

HQ

THE ASSOCIATION
MAGAZINE

BUILDING BRIDGES
IN THE MEETINGS
INDUSTRY

DUBAI

THIS IS A SPECIAL DESTINATION SUPPLEMENT OF Headquarters #85 — NOVEMBER 2018



Why Dubai is the Best Place to Organise Your Meeting

Where East meets West and the sky is the limit. Dubai is a city of superlatives, of world records even. Every year, millions of tourists travel to this thriving city to see the world's tallest building, the world's largest man-made island, the world's largest performing fountain and the world's largest mall. Many have said it must be seen to be believed.

Originally a small trading port which largely depended on fishing and pearl diving, the desert oasis of Dubai has transformed into a global metropolis in just 50 years. When the United Arab Emirates discovered oil offshore in the Sixties, the authorities soon realised this oil wouldn't last for more than a few decades which is why the city state has since invested in diversifying its economy and trade, making them more stable. Dubai's government has also worked hard to become a financial, business and tourist hub.

An introduction by Marcel A.M. Vissers

SIMPLY ACCESSIBLE

The UAE's fastest-growing city also sits at the crossroads between east and west, making it a convenient location for the headquarters of global businesses as well as an interesting business events destination. But what makes Dubai such a desirable location for planners?

Combining striking architecture with sun-drenched sandy beaches, the city is easy to access with the world's busiest airport for international passenger traffic. The city is just a four-hour flight for one third of the world's population and within 8 hours of two thirds.

Dubai World Central, the city's second busiest airport, is currently being expanded to accommodate 240 million passengers a year. Dubai International Airport, the city's main gateway, is also the home of Emirates, one of the world's leading airlines. Other airlines serving the airport include China Airlines, Singapore Airlines, Malaysia Airlines, Hong Kong Airlines and Japan Airlines.

Facilitating access to the city is the fact that citizens of 58 countries and territories can get visas on arrival to the UAE.

In addition to this, the city is well served by several ports, and has plenty of highways and bus routes.

WITH ROOM TO SPARE

As of the last count, Dubai has over 111,000 hotel rooms visiting guests can choose from, putting it in the top 10 ranking of cities with the largest hotel supply, along with the likes of New York and London. The city has countless hotels and resorts, with new ones opening all the time, for all types of travellers who are interested in enjoying a taste of the luxury Dubai has to offer. There are rooms to suit every budget, catering to your every taste and whim.

Most of the hotels are also just a convenient, 30-minute ride from Dubai's main airport and offer a shuttle or mini-bus service to the main shopping and tourist spots.

Iconic business hotels include The Address Downtown Dubai, which has a fully equipped business lounge and even offers secretarial assistance; The Conrad which caters to almost every business need imaginable; The Ritz-Carlton in the centre of the Dubai International Financial Centre which has exceptional business facilities; and Raffles Dubai, which is just 15 minutes from the airport; among others.

And in addition to the luxury hotels the city has built its reputation on, a growing number of lifestyle and boutique options means there is a diverse range to choose from, across all budgets.

A WORLD-CLASS CONVENTION AND EXHIBITION CENTRE

Dubai is also home to the region's largest events venue. The Dubai International Convention and Exhibition Centre (DICEC), which is located at the heart of the Dubai World Trade Centre, offers 122,000 square meters of flexible and configurable space, making it emi-



▲ Al Seef Hotel by Jumeirah

nently suited for large-scale conferences and exhibitions. In 2017, it hosted 353 business events, including international trade fairs, consumer shows and conventions, welcoming more than 3 million visitors from 185 global markets. It also has a wide range of meeting rooms for smaller events, such as trainings and seminars.

THE SILICON VALLEY OF THE MIDDLE EAST

Dubai also has one of the largest ICT hubs in the region, with companies like Facebook, Google and Twitter setting up offices in Dubai Internet City. Over the course of 16 years, the city has grown

from 100 to 1,400 technology companies.

DUBAI BUSINESS EVENTS AT YOUR SERVICE

Dubai Business Events is the official convention bureau for Dubai. Its main goal is to establish as a premier business event destination, attracting international meetings, incentives, conferences and exhibitions.

The team consists of 20 professionals with highly specialised knowledge about Dubai who offer advice, guidance and support to international business event organisers for planning international

meetings, incentives, conferences and exhibitions in the Emirate.

With in-depth knowledge of Dubai, its unique culture, world-class convention venues and the specific requirements of the business event industry, Dubai Business Events delivers advice that is tailored to your specific needs, offering a spectrum of free convention and event planning services. These include checking the availability of hotels and venues, obtaining proposals and quotes from local suppliers, blocking rooms and venues for you, developing pre and post-event programmes, helping you organise your congress, etc.



The UAE climate is generally warm and sunny in winter, and it gets hotter and more humid in summer.



Number of Dubai Visitors in H1 2018

8,1 million

7 sectors

at the heart of the UAE National Innovation Strategy:

-  Space
-  Water
-  Technology
-  Clean Energy
-  Health
-  Education
-  Transport

111,864

hotel rooms
across the city



The Emirati dirham (AED) is the main currency of the UAE. The dirham is subdivided into 100 fils.



+4 hours
ahead of GMT



Dubai International Airport

World's busiest airport
for international passenger traffic

More than
100
airlines



Access to
260
destinations

Over

1,500

Emirates flights departing from Dubai each week, to destinations across six continents.

DUBAI



1/3 of the world's
population within

4 hours



2/3 of the world's
population within

8 hours



122,000m²

covered events space at
Dubai World Trade Centre



To find out more, visit
DUBAIBUSINESSEVENTS.COM



or contact
ASKDBE@DUBAITOURISM.AE



HQ INTERVIEW

With Steen Jakobsen

*Assistant Vice President
of Dubai Business Events
and City Operations*

*by Editor-in-Chief
Marcel A.M. Vissers*

HQ: Having been at Dubai Business Events for a number of years, how do you feel about the city's diversity?

SJ: Dubai is a true melting pot, with over 200 nationalities living here, and therefore, in just about any workplace, you will see people and talent from all around the world. The international nature of the city is also reflected in the food, culture and entertainment here, with something for everyone. We find that this is among the compelling reasons meeting planners choose Dubai: whether they are looking to explore different cultures or seeking a taste of home, they can find it in Dubai.

What was your biggest challenge to develop Dubai as a premier congress destination?

The challenge faced by any city to stand out from the crowd is moving beyond just the hygiene factors. When it comes to aspects such as connectivity, hotels and venues, Dubai is unrivalled, yet at the same time we understand that many other destinations also have competitive and high-quality offerings. We therefore seek to make Dubai stand out by emphasising the strong opportunities associations and other organisations can find in terms of growth, not just in Dubai and the UAE, but the wider Middle East and neighbouring markets.

We also highlight Dubai's growing status as a knowledge hub, with associations and meetings planners able to tap into the opportunities for knowledge exchange, especially in sectors where the city and the wider UAE are focusing on innovation, such as health, renewable energy, space, technology, education, water and technology.

What is your plan for the development of Dubai in the coming 5-10 years? What is the strength of the city as a business events destination?

One of the city's biggest strengths as a business events destination is its geo-

graphic location, which puts it within a four-hour flight on one third of the world's population and eight hours of two thirds. Added to the connectivity provided by Dubai's international airports and two homegrown airlines – *Emirates and Flydubai* – this means the city is easily accessible, making it an ideal place to meet, especially for organisations that want to bring a global audience together.

The ability of stakeholders across the public and private sectors to come together is another key strength of the city, adding further appeal to associations and meetings planners.

Our plans for further growth are fully aligned with the city's strategic economic ambitions, focused on the innovation and the industries of the future, as well as the tourism strategy, which envisages 23-25 million visitors a year, by 2025.

In November 2018, ICCA will hold its world congress in Dubai. What kind of legacy and impact on the destination are you expecting from this particular conference?

One important impact the event will have is that it will highlight Dubai's status as a leading business events destination, with meetings industry professionals from around the world descending on the city of the landmark congress.

The Local Host Committee has worked hard to ensure that that delegates will get a flavour of the city, both in terms of the offerings already here, developments on the horizon, and some aspects of the knowledge economy. With ICCA coming to the Middle East for the first time, it will also have an important impact on (*not only the city, but*) the wider region.

We expect the event to leave a strong legacy for the meetings industry profession in the region and help to grow ICCA's membership and presence in the region – something that has already



▼ Expo Mobility



▼ Emirates and Flydubai

been boosted by its registration with the Dubai Association Centre.

Building on previous editions, this year's ICCA Congress will also have a strong CSR element, with delegates having the opportunity to support a local charity that prevents blindness and visual impairment globally.

The ICCA Charity Run'N'Walk will raise money for Noor Dubai Foundation, while delegates will also be encouraged to donate old pairs of glasses, including prescription glasses and sunglasses, to

the charity, who will re-lens and distribute them to those in need through its mobile eye clinic campaigns. Speaker and Local Host Committee gifts will also be replaced with donations to Noor Dubai Foundation.

The world is looking forward with great expectation to the Expo 2020 Dubai. What will that mean to the city?

As the largest event the city will ever have hosted, Expo 2020 Dubai is certainly inspiring plenty of interest and

excitement, both at home and internationally.

While Dubai is already the fourth most visited city in the world, with a strategy in place which is aimed at becoming the most visited, the significance of the city hosting a World Expo cannot be underestimated. With its theme of '*Connecting Minds, Creating the Future*', the event will put Dubai's knowledge economy and culture of innovation of a global stage.

Dubai – City of the Future

Principles of innovation and creativity have been the pillars of the Dubai success story, a story that has seen Dubai front the renaissance of social and economic progress in the region and build its forces of research, science and technology.

With significant investment in key sectors and an emphasis on embracing and pioneering new technologies, the city is becoming a true knowledge hub, with a increasing pool of expertise that planners can tap into.

Urvashi Yadav reports

SETTING INDUSTRY BENCHMARKS

Backed by such solid investment is the UAE National Innovation Strategy (NIS) that will drive innovation in identified priority sectors:



Water

As delegates at the International Desalination Association World Congress 2019 will find out, Dubai is a city that is at the forefront of innovation in the field, finding solutions to ensure it can cater to the needs of its growing population, while at the same time ensuring it is done in a sustainable manner. Dubai Electricity and Water Authority currently has a strategy to produce 100% of its desalinated water by 2030 by a mix of clean energy that uses both renewable energy and waste heat.

Space

While Dubai may already be a major aviation player, the city and nation's ambitions stretch to a much higher altitude. Recognising the importance of space exploration to driving scientific innovation, the UAE has an ambitious space programme, which the Mohammed bin Rashid Space Centre is a key driving force. In October 2018, the UAE's first 100% Emirati-made satellite, KhalifaSat, went into orbit, while preparations are well underway to send a probe to Mars. Set to launch in 2020 and arrive at the red planet in 2021 - coinciding with the 50th anniversary of the founding of the UAE, it will transmit data that will be shared with scientists around the world.

Further on the horizon, the UAE has bold ambitions to build the first city on Mars by 2117.

Education

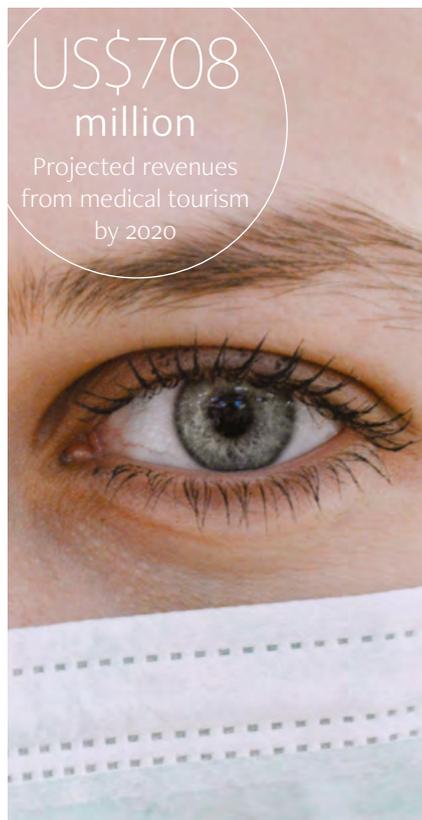
Dubai has been fast to realise the potential of a knowledge-based economy. As a result, it has invested soundly in the institutions of the future to build upon its status as a knowledge-hub. Central to this are the wide range of universities and research facilities as well as "freezones" which act as incubators for nurturing the legacy of knowledge and innovation by providing financial and regulatory benefits. Some of the most important freezones include Dubai Knowledge Park, Dubai Science Park and Dubai Internet City.



Health

Dubai is a hub for medical tourism in the Middle East and wants to take it several notches higher by aiming to earn US\$ 708 million annually from medical tourism by 2020. That's not all; Dubai is also home to the world's largest medical free zone, Dubai Healthcare City (DHCC) boasting 160 clinical partners including hospitals, outpatient medical centres and diagnostic laboratories across 150+ specialties with licensed professionals from almost 90 countries. Chief among them are the Johns Hopkins-associated hospital Clemenceau Medical Centre and Moorfields London.

And as with other key sectors, innovation in a key area of focus. One way of achieving this is through 3D printing: taking advantage of fast-evolving techniques and printed materials, the emerging sector could become a critical tool in the battle against the non-communicable diseases such as renal failure and diabetes. Already, the technology is being used to support the surgical process, while 3D-printed joints, bones and teeth could all soon also change lives.



Renewable & Clean Energy

In April 2013, Dubai hosted the world's first green summit in the MENA region, wherein the Dubai Declaration stated its goal of turning the city into the global leader of the green economy by 2020. Since then, the city has never looked back! Their effort towards clean energy has led to the development of the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world.

With an investment of US\$13.6 billion in the park alone, and US\$27.2 billion investment in the Green Fund as part of the Dubai Clean Energy Strategy 2050, Dubai is set to revolutionise the energy sector over the next three decades with an overarching goal to have the smallest carbon footprint in the world by 2050.



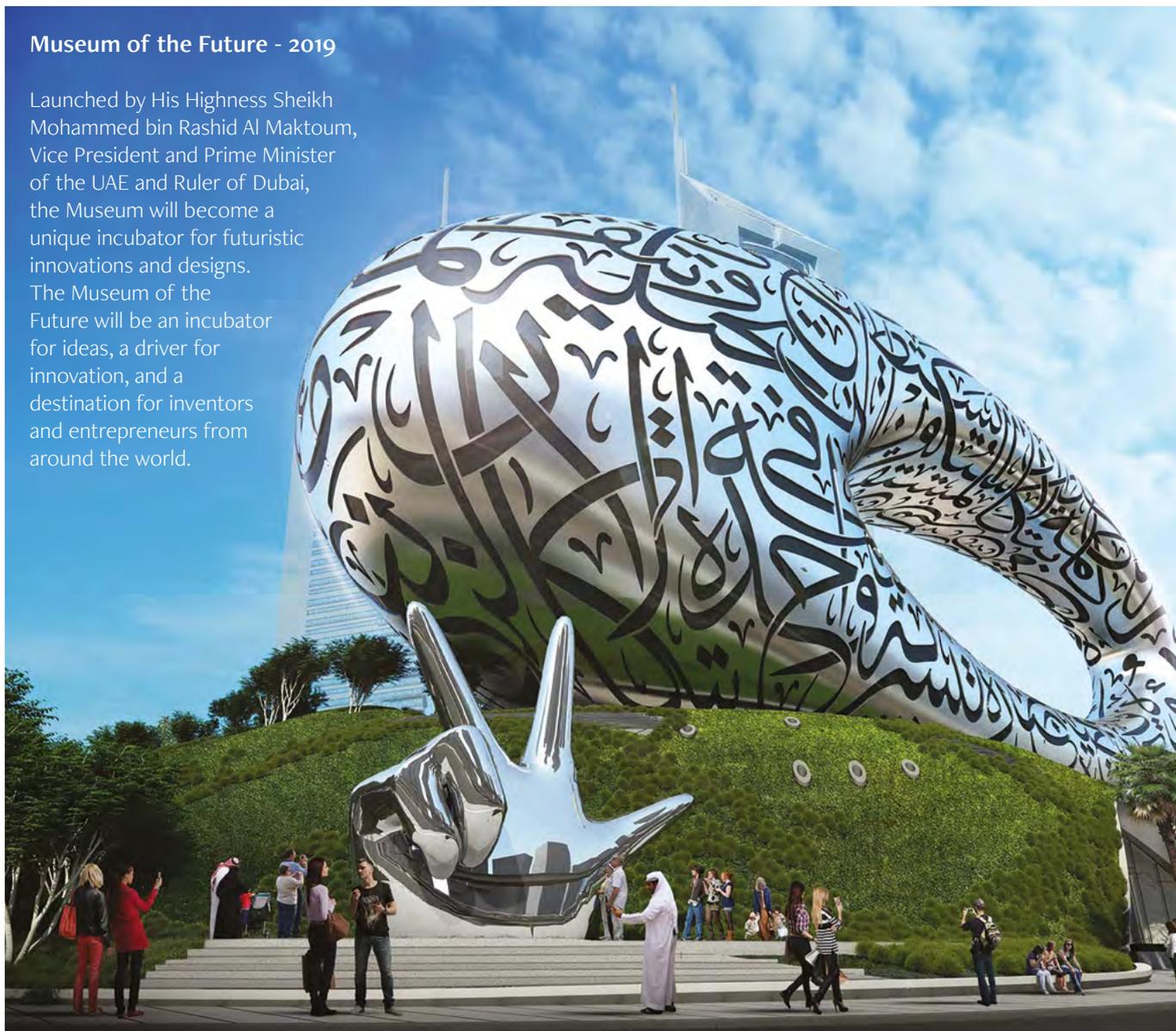
Transportation

Home to the world's largest annual airport exhibition, The Airport Show and the Dubai International Motor Show (*both biennial events*), Dubai has set high standards as a market leader in aviation, automotive and after-market industry. Aviation accounts for around 27% of Dubai's GDP with the Dubai International Airport leading the world in international passenger volume, handling 83.6 million travellers in 2016 according to Airports Council International. The airport is currently working to expand capacity to 118 million passengers by 2023 under the DXB Plus programme.



Museum of the Future - 2019

Launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the Museum will become a unique incubator for futuristic innovations and designs. The Museum of the Future will be an incubator for ideas, a driver for innovation, and a destination for inventors and entrepreneurs from around the world.



Technology

The final push in this long term commitment to dominate globally the fields of innovation and technology comes from the Dubai Future Foundation's (DFF) knowledge platforms which now reach more than 400 million people across the globe, introducing users to future sciences and allowing them to develop their skill. The Foundation has launched a host of initiatives for that purpose, including the Mostaqbal Portal, Popular Science Arabia magazine, the State of

the Future Report and many other projects that seek to provide quality Arabic-language content. Dubai Future Foundation also recently played host to the Emerging Technologies Conference (EmTech) and launched MIT Technology Review in Arabic.

Part of this ecosystem is the initiative 10X which calls on all Dubai government entities to integrate disruptive innovations to create new business models that replace traditional ser-

vices. The Dubai 10X 2.0 launched at the World Government Summit 2018 will see 37 government entities working together to realise projects in different sectors like tourism, health, education and culture. For instance, Dubai's Department of Tourism and Commerce Marketing has launched Tourism 2.0 which is a blockchain-enabled marketplace that connects potential buyers directly to hotels and tour operators.

Dubai - Rolling Out the Red Carpet

The premiere event featuring the largest gathering of internal auditors in the world, The Institute of Internal Auditors (IIA) International Conference travelled to the world-class city of Dubai from the 6-9th of May 2018 with the theme, 'Connecting the World Through Innovation'. Under the patronage of His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, around 3000 delegates from 110 countries assembled at the Dubai International Convention and Exhibition Centre, part of the Dubai World Trade Centre complex to delve into topics ranging from global issues impacting the business to auditing social media and its cyber threats.

HQ magazine spoke to some of the leading voices of the industry on the impact of this marquee event.

Urvashi Yadav reports

Richard Chambers

President and CEO,
The Institute of Internal Auditors

HQ: What's the aim of the international conference?

RC: As a global body it's very important that periodically we gather our members from around the world to network and exchange information and to learn about the trends and practices that are facing the profession around the world. And so each year we hold an international conference. It's been on virtually every continent over the last decade and we're very excited to be in this region.

How did Dubai end up being chosen for this event?

Dubai for us is a natural location to hold a conference like this. First of all it's really at the crossroads of the world as far as access and people being able to get here easily. We first hosted a global council here in 2014. We drew a record number of attendees from more than 80 countries for that event. We said that makes it clear that Dubai is where we want to have our international conference and we have by all accounts set a record for our conference here.

You've seen plenty of bidding processes. Historically what's made a strong bid and after that what's made a strong conference?

I've been involved with international conferences for more than 17 years and I would tell you that the process by which we select an international conference is one that has evolved over time.

We're very meticulous in making sure that we pick a venue, location that will draw well from not only the region but from around the world and that's why Dubai was a natural place for us to host this conference.

In terms of the profession's evolution would you say this is an area of growth?

You know the Middle East has been the fastest growing region for the IIA in the last decade. We have seen an explosion of internal audit growth throughout the region and so that was another big factor in picking Dubai for our conference.

What sort of reactions did you get when you chose Dubai?

Our response has been overwhelmingly positive, especially within the region. Because I think the people within the region feel like it's a validation of the importance that we place on this region. There were a few people around the world who were a little bit concerned a little apprehensive about whether Dubai would be a place where they would be welcome and safe. We assured them that it would be. I've heard of absolutely no one that's had any experiences that are contrary since they've arrived.

What sort of legacy do you hope this event leaves?

The thing I would say about this region and legacy is we have hosted the international conference; this is the 78th time that we've hosted our conference since 1941. It is already by far the largest conference we've ever held outside of North America. In all likelihood it's going to end up being the largest conference we've



hosted anywhere, so for me that is an important legacy because it says that international sites like Dubai will draw very well and I think this could be transformational as far as the future of our international conference is concerned.

How has it been working with the UAE-IAA, DBE and all stakeholders?

Everyone here, all the partners that we've had helping us to put this event on, from IIA Dubai, to our PCO, everyone has been truly a joy to work with. They've all been professional and they've really helped to make this a spectacular event.

J Michael Peppers

2017-18 chairman of the Global Board of Directors for The Institute of Internal Auditors

Why are events like this important to the profession and the IIA?

JMP: Well I think one of the things that I've been struck with in my years of volunteer service to the IIA is the value that we have as a profession from being the membership that is represented around the world. Very few professions

or organisations have that international reach, and even though this is a very digital and technologically advanced world - you can do many things virtually - there is nothing like gathering together with your colleagues and peers, to be able to exchange ideas.

The international conference that we have gives us the ability to do that face to face. So we're pulled together, but we also have an opportunity to do those events in regions around the world which expose us to the many different cultures, the many different businesses, the many different governments that exist, and so that broadens our horizons and makes us a better internal auditor to have that broad base of experiences.

What is a delegate looking for when they come to the event?

Our members are looking to be challenged, to expand their skill sets, their knowledge bases, so that they can serve their organisations well. And international conferences pull together speakers on so many topics and we're able to get diverse view points and opinions and learn about technologies that we may not have in the home regions where the members work. So the international gatherings give them many choices of opportunities to expand their skill sets.

What has this event meant to grow this profession in not just this city, but the region?

Even in my personal experience, about 12 years ago I was at a chapter that hosted one of these events. And the benefit that comes to the region is tremendous. Our members have an opportunity throughout the planning and throughout the carrying out of the event to have interchanges with people and professionals from around the world. So it brings together a group like in this region, the IIA UAE Group - it has pulled them together, it has given an awareness to the profession through participation from local government officials to the royal family to everyone who now has a higher awareness of what internal auditing is and what the profession can do for their organisations.

What have your impressions been of this conference and of Dubai?

Every year you think it can't get any better and then you go to the next one and you have amazing experiences and they're all unique and I can tell you that from the time that we've had here and the opportunities we've had to network, the speakers that we've heard, the experiences that we've had in the city of Dubai, it's been a tremendous experience.

The Dubai Experience

Glamorous, luxurious and audacious, Dubai is a city with something for travelers of varied appetite. With its wide range of hotels and venues, the city as all the core offerings planners need to form the foundation of their business events.

Urvashi Yadav reports

STAYING IN STYLE

At the heart of the Dubai experience are the world class hotels and resorts of Dubai which feature the best of modern services and offerings and traditional hospitality.

With more than 700 hotels across the emirate, from the grandeur of the iconic **Burj Al Arab**, to newer lifestyle offerings such as **Zabeel House**, the diversity of the hospitality segment is just as important to meetings planners as it has been for the million of leisure tourists visiting every year.

And with ambitious targets to attract up to 25 million visitors a year by 2025, **Lapita, Dubai Parks and Resorts, Autograph Collection Hotels** opened in January 2017 and promises you a Polynesian island-inspired family resort. The only hotel located in Dubai Parks and Resorts, it directly connects to famous theme parks like Legoland, Motiongate and Bollywood Parks. The hotel consists of 504 rooms that include 60 suites and 3 villas, as well as a lazy river, heated pools, and several fine dining restaurants. With nearly 20,000 square feet of event space, the hotel provides venues for special events, meetings, and conferences.

For an upscale and exclusive experience, head to **Rixos Premium Dubai** which opened in May 2017. This 35 storey lifestyle hotel with a unique crystal architectural design offers panoramic views of the coast of the Arabian Gulf and the world's largest Ferris wheel, The Dubai Eye! Situated within close prox-

imity to popular shopping destinations like The Walk, Dubai Marina Mall, Mall of the Emirates and the city's buzzing highway, Sheikh Zayed Road, the hotel is where the Dubai experience is at its height. With 414 rooms and suites with direct access to the beach, 9 restaurants and bars, 10 different meeting rooms and the Diamond ballroom that has a capacity of up to 700 people, the hotel makes a perfect pitch for a business event. All the facilities are versatile and designed to cater to the fast-paced business entrepreneurs and are fitted with ultra-modern, tech savvy equipment.

Located with the new Al Seef development along Dubai Creek, **Al Seef Hotel by Jumeirah** combines the high standard expected from the homegrown operator with a distinctly historic touch, bringing to life the traditions of Emirati hospitality. The hotel has a total of 190 guest rooms spread across a 22 traditionally designed Arabian buildings, each adorned with wind towers. Set against the backdrop of the historic Al Fahidi neighbourhood, it provides a unique touch for delegates already experiencing some of the more modern aspects of the city.

Across the city in Business Bay, is the **Radisson Blu Hotel, Dubai Waterfront**, a 432-key property offering views of Burj Khalifa. Featuring a ballroom and 10 meeting rooms, it is also located within 15 minutes of Dubai World Trade Centre and joins the likes of Renaissance Downtown Hotel and Taj Dubai, as well as the upcoming ME by Meliá, in the new district along Dubai Water Canal.

EXCELLENCE UNDER ONE ROOF

Befitting its reputation as an economic powerhouse and a trading hub with state-of-the-art infrastructure and a world-class business environment, Dubai has some of the top exhibition and conference venues in the world. And right on top of that list is the **Dubai World Trade Centre (DWTC)**, a bustling hub dedicated to event hosting. The purpose-built complex is the city's oldest convention destination and home to its first skyscraper even featuring on the AED100 bank note. With over 30 years of experience and more than one million square feet of multi-purpose space, DWTC hosts more than 500 events across international trade fairs, mega consumer shows and prestigious conventions and welcomes more than 3 million visitors from 160 global markets every year.

With the Dubai International Convention and Exhibition Centre at the heart of the complex, DWTC is home to commercial offices, onsite serviced accommodation at The Apartments, associate onsite hotels and a pedestrian mall of casual dining outlets. The result is a complex fully integrated into the business centre of Dubai.

Located in the heart of the city, access to the district is simple, with the Dubai Metro dedicating a stop directly to the venue, with trains running until midnight every night. Four on-site hotels – **Ibis One Central, Ibis World Trade Centre, Novotel World Trade Centre, and The Apartments** – are all within easy walking distance of the event spaces.

In addition, **The Four Seasons DIFC** is located a short taxi ride, or metro stop, down the road in Dubai International Financial District.

SKY IS THE LIMIT

Talking about access, Dubai enjoys a strategic location between the East and West with over two third of the world's population living within 8 hours flight from Dubai and one third within 4 hours! Connecting them seamlessly is one of the world's fastest growing airlines, Emirates. Known for its unparalleled flying experience, Emirates is based in Dubai and has a fleet of more than 265 aircrafts flying to over 155 destinations in more than 80 countries around the world. Over 1,500 Emirates flights depart Dubai each week on their way to destinations on six continents.

Complementing Emirates in the skies, is the low-cost airline, flydubai which serves a total of 104 destinations and aims to serve destinations on new routes that previously did not exist.



▲ Emirates cabin crew



▼ Rixos Premium Dubai



▼ Dubai World Trade Centre



To find out more, visit
DUBAIBUSINESSEVENTS.COM

or contact
ASKDBE@DUBAITOURISM.AE

