EXPO 2020 DUBAI UAE

Bureau International des Expositions

Food and Beverage Guide

for Self-Build Pavilions and Rented Pavilions

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Preface

A unique and memorable dining experience is an integral component of the overall visitor experience that Expo 2020 Dubai promises to deliver to the world. To create an enjoyable, innovative, and exciting visitor experience, Expo 2020 Dubai forges international partnerships and engages with the global community to showcase diversity and creativity in the participants' culinary offerings for the Expo event while celebrating their cultural heritage through food and beverages.

Cuisine tells the story of a culture and expresses a nation in a way that connects to their people, resources, and way of life. Showcasing this component of a participant's country is a valuable ingredient to their overall presentation in the Expo event. Integrating food and beverage offerings to a pavilion's theme gives participants an opportunity to further inspire and energise their visitors.

The Organiser has developed the **Food and Beverage Guide for Self-Build Pavilions and Rented Pavilions** (this document) to provide the participants with necessary information on the fundamental aspects of operating a food and beverage outlet in their Self-Build Pavilion or Rented Pavilion. This document also provides the participants with overall context of the Expo event to help them in the thoughtful design and execution of their food and beverage services, aligned with their own individual concepts and national tastes, and at the same time, inspired by the theme and subthemes of Expo 2020 Dubai.

This document details best practice recommendations, design and operational considerations, and specific requirements by the Organiser and statutory authorities to effectively guide the participants in the planning and delivery of their food and beverage provision. This document will assist the participants in determining what form of food and beverage offer would be made available during the Expo event.

By taking into consideration the relevant laws and regulations of the UAE, the visitor types and preferences, and the commercial and regulatory requirements, participants will be able to determine the effective design and unique food and beverage provision to offer to visitors in concert with the overall theme of their pavilion. This document aims to support that journey with relevant and useful information, key data points, and requirements from the Organiser.

This document should be read in conjunction with Chapter II of the Self-Build Pavilions Guide, Chapter 6 of the Rented Pavilions Guide, and the Special Regulations to understand the design, layout, and operational requirements for retail food and beverage outlets.

The content of this document is outlined in the accompanying table.

Chapter	Content
Chapter 1 Introduction	Integration of the theme and subthemes of Expo 2020 Dubai into the participants' style and approach to food and beverage provision
Chapter 2 Food and Beverage Guiding Principles	Guidelines on spatial planning, commercial proposal submission, and food and beverage regulatory compliance involving halal, tobacco, and alcohol products
Chapter 3 Food and Beverage Operations	Key points of consideration and other guidelines in planning and managing food and beverage operation
Chapter 4 Visitors of Expo 2020 Dubai	Profiles of Expo 2020 Dubai's visitors to understand their food and beverage preferences
Chapter 5 Commercial Requirements and Agreements	Commercial requirements and other guidelines related to the sale of food and beverages on the Expo site
Chapter 6 Design and Planning	A checklist of design requirements when planning for food and beverage space
Chapter 7 Regulatory Requirements and Food Safety	Regulatory requirements in operating food and beverage outlets as well as guidelines on food security and distribution
Chapter 8 Food and Beverage Logistics Requirements	Logistics requirements related to food and beverage provision
Chapter 9 Cleaning, Pest Control, and Waste Management	Participants' responsibilities regarding sanitation, public health, pest control, and waste management
Chapter 10 Staff Welfare	Participants' responsibilities in promoting the welfare of their staff
Chapter 11 Sustainability	Sustainability requirements related to food and beverage provision

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Understanding Controls and Guides

Throughout this document, two criteria for compliance — controls and guides — have been established to assist the participants in planning, commissioning, and operating their food and beverage outlets.

Controls are 'must' statements that establish the compulsory requirements on operating food and beverage outlets on the Expo site to ensure that the standards and aspirations of Expo 2020 Dubai are achieved.

Guides are 'can' or 'should' statements that describe methods or suggested ways of planning, commissioning, and operating food and beverage outlets that meet the specified goals and objectives of Expo 2020 Dubai.

Each control and guide is assigned a unique alphanumeric code. The first character of the code identifies if the statement is a control (C) or a guide (G). The numeric character identifies the sequential order of the control or guide. For example, in the accompanying figure, C-01 is a control while G-04 is a guide.

The controls and guides will facilitate the Organiser in assessing the participants' compliance with Expo 2020 Dubai's food and beverage standards and requirements. These will also help the participants in:

- Managing their food and beverage operations in line with the requirements of the Organiser and the statutory authorities
- Aligning their plans and operations with those of the Organiser
- Communicating to their food and beverage partners in the most informed manner possible

Example of a Control Statement

C-01

Participants who wish to conduct food and beverage operations on the Expo site must comply with the rules and regulations stipulated in the Food Code.

Example of a Guide Statement

G-04

Participants should ensure that their personnel and appointed consultants and contractors use only the Expo site's dedicated smoking areas.

Acronyms, Abbreviations, Units, and Definitions

Acronyms and Abbreviations

Acronym/Abbreviation	Expansion
BIE	Bureau International des Expositions
CO_2	Carbon Dioxide
CPU	Central Production Unit
DEWA	Dubai Electricity and Water Authority
EHG	Emaar Hospitality Group
ESMA	Emirates Authority for Standardisation and Metrology
FIRS	Food Import Re-Export System
GCC	Gulf Cooperation Council
ISO	International Organisation for Standardisation
KPI	Key Performance Indicator
LED	Light-Emitting Diode
LEED®	Leadership in Energy and Environmental Design
MENA	Middle East and North Africa
POS	Point of Sale
PRSV	Pre-Rinse Spray Valve
SME	Small and Medium-Sized Enterprises
UAE	United Arab Emirates
VAT	Value-Added Tax
VIP	Very Important Person

Units

Unit	Expansion
AED	United Arab Emirates Dirham
L	Litre

Definitions

Term	Definition
Administrative Resolution No. 92	Manual of Regulating Smoking in Public Places; the Dubai Municipality regulation governing smoking in public places.
Al Wasl Plaza	The central area connecting the Thematic Districts of the Expo site and featuring the Al Wasl projection screen.
Alcohol Quota System	The method used to ensure that overservice of alcoholic beverages does not occur, limiting the volume of products that can be purchased by a licensed entity on a weekly basis.
Allergen	A harmless substance capable of triggering a response that starts in the immune system and results in an allergic reaction.
Back-of-House Areas	Spaces used as service zones and restricted from public and specific at times to certain Expo operational entities.
Back-of-House Packaging	Crating, wrap, or other external case material used to ship products.
BIE Convention	The Paris Convention of 22 November 1928 relating to international exhibitions as amended and supplemented.
Branding Restrictions	The restrictions imposed at certain times on participants' logistics providers in terms of vehicle branding to protect the Organiser's Official Logistics Partner.
Building Completion Certificate	A certificate issued by the One-Stop Shop after the completion and acceptance of the final inspection of the works as requested by the contractor of a pavilion.
Calendar Days	All days in a month, including weekends and holidays.
Central Production Units	Facilities designed for large-scale food production.
CoEx Campus	The entirety of the CoEx including the adjacent support facilities and entry plaza.
Commercial Guide	A document developed by the Organiser and issued to participants to provide them with the necessary information they need in conducting commercial activities in their Self-Build Pavilion or Rented Pavilion.
Commercial Proposal	A retail and food and beverage plan produced by the participants and approved by the Organiser, outlining the commercial activities that they plan to integrate into their pavilion.
Commercial Visitors	A visitor group that includes corporate partners, provider and concessionary workforce, and commercially important people.
Compostable Waste	Organic and non-organic material suitable for biodegradable conversion.
Consultant	The entity appointed by a participant to design its pavilion and/or manage its construction activities.
Contractor	The entity appointed by a participant to deliver the construction works for its pavilion.
Country Manager	The Organiser's representative appointed to provide support to the participants and communicate the Organiser's requirements throughout the development of their pavilions.
Culinary Experience Pods	Designated restaurant locations for the cuisines of nations operating in Thematic District Pavilions to be brought together and showcased for visitors to enjoy.
Customs Codes	Two unique codes that are issued by the UAE Customs to the participants whose Expo 2020 licence permits them to import and export goods.
Decommissioning	The removal of the contents of a pavilion and of any relevant construction materials after the conclusion of the Expo event.
Delivery Access Protocols	The official procedures that delivery and collection vehicles must abide by before entering the Expo site during lockdown.
Delivery Management System	The management tool that is used to regulate and schedule vehicle access to the Expo site.
Design Day	A notional average day during the Expo event to consider as part of the creative process.
Design Review Checklist	Items that should be considered through the process of establishing final layout.
Dining Outlet	A restaurant intended to table serve a multi-course meal to guests in a seated manner.
Dining Style	Dining choice of a visitor.

Definitions

Term	Definition
Disposable Food Packaging	Food containers or wrapping that is intended to be single use.
Domestic Visitors	Visitors who reside in the UAE including government staff.
Dubai Carbon	Dubai Carbon Centre of Excellence; an entity that is created to assist Dubai with the transition to a green economy.
Dwell Time	The duration of a visitor's stay, may reference the entirety of a visit or the visit to a specific location or restaurant.
Energy Star	A platform commonly used to identify appliances that are increasingly energy efficient.
Entrance Plazas	Areas where visitors gain access to the Expo site.
Expo 2020 Dubai®	The international registered exhibition that will be held in Dubai, United Arab Emirates in 20 October 2020; also referred to as 'Expo 2020,' 'Expo,' 'Dubai Expo 2020', 'Expo Dubai 2020,' or 'Expo event.'
Expo 2020 Licence	A trade licence issued by the Organiser to facilitate the operations of the participants in the UAE including but not limited to the import, export, sale, distribution, and storage of goods.
Expo Commissioner General	The Commissioner General of Expo 2020 Dubai appointed in accordance with Article 12 of the BIE Convention.
Expo Family	A visitor group that includes formally invited guests, including domestic and international dignitaries, members of the BIE, and observers from government departments and organisers from future Expos.
Expo Site	The gated site on which Expo 2020 Dubai will be hosted; also referred to as 'site.'
Fine Dining Outlet	A restaurant intended to table serve a high-end multi-course meal to guests in a seated manner, often featuring highly specialised cuisine, known chefs, or unique experiences.
Food and Beverage Management Cycle	The process of managing a food and beverage operation.
Food and Beverage Outlet	A location used to serve consumable products.
Food and Beverage Pavilions	Buildings on the Expo site dedicated to restaurants and other forms of food and beverage outlets.
Food and Beverage Sample	A small, single bite-sized portion of food, given away free of charge, designed to incent purchase of a food item and to engage or educate a visitor.
Food and Beverage Space	A space within a building used to serve consumable products.
Food Code	The regulatory document on food-related safety and hygienic practice that is issued by the Dubai Municipality.
Food Preference	See *Dining Style*.
Front-of-House Areas	Areas where visitors to Expo have access.
Front-of-House Packaging	Containers, wrapping, or other forms of food packaging designed to be used for service to visitors.
General Regulations	The general regulations of Expo 2020 Dubai that are included in Chapter 9 of the Registration Document as approved by the Bureau International des Expositions (BIE) General Assembly.
Gluten	Proteins commonly found in wheat and other grains.
Green Seal	A standardisation organisation that certifies products as sustainable.
Halal Products	Products that are permissible in accordance with Muslim practices.
Hospitality Zone Licence	The established territory-based permissions for Expo 2020 Dubai to allow third-party operators to serve alcohol within the Expo site.
Impulse Outlet	A location designed to serve a limited number of food or beverage offers to visitors at a high speed.
International Visitors	Visitors from outside the UAE.
ISO 14062	An international standard that describes concepts and current practices relating to the integration of environmental aspects into product design and development.

Definitions

Term	Definition
ISO 20121	An international standard that specifies requirements for an event sustainability management system for any type of event or event-related activity, and provides guidance on conforming to those requirements.
Key Performance Indicator	A unit of measure or set of measures used to determine if operations are conducted in line with requirements.
Leadership in Energy and Environmental Design	Also known as LEED®; a widely recognised green building certification body.
Lockdown	The stage in the life cycle of the Expo event during which a phased security sweep will take place and, after which, all access control measures will come into effect for the event phase.
Logistics and Customs Guide	A document developed by the Organiser and issued to participants to provide them guidance on the processes that they are required to follow to undertake their logistics and customs activities. It defines all parts of the supply chain covering inbound and outbound transportation, customs clearance, warehousing, and distribution to the Expo site, along with onsite logistics services.
Logistics Provider	An entity that provides management over the flow of goods and materials from points of origin to end-use destination. The logistics provider handles shipping, inventory, warehousing, packaging, security, and other related logistics functions for shipments.
Low Day	A notional low day population during the Expo event to be considered during the creative process.
Media	A visitor group that includes all media representatives, including print, digital, broadcast, and social media influencers, that will or have applied for media accreditation.
Mobility District	Physical area in the Thematic Districts showcasing Mobility.
Non-Visitor Hours	The hours at which visitors are unable to access the Expo site during the event.
Official Logistics Partner	The logistics provider that is selected and appointed by the Organiser as an official partner for Expo 2020 Dubai.
One-Stop Shop	The virtual and physical entity that has been set up as a single body to process and respond to all submissions and requests from participants through a single window (the Participant Portal). The One-Stop Shop is integrated with statutory authorities and will facilitate all participants' interactions from initiation through to decommissioning.
Operations Guide	A document developed by the Organiser and issued to participants to provide them guidance on the standards, requirements, and best practice recommendations on planning and managing their operations during the Expo event.
Opportunity District	Physical area in the Thematic Districts showcasing Opportunity.
Organic Food	Food products that meet an established certification standard of sourcing ensuring that certain production conditions have been met.
Organiser	Bureau Expo Dubai 2020, established by the virtue of Decree No. 30 of 2014 issued on 25 June 2014 to administer the organisation and delivery of Expo 2020 Dubai.
Park North	An area on the Expo site located between the Opportunity District and the Sustainability District with park features.
Park South	An area on the Expo site located between the Mobility District and the Sustainability District with park features.
Participant Portal	A web-based portal that facilitates communication between the participant and the One-Stop Shop.
Participants	Countries and multilateral organisations who have received and accepted the official invitation from the Government of the United Arab Emirates to participate in Expo 2020 Dubai; these participants are called Official Participants. Participants also include those parties who have been authorised by the Expo Commissioner General to participate in the Expo event; these participants are called Non-Official Participants and include parties such as corporations, non-government organisations, academic and research institutions, global initiatives, and foundations.
Participation Contract	The contract agreed upon between a Section Commissioner General and the Organiser to establish the terms and procedures by which the participants will take part in Expo 2020 Dubai.
Pavilion Space	The total built-up area within a pavilion.
Person-in-Charge	A certified and trained staff member suitably placed to oversee food safety operations in an outlet.

Definitions

Term	Definition
Pre-Packaged Food and Beverage Products	Items that have been prepared and containerised offsite for consumption onsite.
Public Realm	Public spaces within the security fence.
Rate Card	The information that describes the services available to the participants and the prices for those services. Rate cards are available on the Participant Portal.
Recyclable Waste	Products that can be returned into the value chain through varying processes and diverted from landfill once used.
Registration Document	The registration document submitted to the BIE General Assembly as approved in the 158th General Assembly.
Remote Screening Area	An area offsite where delivery and collection vehicles, their contents, and their drivers are checked to ensure that they are authorised to enter the Expo site.
Rented Pavilions	Pavilions that are built by the Organiser and rented out to participants.
Rented Pavilions Guide	A document developed by the Organiser and issued to participants to provide them guidance on the standards, requirements, and best practice recommendations on the planning, design, and fit-out of their Rented Pavilions.
Reverse Logistics	In sustainable packaging, the method by which outer containers and packing materials are used repeatedly through the supply chain.
RISE™ Sustainable Operations Standards and Guidelines	A document developed by the Organiser based on the RISE (Respect, Impact, Safety, Environment) methodology of Expo 2020 Dubai outlining the standards, guidelines, and best practice recommendations to drive sustainability across all operations on the Expo site.
School Group Visitors	Visitors from domestic and international schools.
Seasonal Produce	Food harvested at particular times of the year to be at peak taste and quality.
Section Commissioner General	The Section Commissioner General of a participant appointed in accordance with Article 13 of the BIE Convention.
Self-Build Pavilions	Pavilions that are built by the participants.
Self-Build Pavilions Delivery Guide	A document developed by the Organiser and issued to participants to provide them guidance on the standards, requirements, and best practice recommendations on the construction and delivery of their Self-Build Pavilions.
Self-Build Pavilions Guide	A document developed by the Organiser and issued to participants to provide them guidance on the standards, requirements, and best practice recommendations on the design of their Self-Build Pavilions.
Shelf Life	The standard time whereby a product is assumed to be safe and of suitable quality.
Snacking In Outlet	An outlet designed to serve guests a sit-down meal via a takeaway or grab-and-go style; often a single-course meal.
Snacking Out Outlet	An outlet designed to serve guests a takeaway or grab-and-go style; often a single-course meal.
Special Day	A notional high-volume day population for the Expo event to be considered during the creative process.
Special Regulations	The Special Regulations listed in Article 34 of the General Regulations.
Spend and Uptake Propensity	The typical spending pattern of a visitor on meals and the frequency of their dining preferences.
Subthemes	Expo 2020 subthemes of Opportunity, Mobility, and Sustainability.
Sustainability District	Physical area in the Thematic Districts showcasing Sustainability.
Sustainability Policy	A policy that outlines Expo 2020 Dubai's commitment to practices and standards that promote environmentally responsible operations and drive sustainable outcomes in order to meet the overarching sustainability objectives for the Expo event.
Sustainable Packaging	Containers, wrapping, or other forms of food packaging designed to help with achieving a sustainable outcome.
Sustainability Targets	Expo 2020 Dubai's aspirations and targets on the different sustainability components such as energy, water, materials, waste, carbon emissions, public realm and ecology, and sustainability awareness.

Definitions

Term	Definition
Talent Visitors	A visitor group that includes performers, artists, lecturers, theme experts, thought leaders, and storytellers delivering content or entertainment
Tax Registration Number	A number allotted by the UAE Federal Tax Authority to registered companies and traders for the purpose of filing tax.
Thematic Districts	Physical areas on the Expo site hosting Self-Build Pavilions, Rented Pavilions, Thematic District Pavilions, Theme Pavilions, and other pavilions.
Thematic District Pavilions	Pavilions that are built by the Organiser and allocated to participants.
Theme	Expo 2020 Dubai theme of *Connecting Minds, Creating the Future*.
Theme Guide	A document developed by the Organiser and issued to participants to guide them in translating the message of Expo 2020 Dubai's theme into a unified direction for the content of their exhibition and in developing compelling and engaging experiences for diverse visitors.
Theme Pavilions	Pavilions located in each Thematic District addressing the subthemes of Expo 2020 Dubai.
Theme Statement	The first official document submitted by participants to the Organiser for approval through the Participant Portal. The Theme Statement defines the overall theme and the general contents of the participants' pavilions, providing an overview of the proposed strategy, thematic content, installations, and activities.
Threat Assessment Critical Control Point	A food safety methodology that utilises a protocol evaluating all risk points along the supply chain including tamper proofing, assurance measures, and access protection to food areas.
UAE Organic	An approval body sanctioned by the UAE Ministry of Climate Change and Environment to certify the quality of organic products.
UAE Vision 2021	A strategy document released by the UAE Federal Government related to the future goals and targets of the country.
Value-Added Tax	A tax on the consumption or use of goods, levied at the point of sale along each step of the supply chain.
Vegan	The practice of abstaining from the use of all animal-based products and byproducts.
Vegetarian	The practice of abstaining from the consumption of meat, poultry, and other animal-based protein. Vegetarians may also avoid dairy-based and egg-based products.
Venue	An operational physical location found onsite or offsite.
Visitor Experience	The overall approach to the enjoyment of visitors at the Expo event.
Visitor Hours	The hours at which visitors are able to access the Expo site during the event.
Waste Hierarchy Framework	The strategic approach to prioritising waste management, evaluating methods to first reduce, then reuse, and subsequently recycle products.
Workforce Visitors	A visitor group that includes staff, volunteers, and contractors delivering Expo services (excluding talent, participant, and concessionary workforce).
Working Days	All official business days of the week, excluding public holidays and weekends. In the UAE, the official business days are from Sunday to Thursday. All Fridays and Saturdays are considered weekends.

1 Introduction

Participants play a key role in ensuring that the overall experience of visitors during the Expo event is memorable and unique.

The Organiser has developed this Food and Beverage Guide for Self-Build Pavilions and Rented Pavilions to fully harness the contribution of the participants in terms of their food and beverage offerings during the Expo event. This document will guide the participants who will build or rent pavilions through the practical steps required to successfully plan, commission, and operate their food and beverage facilities. It will also identify areas that need compliance with regulatory requirements, provide recommendations for areas of consideration, and detail the operational support that will be provided by the Organiser or local government entities.

Expo 2020 Dubai is committed to making the participants' journey seamless and effective should they consider opening a food and beverage outlet as part of their pavilion. Figure 1.1 outlines the key steps in the participants' food and beverage journey.

Figure 1.1 Food and Beverage Journey

Delivering to the design
Participants need to ensure that their food and beverage outlets meet the specifications in the approved designs for their pavilion.

Certifying that the designs meet the approved drawings
In partnership with Dubai Municipality, participants will have to receive a final inspection and sign off to confirm that their food and beverage outlets match the approved drawings.

Ensuring that the necessary paperwork is in place to operate
Participants who will build their own pavilion will have food services automatically available under their Expo 2020 licence. Participants who will rent a pavilion need to identify this requirement to their respective Country Manager.

Considering product availability and storage
Participants are encouraged to source products from their country of origin and to consider proper storage and distribution in their planning.

Creating an attractive and effective destination
Working within their Theme Statement and the vision for their pavilion, participants are encouraged to deliver interesting food and beverage options that are also operationally manageable.

Welcoming the world to Expo 2020 Dubai
Successful delivery of a unique food and beverage space is crucial in creating a positive visitor experience in a pavilion.

A document developed by the Food Safety Department of the Dubai Municipality to establish a world-class food safety system in Dubai.

This document should be read in conjunction with Chapter II of the Self-Build Pavilions Guide, Chapter 6 of the Rented Pavilions Guide, and Special Regulation No.9 to understand the design, layout, and operational requirements for retail food and beverage outlets.

Total International Visitors to Dubai

2016	14.87 million
2017	15.79 million

15.2 MILLION VISITORS → **25.2** MILLION VISITS

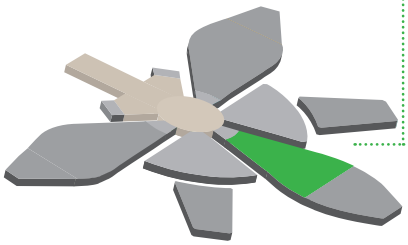
BRINGING
EXPO 2020 DUBAI
TO THE WORLD

200+
Food and Beverage Outlets

Sustainability Targets

At least
85%
segregation of waste (by weight) in food and beverage operations.

100%
compliance for waste segregation on site.



1.1 Integrating the Theme and Subthemes of Expo 2020 Dubai into the Food and Beverage Provision

The Organiser encourages the participants to embrace Expo 2020 Dubai's theme and subthemes in their style and approach to food and beverage provision across the Expo site while curating a space that is authentic and creative to optimise the visitor experience. To understand how to translate the theme into a unified direction for food and beverage design and operations, see the Theme Guide.

G-01 Participants should ensure that their style and approach to food and beverage provision reflects the theme and subthemes of Expo 2020 Dubai. Figure 1.2 captures some ways that participants can align their food and beverage approach with the subthemes.

Figure 1.2 Sample Alignment of Food and Beverage Approach with the Subthemes

Opportunity

- Creating unique and new experiences based on participants' food and beverage offerings
- Recognising the significant value of employment in the food and beverage industry
- Integrating local small and medium-sized enterprises (SMEs) into the food chain
- Educating visitors on lifestyle changes through healthy food choices
- Creating experiences that accommodate 'people of determination,' hiring service staff, or building in supportive elements for customers

Mobility

- Adopting the virtual mobility of innovative, digital ordering platforms
- Using dynamic delivery systems, mobile hawking, and 'pop-up' food provision
- Promoting creative packaging suitable for food 'on the go' for a mobile society
- Hosting progressive meals and communal tables for people to meet and share food and ideas
- Designing innovative solutions for accessibility of people of determination

Sustainability

- Using environmentally friendly food preparation and packaging materials
- Using organic and seasonal products
- Educating the public on the impact of their food choices to the environment
- Sharing information on the environmental impact of food waste

2 Food and Beverage Guiding Principles

Expo 2020 Dubai is committed to achieving the highest standards in all aspects of its delivery including food and beverage provision.

Safety in food and beverages is an important area given the volume of visitors to Expo 2020 Dubai. To ensure a safe dining experience for the visitors, the Organiser has developed a set of guidelines on food and beverage provision to which participants are expected to adhere in concert with all existing regulations in Dubai and the United Arab Emirates (UAE).

This chapter provides guidelines on spatial planning, commercial proposal submission, and food and beverage regulatory compliance involving halal, tobacco, and alcohol products. Further information will be available on the Participant Portal.

2.1 The Food Code

The Food Code is a document developed by the Food Safety Department of the Dubai Municipality which aims to establish a world-class food safety system ensuring that all food and beverages offered in Dubai are properly stored, handled, prepared, displayed, and served. The Food Code is available on the Participant Portal and through the link provided in Supporting Resources.

C-01 Participants who wish to conduct food and beverage operations on the Expo site must comply with the rules and regulations stipulated in the Food Code.

2.2 Spatial Planning

Participants who will build or rent a pavilion have the optional benefit of using up to 20% of their total covered exhibition space for commercial activities such as retail and food and beverage operations. Further details on food and beverage spatial planning are provided in Chapter II of the Self-Build Pavilions Guide and Chapter 6 of the Rented Pavilions Guide.

G-02 Given the climatic conditions in the UAE, participants should ensure that their food and beverages are stored, prepared, and cooked indoors, and that the provisions for indoor and shaded seating areas are duly considered in planning their food and beverage space.

G-03 Participants should ensure that their food and beverage outlets are designed and operated in a way that provides ease of access for children and people of determination. Focus should be given on universal counter heights, ease and security of use of the point-of-sale technology, position and design layouts of menus and viewing and ease of access to the food and beverages from various angle of viewing.

2.3 Commercial Proposal

C-02 Participants who wish to conduct food and beverage operations on the Expo site must submit a commercial proposal to the Organiser for approval through the Participant Portal at least 120 calendar days before the event. The commercial proposal must include the following information:

- Type of commercial activities to be operated (including tobacco products and shisha)
- Price list of food and beverages to be sold
- Alcohol-specific operational procedures for participants who wish to serve alcohol (see Section 2.3)

Participants must refer to Special Regulation No. 9 and ensure that their commercial proposal reflects the regulations. Further details on commercial proposal are provided in the Commercial Guide.

2.4 Halal Products

'Halal' is an Arabic word which means 'permissible.' A halal product is one that is permissible under the Islamic law. The Emirates Authority for Standardisation and Metrology (ESMA) acts as the standard setting body for the UAE regarding halal products. ESMA oversees qualified accreditation bodies who in turn assess certifying bodies who are empowered to affirm that products comply with the halal standards Further details on halal products, including the list of ESMA-registered halal certification bodies in the UAE and other countries, are available through the link provided in Supporting Resources.

C-03 All food products must be halal except pork, products with pork ingredients, and food prepared with alcohol. Participants who wish to serve pork, products with pork ingredients, or food prepared with alcohol must abide by the regulations in the Food Code, which include the requirements for receiving, storing, handling, and cooking procedures that need to be followed.

C-04 Participants must obtain relevant permits to import pork and products with pork ingredients. See the Logistics and Customs Guide for details related to the import of goods.

C-05 Participants must ensure that pork and products with pork ingredients are clearly labelled and stored in separate cabinets and clear containers to prevent contamination with other food.

C-06 Participants must ensure that pork and products with pork ingredients are prepared in an area separate from halal products.

C-07 Participants must provide clear and accurate information on their menus, signage, and food labelling regarding the pork content of their products..

C-08 If participants wish to serve food with alcohol content, then they must clearly indicate the dish that contains alcohol on the menu. Food that contains alcohol must be served within a licensed area only. The same dish must be available in a non-alcoholic version, if requested. Food items with trace amounts of alcohol content (whether in condiments, sauces, or other related items) must also comply with this guideline. Participants must provide this information to the Organiser as part of their menu submission. See Section 3.3.

Figure 2.1 shows sample menu icons that are used to indicate the most common food allergens and other dietary choices. For illustrative purposes, a sample menu that uses some of these icons is shown in Figure 2.2. Note that the menu includes clear pricing and uses simple icons to identify food and beverages with ingredients that may be sensitive to some visitors.

Figure 2.1 Sample Menu Icons

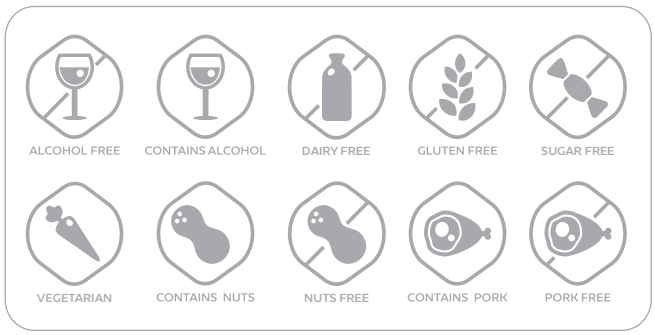


Figure 2.2 Sample Menu

2.5 Alcohol Products

Customary practices around the sale and consumption of alcohol in the UAE require that the activity is conducted in a culturally aware manner. Where alcohol service is licensed, participants are advised to consider the visitors and the environment while working with the Organiser to ensure that the approach meets the norms of Dubai and the UAE.

Participants who wish to serve alcohol as part of their food and beverage operation need to take the following key principles into account:

- The legal age for drinking alcohol in the UAE is 21. Licensed operations need to ensure that underage consumption of alcohol does not occur.
- Alcohol service hours will be proposed by the participants, however, it is important to consider the last call times in advance of the Expo closing hours to allow an orderly conclusion to the evening.

C-09 Participants must comply with the regulations governing alcohol service hours, legal age for drinking alcohol, and the use of alcohol in cooking.

The Organiser has established a Hospitality Zone Licence for the Expo event. The rules and regulations stipulated in this licence will govern the methods, amounts, and conditions related to serving alcohol on the Expo site.

The entire Expo site will adopt a specific alcohol quota system which will be managed as:

- A weekly site-wide purchase
- A weekly purchase allowance for each entity who is permitted to serve alcohol

The Organiser will manage and coordinate the alcohol quota system with the relevant statutory authorities, and will assist the participants with their requests to increase their quota for special events. The quota is designed to ensure traceability for alcohol products specifically meant to be sold for consumption in the Expo event and to adequately manage overconsumption through promotions and offers.

C-10 Participants who wish to serve alcohol as part of their food and beverage operation must ensure to submit the alcohol-specific design requirements and operational procedures in addition to the documents required as part of their overall design submissions (see Section 6.1) and commercial proposal (see Section 2.3), respectively. See Figure 2.3.

An Alcohol Permit will only be issued to the participants after meeting the requirements indicated in Figure 2.3 and after obtaining the Building Completion Certificate on completion of their pavilion construction. Once Alcohol Permit is obtained, participants may start purchasing and storing alcohol.

C-11 Participants must submit a request for operational verification to the Organiser through the One-Stop Shop to arrange a schedule for physical inspection of their food and beverage facilities, including the proposed venue from where alcohol will be served. The Organiser and other relevant authorities will conduct the inspection to ensure that the participants comply with the laws and regulations regarding food and beverages and alcohol service. The Organiser reserves the right to request for additional documentation from the participants, when needed.

Figure 2.3 Alcohol-Specific Design Requirements and Operational Procedures

Design Items	Operational Procedures
The design must: › Clearly show the demarcation of licensed areas and non-licensed areas › Show secure storage for alcohol stock › Include toilets within licensed areas › Indicate how licensed areas will be visually obscured from public view › Locate appropriate places for signage to indicate where alcohol cannot be taken out of the licensed area	**The following operational procedures must be in place:** › Safe service procedures to prevent underage consumption of alcohol › Safe service procedures to stop serving alcohol to intoxicated persons › Proposed hours of service, with final call times › Menu of alcoholic beverages being sold inclusive of pouring sizes, prices, and any planned promotional activity › Training procedures for staff who will handle alcohol related to the above procedures › Procedures for safely managing the number of people in the licensed area

On satisfactory result of the inspection, participants will receive a permit to serve alcohol. Figure 2.4 captures the entire process of obtaining a permit to serve alcohol.

The Organiser will grant the participants who have obtained an Alcohol Permit with a set alcohol quota on a monthly basis. Changes to the quota can be made with the support of the Organiser.

C-12 Participants must maintain records of all documentation pertaining to the quantities and movement of their alcohol stock and submit a report to the Organiser on a weekly basis.

C-13 Alcohol must only be served at restaurants and hospitality locations licensed by the Organiser.

C-14 Participants must strictly manage and control the distinct licensed venues within their pavilion space where alcohol is permitted to be served and consumed. Alcohol served from one licensed venue must only be consumed within that venue. For example, a pavilion with a licensed restaurant must not allow visitors to take alcohol from one licensed venue out into the public domain of the pavilion.

C-15 Participants must ensure that their personnel, including their consultants and contractors, do not consume alcohol on the Expo site while on shift and while wearing their uniform.

The Organiser will conduct an alcohol safe-service training programme which covers aspects such as proper identification of visitors, limitations on service due to overconsumption, management of the boundaries of the licensed restaurants, and other necessary measures regarding alcohol consumption.

C-16 Participants must ensure that their food and beverage staff, who will handle and serve alcohol to visitors, complete the Organiser's safe-service training programme.

Participants may acquire alcohol through any of the following means:

- **Through the nominated alcohol supplier for Expo 2020 Dubai**: The Organiser will nominate an alcohol supplier with access to a wide variety of alcoholic beverages and the ability to manage specific requests, warehousing, and distribution. This supplier will be assured of handling all requisite site access, personnel accreditation, and related logistics support to deliver a consistent level of service. The nominated supplier will provide a rate card for customs clearance, warehousing, and distribution services for the non-binding consideration by the participants. Rate card will be available on the Participant Portal.
- **Through other local alcohol suppliers**: Participants may choose to purchase from other suitably licensed suppliers from Dubai to ensure that applicable taxes and duties have been paid on all alcoholic beverages.

Figure 2.4 Process to Obtain Permit to Serve Alcohol

The Organiser will ensure that their nominated alcohol supplier offers a competitive price list, reflective of best market rates, to all food and beverage operators on the Expo site.

Participants are encouraged to engage with their selected alcohol supplier early on to understand the product portfolio available and initiate any special orders to be imported specific for the Expo event.

For non-commercial activities such as hosting private events, participants may seek to import alcohol through the provisions allowed via their diplomatic status in the UAE or via a non-commercial product import route provided by the Organiser's nominated supplier.

C-17 Participants who choose to import alcoholic beverages (for their non-commercial activities) under diplomatic permissions must comply with the rights granted by the Ministry of Foreign Affairs.

C-18 Participants must ensure that all of the alcoholic beverages they have imported for non-commercial activities are clearly identifiable. These alcoholic beverages must not be removed from the Expo site unless approval is obtained from the Organiser and other relevant regulatory authorities. Further details are provided in the Logistics and Customs Guide.

C-19 Advertising and promotion of alcohol and alcohol brands is not permitted in the UAE. Participants must not display or promote alcohol or alcohol brands outside the licensed area of their pavilion and within view of the public outside their pavilion.

C-20 Participants who have an Alcohol Permit and wish to serve alcohol during a special event that is not held or hosted within the approved premises of their existing permit must request for an Alcohol Permit for Event from the Organiser. The request must include the information indicated in Figure 2.5 and must be submitted through the One-Stop Shop at least 15 working days before the scheduled event.

The Organiser will review the submission within 5 working days and return approval or clarifications.

C-21 If participants do not have an existing Alcohol Permit but wish to operate a licensed event, then they must submit the details listed in Figure 2.5 for consideration of the Organiser.

The Alcohol Permit for Event will be valid for a defined period to allow the participants to purchase and dispose of alcohol products.

As with the non-event permitting procedure, the final approval to conduct the service or sale of alcohol at the related event will be issued upon verification by the Organiser that the conditions described in the application are met by the licensed party. In addition, the Organiser will manage the extension of the participants' alcohol quota to ensure that alcohol products are available once the event has been approved.

Figure 2.5 Requirements for Alcohol Permit for Event

Event Information and Design Details	Operational Procedures
The request must include: › **Event-specific information such as:** – Date and hours of the event – Expected number of attendees – Details of the caterer to be used – Number of security personnel planned › **Design-related details such as:** – Event layout – Clear demarcation of the licensed areas proposed for the event, indicating toilets within the licensed areas – Plan on how licensed areas will be visually obscured from public view – Plan showing appropriate control points for signage to indicate where alcohol cannot be taken out of the licensed area	**Participants must confirm the operational procedures from their parent licence and apply or submit the relevant details that are specific to their event:** › Safe service procedures to prevent underage consumption of alcohol › Safe service procedures to stop serving alcohol to intoxicated persons › Proposed hours of service, with final call times › Menu of alcoholic beverages being sold inclusive of pouring sizes, prices, and any planned promotional activity › Training procedures for staff who will handle alcohol related to the above procedures › Procedures for safely managing the number of people in the licensed area

2.6 Tobacco Products

Participants are required to adhere to the overriding legislation governing tobacco, which is the Administrative Resolution No. 92: Manual of Regulating Smoking in Public Places, that is issued by the Dubai Municipality. Administrative Resolution No. 92 is available on the Participant Portal and through the link provided in Supporting Resources.

Smoking inside any building that is managed by the Organiser is prohibited.

G-04 Participants should ensure that their personnel and appointed consultants and contractors use only the Expo site's dedicated smoking areas.

C-22 Participants who will build a pavilion and who wish to have a dedicated smoking area within their space must set and manage their own Tobacco Policy for their building and grounds in compliance with the Administrative Resolution No. 92, which also covers the regulations for shisha smoking.

C-23 Participants who will rent a pavilion must prohibit smoking of any form within their pavilion.

C-24 Participants must not commercially sell tobacco products and shisha.

2.7 Other Food and Beverage Considerations

2.7.1 Food and Beverages Brought onto the Expo Site

From the period following the secure lockdown of the Expo site through to the conclusion of the event, visitors will not be allowed to bring food and beverages onto the site. This restriction will be widely publicised before the Expo event, and will be controlled and managed via the security checkpoints, through which all visitors and staff will pass. Food and beverages may be allowed onto the site for exceptional cases such as for medical purposes (which will require medical proof) and for infant food.

Participants' staff will be allowed to bring food and beverages onto the site for personal consumption.

2.7.2 Dietary Requirements

With an increasing level of awareness surrounding allergens and food sensitivities, the Organiser strongly encourages all parties engaging in the trade of food and beverages to consider products that cater to visitors with potential concerns related to specific ingredients. The Organiser's food and beverage provision across the Expo site will cater for the most common allergens and sensitivities held by visitors including but not limited to:

- Cow's milk and other related dairy products (mostly in children)
- Eggs
- All kinds of nuts such as peanuts, walnuts, almonds, pine nuts, brazil nuts, and pecans
- Soy-based products
- Wheat and other grains with gluten including barley, rye, and oats
- Seafood such as fish, shrimp, and shellfish (mostly in adults)

G-05 Participants should offer food and beverages that will cater to visitors with special dietary requirements such as vegetarian, vegan, gluten-free, or dairy-free. Participants may choose to offer heart healthy or low-calorie options and note these on their menus accordingly. An ingredient list should be made available for each food or beverage product so that visitors can easily identify potential allergens if they request to have the list.

C-25 Participants must ensure that the food and beverages they will offer to children are nut-free.

3 Food and Beverage Operations

From quick service options to casual dining and upscale dining, visitors to Expo 2020 Dubai will seek a wide variety of food and beverage options to suit a number of different occasions.

Participants are responsible for planning and managing their own food and beverage operations. In particular, participants are responsible for overseeing their entire food and beverage management cycle from procurement, purchasing, transportation, stock management, logistics, and delivery through to preparation, service, and waste segregation. A typical food and beverage management cycle is shown in Figure 3.1.

Figure 3.1 Food and Beverage Management Cycle

3.1 Selecting Food and Beverage Partners

An important consideration for the successful service delivery during the Expo event is the effectiveness of the participants' supply chain. Participants have the opportunity to select food and beverage partners who have the experience, commercial expertise, and proven track record of operating within the regulatory control of the UAE.

A wide range of ingredients sourced from around the world are available through an array of distributors and vendors in the UAE and, as such, the Organiser encourages the participants to use local suppliers. Participants who wish to import products for their food and beverage operation are encouraged to review the Import and Re-export Requirements for Foodstuff document of the Dubai Municipality. See the link provided in Supporting Resources.

G-06 Participants who choose to use providers from outside the UAE should ensure that these providers comply with the food safety regulations enforced by the Dubai Municipality.

3.2 General Inspections

The Organiser, along with the relevant authorities, will conduct site inspections of the participants' food and beverage facilities to ensure that these are operating in compliance with the laws and regulations of Dubai. Before conducting an inspection, and if requested by the participant, the Organiser's representatives or inspectors will present their credentials to verify their identity and purpose.

C-26 Participants must cooperate with the Organiser during the inspection of their food and beverage facilities. Upon request, the Organiser must be given access to the premises in order to conduct the inspection. Based on the result of the inspection, the Organiser may direct the participants concerned to undertake the necessary measures of improvement, at their own cost, to ensure public safety. Participants must follow the directives of the Organiser, otherwise appropriate measures may be imposed.

3.3 Menus and Menu Displays

C-27 Participants must submit their menus (in Arabic and English) to the Organiser through the Participant Portal at least 120 calendar days before the Expo event. Changes to menus during the event must also be submitted to the Organiser. Where menus are found not to meet the required standards, the Organiser has the right to request remedial action.

C-28 All menu displays and handheld menus must be in at least two languages: Arabic and English.

G-07 Participants should coordinate with the Organiser to secure the services of an accredited translating service, where needed.

C-29 Participants must ensure that their menus clearly display common allergen details in line with the regulations in the Food Code and international best practice. See the sample menu in Figure 2.2.

C-30 Participants must clearly indicate the prices of their food and beverage products on display including details of additional or incorporated taxes.

3.4 Visitor Hours

The visitor hours of the commercial facilities on the Expo site are shown in Figure 3.2. Participants need to ensure that their food and beverage operation is aligned with the Expo site's visitor hours, taking into consideration the last call times in advance of the Expo closing hours.

Figure 3.2 Visitor Hours

Day	Visitor Hours of Commercial Facilities
Saturday to Wednesday	10:00 AM – 01:00 AM*
Thursday and Friday	10:00 AM – 02:00 AM*

*Next day

4 Visitors of Expo 2020 Dubai

Expo 2020 Dubai aims to create an environment that offers memorable and unique visitor experiences. To achieve this, the Organiser has taken into consideration the diverse and complex array of visitor groups in planning food and beverage facilities.

This chapter identifies the different visitor groups and subgroups of Expo 2020 Dubai and provides detailed information about the profiles of each main visitor group. This chapter also provides initial assumptions on the current modelling for food and beverage provisions as well as general information on the food and beverage outlets that are managed by the Organiser.

The information shared in this chapter is based on the current data available to the Organiser and is intended to serve as a reference point for the participants to plan and manage their food and beverage operations. The Organiser will continually refine the information they have on visitors and share any updates to the participants via the Participant Portal.

4.1 Visitor Groups and Subgroups

To better understand the visitors who are expected to patronise Expo 2020 Dubai, the Organiser has developed a visitor model based on a series of inputs. These input sources included statistics on UAE's visitors, benchmarks from previous World Expos, and current UAE resident information. As a result, the Organiser has identified 10 groups and 44 subgroups of visitors of Expo 2020 Dubai (see Figure 4.1). The 10 groups of visitors are:

- **Domestic Visitors:** Visitors who reside in the UAE including government staff.
- **International Visitors:** Visitors from outside the UAE.
- **School Groups:** Visitors from domestic and international schools.
- **Commercial:** Corporate partners, provider and concessionary workforce, and commercially important people.
- **Talent:** Performers, artists, lecturers, theme experts, thought leaders, and storytellers delivering content or entertainment.
- **Expo Family:** Formally invited guests, including domestic and international dignitaries, members of the BIE, and observers from government departments and organisers from future Expos.
- **Official Participants:** Countries and multilateral organisations who have received and accepted the official invitation from the UAE Government to participate in Expo 2020 Dubai.
- **Non-Official Participants:** Entities such as corporations, non-government organisations, academic and research institutions, global initiatives, and foundations who have been authorised by the Expo Commissioner General to participate in Expo 2020 Dubai.
- **Media:** All media representatives, including print, digital, broadcast and social media influencers, that will or have applied for media accreditation.
- **Workforce:** Staff, volunteers, and contractors delivering Expo services (excluding talent, participant, and concessionary workforce).

Figure 4.1 Visitor Groups and Subgroups

GROUPS	SUBGROUPS						
Domestic Visitors	Individual	Business	Family	Government			
International Visitors	Individual	Business	Family	Groups	Transit		
School Groups	Domestic Schools	International Schools					
Commercial	Premier Partners	Official Partners	Commercially Important Persons	Corporates	Concessionary Workforce	Official Supporters	
Talent	Artists and Performers	Technical Crew	Headline Talent				
Expo Family	BIE Technical Committee	Higher Committee	Observers	Domestic VIPs	International Dignitaries	Future Dubai Leaders	Finance Committee
Official Participants	Participants Operating in Self-Build Pavilions	Participants Operating in Rented Pavilions	Participants Operating in Thematic District Pavilions	Official Participant Workforce			
Non-Official Participants	Non-Governmental Organisations	Academia	Non-Official Participant Workforce	Intergovernmental Organisations			
Media	Media	Broadcast	Media VIP				
Workforce	Full Time Employees	Paid - Outsourced	Contractor	Construction	Volunteers	Secondees	

While it is acknowledged that all visitor groups may visit all pavilions and use the food and beverage facilities, this chapter concentrates solely on the core, high-volume groups: the domestic visitors and the international visitors.

4.2 Visitor Profile

To better understand the preferences of the visitors of Expo 2020 Dubai, the Organiser has analysed the profiles of the two main visitor groups – domestic visitors and international visitors – as to their food preferences, dwell time, dining style, and spend and uptake propensity. See Figure 4.2.

Figure 4.2 Factors that Influence Visitor Profile

Food Preferences

Provide an essence of what a group expects in terms of food style, which has the potential to inform approaches towards food offers for specific subgroups that will enhance visitor experience.

Dwell Time

Communicates the expected amount of time spent in each type of food and beverage outlet which is often dependent on cultural or environmental factors and on the size of the group in attendance. Dwell time provides insight into the design requirements and spend propensity.

Dining Style

Delivers insight into inclinations towards dining, snacking, or impulse meals based on the type of visit, spend capability, and individual characteristics. It also has the potential to inform approaches and locations of food styles for specific subgroups that will help enhance visitor experience.

Spend and Uptake Propensity

Provides insight into spend patterns and is dependent on attributes such as annual income, profession, and occasion of visit. Understanding the spend capability of visitors will inform the design and service requirements, procurement approach, and dwell times.

4.2.1 Domestic Visitors

Domestic visitors are UAE nationals and expats, including government staff, who are visiting Expo 2020 Dubai or attending an event at a venue within the Expo site. The UAE's Federal Competitiveness and Statistics Authority reports that approximately 9% of the country's population are UAE nationals and 91% are expats: Asian expats (52.5%), Arab expats (33.5%), and other expats (5%). See Figure 4.3.

Figure 4.3 UAE Population

Source: Federal Competitiveness and Statistics Authority of the UAE

The profile of domestic visitors is shown in Figure 4.4. This figure needs to be viewed in conjunction with Table 4.1.

Generic Dining

- UAE nationals are expected to indulge from Arabic and international cuisines, except pork and alcohol products. They are likely to conform to local Arabic dining culture which consists of longer dwell times for meals to socialise with family and friends. They may also look for exciting and unique thematic experiences that cannot be experienced offsite.
- Expat visitors from Tier 1 have varying preferences, dwell times, and spend propensity. Some expats may prefer Arabic cuisine, while others may have appetite for Eastern and Western food options including pork and alcohol products.
- Expat visitors from Tier 2 are likely to prefer South or East Asian cuisine and to spend minimally. They may also have short dwell times to make the most of their experience in the pavilions as opposed to dining locations.

Example Food

- Local Arabic cuisine may include mezze buffets, savoury dips, Arabic bread, dairy products, Arabic tea and coffee, local dates, Arabic sweets or desserts, rice dishes, lamb and poultry dishes, and lentils.
- Eastern cuisine includes rice, noodles, sushi, curries, mung beans, soy beans, soup, and seafood.
- Western cuisine is based around bread, pasta, potatoes, chicken, beef, and root vegetables. This cuisine includes burgers, sandwiches, fries, pasta dishes, and cooked breakfasts.

Subgroups	Individual			Business		Family			Government
Origin	UAE Nationals	Expats		UAE Nationals	Expats	UAE Nationals	Expats		UAE Nationals
Income Tier	T1	T1	T2	T1	T1	T1	T1	T2	T1
Dwell Time	Moderate	Moderate	Short	Moderate	Long	Long	Moderate	Long	Moderate
Dining Style	Dining	Dining	Snacking	Dining	Dining	Dining	Dining	Snacking	Dining
Spend and Uptake Propensity	High	Moderate	Low	High	High	High	High	Low	High

Figure 4.4 Domestic Visitors' Profile

Table 4.1 Income Tier, Dwell Time, Dining Style, and Spend and Uptake Propensity

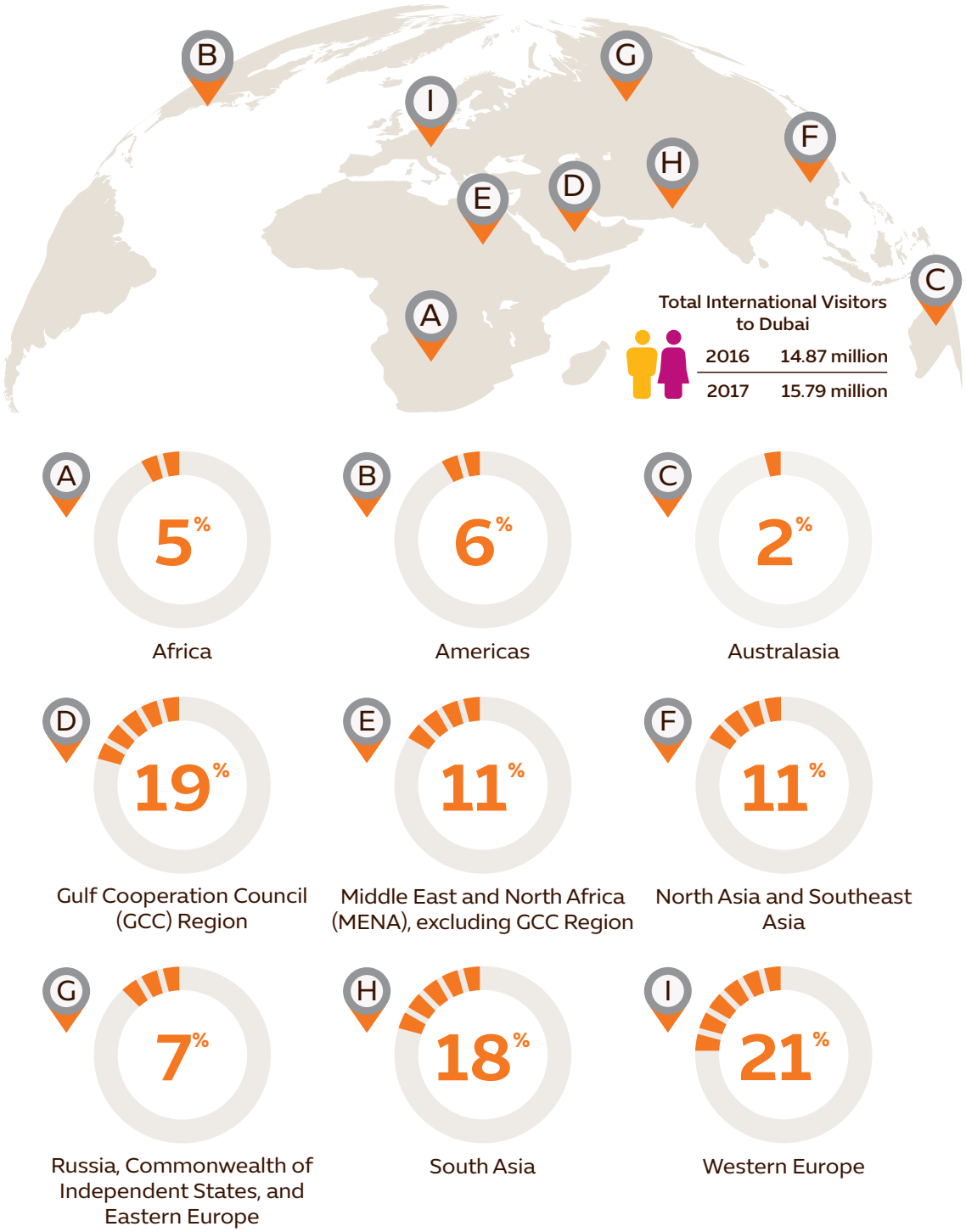
Term	Description
Tier (Income per Month)	
Tier 1 (T1)	High-income households
Tier 2 (T2)	Middle-income households
Restaurant Dwell Time	
Short	< 30 minutes
Moderate	30 to 60 minutes
Long	> 60 minutes
Dining Styles	
Impulse	Single item purchases of light foods that are bought spontaneously, and tend to be consumed between main meals. Examples are pastries, chocolates, fresh fruit cups, crisp potatoes, dates, and nuts.
Snacking	Multi-item purchases of informal meals that are easy to consume on the go. Examples are sandwiches, Arabic savoury pastries, falafel, pizza slices, wraps, and vegetables or crisps with hummus pots, often accompanied with beverages.
Dining	Full-service, sit-down meals that are typically based on main meal occasions (breakfast, lunch, and dinner) with longer dwell times and higher spends.
Expected Spend and Uptake Propensity (Per Person, Per Meal)	
Low	< AED 30
Moderate	AED 30 to AED 60
High	> AED 60

4.2.2 International Visitors

International visitors are visitors from outside the UAE who are visiting Expo 2020 Dubai or attending an event at a venue within the Expo site. It is envisaged that approximately 70% of the total number of visitors to Expo 2020 Dubai will be from this group. Figure 4.5 shows Dubai's source of international visitors (by region) at the present time, according to the Department of Tourism and Commerce Marketing. It is expected that this data remains relatively constant leading into and during the Expo event.

The profile of international visitors is shown in Figure 4.6, which needs to be viewed in conjunction with Table 4.1.

Figure 4.5 Dubai's Source of International Visitors (by Region)



Source: Department of Tourism and Commerce Marketing of Dubai

Figure 4.6 International Visitors' Profile

Generic Dining

- The food preferences, dwell times, dining styles, and spend and uptake propensity of international visitors will vary greatly. Many international visitors will expect food choices from around the world, specifically Eastern and Western cuisine, while some visitors will look forward to experiencing Arabic cuisine to immerse themselves in the Middle East culture.

Example Food

- Local Arabic cuisine may include mezze buffets, savoury dips, Arabic bread, dairy products, Arabic tea and coffee, local dates, Arabic sweets or desserts, rice dishes, lamb and poultry dishes, and lentils.
- Eastern cuisine includes rice, noodles, sushi, curries, mung beans, soy beans, soup, and seafood.
- Western cuisine is based around bread, pasta, potatoes, chicken, beef, and root vegetables. This cuisine includes burgers, sandwiches, fries, pasta dishes, and cooked breakfasts.

Subgroups	Individual	Business	Family	Group	Transit
Dwell Time	Short	Long	Long	Moderate	Short
Dining Style	Snacking	Dining	Dining	Dining	Impulse
Spend and Uptake Propensity	Moderate	High	Moderate	Moderate	Moderate

4.2.3 Group Styles

The Organiser aims to optimise the visitors' food and beverage experience by providing diverse service offerings during the Expo event. Participants are encouraged to take into account the food and beverage style, layout, and service considerations for each visitor group classification. See Table 4.2.

Table 4.2 Food and Beverage Style, Layout, and Service Considerations

Visitor Group Classification	Food and Beverage Style Considerations	Food and Beverage Layout and Service Considerations
Individuals	Value, choice, and inclusion-based food and beverage offers Individual portions (serving size)	Personal service Personal space Non-intrusive atmosphere
Couples	Value, choice, and inclusion-based food and beverage offers Individual and sharing portions (serving size) such as sharing platters Provision of picnic style food and beverages	Personal service Personal space Non-intrusive atmosphere Intimate seating
Small Groups (3-9)	Value, choice, and inclusion-based food and beverage offers Individual and sharing portions (serving size) such as sharing platters Provision of picnic style food and beverages	Price discounts Entertaining service Inclusive atmosphere Appropriate group seating to allow for socialisation
Large Groups (10 and above)	Value, choice, and inclusion-based food and beverage offers Individual and sharing portions (serving size) such as sharing platters Provision of picnic style food and beverages	Price discounts Entertaining service Inclusive atmosphere Appropriate group seating to allow for socialisation

4.2.4 Day and Night Visits

Table 4.3 provides comparison of the differences and variations in each visitor group identified and their preference towards dining style, dwell time, visitor uptake, and spend propensity between day and night timeframes.

Table 4.3 Comparative Analysis Between Day and Night Visits

	Day Visit	Night Visit
Demographic Variations	Proportionally: More young families More children More working media and business people More participants	Proportionally: More couples More mature families More socialising media and business people
Dining Style	Snacking and impulse	Dining and fine dining
Dwell Time	Proportionally shorter overall dwells in food and beverage outlets	Proportionally longer overall dwells in food and beverage outlets
Visitor Uptake	Proportionally lower in food and beverage outlets	Proportionally higher in food and beverage outlets
Spend Propensity	Proportionally less on food and beverages	Proportionally more on food and beverages

4.3 Food and Beverage Assumptions

The Organiser has used the initial assumptions provided in Figure 4.7 in the current modelling for food and beverage provisions at Expo 2020 Dubai. Participants are encouraged to take these assumptions into consideration when planning their food and beverage provisions.

Figure 4.7 Food and Beverage Assumptions

35% of all visitors are expected to buy food and beverages from participants' outlets.

30% of the total demand for food and beverages is anticipated to occur in the evening.

5% of the total demand for food and beverages is predicted to occur on the 10 'special' days, when visitor numbers are expected to be over 250,000 per day.

30% of the total demand for food and beverages is predicted to occur on the 50 'design' days, when visitor numbers are anticipated to be approximately 210,000 per day.

65% of the total demand for food and beverages is anticipated to occur on the 113 'low' days with anticipated attendance of 125,000 to 135,000 depending on school tour traffic.

4.4 Food and Beverage Outlets Managed by the Organiser

The Organiser will appoint experienced partners to deliver a variety of food and beverage provisions during the Expo event. Each partner will operate within a defined number of areas. Twenty percent of this food and beverage provision will be subcontracted to SMEs.

To cater to all visitor groups, the Organiser will offer different styles of food and beverage outlets that are strategically located at key areas across the Expo site:

- **Food and Beverage Pavilions:** Located in the Thematic Districts, these pavilions will feature different styles of food and beverage outlets spread across the three floors of each building.
- **Culinary Experience Pods:** Located within a Food and Beverage Pavilion in each Thematic District, these pods will showcase the national foods of countries occupying the Organiser's pavilions. Details on Culinary Experience Pods will be published on the Participant Portal.
- **Entrance Plazas:** The Organiser will ensure that food and beverage services are available to visitors as they arrive to the Expo site.
- **Al Wasl Plaza:** A number of Al Wasl Plaza buildings will host food and beverage offers at the ground level.
- **CoEx Campus:** A variety of food and beverage outlets may be made available in the CoEx Campus, some of which may be opened at times related specifically to activities being held.
- **Park areas (Park North and Park South):** The parks will host a variety of food and beverage offers that support the activities and environment of these spaces.

There will be no Organiser-delivered food and beverage provision among the Self-Build Pavilion plots or within the concourse adjacent to the Self-Build Pavilions, other than pop-ups, hawking, mobile, and kiosk style offerings located in the public realm.

The Organiser has appointed Emaar Hospitality Group (EHG) to manage a number of hospitality areas that are centrally located and overlooking Al Wasl Plaza. EHG may also serve a wide variety of hospitality functions, if requested by the participants. Further information on the hospitality provisions will be published on the Participant Portal.

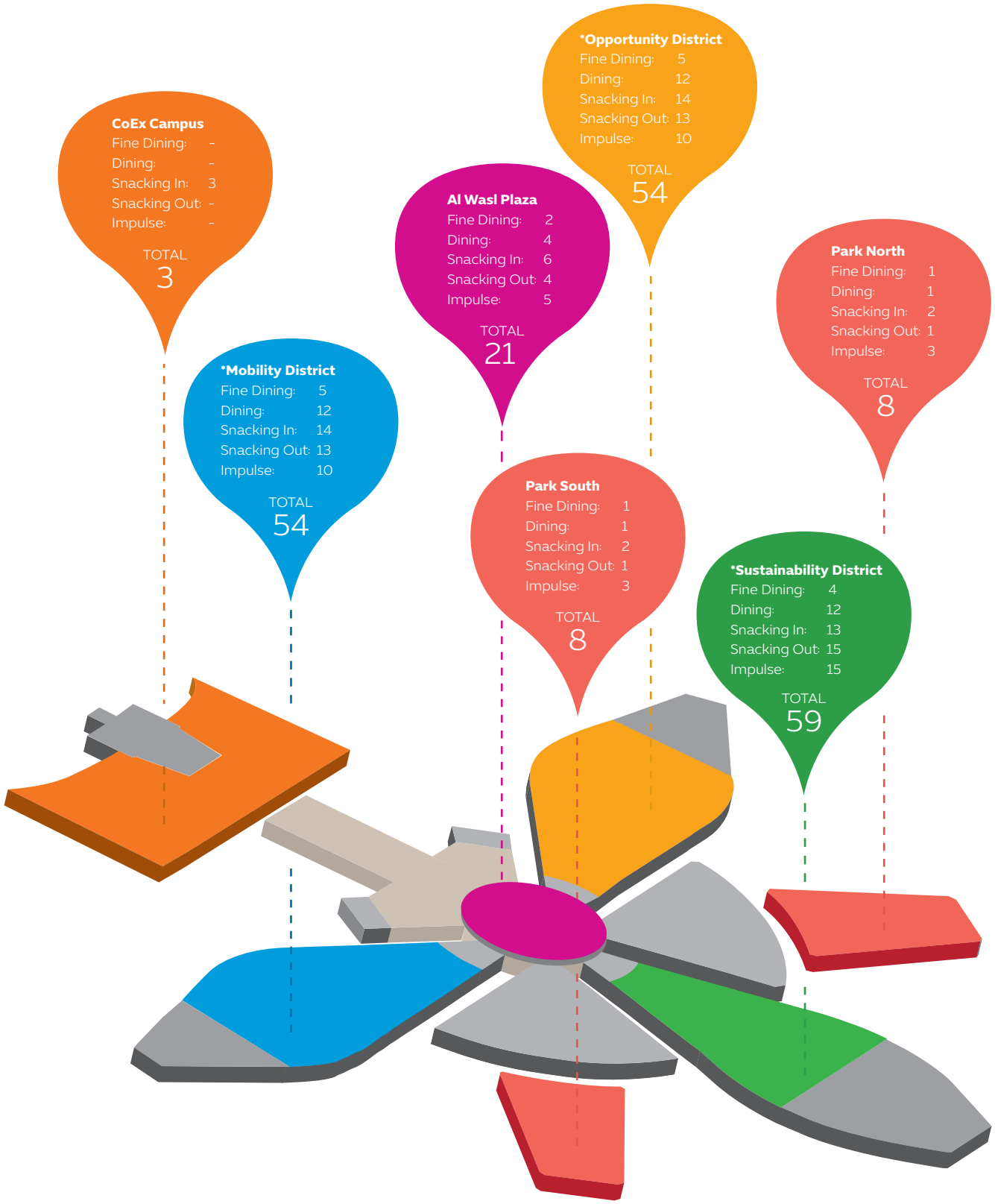
4.4.1 Style and Distribution of Food and Beverage Outlets Managed by the Organiser

The following styles of food and beverage outlets managed by the Organiser will be available to visitors during the Expo event:

- **Fine Dining:** Formal outlets that provide a high-quality and inclusive full-service food and beverage offer. Fine dining outlets are typically reserved for main meals.
- **Dining:** Outlets that provide a good quality and inclusive full-service or buffet food and beverage offer. Dining outlets are typically reserved for main meals.
- **Snacking In:** Outlets that provide light foods as well as seating or dwell areas for visitors to consume food and beverages. Examples of light foods are sandwiches, Arabic savoury pastries, falafel, pizza slices, wraps, and vegetables or crisps with hummus pots, often accompanied with beverages. Takeout food will also be available for visitors.
- **Snacking Out:** Outlets that provide light foods but without seating or dwell areas for visitors. Examples of light foods are sandwiches, Arabic savoury pastries, falafel, pizza slices, wraps, and vegetables or crisps with hummus pots, often accompanied with beverages.
- **Impulse:** Light foods that are bought spontaneously, and tend to be consumed between main meals. Examples are pastries, chocolates, fresh fruit cups, crisp potatoes, dates, and nuts. Impulse outlets serve visitors on a take away or 'grab and go' style at a high frequency and have no designated seating area.

Figure 4.8 shows the current plan for the distribution of food and beverage outlets in the public realm, grouped by style and location.

Figure 4.8 Distribution Plan for Food and Beverage Outlets in the Public Realm



Fine Dining	Dining	Snacking In	Snacking Out	Impulse
18	42	54	47	46

Total 207

*Food and Beverage Pavilions, Culinary Experience Pods, and Entrance Plazas

5 Commercial Requirements and Agreements

Food and beverages play an important role in the financial opportunity at Expo 2020 Dubai. Significant amount of trade will be conducted in this channel which will encourage participants to consider opening food and beverage outlets as part of their pavilion.

This chapter will take the participants through the required background steps to create the necessary trading entity to conduct food and beverage business at their Self-Build Pavilions or Rented Pavilions. It will also detail some of the key considerations related to the sale of food and beverages during the Expo event.

5.1 Commercial Status and Licensing

To understand the necessary requirements to conduct commercial activities in their pavilion, participants are encouraged to read the Special Regulation No. 9 which will be made available on the Participant Portal.

The Organiser will facilitate the licensing and registration process for the participants. After successful registration, the Organiser will provide the participants with Expo 2020 licence, customs codes, and tax registration number to commence their operations. See the Logistics and Customs Guide for more information.

Participants cannot operate without the Expo 2020 licence as it allows them to purchase/import goods and equipment, employ staff, and conduct commercial activities.

All of the necessary business infrastructure, such as bank accounts, working capital, and management structure, are the responsibility of the participants.

5.2 Commercial Structure

Special Regulation No. 9 details the rules concerning the commercial activities of participants in accordance with Articles 19, 20, 21, 22, 23, 24, and 34 of the General Regulations.

C-31 Participants who wish to utilise their pavilion for commercial activities must use no more than 20% of their total covered exhibition space. For the avoidance of doubt, this means 20% in total accounting for both retail outlets (that is, merchandise) and food and beverage outlets.

C-32 Participants must pay royalties to the Organiser for the exercise of their commercial activities in accordance with the conditions determined in the Participation Contract and defined in Special Regulation No. 9 and the Commercial Guide. Participants are not obliged to pay royalties from operating a non-commercial food and beverage facility such as a staff canteen (see Chapter 10).

Royalties will be calculated at a percentage of revenues, excluding value-added tax (VAT), from commercial food and beverage activities, and will be collected in the manner and on the timing stipulated in the Commercial Guide and Special Regulation No. 9.

5.3 Handling of Sales Income

C-33 Participants must record and report their sales proceeds daily in a standard method determined and within the deadline established by the Organiser in the Commercial Guide and Special Regulation No. 9.

C-34 Participants must charge visitors VAT on food and beverage purchases at the prevailing rate in force in the UAE. This must be maintained across all Expo event food and beverage operations for consistency.

Participants are encouraged to use Emirates NBD, the Official Banking Partner of Expo 2020 Dubai, for all their commercial activities.

The Organiser will provide the participants with a centrally linked retail-in-a-box point-of-sale (POS) system to administer the process of handling sales incomes and automatic generation of reports. Further details on the retail-in-a-box POS system are provided in the Commercial Guide.

5.4 Forms of Payment

C-35 The national currency of the UAE is the Emirati dirham (AED). Participants must use AED in their menu price and must only accept cash payments in this currency.

C-36 At a minimum, participants must accept payments in the form of:

- Cash
- Credit cards (including Mastercard, the Official Payment Technology Partner of Expo 2020 Dubai)
- Other forms of payment developed by the Organiser which may include mobile payment and wearables

Further details on the Organiser's mobile payment and wearable will be provided at a later time.

5.5 Pricing

G-08 Participants should follow the Organiser's price banding approach for core food and beverage products to maintain a consistent approach to the visitors of the Expo event. The Organiser will share the pricing information to the participants through the Participant Portal. The Organiser will also ensure that their appointed food and beverage providers adhere to the same price banding approach.

5.6 Branding and Sponsorships

G-09 Participants should, at all times, work with the partners of Expo 2020 Dubai for consistency and streamlining of operations, however, they can use any brand they wish within the interior of their pavilion space.

The Organiser will inform the participants, through the Participant Portal, of any food and beverage branding and sponsorship agreements of the Organiser as and when they occur.

6 Design and Planning

Ergonomic and aesthetic elements need to come together in order for a food and beverage operation to be best positioned for success.

The Organiser recognises that the overall flow of food and beverage operations from the back-of-house and front-of-house aspects needs to be taken into consideration when designing and planning the space. This chapter details the requirements in planning and designing a food and beverage space that meet the regulatory and operational requirements of Expo 2020 Dubai. Participants are encouraged to read this chapter in conjunction with the Self-Build Pavilions Guide and Self-Build Pavilions Delivery Guide, or the Rented Pavilions Guide.

6.1 Design Review Checklist

C-37 As part of their overall design submissions, participants must submit the proposed layout and design of their food and beverage space to the Organiser for approval through the Participant Portal. The proposed layout and design must be submitted within the timescales mentioned in the Self-Build Pavilions Guide and the Rented Pavilions Guide. The detailed design review checklist on food and beverage provision (which is available on the Participant Portal) contains the control checks listed in Figure 6.1.

Figure 6.1 Design Review Checklist

- Layout drawings (floors, walls, and ceiling materials identified)
- Equipment and food contact surfaces
- List of foods indicating what would be prepared onsite
- Food manufacturing and storage process
- Logistics and hygiene plan
- Waste generation
- Customer flows
- Changing room, lockers, and number of staff
- Mechanical, electrical, and plumbing services
- Alcohol-specific design requirements for participants who wish to serve alcohol (see Figure 2.3)

The approval for the design submission will be obtained over two stages: Concept Design and Final Design. After the completion of pavilion construction (Self-Build Pavilions) or fit-out work (Rented Pavilions), the Organiser and the relevant authority will conduct final inspection and verification to check if the facility meets the approved design. The Organiser will seek to streamline this verification process for the convenience of the participants.

The Organiser will coordinate with the statutory authorities (through the One-Stop Shop) to ensure that the participants obtain the relevant approvals and permits within the agreed service levels. To maintain the visitor experience, it is critical to supply food and beverage services to visitors in a consistent manner that also allows the positive effects of promotions and word-of-mouth referrals to make the food and beverage proposition a valuable enterprise for a participant.

G-10 Participants should ensure that their pavilion has adequate chilled and ambient storage space to accommodate food and beverage stock requirement for a minimum of 2 trading days

7 Regulatory Requirements and Food Safety

Safety is a critical aspect to the success of any food and beverage operation. The Organiser recognises that maintaining a strong regime on food and beverage safety is vital to the overall success of Expo 2020 Dubai.

This chapter details the regulatory requirements of operating food and beverage outlets on the Expo site, and the security measures that participants are recommended to adopt to mitigate risks to food and beverage products. This chapter also provides some guidelines on the distribution of food and beverage samples on the Expo site.

7.1 Regulatory Requirements

From Section 5.1, the Organiser will provide the participants with Expo 2020 licence which will allow them to conduct food and beverage operations on the Expo site. From Section 6.1, participants need to submit their proposed layout and design for their food and beverage space for review and approval by the Organiser prior to construction.

The other regulatory requirements and key points of consideration in operating a food and beverage outlet in Dubai are as follows:

C-38 Participants who wish to operate food and beverage outlets must implement and maintain a documented and Dubai Municipality approved food safety programme which identifies and controls food safety hazards. The food safety programme must be audited by a third-party food safety auditor that is approved by the Dubai Municipality.

C-39 Participants with food and beverage provision must employ at least one full-time onsite nominated person-in-charge who will be responsible for implementing food safety policies and procedures and conducting food safety training sessions. The person-in-charge must be certified in food safety under the regulations of the Dubai Municipality.

G-11 Participants should ensure that their food and beverage handlers obtain food safety training from a trainer approved by the Dubai Municipality.

C-40 Participants must not serve food and beverages that are prepared in private residences, unlicensed establishments, or any other place that is not approved by the Dubai Municipality.

The Dubai Municipality will form part of the Organiser's One-Stop Shop, and the necessary permits will be facilitated through this platform. The Organiser will formalise a collaborative trilateral approach with the Dubai Municipality and their agents as well as the participants to help administer compliance with the Food Code and achieve the overarching aim of delivering world-class food safety standards.

C-41 Participants must take responsibility for managing their food and beverage operations during the Expo event while ensuring compliance with the regulatory requirements.

For information on inspections related to food safety, see Section 3.2.

7.2 Food and Beverage Defence and Security

G-12 Participants should manage their approach to food and beverage defence and security by identifying and mitigating risks from malicious and ideologically motivated attacks to food and beverage products and the supply chain, that may lead to contamination or supply disruption.

G-13 Participants should adopt a Threat Assessment Critical Control Point approach and develop associated contingency and disaster recovery plans as part of their broader risk management process.

7.3 Distribution of Food and Beverage Samples

C-42 Participants who intend to distribute food or beverage samples on the Expo site must submit a request to the Organiser for approval through the Participant Portal at least 10 working days before the planned distribution of the samples. The request must include the following information:

- List of samples to be distributed
- Quantity of each sample
- Time and place where the samples will be distributed
- Frequency of the sampling activity if it is set to occur more than once

The Organiser may add specific requirements, where necessary, prior to approval.

C-43 Participants who wish to distribute food or beverage samples must only do so within their own pavilion space. Samples must be free of charge and of the participants' national origin and flavours. Participants must post appropriate signs indicating that the samples are free.

G-14 Participants can use their own machinery, devices, or equipment to prepare or produce their food and beverage samples.

C-44 Participants must ensure that the production, distribution, and display of their food and beverage samples is compliant with Special Regulation No. 9.

In the event that participants violate the laws and regulations regarding the distribution of food and beverage samples on the Expo site, the Organiser reserves the right to instruct the participants to stop their sampling activity.

8 Food and Beverage Logistics Requirements

The Organiser aims to develop an effective and efficient food and beverage logistics process to maximise the capacities of the delivery vehicles and reduce the total number of deliveries to the Expo site.

Food and beverage supply is an important consideration to the participants' service delivery as it poses challenges in terms of volume of stock, product sensitivity, and proper handling and storage. This chapter introduces the logistics process as it relates to making resupply deliveries to the Expo site.

All deliveries to the Expo site require careful planning and management. Given the limited number of entry points to the site, extended visitor hours resulting in confined delivery windows, and a large volume of goods to be delivered daily to the site, participants are required to follow a controlled process to ensure a seamless logistics operation. Further information on the participants' logistics journey from their country of origin to the Expo site, and vice versa, is provided in the Logistics and Customs Guide.

C-45 Participants must ensure that their delivery and collection vehicles comply with the Delivery Access Protocols in order to gain access to the Expo site. Details on the protocols will be provided to the participants through their Country Managers and via the Participant Portal.

C-46 Participants must ensure that their logistics provider for their food and beverage deliveries complies with the Organiser's branding restrictions (see Figure 8.1). Compliance on branding will be checked at the Remote Screening Area. The Organiser reserves the right to refuse the entry of vehicles that do not comply with the branding restrictions.

Figure 8.1 Branding Restrictions

C-47 Food and beverage products must be delivered to pavilions through the Expo road network with consideration being given to approved routes across the site based on traffic patterns, pedestrian crossings, and back-of-house loading area access roads.

C-48 Participants must comply with the restrictions on vehicle size on certain roads within the Expo site, and must operate their food and beverage logistics as a self-standing entity in regard to arranging and scheduling deliveries, receiving stock, and moving products. Details are provided on the Participant Portal.

C-49 Participants must book their deliveries for food and beverage replenishment using the Delivery Management System via the Participant Portal.

Guidelines on the movement of cash will be provided in the Commercial Guide.

9 Cleaning, Pest Control, and Waste Management

An effective cleaning, pest control, and waste management regime eliminates a key barrier to visitor satisfaction in the food and beverage operation.

Participants who wish to conduct food and beverage operations in their pavilion are expected to be diligent in their approach to a safe and clean food environment.

This chapter discusses the responsibilities of the participants regarding sanitation, public health, pest control, and waste management. Participants are encouraged to read this chapter in conjunction with Special Regulation No. 10 to help them determine the appropriate cleaning, pest control, and waste management solution for their pavilion. Special Regulation No. 10 is available on the Participant Portal.

9.1 Cleaning and Pest Control

Cleanliness across the Expo site is fundamental to the overall visitor experience. To achieve this, the Organiser will ensure that the following areas are cleaned, maintained, and pest controlled throughout the construction phase up to the decommissioning phase:

- Public realm
- Buildings that are directly or indirectly operated by the Organiser and used for services and miscellaneous activities (such as catering and commercial activities)

C-50 Participants must clean, maintain, and control pests in all covered and uncovered areas within their plot or pavilion, ensuring that the minimum required sanitation conditions for visitors and staff are met.

Participants may, at their own cost and responsibility, request the Organiser to arrange cleaning, maintenance, and pest control services for their plot or pavilion. These services will be delivered through the Organiser's service provider at pre-agreed rates in line with average market rates and in proportion to the participants' occupied space. The Organiser will provide the participants with a non-binding list of providers undertaking these services including the rate card for such services.

C-51 Participants must consider the sanitation within their plot/pavilion as well as the health condition of their staff when planning their operations; for example, separate toilets must be provided in pavilions with food and beverage operations. In addition, participants must ensure that their staff meet the basic expectation of cleanliness and hygiene, such as hand hygiene practices, to prevent the risk of communicable disease. If a participant fails to comply with the minimum sanitation conditions and tidiness within their plot/pavilion, the Organiser will take the necessary action to remedy the situation at the participant's cost and responsibility.

C-52 Participants must clean their food and beverage spaces, including front of house (public areas) and back of house (kitchen, storage, and non-public areas), ensuring that the standards established by the Food Code and the Operations Guide are met. The Organiser may conduct site inspections to check the participants' compliance with the standards of cleaning. Where standards are not met, the Organiser will take remedial actions at the participants' costs.

C-53 Participants must adopt an appropriate pest control method as part of their overall maintenance regime to meet the standards established in the Food Code. The Organiser may conduct site inspections to check the participants' compliance with the pest control standards. Where standards are not met, the Organiser will take remedial actions at the participants' costs.

9.2 Waste Management

Effective waste management will have a significant impact on the ability of Expo 2020 Dubai to maintain its bid commitment to BIE to segregate at least 85% of waste (by weight) generated during the entire life cycle of the Expo event. Participants will play a critical role in waste management as it is projected that their combined food and beverage operations will generate approximately 80% of the total expected waste during the event.

The Organiser will provide the participants with temporary collection points for their waste during the construction phase and exhibit installation phase. The collection points will be arranged in such a way as to ensure that waste is properly separated.

C-54 Participants must sort their waste in line with the arrangements of the collection points provided by the Organiser. Where arrangements are not complied with, the Organiser will take remedial actions at the participants' costs.

C-55 Participants who will build their own pavilion must provide a waste room, with a minimum of 24-hour holding capacity, within their pavilion space. This waste room will hold the participants' waste including any waste generated from their food and beverage operations. The waste room must be:

- Chilled
- Designed to minimise pest attraction, airborne contamination, and unpleasant odours from food waste
- Arranged in a way as to ensure proper waste separation and collection, adequate sanitation, and good hygiene conditions in compliance with the waste management standards established by the Food Code and the Operations Guide

C-56 Participants who wish to operate food and beverage outlets must ensure that the disposal of their solid waste is done in a hygienic manner which does not expose their food and beverage premises and products to potential contamination. For information on Dubai Municipality's waste disposal standards, see the Food Code.

Rented Pavilions will have designated waste rooms. See Chapter 3 of the Rented Pavilions Guide.

C-57 Participants must provide waste bins for their back-of-house and front-of-house areas. It is presently envisioned that the Organiser will employ a two-stream system in the front-of-house areas, and a three-stream system in the back-of-house areas. Waste bins in front-of-house areas must be designed to accommodate a two-stream system for general waste (food waste and compostable material) and recyclable waste (mixed recyclables). Participants are responsible for emptying their bins and transporting waste to their waste room. Back-of-house waste must be streamed into a three-stream system consisting of general waste, mixed recyclables, and organic waste.

The Organiser will provide the participants, at no cost, with large bins (sized 240 L or 1,100 L) for their waste rooms, with quantity or volume capacity as deemed required by the participants to properly store their waste. The Organiser will also provide the participants with reusable oil drums for the collection of used cooking oil.

C-58 Participants must comply with the waste streaming guidelines for front-of-house and back-of-house areas as provided in the Operations Guide. Compostable waste must be separated from mixed recyclable waste at a minimum.

Participants are encouraged to limit using certain products that cannot be recycled or composted such as polystyrene products.

C-59 Participants must ensure that their capacity and frequency of emptying their front-of-house waste bins is sufficient for the anticipated volumes of waste that they will generate during the Expo event.

The Organiser will appoint a site-wide waste management contractor to collect waste across the Expo site during non-visitor hours. The Organiser will also collaborate with the participants to explore efficiencies, where possible, to reduce the number of waste collections needed across the site. Details on the operations of the site-wide waste management contractor will be communicated to the participants through the Participant Portal no later than the fourth quarter of 2018.

C-60 Participants must bear the cost of waste collection and disposal during the Expo event. A two-tiered per-square-metre tariff will also be used based on pavilions with or without food and beverage operations. Rates for waste collection and disposal will be in line with the current market rates and will be published on the Participant Portal.

The Organiser may gather data on the volume of waste collected from the participants' pavilions. This data will be used to monitor the waste generated by each participant and to encourage them to adopt effective measures to reduce their waste.

C-61 Participants must ensure that their waste streams do not cross contaminate. The Organiser, through their site-wide waste management contractor, will conduct inspections to check if participants meet the standards. Remedial actions will be implemented where standards are not met. The Organiser reserves the right to charge the participants, where standards are persistently not met, to accommodate secondary procedures to achieve the target of at least 85% segregation of waste (by weight). A secondary handling charge will be applied based on the true cost to sort contaminated waste. The secondary handling rate will be published on the Participant Portal.

For further details on waste streaming and collection arrangements during the Expo event, see the Operations Guide.

Caution
HOT
Beverage

10 Staff Welfare

The Organiser recognises the importance of taking care of the well-being of its staff and those of the participants in delivering a quality and memorable experience to the visitors of Expo 2020 Dubai.

Maintaining the well-being of all staff tasked with conducting the operational elements of Expo 2020 Dubai is an important concern that merits the due consideration of all participants.

Participants are allowed to set up a canteen in their back-of-house area to offer food and beverages to their staff. The Organiser will not collect royalties from the participants for operating the staff canteens. Staff canteen areas do not count towards 20% of the exhibition space that is permitted for commercial activities.

G-15 Participants who wish to set up a staff canteen should consider the use of an appropriate space in their back-of-house area.

G-16 Participants should consider peak meal times for visitors and manage their staff accordingly during peak dining hours.

The Organiser will provide food and beverages for its own workforce within designated Expo back-of-house buildings. Participants will be invited to join this dining programme, and will be able to order meals for their staff at a reasonable cost that is based on the Organiser's economies of scale. The meal offering will require pre-booking and pre-payment at a defined window that will be communicated through the Participant Portal.

The Organiser's meal offering will be of high quality and rich in nutrients, with a focus on energising food that will support staff over the long duration of Expo operation. For further details on the Organiser's meal offering, including indicative menus and prices, see the Operations Guide.

11 Sustainability

Expo 2020 Dubai aims to become a sustainability benchmark for future World Expo events. To achieve this aspiration, the Organiser encourages the participants to demonstrate their commitment to sustainability in all their activities including food and beverage operations.

Sustainability is one of the subthemes of Expo 2020 Dubai and is integral to the overarching vision to provide viable, world-class exhibition and legacy facilities. In line with this subtheme, the Organiser has developed the Sustainability Policy document and the RISE™ Sustainable Operations Standards and Guidelines document to encourage the participants to efficiently use resources, minimise carbon emissions, and reduce the impact of their site operations on the environment. The Sustainability Policy document and the RISE™ Sustainable Operations Standards and Guidelines document will be available on the Participant Portal.

This chapter details the sustainability objectives of Expo 2020 Dubai through the lens of food and beverage operations which contribute heavily towards the consumption of energy and water and the generation of waste materials during the Expo event.

11.1 Sustainability Objectives

G-17 Participants should align their food and beverage operations with the operational sustainability targets and key performance indicators (KPIs) based on the key strategic sustainability objectives of Expo 2020 Dubai. See Figure 11.1 and Table 11.1 to Table 11.5.

Figure 11.1 Sustainability Objectives

11.2 Sustainability Key Areas

The sustainability programme of Expo 2020 Dubai is aligned with industry best practice and designed to help move Dubai and the UAE towards a more sustainable future.

Expo 2020 Dubai has identified a number of key focus areas for sustainability (Figure 11.2) which are aligned with Chapter 4 of the BIE Registration Document, and which include site-wide KPIs.

Details of the sustainability strategy and KPIs for each of the key areas in Figure 11.2 are available on the Participant Portal. Participants are encouraged to consider these areas in their approach to sustainability in their food and beverage operations, where applicable.

Table 11.1 to Table 11.5 provide a non-exclusive list of benchmark and aspirational targets that will contribute towards achieving the sustainability goals of Expo 2020 Dubai. For each example given in the tables, reference is made to local and/or international schemes and standards. Details on these schemes and standards are available in their respective websites given in Supporting Resources.

Figure 11.2 Key Areas of Sustainability

Table 11.1 Energy Utilisation

Equipment	Benchmark	Aspiration	Scheme Application
Refrigerators	90% of Central Production Units (CPUs) to utilise energy-efficient refrigerators that have enhanced insulation, new coolants, and remote condensing units.	100% of CPUs to utilise energy-efficient refrigerators that have enhanced insulation, new coolants, and remote condensing units.	Energy Star
Freezers	90% of CPUs to utilise blast freezers.	100% of CPUs to utilise blast freezers.	Energy Star
Dishwashers	75% of CPUs to utilise dishwasher models with a heat recovery condenser device to reuse waste hot water to heat the incoming supply of water.	90% of CPUs to utilise dishwasher models with a heat recovery condenser device to reuse waste hot water to heat the incoming supply of water. 10% of CPUs to utilise dishwasher models that have reduced-size wash tanks, more efficient wash and rinse pumps, and better water filtration technology.	Energy Star
Hobs and Ranges	75% of CPUs to utilise induction hob technology and implement energy-saving practices.	100% of CPUs to utilise induction hob technology and implement energy-saving practices.	Energy Star
Fryers	75% of CPUs to utilise fryers with temperature recovery times, advanced burner and heat exchanger design, and which require less oil. Utilisation of insulated pans is encouraged.	100% of CPUs to utilise fryers with temperature recovery times, advanced burner and heat exchanger design, and which require less oil. Utilisation of insulated pans is encouraged.	Energy Star
Griddles	75% of CPUs to utilise energy-efficient grill systems that automatically switch on following activation.	100% of CPUs to utilise energy-efficient grill systems that automatically switch on following activation.	Energy Star
Hot Food Holding Cabinets	All CPU employees to follow good kitchen practices such as switching off hot food holding cabinets.	All CPU employees to follow good kitchen practices such as switching off hot food holding cabinets. All CPUs to install warning lights to indicate that a hot food holding cabinet has been left on.	Energy Star
Ovens	75% of CPUs to utilise energy-efficient convection or combination ovens, and implement energy-saving practices.	100% of CPUs to utilise energy-efficient convection or combination ovens, and implement energy-saving practices.	Energy Star
Steamers	75% of CPUs to utilise high efficiency, 'connectionless' steamer models.	100% of CPUs to utilise high efficiency, connectionless steamer models.	Energy Star
Ventilation and Cooling Systems	75% of CPUs to utilise a fully automated control system for demand-based ventilation.	100% of CPUs to utilise a fully automated control system for demand-based ventilation.	Energy Star
Lighting	75% of CPUs to utilise light-emitting diodes (LEDs), daylight sensors, and automatic motion sensors and timed controls.	100% of CPUs to utilise LEDs, daylight sensors, and automatic motion sensors and timed controls.	Energy Star
Heat Recovery Systems	75% of CPUs to utilise heat recovery systems.	100% of CPUs to utilise heat recovery systems.	Energy Star
Water Heaters	75% of CPUs to utilise solar water heater systems.	100% of CPUs to utilise solar water heater systems.	Energy Star UAE Vision 2021 (reduced reliance on fossil fuels)
Drainage and Waste Removal Mechanisms	75% of CPUs to install mechanisms such as grease traps, bio-remediation enzyme systems, or removal devices.	100% of CPUs to install mechanisms such as grease traps, bio-remediation enzyme systems, or removal devices.	Energy Star
Solar Power Supply Systems	75% of CPUs to install solar power supply systems.	100% of CPUs to install solar power supply systems.	Energy Star
Submetering Systems	75% of CPUs to install submeter monitoring systems.	100% of CPUs to install submeter monitoring systems.	Energy Star

Table 11.2 Water Utilisation

Equipment	Benchmark	Aspiration	Scheme Application
Steamers	75% of CPUs to utilise high efficiency, connectionless steamer models.	100% of CPUs to utilise high efficiency, connectionless steamer models.	Energy Star Dubai Electricity and Water Authority (DEWA) Guidelines
Pre-Rinse Spray Valves (PRSVs)	75% of CPUs to utilise water-efficient PRSVs.	100% of CPUs to utilise water-efficient PRSVs.	Energy Star DEWA Guidelines
Dishwashers	75% of CPUs to utilise dishwasher models with soil sensors, improved water filtration, efficient jets, and strategic rack designs.	100% of CPUs to utilise dishwasher models with soil sensors, improved water filtration, efficient jets, and strategic rack designs.	Energy Star DEWA Guidelines

Table 11.3 Carbon Emission Reduction

Product	Benchmark	Aspiration	Scheme Application
Organic Food	50% of all food in each outlet to come from organic sources.	75% of all food in each outlet to come from organic sources.	UAE Organic UAE Vision 2021 (promotion of reduced CO_2 emissions)
Reduction of Greenhouse Gas Intensive Foods	Promotion, subsidiaries, incentives, and awareness schemes are implemented to encourage sustainable foods (vegetarian and vegan options). Two days per week are meat free. Seasonal produce is advised, where possible.	Promotion, subsidiaries, incentives, and awareness schemes are implemented to encourage sustainable foods (vegetarian and vegan options). Three days per week are meat free. Seasonal produce is a priority.	UAE Vision 2021 (promotion of reduced CO_2 emissions)
Transportation	60% of all food and beverage products to be imported via ocean freight for minimalist freight CO_2 emissions.	75% of all food and beverage products to be imported via ocean freight for minimalist freight CO_2 emissions.	UAE Vision 2021 (promotion of reduced CO_2 emissions)
Cleaning Products	75% of all cleaning products utilised for food and beverage related processes are environmentally friendly and non-toxic.	100% of all cleaning products utilised for food and beverage related processes are environmentally sustainable.	Green Seal
Kitchen Equipment	Monthly checks on kitchen equipment containing refrigerants to ensure no leakage.	Two-weekly checks and reports on kitchen equipment containing refrigerants to ensure no leakage.	Dubai Carbon

Table 11.4 Sustainability Awareness

Item	Benchmark	Aspiration	Scheme Application
Packaging	75% of food and beverage related packaging on the Expo site to have sustainability awareness intentions.	100% of food and beverage related packaging on the Expo site to have sustainability awareness intentions.	UAE Vision 2021 (promotion of sustainability)
Publicity	50% of food and beverage related visuals on the Expo site to have sustainability awareness intentions.	75% of food and beverage related visuals on the Expo site to have sustainability awareness intentions.	UAE Vision 2021 (promotion of sustainability)

Table 11.5 Materials and Design

Item	Benchmark	Aspiration	Scheme Application
Packaging	75% of selected food and beverage related materials are compostable, reusable, or recyclable.	100% of selected food and beverage related materials are compostable or recyclable.	UAE-based recycling, upcycling, and reusing schemes
Doors	75% of CPU doors to have automatic closing devices.	100% of CPU doors to have automatic closing devices.	Leadership in Energy and Environmental Design (LEED®)
Windows	75% of CPUs to utilise triple-glazed windows, solar reflective films, and switchable mirror glass.	100% of CPUs to utilise triple-glazed windows, solar reflective films, and switchable mirror glass.	LEED
Materials	80% of CPUs to utilise sustainable, responsibly sourced materials that are fit for purpose, as per the Organiser's Sustainability Policy document and RISE™ Sustainable Operations Standards and Guidelines document.	100% of CPUs to utilise sustainable, responsibly sourced materials that are fit for purpose.	LEED

11.3 Sustainable Packaging for Food and Beverages

Due to the millions of visitors expected to consume food and beverages during the Expo event, the Organiser encourages the participants to consider the following sustainability targets in their approach to food and beverage packaging:

- At least 85% segregation of waste (by weight) in food and beverage operations, which are expected to generate approximately 80% of waste during the Expo event
- 100% compliance for waste segregation on site from all parties to successfully achieve Expo 2020 Dubai's sustainability KPIs

G-18 Participants should treat the sustainability targets as minimum benchmarks and adopt the following aspirational targets:

- 100% front-of-house packaging (see Section 11.3.2) meets recyclable or compostable standards to avoid landfill
- At least 90% of back-of-house packaging see (Section 11.3.2) meets recyclable or reusable standards to avoid landfill

G-19 Participants should adopt the waste hierarchy framework in their approach to sustainable packaging for food and beverages. See Figure 11.3.

11.3.1 Packaging Before the Expo Event

The packaging waste related to the supply and delivery of food and beverage equipment before the Expo event includes bulk cardboard, foam protection, thick plastic sheeting, metal strapping, and pallets.

G-20 Participants should adopt the principle of reverse logistics so that their packaging waste is removed, recycled, and environmentally disposed of by their equipment supplier.

Participants are encouraged to engage with the Organiser's waste management contractor in case the reverse logistics of their packaging (before the Expo event) is not achievable and requires disposal. Alternatively, participants may choose their own contractor for their waste management requirements before the event.

C-62 Participants who wish to use an alternative waste management contractor must ensure that their selected contractor complies with the waste management guidelines provided in the Self-Build Pavilions Delivery Guide and the Rented Pavilions Guide.

11.3.2 Packaging During the Expo Event

Participants need to separately consider their requirements for back-of-house packaging and for front-of-house packaging during the Expo event.

Back-of-house packaging refers to the crating, wrap, or other external packaging materials that are used to deliver products.

Figure 11.3 Waste Hierarchy Framework

G-21 Participants should utilise reverse logistics initiatives in their approach to reducing their back-of-house packaging waste. This can be achieved through integrated management of bulk food packaging offsite, and particularly within the logistical consolidation of food supplies outside the Expo site prior to delivery to the participants' pavilions.

Front-of-house packaging refers to the unit packaging used to serve a food or beverage item. Examples include:

- **Pre-packaged food and beverage products:** These are food and beverage products that are packaged before being offered for sale such as snacks and sweets.
- **Disposable food packaging:** These are disposable items that are used to serve food and beverage products such as paper plates/cups and wooden utensils.

G-22 Participants who wish to produce pre-packaged food and beverage products should comply with the local regulatory controls and requirements including labelling (see the Food Code). Pre-packaged food and beverage products procured from local and international foodstuff trading companies that are registered and licensed in the UAE are expected to be compliant with the regulatory controls and requirements.

Participants are encouraged to procure their disposable food packaging from suppliers who strive to satisfy sustainable outcomes to minimise the use of materials and minimise environmental impacts during the production, distribution, and disposal stages.

Reducing the raw material, energy, and water usage to produce disposable food packaging may be implemented without detrimental effects to the performance of the packaging.

C-63 Participants must ensure that their disposable food packaging is produced according to ISO 14062 standards (Integrating Environmental Aspects into Product Design and Development), and is made from recyclable materials and, where possible, recycled materials. For details on ISO 14062, see the link provided in Supporting Resources.

11.3.3 Packaging Design and Labelling

C-64 Participants must ensure that their packaging is of suitable design to protect food and beverages from contamination during shelf life. For details, see the Food Code.

G-23 Participants should consider the efficiency of the design of the food and beverage packaging in terms of storage and waste reduction.

C-65 Participants must ensure that their packaging materials comply with the relevant food contact legislation administered by the Dubai Municipality and governed by the Food Code.

Meeting the requirements set out by the UAE Federal Government on proper labelling of imported packaged products is a necessary consideration to ensure a seamless experience when importing food and beverages into the UAE.

The Dubai Municipality administers the approval for the labelling of products that are intended to be imported into the UAE through its Food Import Re-Export System (FIRS). This system aims to ensure that all food and beverage products comply with the relevant standards and regulations of the UAE.

C-66 Participants who wish to import, sell, and consign pre-packaged food and beverage products must ensure that the packaging complies with the labelling requirements of the Dubai Municipality's Food Safety Department. Figure 11.4 provides guidance on what key information needs to be presented in a food label and what information needs to be translated into Arabic for approval.

For further information on the food labelling requirements, see the Food Code and the Import and Re-export Requirements for Foodstuff document through the link provided in Supporting Resources. To register food and beverage products that are to be imported into the UAE, see the website of the Dubai Municipality.

Figure 11.4 Food Labelling Requirements

Brand name
*Product name
*Food ingredients
Production and expiration dates
Name of the food manufacturer, packer, distributor, or importer
Net weight or volume
*Country of origin
Product barcode
Lot number
*Storage conditions
Ingredients that may cause hypersensitivity
*Instructions for use (if needed)
*Nutritional information (optional except in products with special uses such as baby foods or foods for patients)

Note: Labels must be in Arabic.
Approved stickers could be used to translate the food labels in Arabic.

*The minimum requirements for the Arabic information on the label or sticker

11.4 ISO 20121

As part of the sustainability strategy, Expo 2020 Dubai is committed to achieving ISO 20121 certification. ISO 20121 (Sustainable Event Management) is a management system standard designed to help organisations in the events industry to improve the sustainability of their event-related activities, products, and services. For details on ISO 20121, see the link provided in Supporting Resources.

G-24 Participants should consider ISO 20121 certification as criteria for selecting food and beverage operators.

G-25 Participants should ensure that their food and beverage operations are aligned with the ISO 20121 standards, policies, and procedures.

G-26 Participants should submit documents/data to the Organiser as per the requirements of the ISO 20121 certification.

Supporting Resources

Nutrition Facts
Amount Per Serving
Calories
Calories from Fat
% Daily Valu
Total Fat
Saturated Fat
Sodium
al Carbohydrate
ry Fiber

The following resources can be accessed either from the Participant Portal or using the website address provided.

- Administrative Resolution No. 92 'Manual of Regulating Smoking in Public Places'
  https://www.dm.gov.ae/wps/wcm/connect/4f00a9f6-e495-4923-b53e-35397f5a9962/MANUAL+OF+REGULATING+SMOKING+IN+PUBLIC+PLACES.pdf?MOD=AJPERES
- Commercial Guide
- Design Review Checklist
- Dubai Carbon
  http://dcce.ae/
- Dubai Electricity and Water Authority (DEWA) Guidelines
  https://www.dewa.gov.ae/en/consultants-and-contractors/innovation/innovation-services/publications
- Dubai Municipality
  https://www.dm.gov.ae/wps/portal/home
- Emirates Authority for Standardisation and Metrology (ESMA)
  http://www.esma.gov.ae/en-us
- Energy Star
  https://www.energystar.gov/
- Federal Competitiveness and Statistics Authority of the UAE
  http://fcsa.gov.ae/en-us
- Food Code

  https://www.dm.gov.ae/wps/wcm/connect/3f7706a6-9271-40dd-a3df-0eb99c14fe4b/Food+Code.pdf?MOD=AJPERES
- Green Seal
  http://www.greenseal.org/
- Halal Products and ESMA-Registered Halal Certification Bodies in the UAE and Other Countries
  www.halal.ae
- Import and Re-export Requirements for Foodstuff (Dubai Municipality's Food Control Department)
  https://www.dm.gov.ae/wps/wcm/connect/2a153865-07d6-4ed1-a661-68f2990d3ac2/IMPORT+AND+RE-EXPORT+REQUIREMENTS+FOR+FOODSTUFF+Eng.pdf?MOD=AJPERES
- ISO 14062
  https://www.iso.org/standard/33020.html
- ISO 20121
  http://www.iso20121.org
- Leadership in Energy and Environmental Design (LEED®)
  https://new.usgbc.org/leed
- Logistics and Customs Guide
- Operations Guide

- Rate Card
- Rented Pavilions Guide
- RISE™ Sustainable Operations Standards and Guidelines
- Self-Build Pavilions Delivery Guide
- Self-Build Pavilions Guide
- Special Regulations
- Sustainability Policy
- Theme Guide
- UAE Organic
  https://www.moccae.gov.ae/en/knowledge-and-statistics/biodiversity/agricultural-development.aspx
- UAE Vision 2021
  https://www.vision2021.ae/en
- UAE-Based Recycling, Upcycling, and Reusing Schemes
  https://government.ae/en/information-and-services/environment-and-energy/waste-management

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