



## EVENTS & EXHIBITIONS



Purpose-built exhibition centres, modern hotels and conference facilities have attracted major exhibitions and events focusing on the Middle East and Asia.





## EVENTS & EXHIBITIONS

IT IS NOT SURPRISING, CONSIDERING ITS VIBRANT economy and strategic location, that the UAE is the destination of choice for international business meetings, incentive travel, conventions, trade fairs, events 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 to the equation of a solid infrastructure, a secure environment and diverse leisure opportunities helps to explain why the country attracts major global events.

### EXHIBITION CENTRES

#### ABU DHABI

The exhibition industry in Abu Dhabi is spearheaded by a relatively new organisation, Abu Dhabi National Exhibition Company (ADNEC), a fully independent corporate body that was established by decree in 2005 to organise, promote and participate in exhibitions locally, regionally and internationally. ADNEC replaced the General Exhibition Corporation (GEC).

ADNEC inherited 27,000 square metres indoor and 12,000 square metres of outdoor net exhibition space at the Abu Dhabi International Exhibitions Centre, in which 11 major events are held. These include some of the Gulf's largest and most significant international exhibitions, such as IDEX, a major defence exhibition and conference, and ADIPEC, Abu Dhabi International Petroleum Exhibition & Conference. However, the emirate is in the process of constructing a new world-class exhibition complex to meet the increasing demand from visitors and exhibitors: Abu Dhabi is emerging as a unique market and the massive developments that are planned are attracting a wide range of new exhibitions to its venues.

Some of the Gulf's largest and most significant international exhibitions, such as IDEX, a major defence exhibition and conference, and ADIPEC, Abu Dhabi International Petroleum Exhibition & Conference are held at the Abu Dhabi International Exhibitions Centre.



Throughout the year there are special events designed to improve the quality of life of the UAE's citizens.



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Emirates Palace Hotel

The new complex will include 57,000 square metres of gross exhibition floor space, a massive 21,000-square-metre visitor concourse and 7500 square metres of multi-purpose halls. It will also feature dedicated conference facilities for 1200 people, banqueting areas and more than 30 high-specification meeting rooms.

The first phase of the project is on schedule to host IDEX 2007. Constructed in a classic 'U-shape', the Centre will contain a central landscaped plaza for outdoor events. The focal feature of the complex will be a soaring sea-facing tower. Innovative in its design, the curving tower is a bold architectural statement and will become the brand that promotes the venue and Abu Dhabi to the world.

The location for this Centre has been carefully selected: close to major hotel developments, a short distance from Abu Dhabi Airport and approximately 75 minutes from Jebel Ali, Dubai. The surrounding road network has been planned to allow for easy access and exit to the centre and multi-storey car parks will provide ample capacity for visitor and exhibitors. The area surrounding the new Centre is scheduled for immediate development and will feature hotels, serviced apartments, 17 office towers, a marina development and a retail zone with over 100 outlets. As part of the development, the existing Sheikh Zayed Grandstand will be refurbished and linked to the new halls.

Abu Dhabi also has excellent conference facilities at its many five-star hotels. But the most impressive are to be found at the capital's new seven-star hotel, Emirates Palace. This has a 1200-capacity auditorium, a main ballroom that can accommodate up to 2800 people, 48 meeting rooms, six large function terraces, a media centre and business centre, all built within the heart of a beachfront hotel that stands on 100 hectares of landscaped gardens. The hotel richly deserves its designation as the 'most luxurious and technologically advanced meeting facility in the region'.

## 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. Built in the 1980s, 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.

In 2003, following an investment of Dh650 million (US\$177 million), DWTC launched the adjacent Dubai International Convention and Exhibition Centre (DIEC). 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.

With the DWTC and DIEC working successfully in tandem, the Dubai Airport Expo Centre completes the trio. 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).

Dubai World Trade Centre hosted a record 92 exhibitions in 2006, making it officially the busiest year-to-date. Events such as GITEX, Arab Health, Gulfood and the Middle East International Motor Show have become firm dates in the region's diary, attracting many local, regional and international visitors. Major growth areas for the Middle East economies – such as real estate and hospitality – are also served by international trade shows, alongside more niche areas, such as coating products and equipment for horses, creating economic opportunities for a wide variety of local and international companies.

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 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.

Many of Dubai's luxury hotels also boast conference facilities, but arguably the most notable is at the Madinat Jumeirah. This has five

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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. The modern facilities have been used for events such as the Dubai International Film Festival and Vienna Opera Ball.

#### SHARJAH

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The Centre hosts regular specialised trade fairs, including TEXPO, an annual international trade exhibition for garment machinery, textiles and accessories, 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. The 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.

#### 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 is a 37,400-square-metre complex located in the Al Nakheel area close to the active business centre. Inaugurated in 1996, it has a major exhibition hall of 2100 square metres and 3000 square metres of exterior space for local fairs. Its calendar for 2006 and 2007 includes the Families Exhibition, Drinks & Food Stuffs Fair; Career & Training Fair, Ramadan Festival and Egyptian Products Exhibition.

#### FUJAIRAH

The Fujairah Exhibition Centre (FEC) on the East Coast 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, such as Buildex, the Motor Show, the Fujairah International Agricultural Exhibition, and Fujairah International Education & Training Exhibition. It also hosts seasonal fairs for the general public.

Ajman, Ra's al-Khaimah and Fujairah each have their own exhibition centres hosting both local and international exhibitions.

### EVENTS

The following is a small representative selection of the many exhibitions, conventions, conferences and other events that take place every year in the UAE.

#### ABU DHABI INTERNATIONAL HUNTING & EQUESTRIAN EXHIBITION (ADIHEX)

More than 525 companies from over 42 countries participated in the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), the four-day annual platform for the hunting and equine industries held from 11 to 15 September 2006. As well as bringing together the best names in the hunting equipment industry and devotees to deep-rooted Arabian pursuits, this event also has a unique cultural and social slant, featuring popular



ADIHEX is a major hunting and equestrian exhibition held in Abu Dhabi.

competitions for hybrid falcons, Nabati poetry, painting and photography, all focusing on falconry and other heritage sports. In 2006, a 'Arabian Saluki Beauty' competition and a 'Lure Coursing Show' were held for the first time.

#### ABU DHABI INTERNATIONAL BOOK FAIR

The sixteenth Abu Dhabi International Book Fair, held in the grounds of the Cultural Foundation in Abu Dhabi from 29 March to 7 April 2006, welcomed 315 participating publishing houses from 20 countries: the bustling crowds were able to peruse and purchase 275,000 Arab and 115,000 non-Arab book titles and electronic publications on topics such as culture, literature, science, languages, and heritage.

#### ABU DHABI INTERNATIONAL JEWELLERY AND WATCH SHOW

ADIJEX, one of the foremost international exhibitions of jewellery, gemstones, watches, gold, silver, and manufacturing equipment in the region, is held annually at ADIEC, with the 2006 event being scheduled for 15 to 19 November. ADIJEX provides manufacturers, craftsmen, designers and suppliers with an unbeatable opportunity to present their luxury wares to an expanding market.

#### ABU DHABI INTERNATIONAL PETROLEUM EXHIBITION AND CONFERENCE

Two-thirds of the world's known oil reserves are concentrated in the region and Abu Dhabi plays a vital role in shaping the industry's development, accounting for 95 per cent of the UAE's actual oil output. Over the next five years, an estimated investment of US\$5 billion is planned for new gas infrastructure. It is not surprising, therefore, that Abu Dhabi hosts one of the most prestigious of the industry's exhibitions and conferences.

Progressing phenomenally since it began in 1984, the sector's major showcase ADIPEC is supported by key industry players such as ADNOC (Abu Dhabi National Oil Company) and SPE (the Society of Petroleum Engineers). A biennial event, ADIPEC was acquired by dmg world media early in 2006. The twelfth ADIPEC, hosted at ADIEC from 5 to 8 November 2006, attracted over 1000

leading oil and gas companies from more than 50 countries, together with high-profile decision-makers from the global oil and gas industry.

#### ABU DHABI WORLD LEADERSHIP SUMMIT 2006

The first Abu Dhabi World Leadership Summit, which was held in November 2005 at the Emirates Palace Hotel, was a resounding success, bringing together some of the world's most influential and persuasive speakers. These world leaders shared strategies for excellence in leadership and international business development with corporate delegates.

Speakers included Bill Clinton, 42<sup>nd</sup> President of the United States; Sir Richard Branson, CEO Virgin Group; Sheikh Nahyan bin Mubarak Al Nahyan, UAE Minister of Higher Education; Benazir Bhutto, the first female Prime Minister of Pakistan; John Edwards, 2004 US Democratic Vice-Presidential candidate; and Mohamed Ali Alabbar, Chairman of Emaar Properties.

The line-up of speakers for the 2006 event, which will also be held at the Emirates Palace Hotel, is no less prestigious and includes George Bush Senior, 41<sup>st</sup> President of the US, Sheikha Lubna Al Qasimi, UAE Minister of Economy; Gerhard Schröder, former German Chancellor; Khaldoon Khalifa Al Mubarak, Chairman of Abu Dhabi Executive Affairs Authority; and Lee Kuan Yew, Minister Mentor – Singapore.

#### AL AIN AEROBATIC AIRSHOW

Al Ain Aerobatic Show incorporating the twenty-third FAI World Grand Prix, exceeded all expectations. Worldwide participation involving 40 countries, massive crowds (in excess of 120,000), and top-level organisation ensured that the show was a great success. Because it coincided with the Eid Al Adha holiday (from 11 to 16 January 2006), it was also a family affair with cultural, social, recreational and heritage-related activities to suit all tastes. Night air shows were performed for the first time in the Middle East, and there were spectacular aerial acrobatics, 'wing-walking' displays, precision parachuting and attempts to break many



The Abu Dhabi World Leadership Summit was attended by ex US President, Bill Clinton.



Over 40 countries participated in the 2005 Al Ain Aerobatic Show.

Arab Health has an impressive history spanning 31 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.

Guinness world records, such as the jump performed by Nasr Al Nayadi, UAE champion skydiver, carrying the world's largest flag. The UAE input in 'Al Ain 2006' was much greater than in previous shows as it included an F-16 display, the stunning solo Apache display, and the participation of the Armed Forces Technical Studies Institute, the Emirates Aviation Society, and the UAE Jet Team.

But the huge international contribution also ensured an extremely thrilling show, including the breathtaking displays. One of the most impressive was the world's largest free-fly formation by 54 skydivers from the world free-fly team. This latter event was organised by Nadia H. Adam Ali, the UAE's first woman skydiver.

#### AL AIN CLASSICAL MUSICAL FESTIVAL

A yearly event featuring classical music concerts of a high artistic standard, the sixth Al Ain Classical Music Festival from 8 to 12 March 2006, was organised by the Abu Dhabi concert committee, with the assistance of the Austrian Embassy and the Intercontinental Resort, amongst others. This classical music festival, which is based in the 'cultural capital' Al Ain, has managed to attract consistently larger crowds and 2006 was no exception. To the delight of music lovers, the inaugural ceremony and the gala concert were held at the historic Al Jahili Fort, the theme being 'Mozart in the Oasis', featuring musical tributes by the Vienna Chamber Orchestra to the world-renowned composer.

#### ARAB HEALTH

Arab Health has an impressive history spanning 31 years, offering companies the opportunity to showcase their products and services in one of the fastest growing and most lucrative healthcare markets in the world. Hosted at DIEC, the annual event caters for a wide range of medical, pharmaceutical, surgical and dental specialisations. There has been unprecedented growth in exhibition space since 2001 with a steady increase of 25 per cent year-on-year. Firmly established as the leading healthcare exhibition in the Middle East, Arab Health attracts senior decision-makers from the regions healthcare sector.

The thirty-second Arab Health exhibition will be held from 29 January to 1 February 2007. The Arab Health Congress, which is held in conjunction with the exhibition, is celebrating 28 years of bringing world-class healthcare education programmes to the Middle East. The conferences are accredited with the American Academy of Continuing Medical Education (AACME).

#### 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, another rapidly expanding economic sector. In 2006, the four-day annual event, from 1 to 4 May, brought together over 1750 exhibitors from 59 countries, making it the biggest ATM since it was launched in 1994. The prestigious travel and trade show was judged a 'resounding success.'

#### CABLE, SATELLITE, BROADCAST & COMMUNICATIONS EXHIBITION

This major communication technologies platform was launched in February 1994 to accommodate the region's boom in electronic media. With the support of the Arab State Broadcasting Union, Asia Pacific Broadcasting Union, International Association of Broadcasting Manufacturers and Global Satellite Forum, the exhibition provides solutions to buyers in the local market. CABSAT2006, held at DIEC from 7 to 9 March, had a gross exhibition space of 13,680 square metres (15 per cent up on the previous year) with 439 companies participating from more than 45 countries, 350 (80 per cent) of whom were international companies. Also on offer was a comprehensive programme of industry-related conferences and seminars to further facilitate the information flow between trade visitors and industry experts.

#### DUBAI AIRSHOW

Dubai's ninth International Aerospace Exhibition, Dubai 2005, held in November 2005 at Dubai Airport Expo Centre, once again set new records not only in the number of exhibitors (726 in 15 national pavilions) and visitors (over 35,000) but also in



HH Sheikh Mohammed bin Rashid Al Maktoum reviews a stand at the Arabian Travel Market.

Contracts worth US\$27.2 billion were signed at Dubai's ninth International Aerospace Exhibition in November 2005.



The Dubai International Horse Fair caters to the equine industry, from traders to consumers.

the volume of contracts signed, estimated to have crossed the Dh100 billion (US\$27.2 billion mark), the highest in the history of the biennial event. More than 100 planes were on display, indicating the importance of the aviation industry in the region. The aerospace extravaganza also 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 2007 will be held from 11 to 15 November 2007.

#### DUBAI INTERNATIONAL ARABIAN HORSE CHAMPIONSHIP

This four-day beauty pageant for the equine world, first held in 2004, has since spawned the Dubai International Horse Fair (DIHF), which caters to the equine industry, from traders to consumers. However, the main thrust of the event is the showcase of purebred Arabian horses, judged before a panel for their looks, agility and lineage, culminating in the Championship on the final day. The 2006 event was a huge success with 295 horses entered from 14 countries, competing for prizes valued at US\$600,000. Held at the DIEC, the 2007 Championship will be run from 26 to 28 March 2007. This will have the added excitement of the final round of the Dubai Gold Cup – International Series. Final points awarded in Dubai will be double for any other show in the series, so competition will be at its best. DIHF will open on 25 March 2007, one day earlier than the Championship, and run through to the 28 March 2007.

#### DUBAI INTERNATIONAL BOAT SHOW

Dubai International Boat Show (DIBS) 2006, held from 14 to 18 March 2006 at the Dubai International Marine Club at Mina Seyahi, attracted more than 25,000 visitors. DIBS 2006 occupied an exhibition space of 14,791 square metres, an increase of 51 per cent in net space, making it the region's largest gathering of leisure craft, equipment and associated services. On display were 123 yachts (up by 56 per cent), powerboats and motor boats, including 'super yachts' – measuring over 24 metres in length. Over 427 companies (an increase of 7 per cent) recorded US\$100 million in sales involving 140 boats, including at least 25 luxury

yachts. Sales of marine equipment, fishing gear and accessories were also significant. The show's growth is a reflection of the region's flourishing multi-million dollar marine industry and the massive boom in marina-based property development projects.

#### DUBAI INTERNATIONAL HUMANITARIAN AID & REDEVELOPMENT CONFERENCE & EXHIBITION

With the United Nations (UN) as one of its major sponsors, DIHAD marks an important annual event for international humanitarian assistance organisations. Representatives of the UN Office for the Coordination of Humanitarian Affairs (OCHA), key UAE leaders and 200 humanitarian relief organisations from 30 countries attended the 2006 meeting from 10 to 12 April. Jan Egeland, Under-Secretary-General for Humanitarian Affairs & Emergency Relief Coordinator, Head of OCHA, made the opening address to delegates and Sir Bob Geldof, rock star and poverty campaigner, concluded proceedings with an address on the final day. DIHAD 2007 will take place from 1 to 3 April 2007.

#### ENVIRONMENTAL CONFERENCE & EXHIBITION 2007

Environment 2007 the fourth edition of the Middle East North Africa (MENA) region's leading environmental exhibition, will be held from 28 to 31 January 2007 at the Abu Dhabi International Exhibition & Conference Centre. The event, organised in conjunction with the Environment Agency – Abu Dhabi, focuses on energy, water, waste, air and land management issues.

This is a particularly hot topic at present as MENA countries are expected to invest Dh16.5 to Dh22 billion (US\$4.5–US\$6 billion) annually on freshwater projects over the next ten years. According to the World Bank, the UAE will invest at least Dh168 billion (US\$46 billion) over the next decade in environmental and pollution control projects. In addition, the UAE's estimated outlay for solid waste management is Dh451 million (US\$123 million), Dh198 million (US\$54 million) for wastewater treatment, and Dh110 million (US\$30 million) for medical waste disposal.

Environment 2007 Exhibition & Conference, the fourth in the series since the event was first initiated in 2001, will target over



V1 Yachts are manufactured in Dubai and are forming a new class especially suited to match racing.



Land-management issues are a major focus of environmental conferences and exhibitions in Abu Dhabi.

GITEX is the region's most important telecoms show. Over 127,000 trade visitors attended the 2005 exhibition.

375 exhibitors from around the world, building on previous successes: over 10,000 visitors came to the 2005 event with the conference sessions attended by more than 1000 delegates. The event also saw the signing of the 'Abu Dhabi Declaration on Sustainable Transportation' by more than 20 Environment Ministers from the Arab region.

#### GULF INFORMATION TECHNOLOGY EXHIBITION (GITEX)

GITEX celebrated its twenty-fifth anniversary in September 2005, confirming its status as the region's most important telecommunications exhibition. Trade visitors, at 127,724, were up 9.77 per cent on the previous year. 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.

The 'Global ICT Leaders @ GITEX 2005' was also held from 24 to 29 September at DWTC, with discussions on the vision required to be a successful ICT leader in the twenty-first century. The event focuses on strategic use of best practices and real world leadership experiences from IT and business executives.

In addition, the fifteenth edition of GITEX Shopper took place at the Airport Expo in October 2005, immediately after the GITEX exhibition. The seven-day IT retail extravaganza proved to be a big draw for consumers attracted by promotions and cash prizes, including 1-kilogram-of-gold-a-day offers, with retailers reporting sales in excess of Dh76 million, marking a 36 per cent increase in transactions.

#### GULFOOD

The Middle East's biggest trade event within the food sector 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. The tenth biennial Gulfood conference in 2005



was so successful that the event is now being held annually. Gulfood 2006 recorded an all-time high in the level of transactions and business activity, confirming the region's reputation as a gourmet's paradise. Gulfood 2007 will take place from 19 to 22 February 2007 at DIEC.

#### INTERNATIONAL AUTUMN TRADE FAIR

Dubai International Autumn Trade Fair (IATF), held at the end of every year, is a launch pad for the international business community to access the MENA market. The 2005 DWTC event was its nineteenth, attracting visitors from a wide range of trade sectors, including home wares, timepieces, handicrafts, cosmetics, DIY tools and ceramics. The five-day fair concludes with an open day for the general public. IATF06 is being held from 17 to 20 December 2006.

#### INTERNATIONAL DEFENCE EXHIBITION & CONFERENCE (IDEX)

Officially supported by the UAE Government and coordinated with the active assistance of the Armed Forces, IDEX is the world's largest tri-service defence exhibition incorporating land, sea and

Waste management is a high priority in the UAE's development planning.



IDEX is the world's largest tri-service defence exhibition.



There are a number of fairs and exhibitions in the UAE devoted to jewellery, watches and accessories.

air operations. Held biennially at ADIEC in Abu Dhabi, the eighth IDEX will take place from 18 to 22 February 2007, providing the ideal venue for the defence industry to display new equipment to prospective buyers from the growing defence market in the Middle East Asia and Far East. In 2005 more than 900 companies from 50 countries exhibited the latest technologies on over 25,000 square metres of indoor and outdoor space, clinching deals totalling Dh6.8 billion (US\$1.85 billion). Key decision-makers, defence ministers, senior army, air and naval officers, equipment manufacturers and system solutions providers, all with a shared interest in armament acquisition and integration, are present under one roof during the five-day arms extravaganza. IDEX also incorporates a day-long conference, which is regarded in international academic and military circles as a top forum on defence strategies and technologies.

#### INTERNATIONAL JEWELLERY & ACCESSORIES FAIR

The International Jewellery & Accessories Fair (IJAF) takes place concurrently with the International Watches & Clocks Fair at DIEC. The venue hosts a varied array of wholesalers, manufacturers, distributors and marketers of the latest in jewellery and timepieces, including gems, pearls, beads, gold, silver and platinum, along with the instruments and equipment that make them. IJAF 2007 will take place from 20 to 22 February.

#### WATCH & JEWELLERY DUBAI

Trade and top-end consumers attend this successful exhibition of jewellery, loose stones and timepieces, which was renamed and moved in 2005 to Dubai Airport Expo in recognition of its expanded profile. Recent innovations include 'Diamond Day', a two-day session dedicated to the precious gem organised by the London-based Diamond Trading Group, part of De Beers. WJD 2006 will take place from 11 to 15 December at DIEC.

#### LEADERS IN DUBAI

'Leaders in Dubai' is a high profile forum on the international business calendar. The line-up of guest speakers for the 2006 event, held on 28 and 29 November, included former US Secretary of State Colin Powell, lecturing on the topic of taking

charge; former Disney CEO Michael Eisner speaking on growth through innovation; ex-IBM Chairman Louis V. Gerstner Jr on leading change'; H.M Queen Noor of Jordan on leadership and public service; Professor C.K. Prahalad, one of the business world's most influential consultants, on corporate strategy; bestselling financial author Harry S. Dent Jr, on predicting the economic future; and lateral-thinker Edward de Bono, on creative thinking.

#### MIDDLE EAST INTERNATIONAL MOTOR SHOW

The biennial Middle East International Motor Show at DIEC is the biggest event of its kind in the region targeting the buoyant automobile market. The show's eighth outing, from 12 to 16 December 2005, was attended by hordes of automobile enthusiasts and prospective buyers, whilst 90 international vehicle manufacturers displayed their wares in ten exhibition halls, including fleets of off-road vehicles, concept cars, high-performance sports cars, custom-built automobiles and motorcycles. Manufacturers participating included BMW, Mercedes-Benz, Volkswagen, Lamborghini, Jaguar, Rolls-Royce, Suzuki and Land Rover, to name but a few.

#### MOTOR TUNING SHOW (MTS 2006)

At least 80 of the world's leading automobile makers and car-tuning companies participated in the debut Motor Tuning Show (MTS 2006) held in Abu Dhabi from 23 to 26 April 2006. Over 70,000 visitors to the 15,000-square-metre venue were able to view the latest sports and high performance cars, four-wheel drives and motorcycles: power, precision and glamour rolled into one.

#### POWER-GEN MIDDLE EAST

The fourth POWER-GEN Middle East was held from 30 January to 1 February 2006 at ADIEC in Abu Dhabi with the participation of 200 international and regional companies from the power generation, transmission, distribution and desalination sectors. Strong demand growth coupled with significant structural changes within the electricity sector ensure that the UAE remains a key market in the Middle East. Further afield, the entire Middle East and North Africa (MENA) region will require more than 74 GW of additional capacity by 2010.



The biennial Middle East International Motor Show at DIEC is the biggest event of its kind in the region.

ROADEX had 180 exhibitors from 35 countries taking part, occupying an exhibit space of 14,000 square metres.



The crux of the 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.

#### ROADEX

ROADEX 2006 exhibition and conference, the Middle East's premier event for the road industry, was held at ADIEC from 12 to 15 March 2006. ROADEX had 180 exhibitors from 35 countries, occupying an exhibit space of 14,000 square metres. The exhibition encompassed all elements of road transportation including design, construction, operation, maintenance and engineering management, and proved to be a highly productive meeting ground for all industry players.

ROADEX also featured a conference on Road Safety organised by the International Road Federation. Over 35 international speakers spoke at the conference sessions and addressed the topic of road safety and intelligent traffic systems.

#### SECURITY AND SAFETY EXHIBITION AND CONFERENCE

The second biennial Security and Safety Exhibition and Conference (Middle East 2005) was held at ADIEC over a four-day period in November 2005. Organised by ADNEC/GEC in conjunction with the Ministry of Interior and the German Essen Corporation, the event attracted 243 exhibitors from 37 countries showcasing the latest technology in security and safety equipment. More than 11,650 visitors, including key decision-makers, were received over the four days of the exhibition. A 'live' demonstration of equipment helped visitors gauge the capabilities of the goods on display. The exhibition hopes to provide technical and technological solutions towards making the world a safer place, despite growing security challenges.

#### SHARJAH WORLD BOOK FAIR

Sharjah World Book Fair is a ten-day annual event usually held during the first half of December (the twenty-fifth session was from 5 to 15 December 2006) at the Sharjah Expocentre. The crux of the 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. Participants and visitors include worldwide publishing houses, 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 each 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, attended by international and local women leaders and businesswomen, 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 key players in the region.

#### DUBAI SHOPPING FESTIVAL (DSF)

It has been said that the UAE has three national sports – camel racing, horse racing and shopping! Certainly, for 45 days during January and February, devoted shoppers revel in the Dubai Shopping Festival enthusiastically searching 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. DSF generated revenues of Dh6.67 billion (US\$1.82 billion) in 2005. About 25 sponsors contributed up to Dh25 million (US\$6.81 billion) in sponsorship fees to the Dh85 million (US\$23.16 billion) budget earmarked for the eleventh edition of the DSF in January 2006. Unfortunately, owing to the death of the Ruler of Dubai and UAE Prime Minister, HH Sheikh Maktoum bin Rashid Al Maktoum, the event had to be cancelled and was re-scheduled for 20 Dec 2006 to 2 February 2007.

Each year during the Festival, the emirate's many malls hold major sales and feature children's entertainment, tombolas, weekly car draws, lucky dips and raffles giving away everything from Rolls Royces to gold bullion. Global Village is the Festival's 1.6 million-square-metres centrepiece with a host of pavilions from around the world selling gifts, handicrafts, furniture, clothing and ethnic food every day from 4 p.m. Other attractions are the usual nightly entertainment, such as fireworks, performances at the 6000-capacity amphitheatre, a funfair boasting the region's tallest Ferris



For 45 days during January and February, devoted shoppers revel in the Dubai Shopping Festival enthusiastically searching for bargains in malls, street markets, heritage fairs, coinciding sports events and the Global Village.



Dubai Summer Surprises is a source of entertainment for the children during the hot summer months.

wheel, and the popular DiggerLand. In 2005 Global Village moved from its former location at Dubai Festival City to the Dubailand site.

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. Entertainment extravaganzas, street performances, laser shows and contemporary cultural events complete the picture.

**DUBAI SUMMER SURPRISES (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 Dubai 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. Summer festival sales were in the region of Dh2 billion (US\$545 million) in 2006 compared to Dh1.72 billion (US\$468 million) in 2005.

**INTERNET LINKS**

- Abu Dhabi Chamber of Commerce and Industry: ..... [www.uaeinteract.com/adcci](http://www.uaeinteract.com/adcci)
- Abu Dhabi International Book Fair: ..... [www.uaeinteract.com/adibf](http://www.uaeinteract.com/adibf)
- Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX): ..... [www.uaeinteract.com/adihex](http://www.uaeinteract.com/adihex)
- Abu Dhabi National Exhibition Company: ..... [www.uaeinteract.com/adnec](http://www.uaeinteract.com/adnec)
- Abu Dhabi World Leadership Summit: ..... [www.uaeinteract.com/adwls](http://www.uaeinteract.com/adwls)
- Abu Dhabi International Jewellery Exhibition (ADIJEX): ..... [www.uaeinteract.com/adijex](http://www.uaeinteract.com/adijex)
- Abu Dhabi International Petroleum Exhibition (ADIPEC): ..... [www.uaeinteract.com/adipec](http://www.uaeinteract.com/adipec)
- Ajman Chamber of Commerce and Industry: ..... [www.uaeinteract.com/ajcci](http://www.uaeinteract.com/ajcci)



The UAE has worked hard to make shopping a pleasant and rewarding experience. Events such as Dubai Shopping Festival create unique opportunities for shoppers.



## INTERNET LINKS

Al Ain Aerobatic Show: .....	<a href="http://www.uaeinteract.com/aaaerobatics">www.uaeinteract.com/aaaerobatics</a>
Arab Health: .....	<a href="http://www.uaeinteract.com/arabhealth">www.uaeinteract.com/arabhealth</a>
Cable, Satellite, Broadcast & Communications Exhibition: .....	<a href="http://www.uaeinteract.com/cabsat">www.uaeinteract.com/cabsat</a>
Dubai International Humanitarian & Redevelopment Conf. & Exib. (DIHAD): .....	<a href="http://www.uaeinteract.com/dihad">www.uaeinteract.com/dihad</a>
Dubai Airshow: .....	<a href="http://www.uaeinteract.com/dubaiairshow">www.uaeinteract.com/dubaiairshow</a>
Dubai Chamber of Commerce and Industry: .....	<a href="http://www.uaeinteract.com/dcci">www.uaeinteract.com/dcci</a>
Dubai International Arabian Horse Championship: ...	<a href="http://www.uaeinteract.com/diahc">www.uaeinteract.com/diahc</a>
Dubai International Autumn Trade Fair (IATF): .....	<a href="http://www.uaeinteract.com/iatf">www.uaeinteract.com/iatf</a>
Dubai International Boat Show (DIBS) 2006: .....	<a href="http://www.uaeinteract.com/dibs">www.uaeinteract.com/dibs</a>
Dubai Jewellery Show: .....	<a href="http://www.uaeinteract.com/djs">www.uaeinteract.com/djs</a>
Dubai Shopping Festival: .....	<a href="http://www.uaeinteract.com/mydsf">www.uaeinteract.com/mydsf</a>
Dubai World Trade Centre (DWTC): .....	<a href="http://www.uaeinteract.com/dwtc">www.uaeinteract.com/dwtc</a>
Environment 2007: .....	<a href="http://www.uaeinteract.com/environment2007">www.uaeinteract.com/environment2007</a>
Expocentre Sharjah:.....	<a href="http://www.uaeinteract.com/expocentre">www.uaeinteract.com/expocentre</a>
Fujairah Chamber of Commerce and Industry: .....	<a href="http://www.uaeinteract.com/fujairahchamber">www.uaeinteract.com/fujairahchamber</a>
GITEX: .....	<a href="http://www.uaeinteract.com/gitex">www.uaeinteract.com/gitex</a>
Global Woibex Forum: .....	<a href="http://www.uaeinteract.com/woibex">www.uaeinteract.com/woibex</a>
Gulfood: .....	<a href="http://www.uaeinteract.com/gulfood">www.uaeinteract.com/gulfood</a>
IDEX: .....	<a href="http://www.uaeinteract.com/idex">www.uaeinteract.com/idex</a>
Leaders in Dubai: .....	<a href="http://www.uaeinteract.com/leaders">www.uaeinteract.com/leaders</a>
Middle East International Motor Show at DIEC: .....	<a href="http://www.uaeinteract.com/dubaimotorshow">www.uaeinteract.com/dubaimotorshow</a>
Motor Tuning Show (MTS 2006): .....	<a href="http://www.uaeinteract.com/mtsad">www.uaeinteract.com/mtsad</a>
Ra's al-Khaimah Chamber of Commerce: .....	<a href="http://www.uaeinteract.com/rakchamber">www.uaeinteract.com/rakchamber</a>
Ra's al-Khaimah Exhibition Centre: .....	<a href="http://www.uaeinteract.com/rakexpo">www.uaeinteract.com/rakexpo</a>
ROADEX: .....	<a href="http://www.uaeinteract.com/roadex">www.uaeinteract.com/roadex</a>
Security and Safety Exhibition and Conference (Middle East 2005): .....	<a href="http://www.uaeinteract.com/securitysafety">www.uaeinteract.com/securitysafety</a>
Sharjah Chamber of Commerce and Industry: .....	<a href="http://www.uaeinteract.com/scci">www.uaeinteract.com/scci</a>
Sharjah International Book Fair: .....	<a href="http://www.uaeinteract.com/sibf">www.uaeinteract.com/sibf</a>
The Arabian Travel Market (ATM): .....	<a href="http://www.uaeinteract.com/atm">www.uaeinteract.com/atm</a>
The Fujairah Exhibition Centre (FEC): .....	<a href="http://www.uaeinteract.com/fec">www.uaeinteract.com/fec</a>
The International Jewellery & Accessories Fair (IJAF): .....	<a href="http://www.uaeinteract.com/ijaf">www.uaeinteract.com/ijaf</a>