



The Dubai International Financial Centre

## Business Events in Dubai



Downtown Dubai

# Welcome

Welcome to Dubai, one of the world's most dynamic cities and a truly unique destination to do business.

At Dubai Business Events (DBE) – The Official Convention Bureau for Dubai and a division of the Dubai Corporation for Tourism and Commerce Marketing (DCTCM), our goal is to help you discover everything this remarkable city has to offer and maximise the many opportunities for success.

As the region's undisputed centre for trade and commerce, Dubai is the ideal hub to tap into fast growing regional markets and take advantage of a "can do" attitude that the city is synonymous with. By hosting your business event in the Emirate you will have access to in-depth knowledge and unrivalled connections, plus the benefit of a world-class infrastructure to support your objectives and create a solid platform for the future.

Dubai's knowledge base is expanding all the time, thanks to increased investment in universities and research centres paving the way for technological and scientific innovation. With the exchange of new ideas comes greater scope for collaboration and we are well known for our partnerships with international leaders in sectors such as healthcare, education and IT. Perfectly located between East and West, Dubai is easily accessible and our airports welcome the world on a daily basis. On arrival, making the most of the city is easy with efficient transport services and over 680 hotels and hotel apartments catering to every budget.

There is nowhere quite like it; the warm Arabian hospitality, superior service level, secure environment and spirit of excellence create an abundant atmosphere which we look forward to sharing with you in the near future from a city where anything is possible.

**Issam Kazim**  
Chief Executive Officer  
Dubai Corporation for Tourism  
and Commerce Marketing





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# 01

Welcome to Dubai  
Case Studies & Testimonials



# Welcome to Dubai

## SET YOUR EVENT UP FOR SUCCESS

There are many reasons why event planners choose Dubai for their business events. Safety, global accessibility and a modern infrastructure against a traditional backdrop, are some of the factors that have made this city of contrasts, the world's fourth most visited destination.

Dubai has a deep-rooted history at the global crossroads of trade. For centuries, the young, provincial port served as a strategic maritime hub on the iconic Silk Road – a series of cultural and economic trade routes between networking civilisations stretching from Europe in the West to China in the East.

Although the Silk Road is more metaphorical than physical in the present era, Dubai's significance on the global stage has been underlined with futuristic air and land infrastructure developed to complement the nautical roots at the heart of the city's trading heritage.

The rapid pace of progress means there is always something new to see, do, and learn each time you arrive. The variety of accommodation will suit every budget, impressing your delegates with exceptional leisure and business facilities.

Coupled with breath-taking adventures across water, desert, and even snow, your delegates can take home memories that will last a lifetime.

Whether it's an intimate, high-level meeting for 10 executives or a large international congress for thousands, the possibilities in Dubai are endless, and with the support of Dubai Business Events and Dubai's experienced and professional meeting industry, we can help you create a world-class event experience.

The United Arab Emirates (UAE) 2021 Vision is to be among the best countries in the world and is an exhilarating prospect as tourism, industry, trade, science, and knowledge strategies are brought to life.

### 2<sup>nd</sup> safest place

According to the World Economic Forum's Travel & Tourism Competitiveness Report 2016, the UAE is ranked second globally (out of 141 countries) for safety and security

### 1.36 million sq ft

The capacity of the Dubai International Convention and Exhibition Centre (Dubai World Trade Centre)

### 14.9 million

The number of overnight visitors to Dubai in 2016 with more than 10% visiting for business

### 1<sup>st</sup> busiest airport

Dubai International Airport is the world's busiest airport for international passenger traffic with 140 airlines flying to 260 destinations across six continents

### 1<sup>st</sup> in Middle East

Dubai's ranking among cities in the Middle East in the 2016 International Congress & Convention Association (ICCA) World Rankings

### 2,787,318 people

The number of people living in Dubai

### 7<sup>th</sup> position

Dubai's position among the world's most influential cities according to Forbes magazine



# Case Studies & Testimonials

## YPO EDGE 2016

- Young Presidents' Organization (YPO) is the world's premier peer network of chief executives and business leaders
- The landmark annual event YPO EDGE 2016 was held at DWTC over two days in March
- YPO hosted more than 2,000 business leaders from more than 100 countries
- It was the first time the event was held in the MENA region
- YPO Edge attracted several high-profile speakers, including former Secretary-General of the United Nations, Kofi Annan

1 <sup>st</sup>	2016	2000+	100+
Time in MENA	Held at DWTC	Business leaders	Countries

“The site selection for our conference was an easy choice when we saw the skyline of this great city. Our theme of “Vision to Reality” fit perfectly with the growth and planning that has enabled Dubai to be so vibrant. The staff and support from Dubai World Trade Centre and Dubai Business Events were second to none. Many thanks for your hard work and dedication in supporting our conference - we could not have done it without you.”

**Diane Nelson**, Chief Service Officer, YPO-WPO

“Thank you for all the good work and support you provided to enable such a great experience for our recent events. We have received excellent feedback from our members and are glad we could help introduce them to Dubai.”

**Scott Mordell**, CEO, YPO-WPO

## GLOBAL WOMEN'S FORUM DUBAI

- The first international Women's Forum meeting in the MENA region was held at Madinat Jumeirah Conference Centre
- Building on the theme LET'S INNOVATE, Global Women's Forum Dubai was an unprecedented platform for developing workable strategies and lasting networks, and for inspiring women across all generations and geographies
- The Forum included high-profile speakers such as Queen Rania of Jordan, Chilean President Michelle Bachelet, Mauritian President Ameenah Gurib-Fakim and Christine Lagarde, Head of the International Monetary Fund
- Around 1,000 international delegates attended

1 <sup>st</sup>	2016	1,000
Time in MENA	Held at Madinat Jumeirah	International delegates

“Our objective for Global Women's Forum Dubai was not to convey any single message, but to encourage discussion and exchange. Have we succeeded? Absolutely! Many of our discussions focused on issues of crucial importance to the future of women in the UAE and throughout the region. And we did a lot more than sit and talk. We drew up plans, developed strategies, created alliances; we made deals and we made friends. Global Women's Forum Dubai was the first event of its kind - the first time the Women's Forum for the Economy & Society came to this region. I'd like to thank everyone who worked so hard with us to make this event such a success.”

**Jacqueline Franjou**, CEO, Women's Forum for the Economy & Society

## INTERNATIONAL DRAGON AWARD 2015

- Dubai was the first city outside East Asia to host the International Dragon Award
- IDA is an international Chinese life insurance and financial services industry event that honours insurance and financial professionals
- The award show is hosted internationally every two years and annually in a regional location
- 6,000 professionals from over 80 countries attended the event in Dubai

1<sup>st</sup>City outside  
East Asia

6,000

Professionals

80+

Countries

“The reason we chose Dubai is not only because it is one of the most attractive tourism destinations, but also because it has a state-of-the-art business and convention centre, which is equipped with the latest facilities. We were confident that Dubai’s accessibility by air, the number of well-designed hotels and the highest quality service standards would make the 2015 IDA Annual Meeting a successful business event. We have to give our sincerest appreciation to Dubai Business Events, who approached us in 2012 to bring IDA to Dubai and after visiting a couple of times we agreed that it was the perfect city to host our event. We appreciate their cooperation and support in making this event a success.”

Mr. Richard Wu, Chairman, 2015 IDA Annual Meeting

## 4TH INTERNATIONAL OFF-GRID LIGHTING CONFERENCE AND EXHIBITION 2015

- The conference is the premier event for the rapidly growing off-grid solar lighting and services industry
- It was co-organised by GOGLA and the World Bank Group
- Around 600 international delegates attended the event held at JW Marriott Marquis Hotel

2016

JW Marriot  
Marquis  
Hotel

600

International  
delegates

“GOGLA, an industry association focusing on solar power solutions for households and businesses in developing countries, chose to organise its biggest event ever in Dubai in 2015. While we initially wondered if our industry stakeholders would accept doing this outside one of our core markets, it turned out to be a big success. With Dubai being so easily accessible from Asia, Africa and Europe, participants found it easy to get to. They loved the facilities and our members gave us great feedback on the event as a fantastic networking opportunity. Dubai Business Events was a big support in helping to organise the event, helping us to connect with key players in the UAE government, providing valuable suggestions with regards to venues and partners and offering an attractive support package. Their contribution really helped to make our event a success and we are still receiving praise for it.”

Koen Peters, Executive Director, Global Off-Grid Lighting Association (GOGLA)





# 02

A Knowledge Hub of Opportunity  
The Future of Travel



# A Knowledge Hub of Opportunity

## AMPLIFY YOUR EVENT

One of the fastest growing and most dynamic destinations in the world, Dubai offers every business event a host of educational, innovative, and cultural experiences that will leave a memorable mark on your organisation.

A visionary city where tradition meets ambition, we are the first in the Middle East to establish dedicated clusters that synergise and enhance their respective fields. These include Dubai Healthcare City, Dubai Internet City, Dubai Media City, Dubai International Financial Centre, Dubai Knowledge Village and Dubai International Academic City.

In line with the UAE Vision 2021, new centres of excellence are continually being developed, built and developed. The UAE National Innovation Strategy outlines the engine for the growth of

skills and capabilities, fostering innovation in seven main sectors; renewable energy, transport, education, health, technology, water, and space.

In addition, new hubs such as the Innovation Hub and the Creative Community are set to open in 2017, while the Science, Technology and Innovation Higher Policy, which is made up of over 100 initiatives, is set to make the UAE one of the most innovative countries in the world by 2021.

Dubai is also passionate about entrepreneurship. More than 21,000 business licences were issued in 2016 and the Emirate's reputation as a business and knowledge hub has only been cemented with its win to host Expo 2020 Dubai for the first time the World's Fair will be held in the Middle East, Africa and South Asian region.



With a passion and commitment to a knowledge-based economy, Dubai will inspire every one of your delegates with its exciting ideas, cutting-edge solutions, and new industries and technologies.





# The Future of Travel

## EXPERIENCE DUBAI WITH EASE

### Arrive in style

A major part of Dubai's award-winning reputation as a global hub for conferences and events is its convenient location, situated at an equal distance between London and Beijing. One third of the world's population lives within a four-hour flight and many of the biggest commercial capitals are less than eight hours away.

Delegates have a choice of more than 140 airlines serving the city, including the flagship Emirates Airline, which arrives at one of two world-class airports.

The number of passengers arriving into Dubai reached 83 million in 2016 and the growth is being celebrated with continued advancements, such as the recent expansion of Dubai International Airport (DXB) Terminal 2 and the new Concourse D at Terminal 1. These are just some of the reasons why Dubai International Airport was named Best Airport in the Middle East at the Business Traveller Middle East Awards 2017.



Visa requirements depend on nationality, purpose of visit and the duration of stay. Citizens of the Gulf Cooperation Council countries do not need a visa to enter Dubai and currently citizens of 49 countries can obtain a visa on arrival, including citizens of European Union countries, the United States, Canada, Australia and China.

### 140 airlines

The number of airlines that fly from Dubai to more than 260 destinations across six continents

### 6,500 flights

Flights connecting to or from Dubai to the world every week

### 83 million

The number of passengers who passed through Dubai International Airport in 2016

### 70 kilometres

The current length of the Dubai Metro, which will increase to 110 kilometres by 2020 and 421 kilometres by 2030



Located in the purpose-built aerotropolis of Dubai South, the city's second airport, Al Maktoum International, has been designed to support the burgeoning aviation, tourism and logistics sector ahead of Expo 2020 Dubai. On completion it will accommodate 240 million passengers per year.

Your delegates will receive the warmest of welcomes thanks to the airport 'Meet & Greet' services provided by Marhaba and all aspects of the journey with Emirates can be customised even down to the languages spoken on-board. The Emirates Conference Programme also offers additional discounts and incentives available for business events.

**Getting around**

The city's transport system has undergone substantial investment making it both economical and efficient, allowing your delegates to explore everything Dubai has to offer for both business and leisure.

The world's longest fully automated light-rail network, Dubai Metro links Dubai International Airport to key business areas (such as Dubai World Trade Centre) and the main accommodation hotspots. Trains leave every few minutes from 47 air-conditioned stations and the driverless vehicles have free Wi-Fi so passengers can stay connected. Dubai Taxi Corporation vehicles are widely available to hail on the streets and visitors can also book by phone or via smart app. Dedicated travel cards for congress delegates can be used to pay for several different modes of transport with a single card.



Dubai takes the strain out of business travel so your delegates can maximise every moment of their stay with us in this remarkable city.





# 03

Meet in Style  
A Stay to Remember





Dubai World Trade Centre

# Meet in Style

## MAKE YOUR MEETING A SUCCESS

Ranked number one in the Middle East by the International Congress & Convention Association (ICCA), Dubai is the ideal destination to host any type of business event.

The main convention and exhibition facility, Dubai World Trade Centre (DWTC) leads the way, offering over 1.36 million sq ft of versatile space. The fully integrated venue attracts over 3 million visitors a year from 160 global markets and features restaurants, coffee shops, a business centre, and retail outlets.

One of DWTC's key selling points is its position as the region's only convention centre to offer a true 360-degree management service under one roof. Through its standalone Hospitality and Event service divisions, DWTC offers an organiser, exhibitor, customer or visitor a full

end-to-end service without having to reach out to various third parties, ensuring one point of contact in one venue, streamlining the whole process.

The striking complex has helped enhance Dubai's status as a key destination for business events by playing host to a variety of international trade fairs, meetings and congresses. DWTC is centrally located amidst the city's main business hub and surrounded by landmarks such as the Burj Khalifa, Jumeirah Emirates Towers and Dubai International Financial Centre (DIFC). Directly connected to Dubai International Airport, it is only a ten-minute metro ride away.

DWTC has three on-site hotels, the 4-star Novotel and two 3-star Ibis hotels, with an

additional 2,000 hotel rooms in walking distance and a further 25,000 hotel rooms along the adjacent Dubai Metro. There is also a superb

array of hotels with purpose built facilities that cater to business events for up to 2,000 delegates.



# Some of Dubai's Other Significant Venues Include:

## JW MARRIOTT MARQUIS



**355m**  
The world's tallest hotel

**1,600+** hotel rooms



**32** meeting rooms and two large ballrooms

**5,155 sq m** of meeting space



**1,548** delegates

Maximum number of delegates theatre-style in the Dubai ballroom



## INTERCONTINENTAL DUBAI FESTIVAL CITY



**814**  
hotel rooms across two hotels



**19** meeting rooms

**4,453 sq m** of meeting space



**1,300** delegates

Maximum number of delegates theatre-style in Al Ras ballroom



**7km** from Dubai International Airport and **10km** from DWTC

## MADINAT JUMEIRAH



**1,000+**  
hotel rooms

Four boutique hotels in one complex - Al Qasr, Mina A'Salam, Jumeirah Al Naseem and Dar Al Masyaf - all linked by over 5km of waterways



**2,600** delegates

Maximum number of delegates theatre-style in the Madinat Arena



**5,500 sq m** of meeting space

**11** meeting rooms and ballrooms

## ATLANTIS, THE PALM



**1,539**  
hotel rooms



**14** meeting rooms, **3** ballrooms and **2** boardrooms

**5,600 sq m** of meeting space



**2,000** delegates

Maximum number of delegates theatre-style in Atlantis ballroom



**65,000** marine animals

Home to 65,000 marine animals in The Lost Chambers Aquarium

## GRAND HYATT



**674**  
hotel rooms



**11** meeting rooms

**5,000 sq m** of meeting space



**2,000** delegates

Maximum number of delegates theatre-style in Baniyas ballroom



Set within **37** acres of landscaped gardens and **10** minutes away from Dubai International Airport



# A Stay to Remember

## EXCELLENT ACCOMMODATION FOR EVERY BUDGET

You'll be spoilt for choice by a wide variety of accommodation options, from relaxing beachside resorts, to inner city business hotels and historic gems, all guaranteed to impress. Currently, Dubai has a variety of hotels and hotel-apartment complexes with something to suit every budget and we're here to help you find the perfect package.

As the city's popularity continues to grow, the number of new hotel openings is accelerating apace. There are expected to be 140,000 – 160,000 rooms by 2020 and the ready availability of first-class accommodation is one of the main

advantages when you're planning an event in this exhilarating city.

Dubai has long been famous for its luxurious hotels such as the iconic Burj Al Arab, but is also building a strong reputation for midscale options catering to corporate audiences. Many properties are bridging the gap between business and leisure by combining everything you need to get the job done, such as free Wi-Fi access and cutting edge business centres, with added amenities, including 24-hour leisure facilities and check-in apps for a more comfortable and convenient stay.

All the major international hospitality brands are represented and the five-star selection features the JW Marriott Marquis, The Westin, Four Seasons, Ritz-Carlton and St. Regis. In addition, several regional brands such as Jumeirah Hotels & Resorts, The Address, Rotana and Rove can also be found in Dubai. Independent and boutique offerings are also on the increase and wherever your delegates stay they will be treated to a warm Arabian welcome.

A large number of hotels benefit from close proximity to the main business hubs, as well as direct access to the metro. What's more, your delegates will never be too far from the city's leisure and entertainment scene and they can choose to enjoy nearby golf courses, world-class restaurants and vast shopping malls.

### 2,000 hotel rooms

The number of hotel rooms within walking distance of DWTC

### 25,000 hotel rooms

Number of hotel rooms located along Dubai Metro

### 680 hotels and hotel apartments

The current number of hotels and hotel apartments

### 38,000 hotel rooms

Number of additional hotel rooms to be added by 2020

### 370 4-star and below

4-star and below hotel properties representing over 40,000 rooms

### 104,000 hotel rooms

The current number of hotel rooms



Burj Al Arab and Madinat Jumeirah



# 04

Outstanding Occasions  
Beyond the Meeting Room





# Outstanding Occasions

## CREATE UNIQUE EXPERIENCES EVERY TIME

Dubai is a diverse destination combining historic culture and contemporary entertainment. With something for everyone, the 24-hour city is alive with possibilities and you will be mesmerised by the endless options for gala dinners, welcome receptions and social programmes.

### Desert escapes

Delve into the roots of Dubai's Bedouin ancestry at Bab Al Shams Desert Resort & Spa – a luxury retreat just a 40-minute drive away. The palatial low-rise architecture is set in and around an oasis and the resort offers a captivating mixture of antiquated charm and modern comforts.

With an outdoor capacity for up to 5,000 people, this tranquil spot gives guests an intimate glimpse into desert life. Elsewhere, Al Maha Desert Resort is located in Dubai's Desert Conservation Reserve and protected species of oryx and gazelles roam freely around the exclusive sanctuary.

Delegates can also dine amongst the dunes and energetic team-building activities and desert safaris can all be customised depending on the size of your party, as well as traditional entertainment later at night.

Decadent hotels create an elegant atmosphere for dining in one of the many lavish ballrooms or on the beach, but the engaging emirate also has plenty of more imaginative experiences to enjoy.



Al Fahidi Historical District



With the addition of Fort Island, Madinat Jumeirah is now the largest hotel event space in the UAE. This exceptional outdoor venue is in the centre of a large lagoon and connected to the resort by an elevated walkway that affords stunning views of the awe-inspiring surroundings.

#### Artistic appreciation

Dubai's art scene is undergoing an impressive transformation and the artistic quarter of Al Quoz – a former industrial area - exudes an underground appeal perfect for creative events. There are currently around 20 galleries representing an eclectic mix of international styles and many offer unique spaces for guests to unwind. Lobo Listone Gallery is a 584 sq m warehouse with capacity for 500 for a reception or 300 for a seated dinner.

#### At the races

Meydan Racecourse is an excellent place to entertain during the racing season, held from November until the end of March. There are a variety of hospitality packages available in the restaurants and Grandstand Suites, all overlooking the racetrack. The season

culminates in The Dubai World Cup, which is known as the world's richest horse race, featuring nine races during the day and big name musical stars in concert during the evening. Where better to watch the famous 'Sport of Kings' than the expansive Apron area, which caters to large concerts and festivals for up to 20,000.

#### Picturesque parties

At the foot of the iconic Burj Khalifa, Armani Pavilion offers a splendid outdoor terrace set amidst the Armani Hotel Dubai's lush green gardens. The stunning backdrop of The Dubai Fountain will inspire delegates and the venue can accommodate up to 600 guests. It is perfect for banquets, exhibitions, product launches, parties, and concerts.



The Meydan Grandstand & Racecourse



The Dubai Fountain



# Beyond the Meeting Room

## DELIVER A MEMORABLE EXPERIENCE

Dubai is constantly pushing the boundaries of innovation to deliver an immersive mix of visitor attractions around the clock. And when it's time to unwind, there is an endless array of things for delegates to discover outside the meeting room. Sun-soaked beaches, indoor ski slopes, underwater adventures, championship golf courses, cultural education and afternoon tea atop the world's tallest building – Dubai has it all. What's more, near year-round sunshine makes it an enjoyable destination at any time.

Anyone looking to indulge in a little retail therapy will love the selection of shops on offer and all ends of the spectrum are covered from designer malls to antiquated Arabic souks. Located on either side of the Creek, the Gold Souk, Spice Souk and Textile Souk capture the spirit of traditional Middle Eastern commerce

dating back to the 18th century. For those in search of a more modern marvel, The Dubai Mall is the largest shopping, leisure and entertainment destination in the world with over 1,200 shops.

The city's arts and culture scene is gathering pace and there are many museums, art galleries and performance venues to visit. All eyes are on Dubai Opera, a 2,000-seat venue for opera, theatre, concerts, art exhibitions, orchestra, film, sports events and seasonal programmes, located in Downtown Dubai. Also, close on the banks of the Dubai Canal, is a new multi-use development Al Habtoor City, featuring an exclusive permanent Dragone water-themed theatrical production in a state-of-the-art purpose-made theatre, with a 35m high vaulted ceiling. Dubai regularly plays host



to festivals such as the Emirates Airline Festival of Literature, Dubai Food Festival and Dubai International Film Festival, opening up other exciting avenues for social events and after-hours entertainment.

Dubai's culinary experience is certainly one to savour, comprising every cuisine imaginable. Rich Arabian flavours, far-Eastern delicacies and European favourites are just some of the treats in store and there are eateries designed by celebrity chefs to entice the palate.

The after-dinner nightlife is equally impressive and visitors are guaranteed an evening to remember soaking up stunning views at one of the many restaurants and entertainment spots.

If there is one thing you can be certain of in Dubai, no matter how often you visit you will experience something new. Some of the projects on the horizon include Dubai Safari, and on The Palm Jumeirah, The Palm Promenade is set to transform the trunk into a 1.5km walkable beach, park, retail and café complex. Dubai Parks and Resorts is introducing three theme parks – Hollywood-themed Motiongate Dubai, Bollywood Park Dubai and Legoland Dubai and IMG World of Adventures is the first leisure destination in the world to bring together global brands Cartoon Network and MARVEL in one location.

## 95 malls

Almost 100 shopping malls attract international visitors

## 1,200 retail outlets

With well over 1,200 retail outlets, Dubai Mall is the largest of its kind in the world

## 25 million sq ft

The size of Dubai Parks & Resorts leisure options and attractions

## 6,000 restaurants

The number of restaurants and cafés in Dubai catering to over 200 nationalities

## 400 hectares

Dubai Safari covers 400 hectares featuring the safari village, Arabian village, Asian village and African village, kids' zoo, butterfly park and botanical garden

## 12 golf courses

Number of golf courses in Dubai



# 05

About Dubai Business Events  
Be Part of the Future



# About Dubai Business Events

## SIMPLIFY EVENT PLANNING IN DUBAI

At Dubai Business Events, we're here to help you plan unforgettable experiences for your delegates. A division of the Dubai Corporation for Tourism and Commerce Marketing and the official convention bureau for Dubai, we pride ourselves on offering a personal and friendly service according to world-class standards, so you can be sure of a seamless event from start to finish.

We are a team of 30 professionals across the globe, in offices including including Dubai, London, Moscow, Mumbai, New York, Singapore,

Kuala Lumpur, Guangzhou, Jakarta, Seoul, Stockholm, Beijing and Shanghai, offering free and impartial support for meetings, incentives, conferences and exhibitions. As a member of the BestCities Global Alliance, we guarantee the highest level of service.

We can manage every aspect of the planning process, from finding the perfect venue and recommending the best PCO and DMC partners to work with, to making government introductions, developing social programmes and offering public relations assistance.

We work closely with numerous meeting industry suppliers across the city to handle bidding, planning and implementation of international business events efficiently and effectively.

### Al Safer Congress Ambassador Programme

Dubai Business Events runs an Ambassador Programme made up of more than 300 well-connected professionals from associations, government institutions and corporations who support us when bidding for international business events. The ambassadors help to connect international organisations to their peers and relevant stakeholders in Dubai.

The Ambassador Programme also includes a number of strategic partnerships with universities, research centres, national associations and government organisations.

### Dubai Association Centre

Dubai Association Centre is a gateway into the numerous growth opportunities that exist for regional and international associations. The Centre provides guidance and support to associations who want to establish a presence in the city. It offers fully furnished office suites, association management services and event planning assistance. Dubai Association Centre was established by Dubai Business Events, Dubai Chamber of Commerce and Dubai World Trade Centre.

## 26% of conferences

The percentage of association conferences in the Middle East that Dubai hosts

## 300 professionals

The number of professionals supporting the Al Safer Congress Ambassadors Programme

## 35+ associations

Number of associations registered under Dubai Association Centre

## 12 cities

The number of destinations in the BestCities Global Alliance (Berlin, Bogota, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Madrid, Melbourne, Singapore, Tokyo and Vancouver)



Our goal is to establish Dubai as a premier business event destination and every request is met with the perfect solution for you. We can also arrange special privileges such as discounts on public transport and customised event support.

# Be Part of the Future

PLAN YOUR EVENT IN DUBAI AND EMBARK ON A WORLD OF POSSIBILITIES

The city that never slows down, Dubai will continue making headlines across the world for its enduring ambition.

With so many global icons already established, projects such as Dubai Opera, Dubai Parks & Resorts, and Expo 2020 Dubai mark a dynamic new stage of progress, complemented by further expansion to the city's transport network. A world of opportunities awaits companies and associations on the quest for success, who want to witness truly inspirational sights and do business with some of the fastest growing regional economies in the world.





# DUBAI

Dubai Business Events  
The Official Convention Bureau

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