

EXPO 2020 DUBAI CASE STUDY

CONTENTS

- Introduction
- Strategic Review & Master Planning
- Concept & Brand Development
- Brand Representation & Curation
- Interior Design & Branding
- Operational Project & Asset Management
- Highlights



INTRODUCTION

EXPO 2020 PROVIDED A GLOBAL PLATFORM TO TRULY SHOW OUR SKILL-SET, EXPERIENCE AND VALUES WHEN IT COMES TO OUR EXPERTISE, CREATIVITY, SAVVINESS AND HARD-WORKING APPROACH. THIS CASE STUDY OUTLINES THE ENORMOUS TASK WE UNDERTOOK IN FEBRUARY 2021 TO DELIVER THE BEST F&B PROGRAMME OF ANY EXPO EVER, AND ALL WITHIN 6 MONTHS!

TGP manages the overall strategy and **implementation** for Expo 2020's food and beverage operations. We are the overall lead for all aspects ranging from commercial agreements through to specialist F&B marketing

In this role, we **oversee over 100 restaurants**, with restaurants totalling 100,000 covers, which means that by the time Expo ends in six months' time, we will have been responsible for serving more than 16,000,000 meals!

In addition to being the master planner for the entire Expo F&B operation, we have specifically **curated, conceptualised, designed and delivered 30 brands across** 14 restaurants & 2 food halls, including the world's first food hall championing pan-African cuisine and a 3000 capacity festival arena.

We have **brought together more than 60 chefs** from around the world in the space of just 3 months to make all of this possible serving up more than 40 cuisines.



STRATEGIC REVIEW & MASTER PLANNING

TGP were appointed as the F&B Strategy providers for Expo 2020 in Dubai, providing Gap Analysis & F&B Master Planning implementation

- Implementation of the plan of both pre & post opening - seconded team to get the project timeline back on track.
- Brand Curation, License Agreements, Concept Development, Interior Design and full F&B marketing planning and activation.





CONCEPT & BRAND DEVELOPMENT

- TGP developed a number of 'world first' concepts to bring to Expo as well as setting up an initiative called 'Born at Expo'.
- 'Born at Expo' was an important part of the wider aim of Expo 2020, with the focus being around creating opportunities and leveraging Emirati entrepreneurs.
- Brands 'Born at Expo' include:
 - Alkebulan - The African Dining Hall
 - Rising Flavours
 - Canvas - Coffee & Culture
 - Alif Café - Farm to Table
 - Jubilee - Chefs Table, where we curated 60 chefs in total, from around the world, many of which carry Michelin stars





CONCEPT & BRAND DEVELOPMENT | FESTIVAL GARDEN

- Developed 2,000 capacity festival space and curated 4 month-long themed festivals showcasing international brands
- In just 4 weeks we conceptualized, curated, designed and built Expo's only festival space.
- We brought together international brands around themed events to showcase new brands to the region.
- Responsible for ongoing operations, entertainment program and marketing.
- Festival Themes
 - December - Winter Festival
 - January - Vegan Food Festival
 - February - BBQ Festival
 - March - Street Food Night Market

FESTIVAL GARDEN

HOLY CARROT



CHOMA BBQ
- BY CHEF -

M9LK

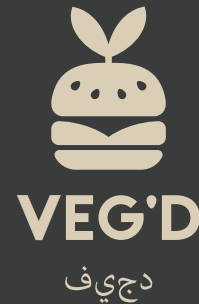


BRAND REPRESENTATION & CURATION

TGP Curated over 60 chefs and 12 brands to bring to Expo. We also curated 25 brands and 6 international brands for festival pop ups.

Part of the curation programme included the 'Never Been Seen' initiative, bringing 10+ chefs, concepts or brands that have not been seen in the UAE or wider GCC before.

This initiative has allowed us to build a foot-fall driving marketing activation targeted at the region's insatiable appetite for new F&B experiences and the huge interest in all things culinary in the Middle East.

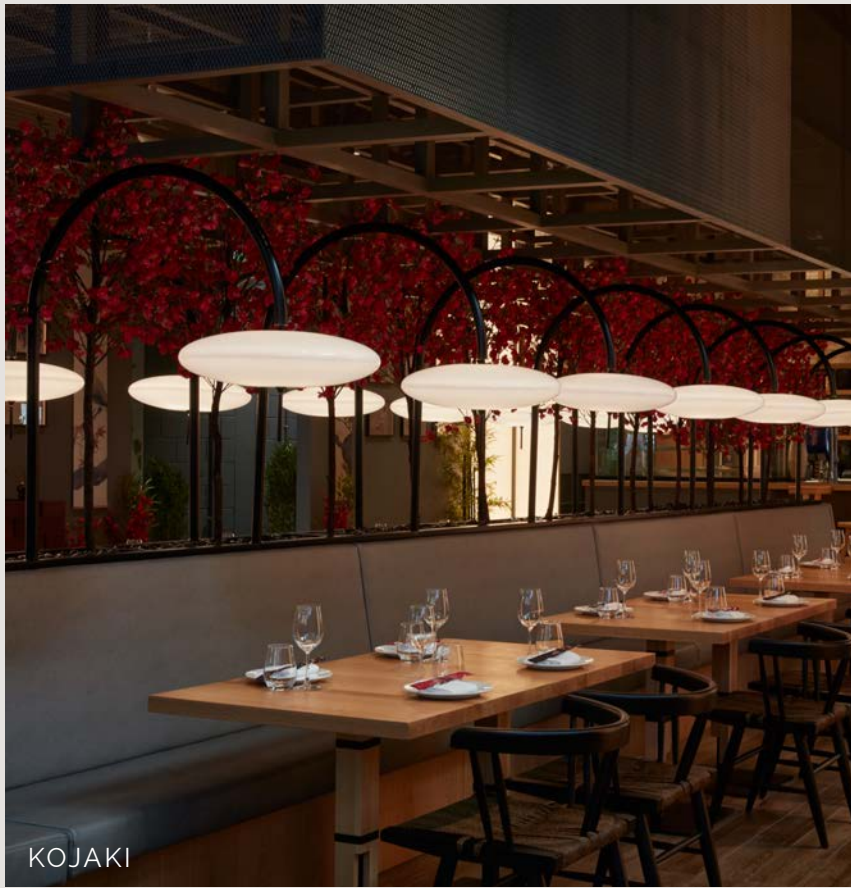


INTERIOR DESIGN & BRANDING

TGP designed & oversaw the delivery of 1 festival arena, 2 foodhalls and 14 restaurants, working with Expo and our international brand partners, our in-house design team delivered all sites within 4 months.



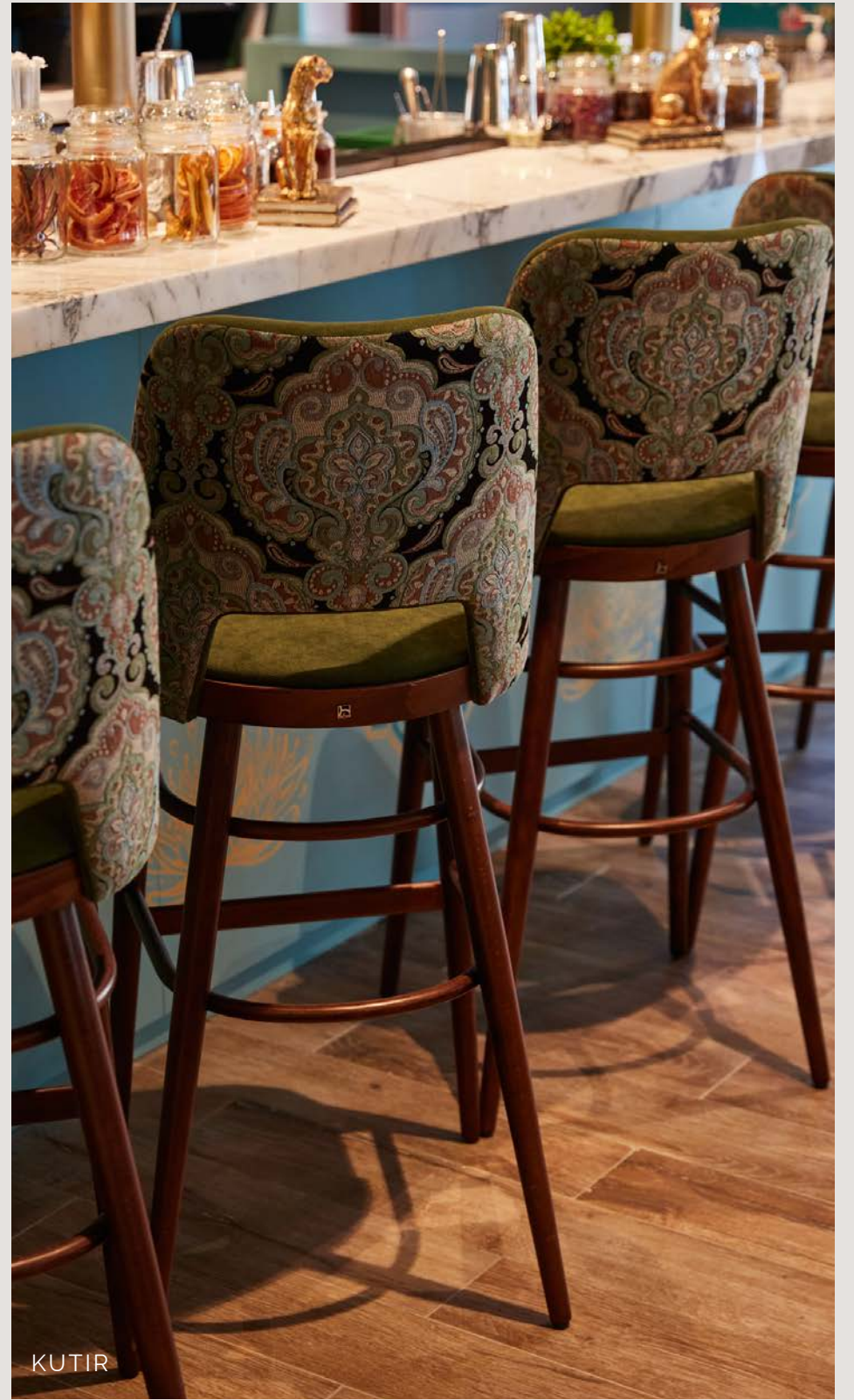
ALKEBULAN
THE AFRICAN DINING HALL



KOJAKI



LONG CHIM



KUTIR



SCARPETTA



ADRIFT BURGER BAR



CAFE MILANO



JUBILEE



FESTIVAL GARDEN



BARON



FESTIVAL GARDEN



BREAD AHEAD



THE NATIONAL



RISING FLAVOURS

OPERATIONAL PROJECT & ASSET MANAGEMENT

TGP oversees the operation of over 100 restaurants and Festival Garden managing the following

- Recruitment
- Sales & Marketing
- Team Development
- Tenant Relations
- Financial Modelling
- Strategy Development
- Asset Protection
- Curation & Programming



EXPO 2020 DUBAI HIGHLIGHTS

7 MILLION APP DOWNLOADS

16 MILLION
M E A L S

1 0 0 +
C H E F S
B R O U H G T
T O G E T H E R

30 B R A N D S

+

14 R E S T A U R A N T S

+

2 F O O D H A L L S

I N

4 M O N T H S

8 W O R L D F I R S T S

10+ N E W B R A N D S T O G C C

100,000
C O V E R S
P E R D A Y

1 F E S T I V A L
A R E N A

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THANK YOU



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