EXPO 2023 DOHA

LEGACY REPORT

EXPO 2023 DOHA QATAR™

Green Desert
Better Environment

LEGACY REPORT

His Highness Sheikh
Tamim bin Hamad Al Thani
Amir of the State of Qatar

His Highness Sheikh
Hamad bin Khalifa Al Thani
The Father Amir

As a nexus connecting East and West and a hub for international events, Qatar is pleased to host the International Horticultural Expo 2023 in Doha, marking the first time such an event is held in our region. We hope that this significant event will lay the foundations for potential investments in innovative agricultural technologies, contribute to raising global environmental awareness and support discussions on transforming arid lands into agricultural areas.

His Excellency Sheikh

Mohammed bin Abdulrahman Al Thani

Prime Minister and Minister of Foreign Affairs

Hosting Expo 2023 Doha under the theme “Green Desert, Better Environment” reaffirms Qatar’s strong commitment to supporting global efforts towards achieving Sustainable Development Goals. From the outset, this commitment has been evident, with His Highness Sheikh Tamim bin Hamad Al Thani, the Amir of Qatar – may God protect him – inaugurating this exceptional global event in the presence of numerous world leaders and heads of government, underscoring Qatar’s prominent standing on the international stage.
This event embodies Qatar’s National Vision 2030, which aims to transform Qatar into a leading nation in sustainable development and environmental protection by fostering international cooperation, raising environmental awareness, and innovating solutions to challenges such as desertification, ultimately creating a greener and more sustainable environment.

We take pride in hosting this global event as the first A1 International Horticultural Exhibition in Qatar, the Middle East, and North Africa, marking the culmination of Qatar’s long-standing active participation in previous Expos around the world. This achievement also highlights Qatar’s pioneering environmental and sustainability initiatives, such as the National Climate Change Plan, the Qatar National Environment and Climate Change Strategy, and the Plant Ten Million Trees Initiative. This event has further solidified Qatar’s position as a leading nation in environmental sustainability on both regional and international levels.

Expo 2023 Doha attracted extensive participation from countries, organisations, institutions, and experts in the fields of agriculture and horticulture, presenting innovative solutions and valuable contributions to developing sustainable methods for managing natural resources. This platform fostered an enhanced international dialogue about creating a greener, more sustainable environmental future.

Expo 2023 Doha exceeded expectations, attracting over 4 million visitors from around the world over its six-month duration. This turnout far surpassed anticipated attendance, reflecting the global interest in Qatar’s environmental vision and its leadership in advancing sustainability.

In conclusion, I would like to express my heartfelt gratitude to all the countries and international organisations that contributed to the success of this remarkable event, as well as to the Executive Committee of the Bureau International des Expositions (BIE), the International Association of Horticultural Producers (AIPH), and the governmental and private sectors that played a role in this achievement. My appreciation also goes to the National Committee for Hosting Expo 2023 Doha and the dedicated teams whose exceptional efforts brought this exhibition to life.

I look forward to continued collaboration among countries, organisations, and civil society in building a more sustainable future for current and future generations.

His Excellency
Abdullah bin Hamad
Minister of Municipality

The State of Qatar's hosting of Expo 2023 Doha marked a pivotal moment in advancing horticulture and sustainability. On 2 October 2023, HH Sheikh Tamim bin Hamad Al Thani, the Amir of the State of Qatar, officially inaugurated the event amidst the enchanting atmosphere of Al Bidda Park, nestled in the heart of Doha.
For six consecutive months, Qatar once again welcomed the world, drawing on its extensive experience in hosting major international events. This legacy was exemplified by the resounding success of the FIFA World Cup Qatar 2022™, an event that captivated global audiences and left an indelible mark on history.
At Expo 2023 Doha, Qatar brought together around 80 countries and international organisations around a noble goal: to harness technology and innovation to advance agriculture and food security, while promoting environmental awareness to ensure sustainability.
We adopted a comprehensive diplomatic and media strategy to ensure broad international participation, representing all continents. This approach provided opportunities for a diverse range of local, regional, and international stakeholders to engage with issues related to agriculture, food security, and relevant research and innovations in environmental sustainability.
The three zones - International, Family, and Cultural - at Expo 2023 Doha served as open spaces for sharing the success stories of participating countries and organisations, showcasing how they transformed the risks and challenges of climate change, drought, and desertification into opportunities for sustainable development that ensure a dignified life for both present and future generations.
Visitors to Expo 2023 Doha explored the diverse cultures and creative contributions of the participating countries to human civilisation through architecture, literature, and the fine arts, all of which resonate with the human spirit. These experiences affirmed that beauty lies in diversity, encompassing a wide array of ethnicities, cultures, lifestyles, customs, and traditions.
Expo 2023 Doha also offered a valuable opportunity for partnerships and constructive collaboration between investors from both the public and private sectors, benefiting all parties and driving shared progress.
At Expo 2023 Doha, researchers, innovators, and creatives found ample opportunities to showcase their work in agriculture and horticulture, along with strategies for resilience and adaptation to climate change. They also found supportive partners for their projects, which aim to benefit communities and stand the test of time.
Through Expo 2023 Doha, Qatar made significant strides in enhancing its global presence, fostering an environment conducive to building international partnerships aimed at achieving sustainable development goals at local, regional, and global levels, leaving a lasting legacy for future generations.

His Excellency Ambassador
Badr bin Omar Al-Dafaa
Commissioner-General of the International Horticultural Exhibition Expo 2023 Doha

With over 179 days filled with events, conferences and celebrations, the Horticultural Expo 2023 Doha marked a significant milestone in Qatar's journey of excellence. Al Bidda Park welcomed visitors to its expansive green spaces, hosting approximately 80 countries and international organisations under the theme "Green Desert, Better Environment."
This theme was more than just a slogan; it captured the urgency of addressing environmental challenges facing Qatar, the Middle East, and North Africa. It symbolised a collective effort to make this edition of the exhibition a beacon of hope and a platform for sharing innovative solutions that promote environmental sustainability and urban greening.
Set within 1.7 million square metres of Al Bidda Park, Expo 2023 Doha featured over 7,000 diverse activities. These included 54 national celebrations, 124 conferences and seminars, 601 theatrical performances, 1,727 educational workshops, and 1,000 school visits. Each of these activities benefited from Expo 2023 Doha as a platform to foster intergenerational connections and raise environmental awareness. Additionally, Expo 2023 Doha facilitated the signing of 51 agreements, while welcoming over 4 million visitors from around the world, who enjoyed its vibrant programmes throughout six remarkable months.
This exceptional success was driven by the dedication of 2,200 volunteers from around the globe, whose efforts in guiding and assisting visitors and participants were instrumental in making this edition of the Expo unique and inclusive.
The opening of Expo 2023 Doha on 2 October 2023, was a momentous occasion, inaugurated by HH Sheikh Tamim bin Hamad Al Thani, the Amir of the State of Qatar, in a magnificent ceremony attended by numerous world leaders, dignitaries, and government officials. This global participation underscored the widespread confidence in Qatar's ability to host major international events, particularly following the success of the FIFA World Cup 2022™.
Expo 2023 Doha was more than a fleeting event; it represented a turning point in Qatar's sustainability journey. Both the Horticultural Expo 2023 Doha and the Expo House received the GSAS (Global Sustainability Assessment System) certification, further emphasising Qatar's commitment to upholding the highest sustainability standards.
Participants, partners, and international organisations expressed their admiration and gratitude for Qatar's efforts and the exceptional support provided, which ensured the success of this groundbreaking event - the first of its kind in the Middle East and North Africa.
We extend our heartfelt gratitude to everyone who contributed to the success of this extraordinary event. We eagerly look forward to the next edition of the Expo in Japan as we continue striving towards a greener, more sustainable future.

Dr. Fayqa Abdullah Ashkanani
Secretary-General of the International Horticultural Exhibition Expo 2023 Doha

EXECUTIVE SUMMARY

72
Official Participating Countries

346
Schools and Universities

4.2 M
Visitors

2,200
Volunteers

33,191
Students

We are pleased to present Expo 2023 Doha's Legacy Report, prepared in accordance with the requirements set out by the Bureau Internationale des Expositions (BIE) and the Association Internationale des Producteurs de l'Horticulture (AIPH). This report represents a comprehensive summary of the essential processes, significant events and key achievements of Expo 2023 Doha.

The data presented in this report covers the period from 2 October 2023, to 28 March 2024. Where relevant, however, data from other periods has also been included to describe preparations for Expo 2023 Doha or benchmark results against similar international expositions.

The Organising Committee and Secretary-General welcome this opportunity to reflect on the successes of Expo 2023 Doha and recognise the passion and dedication of those involved. From the 77 International Participants to our 2,200 volunteers and more than 4.2 million visitors, Expo 2023 Doha was a truly collaborative effort and a national experience.

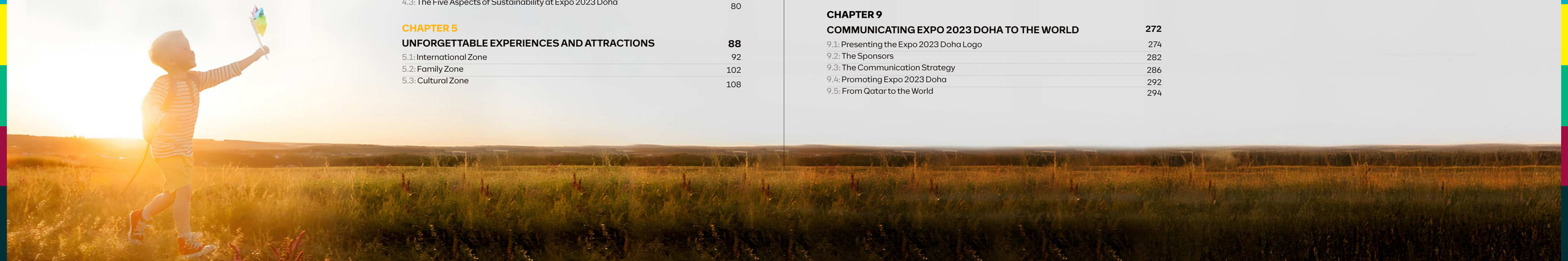
Guided by the unwavering belief that education, especially for our children, is the bedrock of any sustainable future, Expo 2023 Doha placed a strong emphasis on awareness and capacity building. This commitment was woven into every aspect of the planning and execution process, with the hope that the key takeaways will continue to resonate long after the event's six-month duration. The participation of over 33,191 students from 346 schools and universities throughout Expo 2023 Doha stands as a testament to its legacy.

Expo 2023 Doha hopes that this report will serve as a tool to empower those who are inspired by our vision for a greener, more sustainable future for countries in the Middle East and beyond.

Expo 2023 Doha Overview

Official Title	The International Horticultural Exhibition Expo 2023 Doha Qatar
Category	Category A1 International Horticultural Exhibition
Period	2 October 2023 to 28 March 2024
Theme	Green Desert, Better Environment
Sub-Themes	Modern Agriculture
	Technology and Innovation
	Environmental Awareness
	Sustainability
Site	Al Bidda Park
Site Area	170 ha (1,700,000 sqm)
Thematic Zoning	International Zone 70 ha (700,000 sqm)
	Family Zone 50 ha (500,000 sqm)
	Cultural Zone 50 ha (500,000 sqm)
Participants	
International Participants	77
Non-Official Participants	6
Visitors	
Target	3,000,000
Final Count	4,236,384
Highest Single Day	100,000

CONTENT ROADMAP



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Chapter 1

FROM DECISION TO REALISATION

- 1.1 Deciding to Host Expo 2023 Doha
- 1.2 The Journey of Hosting Expo 2023 Doha
- 1.3 The Expo 2023 Doha Organising Committee
- 1.4 The Legal Framework and the Financials

01

Section: 1.1

DECIDING TO HOST EXPO 2023 DOHA

Vision 2030

The Qatar National Vision 2030 embodies the aspirations and culture of the Qatari people. The Vision outlines a framework for environmental development, aiming to ensure a high standard of living for generations to come. At the heart of this environmental development pillar is sustainability, emphasising environmental awareness, the growth of a knowledge-based economy, and the gradual reduction of the country's reliance on hydrocarbons in order to ultimately foster harmony between nature and society.

Nature and Society

Sustainability

CHAPTER 1 | FROM DECISION TO REALISATION

FIFA WORLD CUP™ Qatar2022

Expo 2023 Doha:

A Milestone in Qatar's Global Journey

Qatar's decision to host Expo 2023 Doha came as a natural progression in the country's evolution. In recent years, Qatar has emerged as a leading destination for global investors, entrepreneurs, and international organisations, establishing itself as a key player in sustainably hosting high-profile events. With its compact size of around 11,600 km2, Qatar has successfully hosted several prestigious global events, including the FIFA World Cup Qatar 2022™, further solidifying its reputation on the world stage.

Infrastructure for Tomorrow

To support its Vision 2030 goals and its growing reputation as a global host, Qatar has made significant investments in sustainable, state-of-the-art infrastructure, thus strengthening its position as a hub for international gatherings. Qatar's strategic focus on infrastructure has enhanced its connectivity to over 100 major cities and developed world-class facilities that accommodate both urban growth and global events. This commitment to building sustainable infrastructure, designed to address challenges like desertification through green technologies, has been crucial in enabling Qatar to host major events, such as Expo 2023 Doha, leaving a lasting legacy for future generations.

Section: 1.2

THE JOURNEY OF HOSTING EXPO 2023 DOHA

A STORY OF COLLABORATION AND SUCCESS

The successful delivery of Expo 2023 Doha required seamless coordination and collaboration among multiple entities, including the State of Qatar's Ministry of Municipality (MoM), the Bureau International des Expositions (BIE), and the Association Internationale des Producteurs de l'Horticulture (AIPH).

The Ministry of Municipality (MoM)

The State of Qatar's Ministry of Municipality is responsible for delivering essential services to the public while aligning its endeavours with the country's rapid advancement and the Qatar National Vision 2030.

The Bureau International des Expositions (BIE)

The Bureau International des Expositions (BIE) is the intergovernmental organisation responsible for regulating international exhibitions. BIE plays a crucial role in maintaining the standards and guidelines across international expositions.

AIPH

The Association Internationale des Producteurs de l'Horticulture (AIPH)

The International Association of Horticultural Producers (AIPH) is the non-governmental organisation responsible for approving the world's most exceptional horticultural expos and creating long-lasting green legacies in cities across the globe.

In January 2017, the Association Internationale des Producteurs de l'Horticulture (AIPH) approved Qatar's application to host Expo 2021 Doha as an A1 International Horticultural Exhibition, and Qatar received formal recognition by the Bureau International des Expositions (BIE) in November 2018.

January
2017

AIPH approved Qatar's application to host Expo 2021 Doha

August
2018

Qatar submitted its request to BIE for recognition

November
2018

Qatar received formal recognition of Expo 2021 Doha by BIE

October
2019

Official flag handover in Beijing opened planning for Expo 2021 Doha

July
2020

Qatar requested to reschedule Expo 2021 Doha for October 2023 to March 2024

December
2020

Qatar received approval for the postponement of the exhibition

October
2023

Expo 2023 Doha opened

CHAPTER 1 | FROM DECISION TO REALISATION

From Beijing to Doha

Expo 2023 Doha made history as the first A1 International Horticultural Exhibition in the MENA region. The official flag handover took place in October 2019 after the conclusion of Expo 2019 Beijing. Following intensive preparation and planning, Expo 2023 Doha opened on 2 October 2023, and lasted for 179 days.

The decision to host a horticulture-focused exposition in Qatar, an arid desert region, made a profound statement to the world about the nation's unwavering commitment to sustainability. Qatar aimed to showcase its efforts to green its desert, using innovative techniques to promote environmental conservation.

By hosting Expo 2023 Doha, Qatar sought to inspire other nations to embrace similar sustainability practices, proving that even the most challenging climates can be transformed into thriving, green ecosystems.

CHAPTER 1 | FROM DECISION TO REALISATION

Section: 1.3

THE EXPO 2023 DOHA ORGANISING COMMITTEE

The Ministry of Municipality served as the official organiser of Qatar's efforts to host Expo 2023 Doha. Established by a ministerial decree on 16 September 2019, the National Committee for Hosting the International Horticultural Expo 2023 Doha, chaired by the Minister of Municipality, brought together representatives from all relevant sectors to ensure broad national support for this significant event. The committee was responsible for overseeing all preparations, dedicating the country's resources to support the event's success, and addressing any challenges encountered along the way.

The committee's responsibilities included:

- Establishing an Exhibition Coordination Office to manage all event activities and assign staff to operational roles as needed;
- Appointing the Secretary-General and a supporting team, who were tasked with defined responsibilities;
- Managing the design and construction of all required facilities for the event and tracking their completion;
- Setting a timeline for committee tasks and closely monitoring progress to ensure a smooth execution;
- Proposing the budget required to facilitate a successful event.

HE Abdullah bin Hamad bin Abdullah Al Attiya
Chairman of the Committee

HE Dr. Saad Ahmed Al Mohannadi
Vice-Chairman of the Committee

HE Ambassador Bader bin Omar Al Dafa
Commissioner-General of the Committee

Dr. Fayqa Ashkanani
Secretary-General of the Committee

Mr. Ahmed Al Emadi
Secretary of the Committee

Mr. Jaber Al Qitairi
Assistant Secretary of the Committee

Mr. Abdulrahman Al Dosari
Committee Member
Ministry of Sports and Youth

Brig. Dr. Ali Khajim Al-Athbi
Committee Member
Ministry of Interior

Mr. Yasser Al Jamal
Committee Member
Supreme Committee for Delivery and Legacy

Mr. Ahmed Al Mohannadi
Committee Member
Ministry of Finance

Mr. Muhammad Al Dahi
Committee Member
Ministry of Environment and Climate Change

Ms. Maryam Al Mohannadi
Committee Member
Ministry of Education and Higher Education

Mr. Salam Al Shawa
Committee Member
Qatar Airways

Mr. Hamad Ali Jarhab
Committee Member
Ministry of Social Development and Family

Mr. Hamad Ali Al Marri
Committee Member
Ministry of Transport

Mr. Nasser Al Mohannadi
Committee Member
Ministry of Commerce and Industry

Mr. Ahmed Al Ajami
Committee Member
Ministry of Culture

Mr. Omar Al Jaber
Committee Member
Qatar Tourism

Ms. Dana Al Raeesi
Committee Member
Ministry of Communications and Information Technology

Mr. Hamad Hadi Al Breidi
Committee Member
Ministry of Municipality

KEY STAKEHOLDERS

وزارة الداخلية
Ministry of Interior
State of Qatar • دولة قطر

وزارة الخارجية
Ministry of Foreign Affairs
State of Qatar • دولة قطر

قطر تستحق الأفضل
Qatar Deserves The Best

QATAR
Tourism
للسياحة

Sponsors

Strategic Sponsors

QNB
ooredoo
QATAR AIRWAYS القطرية
مطار حمد الدولي Hamad International Airport QATAR قطر
مشيرب MSHEIREB DOWNTOWN DOHA
حديقة البدع AL BIDDA PARK
Microsoft

Platinum Sponsors

آل عبدالغني موتورز Al Abdulghani Motors
QDB بنك قطر للتنمية Qatar Development Bank
QATARI DIAR القطرية
talabat
مزرعتي MAZZRATY
Al Meera المبرة

Gold Sponsors

Rayyan Natural Water مياه الريان
pepsi
BIRD
AKKM
FLOWARD فلودرد
agrico Qatar قطر
Virgin MEGASTORE Tickets

CHAPTER 1 | FROM DECISION TO REALISATION

Section: 1.4

THE LEGAL FRAMEWORK AND THE FINANCIALS

The Government of Qatar did not need to amend any laws at the municipal or national levels to host Expo 2023 Doha, as the existing legal framework was already conducive to supporting international participation.
Laws regulating the import and export of exhibition materials, including plants and plant products, were well-established, allowing for smooth customs procedures and quick inspections.

Participants benefited from streamlined approval processes for bringing in goods, food and beverages, and other exhibition items from their home countries.
Additionally, the ease of securing visas and finding accommodation for international visitors ensured a hassle-free experience. Qatar's tax-free environment further contributed to the attractiveness of Expo 2023 Doha, creating favourable conditions for participants without the need for any amendments to Qatari laws.

To further ensure the success of Expo 2023 Doha, the Government of Qatar developed a comprehensive series of 7 General and 14 Special Regulations, in addition to 3 Guidelines issued to International Participants.

General Regulations

Section I. General Provisions
Section II. Government Authorities in the Organising State
Section III. Participants
Section IV. General Conditions of Participation
Section V. Specific Implementation Conditions
Section VI. Commercial and Other Activities
Section VII. Final Provisions

Special Regulations

Special Regulation No. 1
Concerning the Definition of the Theme of the Exhibition and the Guidelines for Theme Development by the Organiser and the Participants

Special Regulation No. 2
Concerning the Conditions of Participation in the Exhibition

Special Regulation No. 3
Concerning the Rules for the Functioning of the Steering Committee of the College of Commissioners-General

Special Regulation No. 4
Concerning Construction, Installation, Workplace Safety, Fire Prevention, and Environmental Protection

Special Regulation No. 5
Concerning Installation and Operation of Machinery and Equipment

Special Regulation No. 6
Concerning Accommodation for the Personnel of Official Participants

Special Regulation No. 7
Concerning Customs Clearance, Transport, and Handling of Goods

Special Regulation No. 8
Concerning Insurance

Special Regulation No. 9
Concerning Commercial Activities by Official Participants

Special Regulation No. 10
Concerning General Services

Special Regulation No. 11
Concerning Intellectual Property Rights

Special Regulation No. 12
Concerning the Privileges and Advantages of the Commissioners-General of Section and Their Staff

Special Regulation No. 13
Concerning Admissions to the Exhibition Site

Special Regulation No. 14
Concerning the Conditions Governing the Attribution of Awards

Guidelines

1. Brand Guidelines
2. Design Guidelines
3. Sustainable Procurement Guidelines

The budget for Expo 2023 Doha focused on the participant and visitor experience.
First, through building the infrastructure within Al Bidda Park to host the various Gardens, exhibition areas, and key landmarks and, second, by creating an informative and engaging experience through daily programmes and events.

Expo 2023 Doha Operational Cost Distribution

Events Programmes
42%

Operations
25%

Personnel & Organisation
14%

Marketing & Communications
12%

Participants
06%

Other
01%

Expo 2023 Doha Infrastructure Cost Distribution (Within Site)

Main Contractor
42%

Consultant Design
11%

Consultant Supervision
04%

Chapter 2

PRESENTING THE THEME: THE MESSAGE OF EXPO 2023 DOHA

02

Green Desert Better Environment

ENVIRONMENTAL AWARENESS

SUSTAINABILITY

MODERN AGRICULTURE

TECHNOLOGY & INNOVATION

The theme for Expo 2023 Doha was

Green Desert, Better Environment

The theme aimed to inspire the local and international community to find innovative solutions against desertification. The theme also reflected Qatar's commitment to green its own desert environment and adopt practices that better support our planet.

Facing its own challenges related to desertification, Qatar acknowledges the critical importance of combating land degradation and desertification, and has launched a number of programmes to monitor and evaluate desertification, improve agricultural production and livestock breeding systems, and conduct research on genetic diversity to improve plant health.

Agricultural Production

Molecular Genetics

Qatar has also adopted laws to rehabilitate the country's mainland and meadows, planting them with locally-grown foliage. More than one million trees were planted, and 143 green parks were created, covering an area of 13 million square metres, including Al Bidda Park, which hosted Expo 2023 Doha. As part of its continued commitment to environmental sustainability, Qatar also plans to plant 10 million trees.

10 MILLION TREES

Sub-Themes and **Topics**

The main Expo 2023 Doha theme “Green Desert, Better Environment” encompassed four sub-themes, each designed to encourage innovation, collaboration, discussion, and inspire participants to continuously engage in sustainable behaviours.

Modern Agriculture

Technology & Innovation

Environmental Awareness

Sustainability

Environmental Awareness

Raising global awareness to promote a long-term change in attitudes and behaviour towards the environment.

Topics
- Affiliation Through Education
- Foodprint
- Perma Gardening

Modern Agriculture

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

Topics
- Enhancing Farmers’ Role
- Bridging Knowledge and Technology
- Ensuring Coordinated Solutions
- Promoting Permaculture

Technology and Innovation

Incorporating new techniques to enhance farming productivity and balance environmental sustainability.

Topics
- Hands-On Experience
- Rainwater Harvesting
- Alternative Energy Solutions
- Urban Greenery and Urban Farming

Sustainability

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

Topics
- Investing in Agricultural Innovations
- Connecting People with Nature to Raise Awareness
- Transforming Arid Land into Farmland and Forests

CHAPTER 2 | PRESENTING THE THEME: THE MESSAGE OF EXPO 2023 DOHA

Qatar Rises to

The Challenge of Desertification

Hosting Expo 2023 Doha under the theme “Green Desert, Better Environment” marked a paradigm shift towards more sustainable agricultural and horticultural practices in the Middle East.

The event demonstrated Qatar’s potential to make a real-world impact against desertification and provided actionable ways for other countries to propel their own green initiatives forward.

CHAPTER 2 | PRESENTING THE THEME: THE MESSAGE OF EXPO 2023 DOHA

From Vision to Action

Qatar has taken significant steps to combat desertification, blending traditional agricultural practices with modern technologies like hydroponics, permaculture, and sustainable irrigation to transform arid lands into thriving green spaces. Initiatives such as widespread tree planting and the development of green parks across the country reflect Qatar's commitment to environmental sustainability. Expo 2023 Doha, under the theme "Green Desert, Better Environment," served as a global showcase for these efforts, demonstrating how innovative techniques and clean technologies can effectively address land degradation. To ensure the success of these initiatives, prioritising community engagement and a collective shift in mindset is essential. Long-term sustainability isn't achievable through technology alone; it requires active participation from communities and a deep-rooted cultural commitment to protecting the environment.

Expo 2023 Doha was a crucial platform not only for showcasing these innovations but also for promoting the importance of global collaboration and community involvement, inspiring people worldwide to take part in making the vision of a green desert a shared reality for the future.

Chapter 3

1,700,000 SQM OF GREEN FUTURE

- 3.1 Selecting the Expo 2023 Doha Site: Al Bidda Park
- 3.2 Preparing the Site for Expo 2023 Doha and Beyond
- 3.3 Presenting the Expo 2023 Doha Site

03

CHAPTER 3 | 1,700,000 SQM OF GREEN FUTURE

Section: 3.1

SELECTING THE EXPO 2023 DOHA SITE: AL BIDDA PARK

Al Bidda Park, the venue for Expo 2023 Doha, combines both natural beauty and sustainability principles in an eco-friendly urban oasis in the historical heart of Doha. The park integrates biodiversity preservation, water and energy conservation, and environmentally-conscious landscaping, making it the ideal representation of the Expo 2023 Doha theme.

Many of the Ghaf and Acacia trees dotting the landscape were preserved from grounds of local properties absorbed into the park. Majestic Sidra trees spread their welcoming arms, offering visitors a shady respite and a reminder of the strength and history of Qatar.

514,000sqm
Manicured Lawns

274,500sqm
Cultivated Gardens

1,700,000sqm
Total Green Space

CHAPTER 3 | 1,700,000 SQM OF GREEN FUTURE

3 Million Expected Visitors

When selecting a site for Expo 2023 Doha, both practical and thematic factors were considered.

The exposition site would need to provide space to comfortably accommodate the predicted number of visitors, as well as a wide range of Gardens, events, public performances and exhibitions.

Proximity to public transport, lodging, and other tourism infrastructure were also critical factors. At the same time, the Organising Committee was mindful of the need for a site that supported the theme of Expo 2023 Doha: Green Desert, Better Environment.

Encircled by bus and metro routes and with more than 4,000 parking places to serve visitors, Al Bidda's ample green spaces and proximity to downtown Doha made it the most logical choice as the home of Expo 2023 Doha.

Your Guide to Expo 2023 Doha: A Journey of Accessibility and Discovery

Strategically located in the heart of Doha, the Expo 2023 Doha site within Al Bidda Park was easily accessible through a comprehensive transport network. The Doha Metro's Red and Green lines provided direct access to Expo 2023 Doha, with stops at the Corniche and Al Bidda (South Entrance) metro stations, both conveniently situated within Al Bidda Park.

For visitors travelling from different parts of the country, the Gold Line offered a convenient option. Passengers on the Gold Line could simply transfer at Msheireb Metro Station to the Red or Green Line, which took them directly to Al Bidda Park.

For those driving, four major roads—Khalifa Street, Al Rayyan Road, Majlis Al Taawon Street, and Al Istiqlal Street—offered efficient vehicle access and taking Al Corniche street would lead them to the site's underground parking. Key destinations were just a short drive away, with West Bay 10 minutes away, Doha Port 10 minutes away, and Hamad International Airport about 20 minutes by car.

International visitors could easily reach the Expo 2023 Doha site from the airport by taking the metro, with only six stops to Al Bidda Park or opting for a taxi for a direct 20-minute ride. The well-connected transport system ensured that navigating the roads or metro to reach the site was simple and convenient for both local and international visitors.

02
Metro Stations

04
Major Roads

CHAPTER 3 | 1,700,000 SQM OF GREEN FUTURE

Internal Site Connectivity

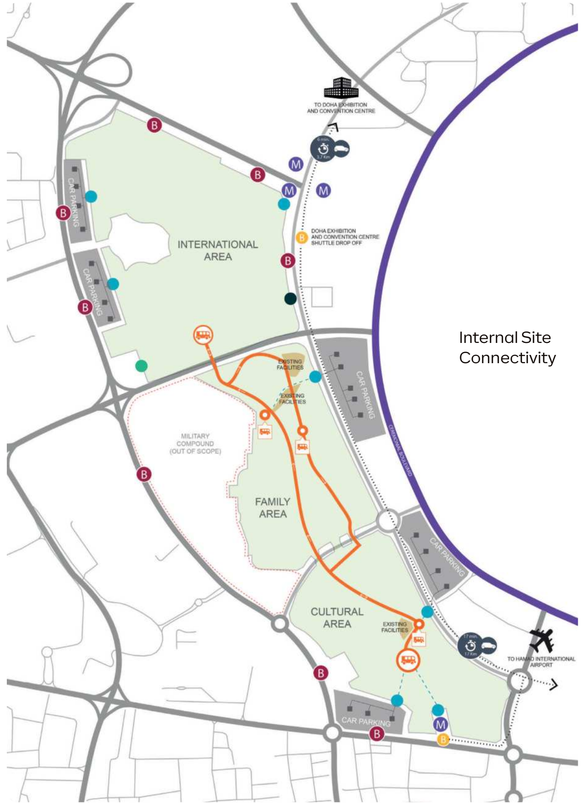
Within the Expo 2023 Doha site itself, visitors benefited from an excellent internal connectivity system. Al Bidda Park featured an extensive network of pedestrian pathways, cycle paths, and jogging trails, all designed to provide easy movement throughout the park. A shuttle service connected parking areas and metro or bus stations to the main entrance via the pedestrian bridge, ensuring convenient access. A main pathway provided a direct North-South connection through the three thematic zones, making navigation simple and efficient. Once inside, visitors could freely explore the park at their own pace.

04
Metro Entrances

08
Bus Stops

LEGEND

- Car Parking Exit/Entrance
- Access Points
- VIP Access
- BOH Access
- Metro Entrance
- Bus Stop
- Bus/ Shuttle Drop
- Park Loop for Electric Carts
- Primary Electric Cart Drop
- Electric Carts Pick up



Internal Site Connectivity

Urban Context

Surrounding the Expo 2023 Doha site, visitors found a variety of cultural, heritage, and commercial attractions that enhanced the overall experience. Additionally, the area offered more than 60 hotels providing a wide range of accommodation options to suit every need and budget, along with five nearby hospitals like Hamad General Hospital and Al-Ahli Hospital, ensuring visitors' comfort and safety.

~60
Hotels

05
Hospitals

~20
Attractions

CHAPTER 3 | 1,700,000 SQM OF GREEN FUTURE

Section 3.2

PREPARING THE SITE FOR EXPO 2023 DOHA AND BEYOND

As part of the preparations for Expo 2023 Doha, the Organising Committee implemented a comprehensive greening and infrastructure upgrade for Al Bidda Park. Existing lawns and green spaces were meticulously expanded and enhanced, while new temporary and permanent facilities were introduced to ensure visitor comfort and safety. These improvements will remain as part of the exposition's enduring legacy, ensuring that Al Bidda Park continues to serve as a vibrant destination for future celebrations and gatherings.

CHAPTER 3 | 1,700,000 SQM OF GREEN FUTURE

LANDSCAPE AND PLANTING

The landscape design for Expo 2023 Doha was crafted to reflect a balance between traditional and modern elements, creating a space that was both functional and aesthetically pleasing. This approach aimed to shape the perception of the park among visitors and residents, ensuring it remains a captivating destination even after the conclusion of Expo 2023 Doha. Emphasising a strong connection between the built environment and the landscape, the design focused on creating a network of public open spaces that are environmentally sustainable and highly functional. These spaces were designed to maximise pedestrian comfort, encourage active use, and be adaptable to the needs of both Expo 2023 Doha and its legacy phase.

A key aspect of the landscape strategy was the incorporation of a habitat conservation plan, particularly for the enhancement of Al Bidda Park, to protect natural reserves and local biodiversity. The park, which was mostly ready to host Expo 2023 Doha with minimal construction—mainly in the international zone—boasts nearly 1,800 trees, including the iconic Sidra Tree, a symbol of cultural significance in Qatar.

In line with the project's sustainability goals, the landscape design employed best practices that are climate-responsive, utilising drought-tolerant native species to reduce water consumption. Three quarters of the plants in Al Bidda Park are native and drought-resistant, chosen to combat desertification—a growing regional concern—and to support local wildlife, such as lizards, butterflies, and migratory birds.

The park's design adhered to the highest standards, ensuring that public spaces are not only visually-appealing but also climate-responsive. This included strategic planting to optimise prevailing winds and temperature patterns, making the space comfortable and inviting year-round. The careful selection of plants, including adaptive species, enriched the landscape's biodiversity while minimising the impact of non-native and invasive species. Covering approximately 750,000 sqm with grass and 250,000 sqm with groundcovers and shrubs, Al Bidda Park was designed as a welcoming community space, and its recognition as Qatar's first pet-friendly park further enhances its appeal to visitors.

Landscape Design Principles

Hierarchy
Emphasise key nodes in public spaces to support necessary uses

Sustainability
Develop climate-appropriate open spaces with low-water-use plants, ensuring design integrity

Access
Ensure a safe, pedestrian-friendly district that promotes healthy living and disability access

Conservation
Maximise vegetation to support local biodiversity and Qatari historic values

Place Making
Design spaces with activities that make them attractive destinations during Expo 2023 Doha and in legacy mode, supporting Qatari cultural values

From FIFA World Cup 2022™ to Expo 2023 Doha

The Expo 2023 Doha Organiser and the Public Works Authority (Ashghal) coordinated on all site preparation efforts for Expo 2023 Doha. The construction of Expo 2023 Doha took place in two phases.

The First Phase 02.12.2020 – 19.11.2022

The First Phase of the construction work focused on four main packages:

- **P01: Multi-Functional Building (The Expo House)**
- **P02: Utility Buildings**
- **P03: Retrofit of Existing Buildings**
- **P04: Landscaping Works**

While the first phase was underway, a key decision was made in August 2021 between the Expo 2023 Doha Organiser and the Supreme Committee (SC) which oversaw infrastructure development for the FIFA World Cup Qatar 2022™, to hand over parts of the site to host the FIFA World Cup Qatar 2022™ Fan Festival Zone. This transition occurred in November 2022 allowing Al Bidda Park to welcome fans from around the world. Once the FIFA World Cup 2022™ concluded, site preparations for Expo 2023 Doha resumed in February 2023.

The Second Phase 01.02.2023 – 01.10.2023

This phase focused on constructing Gardens/Exhibitions for International Participants, overlay works and renovating existing buildings for exhibitors. Additionally, new structures, such as biodomes, hydroponic greenhouses, and kiosks, were constructed.

As part of these preparations, International Participants were invited to explore the Expo 2023 Doha site, where they learned about the various venues available for organising their events. The visit provided a unique opportunity for participants to view their designated plots and engage directly with the Expo 2023 Doha teams, fostering collaboration and ensuring a successful experience at the event.

With all construction and preparations completed by October 2023, the stage was set for Expo 2023 Doha, delivering an unforgettable experience that showcased innovation, culture, and sustainability.

Key Milestones:

The First Phase:
Preparing the Site for Expo 2023 Doha and the FIFA World Cup Qatar 2022™

December 2020
Construction begins

August 2021
Agreement between Expo 2023 Doha and SC to hand over P02, P03, P04 to SC for Al Bidda Park to prepare for and host the Fan Festival Zone for the FIFA World Cup Qatar 2022™

June 2022
Handover of works to SC in preparation for Expo 2023 Doha and in line with FIFA World Cup Qatar 2022™ needs for FanZone. These include P02, P03, and P04

November 2022
Hosting the Fan Festival Zone for the FIFA World Cup Qatar 2022™

The Second Phase: Construction Continues for Expo 2023 Doha

January 2023
SC handover of International Zone to Ashghal

February 2023
Construction resumes for Expo 2023 Doha

May 2023
Handover of the Multi-Functional Building: The Expo House , and retrofitted buildings

May 2023
Start of handover of self-built Garden plots to International Participants: two individual plots (Jordan and GCC)

June 2023
Handover of the entire International Zone to Expo 2023 Doha for allocating plots to International Participants who will build their own Gardens

September 2023
Construction of organiser-built Gardens completed and handed over to International Participants

September 2023
Completion of all exhibition areas and overlay works

October 2023
Expo 2023 Doha opened its doors to visitors

Section: 3.3

PRESENTING THE EXPO 2023 DOHA SITE

89,745 sqm
International Gardens

9,750 sqm
Qatar Garden

~15,400 sqm
Theatres, Stages and Performance Areas

2,928 sqm
Playgrounds and Areas for Children

~1,080,000 sqm
Outdoor Green Areas

AL BIDDA PARK 1,700,000 sqm

The Expo 2023 Doha site covered a total area of approximately 1,700,000 sqm and was divided into three Thematic Zones: International, Family, and Cultural.

As they moved through the interconnected Zones, visitors were invited to reflect on key Expo 2023 Doha themes through the lenses of global collaboration, community engagement, and the arts and sciences.

The Zones also functioned as models of sustainable urban planning, showcasing a balance between landscaped green spaces, themed gardens, and built structures, all aligned with the green city design concept. Significant buildings transitioned seamlessly into outdoor attractions, highlighting the relationship between advanced design, nature, and sustainability.

Expo 2023 Doha's design concept brought each of the zones to life, creating a seamless and immersive experience that transported visitors through the diverse landscapes of innovation, family fun, and cultural heritage.

The International Zone: Where Nations Bloom

As visitors began their Expo 2023 Doha adventure, they entered through the vibrant International Zone, a sprawling 700,000 sqm area in the northernmost section of the Al Bidda Park site. This zone served as a grand introduction to Expo 2023 Doha. Their journey commenced with the Green Tunnel, a lush passageway adorned with natural plants that set the tone for the day ahead and guided them into the heart of Expo 2023 Doha. Upon emerging from the Green Tunnel, visitors arrived at Expo Square, where the Qatari Garden proudly stood as a symbol of national pride at the centre of the International Gardens. Arranged in a radial grid, visitors could easily explore Gardens from around the world, where cultures intertwined and cutting-edge sustainable innovations were showcased.

Continuing along the path to the right, visitors reached Expo Hill, offering panoramic views of the entire site. To the southeast, they encountered the Indoor Gardens, brimming with futuristic farming techniques. Heading westward, they discovered the impressive Hydroponic Greenhouses, where innovative agricultural methods were demonstrated, and fresh produce was sold nearby at the farmers' market.

The journey concluded at the Grand Desert Park on the northern edge—a remarkable contrast of greenery and desert landscapes, situated within the Wadi Al Sail Natural Reserve.

The Family Zone: A Playground of Ideas

From the International Zone, visitors crossed a scenic bridge into the 500,000 sqm Family Zone, the heart of Expo 2023 Doha where its central location made it an ideal point in the visitor journey for resting, refreshing, and regrouping.
As they entered, music and laughter hinted at the excitement ahead, with the Family Amphitheatre showcasing lively children's shows and parades that took place daily. Roaming performers along the pathways added to the joyful atmosphere, inviting families to relax and explore.
Moving further into the Family Zone, visitors could find the Biodiversity Museum, which hosted The Nation of Plants exhibition, while the Food Court on the left offered global cuisine. At the centre was the iconic Sidra Tree Resting Spot, a natural shaded play area for children. Continuing along, visitors encountered the Corporate Gardens, including those of Qatar Airways and Ooredoo.

Walking a little further, they would reach the serene Water Plaza, where the sound of flowing water brought a moment of tranquility amidst the buzz of Expo 2023 Doha. Nearby, the Expo and Artisanal Souq offered traditional crafts, while the Family Farm provided a hands-on experience with animals and greenhouses.

At the end of the path, the Digital Park and Expo School featured interactive, technology-driven exhibits for learning and fun.

CHAPTER 3 | 1,700,000 SQM OF GREEN FUTURE

The Cultural Zone: A Celebration of Heritage and Art

At the southern end of the site and steps away from the historical centre of Doha, visitors entered the vibrant Cultural Zone, a 500,000 sqm space where tradition and modernity merged in a celebration of art, music, and heritage.

Two bridges connected the Family Zone to this cultural hub, where Qatar's rich heritage and global traditions were on full display. Crossing the first bridge, visitors encountered the stunning Save the Coral Reef Garden, highlighting the importance of marine conservation. Nearby, the 321 Qatar Olympics and Sports Museum offered a thrilling experience with 16 challenging obstacles. Further along, the Chinese Cultural Exhibitions and Performances showcased Chinese heritage through captivating art and music.

Crossing the second bridge, visitors were greeted by the lively Cultural Ennat Expo, where traditional games filled the air with children's laughter. The Congress and Exhibition Centres hosted a wide range of conferences, from business forums to interactive exhibitions, contributing to the zone's intellectual and cultural vibrancy.

At the heart of the zone stood the Cultural Arena, nestled between the Food Court and the Chinese Exhibitions, this arena hosted mesmerising performances, from traditional dances to contemporary art, offering a continuous celebration of global heritage and artistic expression.

Chapter 4

SUSTAINABILITY AT EXPO 2023 DOHA

- 4.1 Leading the Green Change: Expo 2023 Doha Receives GSAS Certifications
- 4.2 The Sustainability Guidelines
- 4.3 The Five Aspects of Sustainability at Expo 2023 Doha

04

CHAPTER 4 | SUSTAINABILITY AT EXPO 2023 DOHA

Section: 4.1

LEADING THE GREEN CHANGE:

Expo 2023 Doha Receives GSAS Certifications

Expo 2023 Doha has been recognised for its exceptional commitment to sustainability, earning two prestigious certifications from the Global Sustainability Assessment System (GSAS). The Expo House at Al Bidda Park was awarded the GSAS 4-Star rating for Design and Build, reflecting the highest sustainability standards applied throughout its construction. Additionally, the event received the GSAS EcoLeaf certification, highlighting its comprehensive approach to sustainability across all phases, from design and construction to event management and operations. These achievements underscore Expo 2023 Doha's success in creating a truly sustainable event, aligned with its strategic goals and objectives.

CHAPTER 4 | SUSTAINABILITY AT EXPO 2023 DOHA

Section: 4.2

THE SUSTAINABILITY GUIDELINES

Expo 2023 Doha was deeply committed to meeting and exceeding the sustainability goals outlined by the AIPH. By aligning with AIPH's recognised five sustainability priority areas, the event aimed to contribute to a greener and more sustainable future. From the planning and design phases, to implementation and dismantlement, Expo 2023 Doha approached sustainability through its choice of venue, use of GSAS green building framework for the permanent structures, use of GSAS EcoLeaf for the temporary facilities, and use of existing permanent buildings to support the Expo operations.

Additionally, the strategy integrated both international and national frameworks to ensure alignment with global best practices and the State of Qatar's strategic goals:

International Standards:
- GRI Framework
- United Nations Sustainable Development Goals (UN SDGs)
- United Nations Global Compact (UNGC)
- International Standards Organisation (ISO)

National Standards:
- The Constitution of the State of Qatar
- State of Qatar National Vision 2030
- State of Qatar National Development Framework (QNDF) 2032
- State of Qatar National Climate Change Action Plan 2030
- State of Qatar National Environment and Climate Change Strategy (QNE)
- State of Qatar Construction Specification

The AIPH Sustainability Goals

The sustainability plan of Expo 2023 Doha was guided by the AIPH's sustainability goals, which emphasised five key areas. These priorities shaped the event's approach, ensuring a focus on climate resilience, ethical practices, and the promotion of green spaces within the unique regional context of Qatar.

- Climate Action
- Equity and Inclusion
- Biodiversity Conservation
- Education and Awareness
- Sustainable Sourcing

The Sustainability Objectives

Expo 2023 Doha was committed to advancing AIPH's sustainability goals by adopting the association's 12 major objectives. These objectives were achieved through the implementation of the GSAS Design & Build and GSAS EcoLeaf schemes, which guided the design, construction, operations, and dismantlement of Expo 2023 Doha to ensure environmental excellence and sustainability.

1. Design
2. Contractors & Construction
3. International Participants
4. Transport
5. Biodiversity
6. Energy
7. Water
8. Pollution
9. Carbon
10. Sustainable Events Operations & Management
11. Waste & Dismantlement
12. Legacy

12 AIPH Objectives

CHAPTER 4 | SUSTAINABILITY AT EXPO 2023 DOHA

THE GSAS DESIGN & BUILD AND GSAS ECOLEAF SCHEMES

GSAS Design & Build is a comprehensive green building system that addresses sustainability challenges such as air and water pollution, land use, fossil fuel depletion, and climate change. By focusing on the entire lifecycle of buildings and infrastructure, this framework helps mitigate the environmental impact from the design phase through to construction and operation, ensuring that projects contribute positively to sustainability goals.

Complementing this, the GSAS EcoLeaf framework specifically targets the sustainability of temporary facilities, such as those used at Expo 2023 Doha. Covering all stages from master planning to dismantlement, EcoLeaf focuses on 21 key areas, ensuring that Expo 2023 Doha is not only a showcase of horticultural excellence but also a model of sustainable event management.

GSAS ECOLEAF COVERS THE FOLLOWING 21 KEY AREAS:

- Energy Management
- Water Management
- Sustainable Architecture
- Sustainable Materials
- Land and Biodiversity Preservation
- Catering
- Sustainability Awareness
- Waterbody Preservation
- Landscape Maintenance
- Health and Safety Management
- Pollution
- Accessibility
- Heritage and Cultural Identity
- Carbon Footprint
- Renewable Energy
- Waste Management
- Supply Chain and Exhibitors Management
- Transport Management
- Facility Management
- Materials Eco-Labeling
- Legacy

All these efforts strategically aimed to ensure a comprehensive approach to environmental responsibility throughout the event, addressing five core aspects of sustainability at Expo 2023 Doha.

1. Sustainable Hosting Venues
2. Sustainable Overlay Works
3. Sustainable Transport and Mobility
4. Sustainable Operations and Management
5. Sustainability Capacity Building and Engagement

CHAPTER 4 | SUSTAINABILITY AT EXPO 2023 DOHA

Section: 4.3

THE FIVE ASPECTS OF SUSTAINABILITY AT EXPO 2023 DOHA

Sustainable Hosting Venues:

Expo 2023 Doha showcased its commitment to sustainability through the strategic selection and development of its hosting venues, particularly Al Bidda Park and the Expo House. These venues exemplified the integration of eco-friendly principles, setting new standards for sustainable event hosting in Qatar.

Sustainability at Al Bidda Park

Al Bidda Park was selected for its natural biodiversity and suitability as a horticultural showcase. The park achieved a GSAS 3 Stars Rating, reflecting its emphasis on sustainable infrastructure. The park's design includes energy-efficient LED lighting controlled by sensors, which significantly reduces energy consumption. Water conservation is another key feature, with smart irrigation systems and the use of recycled water, leading to a 40% reduction in water usage compared to international standards. The park also promotes local biodiversity with native and adaptive plant species that support the region's ecosystem, making it a fitting backdrop for Expo 2023 Doha.

95%
Of the vegetation in Al Bidda Park comprises native and adaptive plants

40%
Water efficiency rate of Al Bidda Park compared to International Plumbing Code requirements

1.1M sqm
Al Bidda Park's area covered with green landscape

1,750+
Number of trees in Al Bidda Park

Sustainability at Expo House

Expo House, a purpose-built facility, embodies sustainable architecture with a GSAS 4 Stars Rating. The building incorporates advanced energy-efficient technologies that result in a 30% reduction in energy consumption. Water-efficient fixtures further enhance its sustainability profile, achieving a 30% reduction in water use. Expo House also prioritises indoor environmental quality, ensuring a healthy and comfortable space for visitors while minimising its environmental impact.

Additionally, the Expo House features a remarkable green roof spanning 4,031 sqm, surpassing the previous Guinness World Record holder by more than 100%. Planted with Dahlias, Fountaingrass, and other hardy plants suited to sandy soil and a dry climate, the green roof demonstrates how sustainable urban design can combat desertification by creating new opportunities for green spaces in challenging environments.

100%
Larger than the previous Guinness World Record

30%
Energy efficiency of Expo House compared to ASHRAE standards

30%
More water efficient when compared to the International Plumbing Code

Together, these venues showcase Expo 2023 Doha's commitment to sustainable event management, organically integrating innovative green building practices with the natural beauty and cultural richness of Qatar's landscapes.

Sustainable Overlay Works

Expo 2023 Doha's overlay works were designed with sustainability at the forefront, ensuring that all temporary structures, including International Gadens, adhere to eco-friendly practices. This approach highlighted how large-scale events can minimise environmental impact while delivering a high-quality experience.

During the pre-event phase, sustainability principles guided the design and construction of these structures. Key features included the use of solar panels, green roofs, walls, and integrated Sustainable Urban Drainage Systems (SUDS). All International Gardens were built to GSAS EcoLeaf standards, with 35+ International Gardens designed to be energy self-sufficient, relying entirely on solar power. Water conservation was also a priority, with efforts contributing to a 30% reduction in water use.

Sustainable practices extended to waste management, where at least 75% of construction waste is recycled, with a goal of diverting 85% from landfills. Expo 2023 Doha also emphasised the use of sustainable materials, repurposing resources from the FIFA World Cup Qatar 2022™ and using eco-friendly materials like PFC- certified wood, which reduces CO2 emissions by 70% compared to conventional materials.

Through these efforts, Expo 2023 Doha set a new benchmark for sustainable event management, demonstrating how innovation can coexist with environmental stewardship.

35+
International Gardens were designed to be energy self-sufficient

85%
Waste diversion rate from landfills

30%
Reduction in water usage

70%
Reduction in CO2 emissions using PFC-certified wood

75%
Of construction waste is recycled

GSAS EcoLeaf standards applied to all temporary structures

Sustainable Transport and Mobility

Expo 2023 Doha placed a strong emphasis on sustainable transport and mobility, ensuring an environmentally-friendly and accessible transport system for all attendees. The event's strategy focused on minimising its carbon footprint while promoting sustainable and active transport options.

The strategic location of Expo 2023 Doha encouraged the use of public transport, reducing traffic congestion and associated carbon emissions. With easy access to Doha Metro and an extensive bus network, visitors could reach the venue conveniently and sustainably. The Metro stations located at the Expo 2023 Doha site, not only provided a clean alternative to private vehicles but also incorporated sustainability in its station design, earning GSAS green building certifications.

Within the event site at Al Bidda Park, active transport was encouraged with approximately 10.5 km of pedestrian and bike pathways. These pathways offered safe, well-connected routes for walking and cycling, promoting zero-carbon transport options. Additionally, eco-friendly electric golf carts and small electric trains were available to assist visitors with limited mobility, ensuring that all attendees could navigate the grounds comfortably.

Accessibility was a key aspect of Expo 2023 Doha's sustainability strategy. The park and its facilities were designed to be wheelchair accessible, with step-free paths, ramps, and ADA-compliant walkways. The event also incorporated accessible car parks and offered supplementary vehicles like electric scooters for visitors with disabilities, further enhancing inclusivity.

Collectively, these initiatives demonstrated Expo 2023 Doha's comprehensive commitment to sustainable transport and mobility, setting a benchmark for future events.

10KM
Of zero-carbon pedestrian and bike pathways

75%
Reduction in carbon emissions from public transport use

100%
Electric mobility solutions within the Expo 2023 Doha site

82
Wheelchair-friendly car parks at Al Bidda Park

CHAPTER 4 | SUSTAINABILITY AT EXPO 2023 DOHA

Sustainable Operations and Management

Expo 2023 Doha set new standards in sustainability with its holistic approach to operations and management. From the outset, the event focused on minimising environmental impacts and ensuring ethical practices. Key to this commitment was the Expo 2023 Doha Sustainable Sourcing Code, which aligns with the UN Sustainable Development Goals and international human rights standards. All business partners were required to adhere to this code, submit a Sustainability Commitment Statement, and undergo performance evaluations.

A comprehensive sustainability strategy covered all phases of Expo 2023 Doha, from preparation to post-event. This included stringent waste management protocols, emphasising recycling and composting, and guidelines for sustainable packaging.

Sustainability was further ensured through rigorous pre-event and subsequent sustainability audits by experts from the Gulf Organisation for Research and Development, GORD, assessing the environmental, social, and economic impacts across the venue. The event's commitment extended to the use of industrially-compostable materials, and the reduction of single-use plastics.

Climate and carbon strategies focused on measurable emissions reductions

Waste and resource management practices prioritised recycling and minimisation

Biodiversity projects enhanced local ecosystems

Water conservation efforts aimed at significant usage reductions

Sustainable Capacity Building and Engagement

Expo 2023 Doha led the way in sustainability by raising awareness and community engagement in shaping a greener future both locally and globally. Prior to and during the event, Expo 2023 Doha actively worked to inspire and educate individuals and organisations through a variety of outreach efforts and partnerships.

Expo 2023 Doha prioritised education through capacity-building workshops in collaboration with the Gulf Organisation for Research and Development (GORD). These workshops trained employees on sustainability practices and GSAS EcoLeaf certification, helping to minimise the event's carbon footprint.

Engagement with the community was a cornerstone of Expo 2023 Doha's strategy where it participated in and organised numerous local, regional, and global events, including the COP27 Conference, the 2nd Waste Management Conference, and the 3rd Recycling Towards Sustainability Conference. These platforms enabled Expo 2023 Doha to advocate for sustainable practices and build partnerships with stakeholders worldwide. Notably, Expo 2023 Doha reached over 50 countries, amplifying its message of a "Green Desert, Better Environment."

Additionally, social media campaigns like "Sustainable Ramadan" and "Conscious Living" successfully engaged over 75,600 followers, promoting composting, waste reduction, and eco-friendly living. Expo 2023 Doha was also actively involved in national initiatives, including the Plant Million Trees campaign, to enhance green spaces in Qatar.

Workshops

100
Number of employees trained on sustainability practices

35+
Number of events joined by Expo 2023 Doha organisers

Global Outreach

50+
Participation in 36 events across 50+ countries

Social Media Reach

75K+
75,600+ followers on major platforms

Environmental Impact Assessment

Materiality Assessment

The Materiality Assessment conducted for Expo 2023 Doha was crucial in ensuring the event's alignment with sustainability principles and societal values. Recognising the event's significant reach and impact, Expo 2023 Doha organisers understood the importance of systematically identifying and addressing key sustainability issues.

The assessment process involved:

The Materiality Assessment considered topics explicitly covered within the regulations set forth by the AIPH. Following a rigorous evaluation process, 28 material topics were shortlisted out of the initial 46 studied. These topics were deemed most pertinent to Expo 2023 Doha's sustainability objectives and stakeholder interests. Overall, this assessment allowed Expo 2023 Doha to tailor its sustainability strategy effectively, focusing on the most material and impactful areas.

Expo 2023 Doha prioritised comprehensive sustainability assessments, with pre-assessment site tours providing an initial overview of sustainability efforts and sustainability audits by experts from the Gulf Organisation for Research and Development (GORD).

These audits thoroughly evaluated environmental, social, and economic impacts across all facilities, including permanent and temporary structures within Al Bidda Park.

In assessing Expo 2023 Doha's sustainability, a comprehensive framework of Key Performance Indicators (KPIs) was established, representing a blend of global standards and regional criteria. These indicators, aligned with the GSAS EcoLeaf criteria and other international frameworks, provided a robust measurement tool to evaluate Expo 2023 Doha's progress across various sustainability objectives.

These indicators and implementation measures collectively underscored Expo 2023 Doha's commitment to sustainability, encapsulating its efforts to integrate global best practices with regional strategies. By aligning with diverse frameworks and standards, Expo 2023 Doha aimed not only to meet international expectations, but also to leave a lasting legacy of environmental responsibility and community empowerment.

Chapter 5

UNFORGETABLE EXPERIENCES AND ATTRACTIONS

- 5.1 International Zone
- 5.2 Family Zone
- 5.3 Cultural Zone

05

179
DAYS OF ACTIVATION

During its 179 days of activation, Expo 2023 Doha functioned as a unified hub for private, governmental, and semi-governmental partnerships related to sustainability and conservation.

Children, parents, businesses, community organisations, international groups, and farmers gathered to discuss issues around the Expo 2023 Doha theme and sub-themes, raise awareness, and exchange information.

International Groups | **Farmers** | **Businesses** | **Community Organisations** | **Children** | **Parents**

Section: 5.1

INTERNATIONAL ZONE

EXPO HOUSE

17,856
Visitors

The Expo House remains a distinctive landmark and a legacy of Expo 2023 Doha, thanks to its record-breaking green roof. During Expo 2023 Doha, the building served as the main station for receiving VVIPs and VIPs from state guests and delegations to participating countries. The building also included two halls for ministerial meetings, press conferences, and informational and VIP-oriented seminars.

Its interior was adorned with a variety of plants and flowers to enhance the aesthetic experience of visitors. Guests enjoyed a beautiful panoramic view of the West Bay skyline from the building, and the exterior courtyard hosted National Day celebrations of the participating countries.

NATIONAL DAY VENUE

4,425
Visitors

53
Events

The National Day stage served as a vibrant centrepiece during Expo 2023 Doha, beautifully showcasing the rich traditions and customs of participating countries. Located behind the Expo House, this temporary structure was specially constructed for each country's celebration, providing a dynamic platform for cultural performances that included traditional dances, music, and theatre.

Situated outdoors, the stage hosted attendees, enhancing the festive atmosphere of the event. It was adorned with flags from all participating nations, symbolising unity and pride. Each ceremony began with the raising of flags, accompanied by the playing of national anthems and speeches from dignitaries representing both the visiting countries and the host country, Qatar. This stage became a memorable setting for cultural exchange and celebration throughout the duration of Expo 2023 Doha.

LANDSCAPE ART GARDEN

Thematic Garden

The Landscape Art Garden at Al Bidda Park transformed into a vibrant canvas inviting visitors to immerse themselves in the art of landscaping. This interactive space brought together students from different schools to shape Qatar's map with 80,000 flowers, and called upon visitors to craft the largest Qatari flag, on Qatar's National Day, using 300,000 flowers. The Garden also transformed into a sea of colours during the dazzling Flower Festival where diverse flowers were arranged into breathtaking, artistic patterns, making it a must-visit for anyone eager to experience the beauty of nature and landscape art.

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

300,000 FLOWERS
Qatari Flag

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

INNOVATION CENTRE

120,143
Visitors

A central hub for activities and exhibits centered around technology and sustainability, the Innovation Centre invited visitors to imagine new ways for technical advancements to create a greener future. It hosted regular events, workshops, and masterclasses, including the Innovation Cafe. Visitors could experience the Sustainable DIY Corner, Quiz Corner, and Sustainability Pledge Board, as well as unique events like 'Planting Ideas' and 'Green Genesis Mini Hackathon.'
Another highlight of the Innovation Centre was Studio 5, an innovative Fab Lab established by the Ministry of Communications and Information Technology to nurture children and young adults with technological knowledge. HaythamXR, an immersive virtual reality booth, offered a transformative journey into the heart of environmental awareness.

LIFEHUB

33,610
Visitors

Established and managed by Weill Cornell University, the LifeHub was an immersive and interactive learning exhibition. Located within the Innovation Centre, LifeHub aimed to provide valuable lessons on a carefully-selected range of subjects to students of all ages and the wider community. The exhibition was divided into four main themes: climate change, sustainability, nutrition and wellness, and science and AI technology.

The space showcased a wide variety of learning experiences delivered using the latest interactive technologies, allowing visitors to learn in a fun and engaging way.

THE BICYCLE AND THE FUTURE OF MOBILITY

120,143
Visitors

The Bicycle and the Future of Mobility exhibition, sponsored by Qatar Museums, explored movement throughout human history with a focus on bicycles and other sustainable transport. The exhibition showcased some of the earliest examples of modern bicycles dating back two centuries, as well as the latest innovations in electric vehicles. It invited visitors to consider how mobility might evolve in the future, emphasising the bicycle as a 200-year-old innovation that spurred the development of virtually all-powered transport and could play a key role in future solutions. In addition to displaying present-day advancements such as electric micro-mobility vehicles and public transport, the exhibition featured lectures and seminars encouraging visitors to think creatively about the future of mobility and sustainability.

DADU GARDENS

12,688
Visitors

Thematic Garden

Nestled within the vibrant atmosphere of Expo 2023 Doha, the Dadu Gardens adventures offered families a peaceful retreat to explore and reconnect. This green space featured water elements, a mud kitchen, community gardens, and interactive activities focused on sustainability. Children were invited to engage in hands-on experiences, such as creating art from natural materials, learning about worm ecosystems, and discovering the basics of gardening and recycling.

These activities, curated by Qatar Museums, reflected Expo 2023 Doha's theme, "Green Desert, Better Environment," blending sustainability, well-being, and technology into a meaningful learning experience.

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

INDOOR NATURAL FOREST

2,650
Numbers of Plants

76,400
Kilograms

Designed to simulate the experience of a natural forest, the Indoor Natural Forest featured trees and flowers from various climate zones. Winding paths and wooden bridges over streams invited visitors to wander through the dome's curated miniature environment, enjoying the sounds of birds chirping or marvelling at the multicoloured fish.

Throughout the Indoor Natural Forest, educational signage informed visitors of its environmental impact. In total, the 2,650 plants inside the biodome eliminated 76,400 kilograms of CO_2 from the air.

INDOOR GARDEN

12,688
Visitors

Part of the Japanese Garden, the Indoor Garden took visitors on a journey through the history of flower cultivation in Japan. From the ancient art of Ikebana, which dates from the 8th century, to modern farms and greenhouses, decorative plants and flowers hold a special place in Japanese culture.

The Indoor Garden featured a rotating series of Ikebana arrangements of traditional flowers, such as Dendrobium, Cyclamen, Chrysanthemum, Anthurium, Phalaenopsis, Aglaonema, and Hedera Helix. Informative videos described how the country's horticulture industry continues to develop innovative approaches for sustainably-growing ornamental plants. Visitors also learned about the resilient flower farmers of Tohoku and their role in rebuilding the region following a devastating 2011 earthquake.

EDUCATION ABOVE ALL

15,000
Visitors

Designed by Zaha Hadid Architects, the firm founded by the late Iraqi-British architect Dame Zaha Hadid, in collaboration with the Education Above All Foundation (EAA) and with the support of the State of Qatar, the Education Above All Garden welcomed students and learners of all ages to the International Zone.

The brainchild of Her Highness Sheikha Moza bint Nasser, EAA works to ensure that vulnerable children around the world continue to exercise their human right to education, and the foundation's Garden served as a potent reminder of the role of sustainable design in providing innovative solutions to pressing social challenges.

DOHA SKYVIEW HELIUM BALLOON

12,688
Visitors

The first of its kind in Qatar, the Doha SkyView tethered helium balloon offered Expo 2023 Doha visitors the opportunity to take in the entirety of the city from a unique perspective. For those adventurous enough to brave the heights, panoramic views of the entire city awaited, including the Doha Corniche, the West Bay skyline, and downtown Doha.

Even after Expo 2023 Doha concluded, the balloon remains as a lasting symbol of the event, continuing to offer breathtaking views for future visitors.

Section: 5.2

FAMILY ZONE

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

ENNAT EXPO

137,396
Visitors

25,181
Family Zone Visitors

Ennat Expo was the cultural heart of Expo 2023 Doha and offered every visitor an enchanting journey into the rich tapestry of Qatari heritage, where the essence of Qatar's cultural identity came to life.
Visitors to Ennat Expo were invited to indulge in a variety of authentic experiences, from the intricate art of fishnet weaving to the craftsmanship of miniature dhow making. They could explore the time-honoured tradition of palm leaf weaving and witness the meticulous process of Sadu weaving, all while gaining insight into the cultural significance of these age-old practices.
Additionally, they could immerse themselves in the intricate beauty of henna art, another cherished aspect of Qatari heritage, where visitors were treated to personalised henna designs. No visit to Ennat Expo was complete without a mesmerising display of falconry, a cherished symbol of Qatari heritage.

DIGITAL PARK AND EXPO SCHOOL

248,281
Visitors

Digital Park and Expo School was an innovative educational centre designed for children to discover sustainability and ignite their curiosity on environmental issues. It featured two digital domes for different age groups: one for children above the age of 12, and another for younger children aged three to 12, each offering a specialised curriculum and hands-on activities. There, visitors explored interactive screens and virtual reality experiences, learning about the potential of tomorrow's technologies.
The venue also included playgrounds and four workshop tents focused on eco-friendly farming, recycling, sustainability, and environmental awareness. Children engaged in creative projects, such as crafting pots from recycled plastic and planting flowers, which they proudly took home.
Through this blend of education and creativity, Digital Park and Expo School inspired young minds to embrace their role in shaping a greener future.

BIODIVERSITY MUSEUM

28,360
Visitors

Thematic Garden

Curated by Italian botanist Stefano Mancuso, the Biodiversity Museum hosted the Nation of Plants exhibition. This immersive experience, which included five rooms, guided visitors through diverse environments, showcasing the extraordinary power of plants and their importance for human health and wellbeing. The exhibition emphasised Qatari biodiversity, featuring local flora like the Sidra tree, and included interactive installations that highlighted plants' intelligence and communication abilities.
Each room focused on different themes, including the concept of "Plant Blindness," which explored why humans often overlook plants. Through dynamic projections and artworks, the exhibition presented plants as a vital nation with rights, urging visitors to recognise the necessity of coexistence between humans and the plant world. By the end, visitors gained a deeper understanding of the importance of collaborating with plants for the health of our planet.

FAMILY FARM

30,000
Visitors

The Family Farm at Expo 2023 Doha covered 18,000 square metres and provided a delightful experience for children and families. It included a greenhouse, a family garden, and a petting zoo, allowing visitors to interact closely with a variety of animals, such as goats, ponies, llamas, sheep, chickens, and rabbits. Throughout their visit, children learned about responsible farming practices, particularly how grazing can produce more fertile farmland and combat climate change.
Visitors had the opportunity to feed the animals and participate in educational workshops that emphasised sustainable farming and the importance of preserving natural resources. The farm created a fun and educational atmosphere that left lasting memories for families.

FAMILY AMPHITHEATRE

The Family Amphitheatre provided a lively venue for entertaining and educational events tailored for children and families. It highlighted key sustainability themes through a diverse range of performances, including captivating international licensed shows and engaging local productions such as Baby Shark and Sidra Storytime among many others. The amphitheatre also featured a unique series of Ramadan shows such as Zahra's Ramadan Journey, aimed at sharing Qatari culture with international visitors. This blend of entertainment fostered a joyful atmosphere, creating lasting memories for families while promoting cultural appreciation and awareness of sustainability.

606
Performances

181,933
Visitors

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

Section: 5.3

CULTURAL ZONE

CONGRESS CENTRE

45,601
Visitors

The Congress Centre served as a prestigious venue for high-level international, regional, and governmental talks during Expo 2023 Doha. It hosted a variety of significant events, including workshops, forums, and engaging B2B meetings that brought together business delegations from around the world.

The Centre featured two domes, one with a seating capacity of 200 and the other accommodating 400 guests, alongside a coffee break area, a lobby, and a registration corner, all designed to facilitate networking and the exchange of innovative ideas. With state-of-the-art audiovisual equipment and comfortable furnishings, the Congress Centre provided an ideal platform for forging new partnerships and hosting influential discussions throughout Expo 2023 Doha.

EXHIBITION CENTRE

290,636
Visitors

8
Exhibitions

The Exhibition Centre provided 7,500 sqm of prime exhibition space for local businesses and organisations to participate in Expo 2023 Doha. It was an ideal venue for both short- and long-term exhibitions, accommodating a diverse range of events.

The Exhibition Centre hosted eight exhibitions, including the Qatar International Festival, organised by various stakeholders such as Official Participants and ministries. Strategically located adjacent to the Congress Centre, created a unique synergy between the two venues, allowing visitors to immerse themselves in endless opportunities, where the latest innovations, ideas, and cutting-edge technology came together to shape the future.

1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

SAVE THE CORAL REEF

80,000
Visitors

A Garden dedicated to raising awareness about the crucial role that coral reefs play in our ecosystems, the Save the Coral Reef exhibition effectively highlighted both the beauty and fragility of this invaluable natural resource.

Visitors had the opportunity to admire the stunning variety of colours and shapes of these unique marine animals through aquarium tanks that offered close-up views. Additionally, other components of the exhibition emphasised the significant dangers posed by overharvesting and overfishing, underscoring the urgent need for conservation efforts.

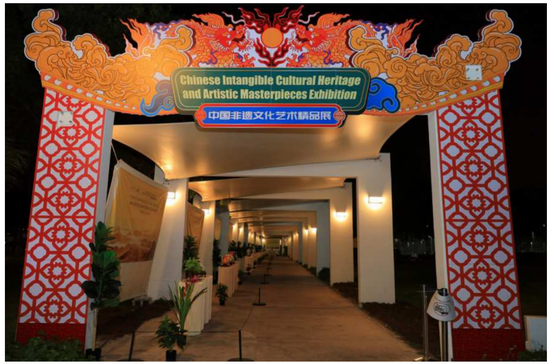
GLOBAL FARMERS' MARKET

33
Farmers

The Farmers' Market offered a dedicated space for local and regional farmers and growers to showcase and sell their produce directly to the public. Visitors had the opportunity to meet and learn from those responsible for growing their food. They also experienced the increased freshness and quality of purchasing straight from the farmer. The Farmers' Market also brought home the importance of sustainable agriculture in food-insecure regions, including those with arid climates.

The Farmers' Market wasn't just a local affair. Participant countries also enjoyed showcasing and promoting their unique agricultural offerings, adding an exciting international flavour to the market.

TRADITIONAL CHINESE INTANGIBLE CULTURAL HERITAGE EXHIBITION



20,000
Visitors

The Traditional Chinese Intangible Cultural Heritage Exhibition offered an immersive exploration of China's rich cultural tapestry. This public exhibition was organised into two main sections providing insights into ancient Chinese daily life. The first section featured traditional Chinese intangible cultural heritage items, including embroidery, porcelain, jade carving, lacquer, wood carving, silverware, and cloisonné.

The second section highlighted up to 518 items related to various cultural aspects such as literature, music, folk dances, customs, rituals, ancient opera, storytelling, purple clay pottery, and traditional medicine. Through informative panels and detailed sculptures, visitors were invited to experience the depth and vibrancy of Chinese cultural heritage.

3-2-1 QATAR OLYMPIC AND SPORTS MUSEUM OBSTACLE COURSE

8,721
Visitors

The 3-2-1 Obstacle Course Challenge, organised by the Qatar Olympic and Sports Museum (QOSM) under Qatar Museums, was a thrilling test of participants' physical and mental abilities. Featuring 16 challenging obstacles, the course demanded strength, speed, agility, and endurance.

Beyond the physical competition, the event aimed to promote a healthy and active lifestyle while serving as an educational platform to highlight the importance of sustainability in sporting events. QOSM demonstrated its commitment to the environment by employing an eco-friendly approach, using obstacles made from biodegradable and recyclable materials for the sustainable challenge.

CHAPTER 5 | UNFORGETTABLE EXPERIENCES AND ATTRACTIONS

CULTURAL ARENA

This 4,000-seat arena served as a hub of cultural exchange, hosting captivating performances by the international delegations. Visitors experienced arts and traditions from around the world, with dazzling dances and mesmerising music. The Cultural Arena also hosted significant events, including the Opening Ceremony of Expo 2023 Doha and the Asian Cup Fan Zone.

91,012
Visitors

110
Events

Chapter 6

HOSTING THE WORLD

- 6.1 Hosting the Participants
- 6.2 International Gardens
- 6.3 Institutional Gardens
- 6.4 Non-Official Participants
- 6.5 Corporate Gardens

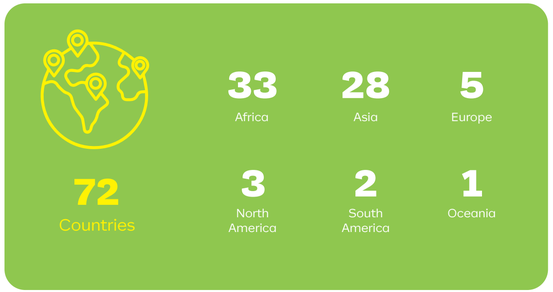
06

Section: 6.1

HOSTING THE PARTICIPANTS

CHAPTER 6 | HOSTING THE WORLD

The 77 International Participants that took part in Expo 2023 Doha included 72 countries, 3 Intergovernmental Organisations and 2 International Associations and Institutions, all dedicated to building a more sustainable future.



The Participants' Journey

Confirmation of Participation

Participants submitted an official letter note verbale through diplomatic channels as a response to the official invitation sent by the State of Qatar.

Appointing a Commissioner-General of Section

Each participant country or organisation appointed a Commissioner-General of Section who was responsible for participation in Expo 2023 Doha.

Determining the Terms of Participation

Following the confirmation of participation, negotiations took place between the Organiser and Official Participants to specify terms of participation.

Stating the Theme

Official Participants submitted a theme statement for approval. Once approved, the participation contract was signed by the Organiser, the Secretary-General and Commissioner-General of Expo 2023 Doha, and the Commissioner-General of Section.

Participating in Expo 2023 Doha

Expo 2023 Doha welcomed all participants to present exhibitions in line with the approved theme statement. The Organiser evaluated exhibits to ensure consistency with the event.

Receiving Support from the Organiser

Throughout the duration of Expo 2023 Doha, all participants received ongoing support from the Organiser.

The College of Commissioners-General and The Steering Committee

The Commissioner-General of Expo 2023 Doha represents the State of Qatar in all event-related matters, ensuring commitments to participants are honoured, overseeing the success of the Exhibition, enforcing the work programme and regulations, and exercising disciplinary powers, including the authority to suspend or stop activities that pose risks. The College of Commissioners-General and the Steering Committee played a vital role in guiding the operations of Expo 2023 Doha, ensuring the event's success and fostering collaboration among participants.

Commissioners-General of Section were appointed by each participating country to represent their respective sections at Expo 2023 Doha. In accordance with the BIE Regulations and the Special Regulation No. 3 of Expo 2023 Doha concerning the Steering Committee, once a sufficient number of Commissioners-General were in place, they convened to form the College of Commissioners-General. Within this College, members elected a Chairperson and a Steering Committee through a majority vote, with the Chairperson automatically assuming leadership of both the College and the Steering Committee.

Throughout Expo 2023 Doha, the Steering Committee held regular meetings to oversee operations and address emerging issues. These meetings were held every six months before Expo 2023 Doha's opening and monthly during the event at the Majlis of Expo House, with the Organiser providing essential support.

The meetings were crucial for maintaining Expo 2023 Doha's operational integrity and collaborative spirit, focusing on the implementation of Expo 2023 Doha regulations, participant activities, and overall coordination between sections. The first two Steering Committee meetings, held on 16 January and 29 February 2024, were pivotal in shaping Expo 2023 Doha's direction, addressing participant concerns, and implementing suggestions to ensure a positive experience for all. The final meeting, held on 29 March 2024, followed Expo 2023 Doha's closing ceremony, concluding the committee's efforts to secure participant satisfaction and uphold the operational integrity of Expo 2023 Doha.

The elected committee members represented the following countries:

Oman | Jordan | Senegal | Qatar | Lesotho | UAE | Mali | Somalia | Haiti | Algeria | Comoros

Tailored Participant Services

The Participant Operations Functional Area supported Expo 2023 Doha participants with dedicated Country Managers who facilitated communication and logistics, providing a comprehensive list of services to include:

- **Travel**
- **Logistics**
- **International Gardens Development**
- **Medical Services**
- **Protocol and Reception**
- **Catering Services**
- **Event Planning**
- **Safety and Security**
- **Document Management**

The Expo Hayya Visa Team managed visa applications for all delegates and staff. Additionally, VIP transport and protocol services were provided to ensure smooth and dignified travel for high-profile guests.

499
Flights Booked

30
Al Maha Meet and Greet Services Used

1,555
Visas issued from Hayya, the E-Visa Platform

21,620
Rooms Booked

Participant Garden Plots

A total area of 89,945 sqm was allocated to International Participants in the International Zone. Participants constructed unique International Gardens on dedicated plots ranging from over 600 sqm to over 5,000 sqm.

89,945 sqm

GARDENS AND EXHIBITIONS - INTERNATIONAL ZONE

54 Afghanistan
55 AIPH Pavilion
56 Algeria
57 Angola
58 Azerbaijan
59 Bangladesh
60 Bhutan
61 Burkina Faso
62 Burundi
63 Cabo Verde
64 Central African Republic
65 Chad
66 CILSS
67 Comoros
68 Congo, DRC
69 Cuba
70 Ecuador
71 Eritrea
72 Eswatini
73 Ethiopia
74 Gambia
75 GCC
76 Ghana
77 Guinea
78 Guinea-Bissau
79 Haiti
80 Iran
81 Iraq
82 Italy
83 Ivory Coast (Côte D'Ivoire)
84 Japan
85 Jordan
85.A Kenya
86 Kingdom of Saudi Arabia
87 Korea, Rep.
88 Kuwait
89 Kyrgystan
90 League of Arab States
91 Lebanon
92 Lesotho
93 Liberia
94 Madagascar
95 Malawi
96 Malaysia
97 Mali
98 Mauritania
99 Mexico
100 Myanmar
101 Nepal
102 Netherlands
103 Niger
104 Oman
105 Pakistan
106 Palau
107 Palestine
107.A Peru
108 Portugal
109 Qatar
110 Gulf Engineering Union
111 Rwanda
112 Senegal
113 Somalia
114 Sudan
115 Switzerland
116 Tajikistan
117 Tanzania
117.A Thailand
118 Togo
119 Tunisia
120 Turkey
121 Turkmenistan
122 Uganda
123 United Arab Emirates
124 United Kingdom
125 Uzbekistan
126 Vietnam
127 Yemen

CHAPTER 6 | HOSTING THE WORLD

Section: 6.2

INTERNATIONAL GARDENS

Unlike most horticultural exhibitions, which typically attract participation from greener nations, Expo 2023 Doha was uniquely hosted in an arid country for the first time. This novel approach encouraged significant participation from arid regions, aligning with the theme, “Green Desert, Better Environment,” and underscoring a shared commitment among nations to exchanging information, knowledge, and technologies to combat desertification.

CHAPTER 6 | HOSTING THE WORLD

STATE OF QATAR

9,750
Area sqm

A Journey Through the State of Qatar Garden: Greening the Desert

Located at the heart of Expo square, the State of Qatar's Garden stood as a beacon of hope and transformation, embodying the theme, 'A Green Oasis of Culture and Innovation'. It reflected a dedication to sustainability, environmental stewardship and innovation, perfectly aligning with Expo 2023 Doha's overarching theme: 'Green Desert, Better Environment'.

A Design Inspired by Nature

As visitors approached the Garden, they were greeted by a design inspired by the striking rock formations of Bir Zekreet, also known as Brouq Peninsula on Qatar's west coast. This architecture mirrored the unique cliffs and 'mushroom-like' limestone pillars of the region, seamlessly combining Qatar's rich heritage with modern sustainability. Built with sustainable materials and featuring energy-efficient technologies, the Qatar Garden was a symbol of the country's commitment to environmental preservation

The Garden invited visitors on an immersive journey that intertwined the beauty of nature with the essence of culture. Two paths unfolded gracefully, one guiding toward the exhibition and the other meandering through surrounding, verdant gardens adorned with shaded areas and tranquil water features - both merging at a traditional Arabic Garden, resplendent with intricate Arabic patterns that celebrated the harmonious blend of nature, culture, and sustainability. Lined with desert rocks and native Qatari plants, the winding path narrated the story of Qatar's remarkable transformation from arid landscapes to flourishing greenery, illustrating the nation's vision for sustainable environmental growth.

Along this journey, the garden unveiled its rich diversity, featuring umbrella thorn trees, lemon trees, date palms and aromatic herbs. Informative signboards enriched the experience, offering fascinating insights into the unique characteristics of each plant. On the rooftop, visitors enjoyed a breathtaking panoramic view of the Expo 2023 Doha site and a closer look at the native plants through telescopes designed to capture every detail.

A Journey Through Time and Innovation

The exhibition featured five zones, each representing a stage in a seed's life cycle, symbolising the country's journey towards environmental sustainability. As visitors followed the seed's growth from sprout to bloom, each zone highlighted Expo 2023 Doha's sub-themes: Environmental Awareness, Sustainability, Modern Agriculture, and Technology and Innovation, illustrating how these elements combine to create a greener future.

Environmental Awareness

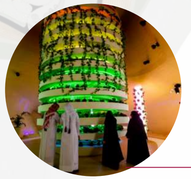
Visitors began with a journey through global environmental challenges, from desertification to climate change, tracing carbon emissions over time. Interactive experiences highlighted the State of Qatar's Vision 2030 initiatives, fostering eco-awareness through quizzes like "Find Out Your FoodPrint." Each visitor received a gardening kit to inspire sustainable habits at home.

Technology and Innovation

The journey ended with future-forward displays on renewable energy and smart technology, engaging children with hands-on activities about solar, wind, and rainwater collection systems for a sustainable future.

Sustainability

The journey continued in the 360-degree Storm Room, showcasing the country's solar fields, mangrove forests, and marine ecosystems, all vital to carbon absorption and water resources.



Modern Agriculture

Here, visitors explored innovative agriculture like hydroponics, aquaponics, and vertical farming—technologies designed for arid climates that conserve water and boost yields.

Transformation

This zone celebrated Qatar's transformation of desert areas into green spaces. Through interactive videos, visitors witnessed the efforts of farmers and engineers who enhanced food security and sustainability in the State of Qatar.

Cultural Experiences

Beyond the educational journey, the State of Qatar Garden also hosted vibrant cultural performances and events in the open space adjacent to the structure, further immersing visitors in the rich heritage and forward-thinking vision of the State of Qatar. Water features enhanced the serene atmosphere, while the overarching theme of Greening the Desert tied together every element of the Garden, leaving visitors inspired by the country's commitment to a sustainable future.

ISLAMIC REPUBLIC OF AFGHANISTAN

1,244
Area sqm

Under the theme “Organic Farming for Better Environment”, the Islamic Republic of Afghanistan Garden offered a striking representation of this captivating country. Thoughtful landscape design transformed the space, showcasing potted trees and vibrant flowers. Among the trees were both fruit trees and ornamental varieties, creating a visually-appealing and inviting atmosphere.

In this Garden, visitors explored Afghan cultural items, including handicrafts, photographs of historical sites, and videos depicting the country’s breathtaking landscapes. Afghan chefs prepared and served delicious cuisine and beverages, allowing visitors to experience the flavours of Afghan culture.

The exhibition also displayed organic dried fruits, nuts, and handmade carpets crafted from local wool. Overall, it celebrated Afghanistan’s rich heritage while underscoring the vital role of horticulture in promoting sustainable practices for a better environment, providing an inspiring glimpse into the beauty and potential of organic farming.

PEOPLE’S DEMOCRATIC REPUBLIC OF ALGERIA

1,455
Area sqm

The People’s Democratic Republic of Algeria Garden showcased a vibrant garden under the theme of “Sustainable Development.” Titled “A Garden Can Feed and Heal,” its garden featured an array of native trees alongside medicinal and ornamental plants typical of Algerian landscapes. Visitors relaxed in the tranquil setting, which evoked the serene ambience of the country’s natural heritage, and learned about the diverse flora that supports biodiversity.

In a tent located beside the garden, which was designed to echo the atmosphere of the Algerian Sahara, visitors enjoyed traditional mint tea and participated in engaging conversations about agriculture and environmental sustainability. The tent served as a hub for knowledge exchange, hosting six conferences with over 30 speakers, who discussed crucial topics in sustainability and agriculture.

Expo 2023 Doha was a platform for Algeria to highlight its initiatives to combat desertification and promote food security through advanced agricultural practices. Visitors also explored displays of Algerian crafts, such as ceramics, brass, and rugs, and sampled a range of agricultural products, including various date varieties, saffron, dried figs, couscous, and olive oil, showcasing the country’s dedication to biodiversity and environmental stewardship.

REPUBLIC OF ANGOLA

616
Area sqm

The Republic of Angola Garden prominently displayed a garden that embodied the theme “Plant for Life,” chosen by Commissioner-General Mrs. Albina Africano. The slogan “From the Desert to Oasis” resonated with Expo 2023 Doha’s overarching theme of “Green Desert, Better Environment,” highlighting the country’s commitment to transforming arid lands into fertile grounds for future generations.

The Garden showcased its agricultural potential, emphasising health, education, and increased employment opportunities as part of its economic diversification strategy. The exhibition featured panels on traditional and modern agriculture, solar energy, and water management, illustrating the journey from desert to oasis.

Visitors experienced the warmth of Angolan hospitality in a vibrant bazaar, which offered artisanal products reflecting the country’s rich heritage and natural resources. Additionally, the Garden highlighted governmental policies and initiatives aimed at promoting sustainable practices and fostering collaboration between public and private sectors. Overall, Angola presented itself as a modern nation built on principles of peace, progress, and sustainability.

REPUBLIC OF AZERBAIJAN

659
Area sqm

The Republic of Azerbaijan Garden centred around the theme of “Culture and Nature in Balance,” showcasing a stunning design resembling a floating ship, symbolising the harmony between nature and culture. One side highlighted the country’s natural beauty with captivating landscapes, including the endemic Khari bulbul flower from Karabakh. An engaging installation featured Qatari and Azerbaijani children planting trees, emphasising their friendship for future generations.

Culturally, displays of traditional attire, exquisite handwoven carpets, and 19th century cooking plates, offered insights into the country’s rich heritage and culinary history. The air resonated with traditional Azerbaijani music, complemented by local instruments.

The Republic of Azerbaijan aimed to promote its horticultural achievements and engage in discussions to foster international cooperation. The Garden served as a platform for dialogue on environmental stewardship and sustainable development, reflecting Azerbaijan’s commitment to building a better future for all.

CHAPTER 6 | HOSTING THE WORLD

PEOPLE'S REPUBLIC OF BANGLADESH

735
Area sqm

The vibrant People's Republic of Bangladesh Garden at Expo 2023 Doha attracted visitors with its eye-catching use of bright colours celebrating the theme of " Harmony in Green: Bangladesh Sustainable Vision." Its garden featured a variety of plants and flowers, highlighting the country's rich biodiversity and agricultural heritage. Visitors explored displays illustrating Bangladesh's diverse horticultural practices, including the cultivation of tea, sugarcane, and rice.

Upon encountering the Garden, visitors experienced the essence of Bangladeshi culture through various agro-based products, such as eco-friendly jute items, textiles, and handcrafted jewellery. Also, activities for children were organised, with members of the Bangladeshi community in Doha performing entertaining shows every weekend.

Overall, the Garden not only emphasised the importance of horticulture in supporting livelihoods and ensuring food security but also highlighted the nation's aspirations for economic growth and sustainability. It also served as a platform to promote awareness of Bangladesh's achievements and its transformative journey towards becoming a middle-income country by 2026.

KINGDOM OF BHUTAN

938
Area sqm

The Kingdom of Bhutan Garden highlighted the theme of "Sustainable Happiness," emphasising the nation's commitment to Gross National Happiness (GNH). Visitors stepped into a lush garden that showcased Bhutan's rich biodiversity, featuring native plants and flowers that symbolised the country's harmony with nature. This garden served as a vibrant introduction to Bhutan's dedication to environmental stewardship and sustainable practices.

Through its exhibitions, visitors explored the integration of tradition and modernity in Bhutanese life, with displays demonstrating eco-friendly building techniques and renewable energy solutions. They also savoured traditional flavours through organic products, including exquisite honey, high-quality rice, and captivating textiles.

The Garden organised engaging activities, inspiring visitors with the country's approach to sustainability as a model for global change. Bhutan aimed to leave a lasting impression, inviting everyone to join in the pursuit of a greener future while celebrating its unique cultural heritage and commitment to sustainable development.

PEOPLE'S REPUBLIC OF BURKINA FASO

976
Area sqm

Focusing on the sub-theme of "Modern Agriculture," the Burkina Faso Garden highlighted its innovative approach to finding sustainable solutions. Visitors entered an elevated garden featuring typical crops like Baobab, Hibiscus, Okra, and Shea Butter, highlighting the nation's agricultural diversity. This innovative garden illustrated the country's commitment to sustainable farming practices.

As the first African country to implement an integrated system of agriculture, livestock, and fish farming using solar energy, the Garden introduced advanced agricultural techniques and technologies. Guests met Yacouba Sawadogo, a Nobel Prize nominee known for combating climate change and his significant contributions to halting desertification.

The Garden also displayed a variety of processed agricultural products and offered insights into the country's rich culture and tourism. Attendees enjoyed trying on traditional outfits, sampling high-quality shea butter, and experimenting with local musical instruments, making the experience both educational and entertaining while celebrating the country's vibrant heritage.

REPUBLIC OF BURUNDI

1,082
Area sqm

The Republic of Burundi Garden centred on the sub-theme of "Modern Agriculture" and "innovative alternative solutions for desertification reduction." Visitors explored a garden that highlighted sustainable practices in tea and coffee cultivation, featuring lush greenery that showcased Burundi's commitment to environmental conservation.

An interactive experience awaited visitors where they learned about the cultivation of tea and Arabica coffee in natural reserves like the Kibira Forest. This approach ensured that the products remained organic and pesticide-free, reflecting the country's dedication to eco-friendly agriculture.

In addition to its agricultural focus, an array of traditional handmade crafts and captivating live performances, immersed visitors in Burundian culture. Videos also highlighted breath taking landscapes, reinforcing the country's reputation as "the Heart of Africa," and "the Land of a Thousand Hills." Through this engaging experience, visitors appreciated Burundi's commitment to sustainable development, aligning with its vision of becoming an emerging economy by 2040 and a developed country by 2060.

REPUBLIC OF CABO VERDE

762
Area sqm

The Republic of Cabo Verde Garden embraced the theme “Green is the Way, Blue the Destination,” aligning with the sub-theme of “Modern Agriculture, resilient and adapted to climate change.” Visitors explored a thoughtfully-designed garden featuring subtropical species and endemic plants, including corn, beans, aloe vera, agaves, and the iconic Dragoeiro (Baobab tree), showcasing the islands’ unique landscape.

The Garden highlighted Cabo Verde’s commitment to sustainability and its transition towards diversifying the agricultural value chain. It illustrated the country’s potential through competitive integration in tourism, the blue economy, renewable energy, and cultural richness.

Its programmes included cultural entertainment, lectures, and the State of Qatar-Republic of Cabo Verde Business Forum, engaging visitors in the islands’ heritage and future aspirations. Visitors experienced tastings of national products, celebrating Cabo Verde’s agricultural landscape and its scenic splendour. Through this immersive experience, the Garden effectively bridged the country’s past and future, inviting visitors to appreciate its unique opportunities.

CENTRAL AFRICAN REPUBLIC

762
Area sqm

The Central African Republic Garden showcased the nation’s natural beauty and rich cultural heritage while highlighting sustainable practices adopted by local communities, demonstrating the country’s commitment to environmental conservation. Integral to local agriculture, major crops such as cassava, plantains, maize, and rice were featured prominently.

Beyond its natural and environmental attributes, the Garden celebrated the country’s cultural legacy, serving as a powerful reminder of the importance of preserving biodiversity and promoting sustainable development. Through engaging displays and informative presentations, visitors gained insights into the unique ecosystems and diverse cultures that define the Central African Republic, reinforcing the vital link between environmental health and cultural identity.

The Garden aimed to inspire both awareness and action, encouraging visitors to appreciate the richness of the nation’s heritage while fostering a commitment to sustainable practices that protect the environment for future generations. Overall, the Garden presented a compelling narrative of harmony between culture, agriculture, and nature.

REPUBLIC OF CHAD

1,643
Area sqm

The Republic of Chad Garden at Expo 2023 Doha centred on the theme of “Agricultural Revolution,” emphasising the country’s commitment to horticulture and sustainability while addressing desertification. The garden showcased a variety of native plants, reflecting Chad’s diverse environments, including sandy deserts, mountains, and savannah forests. Visitors explored exhibits highlighting local horticultural diversity and sustainable agricultural practices that can thrive in harsh climates.

Traditional products crafted from local materials, such as leather shoes, coats, and decorative items were also displayed. Educational materials offered insights into medicinal herbs used in simple treatments, bridging culture and agriculture.

A high-level Round Table was hosted, bringing together agricultural partners to discuss strategies for enhancing food security. Through these initiatives, the Garden served as a platform for knowledge exchange, illustrating that positive change is possible, even in challenging environments like the northern part of Chad.

UNION OF THE COMOROS

1,053
Area sqm

By adopting the theme “Comoros Green Island: Preserving Nature to Invent the Future,” the Union of the Comoros Garden showcased the unique blend of the Islands natural beauty, cultural heritage, and socio-economic challenges which significantly contribute to the global conversation on sustainability. Visitors first encountered a stunning garden filled with various perfume plants, which reflected Comoros’ unique flora, and are rarely seen on such a large scale worldwide, illustrating the islands’ commitment to cultivating their natural resources.

An immersive experience allowed visitors to interact with native plants and animals, deepening their understanding of their ecological roles. The Garden also highlighted the significance of perfume plants in luxury perfumery, linking the islands’ natural beauty to economic opportunities.

The Garden also featured other interactive exhibitions and artistic presentations that provided insights into the country’s eco-cultural resilience. Visitors learned about the traditional practices that sustained the islands for generations and the socio-economic challenges they faced. Through these elements, the Comoros Garden offered a compelling narrative of harmony between nature, culture, and sustainable development for future generations.

REPUBLIC OF CÔTE D'IVOIRE

1,046
Area sqm

The Republic of Côte d'Ivoire Garden was presented under the theme "Modern Agriculture and Environmental Preservation." Its concept emphasised sustainability practices to preserve the environment and combat deforestation by adapting its agriculture to the challenges of climate change and the demand of intensive production. The garden featured key crops such as banana, pepper and tomato reflecting the country's agricultural strength.

At the Garden, visitors explored a wide array of plants and seeds, including cocoa, coffee, chili, cashew, oil palm and rubber. They also discovered images depicting the cultivation and processing of these crops, alongside displays of Côte d'Ivoire's rich agroforestry, including its emblematic elephant. Demonstration by artisans, including chocolate makers and coffee roasters, allowed visitors to experience the transformation of these products.

Additionally, visitors enjoyed tastings of Ivorian dishes made from local agricultural produce. Cultural displays, such as traditional loincloths, masks, and folk dances, added a vibrant touch to the experience. Business meetings and a football competition further enriched the activities, positioning Côte d'Ivoire as a leader in sustainable agriculture and cultural preservation.

REPUBLIC OF CUBA

1,166
Area sqm

The Republic of Cuba Garden at Expo 2023 Doha centred around the theme "Technology and Innovation," emphasising sustainable agricultural practices through research and the development of bio-products that promote environmentally-friendly farming. The Garden showcased the country's ongoing efforts to reduce agrochemical use and embrace eco-friendly solutions in horticulture, aligning with the global movement towards greener agriculture.

The garden featured a variety of vegetable crops managed with agroecological techniques, illustrating the interconnection between soil health and plant growth. Visitors were introduced to nationally-grown plants and trees, highlighting Cuba's commitment to food sovereignty. The exhibits demonstrated how these crops could thrive with minimal chemical inputs, offering a model for sustainable farming practices.

Exhibits included a display of products related to pest control and bio stimulants, central to Cuba's innovative crop management approach. Additionally, the Garden hosted demonstrations of Cuban craftsmanship, institutional meetings, and business-to-business exchanges, providing visitors with a rich cultural and commercial experience.

DEMOCRATIC REPUBLIC OF CONGO

1,531
Area sqm

A stunning representation of its rich biodiversity and cultural heritage was showcased by the Democratic Republic of Congo (DRC) Garden at Expo 2023 Doha under the theme "Natural Wonders and Cultural Magnificence." Its garden featured native plants and trees, providing visitors with a glimpse into the extraordinary biodiversity of the DRC, which includes over 10,000 plant species, more than 80 million hectares of fertile land, and the world's second-largest tropical forest.

Building on this natural abundance, displays highlighted the DRC's agricultural wealth, featuring major crops like bananas and peppers alongside various other agricultural products. This presentation positioned the DRC as a land of immense potential for sustainable agricultural practices, aligning with the expo's horticultural focus.

Visitors discovered cultural and commercial activities, such as traditional performances and local artwork. Business-to-business meetings facilitated connections between Congolese enterprises and international partners, fostering collaboration and investment opportunities.

REPUBLIC OF ECUADOR

1,186
Area sqm

The Republic of Ecuador Garden at Expo 2023 Doha embraced the theme "National Mechanisms for Agro-productive Diversification and Agricultural Reconversion" under the sub-themes of "Modern Agriculture and Technology". Its garden showcased an array of native plants, including banana trees. This display celebrated Ecuador's rich biodiversity and agricultural landscapes.

Through its exhibition, visitors discovered the country's famous cultural and natural treasures. Highlights included Panama hats and intricately-woven handbags all made of thin straw from the iconic toquilla palm, reflecting the nation's artisanal craftsmanship. Videos transported guests to the stunning Ecuadorian locales, from the enchanting Galapagos Islands and coastal fishing villages to the majestic Andes and the mystical Amazon rainforest. Additionally, visitors were treated to tastings of Ecuador's signature bananas and fine Ariba chocolate, which accounts for 63% of global production.

The Garden also underscored the country's commitment to environmental preservation, featuring its landmark "debt-for-nature" swap, which allocated significant funds towards conserving the Galapagos Islands. This emphasis on sustainability showcased Ecuador's dedication to protecting its natural heritage while promoting agro-productive innovation.

CHAPTER 6 | HOSTING THE WORLD

STATE OF ERITREA

943
Area sqm

The State of Eritrea Garden at Expo 2023 Doha adopted the sub-theme of "Sustainability." Its garden featured a selection of native plants, celebrating the country's rich biodiversity and natural beauty which provided an inviting introduction to the culture and environmental significance of the Horn of Africa.

Visitors gained valuable insights from informative posters showcasing over 20 types of local natural resources, emphasising Eritrea's emerging economy and its potential for investment. Exhibits highlighted the country's dedication to innovation and sustainable practices while offering insights into its cultural heritage and economic growth opportunities.

The Garden facilitated meaningful interactions among visitors, fostering greater understanding of the country's unique offerings. Authentic local products added a tangible connection to the nation's culture and economy. Overall, the Eritrea Garden served as a platform to strengthen diplomatic and economic ties while promoting a vision of sustainability and progress.

KINGDOM OF ESWATINI

1,390
Area sqm

"Eswatini Open to the World" was the theme of the Kingdom of Eswatini Garden at Expo 2023 Doha, showcasing the nation's cultural heritage and Swazi tradition while emphasising its commitment to sustainability. The Garden highlighted the country's natural beauty, featuring stunning landscapes and efforts to protect its biodiversity.

Beyond its cultural and environmental highlights, Eswatini is dedicated to sustainable development by promoting various local initiatives, including organic farming, renewable energy, and community-based conservation programmes. These initiatives reflect the country's proactive approach to balancing economic growth with environmental stewardship.

Visitors were invited to engage with interactive displays that illustrated the harmonious relationship between culture and nature, underscoring the importance of preserving both for future generations. By showcasing these elements, Eswatini aimed to inspire global collaboration and foster a deeper understanding of its unique contributions to sustainability. Overall, the Garden presented a compelling narrative that intertwined tradition, environmental responsibility, and community empowerment.

FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA

822
Area sqm

The Federal Democratic Republic of Ethiopia Garden focused on the theme "The Land of Origins and Opportunities" with the sub-theme "Cultivating Hope and Prosperity with Horticulture." This Garden invited visitors to explore the country's rich culture and traditions while emphasising its horticultural products, especially its renowned coffee.

Indigenous plants were displayed in the garden highlighting the diverse Ethiopian flora and showcasing the nation's commitment to sustainable agriculture. Visitors engaged in the traditional Ethiopian coffee ceremony, where they witnessed the art of coffee preparation. This ceremony involved roasting coffee beans over an open flame, allowing guests to savour the rich aromas before grinding and brewing the coffee in a clay pot known as "Jebena."

Its informative exhibits presented the country's agricultural achievements, focusing on its horticultural potential. Cultural performances and artisanal displays created a lively atmosphere, fostering connections with visitors and enhancing the understanding of Ethiopia's unique heritage and agricultural practices.

REPUBLIC OF THE GAMBIA

963
Area sqm

Under the theme "Gambia goes Green" and with a focus on sustainability and community empowerment, the Republic of The Gambia Garden created an immersive environment that fostered connections with the themes of regeneration and community, encouraging visitors to reflect on their own relationships with nature.

Its garden featured native Gambian plants, reflecting the country's commitment to harmonising development with its natural environment. Visitors explored the lush landscape, which emphasised the importance of preserving biodiversity and sustainable practices. Additionally, the exhibition showcased The Gambia's economic, social and environmental initiatives through a series of captivating mini-documentaries.

The central aim of The Gambia Garden was to ignite inspiration and foster a sense of environmental stewardship among visitors by highlighting the potential for positive environmental change. Staff members at the Garden were available to engage with visitors, share insights, and address any inquiries they may have had, ensuring an enriching and interactive experience for all attendees.

REPUBLIC OF GHANA

1,063
Area sqm

"Grow in Ghana, Export from Ghana" was the theme of the Republic of Ghana Garden highlighting the country's advancements in horticulture and demonstrating the transformation of farming from primitive to technology-driven methods. The Garden emphasised Expo 2023 Doha's sub-themes of "Modern Agriculture, Technology and Innovation, and Sustainability."

Upon entering the garden, visitors admired the impressive Independence Arch, symbolising Ghana's resilience in agribusiness. This Garden also showcased the country's lush vegetation, along with informative displays of horticultural products and cash crops. Additionally, the exhibition illustrated modern horticultural practices through captivating images and video documentaries of greenhouses and hydroponics. It showcased sustainably produced items, Ghana's renowned mangoes and pineapples. Visitors were also introduced to organic skincare products crafted by local artisans, emphasising sustainability in production.

Aiming to connect the investor community with opportunities in the country's agribusiness sector, the Garden hosted an investment forum. This initiative underscored Ghana's role as a key player in horticultural exports in West Africa and its commitment to fostering sustainable practices in agriculture.

REPUBLIC OF GUINEA

742
Area sqm

The Republic of Guinea Garden highlighted its commitment to sustainable agricultural practices under the theme "Protecting Our Forests and Agricultural Lands." The Garden showcased methods to combat desertification and promote irrigation and reforestation near water bodies. Visitors encountered a beautifully landscaped garden that featured native plants like guava and mango trees.

At the exhibition, visitors explored engaging displays that illustrated the importance of horticulture and agriculture in Guinea. Informative maps and visual presentations depicted a variety of local products, including rice, fonio, coffee, and shea butter. The walls showcased posters on the ecological potential of the country's four natural regions, emphasising both cultural and agricultural diversity.

Guests also observed exhibits of plant propagation and cultivation techniques employed by local horticultural producers. These insights underscored the quality of the country's horticultural output while providing a deeper understanding of Guinea's rich environmental and cultural heritage.

REPUBLIC OF GUINEA-BISSAU

947
Area sqm

The Republic of Guinea-Bissau Garden at Expo 2023 Doha embraced the sub-theme of "Sustainability," offering an engaging and immersive experience for visitors. The Garden featured two exhibits, each highlighting a unique aspect of the country's identity and potential.

The first exhibit, titled "Culture and Biodiversity," featured captivating visuals and authentic design elements, such as traditional pano di pinti ceilings. Art displays and audio-visual presentations showcased the country's diverse landscapes and rich cultural heritage, creating a vivid representation of the nation's ecological and artistic wealth. The second, "Trade & Investment," highlighted the country's agricultural products and vibrant artisanal industry. Displays of various horticultural products underscored Guinea-Bissau's agricultural potential and its dedication to sustainable practices.

The Garden also featured bamboo tunnels and native plants, symbolising the nation's commitment to environmental responsibility. Cultural and educational activities enriched the experience, fostering collaboration and knowledge sharing with other nations. Guinea-Bissau used its participation to attract investments and promote a sustainable future for its people and environment.

REPUBLIC OF HAITI

893
Area sqm

Under the sub-theme of "Sustainability," the Republic of Haiti Garden at Expo 2023 Doha immersed the visitors in a sensory experience that blended tradition with innovative eco-friendly practices. The garden featured an array of the country's national plants and crops, such as mango and papaya, symbolising the island's agricultural abundance and dedication to environmental preservation.

At the exhibition, visitors delved into displays celebrating the country's geography, heritage, and culture. Exhibits featured various Haitian products for purchase, including textiles, clothing, shoes, and artisanal goods crafted from wood and leather. Unique jewellery and cosmetics, inspired by traditional Haitian techniques, highlighted the country's local craftsmanship.

Additionally, informative posters promoted tourism in Haiti, illustrating the country's stunning white sand beaches, mountainous landscapes, and year-round warm climate. Visitors were also immersed in a sensory experience that blended tradition with forward-thinking sustainability solutions. Through this multifaceted presentation, the Republic of Haiti Garden aimed to foster connections and encourage sustainable practices while celebrating the island's cultural and natural wealth.

ISLAMIC REPUBLIC OF IRAN

3,259
Area sqm

The Islamic Republic of Iran Garden at Expo 2023 Doha highlighted the theme of "Sustainable Food Supply Chains," showcasing innovative approaches to tackling deforestation and future environmental challenges. The garden displayed a selection of native plants and trees, such as Palm and Lemon trees and a variety of colourful flowers such as roses and Plumeria reflecting Iran's agricultural diversity and dedication to sustainability.

The exhibition featured presentations that highlighted the country's robust food production capabilities and assortments of fruits, vegetables, dairy products, and spices, showcasing Iran's significant exports to GCC and CIS nations. It also displayed ancient Iranian water management technologies, demonstrating advanced methods for irrigation and resource conservation in arid regions.

Additionally, the Garden celebrated the country's rich architectural heritage, emphasising sustainable designs that harmonise with nature. A key feature was a photo of the historic city of Yazd, renowned for its wind-catcher architecture, which illustrated Iran's ability to adapt to environmental challenges while preserving its cultural identity.

REPUBLIC OF IRAQ

1,207
Area sqm

The Republic of Iraq Garden at Expo 2023 Doha embraced the sub-theme of "Technology and Innovation," blending the nation's rich cultural heritage with its aspirations for progress. Visitors embarked on a captivating journey through the country's history, exploring artifacts that highlighted its ancient civilisation, artistic achievements, and architectural marvels.

A variety of fruits, vegetables, and indulgent sweets were displayed in the Garden, symbolising the country's diverse agricultural landscape. This immersive display showcased the nation's advancements in agriculture, illustrating how traditional methods are harmoniously integrated with modern techniques to achieve sustainable development.

Beyond its cultural and agricultural exhibits, the Garden served as a hub for fostering international partnerships. It highlighted Iraq's commitment to economic revitalisation by promoting opportunities for mutual development and investment. Through this engaging presentation, the Garden honoured Iraq's cultural legacy while reflecting its aspirations for a thriving and collaborative future.

REPUBLIC OF ITALY

594
Area sqm

Under the theme "Italia, The Garden of the Future," the Republic of Italy Garden focused on innovative agricultural technology and bio-solutions suited for extreme and dry climates. Aligned with the sub-theme of "Modern Agriculture", the Garden highlighted the country's commitment to sustainable production methods that could address global food needs.

A dual-sided hydroponic fence, showcasing various plants while inviting visitors into the exhibition was featured in its garden. This engaging design provided an immersive experience from the moment guests arrived. Additionally, a greenhouse section contained advanced technology and environmental sensors that optimised the microclimate for plant growth.

The Garden presented ground-breaking techniques such as micropropagation, which is crucial for producing large quantities of plant material in arid conditions. The exhibition also showcased modern micro-irrigation systems that significantly conserved water, demonstrating the country's innovative approaches to managing resources in desert climates. Through this, the vision of Italy for a greener, more sustainable future was illustrated.

STATE OF JAPAN

794
Area sqm

The State of Japan Garden at Expo 2023 Doha embraced the theme "Green Gift from Japan," showcasing sustainable innovations to combat desertification. The Garden highlighted cutting-edge greening technologies and promoted the upcoming International Horticultural Expo 2027 in Yokohama, themed "Scenery of the Future for Happiness."

The Garden featured traditional Japanese elements integrated with local Qatari plants, illustrating climate-resilient designs tailored for arid environments. These exhibits combined traditional Japanese techniques with modern urban technologies to achieve water harvesting and sustainable greening methods using less water in arid conditions. Structures like the Fractal Shades offered sun protection while harmonising with the surrounding rock gardens and advanced water management systems.

A rotating display of exquisite floral arrangements celebrated Japan's artistry, including the 700-year-old practice of Ikebana. Educational programmes and workshops engaged visitors in green initiatives, introducing them to innovative indoor cultivation technologies, wall greenery systems, and sustainable revegetation practices. The Garden emphasised a harmonious coexistence with nature, inspiring visitors to adopt eco-friendly practices while experiencing the country's unique blend of tradition and innovation.

HASHEMITE KINGDOM OF JORDAN

2,597
Area sqm

The Hashemite Kingdom of Jordan Garden at Expo 2023 Doha embraced the theme "Jordan: Solid Roots, Greener Era," celebrating the country's geographical diversity, rich cultural heritage, and unique biodiversity. A standout feature was a traditional Arabic tent, symbolising the country's natural reserves and desert landscapes. Visitors admired a meticulously-crafted mosaic and ornate columns that highlighted key agricultural milestones in Jordan's history.

In the garden, the Al Mehras Tree, Jordan's national tree, stood as a centrepiece, accompanied by a vertical garden filled with aromatic and medicinal herbs native to the region. The Garden also featured 'Al-Bustan,' an orchard showcasing an array of fruitful trees, providing guests with a tangible connection to the country's agricultural abundance.

The pink structure representing Petra, hosted weekly workshops, talks, and panels spotlighting Jordan's initiatives to combat desertification and promote sustainability. Ceremonies and celebrations organised at the Garden included traditional music and dance performances, enriching the cultural experience. Exhibits featuring renowned traditional products, such as olive oil, dates, and vegetables, underscored the nation's agricultural significance and commitment to sustainability, leaving visitors inspired by its green vision for the future.

REPUBLIC OF KENYA

843
Area sqm

Under the Theme "Kenya's Horticultural Practice and Tradition," the Republic of Kenya Garden at Expo 2023 showcased the nation's commitment to environmental preservation and agricultural achievements. The Garden featured a range of native Kenyan plants and trees, reflecting the country's rich biodiversity and the importance of horticulture in everyday life. Visitors admired the lush greenery that demonstrated innovative farming practices aimed at sustainability.

The Garden highlighted its advancements in horticulture, such as programmes designed to monitor plant maturity and pest infestations. The exhibition showcased successful projects that provided financial support to small farmers, emphasising the role of agriculture in the nation's economy. Educational displays illustrated the challenges faced by the sector, particularly the environmental impact of flower farming.

Throughout Expo 2023 Doha, Kenya participated in numerous discussions and cultural activities, raising awareness about the need for sustainable practices. The Garden encouraged collaboration among participating countries to promote environmental stewardship and shared goals for a greener future.

STATE OF KUWAIT

3,251
Area sqm

The State of Kuwait Garden focused on the theme "Towards Sustainability," highlighting the nation's commitment to combatting desertification and promoting biodiversity. The Garden featured a simulated Kuwaiti Oasis, showcasing local plants and fruits, while a suspended garden modelled after the traditional Kuwaiti water tower displayed lush greenery. This design symbolised the country's resilience in adapting to its harsh environment.

Through its interactive displays, visitors engaged with Kuwait's rich history and environmental challenges. These exhibits used modern technology to present information about soil rehabilitation, sustainable practices, and innovations aimed at achieving environmental sustainability. The Garden emphasised the country's efforts in raising awareness and implementing laws that support environmental preservation.

Believing that awareness is fundamental to sustainability, the Garden hosted various activities, including lectures and workshops, designed for visitors of all ages. These events aimed to educate the public about Kuwait's initiatives to combat desertification and promote environmental consciousness, aligning perfectly with the broader goals of Expo 2023 Doha.

REPUBLIC OF KYRGYZSTAN

1,357
Area sqm

Highlighting its nation's rich nomadic heritage and environmental sustainability was the focus of Republic of Kyrgyzstan Garden at Expo 2023 Doha under the theme "Gateway to Kyrgyz Culture." The Garden pitched traditional yurts representing the family, earth, and universe, reflecting their significance in Kyrgyz culture. The presence of native seedlings, including Picea Schrenciana and Juniperus, illustrated the diverse forest ecosystems of the Tien Shan and PamirAlai mountain ranges.

Visitors also discovered a blend of traditional and modern products, featuring over twenty local producers displaying honey, dried fruits, juices, and handcrafted items. Each product underscored Kyrgyzstan's commitment to eco-friendly practices and highlighted the country's natural resources. The exhibition also included traditional clothing and jewellery, enriching the cultural experience.

Numerous events and activities were organised at the Garden, including demonstrations of traditional crafts and culinary experiences, offering guests a deeper understanding of Kyrgyz heritage. Through these interactions, the Garden effectively connected visitors to the Republic's unique culture and its environmental efforts in horticulture.

CHAPTER 6 | HOSTING THE WORLD

REPUBLIC OF LEBANON

1,784
Area sqm

The Republic of Lebanon Garden showcased the theme "Planted in my Heart," reflecting the country's rich cultural heritage and biodiversity. The Garden highlighted sustainable agricultural practices and culinary traditions, blending both patrimonial and horticultural elements.

Visitors were greeted by a traditional Lebanese garden, featuring cedar and olive trees, jasmine, roses, and native plants that symbolised the country's natural beauty. Each plant told a unique story, representing Lebanon's connection to its environment and its commitment to preserving its green spaces.

The "House of Lebanon," modelled after a traditional Lebanese house, created a warm and authentic atmosphere and offered a virtual journey through the country's agricultural achievements and scenic landscapes, enhanced by digital displays. Visitors could explore a souvenir shop filled with artisanal crafts and sample traditional Lebanese cuisine. The Garden also hosted interactive sessions and awareness programmes focused on sustainable practices and cultural preservation, engaging visitors of all ages.

KINGDOM OF LESOTHO

775
Area sqm

Under the sub-theme of "Environmental Awareness," the Kingdom of Lesotho Garden aimed to promote the protection of natural resources and sustainable development. The Garden highlighted Lesotho's efforts to raise awareness about environmental conservation and its importance for future generations.

The Garden reflected Lesotho's mountainous landscape, featuring native plants suited to high altitudes. Through dynamic displays, visitors could experience the country's unique biodiversity and gain insight into how it is adapting to climate change through sustainable agriculture and smart technologies.

Additionally, the country's innovations in environmental preservation and modern farming techniques were showcased throughout the Garden, which also featured traditional arts and crafts, cosmetics, and products made from recycled materials, celebrating the country's commitment to sustainability. Engaging programmes focused on the Basotho people's connection to the land and their cultural heritage, offering visitors a deeper understanding of the environmental and cultural challenges the country faces.

REPUBLIC OF LIBERIA

1,076
Area sqm

Held under the theme "Amazing Discoveries in the Rainforest," the Republic of Liberia Garden at Expo 2023 Doha immersed visitors in a captivating journey through the country's rich history, tourism and agricultural resources. The outer walls of its exhibition, painted by local female artists, featured the Upper Guinea rainforest—of which Republic holds 40%—and showcased the nation's biodiversity with images of the endangered pygmy hippo, forest elephants, and native plants, alongside a colourful painting of a Liberian woman symbolising the nation's agricultural wealth.

The Garden featured native plants, reflecting the country's fertile soil and abundant rainfall. The exhibition showcased Liberia's cultural heritage through jewellery, art, and fashion. Exhibits creatively portrayed its history, from its founding to its current democratic system, emphasising the country's role as a leader in sustainable tourism and agriculture.

Visitors enjoyed tasting experiences, sampling Liberian coffee, cocoa, cassava, and other products. The Garden also highlighted the country's contribution to sustainable production and the development of Special Agro-Industrial Processing Zones, serving as a primary focal point where Liberian representatives offered unique opportunities to explore and forge partnerships for a greener, more sustainable future.

REPUBLIC OF MADAGASCAR

1,018
Area sqm

The Republic of Madagascar Garden embraced the theme "Green Energy Garden," aligning with the sub-theme of "Environmental Awareness." It highlighted the Republic's diverse, endemic products. The Garden featured native plants, including Baobab trees, iconic in the Madagascar's landscape, Ravinala which added natural beauty, symbolising the island's rich biodiversity.

As part of its exhibition, visitors discovered local famed agricultural products, such as premium Vanilla Bourbon, prized for its high quality, and Arabica coffee, recognised for its rich aroma. Cacao, along with an array of tropical spices like cloves, black pepper, and turmeric, demonstrated the country's contribution to global flavours. Exhibits also showcased native dry grains, including black-eyed beans and chickpeas.

In addition to horticultural displays, the exhibition featured semi-precious stones like Quartz and Jasper. Interactive elements, including visuals and audio, offered visitors a cultural and educational journey through Madagascar's unique environmental and socio-economic landscape.

REPUBLIC OF MALAWI

1,030
Area sqm

The Republic of Malawi Garden focused on the theme “Horticultural Production for Sustainability,” focusing on environmental conservation and economic growth. Its garden showcased a variety of plants, including banana trees, which symbolised the country’s advancements in the banana industry through tissue culture. Visitors also encountered beautiful displays of locally-grown crops, such as chili peppers and macadamia nuts, highlighting Malawi’s horticultural diversity.

The Garden offered an immersive experience with samples of renowned traditional products. Visitors savoured the aromatic flavours of locally-produced coffee and tea, enjoyed the sweetness of macadamia nuts and sugar, and tasted the richness of fresh fruits. Engaging displays depicted agricultural practices and promoted the importance of sustainable farming techniques.

Additionally, exhibition showcased the country’s stunning tourist attractions, including the picturesque Lake Malawi and the country’s wildlife. This combination of horticultural education and cultural promotion allowed visitors to appreciate Malawi’s commitment to sustainable practices and its rich natural heritage, fostering connections for future partnerships.

FEDERATION OF MALAYSIA

627
Area sqm

Through its participation in Expo 2023 Doha and under the theme “Going Green Practices,” the Federation of Malaysia Garden addressed urgent environmental challenges like climate change and pollution. Visitors were welcomed by a lush garden featuring native plants and trees, symbolising the country’s commitment to sustainable practices. The Garden showcased species such as papaya and mango trees, highlighting the nation’s rich biodiversity.

Displays and educational banners detailed the National Landscape Programme, emphasising the country’s efforts to protect and preserve the environment. Various sustainable agricultural products were also displayed, showcasing Malaysia’s trade partnerships in the region. Visitors could explore information on eco-friendly initiatives, including reducing energy consumption and waste.

One of the highlights was the interactive ‘Wall of Hope,’ where visitors, especially children, expressed their aspirations for a sustainable future using colourful paints and pens. This engaging activity fostered awareness and sparked conversations about conservation, making the Garden a hub for environmental education and collaboration.

REPUBLIC OF MALI

853
Area sqm

The Republic of Mali Garden, themed “Dunkafa Ni Wassa,” showcased the country’s advancements in modern agriculture, focusing on technology and sustainable practices to boost productivity and food security. Its design harmoniously blended traditional and contemporary architecture, creating a welcoming space that reflected the evolution of Malian agriculture.

Throughout the Garden, visitors encountered captivating areas filled with screens and panels that displayed the country’s rich agricultural history and various horticultural crops. They learned about innovative farming techniques and traditional methods that contributed to its agricultural success, highlighting the significance of crops like millet and sorghum.

The exhibition also featured a store where guests could purchase local agrifood products, textiles, and artisanal crafts. Additionally, the Garden hosted a cultural symposium to celebrate its artistic heritage and a Republic of Mali – State of Qatar Forum aimed at exploring business opportunities between the two nations. This interactive environment enriched visitors’ understanding of Mali’s agricultural heritage and its commitment to sustainability.

ISLAMIC REPUBLIC OF MAURITANIA

1,018
Area sqm

The Islamic Republic of Mauritania Garden embraced the theme “The Green Desert in Action,” reflecting the nation’s commitment to sustainable development and environmental resilience. Designed to resemble the natural forms of the Mauritanian desert, it harmonised tradition with innovation while highlighting the country’s efforts to transform desert landscapes into sustainable environments.

A prominent feature of the Garden was the Great Green Wall Project exhibit, which illustrated Mauritania’s role in combating desertification and restoring degraded lands. Visitors learned about indigenous tree species critical to environmental restoration and saw tangible examples of successful reforestation initiatives. This area also showcased sustainable agricultural practices aimed at enhancing food security and supporting rural development.

Cultural richness filled the space with art exhibitions and traditional music performances, offering insights into Mauritania’s heritage. This cultural narrative intertwined with the Garden’s focus on environmental sustainability, providing an engaging experience that highlighted the importance of eco-friendly practices and community empowerment in the region.

UNITED MEXICAN STATES

775
Area sqm

The United Mexican States Garden participated under the theme “Mexican Agri food System & Culture to the World.” It featured a captivating garden showcasing native plants suited for arid and semi-arid areas. Gifted by the Ministry of Agriculture and Rural Development, the Garden included a selection of cacti species, such as xoconostle, garambullo, also known as berry of the desert, and tequilana agave. These plants play crucial roles in agriculture and food security by stabilising soils, capturing carbon, and combating desertification.

Across the Garden, visitors explored numerous informative modules and videos, learning about indigenous maize, the National AgriFood Health and Safety Service (SENASICA), and artificial fruits and vegetables that illustrated production data. This engaging setup promoted Mexico’s rich agricultural heritage and its contributions to global food systems.

Throughout the event, the Garden fostered commercial exchanges, paving the way for future collaborations. Celebrations featuring cultural dances and traditional practices enriched the visitor experience, emphasising the importance of Mexican culture and agriculture.

REPUBLIC OF THE UNION OF MYANMAR

863
Area sqm

The Republic of the Union of Myanmar Garden highlighted the theme “Nature Land: (Myanmar)” and the sub-theme of “Sustainability.” It highlighted the country’s rich biodiversity, showcasing its abundant and evergreen flora that thrives year-round. Visitors walked through a carefully-designed garden featuring native plants that represented Myanmar’s ecological heritage. This lush landscape served as a backdrop for exploring the country’s ancient architectural treasures, reflecting a deep connection between nature and culture.

During their discovery journey, visitors engaged in various hands-on experiences that illuminated Myanmar’s traditions. They tested their skills in ‘Yoe Yar Chin Lone,’ a traditional sport, and participated in the ‘Thanatkhar’ ceremony, where they applied the iconic cosmetic paste. Visitors also had the opportunity to craft ‘Pyu Dynasty Beads’ and practice writing Myanmar alphabets with classic tools, immersing themselves in the country’s linguistic heritage.

The Garden encouraged visitors to nurture plants, emphasising a commitment to sustainability. These interactive activities showcased Myanmar’s cultural wealth and fostered appreciation for its horticultural practices, linking tradition with modern ecological awareness.

FEDERAL DEMOCRATIC REPUBLIC OF NEPAL

1,053
Area sqm

Under the theme “Harmony of Himalayan Blooms: Nepal’s Botanical Splendour,” the Federal Democratic Republic of Nepal Garden stood as a showcase of the country’s rich agricultural heritage and commitment to sustainable practices. The Garden invited visitors to explore indigenous products sourced from the Himalayas, emphasising agroforestry, which accounts for over 80% of Nepal’s output. Visitors wandered through displays featuring a variety of herbs, shrubs, and spices, sampling an assortment of teas, including green, golden, and white varieties.

The main highlight of the Nepal exhibition was local medicinal products, such as Shilajit and Yarsagumba, alongside spices like Timur, large cardamom, turmeric, and ginger. Additionally, visitors admired traditional handicrafts, including silk, pashmina, and intricately-carved woodwork. Artisanal items like Lokta handmade paper and carpets demonstrated the craftsmanship and market potential of Nepali goods.

The Nepal Garden was more than just a display. Cultural engagement was promoted through events like Nepal day, which fostered connections between dignitaries from the Federal Democratic Republic of Nepal and the State of Qatar. Overall, it celebrated sustainability, heritage, and global collaboration, reflecting the country’s dedication to preserving its natural wealth while embracing innovation.

REPUBLIC OF THE NIGER

981
Area sqm

The Republic of the Niger Garden showcased the theme “Development of Horticulture in the Oases and Basins of the country to Boost Vegetable Production.” It aimed to highlight the country’s diverse horticultural products and foster partnerships with private investors and cooperatives. The Garden emphasised the nation’s status as the leading exporter of onions in West Africa, supported by around 400,000 women in vegetable cooperatives.

Visitors explored a garden featuring an abundance of vegetables cultivated in local oases, showcasing the country’s commitment to small-scale irrigation strategies. Its exhibition displayed marketing and storage solutions for horticultural products, including semi-artisanal processing units for cassava and tomatoes.

Additionally, the Republic of the Niger’s delegation engaged in B2B meetings with the Doha Chamber of Commerce and hosted discussions with Chinese investors to explore business opportunities. Overall, the Garden provided insight into the country’s agricultural potential and cultural heritage, illustrating its dedication to enhancing vegetable production and economic growth.

CHAPTER 6 | HOSTING THE WORLD

SULTANATE OF OMAN

909
Area sqm

The concept of the Sultanate of Oman Garden revolved around the theme “We are all custodians of the natural world it is our duty to preserve it for future generations.” This Garden celebrated the Sultanate’s diverse flora and heritage, highlighting its commitment to sustainability and innovation.

The Garden featured over 1,600 plants and shrubs transported from the Sultanate of Oman, showcasing a rich array of native species. Visitors learned about five narratives while discovering the different parts of the Garden, including carbon capture initiatives using peridotite rock for decarbonisation, the upcoming Oman Botanic Gardens for biodiversity conservation, the development of a green hydrogen industry for clean energy, the ancient Aflaj water network highlighting resource sharing, and Wadi Dawkah’s focus on sustainable frankincense production.

The Garden showcased the Sultanate’s rich agricultural history and ambitious future projects. It also organized discussions on sustainable practices and innovative agricultural solutions. Visitors concluded their experience with a delightful tasting of the renowned Omani sweets. The Garden effectively demonstrated the Sultanate’s unwavering commitment to preserving its natural resources for generations to come.

ISLAMIC REPUBLIC OF PAKISTAN

963
Area sqm

The Islamic Republic of Pakistan Garden centred on the theme of “Environmental Awareness” through its design, incorporating recycled and organic materials. A wooden wall made from crates welcomed visitors and conveyed messages about environmental responsibility. Cement shapes along the path featured fun facts about recycling, creating an educational experience for all ages, while a hopscotch activity engaged children in learning about sustainability.

At the heart of the Garden, a horticulture paradise showcased an impressive array of plants, including Night Queen, mandevilla, and sweet basil, alongside vegetables like onions and tomatoes and fruit trees such as citrus and chikoo. Visitors experienced the delightful scents and colours of the botanical display, creating a peaceful atmosphere perfect for enjoying traditional tea. Adding a historical touch, a traditional Pakistani boat adorned with plants symbolised the enduring maritime trade and cultural ties between Islamic Republic of Pakistan and the State of Qatar.

Additionally, hosts introduced visitors to local artists, traditions, and the country’s agricultural heritage. Visitors could take home unique handicraft souvenirs, including textiles and brass items, enhancing their connection to Pakistan’s rich culture and history.

REPUBLIC OF PALAU

1,153
Area sqm

The Republic of Palau Garden encapsulated in the theme “Oltobed a Malt” (Nurture, Regenerate, Celebrate), with a profound focus on Expo 2023 Doha’s sub-themes of “Environmental Awareness and Sustainability.” This exhibit highlighted the importance of traditional agricultural practices that support a healthy and sustainable lifestyle in Palau. It celebrated the resilience of local farmers who employed time-honoured methods to cultivate diverse plant varieties without harmful substances.

This exhibit was a living canvas of traditional agricultural richness displaying an array of plants, prominently featuring taro, the country’s staple food. This culturally-significant plant is deeply intertwined with local traditions and serves as a vital resource for food, medicine, and materials. Visitors enjoyed the immersive experience of a traditional Palauan home landscape, where essential items, from nutritious food to materials for food preparation, were sourced locally.

Another highlight of this Garden were multimedia presentations that showcased the diverse plants cultivated on Palauan farms, highlighting their vital roles in sustaining families and promoting ecological balance. Though commercial farming faced challenges, the emphasis on traditional crops and increased citizen participation in agriculture provided hope for a sustainable future.

STATE OF PALESTINE

924
Area sqm

The State of Palestine Garden celebrated the region’s agricultural heritage under the theme “Resilience and Cultural Richness.” Agriculture plays a vital role in Palestinian society, supported by the presence of approximately 13.6 million olive trees. The Garden prominently featured stunning displays of olive, pomegranate, and orange trees, highlighting the significance of these plants in local life.

Throughout the Garden, visitors admired videos on several screens, capturing the beauty of Palestinian cities, complemented by displays of traditional food products like olives and pickled vegetables. The Garden also showcased handcrafted items, representing a rich inheritance from ancestors, and traditional dress designs, known as “Thobe”, which featured unique embroidery styles from different cities, highlighting the artistic talent of Palestinian women.

Overall, the Garden provided a glimpse into Palestine’s history and culture, inviting visitors to engage with its vibrant heritage. This experience fostered understanding and connection, allowing attendees to appreciate the beauty and complexity of the country’s agricultural and cultural landscape.

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REPUBLIC OF PERU

786
Area sqm

The Republic of Peru Garden was a remarkable representation of the country's rich natural beauty and cultural heritage under the theme "Sustainable Agriculture and Preservation." As one of the world's 17 megadiverse nations, the Garden highlighted the challenges Peru faces from climate change, including deforestation and desertification, which threaten its unique ecosystems and local plant life.

The garden featured a variety of native plants and trees, showcasing the country's agricultural diversity. Visitors also encountered vibrant displays of traditional crops such as potatoes, quinoa, and diverse fruits that contribute to Peru's economy. The emphasis on local flora illustrated the importance of conservation and the country's efforts to protect its environment.

Visitors also explored Peru's historical agricultural practices and their modern applications. Exhibits featured artisan products, showcasing the fusion of ancient techniques with contemporary sustainability methods. This immersive experience fostered appreciation for Peru's dedication to preserving its agricultural heritage while addressing environmental challenges.

REPUBLIC OF PORTUGAL

1,841
Area sqm

The Republic of Portugal Garden embodied the theme "A Simple Way to Reach a Better Future for All," showcasing the nation's commitment to sustainability and innovation. This Garden invited visitors to explore the synergy between nature and technology, particularly in horticulture, as part of Portugal's vision for a more sustainable future.

The Garden provided a visually-compelling introduction to the country's dedication to sustainable practices, with a bull sculpture, representing strength, resilience, and Portugal's agricultural roots. The striking sculpture made entirely of interwoven metallic pieces, set among vibrant beds of flowers, symbolised the harmony between tradition and modernity.

Visitors delved into captivating displays on plant pollination, sustainable practices like cork harvesting and biodegradable fishing nets, and the country's agricultural achievements in cultivating oranges, tomatoes, mangoes, and cherries—all highlighting Portugal's commitment to eco-friendly farming. This Garden served as a cultural and educational hub, where visitors enjoyed live music and interactive cooking demonstrations celebrating the country's culinary heritage, fostering a sense of community and inspiring a shared commitment to sustainability.

REPUBLIC OF RWANDA

1,131
Area sqm

The Republic of Rwanda Garden captivated visitors with its theme of "Resilient Agriculture Through Innovative Technologies to Produce Quality, Nutritive and Safe Food." The entrance featured stunning Urukari architecture, resembling the King's Palace in a beehive shape, leading guests into the heart of Rwanda's rich heritage and commitment to environmental preservation.

The two Domes served as a centrepiece showcasing the country's success in cultivating and exporting plants. It displayed a remarkable collection of produce, including 100% organic chili, oil, honey, nuts, tea, and renowned Rwandan coffee. Visitors sampled 16 varieties of longlasting roses, highlighting Rwanda's horticultural achievements and dedication to sustainability.

Its Garden also provided insights into ecotourism and sustainable farming practices through digital screens, encouraging guests to consider Rwanda as a travel destination. Interactive zones showcased attractions like Nyungwe Forest National Park and gorilla trekking. A popular coffee shop offered a taste of Rwandan flavours, creating a unique experience that celebrated the country's agricultural and cultural wealth.

KINGDOM OF SAUDI ARABIA

5,309
Area sqm

With a design inspired by Mount Towaiq that symbolised the Kingdom's connection to nature and its future ambitions, the Kingdom of Saudi Arabia Garden embrace the theme of "Shaped by Nature." The Garden's journey began in its surrounding landscape, where visitors admired the Kingdom's diversity, from lush oases to vast deserts where native plants emphasised the Kingdom's natural beauty.

Its main garden, which also served as a court yard, showcased country's environmental initiatives, focusing on sustainable agriculture and water conservation. Displays highlighted the Kingdom's commitment to ecological balance, reflecting its efforts to preserve natural resources. Key agricultural products, including dates and other crops, were also featured.

The Initiative Hall offered interactive experiences about Saudi Arabia's Vision 2030 and its strategies for tackling environmental challenges. Folkloric performances enriched the experience, with traditional Saudi music and dance providing cultural context, while sculptures and displays highlighted the Kingdom's dedication to both heritage and sustainability.

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REPUBLIC OF SENEGAL

1,110
Area sqm

By adopting the theme “Senegal Going Green, “The Republic of Senegal Garden epitomised the rich Senegalese biodiversity and culture in perfect harmony. There, visitors were welcomed by a garden designed to reflect the Niayes regions, with recreated dunes and diverse foliage.

As they moved deeper through the Garden’s spaces, visitors encountered market-garden basins, herbaceous plants, and forest zones with indigenous and fruit species. The Senegal Garden emphasised the country’s efforts in biodiversity preservation and sustainable resource management, with a focus on horticulture and irrigation systems.

At the heart of its garden, stood the iconic baobab tree, symbolising the country’s deep-rooted connection to its land. Surrounding this centrepiece, visitors discovered a vibrant display of Senegalese craftsmanship, featuring handmade art, fashion, and musical instruments. The Garden seamlessly combined environmental stewardship with cultural heritage, leaving a lasting impression of Senegal’s commitment to sustainability and tradition.

FEDERAL REPUBLIC OF SOMALIA

629
Area sqm

The Federal Republic of Somalia Garden followed the theme “From Dust to Green - Stop Desertification,” focusing on sustainability. The exhibition emphasised combating desertification through clean energy and community participation, highlighting issues like drought, deforestation, and overgrazing.

This Garden promoted innovative agricultural techniques, reforestation efforts, and sustainable land management practices as key approaches to addressing environmental challenges. Also, solutions such as agroforestry and drip irrigation were displayed, demonstrating ways to conserve water, improve soil quality, and enhance biodiversity.

There, visitors also explored the rich Somali culture, learning about the sacred trees that produce Frankincense and Myrrh, historically more valuable than gold. These trees hold spiritual and medicinal significance, offering anti-inflammatory and stress-relieving benefits. The Garden fostered a connection between the environment and the Somali traditions, showcasing the nation’s efforts in sustainability while preserving its cultural heritage.

REPUBLIC OF KOREA

1,279
Area sqm

The Republic of Korea Garden highlighted the theme “Integrating Daily Life with Nature.” Visitors were greeted by a serene garden featuring a tranquil water feature and intricate wood sculptures that reflected the Korean landscape. This space showcased the nation’s philosophy of blending nature with minimal human interference.

One of the Garden’s highlights was the presentation of the evolution of farming through cutting-edge autonomous technology solutions. This immersive experience harmoniously integrated the traditional gardens with a strikingly modern exterior elements and interior spaces, showcasing innovations in modern agriculture. Visitors explored how these advancements could enhance sustainability and environmental harmony, with AI-powered solutions prominently featured to demonstrate their role in improving agricultural efficiency.

In addition to the horticultural elements, the Garden served as a hub of knowledge. It offered insights into South Korea’s technological progress in agriculture, emphasising the balance between tradition and innovation. Visitors left with a deep appreciation for how modern technology can co-exist with and enhance natural landscapes.

REPUBLIC OF THE SUDAN

1,511
Area sqm

The Republic of the Sudan Garden embraced the theme “Horticulture for Sustainable Development,” showcasing the nation’s abundant agricultural potential and its efforts to preserve natural resources like water and fertile soil. The Garden emphasised Sudan’s dedication to greening deserts and promoting sustainable food security.

The Garden featured a wide range of native trees, including banana, mango, citrus, baobab, hibiscus, sidra, and acacia, providing visitors with an immersive experience of the Sudanese horticultural wealth. Visitors explored an exhibit of Sudanese agricultural products such as Arabic gum, hibiscus, and doum. Key topics like climate change, new technologies, and sustainable farming practices were also presented.

The Garden also engaged visitors with a captivating display of photographs, posters, and films, offering a comprehensive view of Sudan’s agricultural and industrial strengths, tourism opportunities, cultural heritage, and environmental diversity. A notable feature was Jubraka farming, or home gardening, which plays a vital role in enhancing food security and supporting rural and marginalised communities in Sudan.

SWISS CONFEDERATION

1,585
Area sqm

The Swiss Confederation Garden, themed "Swisstainable," highlighted the country's advancements in clean technology, environmental stewardship, and cultural heritage. Its "Can Tech Save the World?" exhibition focused on Swiss contributions to environmental sustainability, with particular emphasis on clean drinking water, sustainable agriculture, biodiversity, and emission-free mobility.

The Garden featured Swiss plants and greenery, symbolising the country's commitment to biodiversity and eco-friendly practices. Visitors explored exhibits centred on clean water solutions, sustainable agriculture, and emission-free transport. Notable highlights included an electric van from the Geneva International Motor Show and a model of the iconic Jungfrau Mountain.

Art exhibitions, such as Étienne Krähenbühl's "Plastiques," documented his family's plastic consumption, raising awareness about pollution. Visitors also experienced Swiss culture through a traditional chalet display and artworks by the visual artist, Irina Gianasso Horsia, who addressed environmental concerns through a mix of media work. Overall, the Garden served as a hub of innovation and culture, promoting Switzerland's vision for a sustainable future.

REPUBLIC OF TAJIKISTAN

777
Area sqm

The Republic of Tajikistan Garden centred on the theme "Water for Sustainable Development," highlighting the vital role of water in supporting life and sustainable growth, with Tajikistan managing about 60% of Central Asia's water resources. The Garden underscored the importance of global cooperation in addressing water-related challenges.

A lush garden featured peach trees, lemon trees, and grapevines, reflecting the rich Tajik horticultural heritage. These trees were selected for their significance in Tajik agriculture. The Garden showcased dried crops such as wheat, rice, and safflower, alongside fruits like apricots, raisins, and almonds. It also provided insights into the country's agricultural achievements, detailing key export products, its abundance of orchards and vineyards, and its agricultural capacity.

A cultural corner further enriched the experience, offering visitors a glimpse into the Republic's folk crafts and tourism. A traditional Tapchan bench, adorned with handmade national ornaments, was prominently displayed. This Garden connected visitors to both the natural and cultural wealth of Tajikistan, promoting water conservation and agricultural development.

UNITED REPUBLIC OF TANZANIA

1,071
Area sqm

The United Republic of Tanzania Garden focused on the theme "Clean Agriculture Technology for a Better Environment and Sustainable Trade," emphasising the use of environmentally-friendly technologies to promote modern agriculture, sustainability, and biodiversity conservation.

The Garden showcased Tanzania agricultural diversity, alongside initiatives aimed at enhancing research, irrigation, and engaging women and youth in agribusiness through the "Building a Better Tomorrow Initiatives." Various horticultural products were displayed, along with cultural and handmade items, offering insights into the country's efforts to balance agricultural growth with environmental conservation.

Throughout the exhibition, visitors learned about the country's ambitious goals to expand its horticulture subsector and boost export earnings. They also explored Tanzania's rich tourism offerings, with over 55% of its land dedicated to forest conservation and wildlife protection, including the renowned Ngorongoro Conservation Area.

KINGDOM OF THAILAND

695
Area sqm

The Kingdom of Thailand Garden embraced the theme "Sustainability and Environmental Protection," with a particular focus on Udon Thani, the host city for the upcoming 2026 Horticultural Exposition. The Garden highlighted Thailand's natural beauty, including its forests, grasslands, and native plants, with special emphasis on the lotus flower, a symbol of Udon Thani.

Visitors were greeted by a tranquil garden filled with lotus blossoms and other native plants, showcasing Thailand's rich biodiversity. Its exhibit on the country's proactive efforts to address environmental challenges, including initiatives aimed at preserving biodiversity, reducing carbon emissions, and promoting sustainable agricultural practices.

The Garden also provided insights into Udon Thani's cultural heritage. Artwork displayed the region's local flora and highlighted the Ban Chiang Archaeological Site, a UNESCO World Heritage Site. Overall, the Garden underscored Thailand's commitment to sustainability while celebrating its cultural and natural heritage.

KINGDOM OF THE NETHERLANDS

1,883
Area sqm

The Kingdom of the Netherlands Garden highlighted the theme “The Oasis.” Inspired by Piet Mondrian and the De Stijl movement, its garden featured a vibrant, geometric layout combining local plants, large trees, and summer-flowering bulbs from the Netherlands itself. This design illus-trated how sustainable horticulture, supported by rich soil and biodiversity, can help combat desertification.

The Garden’s design demonstrated energy saving solutions for hot, arid climate, by employing natural cooling methods, taking wind patterns into consideration during construction while incorporating a biological process into the design. Visitors also explored water-saving technologies like the Sun Glacier Droppler which extracted water from the air through condensation. The Waterboxx device demonstrated how it supported plant growth in dry environments by conserving water, and reducing consumption by up to 90%.

Other ground-breaking innovations included Grodan’s substrates, which enabled crop growth without fertile soil, and Delft University’s Fog Catcher, which harvested water from the air using fine-mesh nets. These solutions emphasised the Netherlands’ commitment to balancing art, nature, and sustainability through Dutch technology and design.

REPUBLIC OF TOGO

786
Area sqm

The Republic of Togo Garden featured the theme “Promotion of Planned Agricultural Development Zones (ZAAP) for Green and Sustainable Development.” It highlighted the country’s commitment to economic growth while preserving its forests. Visitors explored the Togolese environmental landscape and learned about various initiatives aimed at combating desertification and promoting sustainable agriculture.

Visitors encountered an array of horticultural plants, including those used for food, cosmetics, and decoration in the garden. They also had the opportunity to taste products made from these plants, experiencing first-hand the diversity and potential of local agricultural offerings.

Additionally, the Garden emphasised Togo’s initiative to plant one billion trees by 2030, aiming to increase forest cover to 25% of the country’s area by 2025. Through community engagement and sustainable agricultural practices, the country showcased its dedication to ensuring a greener future and promoting environmental stewardship for generations to come.

REPUBLIC OF TUNISIA

912
Area sqm

The Republic of Tunisia Garden showcased the theme “Local Products, Vector of Sustainability,” highlighting the country’s commitment to promoting local products to foster rural and regional de-velopment. Collaborative efforts among public, private, and civil society sectors aimed to enhance industries centred around traditional Tunisian goods, presenting them as a model for sustainable food development.

Native plants and trees were prominent features in its garden, emphasising the rich Tunisian agri-cultural heritage. Visitors experienced the country’s diversity through promotional films and a variety of local products, including delicious food and artisanal crafts. The tasting days allowed visitors to savour authentic Tunisian flavours, enhancing their connection to the culture.

The Garden also hosted seminars on sustainable investment practices and opportunities in Tunisia. Additionally, innovative technologies in AgriTech and AgroTech were showcased, including smart irrigation systems, smart hives and traceability solutions. These initiatives illustrated the country’s dedication to sustainable agricultural practices and technological advancements for future growth.

REPUBLIC OF TÜRKIYE

1,024
Area sqm

The Republic of Türkiye Garden embraced the theme “Homeland of Horticulture.” This Garden highlighted the country’s rich history, culture, and vision for a sustainable future, emphasising the significance of Anatolia as the birthplace of agriculture. It aimed to illustrate the importance of environmentally-friendly practices for prosperity.

Its garden displayed a variety of fruit trees from seven regions, along with olive and orange trees, which play a vital role in Turkish cuisine. This landscape showcased the harmonious relationship between nature and culture, enhancing visitors’ appreciation of Türkiye’s agricultural diversity. In addition to fruit trees, the exhibition featured soilless farming samples, ornamental flowers, and endemic plants, reflecting the country’s horticultural heritage.

Visitors enjoyed traditional Turkish music and dance performances throughout their experience. On select days, educators led engaging activities like tree planting and watering, encouraging children to connect with Türkiye’s agricultural traditions and promoting a greener future through hands-on involvement.

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TURKMENISTAN

903
Area sqm

The Turkmenistan Garden adopted the theme of "Green Nature for Environment." Visitors explored the diverse flora, which included relict forests and rare subtropical plants, as well as picturesque landscapes with ancient vegetation. Its garden featured a variety of native species, including the remarkable Turkmen juniper, which can be found in the inaccessible peaks of the Kopetdag mountains.

At this Garden, visitors learned about Turkmenistan's innovative water purification techniques, illustrated by the successful Altyn Kol Lake project. The exhibition highlighted the country's commitment to preserving its unique ecosystems, with information on the various plant species thriving across its deserts and mountains.

As part of its dedication to environmental sustainability, Turkmenistan implemented a Greening Nature programme, where millions of trees were planted each year under the leadership of their esteemed President.

REPUBLIC OF UGANDA

930
Area sqm

The Republic of Uganda Garden featured the theme of "The Pearl of Africa," showcasing the country's rich biodiversity and horticultural potential. Visitors discovered unique Ugandan equatorial climate and fertile soils that support a thriving agricultural sector. The Garden featured a selection of native plants, including sweet-smelling flowers, tropical fruits like avocados and mangoes, and vegetables such as okra and eggplant.

Throughout the exhibition, visitors explored an array of displays highlighting local Ugandan products. They encountered aromatic teas and coffees, intricately handcrafted baskets, and beautiful jewellery. A digital exhibit offered insights into the country's horticultural practices, enhancing vis-itors' understanding of Uganda agricultural landscape.

The Garden also presented investment opportunities in Uganda expanding the horticulture sector and emphasising its role in economic growth and community livelihoods. Engaging activities invited visitors to learn about the significance of smallholder farmers and the potential for agro-processing in driving sustainable development.

UNITED ARAB EMIRATES

2,290
Area sqm

The United Arab Emirates (UAE) Garden centred on the theme "Nurturing Legacy," showcasing the deep bond between the people and their environment. This Garden highlighted the UAE's commitment to preserving its natural treasures and ensuring food security through innovative agricultural practices. Inspired by the resilient Ghaf tree, the Garden's design symbolised strength and collaboration, reflecting the nation's heritage.

Surrounding the built structure, a meticulously curated garden featured 6,609 plants representing 65 species essential for ancestral survival. This landscape showcased both native and cultivated flora, emphasising the UAE's dedication to current sustainability goals. Visitors experienced the harmonious blend of nature and innovative design.

In this exhibition, visitors engaged with interactive displays detailing the UAE's agricultural journey from its ancestors to modern visionaries, known as Dreamers. The Garden also offered diverse programmes for all ages, fostering awareness of responsible living and the UAE's efforts to protect nature, aligning with the country's ongoing sustainability initiatives.

UNITED KINGDOM

1,705
Area sqm

The United Kingdom Garden adopted the theme "Planting Green Ideas," celebrating the nation as a leader in horticultural innovation. The Garden featured a stunning design inspired by traditional Celtic knot gardens and Islamic geometric patterns. Visitors could enjoy views of the Garden from a rooftop terrace adorned with hedges, flowering perennials, gazebos, and Lutyens benches, all echoing elements from renowned British gardens like Queen Elizabeth II's Jubilee Garden.

This Garden showcased plants specially chosen for their ability to adapt to the hot Qatari climate. These included varieties with silver and dark leaves for heat reflection, hairy leaves to minimise moisture loss, and deep root systems ideal for sandy soils. Each plant demonstrated the UK's commitment to horticultural resilience and innovation. Additionally, beautiful glass sculptures were scattered throughout the garden, creating a stunning effect in both the sunlight and the nighttime lighting.

Walls featuring striking murals conveyed a sense of dynamism and movement enriching the aesthetic experience. At this Garden, visitors had the opportunity to discover the UK's pioneering technology in solar outdoor furniture and learn about vertical farming through virtual reality experiences promoting sustainable practices and the future of vertical farming.

REPUBLIC OF UZBEKISTAN

908
Area sqm

The Republic of Uzbekistan Garden showcased the theme of “Advanced Technology” in agriculture, environmental management, and the country’s rich horticultural heritage. Its garden featured an impressive array of 20 different plants and fruits, highlighting the Uzbek agricultural diversity.

There, visitors experienced a lively atmosphere filled with traditional musicians and dancers, captivating guests, while a large digital screen provided insights into the Uzbek economy and culture. The displays emphasized the importance of horticulture and sustainable practices in the country’s food industry.

In addition to the performances, guests explored local handicrafts, souvenirs, and traditional national clothing, offering them an authentic taste of Uzbek culture. Around 20 companies from various sectors, including agriculture and textiles, participated in the exhibition, highlighting Uzbekistan’s commitment to enhancing its horticultural and food industries.

SOCIALIST REPUBLIC OF VIETNAM

1,076
Area sqm

The Socialist Republic of Vietnam Garden participated under the theme, “Vietnam, Green Farm of the World.” It highlighted various themed weeks, including Wooden Furniture Week, Tea and Coffee Week, and Culture and Fashion Week, showcasing the country’s rich agricultural and cultural heritage.

Its garden featured a diverse array of plants essential to Vietnamese agriculture, highlighting sustainable practices. In line with Expo 2023 Doha’s sub-theme of “Sustainability”, the Garden showcased innovative uses for materials often considered waste, like coffee grounds and loofahs. Additionally, interactive displays allowed visitors to engage further with these sustainable practices.

The Garden also showcased a range of products, including organic teas and cashew nuts, reflecting Vietnam’s leadership in growing spices and specialty crops. Additionally, numerous seminars and workshops focused on technology and innovation, fostering discussions about sustainable practices and the critical role of green agriculture in ensuring food security and environmental preservation.

REPUBLIC OF YEMEN

824
Area sqm

The Republic of Yemen Garden participated in Expo 2023 Doha under the theme “Power of Diversity” and the sub-theme “Harmony with Nature.” The Garden showcased Yemen’s rich landscapes and unique architecture, offering visitors a captivating insight into the country’s natural beauty and cultural heritage.

The Garden featured an array of native plants, emphasising biodiversity and ecological importance. A highlight was the Dragon’s Blood Tree, native to Socotra Island, which served as an educational focal point, showcasing the diverse Yemeni flora and its significance to the environment.

Visitors also discovered a variety of traditional handicrafts and gourmet products. Yemeni coffee, particularly the famous Mokha, was prominently featured, linking the product to its historical port of Al-Makha. Additionally, the Garden offered Sidr honey, celebrated for its unique flavour and health benefits. Various events and activities enriched the experience, promoting Yemen’s cultural legacy and sustainable practices.

Section: 6.3

INSTITUTIONAL GARDENS:
International and Intergovernmental Organisations

In addition to the Official Participant countries, various organisations dedicated to combating desertification and promoting sustainability in agriculture and horticulture contributed their expertise and passion to Expo 2023 Doha. These included international organisations such as AIPH and the Gulf Engineering Union, as well as intergovernmental organisations like CILSS, the League of Arab States, and the GCC.

AIPH

The International Association of Horticultural Producers (AIPH), founded in 1948, is a global non-profit organisation that unites thousands of flowers and ornamental plant growers worldwide. AIPH is also responsible for approving International Horticultural Expos, including Expo 2023 Doha.

At Expo 2023 Doha, the AIPH Garden, themed "Oasis of Life—Uncovering the Power of Plants," showcased how ornamental horticulture creates peaceful oases for relaxation, education, and an exploration of the positive impact plants have on life. The AIPH Garden featured a playful labyrinth-like garden, with a structure reminiscent of the local fishermen's nets, inspiring kids to explore plants in an engaging and fun way. This geometric and asymmetrical gallery combined vertical and horizontal wooden slats, some reaching up to 12.9 metres. The design played with light and shade, offering visitors an immersive horticultural experience. The natural setting, with wood and greenery contrasting against black marble and white stones, gave the Garden a unique aesthetic.

One of the Garden's standout features was its creation of microclimates, where different plant species thrived in tailored environments. These microclimates demonstrated how gardens can be sustained even in extreme conditions, promoting biodiversity. Throughout the Garden, islands of plant groupings formed small oases for visitors to relax, observe, and learn. The half-indoor, half-outdoor design encouraged visitors to imagine how they could apply these ideas to their own gardens. An outdoor garden with night-flowering plants completed the tranquil space.

995
Area sqm

Here, visitors discovered how plants can positively impact life through six main storylines:

The Ornamental Horticulture

Showcased differences between ornamental horticulture and agriculture.

The Journey to Market

Traced plants' path from breeding to market, emphasising sustainable practices.

The Power of Plants

Highlighted plants' impact on life and environment.

The Plant Collections

Displayed 300+ pots with 60+ varieties, organised by urban and home functions and characteristics.

The Expo Movement

Showed Horticultural Expo history since 1960, promoting green living, with a children's trail on plant uses.

History of AIPH

Founded in 1948, AIPH now promotes plant use in city planning through its Green City Programme.

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GULF ENGINEERING UNION

796
Area sqm

The Gulf Engineering Union Garden at Expo 2023 Doha stood out for its comprehensive approach, uniting all Gulf engineering bodies in educational events and emphasising the role of engineering technology in agriculture.

The Garden featured educational sessions for schools, welcoming over 60 schools across different levels in collaboration with the Ministry of Education—a dedicated recreational space designed to spark interest in agricultural engineering among students. Visitors explored cutting-edge topics such as smart irrigation, agricultural machinery, vertical farming, robotics in agriculture, and other agricultural engineering advancements.

Qatar Society of Engineers also organised four key conferences addressing agricultural engineering, climate challenges, artificial intelligence in agriculture, smart agriculture, and sustainability. These collective initiatives aimed to advance education, foster connections among engineering enthusiasts, support the agricultural sector and unveil modern technologies for sustainable outcomes.

CILSS Permanent Interstate Committee for Drought Control in the Sahel

838
Area sqm

Established by regional leaders in 1973 to combat drought and desertification, the Permanent Interstate Committee for Drought Control in the Sahel (CILSS) represents 13 countries across the Sahel and West Africa. Over five decades, it has led efforts in natural resource management, climate change adaptation, food and nutrition security, and water resource management. At Expo 2023 Doha, CILSS highlighted these achievements through videos, technical publications, and a syne coculture garden—a compact farming system supporting over 50 plant species with potential to enhance food diversity, economic growth, and ecological sustainability. This innovative garden demonstrated sustainable agriculture's capacity to address food security while mitigating traditional farming's environmental impacts.

CILSS also emphasised resilience strategies for communities and ecosystems while engaging diverse audiences. To foster inclusivity, it plans to translate key materials into Arabic for Qatari and Arabic-speaking audiences. In January 2024, CILSS organised major events under Qatari and Chadian patronage, including CILSS Day, a Partners' Round Table, and SAHEL VERT/Green Week. These gatherings united member states, diplomats, and collaborators to celebrate cultural diversity and discuss strategies for bolstering societal and environmental resilience over the next 25 years. The events reinforced CILSS's commitment to a greener, more sustainable Sahel.

THE LEAGUE OF ARAB STATES

788
Area sqm

The League of Arab States participated in Expo 2023 Doha under the theme "Working Together for a Green Arab World." The Garden highlighted potential opportunities in the Arab world, focusing on four sub-themes: Modern Agriculture, Environmental Awareness, Sustainability, and Technology and Innovation.

This Garden showcased the past, present, and future of the Arab League, emphasising various projects, strategies, and initiatives since its establishment in 1945. Visitors explored Arab efforts in modern agriculture, environmental awareness, economic integration, and innovation.

During the Expo, the Arab League organised events to share global efforts on desertification and water security, facilitated through think tanks and specialised Arab ministerial councils. These initiatives aimed to enhance livelihoods, prosperity, and regional cooperation. Visitors learned about modern agroecology technology through installations, 3D models, and displays that combined concepts of green, smart, and sustainable solutions.

GCC Gulf Cooperation Council

1,148
Area sqm

The main objective of the Gulf Cooperation Council for the Arab States of the Gulf (GCC) Garden arose from the central theme of Expo 2023 Doha. Entitled "Towards a Green Gulf for a Sustainable Environment," the GCC Garden focused specifically on co-operative efforts across the Gulf region to protect its unique biodiversity, improve food security and develop thriving economies.

Visitors learned about the environmental trends endorsed by the leaders of the GCC nations and how the GCC tackles the impact of climate change. Other portions of the Garden addressed food security, GCC initiatives for the environment and sustainable development, and opportunities for agricultural investments.

In the Garden, visitors learned about water irrigation systems and the significance of dates and palms. They also explored a Gulf Garden filled with native trees and plants, including the resilient Sidra tree. As a native species that thrives in harsh desert conditions, the Sidra tree mirrored the GCC's determination to flourish despite environmental challenges.

Section: 6.4

NON-OFFICIAL PARTICIPANTS GARDENS:

Governmental and Semi-Governmental Organisations

Both government and semi-governmental organisations participated in Expo 2023 Doha with on-site Gardens that immersed visitors in the themes of sustainability and Qatar's Vision 2030.

CHAPTER 6 | HOSTING THE WORLD

CHAPTER 6 | HOSTING THE WORLD

MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

وزارة الاتصالات وتكنولوجيا المعلومات
Ministry of Communications and Information Technology
State of Qatar

The Ministry of Communications and Information Technology (MCIT) Garden reflected a unique blend of innovation and tradition. The Garden was dedicated to showcasing technology-driven solutions that support sustainability in line with the Qatar National Vision 2030.

The Garden narrated the story of “Smart Qatar,” which achieved a Guinness World Record for the “Tallest Freestanding 3D-Printed Concrete Structure.” The ten-story tower was constructed from 75 individually 3D printed pieces. Boasting warm colours and organic forms, the design was inspired by the Arab desert’s natural beauty and cutting-edge sustainable technologies. Monthly content updates to the Garden ensured a continuously engaging experience for visitors. For younger audiences, the Garden included a programme called Studio 5, designed to nurture digital learning, critical thinking, problem solving and creativity.

The Garden also hosted daily workshops, panels and events, including an event themed “World of Data: Connecting People, Elevating Lives,” which attracted high-level guests, diplomats and field specialists. Topics discussed included Green Urban Environments, Digital Governance, and Cognitive Cities and Liveable Places.

MINISTRY OF COMMERCE AND INDUSTRY

وزارة التجارة والصناعة
Ministry of Commerce and Industry
State of Qatar

The Ministry of Commerce and Industry participated in Expo 2023 Doha through the Investment Hub Garden.

The Garden acted as a platform for enhancing investment, industrial and trade relations with participating countries and sought to promote Qatar’s position as a global business hub at both regional and international levels. Several Qatari entities contributed to the “Investment Hub”, including Investment Promotion Agency Qatar, Qatar Financial Centre, Qatar Free Zones Authority, Qatar Science and Technology Park, and Media City Qatar.

The Investment Hub offered an interactive experience for visitors, which showcased Qatar’s vibrant business environment and shed light on initiatives launched to facilitate business processes. This included providing detailed information on the country’s investment environment as well as promising opportunities for investors around the world. The Garden provided a glimpse into the most important laws and legislation enacted to encourage foreign investments, including the law regulating the investment of non-Qatari capital in economic activities, allowing foreign investors to own 100% in many sectors.

QATAR UNIVERSITY

جامعة قطر
QATAR UNIVERSITY

The Qatar University Garden at Expo 2023 Doha, under the banner “Cultivating Knowledge: Harvesting the Future,” highlighted the university’s vital role in advancing solutions aligned with Qatar’s sustainability goals and National Vision 2030. The Garden presented Qatar University’s research and innovation in key areas such as climate change, food security, and environmental sustainability. Thoughtfully-designed, the Garden featured various research projects and immersive experiences, providing visitors with insights into groundbreaking work led by the University’s distinguished scientists and students.

As visitors explored different sections of the Garden, they discovered the University’s contributions to critical global challenges, emphasising the development of sustainable solutions for Qatar’s future. The Garden served as a symbol of Qatar University’s commitment to advancing knowledge and promoting innovation. It reflected the broader objectives of Expo 2023 Doha, which brought together diverse perspectives and solutions for a “Green Desert, Better Environment.” This collaboration between Qatar University and Expo 2023 Doha showcased the shared vision of progress, sustainability, and global knowledge exchange, fostering connections and inspiring action towards a sustainable future.

TARSHEED

ترشيد
Tarsheed

The Tarsheed Garden demonstrated the deep connection between technology and sustainability. Tarsheed, also known as Qatar General Electricity and Water Corporation, designed and developed a Garden, which aimed to promote sustainability by creating experiences that showcased the impact of technology in a tangible way.

The Garden included a number of engaging experiences for both children and adults, including a bike-pedalling installation which demonstrated the conversion of kinetic energy into electricity and a robotic arm installation, which sketched images of visitors based on a digital picture.

Integrating virtual reality and other immersive technology, the Tarsheed Garden was highly effective at educating visitors on the link between technology and sustainability, providing visual, tangible and interactive ways for visitors to engage.

QATAR FOUNDATION - HAMAD BIN KHALIFA UNIVERSITY

The Qatar Foundation (QF) Garden, powered by Hamad Bin Khalifa University, shared insight and information on global challenges related to desertification and water scarcity. The Garden emphasised the importance of creating a sustainable future through the development of innovative solutions in healthcare, energy, education, and culture.

Under the theme, “Local Innovations for Global Resilience,” the Garden immersed visitors into the innovative projects and initiatives currently underway in Qatar through workshops and talks relating to the United Nations Sustainable Development Goals, such as the power of hydroponics in revolutionising desert agriculture in arid regions.

The Garden displayed advanced water treatment technologies developed by Hamad Bin Khalifa University and embodied Qatar Foundation’s dedication to promote sustainability and foster more resilient ecosystems in the desert, ultimately contributing to a greener, more sustainable future.

QATAR FOUNDATION - QUR’ANIC BOTANIC GARDEN

The Qur’anic Botanic Garden, a part of Qatar Foundation, introduced a groundbreaking concept in botanical gardens by being the first in the world to display plants mentioned in the Holy Qur’an and the authentic Sunnah of the Prophet (PBUH). Its mission was to spread knowledge about these plants, their cultural significance, and the methods of caring for and preserving them.

The Garden presented a design that was inspired by the geometric shape of the Sidra tree blossom, a symbol of deep historical and cultural significance in Qatari and Islamic traditions. This design reflected a blend of tradition and modern science in plant conservation, offering visitors a unique opportunity to explore the cultural and environmental importance of these plants in an engaging and informative way.

The Qur’anic Botanic Garden offered visitors a variety of educational experiences, including workshops, seminars, guided tours, and virtual exhibitions. Special sessions were organised for school students, while the open activity area welcomed families and the wider Expo 2023 Doha community in the afternoons. The Garden also hosted interactive workshops for children, such as educational games as part of the “Fun and Learn” programme, combining hands-on learning with an appreciation for nature and heritage.

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Section: 6.5

CORPORATE GARDENS

Expo 2023 Doha featured a diverse array of Corporate Gardens, sponsored by prominent companies, offering visitors a glimpse into the future of sustainable agriculture and horticulture. These Gardens highlighted innovative technologies, eco-friendly practices, and stunning floral displays. Additionally, agribusinesses such as ABILY, Magic Cabin, Watad, and Almardia participated as partners, providing visitors with firsthand insights into the advancements in sustainable agriculture.

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QATAR AIRWAYS

Qatar Airways Garden at Expo 2023 Doha was a captivating botanical wonderland that reflected the grandeur of the Versailles Gardens with a contemporary Qatari touch.

The Garden showcased the airline's global connectivity and commitment to sustainability, while also offering visitors a unique and immersive experience. Highlights included a giant teddy bear, appearances by football icons, an augmented reality platform, a stunning orchard tree, and a mesmerising overhead maze. Qatar Airways also introduced an enhanced in-flight experience, featuring curated beverages and an Expo-themed channel. With its beautiful design, engaging activities, and focus on sustainability, the Qatar Airways Garden was one of the most popular attractions at Expo 2023 Doha.

AL ABDULGHANI MOTORS

The Abdulghani Motors Garden at Expo 2023 showcased advanced eco-friendly innovations in the automotive and mobility sectors, aimed at reducing the country's transport carbon footprint. The State of Qatar's Minister of Transport, inaugurated the Garden by planting a tree, symbolising the company's deep-rooted commitment to environmental responsibility and sustainability. The Garden's design artfully combined Japanese technology with elements of Qatari cultural heritage. Its exhibit featured cutting-edge electric vehicles like the Toyota BZ4X, Lexus UX 300e, and Toyota Crown, emphasising the company's commitment to sustainability and minimising the environmental impact of transport. Through an immersive experience, visitors were taken on an interactive journey that celebrated the company's 60-year history and unwavering dedication to sustainability.

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OOREDOO

Ooredoo at Expo 2023 Doha showcased its leadership in digital innovation and sustainability. The Garden highlighted advanced technologies like 5G and NB-IoT, offering solutions for smart lighting, waste management, energy and water metering, and sewage system management, all aimed at promoting sustainable urban development. Visitors could also sign up for Ooredoo SIM cards and top-ups.

The Garden invited guests to explore how Ooredoo's innovations are shaping a smarter, eco-friendly future, aligning with Qatar's vision for sustainability. This engaging experience demonstrated the company's commitment to driving technological advancements for a better tomorrow.

AGRICO GREENHOUSE

Agrico showcased sustainable food-growing technologies used in Qatar, including hydroponics. Located in the Family Zone, the greenhouse featured glass walls that offered a view of thriving crops like tomatoes and peppers. Indoors, visitors could explore a small shop selling fresh produce and learn about innovative farming systems through informative displays.

Agrico also hosted workshops for schools and universities, promoting sustainable agriculture and combating desertification. The Garden became a hub for education and innovation, emphasising the importance of advanced farming techniques in tackling environmental challenges and ensuring food security in Qatar.

AL MEERA

Al Meera showcased the company's dedication to sustainability as part of its role as a platinum sponsor. Located in the Family Zone, the Garden was divided into three sections, highlighting Al Meera's initiatives such as recycling facilities, a children's activity area promoting sustainable practices, and a mini grocery store offering snacks and essentials.

The Garden attracted visitors from around the world, emphasising Al Meera's commitment to environmental awareness and aligning with Qatar National Vision 2030. Al Meera also hosted various sports and entertainment activities during National Sport Day, reinforcing its commitment to community engagement and promoting a healthy lifestyle.

MAZZRATY

At Expo 2023 Doha, Mazzraty highlighted the company's role as the Sustainable Food Partner of the event. The Garden showcased Mazzraty's commitment to sustainability through innovative food solutions and eco-friendly practices. Visitors enjoyed a variety of sustainable food options, reflecting Mazzraty's dedication to responsible consumption.

The partnership also included workshops and initiatives aimed at reducing food waste and promoting green living. In a remarkable achievement, Mazzraty set a Guinness World Record by creating the largest sentence made from 35,000 plastic bottles, spelling out "Qatar's Finest" in Arabic—a powerful statement of their commitment to environmental awareness.

Chapter 7

179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

- 7.1 Welcoming the World: The Opening Ceremony
- 7.2 A Legacy in Action: Key Events of Expo 2023 Doha
- 7.3 Expo 2023 Doha Cultural Programme
- 7.4 Expo 2023 Doha Conferences
- 7.5 Expo 2023 Doha Workshops
- 7.6 Competitions and the Expo 2023 Doha Awards
- 7.7 Presenting the Closing Ceremony

07

Section: 7.1

WELCOMING THE WORLD: THE OPENING CEREMONY

The Opening Ceremony of Expo 2023 Doha took place on 2 October 2023, marking a grand introduction just one day before the event opened to the public. Held in the Opening Ceremony Tent in the International Zone, the ceremony set the tone for the months ahead. Guests were welcomed with a formal reception, leading up to the arrival of His Highness Sheikh Tamim bin Hamad Al Thani, the Amir of the State of Qatar. The ceremony featured inspiring speeches by Qatar's Prime Minister and Minister of Foreign Affairs, the Secretary-General of the BIE, and the President of the AIPH, each celebrating the significance of Expo 2023 Doha and its global impact.

Opening Ceremony VIPs included:

06 Heads of State

07 Prime Ministers

80 Ambassadors

39 Foreign Ministers

30 National Sponsors

08 VIP Delegates

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Tree of Life

At the Opening Ceremony of Expo 2023 Doha, the powerful symbol of the “Tree of Life” took centre stage, representing Qatar’s remarkable journey of growth and transformation. Just as a tree rises from the earth, blooms, and reaches towards the sky, Qatar has flourished from its desert roots into a thriving modern metropolis. Its branches symbolised the nation’s soaring ambitions and united vision for the future, grounded in a deep connection to its heritage. The “Tree of Life” beautifully captured the country’s progress and its shared hope for a future of abundance, harmony, and sustainable growth.

Section: 7.2

A LEGACY IN ACTION:
KEY EVENTS OF EXPO 2023 DOHA

The events at Expo 2023 Doha were essential in engaging visitors with the theme “Green Desert, Better Environment.” The Event and Cultural Experience Functional Area developed comprehensive event guidelines and approval roadmap to ensure meticulous planning, clear approval processes, and smooth execution. A diverse range of events, including special celebrations for national days, international events, cultural activities, and horticultural events, took place across Expo 2023 Doha’s three main zones: International, Family, and Cultural. These events helped bring the “Green Desert, Better Environment” theme to life, fostering global engagement and promoting environmental sustainability.

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Expo 2023 Doha successfully delivered 7,434 activations over 179 days, with most events organised by the event management company (EMC). These activities focused on edutainment, as well as theme-based workshops, blending entertainment and education to align with Expo 2023 Doha's goals of promoting culture, sustainability, and innovation.

Event Organiser	Number of Events	Event Organiser	Number of Events
Participants	230	Ministries	138
Governments	31	Official Organisations	10
Official Sponsors	1	Private Organisations	65
EMC	4,932	Others	1

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Events by Sub-Themes

Modern Agriculture

2,201

Events

Technology & Innovation

3,118

Events

Environmental Awareness

4,169

Events

Sustainability

3,114

Events

Note: Each event may reflect multiple sub-themes

Special Events

Expo 2023 Doha celebrated a number of special occasions, most notably:

Qatar National Day:

100,000

Visitors

Qatar National Day at Expo 2023 Doha showcased the rich heritage and festive spirit of Qatar, attracting the highest number of visits on a single day.

Qatar National Sports Day:

86,000

Visitors

Sporting-themed events were organised across the Expo 2023 Doha site, and achieved the second highest daily attendance.

AFC Asian Cup Fan Zone:

90,000

Visitors

The AFC Asian Cup Fan Zone at Expo 2023 Doha was a lively space where football fans could enjoy live match screenings, interactive games, and food and beverage options, creating a vibrant atmosphere to celebrate the tournament.

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The venues within the International, Family, and Cultural zones were utilised for celebrations of key special days, such as:

International Flower Day, which attracted 7,500 visitors, transformed the Landscape Art Garden into a vibrant sea of colours, displaying stunning flower arrangements.

7,500 Visitors

Garangao, which attracted over 6,500 visitors and focused on educating youth on customs and traditions observed during the Holy month of Ramadan.

6,500 Visitors

The Qatar Map in Flowers event attracted over 3,200 students and teachers from 80 schools, who collaborated to plant over 80,000 flowers, creating a stunning 15 by 33-metre map of the State of Qatar.

3,200 Students

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International **Zone**

The International Zone at Expo 2023 Doha served as a dynamic hub of cultural exchange, innovation, and global collaboration. Gardens from around the world showcased their country's unique contributions to horticulture and sustainability, aligning with Expo 2023 Doha's themes. This diverse area featured immersive exhibits, gardens that highlighted regional flora, and interactive displays that allowed visitors to explore agricultural advancements and environmental practices. In addition to exhibitions, the zone hosted various cultural events, performances, and culinary experiences, providing a holistic view of each nation's heritage and environmental vision, fostering international dialogue on sustainable practices and green development.

Total Number of Activations:	**1,988**
National Day Celebrations:	**53**

Family **Zone**

The Family Zone hosted two key festivals during Expo 2023 Doha: the Coffee, Tea, and Chocolate Festival and the Qatar International Food Festival (QIFF). The Coffee, Tea, and Chocolate Festival is a leading national food exhibition, and the 6th edition hosted at Expo 2023 Doha attracted over 100,000 visitors across ten days. QIFF is a Qatar Tourism initiative that celebrates the diversity of international food, beverages, and hospitality in Qatar. The Expo 2023 Doha edition of QIFF was the region's largest festival, attracting more than 300,000 visitors over 11 days.

Total Number of Activations:	**3,375**
Coffee, Tea and Chocolate Festival:	**100,000** Visitors
Qatar International Food Festival:	**300,000** Visitors

Cultural **Zone**

The Cultural Zone at Expo 2023 Doha served as a dynamic platform for networking, creating partnerships, and exchanging innovative ideas. It hosted a wide array of international, regional, and governmental discussions, including workshops, food security forums, and matchmaking events for global business delegations. High-profile conferences like the Qatar National Dialogue on Climate Change and AgriteQ attracted experts and leaders, driving collaboration on critical global issues.

In addition to fostering innovation, the Cultural Zone celebrated Qatar's rich heritage through interactive experiences such as traditional falconry, weaving, and music performances. Visitors were treated to cultural showcases, including the lively Ardha troupe, while also engaging in team-building games, scrabble competitions, and outdoor challenges for the youth, creating a space where tradition met forward-thinking ideas.

Total Number of Activations: **1,598**

AgriteQ: **150,000** Visitors

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Section: 7.3

EXPO 2023 DOHA CULTURAL PROGRAMME

Celebrating National Days

National Days were a key highlight of participation in Expo 2023 Doha, allowing each participant to showcase their culture through special events in line with BIE and AIPH regulations. These celebrations, either starting at 10:00 or 16:00, featured cultural performances and entertainment that engaged attendees and enriched their Expo 2023 Doha experience.

Celebrations began at the National Day Venue behind Expo House with the playing of national anthems and flag ceremonies, followed by speeches from dignitaries and Expo 2023 Doha officials, with interpretation services provided. Traditional music and dance performances highlighted the country's cultural heritage, after which attendees were guided on tours of Qatar's and the participating country's Gardens. The day concluded with a traditional meal at Expo House, gift exchanges, and a media conference.

National Day Agenda Overview

Activity	Time		Location
	Morning Celebration	Afternoon Celebration	
Arrival of Dignitary's Delegation at VIP Entrance	10:00	16:00	Expo House
Official Ceremony	10:30	16:30	National Day Stage
Guided Tour of the Participant Garden	11:35	17:35	Participant Garden
Guided Tour of the Qatar Garden	12:05	18:05	Qatar Garden
Meeting with Qatari Representative	12:30	18:30	Qatar Garden
Official Luncheon/Dinner in Honour of the Participant's Head Delegation Hosted by Qatari Representatives	13:05	19:05	Expo House
Signing of the Book of Honours	13:45	19:45	Expo House
Gift Exchange and Photo Opportunity	13:50	19:50	Expo House
Media Conference	14:05	20:05	Expo House
Departure of Delegation Principals	14:40	20:40	Expo House

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Qatar National Day

Captivating the hearts of over 100,000 attendees and transforming the event into a spectacle of national pride, Expo 2023 Doha blossomed into a celebration of innovation, culture, and entertainment, welcoming visitors from around the world to experience the richness of Qatar's heritage and traditions.

From 10 to 18 December, the Expo 2023 Doha site offered a rich cultural experience for visitors of all ages. In the International Zone, visitors could participate in unique workshops like planting sessions, Arabic calligraphy, and bag design using palm tree leaves, each reflecting Qatar's artistic traditions. The Family Zone featured activities for children, including Kids Military Parade, themed crafts, and face painting, creating an engaging atmosphere for families. In the Cultural Zone, visitors enjoyed traditional performances such as the Ardha sword dance, heritage shows, and pottery and embroidery workshops. Throughout the festivities, visitors from all walks of life were invited to participate in the creation of the largest replica of the Qatari flag using 300,000 locally-sourced flowers, celebrating Qatar's commitment to its history and environmental stewardship.

The official Qatar National Day celebration was attended by dignitaries, including HE the Minister of Municipality, the chairman of Expo 2023 Doha's Organising Committee, as well as Expo 2023 Doha's Commissioner-General and Secretary-General. This celebration showcased the richness of Qatari culture and heritage and began with the Qatari National Anthem followed by speeches from dignitaries. It also featured captivating events such as a performance of the traditional Ardha sword dance, horse parades, and traditional children's games. A spectacular drone light show concluded this celebratory week, leaving a lasting impression on attendees.

100,000
Visitors

Timeline of **National Day Celebrations:**

Country	Date
Burundi	4th of October
Turkmenistan	9th of October
Italy	10th of October
Uganda	27th of November
UAE	2nd of December
Côte d'Ivoire	4th of December
Senegal	10th of December
Qatar	18th of December
Eritrea	24th of December
Saudi Arabia	5th of January
Japan	14th of January
Tajikistan	21th of January
Kyrgyzstan	22nd of January
Mali	22nd of January
Myanmar	26th of January
Jordan	30th of January
Oman	2nd of February
Angola	4th of February
Malawi	7th of February
Rwanda	8th of February
Netherlands	11th of February
Ecuador	11th of February
Cuba	14th of February
Iraq	15th of February
Guinea	17th of February

Country	Date
Togo	17th of February
Burkina Faso	18th of February
Niger	20th of February
Mauritania	20th of February
Liberia	21st of February
Guinea-Bissau	21st of February
Azerbaijan	22nd of February
Madagascar	22nd of February
Lesotho	24th of February
Chad	24th of February
Algeria	25th of February
Kuwait	25th of February
Mexico	27th of February
Somalia	27th of February
Tanzania	28th of February
Iran	29th of February
Türkiye	29th of February
Comoros	2nd of March
Ethiopia	2nd of March
Cabo Verde	3rd of March
Gambia	4th of March
DR Congo	5th of March
Tunisia	6th of March
Bangladesh	6th of March
Haiti	7th of March
Vietnam	7th of March
Nepal	8th of March
Ghana	9th of March

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Garden Inauguration

The inauguration of the Gardens at Expo 2023 Doha was a vibrant celebration of the cultural and horticultural richness of 72 participating countries. Attended by VIPs, dignitaries, and special guests, the event celebrated the unique heritage of each nation. During the inauguration, the Secretary-General and Commissioner-General of Expo 2023 Doha, along with country representatives and honoured guests, took a tour of the Gardens. Throughout the tour, guests were introduced to a fascinating exchange of cultural insights, learning about each country's unique horticultural innovations, traditional products, and cultural heritage, fostering an atmosphere of international understanding and appreciation.

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Parades and Roaming Acts

Throughout Expo 2023 Doha, the site buzzed with energy as more than 260 roaming acts brought entertainment and excitement to visitors across all zones. These performances included living statues, costumed characters, jugglers, dancers, stilt walkers, and more, all creatively themed around Expo 2023 Doha's central topics to provide engaging, theme-related experiences. In addition to these acts, Expo 2023 Doha also featured impressive parades, such as horse and camel parades, along with military parades, offering visitors a chance to experience and appreciate diverse cultures from around the world. These dynamic performances added a vibrant, festive atmosphere to Expo 2023 Doha, captivating audiences of all ages.

Section: 7.4

EXPO 2023 DOHA CONFERENCES

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Over the six months of Expo 2023 Doha, around 84 conferences took place, offering a platform for discussions on a wide range of global issues. The majority of these conferences were organised by Official Participants, government entities, and ministries. Most events were held at the Congress Centre, while others took place at Expo House, the Innovation Centre, and Ennat Expo. The conferences covered diverse topics such as horticulture, technology, climate action, agriculture, and innovation. These events provided valuable insights into sustainable practices, international collaboration, and the future of agriculture and innovation.

84
Conferences

- by Participants **43**
- by Government Entities **15**
- by Ministries **20**
- by Organisations **6**

Highlights of Key Conferences

The Commissioner-General Office and Official Participants

While Expo 2023 Doha did not directly organise business-to-business (B2B) and investment meetings, it played a vital role in providing a platform for Official Participants to network, collaborate, and forge partnerships with various organisations and entities.

The Official Participants hosted conferences aligned with Expo 2023 Doha's theme, inviting attendees to explore agricultural and horticultural investment opportunities in their respective countries. Some participating nations, like Angola and Oman, also organised B2B programmes and events within their gardens, using Expo 2023 Doha as a strategic platform to foster such initiatives.

Title	Organiser	Description
Technology and Innovation as a Driver for Ambitious Climate Action Globally	**Commissioner-General Office**	Three distinguished speakers addressed key topics related to climate action and sustainability during the event: 1. Qatar's Climate Commitment – Presented by HE Bader bin Omar Al Dafa, Qatar's Special Envoy for Climate Change and Sustainability, and Commissioner-General of Expo 2023 Doha. 2. Supporting Developing Countries in Climate Action: Sweden's Role – Presented by HE Mattias Frumerie, Sweden's Climate Ambassador and Head of Delegation to the UNFCCC. 3. Climate Change and Sustainability within the QNV 2023: Local Efforts and Partnerships – Presented by Mr. Mahmoud Al Marwani, Assistant Director of the Climate Change Department, Qatar's Ministry of Environment and Climate Change
"Living Green, Liveable Cities" Research Symposium	**AIPH**	The Research Symposium accompanied the special Cities & Health journal issue, also titled "Living Green, Liveable Cities". This special issue was instigated by AIPH and Expo 2023 Doha Qatar to investigate the science and practice supporting the concept showcased by the Expo 2023 Doha of creating liveable and healthy urban environments through city greening.
AIPH Spring Meeting	**AIPH**	The AIPH Spring Meeting 2024, held in Doha alongside Expo 2023 Doha, highlighted the first AIPH-approved World Horticultural Expo in a desert climate. The event featured conferences on horticulture, green cities, and water management innovations under the theme 'Green Desert, Better Environment".
Mexico's Medjool Date Production and Export	**Mexico Garden**	This conference, hosted by the Mexico Garden at Expo 2023 Doha, explored Mexico's expertise in growing and exporting Medjool dates, highlighting key production techniques and market strategies. It provided insights into the country's success and innovations in the Medjool date industry.
Agribusiness in Ghana	**Ghana Garden**	The conference showcased Ghana's agri business potential, highlighting investment opportunities and technological advancements. The aim was to attract investors, foster international partnerships, and discuss supportive policies to drive growth in the sector.

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Title	Organiser	Description
Ecuador Cacao: A Century of Cacao Tradition and Innovation	**Ecuador Garden**	The conference highlighted Ecuador's rich history and advancements in cacao production. The event focused on the nation's century-long tradition of cultivating high-quality cacao and showcased recent innovations that continue to enhance its global reputation.
A Greener Tomorrow: Transforming Qatar's Green Built Environment	**British Embassy**	The Department of Business and Trade from the British Embassy partnered with UK's sustainable engineering and design company, Cundall, to host the thought leadership event which focused on the future of the environmental regulations in the built environment and best practice within sustainable infrastructure in Qatar.
Ethiopian Horticultural Investment and Marketing Forum	**Ethiopia Garden**	The Forum showcased Ethiopia's growing horticultural sector, emphasising investment opportunities and marketing strategies. It also provided insights into Ethiopia's potential for horticultural growth and opportunities for international collaboration.
Agricultural Heritage System and Water Management	**Algeria Garden**	The discussions revolved around globally-important agricultural heritage systems and sustainable exploitation of water resources.
Saudi Palms and Dates: A National Treasure and a Promising Future	**Saudi Arabia Garden**	The conference explored the rich heritage and future potential of Saudi Arabia's date industry. It covered various date varieties, detailed harvesting processes, and innovations in production, emphasising the industry's significance and growth prospects.
Investment Opportunities in Jordan	**Jordan Garden**	The panel discussions highlighted innovative solutions, sustainable practices, and resource-efficient approaches for transforming arid regions into green and sustainable environments. The discussions showcased Jordan's active role in addressing these critical themes.
Gardening for Tomorrow: Sustainable Plant Choices in Landscape Design	**Haiti Garden**	The conference focused on eco-friendly plant selection for landscape design. The event highlighted sustainable gardening practices and innovative approaches to creating environmentally responsible and aesthetically pleasing landscapes.

Title	Organiser	Description
A Mediterranean Ecosystem in the Midst of an Arid Region	**Oman Garden**	This conference focused on the opportunities and perspectives offered by Al Jabal Al Akhdar in Oman.
EIMA International 2024 Press Conference	**Italy Garden**	Mr. Fabio Ricci, Deputy Director General of FederUnacoma – Italian Agricultural Machinery Manufacturer Federation presented EIMA International 2024 (Bologna, 6-10 November) and illustrated the main innovations of the event and the market data of the sector.
Rwanda Expo 2023 Doha Investment Forum	**Rwanda Garden**	The Forum brought together policy makers, development partners and the private sector to explore implementation strategies for countries to adopt in climate resilient, conservation and regenerative agricultural practices.
Forum on Investment Opportunities in Tunisia	**Tunisia Garden**	The forum showcased Tunisia's potential for investment across various sectors, highlighting key opportunities for international investors.
Business Forum Qatar and Guinea-Bissau	**Guinea-Bissau Garden**	The Forum aimed at connecting potential Qatari investors with the Bissau Guinean government and private sector, and to facilitate business and investment agreements between the two countries, strengthening cooperation and friendship.
Developing Integrity in Horticultural Production in Sudan	**Sudan Garden**	The event discussed models and experiences in developing integrity in horticultural production, with a focus on the Sudan experience.
Green Engineering Conference	**Qatar Society of Engineers**	The conference, aligned with Expo 2023 Doha's Agricultural Engineering sub-theme, offered insights into sustainable practices, renewable energy, waste reduction, and smart technologies that can be applied in agriculture.

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Title	Organiser	Description
AI and Agriculture	**Qatar Society of Engineers**	The Smart Agriculture and Sustainability Conference brought together specialists and experts in the field of agriculture and smart technology to discuss how technology and innovation can be employed in promoting sustainability in agriculture.
The Role of Intellectual Property in Protecting Horticultural Innovations: Developments and Challenges	**Gulf Cooperation Council**	The conference presented developments and challenges with regards to the role of intellectual property in protecting horticultural innovations.
The Role of the Arab Private Sector in Improving Waste Management: Towards environmentally-friendly Arab businesses	**League Of Arab States**	The conference aimed to shed light on the opportunities and challenges that Arab countries face in the field of waste management and how the private sector can contribute to achieving environmental sustainability goals and effectively improve waste management.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Highlights of Key Conferences

Ministries and Government Entities

Title	Organiser	Description
Second International Conference on Plant Protection	**Ministry of Municipality**	The Convention offered a vital platform for discussing plant protection advancements, focusing on pest management, disease control, and agricultural technologies, with over 85 scientific papers from global experts addressing agricultural productivity and food security challenges.
Smart City Expo 2023 Doha	**Ministry of Communications and Information Technology**	Created in partnership with Fira Barcelona, organisers of the leading Smart City Expo World Congress, Smart City Expo Doha brought together experts from around the globe to share ideas and solutions on how to create a better, more sustainable future for cities and their citizens.
Loyalty to the Land	**Ministry of Endowments and Islamic Affairs (Awqaf)**	The conference aimed to explain the importance of patriotism and creating feelings of exchange between men and the land on which they reside, and the commitment to the preservation of its wealth and resources.
Youth Environmental Awareness for a Greener Future	**Ministry of Sports and Youth**	Al Adaam Ambassadors Programme was launched to support sustainability initiatives for youth in coordination with the Earthna Centre and Expo 2023 Doha.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Title	Organiser	Description
Ministry of Transport Projects	**Ministry of Transport**	The event presented beautification elements within road designs inspired by the guidelines and design standards within Qatar Highway Design Manual developed by the Ministry of Transport, and how this guide can contribute in achieving the Ministry's vision for providing an integrated and sustainable transport system.
Qatar National Dialogue on Climate Change - Earthna	**Qatar Foundation**	This workshop focused on discussing climate change solutions and strategies through interactive dialogues, emphasising local and global approaches to environmental challenges.
Entrepreneurship for Sustainability and Impact (ESi), 6th International Conference	**Qatar University**	Organisations play a crucial role in addressing societal problems such as climate change, food and water scarcity, social inequality, and energy insecurity, among others. They respond to these challenges by creating novel solutions and opportunities for change.
The 16th Qatar University Life Sciences Symposium 2023 (QULSS)	**Qatar University**	This two-day symposium aimed to engage experts, scholars, professionals, and enthusiasts in making a green desert environment by exchanging ideas, insights, and research findings. It served as a platform for in-depth discussions, presentations, and interactive sessions on the four Expo 2023 Doha themes.

Title	Organiser	Description
Innovative Plant-Based Ingredients: Promoting Nutrition, Food Security, and Conservation of Native Flora	**Qatar University**	The sessions discussed the paradigm shift towards innovative plant-based ingredients as a means to address the intersections of nutrition, food security, and conservation of native flora in the unique context of Qatar.
UNESCO Chair's Panel Discussion on Qatar Water Security and Its Challenges	**Qatar University**	In the arid region of Qatar, water scarcity and related challenges are pressing concerns. This Panel Discussion aimed to shed light on these problems and explore sustainable solutions.
Book Launch: "Protecting the Right to a Healthy Environment in the State of Qatar"	**National Human Rights Committee**	A panel discussion to launch and discuss the book "Protecting the Right to a Healthy Environment in the state of Qatar".
Using Artificial Intelligence in Sustainability	**Alsailiya Youth Centre**	A discussion session moderated by the distinguished media personality Buthaina Abdel Jalil, that introduced sustainability and its importance.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Highlights of Key Conferences

Organisations

Title	Organiser	Description
United for Drylands at Expo 2023 Doha	**United Nations**	A gathering of world leaders to foster innovation and knowledge about drylands.
Arab Agro Forum	**Arab Agro Forum**	The forum discussions covered topics related to agricultural development, food security, climate change, water management and its efficiency in agriculture, and the sustainability of natural resources.
The role of ACSAD in Reducing the Impact of Climate Change on Agriculture, Water and Livestock	**The Arab Centre for the Studies of Arid Zones and Dry Lands (ACSAD)**	The conference focused on a comprehensive scientific presentation on the results of the research projects implemented by the Department of Land and Water Use and the success stories they achieved.
Smart Ways of Providing Water for Agriculture	**Acciona and Qatar University**	A half-day panel with five sessions dedicated to the production of desalinated water for daily use and for use in agriculture.
Art Panel Discussion and Conference	**The Qatar International Art Festival (QIAF)**	The Qatar International Art Festival, which ran for three days, hosted more than 300 artists from all over the world. The theme was “The Science of “ART” towards Sustainability and Environmental Responsibility” which aimed to extend the creative horizon of art beyond the canvas to creativity and culture.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Section: 7.5

EXPO 2023 DOHA WORKSHOPS

Over the six months of Expo 2023 Doha, approximately 1,729 workshops were held, catering to a diverse range of audiences, including experts, environmental enthusiasts, decision-makers, children, youth, and families. These workshops were hosted across various locations within Expo 2023 Doha's three zones, including Official Participants' Gardens, the Innovation Centre, Congress Centre, Ennat Expo, and Digital Park and Expo School. The majority of these sessions were organised by Expo 2023 Doha's events management company, ensuring a comprehensive and engaging programme throughout the event.

1,729
Workshops

- by Official Participants **31**
- by Government Entities **12**
- by Ministries **61**
- by Private Organisations and Sponsors **35**
- by Expo 2023 Doha Events Management Company **+1500**

Highlights of Key Workshops

Official Participants

Title	Organiser	Description
IKEBANA Demonstrations	**Japan Garden**	A series of workshops on IKEBANA and flower demonstrations that took place in the indoor garden of the Japan Garden, using flowers from Japan.
Farming of the Future: Embracing Advanced Agricultural Techniques	**Jordan Garden**	A series of workshops about the challenges and opportunities in transitioning to regenerative agriculture and presenting the case of Jordan.
Workshop: The Olive Tree Journey	**Jordan Garden**	A series of workshops were conducted about the history of the olive tree and its cultural and economic significance in Jordan. Workshops also focused on the traditional and modern farming systems for olive trees.
Sustainable Eco-Schools Rehabilitation Initiative: A Lecture at Kuwait Garden	**Kuwait Garden**	The lecture highlighted efforts to transform schools into eco-friendly environments and focused on sustainable practices for school rehabilitation, promoting environmental responsibility and green education.
Educational Storytelling Workshop	**UAE Garden**	The workshop explored innovative storytelling techniques as a powerful educational tool, focusing on enhancing teaching methods and engaging students through creative narratives.
Agrobiodiversity and Innovation Mountain Partnership (FAO)	**Italy Garden**	The workshop showcased innovative initiatives, including technological applications, that have agrobiodiversity as their main focus, with particular emphasis on addressing food insecurity.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Title	Organiser	Description
Regional Climate Change Workshop: Assessing Impacts in the Mediterranean and Middle East	**Italy Garden**	In collaboration with ENEA, the Italian National Agency for New Technologies, Energy and Sustainable Economic Development, and Qatar University, the seminar focused on how climate change is affecting the sea.
Series of Online Seminars	**Pakistan Garden**	Experts from around Pakistan conducted online seminars on topics such as agriculture innovation, biodiversity, and water saving techniques.
Horticulture in Sudan	**Sudan Garden**	This series of workshops focused on horticultural production, horticultural investment and prospects for agricultural investment in Sudan and medicinal plants as key to food security.
The Multiple Intelligences Workshop	**Sudan Garden**	A workshop that focused on Natural Environmental Intelligence.
Painting bottles	**Switzerland Garden**	Workshop for students to paint bottles that will be used by the Swiss artist sculpture.

Title	Organiser	Description
Circular Economy Seminar	**Switzerland Garden**	Seminar on circular economy with the presence of two professors of Zurich University of Applied Sciences.
The National Efforts to Preserve Wildlife and its Natural Habitats in the GCC Countries	**Gulf Cooperation Council**	A workshop on national efforts to preserve wildlife and its natural habitats in the GCC countries.
Sustainable Development Goals and the Role of Gulf Accreditation in Achieving Them	**Gulf Cooperation Council**	A workshop on the role of Gulf Accreditation in achieving the Sustainable Development Goals.
Arab Organisation for Agriculture Development	**League of Arab States**	The event focused on advancing agricultural development in the Arab region, focusing on improving crop production, food security, and regional cooperation with innovative strategies and sustainable practices.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Highlights of Key Workshops

The Secretary-General Office, Ministries and Government Entities

Ministries and government entities hosted a wide range of workshops on topics related to Expo 2023 Doha's theme, catering to diverse audiences. Also, municipalities in Qatar conducted over 60 interactive workshops for children and youth, focusing on sustainability topics such as recycling, eco-friendly daily practices, planting, and educational school journeys.

Title	Organiser	Description
Expo 2023 Doha Symposium: Experiences and Impressions	**Secretary-General Office**	This symposium brought together four speakers from Gulf and Arab countries to talk about participation in Expo 2023 Doha, the most important aspects of Expo 2023 Doha, and their impressions of the exposition.
Agricultural Workshops	**Ministry of Municipality**	The series of agricultural workshops covered topics related to agricultural practices and their impact on productivity.
Agricultural Competition for Schools on the Occasion of Qatar Sustainability Week	**Municipality of Doha**	This competition gave participating students the opportunity to learn more about farming methods, the importance of plants in protecting the environment, and achieving sustainability through designing a mini garden.
Workshops at the Qur'anic Botanic Garden	**Qur'anic Botanic Garden**	The Quranic Botanic Garden aimed to increase environmental awareness and presented a new concept in botanical gardens: a first of its kind to exhibit plants mentioned in the Holy Qur'an and authentic Sunnah of the Prophet (PBUH).
Training and Integration of Volunteer Leaders in the Red Crescent GCC Society	**Qatar Red Crescent**	A three-day workshop to qualify participants in the field of community, environmental and humanitarian volunteering.

Title	Organiser	Description
International Flower Day - Flower Soft Bindweed Workshop by NMOQ	**National Museum of Qatar**	In this workshop, participants learned to create intricate decorative pieces using soft bindweed flowers, exploring both the crafting techniques and the cultural significance of the material.
International Day of Education	**Education Above All**	Earthna believes that schools are catalysts for social and behavioural change towards a more sustainable future. This workshop aims to empower students with knowledge and tools to lead positive climate action by introducing and discussing the eco-schools programme.
Sustainability and the Olympic Games	**Hamad Bin Khalifa University**	Dr. Robert Kaspar, Seeburg Castle University, Austria gave a workshop on sustainability and the Olympic Games.
Importance of Climate Change and Global warming	**Qatar Aviation Academy**	This workshop focused on weather monitoring for climate studies and the importance of meteorology in agriculture.
Earthquake Monitoring and its Environmental Impacts	**Qatar Aviation Academy**	This workshop focused primarily on earthquake monitoring and its environmental impacts, while also addressing the significance of climate change and global warming.
Tasmeem Workshop	**Qatar Auto Museum**	This workshop provided participants with the opportunity to build a bicycle from carbon fibre.
Sustainability Master Student Workshop	**Hamad Bin Khalifa University**	The HBKU Sustainability Master's students hosted a workshop to teach children about sustainability through storytelling.

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

Highlights of Key Workshops

Expo 2023 Doha's Event Management Company

More than 500 Eco Workshops

Eco workshops were a key feature of Expo 2023 Doha, offering engaging and educational experiences for children, youth, and their families, and focusing on Expo 2023 Doha's sub-themes of Environmental Awareness, Modern Agriculture, Sustainability, Innovation and Technology. With over 500 workshops primarily held at Digital Park and Expo School, these sessions aimed to inspire and instil a sense of environmental responsibility in young minds, to make taking care of the planet a natural part of their daily lives.

More than 480 Cultural Workshops

Over 480 cultural workshops were held for children and youth, providing them with the opportunity to immerse themselves in Qatar's rich heritage through traditional crafts, food, and aromas. During the Holy month of Ramadan, the workshops focused on themes related to the Holy Month, and included activities such as decorating Iftar boxes for use in community events to distribute dates, water, and snacks, and exploring various forms of Islamic art, including geometric patterns and tile art. Participants were equipped with materials to create their own Islamic-inspired artwork.

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More than 75 Special Occasions Workshops

Workshops were organised to celebrate significant national and international days.

- World Soil Day Workshop at Modern Agriculture Tent
- National Day Workshops
- Qatar Reading Week - Book themed Workshop
- International Flower Day - Art & Craft Activities
- Qatar Environment Day Workshops
- International Women's Day Workshops
- Global Recycling Day Workshops
- A Mother's Day Art Workshop
- World Agriculture Day Workshop

Section: 7.6

COMPETITIONS AND THE EXPO 2023 DOHA AWARDS

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

In line with Expo 2023 Doha's Special Regulation No. 14, which governs the allocation of awards, the Expo 2023 Doha Awards were established for all Official Participants.

The competitions for Official Participants were divided into three subcategories:

Self-Built Gardens

Large Gardens

Medium Gardens

Gardens were evaluated twice:

- On the 5th and 6th of December 2023
- On the 1st and 2nd of March 2024

Participants were evaluated by:

- Two jury members from BIE
- Four jury members from AIPH
- Four jury members from Expo 2023 Doha

Awards Criteria:

Official Participants were evaluated against specific criteria based on their award category.

- The compatibility of the Garden and presentation with the theme and sub-themes
- Experience and programming
- The innovative approach and landscape design of the whole Garden
- Quality and variety of the used materials and exhibited products
- Reflection of cultural and horticultural aspects of the participating country
- Sustainability of landscape design and materials
- Solution-oriented ideas for local and global environmental problems
- Plant species/ variety selection
- Educational and communicative approaches to the Garden
- Readiness and maintenance

Following the evaluation, Official Participants received a gold, silver or bronze medal.

Award Winners:

Self-Built Outdoor Gardens	
UAE	Gold Winner
Saudi Arabia	Silver Winner
Japan	Bronze Winner

Large Outdoor Gardens	
South Korea	Gold Winner
Lebanon	Silver Winner
Pakistan	Bronze Winner

Medium Outdoor Gardens	
Senegal	Gold Winner
Rwanda	Silver Winner
Turkmenistan	Bronze Winner

Indoor Garden
Japan

Special Awards:

Official Participants of Expo 2023 Doha were also eligible to compete for special awards, which included:

Programming Award

Criteria: Cultural activities, B2B activities, innovative programme features, and connection to Expo 2023 Doha's theme.

Most Educational Exhibition Award

Criteria: Overall message, educative value, communicative impact, and connection to Expo 2023 Doha's theme.

Expo 2023 Doha Theme Award

Criteria: Innovative solutions to combat the challenge of desertification, implementation methods, and alignment with the Expo 2023 Doha theme.

Hospitality Award

Criteria: Exceptional service standards, active engagement by staff members, and the quality and effectiveness of guided tours provided.

Best Product Award

Criteria: Showcase of outstanding horticultural plants and flowers, recognising their quality and usability throughout Expo 2023 Doha.

AIPH Award

Criteria: Best showcase of the country's horticultural aspects, effective landscaping, and good maintenance throughout Expo 2023 Doha.

Special Award Winners

Self-Built Garden Winner	Large Garden Winner	Medium Garden Winner
Italy Programming	Angola Programming	Mexico Verde Programming
Kuwait Most Educational Exhibit	League of Arab States Most Educational Exhibit	Cuba Most Educational Exhibit
Oman Expo 2023 Doha Theme	Sudan Expo 2023 Doha Theme	Cabo Verde Expo 2023 Doha Theme
GCC Hospitality	Algeria Hospitality	Yemen Hospitality

Türkiye AIPH	Japan Best Product

Section: 7.7

PRESENTING THE CLOSING CEREMONY

The official Closing Ceremony of Expo 2023 Doha was a celebration of achievement and unity, marking the successful conclusion of the first event of its kind in the Middle East. The ceremony reflected the spirit of Expo 2023 Doha's themes and sub-themes.

Set against a backdrop of vibrant performances and heartfelt messages, the event marked the end of a landmark horticultural exposition, leaving a lasting impression on attendees from around the world.

Distinguished attendees and speakers included:

- HE Minister of Municipality
- HE Commissioner-General of Expo 2023 Doha
- Secretary-General of Expo 2023 Doha
- BIE Secretary-General
- AIPH President
- AIPH Secretary-General

Closing Ceremony VIPs included:

03 Ministers

60 Delegates

48 Ambassadors

11 Administrative Heads of Municipalities

CHAPTER 7 | 179 DAYS OF CELEBRATION AND EXPERIENCES FOR ALL

A GRAND FINALE

The ceremony began with remarks from HE Mr. Abdullah bin Hamad bin Abdullah Al Attiya, Minister of Municipality, who praised the efforts of Qatari Ministers, staff, and volunteers in realising the exhibition. HE emphasised the success of Expo 2023 Doha in raising global awareness of desertification challenges.

Following this, the President of the General Assembly of BIE, Alain Berger, and AIPH President Leonardo Capitani, highlighted the significance of Expo 2023 Doha and the accomplishments of the participating countries. The evening's highlight was the exclusive performance of the medley "Ode to Peace" by the Siwar children's choir, delivering a heartfelt message of gratitude from Qatar to the global horticultural community. This moving tribute was complemented by a mesmerising dance performance embodying the spirit of nature and harmony, and bringing the ceremony to a captivating close.

From Doha to Yokamaha

At Expo 2023 Doha, the flag-passing ceremony served as a poignant conclusion to the event, symbolising the transition of hosting duties to the next international exhibition. This cherished tradition marks the seamless shift from one Expo to the next, celebrating the spirit of global unity and progress in showcasing innovation and cultural exchange.

During the ceremony, the AIPH President, AIPH Secretary-General, and Expo 2023 Doha Secretary-General presented the AIPH flag to the Undersecretary-General of the Japan Association for the International Horticultural Expo 2027. In parallel, the BIE President and Secretary-General, with the assistance of the Commissioner-General of Expo 2023 Doha, transferred their flag to the Ambassador of Japan to the State of Qatar. This symbolic exchange highlighted the continuity of international cooperation and the anticipation for the future of the global horticultural community.

Chapter 8

THE EDUCATION PROGRAMME

08

CHAPTER 8 | THE EDUCATION PROGRAMME

About the Education Programme

The education programme was a meticulously planned series of events and activities designed to provide students with an enriching on-site learning experience. Collaboration with stakeholders, including Qatar's Ministry of Education, and all municipalities and departments from the Ministry of Municipality, ensured the programme's comprehensive scope and effectiveness. Visits to schools began a month before the start of Expo 2023 Doha where 138 public and private schools were visited to share the theme, sub-themes and goals of Expo 2023 Doha. This played a big role in the high participation rates of students and schools.

The education programme objectives aligned with Expo 2023 Doha's overarching theme of "Green Desert, Better Environment" and its sub-themes. It aimed to raise public awareness of sustainability matters, introduce students to recycling and agritech concepts, provide education on climate change and global warming, and deliver an entertaining, enjoyable, and educational experience.

CHAPTER 8 | THE EDUCATION PROGRAMME

Booking System and Itineraries

Through a comprehensive booking system that streamlined requests for visits, prospective visitors had multiple options to arrange access, including a dedicated hotline and an online booking platform. Educational institutions provided detailed visit information in advance, facilitating seamless planning and ensuring each group's needs were met.

Itineraries for student visits were thoughtfully-designed according to age group and group size, ensuring that each visit included diverse international and local Gardens and offered a personalised, engaging learning experience. The programme welcomed students from all levels, spanning public and private schools and universities. It included a variety of educational events, such as workshops, exhibitions, entertainment activities, playgrounds, and competitions. Some schools had the opportunity to attend special events organised by Expo 2023 Doha, covering international themes like Education Week, Science Day, and Environment Day, which provided students with valuable exposure to global issues and pressing environmental challenges.

Children and youth were encouraged to visit Expo 2023 Doha multiple times with their families and friends, fostering a deeper connection to sustainability and green practices that would leave a lasting impression for the future.

33,191
Students

Cycle 1
Age Group 3 -7

Cycle 2
Age Group 8-10

Cycle 3
Age Group 11-15

Cycle 4
Age Group 16-18

Fundamental Principles

Accessibility, inclusivity, and safety were fundamental principles in the design of the educational journey at Expo 2023 Doha.

Accessibility was ensured by making the educational programme open to all students, including those from public and private schools, universities, and diverse communities. The site featured carefully-implemented accessibility features across touchpoints to accommodate individuals with disabilities, ensuring smooth circulation and movement throughout the area and allowing every student to fully engage with the activities and facilities.

Inclusivity was emphasised by creating a welcoming environment with activities tailored to a wide range of needs. The programmes included a variety of activities, such as Garden visits, workshops, and interactive experiences that engaged the students' five senses. These were designed to accommodate the needs of all students, including those with disabilities, ensuring that every participant could fully engage and enjoy the experience.

Safety was a top priority, with careful attention to maintaining an appropriate adult-to-student ratio. This ensured that students were supervised effectively, contributing to a secure and enriching experience throughout the educational visits.

The Conclusion of the Education Programme:

Qatar Map with Flowers

On 10 March 2024, over 3,200 students and teachers from 80 schools gathered in the International Zone of Al Bidda Park for the “Drawing the Qatar Map with Flowers” event. This initiative marked the conclusion of Expo 2023 Doha’s education programme and involved planting more than 80,000 flowers to create a stunning 15 by 33-metre map of Qatar in just three hours. The map symbolised unity and environmental stewardship, igniting a deep sense of pride and community among participants.

Throughout its five months, Expo 2023 Doha’s education programme was designed to instil environmental values, promote sustainable practices, and emphasise the importance of green spaces. Workshops and activities at the Digital Park and Expo School further encouraged children to care for the planet through creative, hands-on projects like making and decorating containers from recycled materials. The programme reflected Expo 2023 Doha’s commitment to integrating national symbolism with environmental awareness, inspiring the next generation to embrace sustainability.

2,500
Students

85
Schools

CHAPTER 8 | THE EDUCATION PROGRAMME

CHAPTER 8 | THE EDUCATION PROGRAMME

The Success of the Education Programme

Expo 2023 Doha welcomed 1,006 visits from schools and universities, with an impressive turnout of 33,191 students. School visits were distributed across public and private schools, with 514 visits from public institutions and 481 visits from private institutions. Additionally, 11 visits were made by community schools, showcasing a diverse representation of educational institutions at Expo 2023 Doha.

1,006
Visits

514
Public Institution Visits

11
Community School Visits

481
Private Institution Visits

Around 10% of Qatar's students actively engaged with the educational programmes at Expo 2023 Doha. Notably, 346 schools, which account for 63% of all schools in Qatar, participated in the event, reflecting strong engagement and support from the education community.

This level of student involvement is particularly impressive compared to past expositions, where participation typically averaged about 7%. The notable increase of 43% in student engagement at Expo 2023 Doha highlights the program's success in attracting and involving young learners, setting a new standard for educational outreach.

63%
Of Schools Participated in Expo 2023 Doha

10%
Of Qatar's Students Visited Expo 2023 Doha

Chapter 9

COMMUNICATING EXPO 2023 DOHA TO THE WORLD

- 9.1 Presenting the Expo 2023 Doha Logo
- 9.2 The Sponsors
- 9.3 The Communication Strategy
- 9.4 Promoting Expo 2023 Doha
- 9.5 From Qatar to the World

09

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

Section: 9.1

PRESENTING THE EXPO 2023 DOHA LOGO

The Expo 2023 Doha logo features a beautiful rose shape that incorporates the letter Q, symbolising the state of Qatar. Within this floral design, various abstract forms represent plant seeds, the desert, water, and the sun, arranged in the shape of the traditional Islamic-Arabic geometric eight-pointed star. This transformation of a widely-recognised geometric shape into a flower embodies principles of collaboration and unity. The logo's elements reflect a vision for a new world, inviting individuals to share ideas, exchange experiences, ask constructive questions, and work together, emphasising the interconnectedness of plants, humans, and nature.

The Expo DohaType™ typeface was designed exclusively for the event, along with a supporting typeface for signage and headlines. Combining elements of the Latin and Arabic alphabets, Expo DohaType™ served as a visual demonstration of Expo 2023 Doha's commitment to communication, diversity, and inclusion.

Brand Elements

Wordmark, Event Name, Year, Host Country

EXPO 2023 DOHA QATAR™

Symbol

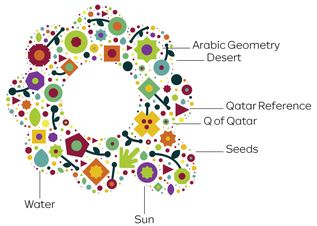
Brand Components

Flower

Letter Q
Highlighting the host country of Expo 2023

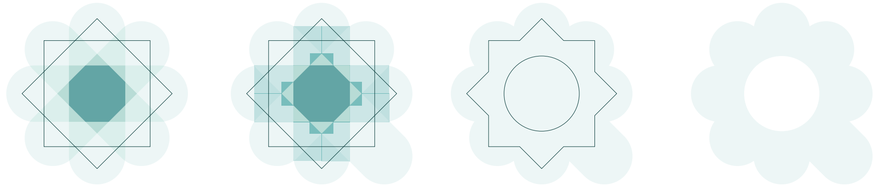
Celebration Togetherness

When Life Flourishes in a Specific Location
Together, the floral elements originate the 8 pointed star/flower/letter Q, like a common goal achieved by all.



Brand Inspiration

magnetic · floral · inclusive · modern · cultural · appealing · local · blossoming · lively



From an arab 8-point star
A cultural symbol that is easily grasped by global audiences.

To a very special flower
A natural reference given the specific focus of this Expo.

That underlines Qatar as a showcase of a better future
Internationally speaking, Q is for Qatar.
This is a very important attribute that should be empowered as a country brand asset throughout major International Events and Campaigns. Reinforcing global recognition and awareness for the country.

Expo 2023 Doha's logo conveyed a powerful message:

You are a seed.
The beginning of new awareness, a new global movement.
You have life within you. Share it. Spread it.
Bring your thoughts and skills. Make it all fruitful.
Tomorrow brings challenges and opportunities—

So, grow.

Grow the resources to embrace science and experience for global sustainability.
Grow the tools and use technology to cultivate a new and better future together.
Grow the knowledge to reconnect with nature and promote greener development.
Grow the balance between local and global, planet and people, today and tomorrow.

Growth starts with you.

Welcome to Expo 2023 Doha, Qatar.

The Mascots of Expo 2023 Doha

Introducing the mascots of Expo 2023 Doha: Rahiq, Nabja, Knar, and Sidra! Each mascot embodies unique qualities that represent the spirit of Expo 2023 Doha. From adventure and determination to curiosity and nurturing, they inspire creativity and unity, bringing people together and encouraging learning through fun and storytelling. Together, they added joy and excitement to the event, leaving a lasting impression on all who they encountered.

Sidra

Like a caring mother and nurturer, Sidra tirelessly works to bring loved ones and friends together. A friend to all, young and old, she gives selflessly, never expecting anything in return. Sidra creates harmony and stability wherever she goes, filling her surroundings with positivity, peace, and affection. Beautiful, delicate, and brave, she fears no one. Her intelligence shines through, helping her excel in both her academic and professional life as she strives to achieve all her dreams. Representing the resilient Sidra tree, Qatar's national plant, she symbolises strength, perseverance, and hope. Sidra, embodies Expo 2023 Doha's values and Qatar's natural environment. She is a true source of love and tranquility.

Nabja

Nabja, a name that fits perfectly!
Like a graceful Antelope, Nabja, the captivating and adventurous Qatari girl, blends a passion for exploration with a thirst for knowledge. Curious and outspoken, she never backs down, challenges head-on when she knows she's right. Nabja has the ability to solve problems with ease, using creatively different ways. A pioneer in her field, she seeks new challenges every day while relies solely on herself. She expresses her opinions freely and with confidence, and sometimes she can be unwavering in her decisions. Nabja embodies ambition and strength, a true example of a determined and empowered young woman.

Knar

Brave, adventurous, curious, and always ready to explore—that's Knar. Like a fierce hawk, he fights with all his might until his last breath. His bravery is rare, the kind not often found in everyday life. Surrender is not in his vocabulary; victory is his ultimate goal, and his confidence in himself and his abilities knows no bounds. Yet, at times, his boldness leads him to make reckless, uncalculated decisions, landing him in tough situations. With a cheerful face and strong muscles, Knar combines his passion for technology with sharp decision-making with a broad smile, always excelling in his work with competence.

Rahiq

Get to know Rahiq, the adventurous and sweet bee! With a gentle heart and beautiful soul, Rahiq does not fear challenges; on the contrary, she faces them with full determination and strength. She pays no attention to negative opinions and always graces the world with her enchanting and captivating smile. She lights up every place she visits with her joy and fills it with life and hope. For the creative Rahiq, every day is a new beginning and a one-of-a-kind journey. She always finds smart solutions to any challenge and sees opportunities in every difficulty. Though she is often quiet, she speaks volumes through her actions, telling deep stories that reflect the purity of her heart. Rahiq is the moon in the dark night and the passion driving the future.

Memorable Tokens of Expo 2023 Doha

Expo 2023 Doha actively promoted its themes by distributing a variety of Expo-themed gifts and promotional items to volunteers, and VIPs. VIPs received exclusive gifts such as a box of mascot figurines, medals from the Ten Million Tree initiative, Zawaya perfume, and a commemorative Expo 2023 Doha gold coin.

For volunteers, gifts included a range of practical items, including speakers, power banks, stainless steel water bottles, cooler bags, and a variety of apparel such as thermal shirts, t-shirts, cargo trousers, puffer jackets, light jackets, and caps, among other items.

Additionally, a special event provided visitors with seeds to plant at home, encouraging them to contribute to Expo 2023 Doha's environmental message. These efforts ensured that everyone involved had a meaningful reminder of Expo 2023 Doha and its themes.

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

Inspiring Participation

The strategy implemented by the Commissioner-General's Office to attract participating countries for Expo 2023 Doha focused on promoting the event through a variety of initiatives. This proactive approach not only raised awareness but also generated significant interest and fostered international collaboration. These efforts included:

Engagement Initiatives

Global Tours:

The Commissioner-General, Secretary-General, and Expo 2023 Doha teams conducted tours across several Arab, European, and African countries, presenting the vision and goals of Expo 2023 Doha to encourage participation and highlighting the advantages of joining Expo 2023 Doha.

Ambassador Outreach:

A series of meetings were held in Doha with ambassadors to promote the benefits of participating in Expo 2023 Doha. Banquets were also organised for ambassadors from different regions to invite them to participate in the event.

Diplomatic Campaign:

Diplomatic missions and state representatives abroad participated in a campaign to encourage involvement by distributing a circular attached to the exhibition documents, including participation forms and contracts..

Engaging Themes

Sub-Themes for Broader Appeal:

Expo 2023 Doha introduced sub-themes centred on Modern Agriculture, Innovation and Technology, Environmental Awareness and Sustainability to engage potential participants more effectively. By highlighting these relevant topics, the event aimed to resonate with a broader audience and showcase the importance of these issues in today's world, ultimately encouraging participation.

Cultural and Artistic Dimensions:

A cultural and artistic dimension was added to the exhibition to diversify activities and attract a larger number of participants by giving them the opportunity to showcase their unique cultures and heritage. This enriched experience not only highlighted the diversity of traditions but also fostered greater engagement and connection among participants.

Global Presence and Promotion

To promote Expo 2023 Doha and encourage international participation, the teams actively engaged in various global events, showcasing the opportunities and benefits of joining the exhibition.

Qatar Real Estate Forum

Floriade Expo 2022

Sharm el-Sheikh Climate Change Conference (COP27)

The 30th Edition of the Arabian Travel Market Dubai

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

Section: 9.2

THE SPONSORS

Sponsorships played a crucial role in Expo 2023 Doha's commercial functioning, particularly as they offset costs through financial support or partnerships with external entities in the form of cash contributions or value-in-kind offerings. Three sponsorship tiers were created: Strategic, Platinum, and Gold, with twenty sponsors onboarded.

From the extensive list of sponsors, Ooredoo, Qatar Airways, Mazzraty, Al Abdulghani Motors, Al Meera and Agrico had Gardens on-site. Agricompanies ABILY, Magic Cabin, Watad, and Almardia also participated as partners, providing visitors with first-hand insights into the future of sustainable agriculture.

Strategic Partner | **Sidra Tree**

Package Benefits:

1. Use of Expo Marks
in client's merchandising and campaigns

2. Complimentary Space of 100 SQM
in a prime location

3. Advertising & Communications
- Mentioning in all international, regional & local campaigns (whenever possible)
- Sponsors logo on website (Sponsors category)
- Logo of sponsor on main panel in press conferences (whenever possible)
- DPS in the official exhibition catalog
- To be mentioned in all newsletters and press releases
- Logo on the activities calendar (1 million copies)
- Logo display in Pop-Up stores

4. On-Site Branding & Signage
- 4 sponsor flags on Expo main axis
- 20 sponsor banners on fences (International Zone)
- Logo on "sponsors recognition boards"

5. On-Site Benefits
- VIP accreditation service and early access to the site
- 20 VIP entrance tickets
- VIP parking: 4 passes
- 20 complimentary VIP tickets to all concerts
- 20% discount on all purchased concert tickets
- 4 VIP seats at the opening and closing ceremonies
- On-site activation
- 20% discount on Expo merchandise for giveaways (not for sale)

6. Other
- CSR: Involvement within the theme or sub-themes
- Be part of the volunteering programme
- Conference Facilities access
- Presence in Ramadan 2024 Tent at the Cultural Area

Contributions from Our Sponsors:

Hamad International Airport partnered with Expo 2023 Doha to share event news with visitors arriving in Qatar. Branding was displayed throughout the arrivals and departures terminals, including flagpoles, elevator graphics in A and B departures airside, and glass treatments above Harrods. Wall treatments were installed at the arrivals area, transfer desks, and directory screens. The airport also featured hanging banners and an Expo 2023 Doha information desk, ensuring visitors received information throughout the airport.

The site of Expo 2023 Doha, Al Bidda Park, underwent a comprehensive greening and infrastructure programme to enhance the visitor experience. Improvements included the expansion of green spaces, introduction of new plants and trees and the addition of new hygiene facilities.

Ooredoo's contributions to the success of Expo 2023 Doha encompassed all aspects of telecommunication, from SIM cards to broadband Wi-Fi to cybersecurity. Their support ensured the event reached a wide audience through state-of-the-art telecommunication infrastructure and services.

Microsoft supported Expo 2023 Doha by providing both content and technical infrastructure. The Microsoft Innovation Hub Booth highlighted sustainable technology opportunities, focusing on agriculture, energy, and waste management, while also aiding web development and social analytics.

Msheireb properties elevated Expo 2023 Doha's profile across the country through strategic advertising and publicity. This included screen advertisement in trams, elevators, malls and outdoor venues, while also offering wayfinding services to help visitors navigate the site.

Qatar Airways provided travel options for Expo 2023 Doha participants, offering discounted tickets for delegations and personalised services for VIPs at Hamad International Airport. Also, it showcased its branding through in-flight infotainment and on aircraft, as well as on the Qatar Airways app.

Qatar National Bank provided practical support to Expo 2023 Doha in the form of ATM cash points throughout the site, local accounts, and prepaid debit cards for delegations. QNB also publicised Expo 2023 Doha through social media, in-branch branding, and customer awareness campaigns.

Platinum Partner | **Palm Tree**

Package Benefits:

1. Use of Expo Marks
in client's merchandising and campaigns

2. Complimentary Space of 78 SQM
in a prime location

3. Advertising & Communications
- Mentioning in all regional & local campaigns (whenever possible)
- Sponsor's logo on the website (Sponsors category)
- Logo of sponsor on main panel in press conferences (whenever possible)
- FPC in the offical exhibition catalog
- To be mentioned in all newsletters & press releases
- Logo on the activities calendar (1 million copies)
- Logo display in pop-up stores

4. On-Site Branding & Signage
- 3 sponsor flags on Expo main axis
- 15 sponsor banners on fences (International Zone)
- Logo on "sponsors recognition boards"

5. On-Site Benefits
- VIP accreditation service and early access to the site
- 15 VIP entrance tickets
- VIP parking: 3 passes
- 15 complimentary VIP tickets to all concerts
- 20% discount on all purchased concert tickets
- 4 VIP seats at the opening and closing ceremonies
- On-site activation
- 20% discount on Expo merchandise for giveaways (not for sale)

6. Other
- CSR: Involvement within the theme or sub-themes
- Be part of the volunteering programme
- Conference Facilities access
- Presence in Ramadan 2024 Tent at the Cultural Area

Contributions from Our Sponsors:

Platinum sponsors Al Abdulghani Motors, Qatar Development Bank, Qatari Diar, Talabat, Mazzarty, and Al Meera provided a range of operational, marketing, branding, and technical support that helped spread the word about Expo 2023 Doha and ensure an engaging programme.

Gold Partner | **Bramble Tree**

Package Benefits:

1. Use of Expo Marks
in client's merchandising and campaigns

2. Complimentary Space of 30 SQM
in a prime location

3. Advertising & Communications
- Sponsors logo on website (Sponsors category)
- Logo of sponsor on main panel in press conferences (whenever possible)
- HPC in the offical exhibition catalog
- To be mentioned in all newsletters & press releases

4. On-Site Branding & Signage
- 1 sponsor flags on Expo main axis
- 5 sponsor banners on fences (International Zone)
- Logo on "sponsors recognition boards"

5. On-Site Benefits
- VIP accreditation service and early access to the site
- 5 VIP entrance tickets
- VIP parking: 1 pass
- 5 complimentary VIP tickets to all concerts
- 10% discount on all purchased concert tickets
- 2 VIP seats at the opening and closing ceremonies
- On-site activation
- 10% discount on Expo merchandise for giveaways (not for sale)

6. Other
- CSR: Involvement within the theme or sub-themes
- Be part of the volunteering programme
- Conference Facilities access
- Presence in Ramadan 2024 Tent at the Cultural Area

Contributions from Our Sponsors:

Sponsors such as Rayyan, Pepsi, Floward, Virgin, and AKKM made valuable contributions to the success of Expo 2023 Doha in the form of volunteer sponsorship, water dispensers, vending machines, and transport support.

Section: 9.3

THE COMMUNICATION STRATEGY

The Communication Strategy Objectives

The communication strategy for Expo 2023 Doha had two primary objectives. The first was to attract a large audience of visitors, welcoming both international and local visitors to create an inclusive environment where everyone felt welcome. The second was to engage key stakeholders, including world leaders, policymakers, NGOs, innovators, investors, and educators, to contribute to the event's success and help spread its message. Together, these efforts aimed to cultivate a vibrant atmosphere that celebrated collaboration and innovation.

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

The Communication Strategy Campaigns

To effectively communicate the nature and purpose of Expo 2023 Doha to the public and build excitement, the overall communication strategy relied on targeted campaigns:

Pre-Opening Campaigns

Aimed to raise awareness, build anticipation, and encourage community involvement. They engaged residents across Qatar as well as international audiences, promoting participation and ensuring a smooth lead-up to Expo 2023 Doha's opening.

During Expo 2023 Doha Campaigns

Focused on publicising special events and unique activations, such as performances at the Family Amphitheatre or Qatar National Sports Day. Likewise, information and publicity materials for Expo 2023 Doha were distributed at aligned events, including the 10 Million Trees Planting Initiative at Old Airport Park and Qatar Family Day.

Post-Closing Campaigns

Designed to share the legacy of Expo 2023 Doha and highlight the achievements of Qatar and other participating countries.

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

Expo 2023 Doha Marketing Highlights

Airports

United Arab Emirates

France

United Kingdom

Kingdom of Saudi Arabia

Outdoors

Malls

Buildings

Lusail Boulevard

Amir Cup

Metro

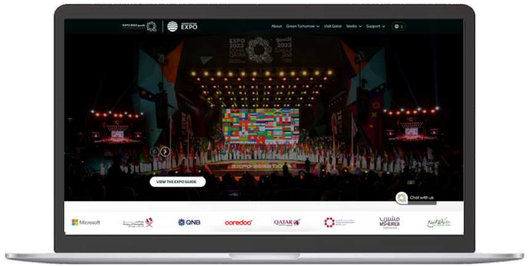
CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

Section: 9.4

PROMOTING EXPO 2023 DOHA

The Expo 2023 Doha Website

To support the overall communication strategy and enhance public engagement, various tools and channels were utilised. Among these, the website played a crucial role as an informative platform where visitors could discover the purpose and themes of Expo 2023 Doha and participate in events, conferences, and volunteering programmes on-site. It also aimed to engage international visitors through informative content that assists them in making the most of their visit to Qatar.



Campaigns

Event Announcement

Event Recap

Official/VIP Visit

Interviews

Generic Content

Weekly Recap

Social Media Performance by Channel

The social media strategy for Expo 2023 Doha creatively utilised various platforms to connect with audiences and promote the event, helping to ensure a wide reach and a variety of engaging content.

Instagram, YouTube, and TikTok accounts, which together boasted a following of over 170K, were used to showcase and celebrate the daily activities at Expo 2023 Doha. In contrast, Facebook and X were primarily used for sharing formal news about conferences, seminars, and visits by government officials.

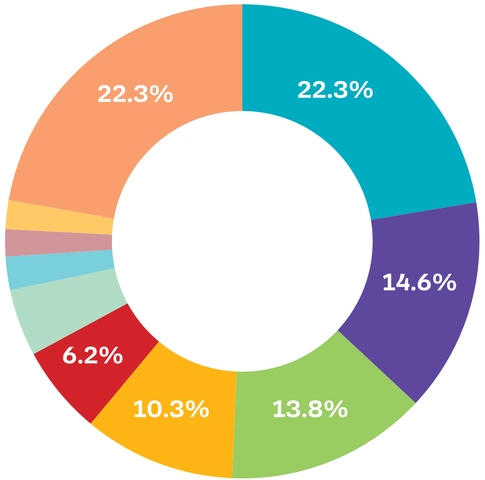
103,367 Followers +27,803	18,071 Followers +8,371	35,618 Followers +5,300	68,765 Followers +15,565	3,513 Followers +616
27M Reach	155.5K Tweet Impressions	17.6M Reach	22.8M Video Views	26.8M Video Views

Social media data accurate as of April 2024.

Value-in-kind contributions and sponsor channels played a significant role in promoting Expo 2023 Doha. Sponsors such as Talabat, Qatar National Bank, and Qatari Diar used social media platforms for influencer promotion and paid social media ads. Microsoft supported website development, and Msheireb Properties provided offline marketing resources such as tram branding, indoor and outdoor screens, and mall promotions.

Section: 9.5

FROM QATAR TO THE WORLD



Media Coverage Breakdown by Country

Expo 2023 Doha achieved significant global resonance with 28,100 media mentions, reflecting comprehensive regional and international coverage. The majority of mentions originated from Qatar, the United States, and Saudi Arabia, with substantial contributions from Uganda and India as well. The event's global impact was also evident in the diverse languages used, with Arabic and English dominating, while other languages like Turkish, French, Spanish, and Swahili were also represented. Digital media played a crucial role, with Twitter leading the mentions, followed by online news outlets, YouTube, and blogs, underscoring the widespread engagement with Expo 2023 Doha across various platforms and regions.

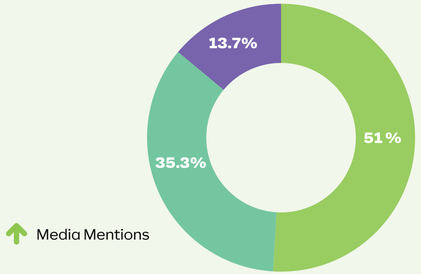
Turkey	↑ 3,974%	Qatar	↑ 254%
Uganda	↑ 10,733%	United States	↑ 344%
Lebanon	↑ 58%	Saudi Arabia	↑ 541%
India	↑ 514%	UAE	↑ 1,163%
Other	↑ 348%	Morocco	↑ 599%

↑ Media Mentions

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD

Media Coverage Breakdown by Language

Expo 2023 Doha's global footprint was reflected in the diverse languages used across media coverage. Arabic dominated with 51% of mentions, followed by English at 35.3%. The event's international reach was further underscored by the inclusion of languages such as Turkish, French, Spanish, Korean, Italian, German, and Swahili, demonstrating its wide-ranging impact across different regions.

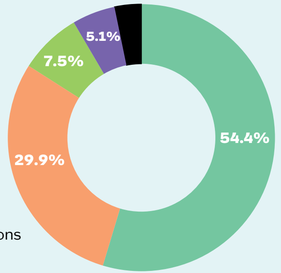


↑ Media Mentions

Arabic	↑ 509%	English	↑ 260%
Turkish	↑ 5,008%	French	↑ 614%
Spanish	↑ 251%	Korean	↑ 5,725%
Italian	↑ 84%	German	↑ 129%
Swahili	↑ 11,200%	Other	↑ 452%

Media Coverage Breakdown by Channel

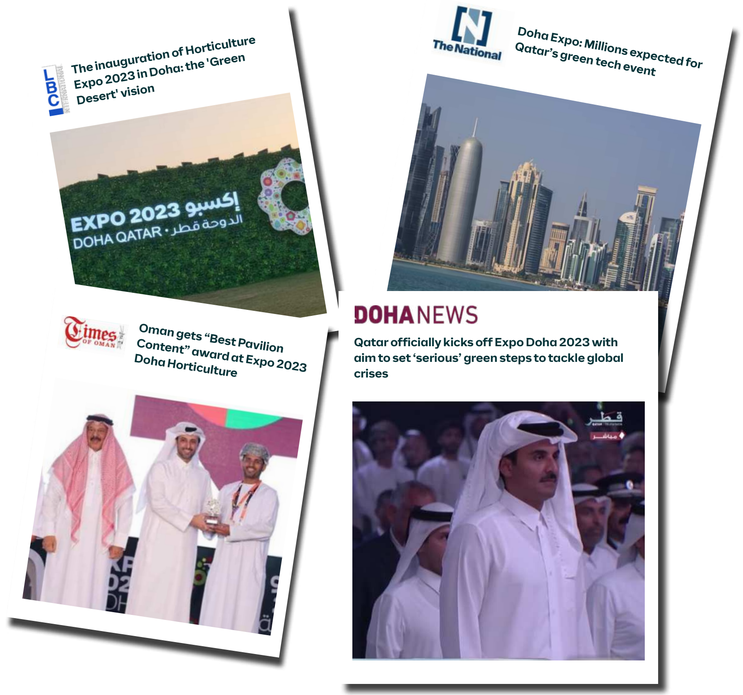
Digital media dominated the conversation, with Twitter leading at 54.4% of mentions, followed by online news outlets at 29.9%. YouTube contributed 7.5%, while blogs accounted for 5.1% of the coverage.



↑ Media Mentions

X	↑ 670%	Online news	↑ 216%
Youtube	↑ 836%	Blogs	↑ 200%
Newspaper	↑ 235%	Magazine	↑ 552%
TV/Radio	↑ 200%	News Agency	↑ 290%
		Other	↑ 1,125%

CHAPTER 9 | COMMUNICATING EXPO 2023 DOHA TO THE WORLD



Chapter 10

THE COMMUNITY

- 10.1 Celebrating the Volunteers
- 10.2 Celebrating the Employees

10

Section: 10.1

CELEBRATING THE VOLUNTEERS

CHAPTER 10 | THE COMMUNITY

About the Volunteers

Dynamic, dedicated, and outgoing local volunteers played a critical role in the success of Expo 2023 Doha.

Comprised of residents of Qatar aged 18 and above, the volunteers provided essential support to visitors and staff across multiple functional areas, including Ceremonies, Events, Ticketing, Protocol, Visitor Services, and Experience.

From administrative assistance to guiding visitors and escorting VIPs, the #GreenTeam gave Expo 2023 Doha an accessible, human face. Their diverse backgrounds and contributions exemplified the global reach of the event, reflecting the rich tapestry of cultures that made Expo 2023 Doha truly international.

52
Countries

61%
Men

62%
Under the age of 34

2,200
Volunteers

39%
Women

29%
Under the age of 25

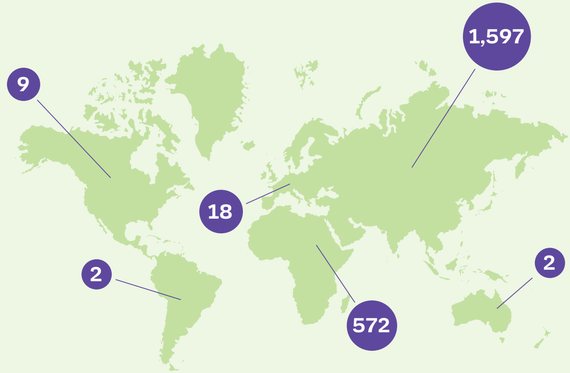
Volunteer Recruitment, Training and Engagement

Volunteer recruitment began in August following the conclusion of Workforce Planning efforts that set the estimated headcount for the #GreenTeam at 2,200.

A team of 200 specialised, pre-selected volunteers known as Pioneers took responsibility for raising awareness of Expo 2023 Doha, generally, and establishing the scope of the volunteering programme. Pioneers also led prospective volunteers on tours of the Expo 2023 Doha site, conducted interviews, and made final selections. At the height of the recruitment process, Pioneers conducted 55 daily interviews with approximately 500 candidates.

Following selection, volunteers received training at a series of structured events designed to familiarise them with the themes and goals of Expo 2023 Doha, their responsibilities within an assigned Functional Area, and, where needed, just-in-time training for specialised skills such as providing support to the Language Services Functional Area during National Day ceremonies. In recognition of the efforts and contributions, without which Expo 2023 Doha would not have been possible, volunteers were eligible to receive bonuses and prizes through the Workforce Engagement Programme. The Workforce Engagement Programme also coordinated events throughout Expo 2023 Doha to demonstrate appreciation for the #GreenTeam, including a Fitness Fun Run, a Staff Picnic, and a Final Awards Dinner. The Workforce Functional Area coordinated an extensive engagement programme to foster a spirit of collaboration and teamwork among staff, hosts, and the volunteer #GreenTeam.

Number of volunteers per continent



CHAPTER 10 | THE COMMUNITY

Section: 10.2

CELEBRATING THE EMPLOYEES

The Engine of Expo 2023 Doha

Execution of the day-to-day operations of Expo 2023 Doha was a joint effort and required collaboration among 34,377 staff, hosts, participants, and sponsors. On any given day, around 200 on-site staff members partnered with over 260 hosts, assisting across a wide variety of functional areas and providing guidance and direction to volunteers.

Participant Groups	Numbers	Participant Groups	Numbers
Volunteers	2,200	Contractors	19,904
Staff	204	National Stakeholders	316
Host	418	Police	1,959
Official Participants	4,511	Private Security	568
Non-Official Participants	1,754	Security	53,200
Commercial Partners & Sponsors	2,044	State Guest	574

Celebrating the Spirit

At Expo 2023 Doha, the spirit of appreciation and camaraderie extended beyond the visitors to embrace the dedicated staff who made it all possible. Recognisinging their commitment and hard work, a series of heartfelt events were organised to celebrate their contributions. From festive birthday celebrations to Women's Day festivities, the staff were honoured throughout the year.

Milestones such as the "100 Days Left" mark were celebrated with enthusiasm, featuring a special presentation at the Congress Centre that highlighted staff achievements. The event included team-building activities like a treasure hunt and other engaging games to foster unity and a positive mindset. To top it all off, a soothing sound yoga session in the upper floor of Expo House offered a moment of relaxation and rejuvenation. These events, among others, not only celebrated the achievements of the staff but also reinforced the Expo 2023 Doha spirit that thrived behind the scenes.

Chapter 11

THE VISITOR EXPERIENCE

11

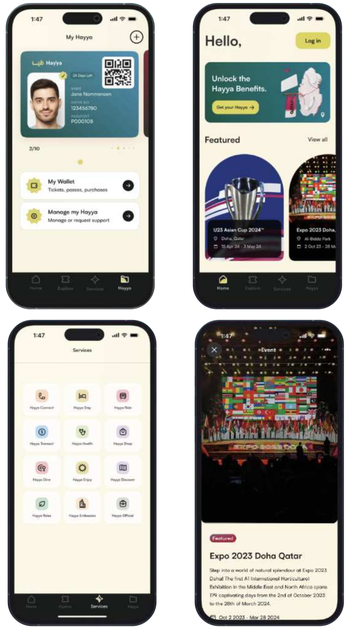
The Visitor's Journey to Expo 2023 Doha

From the moment international visitors boarded their Qatar Airways flight, the excitement of Expo 2023 Doha began. In-flight screens captivated them with vibrant videos, offering a glimpse into the event's highlights and creating anticipation. Upon landing at Hamad International Airport, they were greeted by an array of posters and ads, seamlessly guiding them through the terminal. The journey to the Expo 2023 Doha site was effortless, with welcoming road signs and billboards setting the stage for the adventure ahead.

Local visitors also experienced this seamless journey. The ease of access to Expo 2023 Doha was equally evident for them, with clear and informative signage both on the roads and at metro stations guiding them directly to the event. The comprehensive information available ensured that local attendees, like international visitors, could navigate effortlessly and enjoy Expo 2023 Doha.

An Open Invitation to Explore the Future

In line with its mission to inspire and educate, Expo 2023 Doha extended a welcoming hand to all, inviting the world to experience its celebration of sustainability and innovation. To ensure that the event remained accessible to everyone, truly embodying inclusivity, the event had no entry fees. Families, children, and curious minds of all backgrounds could dive into workshops, attend inspiring shows, and explore groundbreaking advancements in modern agriculture and technology. This approach was key to spreading Expo 2023 Doha's themes, creating a space where learning and entertainment blended seamlessly for all who walked through its gates.



Visiting Expo 2023 Doha
Operating Hours

The operating hours for Expo 2023 Doha exhibition site were from 10:00 to 23:00 between 2 October, 2023 and 28 March, 2024.

Operating hours were subject to change for Special Events, the Holy month of Ramadan, or National Days. The visitor experience within this operating time reflected careful collaboration between various teams to ensure a seamless and enjoyable experience for visitors, from entry to exit.

Operating Hours
from 10:00 to 23:00

Traffic Management and
Visitor Flow

Al Bidda Park was accessible to visitors through 10 pedestrian and seven vehicle access gates, ensuring smooth entry and exit for visitors. The Transport Operations Functional Area played a pivotal role in managing traffic and parking to deliver a seamless visitor experience. Strategic efforts included deploying traffic marshals at various locations around the site, managing pick-up, drop-off, and taxi zones during busy periods and special events, and assigning staff to oversee car parking operations.

To enhance crowd management, people-counting cameras were installed at all entry and exit points, providing real-time data on visitor flow. This enabled informed decisions, such as redirecting visitors to specific zones, closing entry points when necessary, and monitoring site capacity. Golf buggies and shuttle services were also introduced during special events to support visitor movement and accessibility. Guided by the Crowd Management Policy, these measures ensured safety, order, and a positive experience, reflecting a well-coordinated approach to traffic and visitor flow at Expo 2023 Doha.

17
Total Gates

10
Pedestrian
Access Gates

7
Vehicle
Access Gates

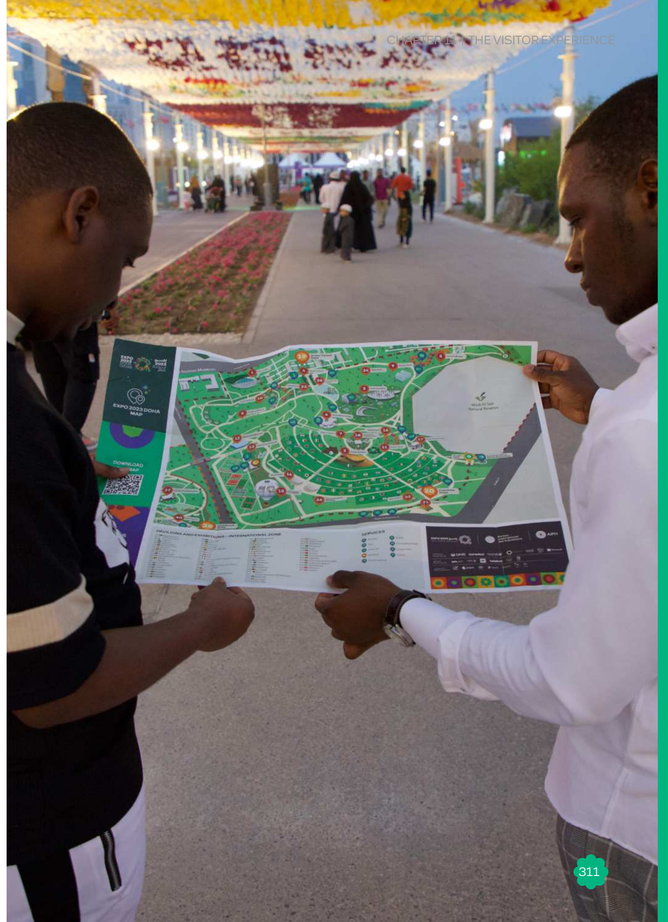
Visitor
Information Services

The park had six strategically-located Information Points across the three main zones. These kiosks served as key hubs for visitor support, offering a range of services including providing general information, personalised route planning, and site maps in both English and Arabic. Visitors could also check daily event schedules displayed on their TV screens and outdoor monitors. Additionally, the kiosks provided mobility services, such as accessible golf carts and wheelchairs. Children's wristbands were offered for added safety, and non-valuable lost and found items were handled there. Visitors were encouraged to leave feedback via QR code links available at each point, ensuring a continuous loop of improvement in service delivery. The Information Points were operational during Expo 2023 Doha's opening hours.

Expo 2023 Doha:
Connected and Engaged

Expo 2023 Doha enriched the visitor experience with a comprehensive digital infrastructure across the three zones of the park. Digital screens throughout the park served as a site-wide canvas, offering dynamic stories, images, and real-time updates about events, programmes, and weather forecasts. Interactive touch-screen TVs, available both outdoors and indoors, provided maps and additional useful information.

Speakers installed throughout the park facilitated public announcements and music, enhancing the entertainment value. Visitors could also enjoy free high-speed Wi-Fi throughout the entire park.



61
Golf Carts

7
Mobility Golf Carts

200
Scooters

47
Hybird Vehicles

4,200
Parking Spots for Visitor Cars

100
Parking Spots for School Buses

2
Luxury Minivans

18
VIP Cars

Moving Through Expo 2023 Doha

To cater to the diverse mobility needs of visitors, Expo 2023 Doha implemented a range of measures to enhance accessibility and convenience. Electric golf carts were deployed to assist individuals with limited mobility, with charging facilitated overnight by on-site generators when needed. Expo 2023 Doha also introduced an electric train system with stops at key locations, enabling smooth movement throughout the event space. Electric scooters were available for staff and visitors, incorporating pre-existing pedestrian paths, cycle lanes, and jogging tracks. Wayfinding and clear signages were strategically placed across the site to help visitors navigate easily and locate key destinations. Additionally, the paths throughout the site were thoughtfully designed to ensure all zones were interconnected, creating a cohesive layout that made it simple to navigate from one point to another.

Chapter 12

OPERATIONS OF EXPO 2023 DOHA

12

Integrated **Operations Management**

Expo 2023 Doha's operating model comprised three levels of operational control:

Strategic

The Strategic team, led by the Secretary-General, provided executive-level decision-making on high impact issues and ensured alignment with the event's goals.

Tactical

The Tactical team, led by the Operations Director, connected strategic plans to operational execution and represented team leaders in the Main Operations Centre.

Operational

The Operational team included function, venue, and zone leaders who worked directly on-site to implement plans and address on-the-ground needs.

Functional **Areas**

The workload at Expo 2023 Doha was organised into various functional areas, each consisting of teams of employees, hosts, volunteers, and, in some cases, external entities like the Ministry of Foreign Affairs (MOFA) for protocol.

These teams worked together to deliver services efficiently and ensure the success of the event. Through constant communication and cooperation, they played a vital role in making Expo 2023 Doha a triumph.

- Retail and Licensing
- Cleaning and Waste
- Health and Safety Operations
- Medical Services
- Procurement and Finance
- Sponsorship and Marketing
- HR and Workforce Operations
- Participant Accomodation
- Event and Cultural Experience and Special Events
- Language Services
- ICT- Site Technology
- Protocol
- Ticketing
- Zone Operations Management
- Accreditation
- Education
- Logistics
- Press and Broadcast
- MOC- Integrated Operations
- Transport Operations
- Overlay and Look and Wayfinding
- Catering
- Sustainability
- International Relations
- Facility Management
- Security Operations
- Visitor Services

Zone Operations and Facility Management

On the ground, the Zone Operations team was instrumental in the event's success. The team was responsible for integrating and managing all operations across the site, resolving escalated issues, and overseeing operational planning. They meticulously checked all operational aspects and developed and implemented a comprehensive set of policies and procedures. These policies and procedures were communicated to all relevant stakeholders and integrated through training sessions and rehearsals. The team regularly reviewed and updated them to meet evolving needs, significantly contributing to a smooth and successful Expo 2023 Doha experience for all involved.

A key focus of the Zone Operations Functional Area was facility management which assumed a crucial role in ensuring the optimal maintenance and operational efficiency of Expo-owned assets at Expo 2023 Doha. Its comprehensive scope included capturing requirements, devising detailed plans, and formulating standard operating procedures. The team collaborated with various Functional Areas to address inquiries, meet event-specific demands, and ensure the secure and seamless functioning of the Expo, playing a pivotal role in the event's smooth and safe execution.

Policies:

- Site Capacity Monitoring
- Gate Management Policy
- Management of Internal Venues Policy
- Radio and Site Communication Policy
- Golf Buggy Movement On-Hours & Off-Hours Policy
- Electric Scooter & Bikes Policy
- Smoking Policy
- Pet Policy

Procedures:

- Pre-Gates Checklist Procedure
- Visitor Gates Open Procedure
- Visitor Gates Closing Procedure
- Daily Briefing Procedure
- Site Last Minute Request Procedure

Round-the-Clock Operations

On-hour operations occurred during the day when Expo 2023 Doha was open to visitors, starting around 10:00 and ending at 23:00 on weekdays and 00:00 on weekends. During this period, the ZON team ensured the smooth running of the event by managing visitor flow, implementing safety protocols, and coordinating with other departments.

Off-hour operations began after Expo 2023 Doha closed to the public, starting around 23:00 on weekdays and 00:00 on weekends and continuing overnight until the following morning concluding at 9:00. During this phase, the teams focused on cleaning, maintenance, and preparing the site for the next day while ensuring the safety and security of the venue.

Daily Rhythm

Weekends: Thursday and Friday

Staff Arrival & Briefing	Opening Checks & Procedure	Daily Operations Part I	Daily Operations Part II	Closing Procedure	Off-Hours Operations Overnight
05:30 - 09:00	09:00 - 10:00	10:00 - 18:00	18:00 - 23:00	23:00 - 00:00	00:00 - 09:00
-5:30 Metro Operations Start -7:15 Site HSE Walkthrough -7:30 ZON Team Arrival -8:00 MOC Operation Starts -8:00 Morning MOC Briefing -08:30 Radio Check Starts -8:30 WKF Centre Opens -8:45 Morning Zone Briefing -9:00 SEC Hands Over the Operations to ZON	-9:00 Int. Gardens Start Checklist -09:00 1* School Group Arrival (Dadu Gardens) -9:30 Int Gardens Complete their Checklists -9:30 All Machinery & Vehicles Removed from Site -9:30: PSA Staff and TIK Resolution Office are Ready to Go -9:30 Site Readiness Starts -9:50 Site Readiness Finishes -9:50 ZON Communicates to MOC that Site is Ready	-10:00 Gates Open for Visitors -10:30 Morning National Day Starts -12:00 Volunteers Lunch Starts -12:45-13:10 Daily Parade (TBC) -13:00 - 14:00 Last School Group Arrives On-Site -16:00 Afternoon MOC Briefing -16:30 Radio Check Starts -16:30 Afternoon Zone Briefing -16:30 Afternoon National Day Official Ceremony Commences -18:00 Volunteers Dinner Starts	-18:00 - 21:00 Cultural Performances around the Site -23:00 Last Visitor Entry - -23:00 Soft Sweep Starts -23:00 Int. Gardens Close -23:00 F&B Kiosks & Retail Last Sale	-23:30 Hard Sweep Starts -23:30 F&B Kiosks & Retails Close -23:30 Media House Closes -23:30 Info Points Close -23:50 Site Declared Clear of Visitors -23:59 ZON Hands Over the Operation to SEC -00:00 Gates Closed for Visitors	-00:00 WKF Centre Closes -00:15 Soft Cleaning and Dismantling Operation Starts -00:30 MED Services Finish -00:30 MOC On-Hours Operations Close -00:30 MOC Overnight Operations Start -00:00 Full Overnight Operation Starts

CHAPTER 12 | OPERATIONS OF EXPO 2023 DOHA

Protocol and Reception

A dedicated committee led by the Ministry of Foreign Affairs was responsible for all matters related to VIP and VVIP guests. They coordinated general visits as well as attendance for special events such as National Days, and the Opening and Closing Ceremonies. This included liaising with embassies, government, and semi-government organisations to welcome and host VIP and VVIP guests. Provisions often included limousine services, additional security where needed, and dedicated staff at pick-up and drop-off points. The Expo House VIP Majlis typically served as an entry hub and meeting venue for high profile guests.

The Travel Team provided visa services, flight bookings, and airport transfers for government representatives, dignitaries, and national and international VIPs.

17,856
Total Number of VIPs

1,555
Total Number of Visas

Accreditation and Access

The Accreditation Functional Area played a crucial role in ensuring the smooth functioning and security of Expo 2023 Doha. They made sure that the right people received the necessary access rights and privileges to carry out their duties. This included managing the entry and exit of international and local dignitaries, generating access credentials for thousands of participants, volunteers, staff members and hosts. Additionally, this Functional Area was in charge of issuing vehicle access permits (VAPP) for participating countries, various client groups, fleet vehicles, and staff, as well as monitoring the inflow and outflow of operations vendors and media.

In total, the Accreditation Functional Area processed over 30,000 pass requests.

31,135
Total Passes Issued

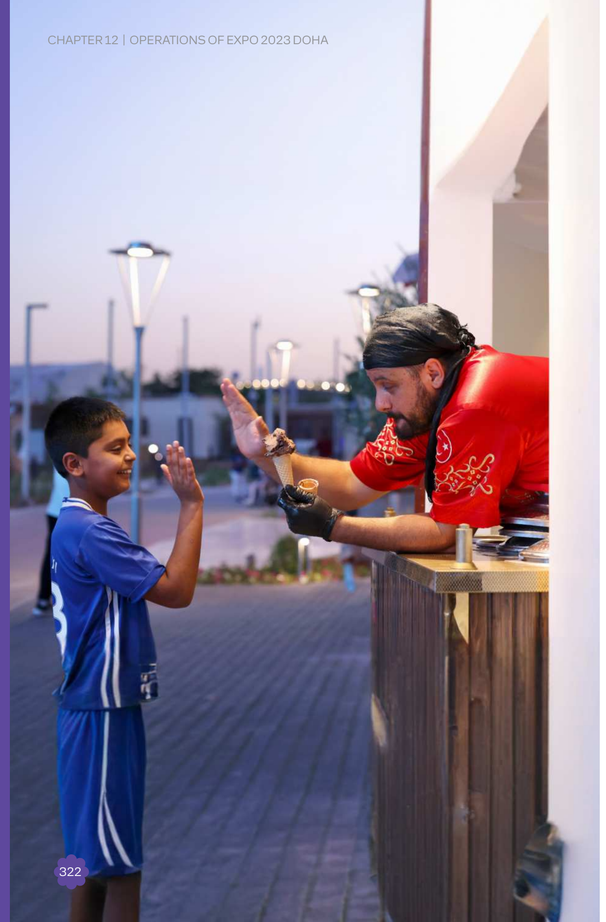
Participant Accommodation

The Participant Accommodation Functional Area was responsible for organising the accommodation arrangements for all participants. They began by focusing on hotels, gathering sponsorship proposals in collaboration with the Ministry of Municipality advisors. The team carefully compared and shortlisted hotels based on factors such as proximity to the Expo 2023 Doha site, hotel facilities, and additional benefits. Once this shortlist was completed, the selected hotel became the official accommodation provider.

The team's efforts reflected their ability to adapt and respond to participants' evolving needs. In addition to meeting accommodation preferences, the team also facilitated free accommodation in certain cases. For example, some participants were allocated free accomodation for up to five performers for free for two nights and three days during National Day ceremonies. If performers needed to extend their stay due to unavailable flights or late arrivals, the team would add an extra night to the booking, ensuring smooth and flexible arrangements.

Through constant communication and daily updates, the team successfully managed the participants' accommodation needs, providing a tailored and responsive service throughout the event.

21,620
Rooms Booked



Commercial Activities

The Retail and Licensing (R&L) Functional Area at Expo 2023 Doha managed retail operations and supported food and beverage (F&B) vendors, ensuring they adhered to the event's themes and stringent health, safety, and sustainability standards. In addition to food and beverage options, R&L coordinated a variety of other commercial activities, including a Cultural Bazaar showcasing traditional artisanal products from around the world, an Eco & Artisanal Souq with handmade and sustainable goods, and a Farmers Market featuring fresh local produce. The R&L team was responsible for appointing vendors, promoting their offerings, and conducting regular food audits to enforce quality control. Vendors were required to maintain Hazard Analysis Critical Control Point (HACCP) plans, provide safety certifications, and meet high standards through regular testing and supplier evaluations. These efforts ensured a safe, high-quality experience for visitors and aligned all commercial activities with Expo 2023 Doha's sustainability goals.

105
Total Restaurants, Food and Drink Vendors

65
Kiosks

Language Services

The core responsibility of the Language Services Functional Area was to ensure effective multilingual communication through various platforms, build transparent communication channels with internal and external stakeholders, eradicate language barriers, ensure sensitivity to cultural nuances, and support the delivery of a seamless visitor journey.

The team provided translation and interpretation services at National Day Ceremonies, high-level UN sessions, symposiums and conferences, media functions, workshops, information sessions, full-time shadowing of VIPs or external groups, and time-bound translations of important documents and press releases, most essentially from English to Arabic and vice versa. Additionally, the team provided translation and simultaneous interpretation from Arabic or English to other key languages such as French, Japanese, Portuguese, Spanish, Swahili, Mandarin, German, Russian, Italian, Korean, and many more.

+775,000
Words Translated

53 National Day Ceremonies

7 UN High-Level Sessions

2 Honour Day Ceremonies

13 Conferences, Forums and Symposiums

3 Closed Steering Committee Meetings

2 BIE and AIPH Jury Tours

CHAPTER 12 | OPERATIONS OF EXPO 2023 DOHA

Catering Services

As part of Event Services, the Catering Functional Area ensured that all Expo 2023 Doha volunteers, participants, and staff enjoyed access to high-quality food and beverage options suitable for various dietary, cultural, and religious needs. The Catering Functional Area also held responsibility for meals and refreshments at special events and for VIP visitors.

All catering activities were undertaken with the values of Expo 2023 Doha in mind, from sustainable procurement and resource management to food waste reduction. Wherever possible, the team worked to showcase the unique culinary profiles of participant countries and the MENA region.

18,668
VIP Guests Meals

92,717
Total Meals

150
Staff

Media Services

A dedicated team was established within the Press and Broadcast Functional Area to provide media services and ensure that accredited media clients received a high level of service. This team was responsible for executing a comprehensive Press and Broadcast Programme that aligned with Expo 2023 Doha's goals and objectives, actively attracting international media coverage. A fully-equipped and serviced media centre hosted up to 30 news outlets at a time, along with four broadcast studios: Qatar TV, Al Rayyan Qatar, Al Jazeera, and Al Jazeera Plus. In addition to the official broadcasters, the team provided international media relations services to attract foreign media, and oversaw media accreditation and operations throughout Expo 2023 Doha. These efforts effectively promoted Expo 2023 Doha to a global audience.

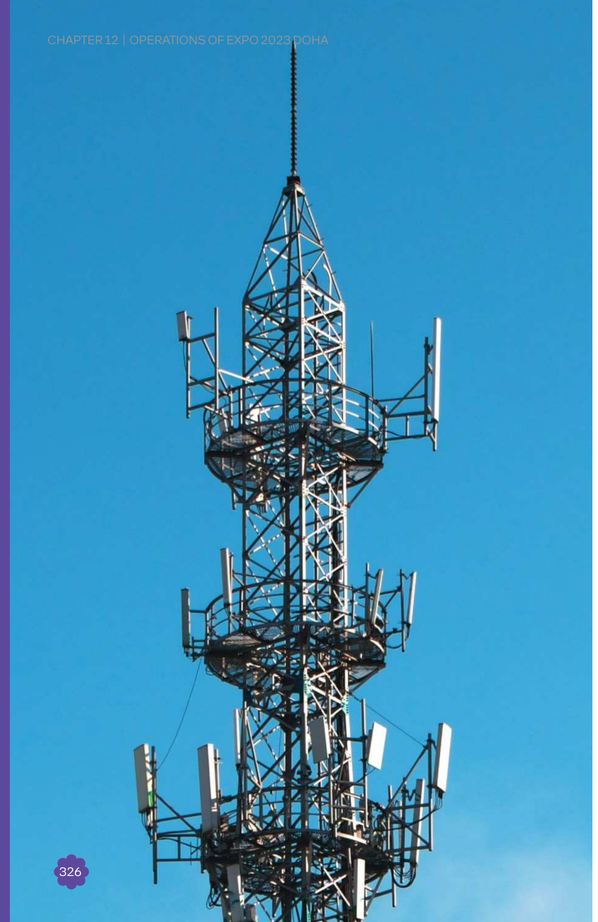
The Press and Broadcast Functional Area also collaborated closely with international participants and their media teams to communicate a wide range of participant activities taking place at Expo 2023 Doha. This collaboration helped broadcast significant events such as the opening and the closing ceremonies of Expo 2023 Doha, inauguration of Gardens, national days, international conferences, sports events, workshops, and various cultural activities held at the Expo 2023 Doha site. By working together, they ensured that these events reached global audiences, further highlighting the diverse and dynamic experiences at Expo 2023 Doha.

222
Total Number of Media Events

2,454
Total Media Accreditations

1,578
Broadcasters, Photographers, Press and Media

967
International Media Participants



IT Infrastructure

The ICT Functional Area was responsible for delivering, operating, and maintaining critical technological infrastructure and services for Expo 2023 Doha. This included providing free Internet across the Expo 2023 Doha site, ensuring cybersecurity compliance, and supporting a portion of the CCTV system, as well as managing Public Address (PA) and Voice Alarm (VA) systems. Additionally, ICT handled the distribution of essential IT equipment, such as laptops, monitors, printers, and tablets, for staff.

Telecommunication services were extensively deployed, covering VoIP telephony, SIM cards, mobile devices, and TETRA radio services to ensure reliable communication. The ICT team enabled seamless radio connectivity for the Events and Zone Operations teams, enhancing coordination during operating hours. People-counting cameras (PCC) were installed at visitor entrances to monitor site capacity and provided accurate, real-time data on visitor numbers.

Additionally, the Distributed Antenna System (DAS) installed within the Expo House and Innovation Centre ensured uninterrupted mobile network coverage for staff and visitors alike. The combination of these services created a high-quality technological environment that supported Expo 2023 Doha's operations and enhanced the visitor experience.

216
Outdoor WIFI Access Points

295
CCTVs

379
TETRA Radios

295
PCCs

Security Measures

Security for Expo 2023 Doha covered a comprehensive range of safety and accessibility concerns, ensuring a secure experience for all visitors, staff, and participants. Core components of the security plan included:

Gate Management

Capacity Monitoring

Emergency Management

To maintain smooth operations, pedestrian and vehicle screening areas were created at all access points.

CHAPTER 12 | OPERATIONS OF EXPO 2023 DOHA

Medical Services

Expo 2023 Doha offered immediate on-site medical assistance primarily through three designated medical posts, each with a licensed doctor and nursing support staff. One medical post was allocated per zone to ensure adequate coverage of the entire event site during operating hours.

In cases where the injured or unwell could not physically access a medical post, dispatchers coordinated the provision of an on-the-ground service by foot patrols or transport to a medical post via buggy. Once stabilised, serious cases could then be transferred to a full-service healthcare facility in an ambulance departing from the main medical post in the International Zone.

3 mins
Average Response Time

8,389
Medical Incidents

3,037
Medical Staff

Cleaning and Waste Management

The Cleaning and Waste Management Functional Area at Expo 2023 Doha played a vital role in maintaining Al Bidda Park's cleanliness while prioritising environmental sustainability. The team implemented various waste management practices, including recycling programmes, waste-to-energy initiatives, and the use of eco-friendly cleaning products to minimise harmful effects on the environment. To encourage responsible waste disposal, a two-stream waste segregation system (for general and recyclable waste) was used across the park, supported by educational signage and QR codes that informed visitors about the disposal and treatment process. Also, community engagement efforts raised awareness of waste reduction and recycling, aiming to instil sustainable practices among visitors and young attendees. Through these initiatives, the Cleaning and Waste Management team contributed to Expo 2023 Doha's legacy of environmental stewardship and set new standards for waste management at large-scale events.

49%
Total Recycling

51%
Incineration

0 ZERO
Waste to Landfill

4,236,384
Total Visitors

X

0.110kg
Waste per Person

=

466 tons
Total Waste

CHAPTER 12 | OPERATIONS OF EXPO 2023 DOHA

Inspection of Imported Plant Materials

Prior to Expo 2023 Doha, the Organising Committee worked closely with the Agricultural Affairs Department's Plant Quarantine Division to ensure smooth inspections for imported plant materials. Several preparatory meetings with the Supervisory Committee and plant protection specialists helped familiarise participating countries with Qatar's phytosanitary requirements for importing seedlings, trees, and related materials, protecting the nation's agriculture from harmful pests. Additionally, throughout the duration of Expo 2023 Doha, the Organising Committee, hosted workshops and specialised seminars to create awareness about phytosanitary standards and other agricultural topics.

Technical requirements for seeds, fertilisers, and pesticides were provided to align with Qatar's standards, and lists of prohibited or restricted items—including toxic seeds, harmful seedlings, banned pesticides, and restricted fertilisers—were shared to prevent non-compliant imports. Two coordinators were appointed to offer technical support and facilitate procedures, with customs coordination established to efficiently manage shipments.

During Expo 2023 Doha, participant shipments were exempted from prior declaration requirements, easing importation. Routine checks ensured compliance with Qatari regulations before materials left the exporting countries, preventing rejections upon arrival. Daily inspections were conducted at strategic entry points, including Doha International Port, Doha Port, the Abu Samra Border Crossing, and Al Ruwais Port. Materials like plants, seedlings, pesticides, fertilisers, soil enhancers, and seeds were inspected for entry. Quarantine stations were set up at key points, with the General Parks Department's nursery designated as a quarantine area for treating or holding non-compliant items. Throughout Expo 2023 Doha, only three shipments required quarantine and treatment for infestations. Inspections and clearances were efficiently conducted to minimise delays and ensure prompt release of compliant shipments.

CHAPTER 12 | OPERATIONS OF EXPO 2023 DOHA

Reactions and Corrections

During Expo 2023 Doha, various tools were used to gather visitor feedback, including QR code surveys available in multiple languages, direct interactions with volunteers, and social media channels. These methods allowed the Main Operation Centre (MOC) to collect a wide range of comments, complaints, and compliments in real-time.

Visitor Surveys

During Expo 2023 Doha, a comprehensive system was established to collect visitor feedback in real-time. Visitor feedback surveys were placed at Information Points, allowing visitors to provide their feedback by filling out details such as the title, date, time, nature of the feedback and description of their experience.

While many visitors praised the event's informative sessions, well-organised venues, and the helpfulness of staff, some common concerns were raised about transport, accessibility, and inconsistent information provided by staff members and volunteers. In response, the Main Operation Centre (MOC) worked closely with on-site teams to address these issues promptly. The communication system included WhatsApp groups, daily meetings, and monthly reports, ensuring that issues were quickly relayed to the relevant Functional Areas. This continuous communication allowed for timely operational adjustments, such as improving transport services and enhancing staff training, to ensure a better experience for all attendees while maintaining high standards.

Additional Channels for Feedback

Beyond the surveys, visitors had several other channels to share their feedback. Volunteers and hosts were readily available on-site to listen to visitor needs and relay real-time feedback to the MOC system, where it was swiftly communicated to the relevant Functional Areas for adjustments.

A 24/7 hotline, 184, was also available for visitors to call and register complaints. Managed by the Ministry of Municipality, this hotline had a dedicated department that handled calls, addressed concerns, and transferred complaints to the appropriate functional areas for prompt resolution.

Additionally, visitors could ask questions and receive answers through various social media platforms managed by Expo 2023 Doha. This multi-channel approach to feedback, combined with the MOC's efficient reporting and communication system, ensured that visitor concerns were heard and effectively addressed.

VISITOR **QUOTES**

"What was most enjoyable at Expo 2023 Doha was the variety of activities. We only explored the family zone but we would definitely revisit to discover the other zones."

"We drove here and finding parking was easy and straightforward."

"A free Expo is perfect so if we wanted to visit again we wouldn't need to worry about cost."

"The experience has been great so far. It was quick to reach the expo entrance."

"The staff are good and friendly."

"I had a good time and I think Qatar is really doing an amazing job hosting and organising these large international events. We are so lucky to have access to those events, well done."

"We really enjoyed exploring the Gardens. The staff were very nice and guided us through their Gardens so that we don't miss anything. It was very interesting to learn about different cultures. I even bought some honey from Oman."

"It was very easy to get to the Expo 2023 Doha site. We took the metro and it took us directly to the entrance."

"The Expo was very well organised and interactive. The children had fun."

"I visited the Qatar Garden, amazing to see the work and development of my nation, I am very proud."

"Even though there wasn't the buggy service until 5:00 pm, we didn't mind walking around."

"We enjoyed visiting the Gardens. It's interesting to see different cultures on display. When events like the Expo happen, it's a good time to see different cultures from around the world."

Chapter 13

EXPO 2023 DOHA'S SUCCESS IN NUMBERS

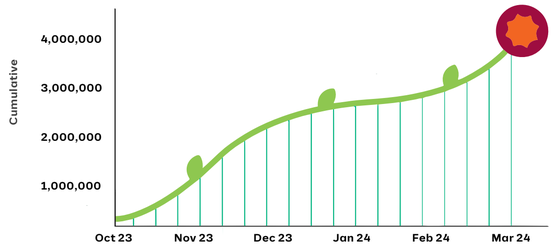
13

SURPASSING THE 3,000,000 VISITORS TARGET

Expo 2023 Doha surpassed the expected 3,000,000 visitors in January 2024. In fact, by March 2024, 4,236,384 visitors had passed through the gates of Expo 2023 Doha. The most visited day was Qatar National Day, with 100,000 visitors in attendance.

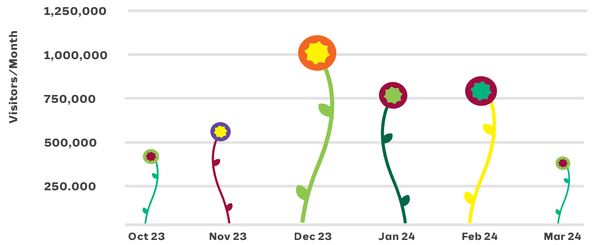
Total Visitors
Oct 23 - Mar 24

4,236,384
Visitors



MONTHLY VISITORS

Over the course of six months, Expo 2023 Doha became an international hub for sustainability, agriculture, and climate change, attracting visitors from across the globe to engage in world-record-breaking exhibits, cultural performances, educational events, sporting events, and well-being activities.



Expo 2023 Doha was a platform for all audiences, welcoming internationally-known personalities and government dignitaries for meetings, seminars, and panel discussions. Businesses had an opportunity to network and exchange ideas for environmental development, all of which contributed to the Qatar National Vision 2030.

Expo 2023 Doha
Dignitaries and VIPs

Over six months, 17,856 dignitaries, VIPs, and notable individuals visited and experienced Expo 2023 Doha.

600
Opening Ceremony

1,584
October

2,112
November

2,216
December

1,450
January

5,884
February

3,040
March

970
Closing Ceremony

17,856
Dignitaries and VIPs

Global Leadership
Represented at Expo 2023 Doha

Ambassadors
528

Military Officers
143

Directors of Municipal Administration
181

Heads of State
13

Prime Ministers
9

First Ladies and Spouses of Heads of State
4

Ministers
283

Leaders of Private Companies
101

Delegates
16

Chapter 14

POST EXPO 2023 DOHA

14

The Impact of Expo 2023 Doha

In hosting Expo 2023 Doha, Qatar became a role model for other countries in the Gulf region, setting new standards for sustainability and environmental stewardship. As the first GCC country to join the AIPH and the first in the Middle East to host an A1 Horticultural Exposition, Qatar highlighted pressing issues affecting arid nations—such as desertification, soil quality, and irrigation—bringing these challenges to the forefront of global conversation. Expo 2023 Doha also pioneered sustainable event management, achieving zero landfill waste and recycling 49% of all post-consumer waste, exemplifying Qatar's commitment to innovation in environmental responsibility.

The event's true impact, however, reaches far beyond Expo 2023 Doha itself. Through a thoughtfully-crafted Education Programme, thousands of young visitors learned about critical topics like sustainability, desertification, and greening, instiling in them a sense of environmental responsibility. The Organising Committee firmly believes that young people are the best ambassadors for change, and Expo 2023 Doha was designed with the hope that these young visitors would carry their newfound awareness and enthusiasm into the future, nurturing a generation deeply committed to sustainability.

As Qatar continues to host global events, the legacy of Expo 2023 Doha will inspire fresh discoveries and innovative practices, advancing the nation's ongoing efforts to reduce the environmental impact of large-scale gatherings.

33,191
Student Visits

7,434
Activations

49%
Total Recycling

ZERO
Waste to Landfill

World Records at Expo 2023 Doha

Expo 2023 Doha proudly achieved several remarkable Guinness World Records, highlighting its commitment to sustainability, innovation, and excellence.

Expo House, the Largest Green Roof in the World

Expo House, a distinctive landmark of Expo 2023 Doha, features the world's largest green roof with 4,031 m^2 and served as the main reception area for VVIPs and VIPs during the event.

Tallest Freestanding 3D-Printed Concrete Structure

The Ministry of Communications and Information Technology (MCIT) Garden achieved a Guinness World Record as the "Tallest Freestanding 3D-Printed Concrete Structure in the World," blending innovation and tradition while telling the story of "Smart Qatar."

Largest Sentence Written with Plastic Bottles

Mazzraty set a Guinness World Record by constructing the largest sentence in the world made from 35,000 plastic bottles, which read "Qatar's Finest" in Arabic, showcasing their dedication to environmental awareness.

Legacy Landmarks

Expo 2023 Doha has not only left a lasting legacy for the residents of Doha, but it has also transformed Al Bidda Park into a vibrant and sustainable space. Beyond the additional greening, which included the introduction of hundreds of new plants and trees, landmark structures such as the Qatar National Garden and Expo House will be integrated into Al Bidda Park, continuing to serve as important venues for public events and enriching the cultural and social fabric of the city for generations to come. Expo House also serves as a powerful example of the potential of green design and a source of inspiration for the architects, engineers, and urban planners of tomorrow. Additionally, the organiser-built Gardens have been dismantled and sent for recycling, further demonstrating a commitment to sustainability and responsible resource management in the legacy of this significant event.

The Green Tunnel

Agrico Greenhouse

SkyDoha Helium Balloon

Qatar Garden

Jordan Garden

Expo House

UAE Garden

AIPH Garden

Indoor Natural Forest - Indoor Garden

Kuwait Garden

The Netherlands Garden

CHAPTER 14 | POST EXPO 2023 DOHA

Expo 2023 Doha was a **transformative** event that not only brought **global awareness** to the unique challenges and opportunities of **sustainability** in arid environments but also solidified Qatar's role as a **pioneering force** in **sustainable event management**. From showcasing advanced horticultural practices and waste reduction techniques to instiling environmental values in the **next generation**, Expo 2023 Doha left an **indelible mark** on visitors and participants alike. The event's **success** stands as a **testament** to Qatar's commitment to environmental stewardship, innovation, and international collaboration, setting a **powerful example** for future events worldwide.

Looking back at the **legacy** of Expo 2023 Doha, it's evident that its **impact** reaches far beyond the event itself, **resonating** with communities, **inspiring** future leaders, and **fostering** a shared responsibility for **our planet's future**. This journey of **awareness, education, and sustainability** is only the beginning. As Qatar continues to host events that address global issues, the lessons and **inspiration** from Expo 2023 Doha will serve as a **guiding light**, advancing the **vision** of a greener, more sustainable world for **generations to come**.

APPENDIX

The Participating Countries

The participating countries represented a diverse array of regions worldwide, with the majority coming from arid areas. There were 25 countries from Asia, 33 from Africa, 3 from North America, 2 from South America, 5 from Europe, and 1 from Oceania. This substantial representation of arid regions resonated with the theme of Expo 2023 Doha, “Green Desert, Better Environment,” showcasing the collective commitment of various nations to share knowledge, information, and technologies aimed at combating desertification.

The accompanying table provides a comprehensive overview of each participant, detailing the theme adopted, and any commercial activities conducted in accordance with Special Regulation No. 9 of Expo 2023 Doha and BIE regulations. Participating countries could utilise 20% of their exhibition space for commercial activities. This information highlights the diverse approaches and contributions of each nation to Expo 2023 Doha, showcasing their efforts toward sustainable practices and innovative solutions in addressing arid environmental challenges.

Participant	Region	Theme	Surface Area (sqm)	Garden	Commercial Activity
Qatar	Asia	A Green Oasis of Culture and Innovation	9,750	Yes	—
Afghanistan	Asia	Organic Farming for a Better Environment	1,244	Yes	F&B, Boutique
Algeria	Africa	A Garden Can Feed and Heal	1,455	Yes	F&B, Traditional Products, Agricultural Products
Angola	Africa	Plant for Life	616	Yes	F&B, Handicrafts
Azerbaijan	Asia	Culture and Nature in Balance	659	Yes	—
Bangladesh	Asia	Harmony in Green: Bangladesh's Sustainable Vision	735	Yes	F&B, Souvenirs
Bhutan	Asia	Little Bhutan	938	Yes	F&B, Souvenirs, Handicrafts
Burkina Faso	Africa	Modern Agriculture	976	Yes	F&B, Souvenirs
Burundi	Africa	Modern Agriculture	1,082	Yes	F&B, Handicrafts
Cabo Verde	Africa	Green Is the Way, Blue the Destination	762	Yes	F&B, Agricultural Products, Handicrafts
Central African Republic	Africa	Environmental Awareness and Sustainability	762	Yes	—
Chad	Africa	Agricultural Revolution	1,643	Yes	F&B, Art, Souvenirs
Comoros Islands	Africa	Comoros Green Islands: Preserving Nature to Invent the Future	1,053	Yes	F&B, Souvenirs
Côte d'Ivoire	Africa	Modern Agriculture and Environmental Preservation	1,046	Yes	Agricultural products
Cuba	North America	Technology and Innovation	1,166	Yes	—
Democratic Republic of Congo	Africa	Natural Wonders and Cultural Magnificence	1,531	Yes	F&B, Souvenirs
Ecuador	South America	National Mechanisms for Agro-productive Diversification and Agricultural Reconversion	1,186	Yes	F&B, Farmers' Food Samples, Souvenirs
Eritrea	Africa	Sustainability	943	Yes	—

Participant	Region	Theme	Surface Area (sqm)	Garden	Commercial Activity
Eswatini	Africa	Eswatini Open to the World	1,390	Yes	F&B, Souvenirs
Ethiopia	Africa	The Land of Origins and Opportunities	822	Yes	Artifacts and Coffee
The Gambia	Africa	Gambia Goes Green	963	Yes	F&B, Souvenirs
Ghana	Africa	Grow in Ghana, Export from Ghana	1,063	Yes	Handicrafts, Traditional Items
Guinea	Africa	Protecting Our Forests and Agricultural Lands	742	Yes	F&B, Agro-Industrial Products, Traditional Products, Art
Guinea-Bissau	Africa	Sustainability	947	Yes	F&B, Boutique
Haiti	North America	Sustainability	893	Yes	Boutique
Iran	Asia	Sustainable Food Supply Chains	3,259	Yes	Honey, Artisanal Products
Iraq	Asia	Technology and Innovation	1,207	Yes	—
Italy	Europe	Italia: The Garden of the Future	594	Yes	—
Japan	Asia	Green Gift From Japan	794	Yes	"F&B, Goods Related to Japanese Horticultural"
Jordan	Asia	Jordan: Solid Roots, Greener Era	2,597	Yes	F&B, Souvenirs, Handicraft
Kenya	Africa	Kenya's Horticulture Practices and Tradition	843	Yes	Boutique
Kuwait	Asia	Towards Sustainability	3,251	Yes	—
Kyrgyzstan	Asia	Gateway to Kyrgyz Culture	1,357	Yes	Agricultural Products
Lebanon	Asia	Planted in my Heart	1,784	Yes	F&B, Traditional Products
Lesotho	Africa	Environmental Awareness	775	Yes	—
Liberia	Africa	Amazing Discoveries in the Rainforest	1,076	Yes	F&B, Souvenirs

Participant	Region	Theme	Surface Area (sqm)	Garden	Commercial Activity
Madagascar	Africa	Green Energy Garden	912	Yes	F&B, Souvenirs
Malawi	Africa	Horticultural Production for Sustainability	1,030	Yes	Agricultural Products, F&B, Souvenirs
Malaysia	Asia	Going Green Practices	627	Yes	Agricultural Products
Mali	Africa	Dunkafa Ni Wassa	853	Yes	F&B, Local Products, Souvenirs
Mauritania	Africa	The Green Desert in Action	1,018	Yes	Agricultural Products, Handcrafts
Mexico	North America	Mexican Agrifood System and Culture to the World	775	Yes	F&B, Traditional Products
Myanmar	Asia	Nature Land	863	Yes	F&B, Souvenirs
Nepal	Asia	Harmony of Himalayan Blooms: Nepal's Botanical Splendor	1,053	Yes	F&B, Traditional Products
Niger	Africa	Development of Horticulture in the Oases and Basins of Niger to Boost Vegetable Production	981	Yes	F&B, Souvenirs
Oman	Asia	We are all Custodians of the Natural World	909	Yes	Traditional Products
Pakistan	Asia	Environmental Awareness	963	Yes	F&B, Souvenirs, Agricultural Products
Palau	Oceania	Nurture, Regenerate, Celebrate	1,153	Yes	F&B, Plants, Souvenirs, Tour Packages
Palestine	Asia	Resilience and Cultural Richness	924	Yes	F&B, Agriculture Products, Souvenirs
Peru	South America	Sustainable Culture and Preservation	786	Yes	—
Portugal	Europe	A Simple Way to Reach a Better Future for All	1,841	Yes	—
Rwanda	Africa	Resilient Agriculture Through Innovative Technologies to Produce Quality, Nutritive and Safe Food	1,131	Yes	F&B, Souvenirs, Handcraft
Saudi Arabia	Asia	Shaped by Nature	5,309	Yes	—
Senegal	Africa	Senegal Going Green	1,110	Yes	F&B, Souvenirs, Artisanal Products

Participant	Region	Theme	Surface Area (sqm)	Garden	Commercial Activity
Somalia	Africa	From Dust to Green - Stop Desertification	629	Yes	Tea and Coffee, Accessories, Souvenirs
South Korea	Asia	Integrating Daily Life with Nature	1,279	Yes	—
Sudan	Africa	Horticulture for Sustainable Development	1,511	Yes	F&B, Traditional Products
Switzerland	Europe	Swisstainable	1,585	Yes	—
Tajikistan	Asia	Water for Sustainable Development	777	Yes	F&B, Traditional Products
Tanzania	Africa	Clean Agriculture Technology for a Better Environment and Sustainable Trade	1,071	Yes	F&B, Souvenirs
Thailand	Asia	Sustainability and Environmental Protection	695	Yes	—
The Netherlands	Europe	The Oasis	1,883	Yes	—
Togo	Africa	Promotion of Planned Agricultural Development Zones for Green and Sustainable Development	786	Yes	Souvenirs
Tunisia	Africa	Local Products, Vector of Sustainability	912	Yes	F&B, Tunisian Products
TÜRKIYE	Asia	Homeland of Horticulture	1,024	Yes	F&B, Coffee and Tea, Traditional Products
Turkmenistan	Asia	Green Nature for Environment	903	Yes	—
Uganda	Africa	Uganda: The Pearl of Africa	930	Yes	Coffee Shop, Souvenir Shop, Bazaar
United Arab Emirates	Asia	Nurturing Legacy	2,290	Yes	—
United Kingdom	Europe	Planting Green Ideas	1,705	Yes	F&B
Uzbekistan	Asia	Advanced Technology	908	Yes	Traditional Products, Art
Vietnam	Asia	Vietnam, Green Farm of the World	1,076	Yes	F&B, Boutique, Tea and Coffee
Yemen	Asia	Harmony with Nature	824	Yes	F&B, Traditional Products

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