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Saab Official Partner to Sweden in Expo 2020 Dubai

Saab is an official partner to Sweden in the world exposition Expo 2020 Dubai, United Arab Emirates. Saab is one of several official sponsors, and Saab is in total sponsoring the Swedish participation by SEK 10 million.

The world exposition Expo 2020 Dubai takes place on 20 October 20, 2020 until 10 April, 2021. The purpose of the Swedish participation in Expo 2020 Dubai is to strengthen a comprehensive and positive image of Sweden, to promote the competitiveness and creativity of Swedish business and to strengthen Sweden's attractiveness for tourism, investment, research and cultural exchange.

At Expo 2020 Dubai, between 150 and 180 countries and organizations are expected to participate. The organizers expect Expo 2020 Dubai to receive 25 million visitors, of which the majority is expected to come from countries other than the United Arab Emirates.

The Swedish pavilion will cover a total area of approximately 2700 square meters. It will consist of a general exhibition section and a conference section.

“We are looking forward to strengthening the image of Saab and Sweden in the world and in the region. To participate in Expo 2020 Dubai will give us unique opportunities to reach a global audience. For Saab, the United Arab Emirates is also an important partner country and we are currently investing in developing our presence in the country. The Expo 2020 Dubai will be an important opportunity for us to meet customers, partners and the general public, from both the United Arab Emirates and other countries,” says Håkan Buskhe, President and CEO of Saab.

For more information on Expo 2020 Dubai: <https://www.expo2020dubai.com/>

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Saab serves the global market with world-leading products, services and solutions within military defence and civil security. Saab has operations and employees on all continents around the world. Through innovative, collaborative and pragmatic thinking, Saab develops, adopts and improves new technology to meet customers' changing needs.

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