

PRESS RELEASE

**Alcatel-lucent Enterprise (ALE) and Cofrex finalize a partnership to equip France's Pavilion at the Universal Exhibition of Dubai in 2020.**

**Paris, February 18<sup>th</sup> 2019** - *ALE and Cofrex signed a partnership contract on February 18<sup>th</sup> 2019 in order to equip the France Pavilion at the Universal Exhibition which will take place in 2020 in Dubai, UAE, from October 20 2020 to April 10 2020.*

As a sponsor for IT Technologies and operating under the brand Alcatel-Lucent Enterprise\*, ALE will implement the 4700 sq meter-Pavilion with networking and communication solutions to meet all connectivity needs of the visitors.

ALE also sponsors marketing actions, as Cofrex's essential partner.

New technologies offer the possibility of adapting and duplicating an event in time and space, to be experienced and shared by all and to be part of the collective memory.

Expo 2020 Dubai will be the first Universal Exhibition to be organized in Middle-East, Africa, South-East Asia region. This year will also mark the 50th anniversary of the United Arab Emirates' unification (1971). 190 countries will participate, and 25 million visits are expected. Visitors will be able to attend debates, interactive events and shows. They will discover technology, artistic and design innovations.

The French Pavilion, under its theme "Lights and Light", will be located in the mobility area. It will be an opportunity to bring France's vision to the international arena and an exceptional showcase to strengthen France's presence on cultural, scientific and industrial stakes.

**Thierry Bonnin, Senior VP sales Verticals and Strategic Partnerships at ALE:** *"ALE vision is to offer all their customers the personalized technological experience that they need to connect everything. We are convinced that our technology will offer the French Pavilion visitors an unforgettable experience, during which they will interact with their environment and will best benefit from the activities, exhibitions, immersive attractions and events. The visitors will dive into the world of virtual reality. Surrounded by connectivity between minds and objects, creating flows, all under the theme of Lights. This theme represents the vector that links transports and data transfers, which is the core of our business, and which the visitors will be able to discover in an immersive and amusing journey."*

**Erik Linquier, Commissioner General for the France Pavilion and President of COFREX:** *"The ambition of the French Pavilion is to demonstrate how our country, through the solutions it develops, converts challenges into opportunities. Inspired by Light as a symbol of mobility, the French Pavilion is designed as an unforgettable immersive and educational experience. It is in this spirit that we intend to embody a showcase of our French expertise and know-how, with the support of partners such as Alcatel-Lucent Enterprise in the field of connectivity."*

\* The Alcatel-Lucent name and logo are trademarks of Nokia used under license by ALE.

**About ALE**

Our mission is to make everything connect to create the customized technology experiences customers need. From your office, the cloud or in combination, we deliver networking and communications that work for your people, processes and customers.

A heritage of innovation and dedication to customer success has made ALE an essential provider of enterprise networking, communications and services to over 830,000 customers worldwide. With global reach and local focus, more than 2200 employees and 2900+ partners serve over 50 countries marketed under the Alcatel-Lucent Enterprise brand.

For more information, visit our web site at: <https://www.al-enterprise.com/>.

For ongoing news visit our [Newsroom](#), [Blog](#), [Facebook](#) and [Twitter](#).

**Press contact ALE:**

Carine Bowen : [carine.bowen@al-enterprise.com](mailto:carine.bowen@al-enterprise.com)

**About COFREX :**

Founded by a State decree on January 17th 2018, COFREX (Compagnie Française des Expositions) is a SAS whose sole shareholder is the State.

Its purpose is to prepare, organize and implement France's participation in international and universal exhibitions organized by the Bureau International des Expositions (BIE).

COFREX is part of a sustainable project to build on the experience of previous exhibitions in order to optimally organize, for the general public and partners, France's future participation in universal and international exhibitions.

For more information, visit <http://www.cofrex.fr>

**Media Contacts - Pavilion France Dubai 2020 :**

Dimitri Hoornaert: +33 (0)6 27 60 61 96 - [dimitri.hoornaert@havas.com](mailto:dimitri.hoornaert@havas.com)

Claudia Brun-Vargas: +33 (0)6 16 16 48 97 - [claudia.brun-vargas@havas.com](mailto:claudia.brun-vargas@havas.com)

Louise Langlade: [louise.langlade@francedubai2020.fr](mailto:louise.langlade@francedubai2020.fr)