



EXHIBITIONS AND EVENTS

THE UAE IS THE DESTINATION OF CHOICE for international business meetings, incentive travel, conventions, events, trade fairs and exhibitions. So much so that this area of activity is now a major component of the country's business and tourism expansion plans. With its huge purpose-built exhibition halls and luxury hotels boasting state-of-the-art conference facilities, the UAE provides a unique gateway to the Middle East and Asia. The addition of a solid infrastructure and a safe environment to the equation helps to explain why the country attracts major global events such as the annual meetings of the Boards of Governors of the World Bank Group and the International Monetary Fund (IMF) in 2003 (the world's largest yet) and the fortieth International Advertising Association's World Congress in 2006, beating Miami, Bucharest and Sydney for the much-coveted role.

And this is only the beginning. By the end of 2005, the UAE authorities will have consolidated the Dh12 billion (US\$3.27 billion) exhibitions and conference industry under one umbrella corporation entitled the UAE Exhibitions & Conferences Authority (UECA), overseen by the UAE Ministry of Economy and Planning in tandem with the Chamber of Commerce from each emirate.

Longer term, the Dubai government is building Dubai Exhibition City at Jebel Ali Airport City. This Dh8 billion (US\$2.17 billion) project was launched in May 2005 on a 3-million-square-metre site comprising not just the world's largest display space but offices, halls, restaurants, hotels, residential apartments and parking space for more than 20,000 cars. It is expected that the completed 'City' will be ready for the Dubai Air Show 2009.

ABU DHABI

Abu Dhabi International Exhibitions Centre's (ADIEC) multipurpose exhibition centre has greatly facilitated the staging of major events in the nation's capital, providing an enormous 500,000 square metres of adaptable interior and exterior space with all the services expected from a modern conference facility. Some of the Gulf's largest and most significant international exhibitions, such as IDEX, ADIPEC and ADIHEX, are held here.

The government-owned General Exhibitions Corporation (GEC), which has its headquarters at ADIEC, was created in 1998 to both regulate the exhibitions industry and maintain high international standards. In August 2005, GEC was

replaced by a newly formed company, Abu Dhabi National Exhibition Company (Ma'arid), capitalised at Dh100 million (US\$27.25 million). The new company will promote exhibitions locally, regionally and internationally.

In the next ten years, ADIEC will be joined by the adjacent Abu Dhabi World Trade Centre, a high-rise office and hotel complex which will be a one-stop shop for business and exhibitions. Less obviously corporate but by no means less impressive is the capital's new seven-star hotel, Emirates Palace. When it officially opened in May 2005 for the Kempinski hotel group's annual meeting, it unveiled a 1200-capacity auditorium, a main ballroom accommodating up to 2800 people, 48 meeting rooms, six large function terraces, a Media Centre and Business Centre, all built within the heart of the hotel that stands on 100 hectares of landscaped gardens.

Each function room contains state-of-the-art projectors, plasma screens, audio visual equipment, wireless and wire data systems, video conferencing and broadcast camera connectivity, earning its self-proclaimed title as the 'most luxurious and technologically-advanced meeting facility in the region', as well as a key destination for major corporate and commercial gatherings.

DUBAI

At the northern end of Sheikh Zayed Road, the 184-metre Dubai World Trade Centre (DWTC), is the towering figurehead of a large exhibition complex housing a vast array of on-site international exhibitions, ranging from healthcare to engineering, from fashion to electronics. Built in the 1980s (at 39 storeys DWTC was the city's first skyscraper) it remains at the epicentre of Dubai's international trade and business industry having hosted key conferences for 20 years. The six-storey Dubai World Trade Centre Hotel was not so fortunate: on 1 April 2005 it was razed to the ground to make way for the prestigious Hazel Wong-designed World Trade Centre Residence, set to open in December 2007.

DWTC also organises events off-site – for the past two years the group has masterminded the Dubai International Boat Show at Dubai International Marine Club (Le Meridien Mina Seyahi), a showcase of yachts and boats by both local and international builders with the latest technology in marine equipment and accessories. In March 2005, the five-day, sea-faring fiesta recorded transactions amounting to more than US\$100 million (US\$27.25 million).

In September 2003, following an investment of Dh650 million (US\$177 million), DWTC launched the adjacent Dubai International Convention Centre (DICC), sometimes referred to as the Dubai International Exhibition Centre. During the IMF and World Bank meetings held there in 2003, the complex attracted 15,340 delegates to its various exhibition halls spread across 8100 square metres, with the auditorium alone hosting up to 6500 persons at any one time. So successful was the oft-dubbed 'Financial Olympics' that it prompted the city to support a UAE bid for the Olympics in 2016.

To complement DICC's up-to-date facilities, the 412-room Novotel World Trade Centre and 210-room Ibis World Trade Centre were built at either end, with Lotus One, a trendy Asian bar-cum-eatery and Options, a modern sports bar, off its connecting walkways.

With the DWTC and DICC working successfully in tandem, the Dubai Airport Expo Centre completes the trilogy. An international conventions facility also managed by DWTC, the Expo Centre is a convenient five-minute drive from the Dubai International Airport (hence the name).

Many of Dubai's luxury hotels boast conference facilities, but arguably the most impressive is at the Madinat Jumeirah. This has five inter-connected meeting rooms, a 3600-square-metre conference hall, an outdoor function area called Fort Island, a 1000-capacity amphitheatre, a 424-seated indoor theatre and a Multi-Purpose Venue (MPV). The modern facilities opened in November 2004 and have been used for events such as the Dubai International Film Festival and Vienna Opera Ball. Unsurprisingly, the 180-capacity Fort Island is often booked for corporate launches and parties. Located in the lagoon, the island boasts unparalleled views of both the sprawling Arabesque resort and the Burj Al Arab. One of the city's more scenic business settings!

The new Grosvenor House Hotel, which opened in June 2005, is also a welcome addition to conference facilities in Dubai. Part of the Le Meridien group and affiliated with the London hotel of the same name, the Grosvenor features cutting-edge technology and facilities, a large multi-purpose ballroom, board rooms, syndicate breakout rooms and a fully-fledged business support centre.

SHARJAH

Sharjah pioneered the region's exhibition industry in 1977 when it opened an Expo Centre. Twenty-five years later, the Expocentre Sharjah was inaugurated as the centrepiece of a larger 'Expo City' with an investment of US\$50 million.

At present, the multi-purpose facility spreads across 128,000 square metres, with four exhibition halls at 4000 square metres each and a lofty central boulevard with on-site press centre. Crucially, because of its size and facilities, it can accommodate several simultaneous exhibitions, and also offers accessible wireless data, Internet and telephone connectivity throughout the complex. Expocentre Sharjah also prides itself on being eco-friendly: it has sophisticated waste-water disposal treatments and decentralised air-conditioning systems.

The centre hosts regular specialised trade fairs, one of which is TEXPO, an annual international trade exhibition for garment machinery, textiles and accessories. In September 2004, the five-day event attracted 3110 trade visitors (1541 of which were from GCC countries) and generated US\$12 million in business. Other major conventions include the National Careers Exhibition aimed at UAE nationals in the banking and finance sectors; the biannual Mideast Watch and Jewellery Spring

and Autumn Shows; Arab Asia Trade Fair showcasing everything from DIY products to flora and fauna and the Sharjah World Book Fair. Expocentre Sharjah is bordered by Sharjah's Al Khalid Lagoon, making it an attractive option for marine events such as the highly successful Gulf Maritime Exhibition.

Also set to significantly increase business is the Dh367 million Sharjah World Trade Centre. The 52-storey, 304-metre-high tower is being built on a man-made island and will be connected to the Expocentre Sharjah by a bridge. The main block will house the Sharjah Chamber of Commerce and Industry, an exhibition area, conference halls and other commercial representative offices. The exhibition halls will have the capacity to host 7860 people in an exhibition area of up to 20,000 square metres.

AJMAN

Ajman International Exhibition Centre, occupying an area of 22,000 square metres, is designed to carry out complementary activities to those conducted by the other UAE exhibition centres, further supporting rapid economic development in the country and creating facilities for promoting local industries worldwide.

RA'S AL-KHAIMAH

The Ra's al-Khaimah Exhibition Centre (www.rakexpo.co.ae) is a 37,400-square-metre complex located in the Al Nakheel area close to the active business centre. Inaugurated by HH Sheikh Saqr bin Mohammed Al Qasimi in April 1996, it has a major exhibition hall of 2100 square metres and 3000 square metres of exterior space for local fairs. It has previously hosted an International Commercial Exhibition and its calendar for 2005 and 2006 includes the RAK Summer Festival, Back to School Exhibition, Ramadan Festival and a Summer & Holidays Exhibition.

FUJAIRAH

The Fujairah Exhibition Centre (FEC) covers 1080 square metres of indoor floor space, an outdoor display area, exhibition halls, management offices and service utilities, and is centrally located between both the International Airport and Fujairah Trade Centre on one side and the seaport and Free Zone on the other. A number of internationally important exhibitions have been held at the centre since its establishment, including BUILDDEX from 12 to 15 September 2005, the East Coast's first exhibition for building equipment, construction and stone crushers. It also hosts seasonal fairs for the general public.

ABU DHABI INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION (ADIHEX)

This four-day annual platform for the hunting and equine industries, which was opened on 12 September 2005 by Sheikh Hamdan bin Zayed Al Nahyan, Deputy Prime Minister and Minister of State for Foreign Affairs and Chairman of Emirates



Falconry Club, is organised by ADIEC in collaboration with the Emirates Falconry Club. ADIHEX surpassed itself in 2005 with 353 companies representing 36 countries participating, an increase of 182 per cent over the previous year. The space reserved by exhibitors has also increased, from 4600 square metres in 2004 to 11000 metres in 2005. Dubbed as the third largest in the world and the biggest hunting and equestrian exhibition in the Middle East, the show brought together the best names in the hunting equipment manufacturing industry. Visitors include VIPs, diplomats and devotees to the deep-rooted Arabian pursuits.

ABU DHABI INTERNATIONAL PETROLEUM EXHIBITION & CONFERENCE (ADIPEC)

The twelfth ADIPEC, the biennial Abu Dhabi Petroleum and Exhibition Conference, one of the biggest oil and gas events in the world, will take place from the 5–8 November 2006 at Abu Dhabi International Exhibition Centre. Progressing phenomenally since it began in 1984, ADIPEC has grown beyond the dimensions of an exhibition aimed at bringing industry and business professionals on a common platform to a global event that not only encompasses the who's who of the industry but also defines what the future will be. ADIPEC supported by key industry players such as ADNOC (Abu Dhabi National Oil Company) and SPE (the Society of Petroleum Engineers), attracted in its eleventh edition in 2004, a total of more than 1225 exhibitors from 53 countries. The total oil and gas show, its powerful visitor profile consists of decision-makers and high-ranking officials from across the globe.

ARAB HEALTH

Arab Health has an impressive history spanning 30 years, offering companies the chance to showcase their products and services in one of the fastest growing and most lucrative healthcare markets in the world. Hosted in Dubai, the specialist event attracted 28,473 healthcare professionals in 2005 – a 16 per cent increase on 2004 – 73 per cent of which were from the Gulf states. Pavilions display their medical wares alongside offshoot exhibitions such as Dentistry, Pharmaceuticals, MEDLAB, International Health Services and Hospital Design and Interiors. The event also showcased the US\$1.8 billion Healthcare City in Oud Metha, which, when completed in 2010, will comprise a medical school, eight hospitals and a range of specialist clinics. The Arab Health Congress is held alongside the three-day event.

ARABIAN TRAVEL MARKET

The Arabian Travel Market (ATM) is universally recognised as the leading travel industry event for the Middle East and pan-Arab region. In 2005, the three-day event hosted 16,241 visitors, 9064 of whom were trade and 4908 were consumers. The 2005 show the twelfth to date, was by far the most successful. Held from 3 to

6 May, it hosted 1664 exhibitors representing 64 countries, thus justifying the 16,000 square metres of overall floor space at DWTC.

THE BRIDE SHOW

Wedding tourism in the UAE is on the rise so it's no surprise that The Bride Show has doubled in size during each of its eight years. The three-day event at the DWTC annually presents more than 20 fashion shows – couture and prêt à porter – by both regional and international fashion designers, plus wedding planners, florists, invitation printers, cake makers and hair stylists. Live demonstrations include professional make-up application, henna and jewellery making, and there's also a 'Swarovski Young Designer of the Year Award' for budding creative designers.

CABLE, SATELLITE, BROADCAST & COMMUNICATIONS EXHIBITION

This major communication technologies platform was launched in February 1994 to accommodate the region's boom in electronic media. Supported by the Arab State Broadcasting Union, Asia Pacific Broadcasting Union, International Association of Broadcasting Manufacturers and Global Satellite Forum, the exhibition – now in its eleventh year – provides solutions to buyers in the local market. In 2005, the number of exhibitors rose by 87 per cent and net floor space increased by 31 per cent. Five country pavilions were added – UK, Bavaria, China, Taiwan and Korea – plus the annual Middle East Satellite Summit and Middle East Broadcasting Conference which that year focused on developments in digital media. CABSAT will once again return to DWTC in March 2006.

CAREERS UAE

In May 2005, Careers UAE at DWTC turned five years old – and increased its floor space by 23 per cent. Exhibitors were up 27 per cent from the previous year and organisers praised the quality of the *curricula vitae* circulated. The three-day event promotes emiratization and development of national entrepreneurship in young people, offering them the opportunity to be introduced to future employers in the government and private sectors. Comprehensive educational and career development workshops and activities are also staged.

DUBAI 2005

Not to be confused with the umbrella term used for the Arabian Travel Market and World Bank Meeting, Dubai 2005 is a biennial Aerospace Exhibition that takes place in November. The four-day event has moved to Dubai Airport Expo Centre and expanded to a third hall and nine double-storey chalets. In 2003, it boasted a helicopter pavilion, 85 aircrafts and daily flying displays. Much more is expected in 2005, including the maiden Middle Eastern flight of the new generation Swedish Grippen fighter plane. As well as the exhibition itself, the aerospace extravaganza includes the Dubai Aviation Forum, second Middle East Air Chief's

Conference, Middle East Aviation Information Technology Manufacturing Forum and the fifth Middle East Aviation Financial Conference.

DUBAI INTERNATIONAL HUMANITARIAN AID & REDEVELOPMENT CONFERENCE & EXHIBITION

In April 2005, Dubai International Humanitarian Aid & Redevelopment Conference & Exhibition launched the initiative 'Dubai; the City that Cares'. Approximately 500 companies from 50 countries discussed topics finalised by the DIHAD International Scientific Advisory Board, such as 'Procurement of Aid', 'Emergency Response & Disaster Management', 'Public, Private & Agency Partnerships', 'Advances in the Fight Against Malaria', 'Mobilisation of Resources', 'Good Health Donorship' and 'Darfur: Challenges & Opportunities'. The annual event is traditionally held at DWTC.

ENVIRONMENT CONFERENCE & EXHIBITION 2005

In February 2005, Abu Dhabi International Exhibition & Conference Centre (ADIEC) hosted Environment 2005, the region's leading environmental exhibition and conference that focuses on energy, water, waste, air and land-management issues. The four-day convention discussed the importance of sustaining development alongside socio-economic, health and environmental challenges.

Environment 2005 was a huge success, attracting 338 exhibitors, from 41 countries. Over 10,000 visitors attended the show with the conference sessions attended by more than 1000 delegates. The 'Abu Dhabi Declaration on Sustainable Transportation' by 20 Environment Ministers from the Arab region, was also signed at the event.

The fourth edition of the event, Environment 2007, will be held from 28 to 31 January 2007 at ADIEC. Organised by GEC-AD and the Environment Agency - Abu Dhabi (EAD), Environment 2007 will target over 375 exhibitors.

FESTIVAL OF THINKERS

Abu Dhabi played host to an array of academics, philosophers, economists, scientists and Nobel laureates in March 2005 for the 'Festival of Thinkers'. This unique international event was founded by Dr Edward de Bono, the international guru of creativity and innovation who attended the four-day festival. The main theme was 'Future Changes: Human Factors in Technological Adventures'. Other topics discussed were the UAE's educational system, global warming, humanitarianism, democracy and creativity.

GULF INFORMATION TECHNOLOGY EXHIBITION (GITEX)

GITEX, celebrating its twenty-fifth anniversary in September 2005, has confirmed its status as the region's most important telecommunications exhibition. Visitor attendance was up 16 per cent on the previous year, with a remarkable 75,638

traders, manufacturers and consumers passing through its doors. There was also a surge in exhibitors from Saudi Arabia, with 1200 square metres of floor space booked by KSA companies – a 20 per cent increase on 2004, reflecting the growth of the region's information technology industry. The event also serves as a launch pad for many new products and services from the different sectors, with GITEX Shopper showcasing the latest in games, audio and digital technology.

GULFOOD

The tenth biennial Gulfood conference in 2005 was so successful that in future it will be an annual event. The three-day exhibition, aimed at the hospitality industry, reported a growth of 73 per cent over its previous outing. All sectors at the event confirmed a boom in business with more than 23,500 visitors in attendance, by far exceeding the organisers' target of 20,000 and further cementing the country's reputation as a gourmet's paradise.

The Middle East's biggest trade event in its industry showcases the latest innovations in the hospitality trade, from food and beverage to catering equipment and packaging. Attendees include international, regional and local manufacturers, buyers, chefs and hoteliers.

INTERNATIONAL AUTUMN TRADE FAIR

Dubai International Autumn Trade Fair, held at the end of every year, is a launch pad for the international business community to access the MENA market and to maintain and renew trade. The 2005 DWTC event will be its nineteenth, attracting visitors from a wide range of trade sectors, including, home wares, time pieces, handicrafts, cosmetics, DIY tools and ceramics. The previous year recorded a growth of 30 per cent with 650 exhibitors, 225 of which were from Hong Kong, thus prompting a Hong Kong in Style spin-off show. The five-day fair concludes with an open day for the general public.

INTERNATIONAL DEFENCE EXHIBITION & CONFERENCE (IDEX)

IDEX is the world's largest defence exhibition for land, sea and air operations. Held in Abu Dhabi, in 2005 the event attracted 825 exhibitors from 45 countries, 2918 VIP visitors, 920 international journalists and clinched deals totalling Dh6.8 billion (US\$1.85 billion). The five-day arms extravaganza is built on the basis of cooperation and shared interests in armament acquisition and integration, with key decision makers, defence ministers, senior army, air and naval officers, equipment manufacturers and system solutions providers present under one roof.

INTERNATIONAL ENTREPRENEURS FORUM & EXHIBITION

The UAE's most aspiring business magnates converged on DWTC in 2005 for this three-day motivation event also known as the 'Entrepreneurs in Dubai' forum. IEF presented over 30 international and regional speakers, including a live video cast of

Donald Trump, who applauded Dubai for its 'pioneering' and 'unprecedented projects'. Joining him were Body Shop founder, Dame Anita Roddick; CEO of Nando's, Robert Brozin; Debbi Fields of Mrs Fields' Cookies fame; founder and chairman of Digicel, Denis O'Brien; managing director of MIT Entertainment Centre, Kenneth P. Morse; founder of BSO/Origin, Eckart Wintzen; and US Democratic presidential candidate, Senator John Edwards. The event comprised open-panel discussions and question and answer sessions, with the emphasis on powerful and practical advice for aspiring tycoons.

INTERNATIONAL JEWELLERY & ACCESSORIES FAIR

The International Jewellery & Accessories Fair (IJAF) runs concurrently with the International Watches & Clocks Fair in March. The venue hosts an array of wholesalers, manufacturers, distributors and marketers of the latest in jewellery and time pieces. The former taps into the potential growth for fashion accessories as well as high-end finery. In 2005, 150 exhibitors represented 16 countries, showcasing their products and services, including an array of gems, pearls, beads, gold, silver and platinum and the instruments and equipment that make them. So successful is the simultaneous trade fair that the total floor space given over to the event in 2005 increased by 50 per cent.

JEWELLERY & WATCHES EXHIBITION

The largest ever Jewellery & Watches Exhibition took place in December 2004 when it celebrated its tenth birthday. More than 14,000 trade and top-end consumers attended the exhibition at DWTC, which was spread over 8311 square metres, 100 per cent larger than the previous year. Debut pavilions in 2004 included Taiwan and Italy. Another innovation was Diamond Day, a whole day dedicated to the precious gem organised by the London-based Diamond Trading Group, part of De Beers. The Dubai Gold & Jewellery Group's pavilion, with representatives from 11 leading jewellery manufacturers, highlighted the national market's capabilities. In 2005, the event, renamed Watch & Jewellery Dubai (WJD) in recognition of its expanded profile, moved to the Dubai Airport Expo Centre.

LEADERS IN DUBAI

Only in its second year, 'Leaders in Dubai' is already one of the UAE's highest profile events on the international business calendar. Its inaugural conference attracted guest speakers such as former Chairman and CEO of General Electric Jack Welch; former Mayor of New York Rudolph Giuliani; Harvard Professor Michael Porter; Management and Economics Professor Lester Thurow; management guru Tom Peters; futurologist Alvin Toffler; and communications expert Frank Maguire. The event held in November 2005 included ex-US President Bill Clinton (via live satellite link); former leader of the Soviet Union Mikhail Gorbachev; former



Malaysian Prime Minister Mahathir Mohamad; brand guru Scott Bedbury; ace enterprise consultant Daniel Pink; the first woman secretary of the United States during the Clinton administration, Madeleine Albright; business advisor Arie de Geus; global strategic advisor Kenichi Ohmae; and former physician and best-selling author of self-help in the workplace books Spencer Johnson. Once again, the two-day event, aimed at business owners, CEO's and senior managers, was held at the Madinat Jumeirah.

MIDDLE EAST INTERNATIONAL MOTOR SHOW

The biennial Middle East International Motor Show at DWTC is the biggest event of its kind in the region. The 2003 jamboree was attended by 75,000 automobile enthusiasts over five days and more than 80 per cent of its exhibitors immediately booked for the eighth outing in December 2005. Fleets of off-road vehicles, concept cars, high-performance sports cars, custom-built automobiles and motorcycles are on display throughout seven exhibition halls. Manufacturers participating include BMW, Mercedes-Benz, Volkswagen, Lamborghini, Jaguar, Rolls-Royce, Suzuki, Land Rover to name but a few, plus showcases of the latest trends and technologies from the international automobile industry.

SHARJAH BOOK FAIR

Sharjah International Book Fair is a ten-day annual event usually held during the first half of December. The crux of the International Sharjah Book Fair's manifesto is to encourage reading habits whatever the age, nationality and culture, and to make quality books both accessible and affordable to all. In 2003, the International Book Fair moved to the larger Expo Centre venue. Participants and visitors include publishing houses from 37 countries, agents, research centres, colleges, universities, educational aid manufacturers and the media. Each year, a 'Publishers Prize' and 'UAE Book Prizes' are awarded.

WOIBEX FORUM

National Women's Day is held on 8 March every year, and to coincide with this date the annual Global Woibex Forum is organised by Datamatix and usually held at the Burj Al Arab hotel. The convention was created in 1999 to help empower women in the workplace, encourage entrepreneurship and share leadership skills and experiences. The event also incorporates the Middle East Women's Achievement Awards, which was introduced in 2001 to give recognition to its key players on the regional platform, namely 'Best Woman', 'Best Middle East Women Entrepreneur', 'Best Woman Business Professional', 'Best Woman Contribution to Education' and 'Best Woman Media Professional'. Online voting nominees for 2006 has several new categories including 'Best Sportswoman', 'Best Woman Banker', 'Best ICT Woman of the Year' and Best Woman Manager'.

DUBAI SHOPPING FESTIVAL (DSF)

It has been said that the UAE has three national sports – camel racing, horse racing and shopping! Akin to competitive track activities, shopping in Dubai has its own 'survival of the fittest' rules, one of which is to never visit major stores on a busy Friday afternoon, always have your eyes on the prize (no dawdling during a sale or at least four others will beat you to it) and to immerse yourself fully in the annual Dubai Shopping Festival (because there's no escape!). For ten weeks during January and February, shoppers enthusiastically search for bargains in malls, street markets, heritage fairs, coinciding sports events and the Global Village.

DSF began in 1996 as a retail showcase to raise Dubai's tourist profile – and it worked, with many shop outlets reporting a 600 per cent increase in sales and hotels 100 per cent occupancy. Global Village is the festival's 17.2 million-square-foot centerpiece with a host of pavilions from around the world selling gifts, handicrafts, furniture, clothing and national dishes every day from 4 p.m. New pavilions in 2005 included Australia, Austria, Cambodia, Canada, Greece, Iraq, Japan, Nepal, New Zealand, Nigeria, Poland, Qatar, Romania, Switzerland and the United Kingdom. There was also the usual nightly entertainment such as fireworks, performances at the 6000-capacity amphitheatre, a funfair boasting the region's tallest Ferris wheel, and the popular DiggerLand. Global Village was not only extended for another month in 2005, but it also moved from its former location of Dubai Festival City to the Dubailand site.

Malls hold major sales and feature children's entertainment, tombolas, weekly car draws, lucky dips and raffles giving away everything from Rolls Royces to bullion – since its inception, the event has parted with 962 cars and 390 kilograms of gold.

Amidst the bustle and excitement is Dubai Heritage & Diving Village, which hosts a Bedouin Festival with live music, dancing, arts and crafts. The House of Talents at DWTC is a showcase of locally-made handicrafts while the Carpet Oasis at Airport Expo Dubai is a favourite hunting ground for the house proud.

DUBAI SUMMER SUPRISSES (DSS)

Modhesh, a yellow, spiky-haired fellow with an accordion-like torso, is the mascot for the second annual shopping event of the year's calendar. He is literally the beaming face of a four-month festival that largely keeps the kids entertained while school is out for summer. Child-friendly exhibitions, music shows, theatrical performances, competitions, light shows and educational workshops are held in malls and parks across town with themes such as Flower Surprises, Ice Surprises, Sweet Surprises, Art Surprises, Colour Surprises and Adventure Surprises, plus the pinnacle of fun houses, Modhesh Village at DWTC.