

## EXHIBITIONS

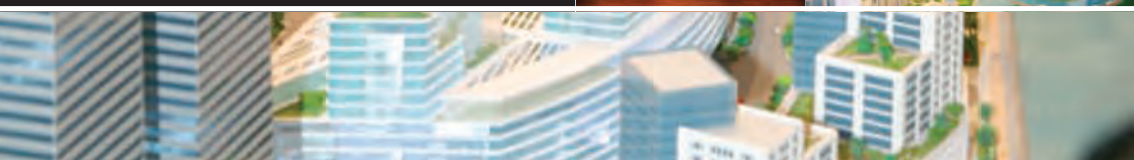


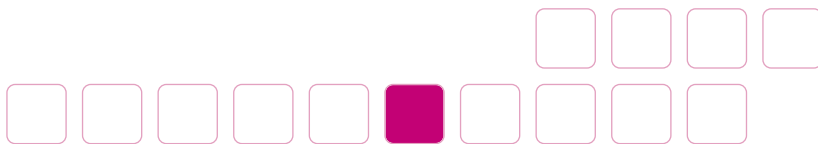
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## EXHIBITIONS

It is not surprising, considering its vibrant economy and strategic location, that the UAE has become the destination of choice for international business meetings, incentive travel, conventions, trade fairs, events and exhibitions. Indeed, 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. Recent estimates conclude that the country has about half of the total covered exhibition space currently available in the Gulf Cooperation Council (GCC), but this will increase to 65 per cent by 2009. The addition to the equation of a sophisticated infrastructure, a secure hospitable environment and diverse leisure opportunities helps to explain why the country attracts major global events.

## EXHIBITION CENTRES

### ABU DHABI

The Abu Dhabi government believes the MICE (meetings, incentive travel, conferences and exhibitions) segment will be central to the future of tourism in Abu Dhabi. To drive the development of an internationally competitive convention and exhibition offering, the government created the Abu Dhabi National Exhibitions Company (ADNEC) in 2005. ADNEC is the chief government regulator of exhibitions and conferences in Abu Dhabi, and the lead body for the organisation of these events. It is expected to act as a catalyst for the ongoing development of the exhibitions industry in terms of both facilities and support services, and in the number, diversity and prestige of events staged in Abu Dhabi. In addition, ADNEC's brief includes the development of a highly skilled and well-trained, UAE national workforce.



ADNEC is expected to act as a catalyst for the ongoing development of the exhibitions industry in Abu Dhabi.

Construction work has also started on phase two of the ADNEC complex. The Dh580 million (US\$158 million) project will see the venue double in size to become the Middle East's largest purpose-built exhibition centre.



ADNEC controls the Abu Dhabi National Exhibitions Centre (also ADNEC) in which 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. Upcoming new exhibitions for Abu Dhabi include the first Gulf Incentive, Business Travel and Meetings Exhibition (GIBTM) and ISNR Abu Dhabi, an international trade show focused on addressing homeland security challenges facing governments and businesses in the region.

The first phase of the new complex was completed in a record eight months to host IDEX 2007 in February 2007 and ADNEC has pointed to a high turnout for the major international exhibitions staged there since it was opened. The consensus is that in addition to the brand new events coming to Abu Dhabi because of the improved exhibition facilities, well-established shows are expanding since they have now been given a platform to grow and develop. ADNEC currently provides more than 28,000 square metres of exhibition floor space spread over seven interconnected halls. The venue also comprises two luxurious conference rooms, 16 meeting rooms and a 2000-square-metre food court.

Construction work has also started on phase two of the complex. The Dh580 million (US\$158 million) project will see the venue double in size to become the Middle East's largest purpose-built exhibition centre. On completion, the new centre will have 55,000 square metres of interconnected 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. Built 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 structure is a bold architectural statement and will become the brand that promotes the venue and Abu Dhabi to the world.

As part of a major investment into the company's online marketing activities. ADNEC has launched a new multi-language

website, <http://www.adnec.ae>, to give users clear and comprehensive information on visiting, exhibiting, or organising events at the state-of-the-art exhibition centre.

ADNEC is ideally located close to major hotel, office and retail developments, a short distance away from Abu Dhabi Airport and approximately 50 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.

Abu Dhabi also has excellent meeting and conference facilities at its many five-star hotels. But the most impressive are to be found at the capital's new seven-star Emirates Palace Hotel. 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 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. Dwarfed though it is by new buildings, it remains at the epicentre of Dubai's international trade and business industry, having hosted key conferences for over 20 years. The six-storey Dubai World Trade Centre Hotel was not so fortunate: it was razed to the ground to make way for the new Hazel Wong-designed World Trade Centre Residence.

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 that are spread across 8100 square metres, with the auditorium alone hosting up to 6500 persons at any one time.

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GITEX, Arab Health, Gulfood, Roadex and the Middle East International Motor Show have become firm dates in the region's diary, attracting many local, regional and international visitors.



With 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 Dubai International Airport.

DWTC-managed venues hosted a total of 106 major events in 2007, and the group has already secured a number of new exhibitions that will push the total to an all-time high in 2008. Dubai's ongoing success in attracting new trade exhibitions to the region underlines both the dynamism of the industry and the strength of DWTC's offering for international event organisers.

Events such as GITEX, Arab Health, Gulfood, Roadex 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, like 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.

DWTC continues to encourage the development of new exhibitions as a way of driving development and innovation within the sector, as well as spreading foreign direct investment across the region. New shows launched for 2007 include China Sourcing Fair: Gift and Home Products, which brought one of Hong Kong's largest trade shows to Dubai in June; and Sweets Middle East, a specialist food exhibition held in conjunction with Messe Koln that took place in November 2007.

Among the shows that have already been announced for 2008 is Aircraft Interiors Middle East (AIME), running from 16 to 18 June 2008. AIME is set to be one of the aviation industry's premier exhibitions, covering everything from seating and fabrics to in-flight entertainment and communication technologies. The inaugural edition of the exhibition, TDIM 08 (Tourism Development Projects & Investment Market) will run from 20 to 22 January 2008 focusing on strengthening investment flows, resources and expertise into tourism development in the UAE and elsewhere in the region.

Longer term, the Dubai government is building Dubai Exhibition City near the new Al Maktoum Airport at Jebel Ali. 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. 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 interconnected 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.

## SHARJAH

Sharjah pioneered the region's exhibition industry in 1977 when it opened an exhibition complex in the emirate. Twenty-five years later, with an investment of Dh183.5 million (US\$50 million), the Expocentre Sharjah was inaugurated as the centrepiece of a larger 'Expo City'. Managed by Sharjah Chamber of Commerce and Industry (SCCI), the Expocentre currently comprises four large exhibition halls spread across 20,000 square metres. Now further expansion is required and SCCI is spending Dh200 million (US\$54.50 million) extending the exhibition facilities by 50,000 square metres and building a 300-room hotel that will give exhibitors and foreign delegates easy access to the venue.

The Expocentre 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. Expocentre Sharjah is bordered by 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

Dubai Exhibition City is being built on a 3-million-square-metre site near Al Maktoum International Airport at Jebel Ali.





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.

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 includes the Families Exhibition, Drinks and Food Stuffs Fair, Career and Training Fair, and Ramadan Festival.

#### 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 and Training Exhibition. It also hosts seasonal fairs for the general public.

## 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.

### ADIHEX

More than 500 participants from over 50 countries took part in the expanded and upgraded Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX), the four-day annual platform for the hunting and equine industries held from 24 to 27 October 2007. As well as bringing together the best names in the hunting equipment industry and devotees of deep-rooted Arabian pursuits, this event also has a unique cultural and social slant, featuring camel and horse auctions, popular competitions for hybrid falcons, Nabati poetry, an Arabian Saluki beauty competition and a lure coursing show, as well as painting and photography exhibitions, all focusing on falconry and other heritage sports. The 2007 event also staged a live simulation of pearl diving.

### APEX

The first APEX, a three-day Aviation Procurement and Finance Conference held at ADNEC from 19 to 21 March 2007, brought together some of the world's top aviation suppliers under one roof. This provided a unique opportunity for networking with manufacturers and industry experts who are keen to capitalise on the huge aviation projects coming up in the region, including Abu Dhabi Airport Company's (ADAC) major expansion at Abu Dhabi airport. Commissioned by the Abu Dhabi government and with a strong presence by ADAC, Etihad Airways and the Gulf Aircraft Maintenance Company (GAMCO), APEX also gave participants first-hand exposure to Abu Dhabi's plans to become one of the world's most sophisticated aviation gateways.

The event included a major conference focusing on procurement issues facing modern airlines and featuring keynote speakers and a number of procurement and finance experts from leading global airlines.

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### ABU DHABI INTERNATIONAL BOOK FAIR

The revamped seventeenth Abu Dhabi International Book Fair, held from 29 March to 7 April 2007 at ADNEC in collaboration with the Frankfurt Book Fair, is in the first phase of a commitment to make the fair a global event, the aim being to establish Abu Dhabi as a vibrant commercial market place for the world's publishers and a catalyst for the development of publishing in the Arab world. With more than 400 national and international publishing companies exhibiting, a healthy increase in participation in 2007 is an indication that the fair is on its way to becoming bigger and better than ever.

The book fair tackled issues affecting the Arab book market, whilst professional programmes and discussion forums were conducted with special guest speakers from the UK, the US, Germany, France, India and Thailand. 'Talking tolerance in times of tension' was a series of discussions covering topics such as fundamentalism, terrorism, women, media and power in the Islamic world. The event also included talks on marketing and rights by publishing industry professionals. The exhibitor catalogue, available online and the first directory of Arab publishing houses, was a new addition to the fair.

Inaugurating the Sheikh Zayed Book Awards, launched as part of the fair, Abu Dhabi Crown Prince General Sheikh Mohammed bin Zayed Al Nahyan expressed the hope that the awards would help boost cultural output. He lamented the fact that the entire Arab world produced only 5600 books per year, compared to 100,000 published by North America, and over 40,000 by Latin America and the Caribbean and called for collaborative efforts to help overcome this unpleasant reality.

Arabist Denys Johnson-Davies was presented with the Cultural Personality Award and Dr Basheir Mohammed Al Khadra with the Sheikh Zayed Development Award. The Children's Literature Award went to Dr Mohammed Ali Ahmed, while literary and art awards went respectively to Waseeni Al Araj and Dr Tharwat Akasha. Mahmoud Zain Al Abdeen was proclaimed the winner in the young innovators category, while George Zeinati was given the award for translators.



## ADIPEC

It is not surprising that Abu Dhabi hosts one of the most prestigious of the oil industry's exhibitions and conferences since 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.

Having made phenomenal progress since it began in 1984, the sector's major showcase Abu Dhabi International Petroleum Exhibition and Conference (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, the twelfth ADIPEC, hosted at ADNEC from 5 to 8 November 2006, attracted more than 1200 exhibitors from 54 countries under the theme, 'Meeting the Increasing Oil and Gas Demand through Innovation', together with high-profile decision-makers from the global oil and gas industry. Through talks and discussions spread over four days, ADIPEC 2006 explored crucial issues of environment, geo-science integration, oil and gas development cycles, drilling improvements and advances in petroleum technology.

The demand was so great that ADIPEC 2008 will be a 30,000-square-metre event – over twice the size of 2006. This will be the largest petroleum event in the world, further underlining the huge potential of Abu Dhabi as a forum for exhibitions.

## AL AIN AEROBATIC AIRSHOW

Al Ain hosts a spectacular air show every year, confirming the city's regional and international position as a major tourist destination. The 2007 event, from 26 to 30 January, was no exception in terms of worldwide participation, massive crowds and top-level organisation. The spectators were wowed by stunning aerial acrobatics, precision parachuting and other daredevil exploits by skilled international and regional teams in propeller and jet engine aircraft, gliders and helicopters. The show was also a family affair with cultural, social, recreational and heritage-related activities to suit all tastes.

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The international contribution, encompassing teams from the UK, Pakistan, Russia and Jordan, ensured an extremely thrilling show, including breathtaking aerobatic displays performed by the Russian supersonic MIG-29 aircraft, the world's best light fighter. Spectacular also was the participation of the World Parabolic Swoop Team (WPST), the foremost high performance parachute exhibition team that specialises in high-speed parabolic manoeuvres.

Two pilots also staged aerobatic displays synchronised with fireworks just before sunset at the end of each day. However, it was the Russian Space Museum that was one of the biggest attractions of the show in 2007. The major surprise was the live telecast from the International Space Station.

Pilots attaining the top three positions in the solo and team competitions were awarded cash prizes for the first time in the four-year history of the show. First prize in the solo event went to the first-ever female winner, Russian Svetlana Kapanina, who walked away with a cash prize of US\$50,000 on the last day of the show.

#### ADMCE

More than 100 exhibitors and hundreds of delegates and top decision-makers participated in the Abu Dhabi Medical Congress & Exhibition, which was held from 2 to 4 September 2007 at ADNEC. Jointly organised by IIR Exhibitions Middle East and Arab Health, the event was held under the patronage of the Ministry of Health, the Department of Health and Medical Services (DoHMS), the Health Authority Abu Dhabi, and Abu Dhabi Police. ADCME incorporated six separate conferences addressing key topics affecting the healthcare industry, providing valuable networking opportunities among more than 2000 medical professionals and at the same time enabling delegates to keep abreast with technological developments in the field.

#### ARAB HEALTH

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. 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 region's healthcare sector.

The thirty-second Arab Health exhibition ran from 29 January to 1 February 2007. Held in conjunction with the exhibition, the Arab Health Congress has a long record of bringing world-class healthcare education programmes to the Middle East and is accredited by the American Academy of Continuing Medical Education (AACME).

#### ARABIAN TRAVEL MARKET

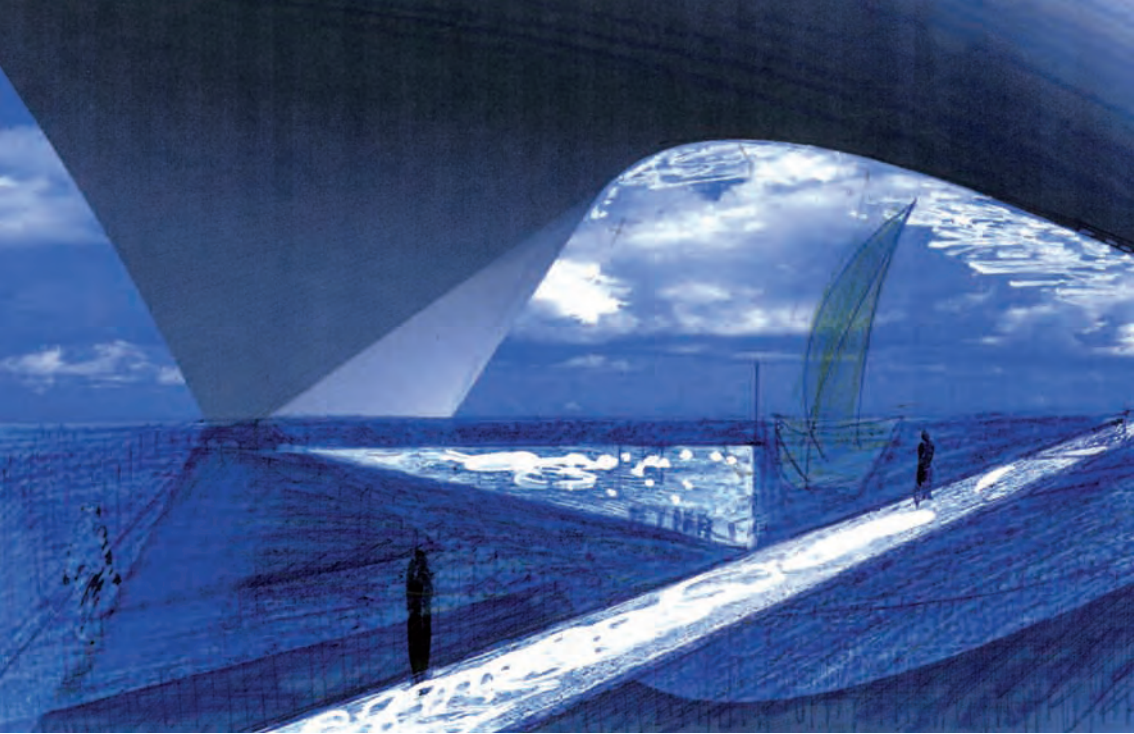
The Arabian Travel Market (ATM) is universally recognised as the leading travel industry event for the Middle East and pan-Arab region, another rapidly expanding economic sector. In 2007, the four-day annual event, from 1 to 4 May 2007, brought together 2600 participants from 64 countries, up by 24 per cent on 2006. Large-scale UAE tourism projects were on display, whilst airlines, tourism organisations, hotels, tour operators and individual countries showcased their holiday attractions to boost visitor numbers. Four days of seminars, press conferences, meetings and networking opportunities during ATM 2007 kept globe-trotters up-to-date with the latest destinations and industry trends.

#### CABSAT 2007

Cabsat 2007, a major communication technologies platform, was launched in 1994 and is a prime example of the UAE's exhibition strategy, which is designed to drive business growth for participating companies, and for the wider regional economy. Certainly, the regional market is impressive: it is estimated that the Middle East market for satellite communications alone will reach over US\$1.4 billion by 2010. Supported by the Arab State Broadcasting Union, Asia Pacific Broadcasting Union, International Association of Broadcasting Manufacturers and Global Satellite Forum, the exhibition also provides solutions to buyers in the local market.

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Running alongside the exhibition were two parallel conferences, one focusing on 'Waterfront Developments' and the other on 'Real Estate Finance and Investment'. Another highlight of the three-day programme was the 'Cityscape Real Estate Awards Excellence in Real Estate Investment And Development' held at the Emirates Palace on 8 May.

The 2007 event from 6 to 8 March was up by 27 per cent, with 500 companies from more than 50 countries exhibiting. Having welcomed over 8500 trade visitors from across the region, the value of transactions reported by major companies at Cabsat 2007 stood at more than US\$160 million (Dh587.2 million). In addition, there was a comprehensive programme of industry-related conferences and seminars on offer to further facilitate the information flow between trade visitors and industry experts.

#### CITYSCAPE 2007

Held for the first time in Abu Dhabi from 8 to 10 May 2007, Cityscape is intended to be an annual networking exhibition focusing on all aspects of the property development cycle. It attracts regional and international investors, property developers, leading architects and designers to an annual forum that celebrates the very best in real estate, architecture, urban planning and design. Over 12,000 participants attended the three-day event in which 200 exhibitors from 50 countries participated in this major exhibition, marketing projects worth around US\$400 billion. Investment in real estate projects in Abu Dhabi alone is worth more than Dh990 billion (US\$270 billion).

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### DIHAD 2007

Participants in the fourth edition of Dubai Humanitarian Aid and Development Conference and Exhibition, held in Dubai from 1 to 3 April 2007, reached an agreement on a series of steps that the humanitarian community should take in order to make meaningful advances in cooperation and coordination. In particular, it was recognised that GCC-based humanitarian organisations should increase their involvement in multilateral efforts. Better cooperation should include joint training aimed at an enhanced understanding of the roles, responsibilities and capacities of the different actors, with a view to developing joint rapid response capabilities and organising joint capacity building activities.

A concluding statement commented that: 'At the early stages of disaster response, such increased cooperation should focus particularly on the sharing of information, utilising the many tools managed by the UN Office for the Coordination of Humanitarian Affairs and available to the entire humanitarian community. This would allow for a better understanding of the needs and greater efficiency and effectiveness in the assistance provided by all. This would also serve to highlight the capacities and achievements of the humanitarian agencies and charity organisations of this region, which deserve greater international recognition. In a constantly resource-challenged environment, organisations should share examples of best practices in the engagement with the totality of donors, including corporations, foundations and private citizens. Governments and private donors from the Gulf region should share information with the multilateral Financial Tracking System also in order to see their significant contributions better reflected'.

The fifth DIHAD will be held from 8 to 10 April 2008.

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## DUBAI AIRSHOW

Dubai's tenth International Aerospace Exhibition, held from 11 to 15 November 2007 at Dubai Airport Expo Centre, once again set new records not only in the number of exhibitors (850 from 50 countries) and visitors (over 40,000) but also in the volume of contracts signed, the highest in the history of the biennial event. More than 140 planes were on display, indicating the importance of the aviation industry in the region. The popular aerospace extravaganza also includes the Dubai Aviation Forum, the Middle East Air Chiefs' Conference, the Middle East Aviation Information Technology Manufacturing Forum and the Middle East Aviation Financial Conference.

## DUBAI AIRPORT SHOW

Major airport expansions and a booming aviation industry across the Middle East, Africa and South Asia were reflected by a record gathering of international suppliers dedicated to airport construction, operations and technology at the Airport Show, which opened in Dubai on 28 May 2007. The event grew by 25 per cent in 2007 and, with more than 500 suppliers from 52 countries and 5000 visitors, is Asia's largest international airport industry exhibition. For the first time Airport Expo Dubai featured three major conferences, 'Aviation Security Middle East', 'Air Traffic Control Middle East' and 'Ground Handling Middle East', at which international experts imparted insights into the issues affecting the aviation sector.

Since its inception in 2001, the Airport Show has become established as a major forum for the pre-qualification of suppliers for airport development schemes across the region, and in 2007 more than 30 civil aviation authorities and airports were represented at a time when regional airport developments worth nearly Dh220.2 billion (US\$60 billion) are taking place, with Dh73.4 billion (US\$20 billion) pledged in the UAE alone.

## 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 of the three-day event, which was held for the fourth time from 4 to 6 April in 2007. The prestigious stallion championship was scooped up by German multiple world champion *Al Lahab*.

### DUBAI INTERNATIONAL BOAT SHOW

There aren't many occasions to see some of the world's most exclusive and luxurious super yachts lined up next to speedy sport cruisers, powerful motorboats and other lesser-known members of the marine community. The Dubai International Boat Show (DIBS), held from 13 to 17 March in 2007 at the Dubai International Marine Club (Mina Seyahi), provided opportunities for both, confirming DIBS as the region's largest gathering of leisure craft, equipment and associated services. More than 250 exhibitors, including an impressive line-up of international players, make DIBS a truly international boat show with a global exhibitor and visitor profile and a professional ambience. In addition, by securing so many top-name super yacht builders and suppliers, DIBS continues to strengthen its position as the most important marine event in the region for affluent individuals seeking to invest in the booming marine market.

Reports from exhibitors suggest that a total of Dh543.16 million (US\$148 million) worth of boats, yachts, boating equipment and services were sold during the show. Despite blustery conditions for the final days, nearly 25,000 visitors passed through the exhibition gates over the five-day event in which 330 boats were on show, with several of the exhibitors selling their entire range of display vessels and many others taking a wealth of advance orders.

### ENVIRONMENTAL EXHIBITION

Environment 2007, the fourth edition of the Middle East North Africa (MENA) region's leading environmental exhibition, was held from 28 to 31 January 2007 in Abu Dhabi. The event, organised in

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More than 80 heads of state, ministers, business, science and environment leaders from the global renewable energy community will speak at the inaugural World Future Energy Summit taking place from 21 to 23 January 2008 in Abu Dhabi, establishing the event as one of the most important on the international calendar.

conjunction with the Environment Agency – Abu Dhabi, focused 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 billion 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, targeted over 375 exhibitors from around the world, building on previous successes. An international conference on sustainable energy resources in arid zones was held on the sidelines of the exhibition.

### GITEX

Gulf Information Technology Exhibition (GITEX), the region's most important telecommunications exhibition, was 27 years old in 2007. In many ways the highly successful exhibition has grown in tandem with the region's information technology industry. The event also serves as a launch pad for many new products and services from the different sectors. Held slightly earlier than usual, from 8 to 12 September, GITEX Technology Week, as it is now re-branded, was also reorganised with visitors being given a choice between Gitex Business Solutions, Gulfcomms and Consumer Electronics arenas. Also new was an IT fashion show and a conference schedule where executives discussed strategies for the Middle East ICT market. With over 3300 exhibitors from 82 countries spread out over 64,000 square metres and attendance figures in the region of 130,000, GITEX Technology Week is one of the three biggest exhibitions of its kind in the world.

In addition, the week-long GITEX Shopper at Airport Expo showcases the latest in games, audio and digital technology with consumers attracted by promotions and cash prizes, including 1 kilogram-of-gold-a-day offers.



## IDEX

Officially supported by the UAE Government and coordinated with the active assistance of the Armed Forces, the International Defence Exhibition and Conference (IDEX) is the world's largest tri-service defence exhibition incorporating land, sea and air operations. Held biennially in Abu Dhabi, the eighth IDEX took place from 18 to 22 February 2007, the first exhibition to be held in the new state-of-the-art Abu Dhabi National Exhibition Centre (ADNEC). Attracting 862 exhibitors from over 50 countries in 33 national pavilions, IDEX 2007 was a focal point for defence product acquisition in the Middle East and Asia and has traditionally provided an excellent platform for industry professionals to gather and exchange information and evaluate new products, services, technology and trends related to defence. Local manufacturers of naval vessels, unmanned aerial vehicles (UAVs), hovercrafts and small arms were also showcased at IDEX 2007.

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

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, were present under one roof for IDEX 2007.



integration, were 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.

The highly successful and well-organised exhibition had 37,490 visitors and the combined value of contracts signed with local and international companies during IDEX 2007 was in the region of Dh3.3 billion. An awards ceremony was held to recognise key participants at the exhibition.

### 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. Attended by hordes of automobile enthusiasts and prospective buyers, international vehicle manufactures display their wares, including fleets of off-road vehicles, concept cars, high-performance sports cars, custom-built automobiles and motorcycles. Manufacturers participating include BMW, Mercedes-Benz, Volkswagen, Lamborghini, Jaguar, Rolls-Royce, Suzuki and Land Rover, to name but a few.

### SHARJAH WORLD BOOK FAIR

Sharjah World Book Fair is a ten-day annual event usually held during the first half of December at the Sharjah Expocentre. The crux of the fair's manifesto is to encourage reading habits whatever the age or nationality, 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.

The twenty-fifth fair focused on children with priority given to children's publishing houses and a special emphasis on the UAE's culture, history and heritage, in order to familiarise the younger generation with their traditions. The Sharjah government has always been the largest buyer during the annual fair, and the books bought are distributed to schools, clubs and public libraries.

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## INTERNET LINKS

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Abu Dhabi Islands Archaeological Survey: .....	<a href="http://www.adias-uae.com/">www.adias-uae.com/</a>
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