

# Media Release

**The Hon Martin Pakula MP**

Minister for Jobs, Innovation and Trade  
Minister for Tourism, Sport and Major Events  
Minister for Racing



Friday, 21 June 2019

## VICTORIA TAKES POLE POSITION FOR WORLD EXPO 2020

Victoria will showcase its capabilities to the world after it became the first state to sign up to the Australian Pavilion at the 2020 World Expo in Dubai.

Set to run for six months from October 2020, the Expo is expected to attract 25 million visitors, the majority coming from countries in South Asia, Western Europe, North Asia and South-East Asia.

The Commonwealth Department of Foreign Affairs and Trade (DFAT) hosts the Australian Pavilion, which is forecast to welcome 15,000 people each day and two million over the course of the event.

The Andrews Labor Government's major sponsorship agreement with DFAT will enable Victoria to promote its innovation capabilities including world-leading start-ups and growing sectors such as education technology and advanced agricultural services which are in high demand across the globe.

The Expo will also provide a platform to promote Victoria as an elite tourism, sports and major events destination.

Food and wine are an ever-expanding Victorian export success story and Dubai will provide further opportunities for primary and secondary producers across the state.

Wine tourism is growing across Victoria, with 2.4 million visitors to and within the state taking in a winery in 2018 – equalling 50 per cent growth over five years.

In 2017-18, Victoria's produce accounted for 45 per cent of all Australian horticulture exports. In the same period, Victoria exported \$1.1 billion worth of food and fibre products to the Middle East and North Africa.

Victoria was the first Australian state to open a business office in Dubai and maintains a strong trade and investment relationship with the United Arab Emirates (UAE) and its neighbouring countries.

The Dubai event is the first World Expo to be held in the Middle East. Melbourne hosted the first World Expo in Australia and the Southern Hemisphere, in 1880.

The World Heritage-listed Royal Exhibition Building sits proudly in Carlton Gardens, alongside Melbourne Museum.

The Australian Government announced in March 2018 that Australia would participate in Expo 2020 Dubai.

### Quotes attributable to Minister for Jobs, Innovation and Trade Martin Pakula

*"I'm thrilled that we can provide Victoria's innovators and visionaries with a platform to take their wares to the world, and all in the one location."*

*"Victoria is a global trade leader and being the first state to secure its place at World Expo 2020 reinforces our commitment to supporting the growth of local businesses and creating jobs across the state."*

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