

Dubai is building a new city in preparation for World Expo 2020 around the Al Maktoum International Airport to be called 'Dubai South'.

The new city, to be built around the universal theme of 'happiness, will symbolize the spirit of the individual and will be developed into an ideal place for individuals to empower themselves and contribute towards building a harmonious society.

Dubai Expo 2020 website said, Dubai South will be marked by landmark buildings, attractive recreational facilities and excellent roads as a means to enhance happiness of people.

"The overarching mission is to develop the city into a flagship urban project and set benchmarks for manifesting the themes of happiness across the country, as envisioned in Dubai Plan 2021" According to Dubai Expo 2020 website.

Meanwhile, the newly created Dubai Creative Clusters Authority is working to transform the city into a global hub for design and fashion by 2020, primarily targeting the fields of: architecture, industrial and product design, interior design, graphic and digital design and fashion design.

