

INDUSTRY INSIGHT



Impact of Expo 2020 on UAE economy

Global event expected to bring a host of benefits to all sectors in the country

By Porush Jhunjunwala
Special to Properties

The final countdown begins. The country that will host Expo 2020 will be declared in November. All four candidate cities, i.e. Dubai (UAE), Sao Paulo (Brazil), Yekaterinburg (Russia) and Izmir (Turkey), have already submitted their final presentations/proposals to the Bureau International des Expositions (BIE).

A successful Dubai Expo 2020 bid would bring huge benefits, but the most important positive will be the optimistic atmosphere that comes with hosting the global event. The contribution of the Expo 2020 will be measured as an impact in two phases: pre and post. It will create thousands of employment opportunities giving a sizeable drive to economic growth in the years to come. All sectors, be it construction, trade, tourism, retail, will see a major boost.

Dubai Expo 2020 would serve as a platform for idea creation across nations, institutions and corporations, inspiring a generation and driving lasting social change. Thanks to Dubai's robust infrastructure and geographic positioning, Dubai Expo 2020 can expect to attract 25 million visitors, a large percentage of whom would originate from outside the host nation, thereby offering unprecedented reach and exposure to participants and visitors.

We don't expect an immediate surge in real estate prices as a result of the announcement, but there would be some initial buying on the back of it, but any impact of this will be felt just prior to hosting the event and after the event.

The award of the World Expo 2020 would add a major attraction to Dubai and the UAE, whose tourism industries are already growing significantly faster than the world average, according to a recent report released by the World Travel & Tourism Council (WTTC).

The benefits to Dubai's tourism industry would be diverse. The hotel accommodation sector would likely be one of the largest beneficiaries of the Expo event.