



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND TOURISM
PRESS AND PUBLIC RELATIONS



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Press release

Freiburg, September 9, 2021

Baden-Württemberg House at Expo 2020 Dubai

Baden-Württemberg's companies showing their innovative strength at Expo in Dubai

Freiburg. From October 1, 2021 to March 31, 2022, the Baden-Württemberg House will be representing the federal state and its companies at Expo in Dubai. 30 sponsoring partners and more than 120 content partners from science, business, education, culture, and politics are already supporting the Baden-Württemberg House. Whether in the exhibition, the Vision Lab or the digital twin of the pavilion — there will be numerous innovations from Baden-Württemberg's companies and its huge network for visitors to discover.

Dr. Nicole Hoffmeister-Kraut, Minister of Economic Affairs, Labour and Tourism, said today (September 8), about 3 weeks before the opening: “Participating in EXPO 2020 Dubai is a great and unique opportunity for Baden-Württemberg. Together, we will show why our federal state and our companies are so innovative and successful around the world.”

Exhibition with ten selected future topics and over 40 projects

On the upper floor, the Baden-Württemberg House will present its exhibition under the motto “Feel the Spirit of Innovation”. The country's innovative strength is symbolized by the Source of Innovation, which projects a large network of light into the space, through which visitors will be moving. In the Field of Innovation, more than 40 projects and innovations on global future topics in areas such as quantum technology, revolutionary medicine, augmented reality, tomorrow's living spaces, visionary construction, Beyond Industry 4.0, 3D mobility, climate-neutral energy or artificial intelligence will be presented on interactive media stations. Project highlights include the new Artificial Intelligence Innovation Park in Heilbronn, a large-scale project for the next decades, and social real-world laboratories for sustainable development.

The Baden-Württemberg Vision Lab

Under the floating structure of the pavilion, visitors can explore the Baden-Württemberg Vision Lab: an inviting and multifunctional place for ideas, visions, discoveries, interaction and dialog.

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Here, selected exhibits and future topics of the federal state are integrated into a light and space concept in which visitors become part of Baden-Württemberg's idea space. Using their smartphones, they can discover digital objects via augmented reality (AR). The Vision Lab can also be used for expert and business events as well as a variety of cultural and culinary events and children's activities. The cold-air lake, the open-air terrace and the Black Forest restaurant are also part of the Lab. There, the pavilion's digital partners can present their forward-looking solutions on large LED screens.

Digital twin of the Baden-Württemberg House is growing

Visitors will be able to experience the Baden-Württemberg House from anywhere in the world — even those not traveling to Dubai. A digital twin of the entire pavilion, including the exhibition and the Vision Lab, is currently being created and will soon invite visitors to a virtual tour on the Baden-Württemberg House website. An exclusive AR app and additional 3D content are being developed for this purpose together with TeamViewer and Fraunhofer IAO. Using the app, visitors will be able to visualize parts of the digital twin on site — or view a projection on their kitchen table at home. In addition, EXPO 2020 Dubai's "Project Parasol" will offer a 360-degree walk-through of the world's fair, including all pavilions.

Innovations made in Baden-Württemberg

Baden-Württemberg's 30 sponsoring partners will present themselves with numerous innovations in the exhibition and around the project. Ulrich Kromer von Baerle, Director of the Baden-Württemberg House and Managing Director of Baden-Württemberg Expo 2020 Dubai GmbH, said: "The innovative strength of our economy is a crucial element for our globally successful companies, brands and products. Showcasing these innovations at Expo in Dubai, probably the world's largest exhibition, is a once-in-a-lifetime opportunity."

Some of the Baden-Württemberg House sponsoring partners and their innovations are presented below:

PreZero

Among our partners is PreZero, the environmental division of the Schwarz Group. The internationally active environmental service provider from Neckarsulm is committed to a clean future in which an efficient and fully closed loop of recyclable materials protects the environment. At Expo Dubai, PreZero will present solutions for the circular economy that help to effectively address the global waste problem.

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MDT-tex

As an innovation driver in lightweight construction and technical fabric processing, MDT-tex has become a top address for visionary, bold and creative customers worldwide. The company relies on self-developed membranes and metal joints in the construction of large foldable structures. In the entrance area of the Baden-Württemberg House, the tulip umbrellas from MDT-tex will not only provide protection from the Dubai sun, but also an appealing ambience.

maxmaier® Group

maxmaier® will present three areas in which it is active: the CO₂-neutral neighborhood project at urbanharbor Ludwigsburg, the digital platform CHECK CLOUD for food safety, hygiene and reusable organization and the mobile and energy-efficient kitchen systems of the Reutlingen-based company Rieber, which also sponsors the restaurant kitchen and catering equipment on the Rieber Terrace of the Baden-Württemberg House.

fischer

fischer sets standards through innovation. This includes cast-in elements for fastening systems and the use of BIM (Building Information Modeling). fischer Automotive manufactures kinematic components for vehicle interiors. fischertechnik produces, among other things, construction kits. fischer Consulting offers consulting in lean management. LNT Automation produces capacitive touch systems. This diversity will be presented by fischer at the Baden-Württemberg House.

LAPP

LAPP will present itself in the Baden-Württemberg House under the Expo motto "Connecting Minds, Creating the Future". The focus is on the future topics of sustainability and mobility. But LAPP's connection solutions can also be experienced live: The solar collectors in the Sustainability Pavilion are operated with the weather-resistant ÖLFLEX® solar cables as well as data cables from LAPP.

TeamViewer

The AR-based EXPO app from the global technology company TeamViewer is a core element of the Baden-Württemberg House. Visitors can download the app to their mobile device and scan QR codes scattered throughout the building to interact with virtual 3D elements and holograms. The app clearly demonstrates the added value AR can provide in private and industrial contexts.

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SAP

SAP's interactive showcase at the Baden-Württemberg House will demonstrate the role SAP innovations play in the sports sector — whether with regional partners such as TSG Hoffenheim or worldwide in tennis, sailing, horseback riding, e-sports or ice hockey. As a special cultural contribution for children, SAP Sinfonieorchester will provide the English version of Peter and the Wolf by Prokofiev with Arabic subtitles for download, so visitors and children can watch it on their smartphones/tablets.

KTI

KTI-Pfersch — a traditional family-owned company from Baden-Württemberg — will be demonstrating the versatile possibilities of using ice to a worldwide audience at the Baden-Württemberg House. Ice is an underestimated coolant which will continue to be of utmost importance for the well-being of mankind in the future!

Herrenknecht

Herrenknecht AG will provide an overview of its impressive current projects in mechanized tunneling technology at the Baden-Württemberg House. An interactive media station will show Europe's largest infrastructure project “Grand Paris Express”, the safe underpass of Dubai International Airport’s runway and the extension of the Dubai Metro. All these projects have one thing in common: customized tunnel boring solutions from Herrenknecht.

Interstuhl

With PUREis3, Interstuhl is ushering in a new age of active seating. 360-degree mobility as well as intuitive adaptation to the user are achieved through a highly innovative materiality. The special composition being comprised of polyamide and glass fiber is the result of a complex development process. Furthermore, Interstuhl creates almost limitless freedom in furnishing new working environments with the flexible, modular HUB system. Parts of HUB can be experienced live in the Baden-Württemberg House.

IST Metz

IST Metz specializes in UV light systems that can be used for disinfection in the food, pharmaceutical and wastewater industries, as well as in large rooms and exhibition halls. In the latter case, these create an atmosphere comparable to the outside air. Two of its Virobuster systems will be used in the Baden-Württemberg House: one in the exhibition area and one in the event room. Visitors can visit the pavilion and the exhibition with a secure feeling and literally “breathe” the innovative spirit of Baden-Württemberg.

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Kärcher

Kärcher will present the first high-pressure cleaner series with an app connection at the Baden-Württemberg House. The app helps with equipment setup, provides expert tips on the upcoming cleaning task and takes before/after pictures which can then be posted on social media.

omoa

The motto of the Baden-Württemberg House “Feel the Spirit of Innovation” fits perfectly with omoa's business model. As a B2B startup for technical and architectural lighting, the company stands for innovative solutions in demanding fields of application. The lighting system of the Baden-Württemberg House, including its control and lighting management setup, was planned, developed, and implemented by omoa together with Fraunhofer IAO.

MAHLE

MAHLE has been a reliable development and technology partner to the automotive industry for decades. MAHLE components can be found in the world's most efficient, cleanest, and most economical drive systems. At the Baden-Württemberg House, the Stuttgart-based technology group will be showcasing its new magnet-free electric motor — a revolution because it combines the strengths of various electric motor concepts in a single product. The e-motor does not require any rare earths, making it particularly sustainable and cost-effective. It operates without wear and is as efficient as a Formula E racing car. The moto can be used in a wide variety of vehicles — from passenger cars to commercial vehicles.

Volocopter

VoloCity, an air cab (eVTOL) developed by Volocopter, has been specially designed for the quiet and emission-free transport of passengers within large cities. Due to its 18-rotor propulsion system, the VoloCity is four times quieter than a small helicopter. A 1:3-scale model of VoloCity will be on display at the Baden-Württemberg House.

Impressions, information and contact persons can be found on the website at:
<https://bw-expo2020dubai.com/en/>

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Platin Partner



Gold Partner



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Partner



Pictures and renderings of the Baden-Württemberg House can be found here:

<https://bw-expo2020dubai.com/en/news-presse>

Information on our partners can be found here:

<https://bw-expo2020dubai.com/en/partner>

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Important Note:

Media representatives must be accredited in order to receive content and information from Expo 2020 Dubai. Please refer to the notes on this. Further information can be found here: <https://media.expo2020dubai.com>

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