at the Expo 2020 Dubai or World Exposition (World Expo) which commenced on 1st October, 2021 and is running up to 31st March, 2022 under the theme "Connecting Minds, Creating the Future" and has three sub-themes on Opportunity, Mobility and Sustainability. Zambia is exhibiting under, the "Opportunity" sub-theme with a country theme of "Come to Zambia, a land of Peace and Opportunities."

The Expo aims to provide opportunities to look at how both advanced and emerging economies can work together and build new bridges to foster balanced and equitable growth. Under the Dubai Expo 2020, countries have been allocated National Days to promote trade and investment, tourism and cultural endowments.

In this regard, Zambia is expected to celebrate its National Day on 20<sup>th</sup> January, 2022. On the sidelines of the event, the country is scheduled to hold a Trade and Business Forum under the theme "**Doing Business in Zambia.**" The objective of the business forum will be to showcase Zambia's trade and investment opportunities.

Zambia is also expected to showcase her cultural heritage and various other opportunities for both leisure and investments from her rich cultural diversity, vast agro production capacity and large value addition opportunities.

His Excellency, Mr. Hakainde Hichilema, President of the Republic of Zambia, is expected to grace the National Day scheduled for 20<sup>th</sup> January, 2022 in Dubai.

Other activities for the National Day include; Country Business Briefings, cultural performances, bilateral meetings, media conferences, business to business meetings, and food fair.

I am glad to state that preparations for Zambia's participation at this high level global event that will bring together over 25 million people from various parts of the world,

have since advanced to ensure that the country derives maximum benefits from the Expo. The Expo opened in October, 2021 and will end on 31<sup>st</sup> March, 2022.

Over Forty (40) Zambian companies are expected to participate in the Dubai Expo.

Government is delighted by the enthusiasm shown by Zambian companies to participate in the Expo.

Other activities that the Government has lined up in Dubai include, Tourism Week, Fashion Week as well as a Commodity Week as platforms to showcase 'proudly' Zambian products in these sectors.

Benefits of Zambia's participation in the Expo include the following:

- (a) The Expo will serve as a platform for the country to market its investment opportunities in the priority sectors of the economy such as tourism, agriculture, manufacturing, energy and construction;
- (b) The Expo will provides a platform for business networking between Zambian business and counterparts to develop best strategies towards improving their competitiveness and integrate better into the globalized world;
- (c) The Expo will provide a platform for sharing knowledge and practices on ways to exploit opportunities in natural resource endowments;
- (d) The Expo will optimize opportunities for individuals, SME's and institutions by ensuring their participation in programmes running alongside the Expo;
- (e) The Expo will provide an opportunity to utilize the highest advantage of entering into the international market; and
- (f) Enhance and establish business partnerships, Joint venture between Zambian companies and other enterprises from across the globe.

**Ladies and gentleman,**

I wish to urge the media to take keen interest in the Expo by highlighting Zambia's participation and the business deals that various companies are expected to strike for the benefit of the country.

Government believes that the media is a critical partner and player in advancing Zambia's interest at the international stage.

I thank you.