

CROATIA EXPO 2020 THEME STATEMENT

CONCEPT

MOBILITY OF THE MIND

„Mobility through space, through time, pushing the limits, pushing forward, breaking outside of the box. Every great journey starts long before the first step. It starts with just one look around you, just one look inside you. It starts with an idea, it starts with a vision. We are already moving strong without taking a first step. Mobility starts with us. Mobility starts in our mind.“

Mobility has a much wider context. It's not just the movement of people, goods and ideas as the bridge between opportunity and sustainability. Mobility is based on a specific frame of mind that can see through the physical and mental boundaries, limitations and in the same time recognize and embrace a groundbreaking idea, a bold vision.

Croatia takes pride in her creative and visionary individuals throughout history, starting with Nikola Tesla, Ruđer Bošković, Slavoljub Penkala and most recent Mate Rimac; people who tread strongly and relentlessly on their vision to a better society for everyone. We want to focus not only on their worldwide achievement but on the moment when the spark of idea and the vision of the future world was bestowed upon them. Their achievements were only the consequences, the natural path that was unfolding on sheer will, belief, hard work and bravery to tackle all the challenges and obstacles that awaits. Even though they were Croats they thought that idea has no nationality and that it belongs to the whole of mankind.

Groundbreaking discoveries for the good of mankind make us proud because such a small country as Croatia with only 4 million people is a home to visionaries who changed and are still changing the world. Red and white squares are not just a symbol on our national flag but they represent a symbol of a vision, of a global society that thinks ahead beyond the borders, numbers and odds. Nothing can hold down free spirit, idea and determination. Nothing can hold down the future.

Small country, big ideas. Live small, think big. Croatia has this kind of people in every sector of its society and economy and our target is to present that to the whole world that will spend six months closely watching Dubai during the EXPO as a meeting point of our entire civilization, our best and brightest. **We want to present Croatia's vast potential in every sector of society: economy, science, agriculture, transport, culture, health, IT, tourism and much more.** In the center of it all is the Croatian creativity and vision that lays in a free mind, in global thinking, thinking outside of the box and the mobility of ideas and skills.