**IMMEDIATE RELEASE**

**The UAE Pavilion launches “Land of Dreamers Who Do” Film Premiere**

**31 March 2022, Dubai, UAE.** The UAE Pavilion at Expo 2020 Dubai hosted the official launch of the film premiere, “Land of Dreamers Who Do” yesterday. The original series celebrated the Dreamers Who Do, a story of ambitious individuals who pursue and share the values that guide the collective progress of our nation, the dreamers who carry on the legacy of the builders of the UAE.

The event commenced with a welcome speech by **H.E. Noura Al Kaabi**, Minister of Culture and Youth and Commissioner General of the UAE Pavilion at Expo 2020 Dubai, where Her Excellency celebrated the creators of the UAE Pavilion, and acknowledged all those who have visited the pavilion over the past six months, sharing, “As we conclude Expo 2020, the UAE Pavilion would like to celebrate those dreamers and innovators who carry on the legacy of the UAE through the official launch of Land of Dreamers Who Do Film Premiere, a UAE Pavilion Expo 2020 original series. This film tells the story of the Emirates through the eyes of the people who have made it their home over the last 50 years. We would like to applaud all of the dreamers and innovators that have shared their stories with us and the world, you are truly inspiring, I will always remember your faces, your stories, and your achievements that will leave imprints and special places in our hearts.”

The film revealed the inspiring stories of dreamers and innovators who came from diverse backgrounds and nationalities and why they chose the UAE to be the land to realize their dreams. The documentary which covers 2 seasons showcases how the dreamers and innovators were inspired by the legacy of the founders and builders of the UAE, the forefathers that instinctively knew the importance of investing in human connections. Leading music composer and maestro, Michel Fadel and his orchestra of 24 musicians, performed the film score live to film.

The first season of the documentary film series features 12 short films about the inspiring entrepreneurs, creatives, scientists, educators, and visionaries, the dreamers whose stories are motivational for future generations. The second season of the documentary showcases the extraordinary stories of the innovators who strive to create a healthier, and more sustainable future in 16 short feature films. Our featured dreamers and innovators stem from the fields of Research, science, engineering, education, nursing, agricultural innovation, environment, climate change, food and water security, and sustainability.

Expo 2020 Dubai has given the opportunity to tell the story of the UAE; a story of co-creation, collaboration, inclusion, ambition, as well as making dreams a reality. The significance of including the film as part of the conclusion of the UAE Pavilion at Expo 2020 Dubai was to highlight and showcase the importance and tremendous efforts of the creators behind the exceptional experiences, the dreamers who have brought our ambitions to life, and those who have joined in this overall collaborative experience.

**Taymoor Marmarchi**, Executive Director Marketing and Communications, UAE Pavilion at Expo 2020 Dubai, commented: “The ‘Land of Dreamers Who Do’ film premiere, was a beautiful closing ceremony to an incredible six-month journey bringing to life stories of dreamers and innovators living in the UAE. The stunning films would not have been possible without the talented group of directors who worked on this film including Dei El Ayoubi, Abdulla Al Kaabi, Ahmed Abdulqader, Nada Hashish and producers David Zennie, Ryan Domigpe, Adnan Al Malki, as well as the renowned music composer, Michel Fadel, who wrote the score for the films.”

To watch “Land of Dreamers Who Do” documentary series: [uaepavilion.ae](http://uaepavilion.ae)

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**About the UAE Pavilion**

The UAE Pavilion is the host country pavilion at Expo 2020 Dubai and tells the story of the ‘Land of Dreamers Who Do’; from its ancient roots as a crossroads for people, goods and ideas, to its transformation into a unified nation which is home to people from over 200 countries. The UAE Pavilion strives to tell authentic human stories, with the aim to elevate our

collective sense of ambition, foster a sense of connectedness, encourage global and local stakeholders to connect and collaborate with the UAE, and invite the world to experience our story first-hand. The Dreamers Who Do are a collection of individuals who embody the spirit of the UAE and carry forward the legacy forged by our country’s original dreamer, the late Sheikh Zayed bin Sultan Al Nahyan, the founder of the nation.

The UAE Pavilion is centered around the theme the Land of Dreamers Who Do, and showcases the unique attributes of the UAE as a welcoming home to people who share its values of ambition and humanity, authenticity and openness, and resilience and optimism.

The UAE Pavilion engages its visitors with an immersive multi-sensory experience, where the essence of the UAE will be revealed through a series of true stories that capture different aspects of the country’s past, present and future. The ambition is to leave visitors with a deeper understanding of, and a continuing interest in, our heritage, our people, and our national story.

The UAE Pavilion is ready and equipped to welcome a diverse range of visitors throughout the duration of Expo 2020 Dubai, including but not limited to: citizens and residents, school children and youth, tourists, People of Determination, groups and delegations.

The UAE Pavilion is located within the Mobility District, immediately adjacent to Al Wasl Plaza, which is the center of Expo 2020 Dubai. To pre-book your visit to the UAE Pavilion, please visit: www.UAEPavilionExpo.com/XXX

To learn more about the UAE Pavilion, please visit: www.UAEPavilionExpo.com

Instagram: @uaeatexpo | Twitter: @uaeatexpo | Facebook: @uaeatexpo

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**About Expo 2020 Dubai**

From 1 October 2021 to 31 March 2022, Expo 2020 Dubai will welcome visitors from every corner of the globe to reimagine the future and contribute to the making of a new world.

* With the purpose of ‘*Connecting Minds, Creating the Future*’, Expo 2020 aspires to be the world’s most impactful global incubator for new ideas, catalyzing an exchange of new perspectives and inspiring action to deliver real-life solutions to real-world challenges
* Expo 2020 will be the biggest cultural gathering in the world, as more than 200 participants – including nations, multilateral organizations, businesses, and educational institutions, as well as millions of visitors – come together to create the largest and most diverse World Expo ever
* Expo 2020’s sub-themes of *Opportunity*, *Mobility* and *Sustainability* will inspire visitors to preserve and protect our planet, explore new frontiers and build a better future for everyone
* Throughout its six-month duration, Expo 2020 will be a must-visit family destination, with thousands of events, amazing exploratory experiences, and free entry for children up to the age of 18
* Expo 2020 is committed to building a more equitable and just world for everyone, while keeping visitors safe by following the latest guidance of the world’s leading medical, science and health experts
* Expo 2020 is the first World Expo to take place in the Middle East, Africa and South Asia (MEASA) region, and will be located on a 4.38km2 site adjacent to Al Maktoum International Airport in Dubai

Planned with a meaningful and measurable long-term legacy in mind, the Expo site will eventually be transformed into District 2020 – a model global community that will rethink the cities of the future – after the conclusion of Expo 2020.