



Green Desert,  
Better Environment

**EXPO  
2023**  
DOHA  
QATAR



## Participants Info Guide



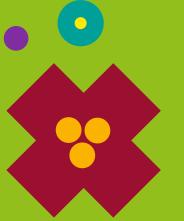
Bureau  
International  
des Expositions



AIPH

## The Theme

# Green Desert, Better Environment



**From October 2nd 2023 to March 28th 2024**

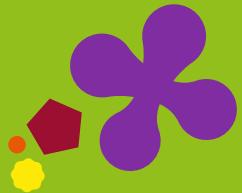
Expo 2023 Doha will be hosted by the State of Qatar.

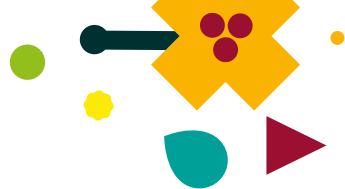
This will be the first horticultural exhibition in a region with a desert climate, encouraging horticultural innovation focusing on the climate, water and the soil sustainability. One third of the world's land surface is threatened by desertification. The amount of arid land increases by 12 million hectares each year, making it a global problem.

The chosen theme for Expo 2023 in Doha is "Green Desert, Better Environment", inspiring visitors by proposing solutions to promote a prosperous green life in the desert, in a fruitful international cooperation.

**Expo 2023 Doha, Qatar has 4 subthemes:**  
Modern Agriculture, Technology & Innovation,  
Environmental Awareness and Sustainability.

[▶ Watch launch video](#)





# Expo 2023 Doha

The State of Qatar welcomes you to participate in Expo 2023 Doha that will be hosted between the 2nd of October 2023 and the 28th of March 2024. Official Participants representing their governments will have the privilege of obtaining a complimentary exhibition area (outdoor/indoor) along with the use of utility connections free of charge.

Expo 2023 Doha, Qatar is approved by the International Association of Horticultural Producers (AIPH) as an A1 category international horticultural exhibition and recognized by the Bureau International des Expositions (BIE), in line with the 1928 Paris Convention Relating to International Exhibitions. The Exhibition will be organized under the auspices of Ministry of Municipality and Environment on behalf of the State of Qatar.

Expo 2023 Doha, Qatar, the first international horticultural exhibition in the Middle East and North Africa region aims to encourage, inspire and inform countries about innovative solutions and reduction of desertification. The “Green Desert, Better Environment” ideal cannot be achieved without involving people, gaining social support and realizing cultural change on a global level.

Successful results require international cooperation around the same goals and key strategic solutions. Participation of your country will highly contribute to seeking common solutions to the global problem of desertification. Expo 2023 Doha, Qatar will offer a platform to countries, organizations and visitors to discuss ideas and develop sustainable solutions towards a better environment for all.

**Expo 2023 Doha, Qatar, the first international horticultural exhibition in the Middle East and North Africa region aims to encourage, inspire and inform countries about innovative solutions and reduction of desertification.**





Participating countries will build their gardens to display their plant diversity and their approach to desertification, modern agriculture, technology & innovation and sustainability. They will have the opportunity to be part of diverse activities as conferences, symposia, seminars, B2B meetings, cultural and artistic shows, while promoting themselves to millions of visitors from various continents for the duration of six months. National Day celebrations will enable them to celebrate their values, culture and traditions with the world.

Qatar has one of the fastest growing economies in the World and the most enterprising economy in the Gulf region. The exhibition site is located in the heart of the capital city Doha. The city's vibrant modern spirit, nurtured from its traditional culture, safeguards it as a centre of economy, industry, trade, sports and culture. Besides being a safe and well-known destination for tourism, exhibitions, congresses and meetings, the city of Doha is currently preparing to host 2022 FIFA World Cup.

The multi-layered features of Doha reflect Qatar's ambition to create a balance between oil-based and knowledge-based economy pursuant to Qatar National Vision 2030. Expo 2023 Doha, Qatar considers sustainable development pillar of this Vision as a global environmental interest and will bring participating countries together around the theme "Green Desert, Better Environment".

Expo 2023 Doha, Qatar will host countries from all over the world as well as national and international organizations.

This document provides specific information related to the content, participation process and documentation regarding participation in Expo 2023 Doha.

Please contact us on  
[info@dohaexpo2023.gov.qa](mailto:info@dohaexpo2023.gov.qa)  
for further queries.



**The goal of Expo 2023 Doha, Qatar is to encourage, inspire and inform people about innovative solutions and reduction of desertification. Successful results require international cooperation around the same goals and key strategic solutions.**



## The Sub-themes

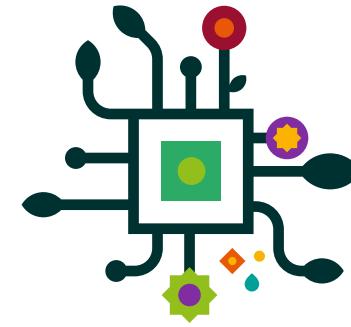
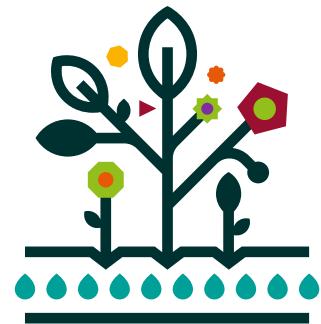
### Modern Agriculture

Combining tradition and modern technology, for a balanced use of resources

Provide innovation, research and scientific advancements to produce safe, sustainable and affordable food for the increasing population of the world.

Modern agriculture focuses on 4 topics:

- Enhancing Farmers' Role**
- Bridging Knowledge and Technology**
- Ensuring Coordination Solutions**
- Promoting Permaculture**



### Technology & Innovation

Taking productivity and sustainability further

A vehicle for future green solutions, while playing an important role in changing direction in the use of fossil fuels, creating solutions for urban industrial pollution and advancing alternatives for chemical-intensive agriculture.

Technology & Innovation focuses on 4 topics:

- Hands-on Experience**
- Rainwater Harvesting**
- Alternative Energy Solutions**
- Urban Greenery and Urban Farming**

## The Sub-themes

### Environmental Awareness

Raising everyone's attention to change attitudes and behaviours

A tool for encouraging the protection of natural resources. Raising a sense of connection to the natural world and promoting environmental development.

Environmental Awareness emphasizes 3 areas:

**Affiliation instead of Education**

**Foodprint**

**Permagardening**



### Sustainability

A way of life compatible with biodiversity and ecological balance

Is man's common objective for balancing different needs along with the awareness about economy, technology, environment and social sciences.

The three pillars of sustainability re-defined under the theme of Expo 2023 Doha, Qatar:

**Economic** Invest in innovative agricultural technologies.

**Social** Establish the connection of people with nature, to raise awareness.

**Environmental** Transformation of dry and arid land into agricultural areas and forests.

# An event ready to make history

The site currently consists of three areas. The northern area will host the international exhibits, while the remaining two areas will be activated by a variety of functions and experiences. Each area of the site will be programmed to offer its unique experience to participants and visitors.

Expo 2023 Doha, Qatar will be located in Al Bidda Park, in the heart of Doha a few steps away from Corniche Street and situated in between the West Bay and Doha Port.

**1,700,000 sqm**  
of Green Future

## International Area

The expo gateway and focal point of international gardens, exhibitions and events. The northern part, approximately 700,000sqm in size.

**80**  
participating countries

An area of 150,000sqm is reserved for the international participants.

**179**  
days of celebration

From 2 October 2023  
to 28 March 2024

## Family Area

Using a wealth of existing features, this section of the Park will act as a hub for family fun, activities, gathering and outdoor pursuits. The central zone, approximately 500,000sqm in size.

## Cultural Area

Its proximity to the historical core of Doha and its onsite features of the Old Fort and Old Rocks make it the perfect venue for cultural and traditional activities and exhibitions. The southern zone, approximately 500,000sqm in size.

**3M**  
visits

Three million worldwide visits are expected to attend Expo 2023 Doha, Qatar.

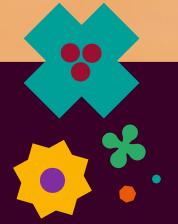


# One world coming together

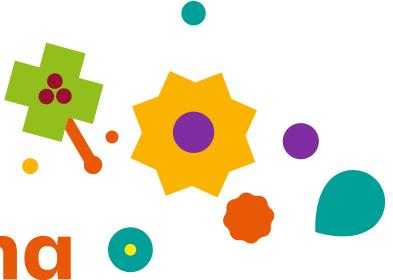
Doha is getting ready to welcome you to a great cultural, environmental and technologic experience where you can witness the possibilities of a greener future.

# Qatar, the land of ambition and future

Expo 2023 Doha is one of several progressive development milestones identified in the “Qatar National Vision 2030”, which emphasizes the sustainability aspects within its four development pillars; economic, social, human and environmental. Qatar is successfully taking lead in the middle east by hosting the horticultural EXPO 2023 Doha, besides being the first in the region to host the FIFA World Cup Qatar 2022.



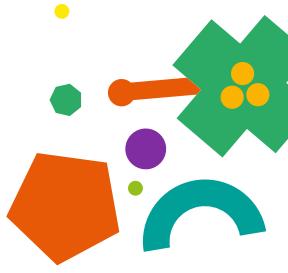
# Opportunities offered by Expo 2023 Doha



The State of Qatar welcomes you to participate in Expo 2023 Doha that will be hosted between the 2nd of October 2023 to 28th of March 2024.

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## Benefits for Participants

- Promoting their culture, biodiversity and horticultural sector
  - Representation on a global and prestigious platform
  - Developing prospective trade partnerships and business opportunities
  - Discovering Doha as a potential site to develop cultural, touristic and business connections
  - Sharing and increasing horticultural know-how & taking part in a dialogue for progress and cooperation on the fundamental challenge of desertification
  - Giving NGOs an opportunity to present their messages to a wide range of visitors
  - Communicating about environmental initiatives for Provincial government and other local municipalities
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# Expo 2023 Doha Participation Process

## Stages of Participation in Expo 2023 Doha

On the 22 November 2018 at the 164th General Assembly of the Bureau International des Expositions (BIE), Expo 2023 Doha was formally recognised as an International Horticultural Exhibition. On the same date the Organiser of the Exhibition was granted the official right to promote the Exhibition among states and intergovernmental organisations as the Official Participants.



### 1. Confirmation of Participation

The first phase of the participation process is confirming the participation by submitting an official letter or Note Verbal through diplomatic channels as response to the official invitation letter sent by the State of Qatar.

**The official response should include:**

- **Participation Form;**
- **Official Letter/Note Verbal with the following information;**
  - Approving participation or acknowledging non-participation;
  - Appointing a Commissioner General of Section: Commissioner General of Section is the representative of the participating country and solely responsible for the country's section at the Expo 2023 Doha.
  - Identifying the supervising department within the Government or appointing a specific entity/company/horticultural association to organize the participation of the country in Expo 2023 Doha. In both cases, the country shall remain as the Official Participant.

### 2. Determining the Terms of Participation

After the submission of Participation Form and Official Letter/Note Verbal through diplomatic channels, negotiations may take place between the Organiser and the Official Participants for specifying the terms of participation.

Once the Theme Statement in the Participation Form is approved by the Organiser, Participation Contract should be signed by Official Participant and the Organiser.

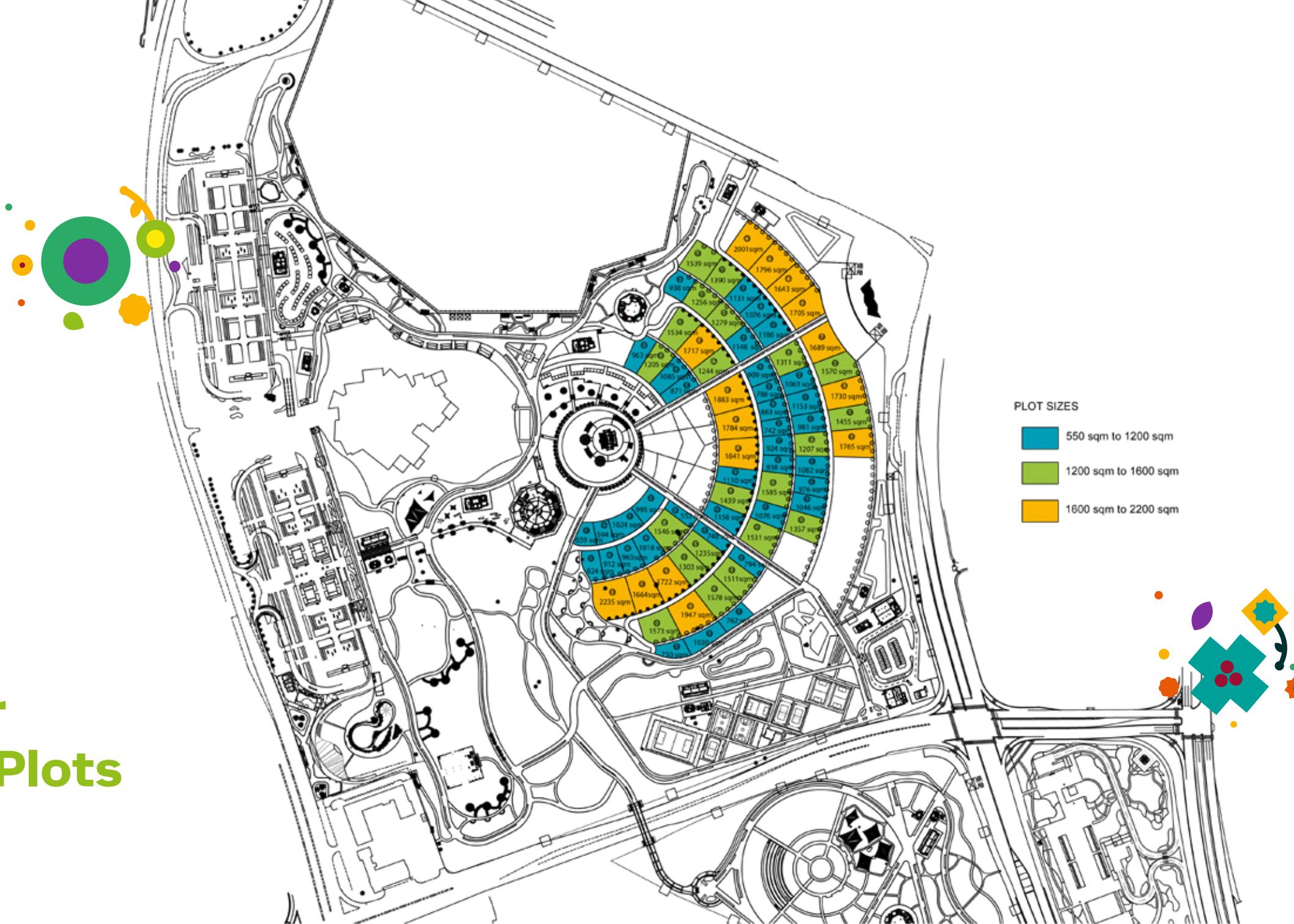
The Participation Contract should be signed by the Commissioner General of Section, Secretary General of the Organiser and countersigned by the Commissioner General of Expo 2023 Doha.

**Official participants may:**

- Send the signed Participation Contract by e-mail to: [info@dohaexpo2023.gov.qa](mailto:info@dohaexpo2023.gov.qa)
- Visit the Expo 2023 Doha Exhibition Site and sign the Participation Contract with the Organiser in Doha.



# Outdoor Garden Plots



# Expo House





**Bureau  
International  
des Expositions**



**AIPH**

**EXPO 2023 Doha, Qatar**

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