

DUBAI – THE GLOBAL ASSOCIATION EVENTS HUB

Host your meetings in the city of the future

WHY DUBAI FOR INTERNATIONAL ASSOCIATIONS



WORLD CLASS EVENTS DESTINATION

Consistently ranked as the number one business events destination in the Middle East, Dubai has a track record for delivering excellence.

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AN ASSOCIATIONS HUB AND PATH FOR GROWTH

Dubai recognises the role associations play in driving knowledge growth and professional development, and through the Dubai Association Centre is providing a hub for the wider region.

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FOCUS ON SECTORS OF THE FUTURE

Thanks to the continued focus on diversification of the economy and an understanding of the importance of innovation, Dubai is leading the way in growing the sectors and industries of the future.

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WORLD CLASS EVENTS FACILITIES

From the Dubai World Trade Centre, the region's largest dedicated events space, to unique venues around the city, Dubai is capable of hosting conferences, congresses and meetings of all sizes.

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WHY DUBAI FOR INTERNATIONAL ASSOCIATIONS



STAY IN STYLE

A diverse hospitality ecosystem means delegates visiting Dubai have a wide range of hotels to choose from, suiting all budgets and requirements.

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AN INSPIRATIONAL, EXCITING DESTINATION

Association leaders and meeting planners can create unique itineraries that keep all delegates engaged and provide them with a memorable experience that leaves a lasting legacy.

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EASY ACCESSIBILITY

Sitting at the crossroads of East and West, Dubai is easily accessible and through homegrown and international carriers has direct links to all major cities.

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EASE OF VISA

Liberal visa entry laws and a large number of visaon-arrival arrangements mean delegates from around the world can expect easy entry into Dubai to attend their association meeting.

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WORLD CLASS EVENTS DESTINATION

As the fourth most visited city in the world and the economic heart of the Middle East and North Africa, Dubai will be familiar to association executives and meeting planners.

Peel back behind the incredible infrastructure and destination offerings around the city, and what emerges is a vibrant hub for innovation, knowledge sharing, professional development and networking.

From large scale congresses and conferences in some of the city's largest venues, to intimate board meetings in world class hotels, Dubai is capable of hosting events of all sizes. Crucially, all of this can be done against the backdrop of a fast-growing knowledge economy and an increasing focus on the sectors of the future.

From healthcare and education to space and renewable energy, Dubai continues to diversify its economy, making it the ideal setting to discuss the latest developments and create paths for growth and sustainability.

The city also provides unrivalled access to and from key emerging markets, enabling associations to tap into and attract new audiences, expand their membership and deliver their expertise to underserved regions such as Africa, South Asia and Asia Pacific.



ASSOCIATION HUB

Dubai goes beyond just events to provide associations with a platform for growth.

When associations host their conferences, congresses and meetings in Dubai, it's not just a world-class business events destination they are tapping into – it's also the potential to extend their reach, expand their impact, and establish a lasting relationship with the city.

As many associations have discovered in recent years, by hosting events in Dubai, associations have the opportunity to attract delegates – and in turn grow membership – in markets that may have been underserved in the past. And this is further magnified by the city's offerings as a permanent base for associations.

In Dubai, there has long been a recognition of the value of associations and their impact on knowledge and economic development, and this has been underlined in recent years through the growth of the **Dubai Association Centre (DAC)**.

Established by Dubai Chambers, Department of Economy and Tourism, and Dubai World Trade Centre (DWTC), DAC offer assistance for the establishment of non-profit, apolitical and nonreligious professional associations and trade bodies in Dubai, also giving them a platform to expand into the wider region.

Through DAC and the city's wider focus on the sector, associations can be sure that the impact of their events in Dubai extend to well beyond the venue they are held in.

ESTABLISHED IN 2014

75+



ASSOCIATION ESTABLISHED UNDER DAC

AL SAFEER PROGRAMME

Bridging the gap between the city's knowledge economy and the meetings sector, Dubai Business Events' Al Safeer Congress Ambassador Programme brings together UAE-based leaders and members of global organisations to position Dubai as a hub for international business events.

Ambassadors are drawn from professional bodies, governments and corporations and are well respected in fields such as medicine, science, innovation and commerce. All sharing a goal to grow new business opportunities, our ambassadors provide leads on new business events for Dubai, offer opportunities to present our offerings at international events and lead conference bid processes.

KNOWLEDGE AND INNOVATION

Dubai's growth as a global knowledge hub is driven by innovation and forward thinking

A business-friendly ecosystem, dedicated knowledge clusters and targeted investment in key sectors align with world-leading technological and sustainability initiatives to drive the rapid development of the knowledge economy in Dubai.

This, combined with the emirate's strategic location, world-class infrastructure and ease of doing business philosophy, makes it the natural choice for both multinational business headquarters and business events, and the ideal destination for associations wanting to develop locally and expand into the world's highest potential economies, across the Middle East, Africa and Asia.

With an ambition to remain in the top five global centres for trade, logistics, tourism and finance, Dubai's global reputation as a wealth generator and investment stronghold continues to drive the city's growth and attract both worldwide corporations and international SMEs.

Through the UAE's National Strategy for Advanced Innovation, the country is focused on goals and outcomes in seven areas:



The strategy aims to position the UAE among the world's top leaders of innovation and to develop a type of thinking that encourages experimentation and taking well-thoughtout risks, all in collaboration with leading international institutions and companies specialised in the field of innovation.



KEY SECTORS

HEALTHCARE AND MEDICAL SCIENCES

Dubai's current healthcare strategy, which covers off the next five decades to 2071, seeks to further transform and develop the health sector to provide the highest quality of accessible and specialised care to community members and visitors alike and to further develop a highly efficient and dynamic health sector.

The city recognises the importance of developing innovative health care models to promote and enhance healthy lifestyle patterns, epidemiological monitoring systems and infectious disease control.

It is also seeking to expand and implement modern and smart technologies to enhance health service delivery and patient convenience. Furthermore, it prioritises sustainability, the quality of medical services, the importance of investing in human competencies and attracting more medical expertise.

> Dubai is home to the world's largest medical free zone, Dubai Healthcare City (DHCC), hosting 160 clinical partners including hospitals, outpatient medical centres and diagnostic laboratories across 150+ specialties with licensed professionals from almost 90 countries. The sector is also served by 28 private and six public-sector hospitals and medical centres.

> Globally renowned hospitals, outpatient medical centres and diagnostic laboratories, such as Johns Hopkins associated hospital Clemenceau Medical Centre and Moorfields London have launched facilities in Dubai.

Dubai is a hub of medical and healthcare innovation, with significant government R&D invested into sectors such as customized medicine, gene pool testing, cosmetic procedures, and biomedical design.

Through the development of its knowledge economy, Dubai is also developing as an R&D cradle for health-tech, precision medicine and biotechnology.

Artificial intelligence (AI), robotic surgeries, radiation surgery, advanced neuro and spinal options, 3D technology with in-dental services, complicated surgeries for prosthetic body parts and stem cell technologies are just some of the innovative technologies that Dubai has embraced to provide a new lease of life to patients.

FACT: US\$1,200 in healthcare spending per capita in UAE, placing the country in the world's top 20.

TECHNOLOGY

From artificial intelligence and nanotechnology to 3D printing and blockchain, Dubai has fast become a hotbed for innovation in technology. The emirate is well-established as the Middle East's hub for Information Communications Technology (ICT), the regional base for international tech brands and digital media's global giants, as well as a pioneer in smart services.

The UAE National Strategy for Advanced Innovation aims to promote innovation in technology through the development of smart cities, software and applications, as well as the enhancement of the ICT industry to improve the quality of services provided.

Driving forward the development of new technologies – and creating the right regulatory and supportive government environment to facilitate this – the Dubai Future Foundation runs a number of initiatives spanning public-private partnerships, international collaborations, education programmes and the creation of the Museum of The Future.

Dubai Internet City (DIC) and Dubai Outsource Zone (DOZ) comprise the largest ICT hub in the MENA region, with more than 1,600 companies and a workforce in excess of 15,000.

Meanwhile, Dubai hosts one of the world's largest technology events – GITEX – bringing together thought-leaders, creators, innovators and makers to discuss, debate and challenge new ideology, showcase new products and identify future opportunities.

FACT: High and Medium technology FDI projects accounted for 67% of all FDI projects in Dubai in 2021

EDUCATION AND RESEARCH

The education sector is growing rapidly as demand draws increasing investment. Dubai's wide range of universities, research facilities and educational institutions offer research, knowledge and expertise that businesses and individuals can tap into and, increasingly, attract branches of international, renowned institutions.

Dubai Knowledge Park and Dubai International Academic City are both freezones that focus on corporate and professional development with more than 400 educational companies and institutions.

In the field of research, The Dubai Science Park (DSP) is home to leading companies from all over the world, offering vital support to laboratories, offices and warehousing – attracting international businesses and nurturing local talent.

Embracing innovation, in 2022 Dubai's Al Jalila Foundation announced that it will establish the UAE's first robotic biobank, in partnership with the Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU) and the Dubai Health Authority (DHA). The collaboration is set to advance medical research in the areas of genetic disorders, cancer and other chronic diseases and pandemics.

FACT: Dubai is home to 34 universities and higher education institutions with over 29,000 students

CULTURE

From museums and galleries showcasing global art and history to local hotspots nurturing fresh talent and creativity, Dubai is a hub for culture.

Dubai Culture supports and inspires local and international creative talent, ensuring that art and creativity can be practiced and enjoyed by anyone, anywhere. It empowers the growth of Dubai's creative sector as a key contributor to the emirate's economic growth and position on the global cultural map.

It also celebrates and safeguards Dubai's cultural heritage, with the overarching aim of positioning the emirate as a global centre for culture, an incubator for creativity and a thriving hub for talent.

Aligned with this, the Dubai Creative Economy Strategy aims to double the contribution of the creative industries to the GDP of Dubai from 2.6 per cent in 2020 to 5 per cent by 2025.

It also seeks to more than double the number of Dubai-based creative companies from 8,300 in 2020 to 15,000 by 2025, and more than double the number of creators based in the emirate, from 70,000 in 2020 to 140,000 by 2025.

FACT: Dubai set to host the 27th International Council of Museums (ICOM) General Conference in 2025

RENEWABLE AND CLEAN ENERGY

In October 2022, the UAE launched its strategic initiative for net-zero emissions by 2050, to become the first country in the Middle East and North Africa to undertake such a strategic initiative. Dubai also launched its own Net Zero Carbon Emissions Strategy 2050 to provide 100% of the city's total power capacity from clean energy sources by 2050.

One of the most extensive clean and renewable energy projects that Dubai Electricity and Water Authority (DEWA) is implementing to achieve this target is the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world. With a planned capacity of 5,000 MW by 2030, driven by AED 50 billion in investments, the solar park will reduce carbon emissions by over 6.5 million tonnes annually once completed.

Meanwhile, DEWA' Shams Dubai initiative encourage building owners to install solar photovoltaic rooftop energy systems and connect them to DEWA's grid.

Sustainability was one the main themes of Expo 2020 Dubai – with a dedicated pavilion – allowing Dubai to share with the world the key challenges faced globally and the solutions the global community can work together on.

FACT: The UN Climate Change Conference (COP28) will take place at Expo City Dubai in November 2023

TRANSPORTATION

Dubai's geographic and strategic location means it is a natural business gateway between East and West. Dubai International Airport, the world's busiest for international passenger traffic, making it a leading aviation centre, while Jebel Ali Port has the world's biggest human-made harbour and is the busiest port in the Middle East, serving a regional market of two billion people.

This connectivity means Dubai plays a pivotal role in global re-exports, keeping supply chains and trade flows moving.

Yet, with an eye on the future, further developments are underway or on the horizon. Dubai is already leading the way in the development of hyperloop technology, which could have an impact on passenger and cargo transportation in and around the city.

Meanwhile, as part of a wider focus on technologies of the future, strategies are in place to develop and encourage more autonomous transportations, building on the driverless Dubai Metro already in operation.

STAT: 25% of transport in Dubai to be autonomous by 2030

SPACE AND EXPLORATION

Historically a driver of scientific advances, space exploration and research are another area the UAE has identified as a means of positioning the country as a top leader of innovation. The largest integrated scientific plan of its kind in the region, the national space programme, operated out of the Mohammed Bin Rashid Space Centre in Dubai, aims to put the UAE among the top countries in the field of space and aerospace.

Specialising in space science and advanced technology, programmes include The Emirates Mars Mission, with the Hope probe launched in 2020, travelling more than 60 million kilometres in nine months to orbit Mars until at least 2023, collecting data for the benefit of thousands of space specialists around the world.

Meanwhile, the Emirates Lunar Mission will see the launch of a rover to the Moon, arriving in early 2023 to study the properties of lunar soil, the petrography and geology of the Moon, dust movement and studying the lunar surface plasma condition and photoelectron sheath.

And looking further afield to push the boundaries of exploration, by 2028 the UAE Space Programme will launch a mission to explore Venus and the Asteroid Belt in a 3.6-billion-kilometre journey into deep space – just the fourth of its kind to have been launched globally.

Alongside these unmanned missions, the UAE Astronaut Programme has already seen the first Emirati astronaut visit the International Space Station, with more launches planned.

FACT: The UAE has set a target to establish the first inhabitable human settlement on Mars by 2117

GOVERNMENT & LEADERSHIP

Ambitious strategies across all sectors and the successful delivery of them all has been led by the city's visionary leadership, and determined efforts across the public and private sectors.

The annual World Government Summit in Dubai has since 2013 provided a platform for leaders, decisionmakers, thinkers and changemakers to gather and map the future for international development and tackling global challenges.

The Mohammed Bin Rashid School of Government (MBRSG), launched in 2005, is the first research and teaching institution focused on governance and public policy in the Arab world, with academic and training programs aiming to help future leaders meet public administration challenges across the region.

And sitting at the heart of efforts to drive forward innovation across the economy but also in government, the Dubai Future Foundation is challenging the status quo, embraces risk-taking and places big bets to build a better future for all.



WORLD GOVERNMENT SUMMIT 2022



VENUES

A diverse range of venues across the city means Dubai is able to host everything from large scale gatherings to intimate board meetings, with the latest technology and world-class service at planners' disposal.

DUBAI WORLD TRADE CENTRE

At the heart of the business and leisure district, the Dubai World Trade Centre (DWTC) complex is the largest venue in the region with more than 122,000 sqm of events space. The landmark 39-storey Sheikh Rashid Tower and the Dubai International Convention and Exhibition Centre offer 21 exhibition halls and more than 40 meeting rooms, accommodating from 500 to 12,000 pax.

DUBAI EXHIBITION CENTRE

A legacy of Expo 2020 Dubai, the 45,000 square metre Dubai Exhibition Centre is part of what is now known as Expo City Dubai, putting events at the heart of a thriving new district that focuses on sustainability, innovation and the industries of the future. The venue is directly connected to the Dubai Metro, providing easy access to the rest of the city.

KEY HOTELS FOR MEETINGS

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ATLANTIS THE PALM

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1,539 rooms; 14 meeting rooms; three ballrooms; two boardrooms (5,600 sqm meeting space)

JW MARRIOTT MARQUIS 1,600 rooms; two ballrooms; 32 meeting rooms (8,000 sqm of event space)

INTERCONTINENTAL DUBAI FESTIVAL CITY

1,544 guest rooms; 10,322 sqm of event space; 21 meeting rooms

MADINAT JUMEIRAH

3 five-star hotels; meeting rooms; 1,000 pax amphitheatre; ballroom 1,700 pax; Madinat Arena: flexible layout, 4,500 max pax.

GRAND HYATT DUBAI 14 meeting rooms; three ballrooms; 8,000 sqm of event space

AL HABTOOR CITY

1,539 rooms; 14 meeting rooms; three ballrooms; two boardrooms (5,600 sqm meeting space)

CONRAD DUBAI 555 rooms; 4,400 sqm of event space; 2 ballrooms

STAY IN STYLE

Offering world-famous luxurious five-star accommodation and an increasingly impressive range of four and three-star hotels, Dubai is an excellent choice for association meetings catering to all delegate budgets. The city currently offers more than 140,000 rooms across over 770 establishments, with planners able to tap into options across a wide range of categories and different areas of the city.

UPSCALE HOTELS

Dubai is famous around the world for its staggering range of expansive resorts and chic five-star hotels. The city is home to the world's tallest hotel, as well as other recordbreaking hospitality feats, such as the Burj Al Arab Jumeirah, which is popularly known as the world's only 'seven-star hotel'. In close proximity to the Dubai World Trade Centre and key business districts are hotels such as the Conrad Dubai, Address Sky View and Four Seasons Hotel Dubai International Financial Centre.

MID-MARKET OPTIONS

For budget-conscious travellers and associations, the city has an impressive range of affordable accommodation. For prime locations and convenient facilities, Rove Hotels – a homegrown hotel chain – has properties near DWTC, Downtown and Dubai Marina. And with renowned international brands like Hampton by Hilton, Aloft and TRYP, there are also plenty of familiar options.

HOTEL APARTMENTS

For delegates and groups looking to stay a little longer or seeking additional convenience, Dubai has a wide range of hotel apartments that offer something extra, including kitchens with cookers, clothes washing facilities, office space and more.

NEW HOTELS

New and upcoming hotels in Dubai are set to further expand the vast range of options for planners and delegates

ATLANTIS THE ROYAL

Taking shape next to Atlantis, The Palm resort on Palm Jumeirah, Atlantis The Royal will rise 185m above sea level and will comprise 800 guest rooms and suites.

HILTON DUBAI PALM JUMEIRAH

The eagerly-awaited Hilton Dubai Palm Jumeirah opened in September 2022 on Palm West Beach, with 608 rooms offering incredible views of the Arabian Gulf.

HYDE HOTEL DUBAI

The brand's first foray outside of the US, Hyde Hotel Dubai brings stylish, bespoke hospitality to its Business Bay branch overlooking the waters along Marasi Drive, with interiors conceptualised by famed Italian designer Ciarmoli Queda.

www.dubaibusinessevents.com

MEMORABLE EXPERIENCES

Bringing your association event to Dubai is more than about just the knowledge sharing in conference and meeting venues. The city offers a wide range of experiences that ensure every planner can create a diverse itinerary that inspires all delegates.



DESERT

- Desert Safari hours of adventure and hospitality with dune bashing, falconry, entertainment and dining under the stars
- Hot Air Balloon soar above the clouds and take in the stunning landscape below as well as the sunrise or sunset
- Quad Biking Follow the natural trail of the dunes, hurtling and bouncing over some of Dubai's iconic sand dunes



The opportunity to go up the tallest building in the world is one that cannot be missed, and at the Burj Khalifa, there are a number of different options and experiences to include in itineraries. The classic experience to At The Top on the 124th floor is a mainstay of group itineraries, taking delegates to unimaginable heights.





MUSEUMS

- Al Shindagha Museum tells the universal tale of human innovation, resilience, and the desire for progress which shaped Dubai
- Etihad Museum gives insights into the formation of the UAE in 1971 and its early development
- Museum of The Future takes visitors on a journey through possible futures to bring hope and knowledge back to the present

LA PERLE

The city's first permanent theatrical show, La Perle was created and produced by artistic director Franco Dragone, the man behind many of Las Vegas' biggest productions, including La Reve and Celine Dion's A New Day. Performed in a custom built theatre in Al Habtoor City, the venue can accommodate up to 1,300 people, making it ideal for groups.





SHEIKH MOHAMMED CENTRE FOR CULTURAL UNDERSTANDING

SMCCU invites visitors to take part in a range of activities including Arabic classes, heritage tours and guided mosque visits. Set in a beautifully restored wind tower house, this unique venue offers traditional Emirati breakfast, lunch, or dinner, while visitors can also ask their local host questions about life in the emirate.

THINGS TO KNOW

GETTING TO DUBAI

Dubai's connectivity with the rest of the world comes primarily through its two international airports – Dubai International (DXB) and Dubai World Central (DWC). DXB is the world's busiest airport for international passenger traffic, and with 78 airlines flying through it, the hub offers direct services to most major cities around the world. Flag carrier Emirates flies to approximately 140 destinations and offers a number of different packages to ensure your groups have a tailored experience, from setting off for their home airports, through to inflight branding options and special welcomes in Dubai. Dubai's homegrown low-cost carrier Flydubai services more than 100 destinations, offering value and at the same time providing visitors with an enjoyable experience on their way to Dubai.

STAT: One third of the world's population is within a 4-hour flight of Dubai, with two thirds within 8 hours

VISAS

Visitors from 74 countries are eligible for a visa-on-arrival valid for at least 30 days, and more depending on your nationality. For Arabian Gulf Nationals, travelling between the Gulf Countries is visa-free. Indian nationals holding a visit visa or a green card issued by the USA, or a UK or EU residency, can obtain a visa on arrival for stays up to 14 days. If the passport of your nationality is not eligible for an on arrival visa, licensed travel agents and hotels in the UAE can arrange an entry permit if you purchase the air ticket through them or your reservation is with the specific hotel. Travel agencies and airlines can also arrange visas for entry into Dubai.

SUSTAINABILITY

As demonstrated by the hosting of COP28 in 2023 and the development of one of the world's largest solar farms, Dubai is committed to sustainability, and this extends to the events and tourism sectors. Hotels across Dubai have been set strict sustainability requirements, while the Dubai Can movement is phasing out single use plastic bottles around the city. At Dubai World Trade Centre, rooftop solar panels and collaborations with food banks mean organisers can be sure of the venue's sustainability credentials, and DMCs and PCOs are always eager to collaborate with planners to minimise the carbon footprints of their events.

DIVERSITY AND INCLUSIVITY

Dubai and the UAE have a strong tradition of respecting diversity, manifested as a universal concept and a sustainable institutional endeavour through legislation and policies aimed at entrenching the values of tolerance, dialogue, coexistence and openness to different cultures. As a melting pot of nationalities and cultures from around the world, Dubai has long benefitted from the coming together of different people, all working, collaborating and living in harmony. This diversity is reflected not only in Dubai's resident population, but also in the mix of millions of visitors from a wide demographic spread around the world that come to the city every year.

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