



OFFICIAL PARTICIPANT – FRANCE

Press release

Dubai, October 30, 2019

AXA Partners with French Pavilion at Expo 2020 Dubai

AXA, one of the largest global leaders in insurance and asset management, has announced its partnership with Cofrex, the official French company responsible for organising and promoting France's participation in World Expos including Expo 2020 Dubai. As part of the collaboration, AXA will participate at the Expo 2020 Dubai, providing insurance expertise and support to the French Pavilion.



With less than a year to go, Expo 2020 Dubai, dubbed as 'The World's Greatest Show', is one of the most anticipated events in the nation's history and promises to provide a platform to foster creativity, innovation and global collaboration. With a theme centred on "Connecting Minds, Creating the Future", the Expo is aiming to trigger new thinking for long-term effect in the Middle East, Africa and South Asia (MEASA) and the wider world. This will be underpinned by three interwoven themes that are fundamental in addressing the most pressing issues of our time: opportunity, mobility and sustainability. With Expo 2020 Dubai, the Emirate will go a step further in inspiring the next generation to spark innovations that will underline the next 50 years of human progress.

Commenting on the partnership, Caroline Bertrand, Chief Marketing, Digital and Customer Experience Officer at AXA Gulf, said: "Our partnership with the French Pavilion of Expo 2020 allows us to be connected with an event that is fully aligned with our ambition to be a forward looking partner for our customers and for society. As a highly anticipated global event, we believe this platform will provide the perfect opportunity for AXA to share our market knowledge and expertise in insurance and risk management, as well as our vision on how insurance can play a positive role in meeting the major challenges of our times."



Erik Linquier, Commissioner General for the France Pavilion and President of COFREX, added: “The French Pavilion has been conceptualised to showcase how France consistently provides solutions to problems and converts challenges into opportunities. It is apt therefore, that we have partnered with AXA, one of the leading global insurers who are committed to always being one-step ahead of, as well as pre-empting, any challenges that their partners may potentially face. Having made significant contributions in the Gulf Region for over 68 years, we are confident that AXA is the right partner for what will be an unforgettable, immersive and educational experience.”



Located in the area dedicated to mobility, the French Pavilion, under its theme “Lights and Light,” will exhibit France’s innovative vision of ecological and inclusive transition.

ABOUT AXA

AXA, one of the largest global insurers, is a worldwide leader in Insurance and Asset Management with a purpose of empowering people to live a better life. In the Gulf region, AXA has been present for more than 68 years, offering a wide range of insurance products and services for corporate, SME and individual customers.

AXA in the Gulf is one of the largest international players in the G.C.C., covering the UAE, Oman, Bahrain and Qatar markets, with a workforce of over 800 employees, 25 branches and retail shops region-wide and over 1 million customers. With a range of products and services tailored to each customer, covering property & casualty insurance and life & health insurance, AXA in the Gulf is a multi-lined one-stop shop insurer.

Additionally, AXA is focused on helping the world better face climate risk, whilst also extending protection and risk knowledge to the public, in an effort to contribute to global economic development and become a trusted partner for customers in the region.

Recognised as a leading insurance brand, AXA has been winning several awards for its quality of services and products. For more information visit www.axa.ae and follow us on  



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ABOUT COFREX

COFREX, French Exhibition Company, was created on January 23, 2018. Led by President Erik Linquier, the company’s mission is to prepare, organize and implement France’s involvement in exhibitions organized by the Bureau International des Expositions (BIE), specifically the Dubai 2020 World Expo. The company organizes all related events and, generally speaking, all financial, commercial, industrial, property- or asset-related operations which could directly or indirectly be linked to this goal, or likely to help it come to be. For more information, go to www.cofrex.fr

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