

أوقات المعرض التجاري

Trade Fair *times*

●●● AN EXHÍCON GROUP INITIATIVE

ARABIA

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INAUGURAL *Issue*

**UAE MICE TOWARDS
SUBSTANTIAL GROWTH**

**15 MN BOOKS AT 42ND SHARJAH
INTERNATIONAL BOOKFAIR**

**EXPO CITY DUBAI TO
USE 100 K MW OF
RENEWABLE ENERGY**

**MORE EXCITEMENTS
AT DUBAI SHOPPING
FESTIVAL**

**BRANDS OF INDIA
AT DWTC**

**ADIFE 2023 CONCLUDED
ON HIGH NOTES**

**DUBAI becomes Global Hub for
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Ceo's Note



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It's truly exciting to announce the launch of Trade Fair Times Arabia. The confidence we express in Trade Fair Times Arabia's potential to drive phenomenal growth in the entire region is inspiring. As a Pioneer Trade Show Monthly and website in the UAE, Trade Fair Times Arabia is likely to play a crucial role in promoting and showcasing events within the region. Having vast experience in the events industry, we will undoubtedly contribute to the success and effectiveness of the publication. The events industry is a key driver of economic growth and connectivity, and Trade Fair Times Arabia appears well-positioned to capture and share the dynamic landscape of trade shows and exhibitions in the UAE.

It's great to hear about the positive economic impact of large-scale events in Dubai, particularly at the Dubai World Trade Centre (DWTC). The figures you provided from the 2022 Economic Impact Assessment (EIA) Annual Report highlight the significant contribution of these events to the local economy, with AED13 billion in total economic output and AED7.4 billion retained within the local economy.

Looking ahead to the year 2023-2024, the expectation of continued growth in business tourism signals a positive outlook for Dubai's economic development. As the emirates continues to attract international events and participants, it will likely further enhance its reputation as a key destination for business and trade. It's also interesting to note the mention of similar trends in other states, such as the Sharjah Expo Centre and ADNIC, which suggests a broader regional trend in leveraging business events for economic growth. We believe that Trade Fair Times Arabia will play a paramount role in connecting industry leaders and spreading the high-quality work of key players in the trade industry to different parts of the region.

Editor's Note



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SYED**

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Trade Fair Times, Arabia Edition - A New Chapter Unfolds In the bustling landscape of trade fairs, where connections are forged, innovations showcased, and industries converge, we are thrilled to unveil the inaugural edition of Trade Fair Times, Arabia edition. As we embark on this journey, it's a moment to reflect on the origins of our venture and to articulate the vision that propels us forward. Cast your thoughts back to the year 2005 in India, a time when a void in media coverage for trade fairs became glaringly apparent. Fueled by a passion for the industry and a commitment to address this gap, we embraced the responsibility of filling the void. Today, Trade Fair Times stands tall in India, recognized as a beacon of pioneer exhibition media, revered for its commitment to quality content and comprehensive coverage of the sector. Now, as we extend our reach to the dynamic geography of Arabia, the purpose remains unchanged - to be the foremost source of information for the thriving trade fair market in the UAE and beyond. The decision to launch Trade Fair Times, Arabia edition stems from a shared recognition that the business landscape of this fantastic region demands a dedicated platform for the exchange of ideas, trends, and opportunities within the exhibition sector. This monthly publication is not merely ink on paper; it's a commitment to fostering dialogue, sharing insights, and catalyzing growth within the trade fair ecosystem. We envision Trade Fair Times, Arabia edition, as a catalyst for industry players, a compass guiding businesses through the ever-evolving landscape of trade fairs. We invite you to be active participants in this venture, shaping its narrative and contributing to the wealth of knowledge that will be disseminated within these pages. We promise to uphold the values that have made our Indian edition a cornerstone in the industry - integrity, accuracy, and a relentless pursuit of excellence. I eagerly anticipate your support and engagement as we embark on this exciting chapter in UAE



DUBAI

GLOBAL HUB FOR LARGE EXHIBITIONS

Dubai, renowned for its breathtaking skyline, lavish lifestyle, and relentless pursuit of excellence, is now setting its sights on a novel endeavour—establishing itself as the epicentre for global trade shows and large exhibitions. This article delves into the compelling facets that position Dubai to reign supreme in the world of trade events.

Introduction: Dubai's Ascent on Trade Shows
Over recent decades, Dubai has metamorphosed into a dynamic epicentre for both business and tourism. However, its current trajectory is propelling it towards unparalleled prominence as the ultimate destination for global trade events.

Strategic Geographical Location

Dubai's geographical position epitomizes strategic brilliance. Situated at the nexus of Europe, Asia, and Africa, the city serves as a pivotal gateway bridging East and West. This unique positioning facilitates convenient access for attendees and exhibitors from across the globe. The unrivalled connectivity offered by the Dubai International Airport, linking the city to over 200 destinations, coupled with its advanced infrastructure, renders Dubai a logistical dream for organizers of large-scale trade events.

State-of-the-Art Facilities

The hallmark of Dubai lies in its unyielding dedication to modernization and innovation, vividly portrayed in its world-class event venues. The Dubai World Trade Center, boasting expansive exhibition halls, stands as the pulsating core of the city's event industry. Alongside numerous cutting-edge convention centres and conference facilities, Dubai presents exhibitors with an array of choices for hosting trade shows, ensuring no compromise on size, scale, or quality.

Dubai's Robust Economy

Dubai's thriving economic landscape underscores its business-friendly ethos. As a regional and global business hub, it magnetizes multinational corporations, startups, and entrepreneurs spanning diverse sectors. The city's robust economic foundation lays fertile ground for trade shows, endowing exhibitors with access to a diverse and affluent consumer base. Dubai is not merely a



platform for product display; it represents a market in its own right.

Cosmopolitan Population

Renowned for its multiculturalism, Dubai harmoniously accommodates over 200 nationalities. This cultural diversity begets a multifaceted consumer base, making it an ideal arena for international exhibitors seeking to explore and tap into diverse markets.

Government Support for Trade Shows

Dubai's government plays a pivotal role in fostering the city's emergence as a trade show hub. Initiatives like the Dubai Exhibition Centre (DEC) at Expo 2020 Dubai and the Dubai Business Events (DBE) agency actively promote and facilitate trade shows and exhibitions. The government is committed to furnishing the requisite infrastructure, resources, and support, ensuring the success of trade events.

Tourism and Hospitality

Beyond business, Dubai stands as a premier tourist destination. Its opulent hotels, fine dining, and entertainment options make it an ideal host for trade show attendees. Dubai's tourism infrastructure augments visitors' experiences, transforming trade shows into unforgettable events

that transcend mere business dealings.

Safety and Connectivity

Safety ranks high among Dubai's priorities. With a low crime rate and political stability, it provides a secure environment for business and leisure travellers alike. Furthermore, Dubai's world-class connectivity—be it transportation or technology—ensures that trade show participants remain seamlessly linked at all times.

Vision for the Future

Dubai is in a perpetual state of evolution. The city's mega-projects, such as Dubai Expo 2020 and the Dubai South development, signify its ongoing expansion and augmentation of capabilities. These ambitious endeavours underscore Dubai's unwavering commitment to leading the global trade show industry.

Conclusion

Dubai's rise as the preeminent hub for trade shows and large exhibitions stems from a harmonious blend of strategic location, avant-garde facilities, robust economy, multiculturalism, unwavering government support, tourism allure, safety, and an ambitious vision for the future. As the city continues to redefine benchmarks, its ascendancy in the global trade arena appears resolute and promising.

UAE MICE EXPERIENCING SUBSTANTIAL GROWTH

Market Size and Growth:

- The UAE MICE Market size was valued at US\$ 5.21 Billion in 2023.
- It is expected to reach US\$ 9.22 Billion by 2030, with a projected compound annual growth rate (CAGR) of 8.5% from 2023 to 2030.

Market Segmentation:

- The UAE MICE market is segmented by event type, industry, size, location, and revenue source.
- Exhibitions events dominate the market, constituting over 40% of the total market.

Key Drivers of the Market

- **Government Support:** The UAE government recognizes MICE as a key sector for economic growth and diversification, enacting favorable policies, incentives, and reforms to attract international events and develop infrastructure.
- **Infrastructure Development:** Substantial investments in tourism infrastructure, including airports, hotel rooms, convention centers, and transportation, contribute to the market's growth.
- **Dubai Expo 2020:** The Dubai Expo 2020 has been a significant driver, showcasing

The UAE Meetings, Incentives, Conferences, and Exhibitions (MICE) Market is experiencing substantial growth, driven by various factors. Here's a breakdown of the key points collated from the research by Coherent Market Insights, which provides Market Research, Customized Research, Business Intelligence, B2B Consulting, and Advisory Services to clients worldwide.

the UAE's commitment to hosting global events and attracting international visitors.

- **Business-Friendly Policies:** The UAE's stable political climate, good corporate governance, initiatives like 100% foreign ownership, and longer-term visas create a business-friendly environment that incentivizes companies to host corporate meetings and incentives in the country.

Opportunities in the Market

- **Developing Mid-Tier Cities:** There is an opportunity to expand the MICE market to emerging cities like Sharjah, Ajman, Ras Al Khaimah, and Fujairah, offering cost efficiencies and proximity for demand from the Northern Emirates.
- **New Source Markets:** Exploring emerging source markets such as China, Africa, Eastern Europe, and

Latin America can tap into untapped potential and reduce over-reliance on existing regions.

- **Niche MICE Segments:** Targeting specialized events in niche sectors where the UAE has inherent strengths, such as aviation, energy, infrastructure, real estate, manufacturing, retail, healthcare, and education, can attract industry-specific organizers and participants.
- **Industry Diversification:** As the UAE strategically promotes non-oil sectors aligned with knowledge economy goals, the market can diversify by hosting sector-focused events in emerging industries.
- **5. Technology Adoption:**
 - The UAE MICE industry is actively adopting technology for event management, audience engagement, data analytics, hybrid events, and artificial intelligence to enhance event quality and

outreach.

The UAE's focus on the MICE industry, coupled with government support, infrastructure development, and business-friendly policies, positions it as a premier global hub for meetings, incentives, conferences, and exhibitions. The market's expansion to mid-tier cities, exploration of new source markets, and targeted approaches to niche segments present significant opportunities for growth.

UAE MICE Market Trends Increasing Use of Technology

- MICE events in the UAE are early adopters of technology for advertising, participant engagement, and experience enhancement.
- Technologies include event apps, RFID tracking, live streaming, augmented/virtual reality, and cashless payments.
- The rollout of 5G is expected to boost innovative immersive solutions, making technology integration crucial for market competitiveness.

Focus on Sustainable Events

- There is a growing emphasis on improving the environmental sustainability of MICE events in the UAE.
- Efforts include eco-friendly venue design, renewable energy use, paperless solutions, carbon offsetting, green transportation, and localization.
- Venues are obtaining sustainability certifications, aligning with global climate goals and appealing to eco-conscious event organizers.

Hybrid Events Gaining Traction

- Hybrid events, allowing both physical and virtual participant engagement, are gaining popularity for improved flexibility, outreach, and revenues.
- Tech-savvy venues in the UAE are investing in digital event infrastructure for live streaming, online presentations, and multi-location connectivity.

- Hybrid events are expected to become more common, providing year-round participation options.

Customized Experiences

- Events in the UAE aim to provide personalized experiences using data and technology.
- Tailored communication, customized recommendations, and interactive engagement are facilitated through technology.
- Gamification through mobile apps enhances event immersion, focusing on creating unique event memories for customer loyalty.

New product launches

- In November 2022, Emaar Hospitality Group launched a new beachside venue in Dubai for hosting meetings and events. The flexible space aims to attract small and mid-sized events.
- In January 2022, Dubai World Trade Centre opened a new multi-purpose arena with a capacity of 20,000 people. It aims to attract large entertainment events and conferences.
- In October 2021, Abu Dhabi National Exhibitions Company launched ADNEC Virtual, a new digital events platform. It provides virtual and hybrid event solutions.

Acquisition and partnerships

- In February 2022, Informa Markets acquired assets of Dubai World Trade Centre including events like Arab Health and Vet Middle East. This expanded Informa's event portfolio in UAE.
- In January 2021, Dubai World Trade Centre and Etisalat partnered to provide 5G coverage across venue spaces. This enables technology enhancements for hosted events.
- In November 2020, Abu Dhabi National Exhibitions Company partnered with Department of Culture and Tourism to attract new conferences and exhibitions

under the Unified Advocacy Program.

- Figure 1. UAE Meetings, Incentives, Conferences and Exhibitions (MICE) Market Share (%), By Event Type, 2023

Top companies in UAE Meetings, Incentives, Conferences and Exhibitions (MICE) Market

- Dubai World Trade Centre
- Abu Dhabi National Exhibitions Company
- Sharjah Commerce and Tourism Development Authority
- Emirates Group
- Emaar Hospitality Group
- Rotana Hotel Management Corporation PJSC
- Jumeirah Group
- Habtoor Hospitality
- Action Hotels
- TIME Hotels
- Ascott Limited
- AccorHotels
- Marriott International
- Hilton Worldwide
- InterContinental Hotels Group
- Hyatt Hotels Corporation
- Radisson Hotel Group
- Wyndham Hotels & Resorts
- JA Resorts & Hotels
- Millennium & Copthorne Hotels

Definition: The UAE Meetings, Incentives, Conferences and Exhibitions (MICE) market refers to a sector focused on hosting business events like meetings, conferences, exhibitions, trade shows, and corporate incentive trips. It involves planning, organizing and managing events that bring together groups of people for sharing knowledge, conducting business, networking, motivating employees, and showcasing products or services. The UAE has established itself as a leading MICE destination given its connectivity, infrastructure, venues, government initiatives and enterprise. The market serves both domestic and international event organizers and participants. It is a key economic contributor providing business to the travel, hospitality and entertainment sectors.



DUBAI B2C

DUBAI SHOPPING FESTIVAL 2023

BIGGER, BETTER, AND MORE EXCITEMENTS COMING IN 29TH EDITION

Dubai Shopping Festival (DSF) - the world's favourite retail festival - is almost here and it is guaranteed to showcase the very best the city has to offer, including unmissable promotions and retail deals from both homegrown and global brands, a line-up of out-of-this-world entertainment, pop-up markets, unique dining experiences, drone shows, art events and installations, and spectacular sporting events, plus unbeatable raffles and prizes – with the chance to win a luxury apartment, cars and cash – alongside Dubai-wide gastronomical experiences and foodie moments.

The eagerly anticipated 29th edition of the Dubai Shopping Festival (DSF) returns this winter with 38 days of daily and unmatched events, experiences and deals from 8 December 2023 to 14 January 2024, with something for everyone, every day, in every corner of the city.

This year's festival delivers a line-up including all-new events - from the cool new gastro hangout CanteenX, the Dubai Police Carnival at City Walk, and the Armani/Privé Haute Couture Fragrances L'Exposition at Dubai Opera Garden. Dubai Shopping Festival will also welcome giant inflatable duo Anooki to Dubai Lights, the citywide light art installation. Meet the wonderful and adorable Anookias

- DSF returns for its 29th edition, promising 38 days of more than 170 unmatched events and experiences
- Snap up irresistible shopping deals, discounts, and promotions, explore winter markets and engaging city-wide experiences, win big with once-in-a-lifetime raffles, catch spectacular live sporting events, awe-inspiring drone shows, and savour unique culinary experiences and foodie moments this DSF
- All-new attractions and events joining DSF for the first time this edition include CanteenX at Mushrif Park, Dubai Police Carnival, Anooki at Dubai Lights, Dubai Lights at Al Seef and the Old Gold Souk, Sole DXB at d3, the Emirates Classic Vehicles Festival and much more

they debut in two locations - Al Seef and d3. Some of the city's favourite events and experiences also join the DSF calendar for the first time this year - including Sole DXB, the lifestyle and street culture festival, and the Emirates Classic Vehicle Show.

Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE) said: "Dubai Shopping Festival is the world's favourite retail festival. As we unveil the line-up for the 29th edition, we invite everyone to come together and enjoy an exceptional range of culinary experiences, family experiences, art installations, unique retail offers citywide - and, of course, shopping deals - that makes DSF the most sought after global shopping destination.

"From attracting international visitors, to enhancing the quality of

life for residents, to supporting local businesses, Dubai Shopping Festival plays a vital role in contributing to the city's economy and vibrant cultural scene in addition to welcoming the world to everything that Dubai has to offer. With this exciting edition, we look forward to creating a mix of out of this world and wonder-filled memories for residents and visitors, and further establishing DSF as a world-class experience.

DRONE SHOWS AND DUBAI LIGHTS RETURN

Dubai Lights will return with a fresh experience crafted to deliver awe inspiring moments for family and friends to enjoy together, painting the city in the glow of creative and artistic expressions in the form of five one-of-a-kind installations across the city from 8 December to 14 January.



pick up unique items. While the annual Etisalat MOTB, the original alternative shopping concept for Dubai and now a cornerstone of DSF, commemorates its 11th edition and will showcase homegrown F&B and retail vendors with unique pieces and on-trend finds, on-ground experiences alongside live entertainment by local and regional artists at its home in Dubai Design District (d3) from 5 to 14 January. Make sure to stop by the exclusive Fenty Beauty activation while you're there.

Look forward to the first ever edition of CanteenX, a spin off from one of Dubai's favourite cool and casual gastronomic experiences, the much-loved Etisalat Beach canteen. Head over to Mushrif Park between 15 and 31 December to check out this exclusive experience, fusing together food with entertainment, making it an ideal hangout spot for the whole family. What's more, families can keep the kids busy with all the amazing activities set up just for them, including inflatables, trampolines and bungee experiences. Keep an eye out for the one of a kind outdoor cinema experience exclusively for the CanteenX community, showing retro English, Bollywood and Arabic movies from the parking area, where visitors can tune in from their cars.

The Dubai Police Carnival will take place from 4 to 8 January at City Walk, bringing many incredible performances and showcasing music through the ages, along with an impressive line-up of vehicles for visitors to view. Additionally, the Emirates Classic Vehicles Festival is a treat for automotive enthusiasts everywhere, as City Walk transform into a platform to showcase timeless vehicles down through the eras of automotive history, from 15 to 24 December.

Visitors to City Walk will also get to experience Music through the Ages through live singing and dance performances on the stage. The first set themed 'Granly Decadence' taking place through 15 to 17 December will feature artists Ryann Gibb, TOI and Hard Kandi, while the second set 'Back in the Day' will take place between 22 and 24 December, with artists Mbali, Chinua Hawk, He Knows She Knows, and Diana O'Sullivan & The Show Girls. Keep an eye out for more details on the themes and schedules for this exciting line up.

Prepare for a world-class experience as the Dubai Shopping Festival unveils its most sensational DSF Drone Show yet, presented by Emarat Petroleum. Set to grace the night skies each evening from 10 December to 14 January, this breathtaking event promises a stunning 38-day display across Dubai's skyline. Presented in collaboration with The Beach and Bluewaters, this year's show boasts not just one, but two all-new displays each night, with two enchanting stories that take viewers on an enchanting journey. The skyline will be illuminated by a symphony of colours and shapes, a sight that will leave viewers awestruck, as 800 drones take flight.

A unique addition to this year's festival is the introduction of the world famous inflatable duo, the Dubai Lights: Anooki, brought to Dubai for the first time as part of Dubai Lights. These larger-than-life characters will illuminate Al Seef and d3, providing an adorable never-seen-before larger than life experience. Visitors and residents can interact with the characters, capturing instagrammable moments with the Anooki illustrations, promising an enchanting memory during Dubai Lights 2024.

For more amazing Dubai Lights sightings, keep an eye out for the Dubai Lights: Modesh Inflatable, as Dubai's own Modesh and Dana bring a glow to City Centre Mirdif - the giant, inflatable and loveable friends will be hard to miss.

Dubai Lights: Neon Lighting on 40 Abras will also be a sight

to behold this DSF, transforming the creek into a mesmerizing canvas of colours. This stunning addition to Dubai's skyline ensures a memorable experience for both residents and tourists. The historic Old Gold Souk will also transform into a neon wonderland during DSF. Visitors can stroll through the ancient marketplace adorned with vibrant neon signs, radiating uplifting messages, creating an inspirational and insta-worthy ambiance as visitors and residents sail or walk along the creek in Dubai's wonderful winter weather.

Dubai Lights: Amazon Wonder at West Beach in Palm Jumeirah will feature breathtaking walkable scenes that include life-size installations of Amazonian parrots, intricate floral artwork and more, all inspired by the world's largest tropical rainforest.

MARKETS AND MUST-SEE EXPERIENCES

As the cooler months return, Dubai bursts to life with an outstanding selection of outdoor markets and not-to-miss retail and foodie experiences. Among the highlights, the outdoor destination at Dubai Festival City Mall, The Bay by Social, invites visitors to experience a variety of food trucks, a market full of unique shopping finds, and family-friendly activities from 4pm to 10pm until 30 April.

This DSF will also see the return of the free-to-attend DSF Markets that will bring outdoor and pop-up community shopping experiences to iconic locations across the city, creating unrivalled opportunities to discover new brands, and



EXPO CITY

DWTC'S EXPO VILLAGE ACHIEVES FULL OCCUPANCY FOR ITS FIRST COMMUNITY CLUSTER

EXPO VILLAGE RESIDENCES 4, THE FIRST COMMUNITY CLUSTER IS A
VIBRANT COMMUNITY, NOW WITH MORE THAN 2,500 RESIDENTS



In line with our expansion strategy, we've partnered with DWTC to introduce the distinctive atmosphere of UNBOX Community to Dubai South. Our goal is to establish a workspace that places a high emphasis on human well-being and fostering meaningful connections, providing a distinctive experience in a supportive, community-focused setting.

Riad Madani
Director at UNBOX

Dubai World Trade Centre (DWTC) announces that Expo Village, the only ready-to-move-in residential community located at Expo City Dubai, has achieved full occupancy in its first community cluster, Residences 4, marking a significant milestone just one year after its official market launch in October 2022. To address the strong market demand, DWTC has already commenced pre-leasing of Residences 2, set to open in January 2024.

Originally developed by Dubai World Trade Centre as the official residential community for Expo 2020 Dubai, Expo Village played host to thousands of international participants during the six-month global event. This master planned residential community was reopened last year as a self-sustaining, comprehensive community at Expo City Dubai, catering to the needs of both residents and leisure and business tourists.

Khaled AlFahim, Vice President of Asset and Investment Management at Dubai World Trade Centre, commented on this achievement: "The reopening of Expo Village in October 2022, offering a blend of short-term serviced apartments and long-term residential leasing, was strategically timed to coincide with the reopening of Expo City Dubai. The remarkable occupancy rates at Expo Village underscore the strong demand for exceptional community living and the appeal of Expo City Dubai as a destination. As the UAE and Dubai gear up to host COP28 at the end of November, with climate change and sustainability taking centre stage, Expo City Dubai is poised to once again captivate a global audience, and we are privileged to witness this exciting legacy".

Expo Village flourishes as a vibrant neighbourhood, comprising four residential clusters with spacious, well-landscaped areas forming a pedestrian-friendly community. Four residential clusters each featuring a private array of amenities, including a fully-equipped gym, a swimming pool, a children's playground, the expansive 37,000-square-metre Expo Park, a scenic jogging path, convenient access to a cycling track, on-site supermarket, pharmacy, salons, a clinic, and a growing number of F&B options.

Speaking on the market response to date, Christopher Romaine from Savills ME, who is leading on the exclusive leasing operations of Expo Village said: "Although Savills always had confidence that Expo Village would lease quickly, the demand and interest has been unprecedented.

"Feedback from our tenants has been extremely encouraging, as they highlight benefits such as the convenient metro access, ample parking, superior build quality, abundant greenery, and importantly, the time saved in commuting which they can now spend in so many better ways.

Our dedicated agents were able to successfully lease the available units and secure 50% occupancy back in May 2023, just six months following its release, and the remaining units were quick to fill up in the months after. The rapid absorption rate speaks to the superior quality of the product and community offering."

In an effort to elevate the offerings within this highly sought-after community, Dubai World Trade Centre has partnered with the award-winning workspace brand, UNBOX, to introduce a dedicated



The reopening of Expo Village in October 2022, offering a blend of short-term serviced apartments and long-term residential leasing, was strategically timed to coincide with the reopening of Expo City Dubai. The remarkable occupancy rates at Expo Village underscore the strong demand for exceptional community living and the appeal of Expo City Dubai as a destination. As the UAE and Dubai gear up to host COP28 at the end of November, with climate change and sustainability taking centre stage, Expo City Dubai is poised to once again captivate a global audience, and we are privileged to witness this exciting legacy.

Khaled AlFahim

Vice President of Asset and Investment Management at Dubai World Trade Centre

co-working facility, 'Expo Village WorkHub'. The new co-working space operates daily and provides options for its community members from flexible and private desks to event space to meeting rooms and various additional amenities. Members also enjoy a schedule of networking events, complimentary services, and access to other co-working locations managed by UNBOX.

Commenting on the launch, Riad Madani, the Director at UNBOX, said: "In line with our expansion strategy, we've partnered with DWTC to introduce the distinctive atmosphere of UNBOX Community to Dubai South. Our goal is to establish a workspace that places a high emphasis on human well-being and fostering meaningful connections, providing a distinctive experience in a supportive, community-focused setting."

"This marks the initial phase of our expansion endeavours. We are enthusiastic about managing Expo Village WorkHub and foresee significant success in our collaboration with DWTC."

Located between Sheikh Mohammed bin Zayed Road and the Expo 2020 Metro Station, Expo Village is convenient for residents commuting to both Dubai and Abu Dhabi and connects to popular districts and destinations via the metro's red line stations, such as Ibn Battuta Mall, Festival Plaza Jebel Ali, Dubai Investment Park, and DMCC. "Dubai has experienced unparalleled expansion in its real estate sector and population over the past year, driven by its thriving economic performance. As Expo City Dubai, a cornerstone of the 2040 Urban Master Plan, gears up to evolve into a vibrant hub for cultural and business innovation, Expo Village stands out as the sole 'ready-to-move' community, providing a distinct advantage for those seeking to be at the heart of this action," concluded AlFahim.



- **EVENT ON DECEMBER 4TH PUTS TRADE FIRMLY AT THE HEART OF THE CLIMATE DEBATE -**
- **THE UAE IS ALSO HOSTING THE WTO'S 13TH MINISTERIAL CONFERENCE IN ABU DHABI NEXT FEBRUARY**

EXPO CITY

FIRST EVER 'TRADE DAY' AT COP28 BRINGS TOGETHER THE WORLD'S LEADING VOICES ON GLOBAL TRADE

On December 4, for the first time ever, trade has an officially recognized thematic day at the 28th Conference of the Parties (COP28). It has seen trade incorporated into the official agenda of COP28, which is taking place in Dubai, United Arab Emirates (UAE), between November 30th - December 12th. The decision underlines the centrality of trade to discussions on tackling climate change and achieving global climate targets, and the collective action required to integrate solutions into global supply chains.

Trade Day happened under the supervision of committee co-led by His Excellency Dr Thani bin Ahmed Al Zeyoudi, the Minister of State for Foreign Trade, the COP 28 Presidency and the WTO Secretariat. The Committee is working in conjunction with

the United Nations Conference on Trade and Development (UNCTAD), the International Chambers of Commerce (ICC), the World Economic Forum (WEF), and the Abu Dhabi Department of Economic Development (ADDED). The UAE is also hosting the WTO's 13th Ministerial Conference (MC13) in Abu Dhabi in February 2024, with Dr Thani earlier noting that trade policy can help shape a common future that takes into account the environment, global health, and poverty.

Trade day had discussions on topics crucial to trade's role in climate action and sustainability, with six panels throughout the day at COP 28. The first panel, 'Global leaders unite to promote a roadmap of trade policy options for a just and ambitious global response to climate change', featured leaders from across

the organizing parties, including HE Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, UAE and Ngozi Okonjo-Iweala, Director-General of the WTO. Other sessions included deep dives on the following: Critical minerals, the energy transition, and the role of trade; Leveraging sustainable finance for trade to create a sustainable future for all; Shaping international trade and global value chains for MSME climate action; Promoting The Use Of Trade To Scale Up Breakthrough Trade Technologies And Support A Just Transition; and Empowering Green Skill Development for Sustainable Supply Chains.

During the event, governments, business, and international organizations explored how to leverage trade policy as a tool for decarbonization of global supply chains, looked at ways



to incentivize MSMEs to invest in a net-zero future, highlights the importance of building green skills capacity, discussed how to secure energy-transition-related value chains, address how environmentally responsible practices can be incorporated in trade finance, and look to ensure that all countries can access breakthrough technologies and innovate to transition to a clean energy future.

HE Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, UAE, said: "For the first time at a COP, trade is front and center of the climate debate. In conjunction with the leading players in trade, Trade Day explores ways to drive real-world solutions and break down the barriers holding up the implementation of game-changing policies and technologies. It also explores opportunities for global trade to reduce CO2 emissions, an effort that requires smart thinking and real collective will, but one that will enable the world to continue to scale the multilateral trading system as the primary engine of global growth and ensure that its negative impacts on the environment are reduced."

Ngozi Okonjo-Iweala, Director-General of the WTO, said: "Climate change requires immediate global

action, and at COP28's inaugural Trade Day, the WTO Secretariat and its partners stand ready to showcase how trade policies are a powerful tool for nations to accelerate the pursuit of their climate goals. Join us in charting this transformative path."

John Denton, Secretary General of the ICC, said: "Putting trade on the COP agenda for the first time is a big step forward towards ensuring international commerce can be better leveraged to support global climate goals. With the right reforms we see significant potential for trade policy to significantly accelerate the diffusion of green technologies and incentivize the adoption of sustainable practices in the real economy."

Rebeca Grynszpan, Secretary-General of UNCTAD, said: "UNCTAD is pleased to collaborate on the first ever Trade Day at COP28 together with the United Arab Emirates, WTO, ICC, and WEF. This coordination effort is a giant step in acknowledging the trade-climate ties and addressing key economic asymmetries between developed and developing nations linked to climate change. Appropriate trade and green industrial policies can be drivers of a just climate transition and to achieve the sustainable development goals, leaving no one behind. As key global trade organizations, we can work together to achieve these goals."

Gim Huay Neo, Managing Director of Centre for Nature and Climate at WEF, said: "We have seen an acceleration of trade in green technologies and services.



For the first time at a COP, trade is front and center of the climate debate. In conjunction with the leading players in trade, Trade Day explores ways to drive real-world solutions and break down the barriers holding up the implementation of game-changing policies and technologies. It also explores opportunities for global trade to reduce CO2 emissions, an effort that requires smart thinking and real collective will, but one that will enable the world to continue to scale the multilateral trading system as the primary engine of global growth and ensure that its negative impacts on the environment are reduced.



- HE Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, UAE

However, much more progress is needed to meet our Paris Agreement goals. Notably, new technologies will be required to make the process of trade more efficient and sustainable. The Trade day at COP28 presents an important opportunity to bring together the trade, technology and climate communities to further collaborate and progress the global efforts."

His Excellency Ahmed Jasim Al Zaabi, Chairman of the Abu Dhabi Department of Economic Development (ADDED), said: "We are honoured to be part of this ground-breaking moment. Organising the first-ever 'Trade Day' at COP28 signifies the growing recognition of trade's pivotal role in addressing climate change and achieving global climate targets and reflects our firm commitment to enhance collective efforts to integrate sustainable solutions into global supply chains."

H.E. Al Zaabi added: "As a leading commercial and logistics hub, Abu Dhabi and the UAE remain committed to find innovative solutions to global economy challenges. As the world is experiencing mega shifts impacting all facets of life, we believe bringing global stakeholders together is the first step to devise strategies that leverage trade as a tool for decarbonisation, incentivise businesses to invest in a net-zero future, and foster equitable and sustainable economic growth. We are committed to contribute to these efforts and look forward to transformative outcomes that will shape our shared future."



EXPO CITY DUBAI TO USE 100,000 MEGAWATTS OF RENEWABLE ENERGY

The initiative to power Expo City Dubai entirely using electricity generated from renewable sources marks a significant step toward sustainable and environmentally friendly practices. Here are some key points based on the information provided:



Source of Renewable Energy

- Dubai's Electricity and Water Authority plans to provide 100,000 megawatts of renewable energy.
- This energy will come from the Mohammed bin Rashid Al Maktoum Solar Park, known as the world's largest solar park.

Renewable Energy for Expo City Dubai

- The 100,000 megawatts of renewable energy will be used exclusively to power homes and businesses within Expo City Dubai.

Net-Zero Emissions Goal

- The initiative aligns with the broader goal of the United Arab Emirates (UAE) to achieve net-zero emissions by 2050.
- This commitment reflects the UAE's dedication to addressing climate change and promoting sustainable development.

Support for Dubai 2040 Urban Master Plan

- The use of renewable energy for Expo City Dubai is in line with the Dubai 2040 Urban Master Plan.
- The plan likely envisions Expo City as a sustainable and environmentally conscious hub within the larger urban framework.

Importance of Expo City Dubai

- Expo City Dubai is expected to play a significant role in supporting the goals and visions outlined in Dubai's strategic plans.
- As a hub within the Dubai 2040 Urban Master Plan, Expo City Dubai is likely to showcase sustainable practices and contribute to the overall development and image of Dubai as an eco-friendly city.

The decision to power Expo City Dubai entirely with renewable energy underscores Dubai's commitment to sustainability, contributing to the broader goal of achieving net-zero emissions by 2050. This initiative aligns with global efforts to address climate change and promote environmentally responsible practices in urban development.





EXPO CITY DUBAI

DUBAI CULTURE COLLABORATE ON NEW EVENTS AND ACTIVATIONS TO FURTHER ENRICH EMIRATE'S CREATIVE ECONOMY

Expo City Dubai and Dubai Culture & Arts Authority (Dubai Culture) have forged a dynamic partnership dedicated to empowering creatives, entrepreneurs, and young talents, amplifying the pivotal importance of Emirati heritage, and elevating the UAE's global stature as a cultural and tourism destination.

Enriching Dubai's arts and culture scene through a series of collaborative programmes, events, activities and educational offerings, Expo City Dubai and Dubai Culture will work together to further drive the emirate's thriving creative economy and enhance its contribution to the emirate's economic growth.

The collaboration was sealed with a Memorandum of Understanding (MoU), signed at Expo City Dubai's Vision Pavilion by Marjan Faraidooni, Chief of Education and Culture, Expo City Dubai and Dr Saeed Mubarak

bin Kharbash, CEO of the Arts & Literature Sector at Dubai Culture.

The link-up will combine both organisations' expertise in hosting cultural activities and developing workshops and awareness programmes. Expo City will also be the ideal destination for exhibitions, events, art installations and talent development initiatives, engaging and supporting artists, creatives, families and youth from the region.

The city has hosted a wide range of events in sports, music, the arts, and more. Among

its most popular experiences, 'Hai Ramadan' welcomed communities from around the world to enjoy some of the most famous and well-known Ramadan traditions in a single destination during the holy month.

Expo City also continues to welcome visitors to its cultural and educational attractions, including Terra – The Sustainability Pavilion, awarded the most innovative venue in Tiqets' Remarkable Venue Awards in October and ranked among the world's most sustainable museums.



This continued collaboration between Expo City Dubai and Dubai Culture represents a significant stride towards nurturing our vibrant creative landscape, standing as a testament to our collective commitment to fostering innovation, preserving our rich heritage, and showcasing the UAE's cultural prowess to the world. Through this synergy, we aim to elevate Dubai's creative economy and provide a platform for artists, entrepreneurs, and young talents to flourish, leaving a lasting mark on the global stage.

- HE Dr. Saeed Mubarak bin Kharbash



We at Expo City Dubai believe in the power of art and culture in bringing people together, pushing the boundaries of our imagination, and delivering important messages creatively, as demonstrated by our award-winning exhibitions and interactive education programmes. We have brought this same spirit to the events, exhibitions and experiences curated in partnership with Dubai Culture in the past, and we are proud to formalise and broaden our collaboration for the future. Together, we will foster development and innovation in the UAE's growing creative economy sector – one that attracts creatives worldwide.

- HE Marjan Faraidooni



INFORMA MARKETS CELEBRATE 30th ANNIVERSARY IN THE UAE

Informa Markets, prominent global exhibition organizer, is celebrating its 30th anniversary in the UAE during the Emirate's Year of Sustainability and COP28. The company has reinforced its commitment to sustainability by unveiling environment and social initiatives, integrating sustainability-related content and connections across its regional events portfolio.



Peter Hall, President of Europe, Middle East, and Africa at Informa Markets



This is a topic that is front of mind for our colleagues and our customers, so operating our business and our events in as sustainable way as possible is something we're continually working on improving – and we are delighted to share some of the ways we are doing this as a company, and also as a partner to our customer communities by helping them to achieve their own sustainable development goals.

-Peter Hall
President of Europe, Middle East, and Africa at Informa Markets

30 Years in the UAE

- Informa Markets is celebrating its 30th anniversary in the UAE, with the regional EMEA headquarters located there.

Commitment to Sustainability

- The company is dedicated to running sustainable events and has introduced various initiatives to support this commitment.

Use of Renewable Electricity

- In the UAE, Informa Markets uses 100% renewable electricity to power its events and offices, significantly reducing energy use and carbon footprint.

FasterForward Commitments

- The sustainability efforts are part of a broader set of commitments called FasterForward across the entire Informa company.

CarbonNeutral Certification

- The business is certified as a CarbonNeutral Company, having cut global scope 1 & 2 emissions by more than 70% since 2017.

COP28 and ESG Focus

- With the COP28 talks taking place in Dubai, there is a renewed focus on Environmental, Social, and Governance (ESG) issues in the region.

Integration of Sustainability Content

- Sustainability content and connections are being integrated into events to provide relevant information and opportunities to customers.

Arab Health Initiatives

- At Arab Health, exhibitors were encouraged to create more sustainable stand spaces with a reward scheme and a special award for the most sustainable stand.

Medical Initiatives

- Medlab Middle East introduced a new track focused on sustainability in the clinical lab setting, with plans to continue the theme in 2024.

Lab Sustainability Awards

- The Lab Sustainability Awards recognized sustainable practices in medical diagnostics laboratories based on energy conservation, waste reduction, and more.

Middle East Energy Event

- Middle East Energy supported the energy industry's transition to a more diverse mix of energy sources, with conference topics including financing renewable energy projects and women in renewable energy.

Dubai Airshow and Aerospace Sustainability

- The Dubai Airshow played a key role in supporting the sustainable development of the aerospace industry, with a two-day sustainability conference stream covering topics like sustainable aviation fuel, airport decarbonization, and harmonizing economic growth with environmental protection.

Informa Markets' initiatives showcase a commitment to sustainability across various sectors, aligning with global efforts to address environmental challenges and promote responsible business practices.

Peter Hall, President of Europe, Middle East, and Africa at Informa Markets, expresses pride in celebrating 30 years of business in the UAE

He emphasized the significance of sustainability to colleagues and customers, highlighting the continuous efforts to improve the sustainability of both the company's business operations and events. Hall mentioned the company's commitment to working on sustainability and shared their delight in showcasing some of the initiatives undertaken. Additionally, he emphasized Informa Markets' role as a partner to customer communities, assisting them in achieving their own sustainable development goals. This statement reflects the company's dedication to integrating sustainability practices into its business strategies and supporting broader sustainability goals.

HKTDC plans to take the bilateral trade relations between the UAE and Hong Kong to the next level with the global trade fairs to be held in Hong Kong.



HONG KONG TO HOST FIVE INTERNATIONAL TRADE FAIRS TO SHOWCASE UAE BUSINESSES

DANIEL LAM, REGIONAL DIRECTOR – MEA, HONG KONG TRADE DEVELOPMENT COUNCIL (HKTDC), THE STATUTORY TRADE BODY FOR THE PROMOTION AND CREATION OF OPPORTUNITIES FOR HONG KONG'S BUSINESSES IN THE GLOBAL MARKETS SPEAKS WITH TFT ARABIA EXECUTIVE EDITOR SHANEER ON THE DEVELOPMENT.

Shaneer : What is the most recent information available regarding the trade relationship between Hong Kong and the United Arab Emirates?

Daniel : Hong Kong and the UAE maintain strong trade ties, capitalizing on diverse products and services. As of September 2023, the UAE is Hong Kong's 11th largest trading partner, with a trade value of AED 47 billion. It stands as Hong Kong's 6th major export market (AED 33.8 billion) and 17th largest import source (AED 13.2 billion).

Shaneer : Can you provide additional information or elaborate on the HKTDC tradeshow that is scheduled for UAE businesses in Hong Kong ?

Daniel : The five trade fairs that HKTDC announces to hold catering to the participation from UAE companies include HKTDC Hong Kong Toys & Games Fair, HKTDC Hong Kong Baby Products Fair, Hong Kong International Stationery & School Supplies Fair, HKTDC Hong Kong International Diamond, Gem & Pearl Show and HKTDC Hong Kong International Jewellery Show.

Shaneer : How do you anticipate that these trade shows will contribute to shaping the bilateral relations between the two countries?

Daniel : These international fairs will take the bilateral trade relations between the UAE and Hong Kong to the next level by leveraging Hong Kong's status as the world's premier trade fair capital in Asia and it is the go-to destination for businesses from around the world.

The UAE and Hong Kong have enjoyed robust bilateral trade relations on a range of products and services over the years. The fairs will feature a series of events for visitors to keep abreast of the latest developments in the industry and strengthen their networks

and will be categorised under various themed zones focusing on different industry sectors to streamline buyer sourcing.

Shaneer : How many exhibitions you managed to organized in Hong Kong given the restricted movements post-COVID ?

Daniel : Since the city fully reopened its border in February, the HKTDC held 22 international trade exhibitions in Hong Kong, attracting 380,000 buyers and exhibitors from 199 countries and regions till October, reinforcing Hong Kong's status as a leading trading and convention and exhibition centre.

Shaneer : Have you adopted a hybrid model of exhibitions in response to the changing situations post-COVID?

Daniel: HKTDC is presenting a unified platform across multiple fairs through its EXHIBITION+ hybrid model. This model, coupled with the "Click2Match" online platform seamlessly facilitates efficient business matching and enhances the overall exhibition experience.

The upcoming 50th edition of Hong Kong Toys & Games Fair, the 15th Hong Kong Baby Products Fair and the 22nd Hong Kong International Stationery & School Supplies Fair will be held from 8-11 January 2024 at the Hong Kong Convention and Exhibition Centre. The fairs will return in EXHIBITION+ hybrid model, complemented by the "Click2Match", an online smart business matching platform providing an extended platform for traders to connect beyond geographical limits.

These trade fairs will offer ideal platforms for traders and suppliers from the UAE and the region to expand their businesses into new markets since the trade relations between the UAE and Hong Kong serve as significant business hubs, the trade relations between two countries cover various sectors, including finance, technology, tourism, and more.



FOCUS EVENTS

INTERMOBILITY EXPO 2023

H.E. MATTAR AL TAYER OPENED THE SHOW

**EXHIBITION PACKED WITH INSIGHTFUL DISCUSSIONS ON
ADVANCING ROAD SAFETY AND SUSTAINABLE TRANSPORTATION**

The 22nd edition of the Intermobility Expo 2023, which was known as the Gulf Traffic, the largest Intelligent Transport and Future Mobility Summit of the Middle East, Turkey, and Africa was officially launched by H.E. Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors at the Roads and Transport Authority (RTA), at an exciting opening ceremony in the presence of industrial experts and government delegates.

First day on 22st November 2023, the largest transport expo, key players in the Middle East's transport industry came together to discuss how new technological advancements that can be leveraged to address road hazards and enhance safety, which is a critical factor in managing dynamic cities in the GCC and beyond. Enriching discussions on topics like 'Driving Change: Government's Role in Mobility,' underscoring the vital influence of the government in molding the trajectory of mobility, saw enhanced participation

from the attendees. Participants emphasized the importance of sustainable efforts to update transportation and guarantee a smooth journey for travelers, a fundamental necessity in today's age.

Informa Connect, the global leader for events in the Middle East region has successfully concluded the day one of the most awaited events of its calendar, the Intermobility Expo at the World Trade Center, Dubai.

H.E. Sheikh Nasser Majid Al Qasimi, Assistant Undersecretary of the Infrastructure and

Transport Regulation Sector at the Ministry of Energy and Infrastructure, also graced the occasion with his esteemed presence and commended the UAE's unwavering dedication to reimagining transportation. He highlights, "The country envisions a smart and interconnected transport system, integrating advanced technologies, autonomous vehicles, smart infrastructure, and a strong emphasis on green mobility, as showcased by the 'Global Market for Electric Vehicles' initiative. Recognizing the strategic

importance of an integrated transport system for economic growth, social harmony, and environmental sustainability, the UAE stands as a global leader in adopting ambitious initiatives.”

Dr. Ali Al Ghamdi- President of National Road Safety Center (NRSC), opened the discussion panels, emphasizing the need for the ‘Safe System Approach’ in road safety, urging system designers to embrace responsibility for the safety of road users. “Safety is the heartbeat of mobility, where everyone’s concern is everyone’s responsibility,” he stated.

Adding value to the Day One discussions, Faizal Ali Al Rashid, Senior Director – Demand Side Management at the Supreme Council of Energy, shared his insights about the role of government in shaping the future of mobility and promoting sustainability. The panel also explained the importance of implementing a safe system approach on roads to strengthen efforts across the GCC region has been the government’s top priority. Furthermore, the conversation explored the integration of technology in future transportation, particularly in the context of urban growth.

The first day of the Intermobility Expo 2023 also addressed the establishment of an eco-friendly multimodal network inspired by cutting-edge digital solutions. Additionally, speakers highlighted emerging integrated mobility solutions



The country envisions a smart and interconnected transport system, integrating advanced technologies, autonomous vehicles, smart infrastructure, and a strong emphasis on green mobility, as showcased by the ‘Global Market for Electric Vehicles’ initiative. Recognizing the strategic importance of an integrated transport system for economic growth, social harmony, and environmental sustainability, the UAE stands as a global leader in adopting ambitious initiatives.

-H.E. Sheikh Nasser Majid Al Qasimi

Assistant Undersecretary of the Infrastructure and Transport Regulation Sector at the Ministry of Energy and Infrastructure,

designed for busy cities focusing on managing traffic safety through modern road signage. The panels provided a platform to explore enduring sustainable solutions, including the reduction of carbon emissions.

Ahmed Khalil, Exhibition Manager at Informa Connect, the

driving force behind this massive initiative commented, “This year’s Intermobility Expo hosts insightful discussions about the immediate implementation of technologically advanced transportation systems. We believe the region is ready to embrace more comprehensive mechanisms. Here, AI-led technology will introduce incredible solutions to seamlessly overcome any obstacles in the transportation system. We are confident that we are paving the way to bring experts together on one platform to discuss, share, and acknowledge trends in future transportation.”

The event sparks discussions on diverse transportation themes, encompassing city planning concepts and the enhancement of parking facilities. Speakers will address the importance of improved parking facilities inspired by AI-based data and introduce technology-advanced concepts for urban traffic management and parking conflicts.





FOCUS EVENTS

While TFT Arabia is being revealed, The Big 5 Global, considered the largest and most influential construction industry event in the Middle East, Africa, and South Asia (MEASA) region, is taking place at the Dubai World Trade Centre. Opened on the December 4th the event will be concluded on the December 7th, 2023. The event aims to gather over 2,200 exhibitors and more than 68,000 attendees from over 150 countries, providing a platform for networking, partnerships, and knowledge exchange within the global construction industry.

THE BIG 5 GLOBAL CONTINUES ITS TOWERING SUCCESS IN THE 'YEAR OF SUSTAINABILITY'

Key take home from the event Event Details

- The Big 5 Global is being run at the Dubai World Trade Centre.
- In the span of four days, from December 4 to 7, 2023.

Participants

- The event aims to attract over 2,200 exhibitors and more than 68,000 attendees.
- Participants include a diverse range of stakeholders such as contractors, developers, architects, engineers, consultants, disruptors, innovators, ESG advisors, and policymakers.

Industry Focus

- The Big 5 Global aims to unite the entire construction industry, fostering collaboration and providing a platform for the exchange of ideas and technologies.

Booming Construction Industry in MEASA

- The construction industry in the Middle East, Africa, and

South Asia (MEASA) region is experiencing significant growth, with over \$7 trillion in active projects and \$3.8 trillion worth of recently awarded projects.

Opportunities for Stakeholders

- The multitude of projects in the region attracts various stakeholders, making the Big 5 Global an essential platform for both local and global companies seeking opportunities to connect with decision-makers.

Support from UAE Ministry of Energy and Infrastructure

- The UAE Ministry of Energy and Infrastructure continues to support the event, emphasizing the importance of industry collaboration and addressing the impact of climate change.

Senior Vice President's Statement

- Ben Greenish, Senior Vice President of Construction at

dmg events (the organizer of Big 5 Global), highlighted the event's role in showcasing the region's attractiveness in the global construction arena. He emphasized the event's ability to bring together innovative ideas, cutting-edge technologies, and expertise while promoting international collaborations and cross-border partnerships.

Sustainable Future Focus

- The event is positioned as a driver towards a sustainable future, showcasing products and services that contribute to the industry's sustainability goals.

In summary, the Big 5 Global serves as a crucial platform for the global construction industry to come together, exchange ideas, and explore opportunities in the booming construction landscape of the MEASA region. The event's focus on sustainability aligns with the industry's growing emphasis on environmentally responsible practices.

DUBAI WORLD TRADE CENTRE (DWTC)

IS DIVERSE AND COVERS A WIDE RANGE OF SECTORS. HERE'S A SUMMARY OF THE KEY EVENTS



EVENTS AT DWTC

World Radiocommunication Conference (WRC)

(November 13-December 15)

Organized by the International Telecommunication Union (ITU).

A decision-making forum for governments and bodies to discuss global issues related to radio, radio communications, satellites, and related fields. Held every three to four years, addressing international regulations and treaties.

Dubai International Food Safety Conference

(December 10-13)

Organized by Dubai Municipality a leading platform for exchanging experiences, knowledge, and innovation in the food sector.

Focus on challenges in the food sector, food safety, supply chains, and global dynamics. High-level conference addressing the impact of climate change on food safety.

World Meeting on Sexual Medicine (WMSM)

(December 15-17)

Organized by Dubai Municipality A joint ISSM/MESSM meeting held in association with the Emirates Urological Society.

Focus on innovation and education driving a holistic approach to sexual health.

Keynote speeches, workshops, and panel discussions.

Big 5 Global

(December 4-7)

Celebrating its 43rd year, attracting over 68,000 attendees and hosting 2,200+ exhibitors. Significant event in the construction industry, providing opportunities for business connections and international networking. Represents the entire construction cycle across eight specialized events.

Middle East Organic and Natural Products Expo

(December 12-14)

Held under the patronage of the UAE Ministry of Climate Change and Environment. Covers five key categories: Food & Beverage, Beauty & Cosmetics, Health & Wellness, Agriculture & Environment, and Sustainable Living. Includes live cooking demonstrations, beauty makeovers, and co-located features like the Tea & Coffee Pavilion.

China Home Life Exhibition

(December 19-21)

Recognized as the region's leading fair for sourcing Chinese products. Exhibition area increases to a record 70,000 sqm, featuring over 100,000 products from 3,000+ verified suppliers. Opportunity for importers and wholesalers to connect with Chinese manufacturers.

Windows Doors & Façades and Gulf Glass

(December 4-7)

Co-located within Big 5 Global, focusing on the windows, doors, façades, and glass industries. Professionals from the sector gather to network, exchange knowledge, and engage in business deals.

ArabPlast

(December 13-15)

A biannual showcase for the plastics, petrochemicals, packaging, and rubber industries.

Emphasizes the importance of a circular economy in the sector.

Business networking and discussions on sustainability.

Asian Baby, Children and Maternity Exhibition (ABC&MOM)

(December 19-21)

Covers the latest trends and innovations in the global pregnancy, baby, and child industry.

Exhibits include mother and baby products, food, toys, strollers, furniture, clothing, shoes, and accessories.



PAPERWORLD MIDDLE EAST AND GIFTS AND LIFESTYLE MIDDLE EAST WRAPS UP ANOTHER SUCCESSFUL EDITION

- Exhibitors from over 40 countries showcased their products at the event
- The co-located shows grew 50% from last year and Paperworld Middle East is now the fastest-growing show of its kind in the world
- Industry experts speaking at 'The Hub Forum' at the event agreed that the digital world presents a significant opportunity for the sector, and that demand for sustainable products will continue to rise



Paperworld Middle East, the largest international show for paper, stationery, arts and crafts, office supplies and school products concluded its 12th edition on 23th November.. Held in conjunction with its co-located event Gifts and Lifestyle Middle East, the exhibition grew 50% from last year and welcomed visitors from over 100 countries.

Commenting on the 2023 edition Syed Ali Akbar, Show Director for Paperworld Middle East and Gifts and Lifestyle Middle East said: “Over the course of the past three days, visitors to the show have been able to explore over 400 unique exhibitors and more than 1,000 brands. The events set the ecosystem for the international paper trade in the region and gather industry leaders from every corner of the world under one roof. This year has been a resounding success with many productive deals secured.”

With the industry constantly evolving, an interactive panel at The Hub Forum on “Market Trends, Digital Transformation and Sustainable Alternatives” took place yesterday, exploring new technology and the importance of digitalisation in the Middle East paper industry.

Speaking during the session, Riya Jadhav, Director of e-commerce at iDigitalise said:

“The advent of technology and the digital space has brought about a complete transformation in the printing industry, affecting both the production process and the way products are delivered to consumers. With the help of precision-based tools, we are now able to identify what consumers want and provide it to them on-demand.”

Fellow panellist Vibhor Khandelwal, Managing Director, Expand My Business, added: “The digital era presents an opportunity for stationery suppliers to broaden their product offerings by venturing into new areas such as digital notepads and pens. Adapting to technological advancements is crucial for businesses to remain competitive.”

Also yesterday, in the concluding panel titled “Looking Ahead: An outlook on trends shaping the paper and stationery industry”, paper industry experts from Alia Mohd Trading Co. LLC, Ittihad Paper Mill, Capital Envelopes, and MEPCO Gulf shared their closing thoughts and predictions for the sector’s future.

According to Fadi Baaklini, CEO MEPCO, the UAE will remain a particularly strong market for paper demand in the coming years. The panellists unanimously agreed that the preference for sustainable products would

continue to rise, particularly as the younger, more eco-conscious generation comes of age.

Parvesh Kapoor, Director, Alia Mohamed Trading, highlighted the growth of e-commerce, while Ritesh Gupta, Marketing at Ittihad Paper Mill believes that face-to-face interaction with consumers will always be significant despite the digital world’s growth.

Ali Haider, CEO Capital Envelopes concluded: “Paper is here to stay. It is one of the most sustainable products on the planet and is fully biodegradable. The packaging industry is a particular opportunity for the paper sector moving forward as e-commerce grows and companies look for more suitable alternatives to plastic for their packaging.”

On the closing day of Paperworld Middle East and Gift and Lifestyle Middle East on 23th November., visitors were able to unlock their creative potential at the inspiring Artistry Workshops, taking place in collaboration with Funun Arts. As well as painting and sculpting, these workshops offered a unique opportunity to learn about arts-based sustainability projects, bridging the gap between physical and digital art and the power of art therapy.

The final strokes were also made on 23th November. on the collaborative live art project ‘Signature Canvas’. Painted by four exceptional artists – Saida Banu, Stefania Pomillo, Shiba Khan and Jivan Hovhannisyan, the striking piece of art illustrates the interconnectedness of the world and highlights the UAE’s pivotal role as a welcoming and unifying centre for individuals from diverse cultural backgrounds. The Signature Canvas was donated to the SNF Development Center in Dubai, a training centre for young adults with special needs.

Elsewhere, senior buyers and key decision-makers in the paper industry continued to enjoy the exclusive programme at The Premium Club, including the opportunity to foster meaningful connections between key buyers and exhibitors. The next edition of Paperworld Middle East and Gift and Lifestyle Middle East will take place from 12-14 November 2024 at the Dubai World Trade Centre (DWTC).



INDIA IN UAE

THE MIDDLE EAST HOSTS INDIA'S BIGGEST APPAREL EXHIBITION BRANDS OF INDIA

**INAUGURATED BY H.E. BUTI
SAEED AL GHANDI,
VICE-CHAIRMAN OF THE
DUBAI WORLD TRADE
CENTRE, FOR THE FIRST TIME**

**Empowering 350+ Indian
Brands on the Global Stage:
The Brands of India trade
show by The Clothing
Manufacturers of India
(CMAI) commences**

In a momentous celebration of trade, international collaboration and cultural exchange, the maiden edition of Brands of India trade show organised by The Clothing Manufacturers Association of India (CMAI), received a grand inauguration by H.E. Buti Saeed Al Ghandi, Vice-Chairman of

the Dubai World Trade Centre. The event, is set to captivate the MENA Apparel industry at the Dubai World Trade Centre in Halls 6 & 7 from November 27th to 29th, 2023.

Supported by the Embassy of India-UAE, The Dubai Textile Merchants Association (TEXMAS), Dubai International

Chamber and the Readymade Garments Merchants Group Dubai, the trade show demonstrates the rapid pace at which Indian businesses are entering the UAE market indicating a strong and positive momentum post the signing of the India-UAE Comprehensive Economic Partnership



Al Ghandi, Vice-Chairman of the Dubai World Trade Centre, emphasised the significance of Brands of India in boosting bi-lateral ties and drawing both countries even closer and expressed “Fashion has the power to transcend borders and create lasting connections. We are delighted to witness this noteworthy event that promotes diversity and showcases the vibrant tapestry of Indian Brands.”

“Brands of India is poised to serve as a key milestone in the journey of Indian Apparel brands towards international recognition. About 1500 buyers from more than 30 countries have pre-registered to source from the show which makes us ecstatic that the platform has created exciting business prospects for Indian brands in the region” said Mr. Jayesh Shah, Chairman, Brands of India and Vice President, CMAI.

H.E. Mr. Sunjay Sudhir, Ambassador of India to UAE stated “ Indian brands have a global appeal and are preferred by people from across the world. I am glad the event is hosted in the UAE which is home to citizens of around 190 nationalities. Under CEPA, there is immense scope for expanding the presence of Indian Apparels in the Gulf, Middle East, Africa and Europe.”

Renowned brands such as Oxemberg, J. Hamstead, Dollar, Grammer, Louis Philippe, Van Heusen, Allen Solly, Otto, Peter England, Texas Jeans, Mexico Jeans, Klix, Double Bull, Bonheur, 109 F, Cover Story, Biba, Dressline, Indifusion, Soch, Satya Fusion, Vastrado, Zola, Gini & Jony, Little Kangaroos, Blazo, Tiny Girl, Vitamins, Mustang and many others are participating at the show.

Brands of India was initially envisioned with 150 top Apparel brands but exceeded expectations with the overwhelming participation of more than 350 brands showcasing collection that spans Western wear, Indian Ethnic wear, and Fusion wear across 145 Men’s wear brands, 80 Women’s wear brands, 90 Kidswear brands and 35 brands as Fusion of these categories.

Agreement (CEPA) in 2022. Complimenting CMAI for Brands of India, Mr. Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Government of India, expressed, “This is an excellent platform to position our brands in overseas market. Under the dynamic leadership of Hon’ble Prime Minister Mr. Narendra Modi, the Government of India is dedicated to creating and supporting a modern, dynamic, integrated and world class textile sector. CMAI has been consistently promoting Indian brands, encouraging them to develop international linkages and expand their horizon in international markets, particularly in regions with substantial Indian Diaspora.”

Mr. Rajesh Masand, President, Clothing Manufacturers Association of India (CMAI) said “Even before CEPA, there has been a long history of India-UAE fostering economic, cultural and friendly ties. Dubai has been strongly positioning itself as the gateway to Africa for Indian businesses and Brands of India will further cement ties and empower Indian Apparel brands to accelerate their presence in the MENA region. The co-operation in digital currencies of both countries, Dirham and Rupee



“This is the first time “Brands of India” is exhibiting outside of India and they are here at DWTC. Though the majority of Indian Brands are already in the UAE market. We are very happy that the association chose Dubai as a hub. UAE and India have a long relationship, so picking Dubai is a natural call. I wish them all the best. DWTC is committed to the safeguarding of exhibitors and supports them to every extent.”

-H.E. Buti Saeed Al Ghandi
Vice-Chairman of the Dubai World Trade Centre

along with the interconnection of payment systems is another recent development in trade settlement capabilities which will further boost business.”

Gracing the occasion as Chief Guest, H.E. Buti Saeed

Expo Centre Sharjah Events Calendar 2024



Arab Rubber Expo
08-09 January 2024
Expo Centre Sharjah



UAE School & Nursery Show
18- 20 April 2024
Expo Centre Sharjah



International Govn Communication Forum - ICGF
16 - 17 September 2024
Expo Centre Sharjah



STEELFAB
08-11 January 2024
Expo Centre Sharjah



Sharjah Children's Reading Festival
01 - 12 May 2024
Expo Centre Sharjah



54th Watch & Jewellery MIDDLE EAST SHOW
25 - 29 September 2024
Expo Centre Sharjah



ACRES REAL ESTATE EXHIBITION - SHARJAH
17-20 JANUARY 2024
SHARJAH EXPO CENTRE



Expo Culinaire
20-22 May 2024
Expo Centre Sharjah



Emirates Perfumes And Oud Exhibition
04-13 October 2024
Expo Centre Sharjah



53rd Watch & Jewellery MIDDLE EAST SHOW
31Jan - 04 Feb 2024
SHARJAH EXPO CENTRE



Hive Furniture Show
21 -23 May 2024
Expo Centre Sharjah



International Education Show
09 - 12 October 2024
Expo Centre Sharjah



XPOSURE
28 FEBRUARY - 5 MARCH 2024
SHARJAH EXPO CENTRE



UAE China Tyres Show
27-29 May 2024
Expo Centre Sharjah



National Career Exhibition
15 - 17 October 2024
Expo Centre Sharjah



Ramadan Nights
21 March - 10 April 2024
SHARJAH EXPO CENTRE



Jewels of Emirates Show
30 May - 02 June 2024
Expo Centre Sharjah



Sharjah International Book Fair
06 - 17 November 2024
Expo Centre Sharjah

SHARJAH



SHARJAH SHOPPING PROMOTIONS 2023

SCCI TO LAUNCH EMIRATE-WIDE RETAIL EVENT

The Sharjah Chamber of Commerce and Industry (SCCI) has officially announced the launch of Sharjah Shopping Promotions 2023, a stand-out promotional and entertainment event and one of the most prominent festivals on Sharjah's annual retail calendar. The festivities are set to commence across the Emirate's regions and cities on December 15, and will continue through January 20, 2024.

The SCCI has invited all Sharjah shopping centres and commercial stores to participate in this major event, which provides them with an unparalleled opportunity to expand their businesses, boost revenues, and showcase their products to a broad spectrum of shoppers and foreign visitors. Sharjah Shopping Promotions, organised by the SCCI in

cooperation with a number of government agencies involved in economic affairs, is a vital event for the retail sector and other related sectors, coinciding with the holiday season, peak tourism activity, and the UAE's hosting of several global and regional events.

Over the course of 37 days, the commercial and tourism event will offer Sharjah visitors and

residents a world-class shopping and entertainment experience catering to their needs and expectations. The programme is packed with lucrative promotions and major discounts on a variety of products and global brands, as well as winter festivities hosted by a unique lineup of renowned tourism destinations, landmarks, and prominent shopping centres across the Emirate.



The Sharjah retail sector's annual calendar includes many commercial and entertainment festivities, and Sharjah Shopping Promotions is a top event on this list. For the Chamber as its organiser, it offers a significant opportunity to further participate in consolidating the Emirate's global position as a renowned international shopping destination, while also advancing the retail sector, stimulating commercial market activity, and achieving sustainable growth. What is more, Sharjah Shopping Promotions is considered one of the most attractive shopping experiences among visitors and shoppers nationwide.

- **H.E. Mohammed Ahmed Amin Al Awadi**, Director-General of the SCCI



The organising committee is working continuously to prepare an outstanding edition of the event, jam-packed with entertainment activities and promotional offers tailored for Sharjah residents and visitors of all ages. Sharjah Shopping Promotions will also feature a plethora of offers and prizes in shopping malls throughout the Emirate.

- **H.E. Abdulaziz Mohammed Shattaf**
Assistant Director-General of the Communication and Business Sector at the Sharjah Chamber

42ND EDITION OF SHARJAH INTERNATIONAL BOOK FAIR SHOWCASED AN IMPRESSIVE COLLECTION OF OVER 15 MILLION BOOKS

- SIBF 2023 shelves held 15 million books in various fields of knowledge and creativity.
- SIBF 2023 welcomed 2,033 publishers from 109 countries
- SIBF 2023 celebrated South Korea as the Guest of Honour; and Ibrahim Al-Koni as Cultural Personality of the Year.
- Nobel-nominated Ibrahim Al-Koni signed a historic contract with the Sharjah Literary Agency during SIBF 2023.



Sharjah International Book Fair (SIBF 2023) has marked a new milestone for both the UAE and Sharjah, proudly declaring for the third consecutive year its status as the world's largest book fair in terms of buying and selling publishing rights.

Concluding its 42nd edition, the fair featured an impressive array of over 15 million books spanning diverse fields of knowledge and creativity. The event hosted the participation of 2,033 publishers from 109 countries worldwide, culminating in a remarkable year of achievements, marked notably by the highest number of participating countries in its history.

Commenting on the success of the edition, Sheikha Bodour Al Qasimi, Sharjah Book Authority

(SBA) Chairperson said: "It was an honour to witness the wholehearted reception that SIBF 2023 received from both global publishing industry stakeholders and the individuals who this cultural platform has been envisioned and designed for. The book fair's success is not only a validation for SBA's successful strategies to promote publishing and reading, but testifies to the successful legacy that His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, has built for over the past 50 years to create a culture that fosters creativity, encourages dialogue and supports innovation. Even after all these remarkable feats, we believe our journey in offering a diverse and inclusive platform for learning and

exchange that is irrigated by the voices, ideas and creativity of passionate minds from around the world, has only just begun."

SIBF 2023 highlights

Themed 'We Speak Books,' the 12-day international extravaganza welcomed visitors from 109 countries. The fair engaged book and culture enthusiasts, students from schools around the country, academics, intellectuals and those in the creative industries, offering them a unique opportunity to explore the latest titles and interact with influencers and authors.

The spotlight of SIBF 2023 was on South Korea, the Guest of Honour, whose pavilion witnessed a remarkable influx of visitors. Throughout the 12 days, attendees immersed themselves

The Sharjah International Book Fair (SIBF 2023) has achieved a significant milestone by maintaining its status as the world's largest book fair in terms of buying and selling publishing rights for the third consecutive year. The 42nd edition of the fair showcased an impressive collection of over 15 million books covering a wide range of fields, reflecting diverse knowledge and creativity.

in the rich culture and engaged with 25 intellectuals and artists leading 20 activities as part of the cultural programme titled 'Imagination Without Borders.'

Renowned figures such as Iraqi superstar Kadim Al Sahir, author and comedian Bassem Youssef, Nobel laureate Wole Soyinka, Indian actress Kareena Kapoor, American astronaut Sunitha Williams, and Canadian journalist Malcolm Gladwell graced the event, sharing their experiences, journeys, and launching their latest works.

Ibrahim Al-Koni, celebrated as the 'Cultural Personality of the Year,' with over ninety books to his name, joined the Sharjah Literary Agency (SLA), becoming its exclusive literary representative in all languages worldwide.

SIBF 2023 showcased over 1,700 cultural and artistic activities, emphasising the deep cultural relations between Sharjah and Portugal through an exhibition titled "The Portuguese in the Gulf, 1507-1650: An Interlinked History." The fair further demonstrated its commitment to supporting knowledge dissemination by a generous AED 4.5 million donation from His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi to equip Sharjah's public libraries with the latest releases.

In supporting publishers, the Sharjah Publishing City (SPC) Free Zone announced a comprehensive package offering financial incentives of up to AED 3 million, along with a 90% exemption on licensing and business establishment fees.

SIBF highlights a brighter and more distinguished image of Emirati culture to the world

HE Ahmed bin Rakkad Al Ameri, CEO of Sharjah Book Authority, said: "With the conclusion of the 42nd edition of SIBF, we look forward to the upcoming edition to reinforce Sharjah's vibrant cultural scene developed by the vision of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah. This stems from our deep belief in the fact that the global reputation our book fair has earned over the past 42 editions requires continuous



HH Sheikh Sultan bin Muhammad Al Qasimi

efforts to reach greater heights. Among the highlights of this edition was achieving the highest global representation with the participation of 109 countries and holding the record for being the world's largest book fair for the third year in a row".

Al Ameri added: "We take pride in the fact that each year SIBF highlights a brighter and more distinguished image of Emirati and Arab culture to the world. Under the leadership of Sheikh Bodour Al Qasimi, Chairperson



With the conclusion of the 42nd edition of SIBF, we look forward to the upcoming edition to reinforce Sharjah's vibrant cultural scene developed by the vision of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah. This stems from our deep belief in the fact that the global reputation our book fair has earned over the past 42 editions requires continuous efforts to reach greater heights. Among the highlights of this edition was achieving the highest global representation with the participation of 109 countries and holding the record for being the world's largest book fair for the third year in a row.

- HE Ahmed bin Rakkad Al Ameri
CEO of Sharjah Book Authority



H H Sheikha Bodour Al Qasimi

of SBA, we are eager to continue expanding Sharjah's role as a hub of knowledge and creativity, as we firmly believe that the fruits of culture are long lasting on society, and it has a sustainable contribution towards enabling communities in realising their aspirations."

Khawla Al Mujaini, General Coordinator of SIBF and Director of Events and Marketing, SBA, said: "Every year, we take new strides towards ambitious goals set by Sharjah in the publishing sector, expanding creative industries' contribution to the region's development goals. With its achievements, this year's book fair has proved that the opportunities for publishers and the book industry in the region and the world are limitless. Sharjah's centrality on the cultural capital map is an opportunity that will elevate knowledge and transform challenges in building societies into solutions and opportunities. The numbers of visitors, participants, and the sale and purchase of copyrights assert the trust of industry professionals and readers in Sharjah and its long-term vision."

SIBF 2023 concluded successfully, hosting 2,033 publishers from 109 countries, presenting over 1.5 million titles across various sectors of knowledge and culture. The 12-day cultural extravaganza organised 1,700 events, led by 215 guests from 69 countries. Additionally, a rich cultural programme included 460 events with the participation of 127 prominent Arab and international writers and artists from 33 countries.

SHARJAH



**THE 10TH ANNUAL EDITION OF THE
SHARJAH INTERNATIONAL
TRAVEL & TOURISM FORUM**

**(SITTF)
SUCCESSFULLY
HELD ON
NOVEMBER
22, 2023.**





A summary of the key points:

■ Event Inauguration

Under the patronage of His Highness Sheikh Sultan bin Mohammed bin Sultan Al Qasimi, Crown Prince, Deputy Ruler of Sharjah, and Chairman of Sharjah Executive Council, Sheikh Sultan bin Ahmed bin Sultan Al Qasimi, Deputy Ruler of Sharjah, inaugurated the forum.

■ Organizer

The Sharjah International Travel & Tourism Forum was organized by the Sharjah Commerce and Tourism Development Authority (SCTDA).

■ Theme

The forum's discussions were centered around the theme 'Sustainable Tourism: The Way to Improvement.'

■ Guest of Honour

HE Shaikh Abdulla bin Touq Al Marri, the UAE's Minister of Economy, was the guest of honour at the forum.

Keynote Address:

- HE Sheikh Al Marri highlighted the UAE's achievements in shaping tourism infrastructure and policies in line with global sustainability practices.
- He mentioned the 10 'Economic Principles of UAE,' particularly the focus on boosting the nation's transport and logistics infrastructure.

Sustainability in Tourism

- HE Sheikh Al Marri emphasized the importance of sustainability in the tourism sector for its growth, considering global environmental and social conditions.
- The UAE has been actively developing national strategies and initiatives to enhance sustainability in tourism, travel, and aviation, including the use of low-carbon aviation fuel.

UAE Tourism Strategy 2031

- The Minister discussed the UAE Tourism Strategy 2031, which includes national targets such as attracting investments worth AED 100 billion, welcoming 40 million hotel guests, and increasing the tourism sector's contribution to the national GDP to AED 450 billion by 2031.

Sector Contributions and Growth

- In 2022, the tourism and travel sector contributed over 60% to the GDP, reaching nearly AED 167 billion.
- In 2023, hotels generated AED 26 billion in total revenues, reflecting a 24% growth compared to the same period last year.
- UAE hotels welcomed 16 million guests in the first seven months of 2023, with a growth rate of 15%.

■ Global Tourist Destination

The UAE maintained its status as one of the top 12 tourist destinations globally, chosen by more than 10 million tourists annually.



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SUPER ANGELS SUMMIT 2023

From 15 Dec 2023 To 16 Dec 2023

Super Angels Summit is the world's first and largest Angel Investor Summit. It is a power-packed 2-day international summit of Angel investors from across the world engaging in conversation, learning, and leisure. It is one of its kind event where in 2000 + angel investors, 300 + startup founders, and 300+ ecosystem enablers from all over the world will be participating.

ADNEC VENUE

Location	Size (sqm)	Size (ft ²)
Indoor Areas	89,638 sqm	964,855 ft ²
Outdoor Areas	64,040 sqm	689,320 ft ²
Total	153,678 sqm	1,654,176 ft²

Location	Seating capacity
ICC Abu Dhabi	Up to 6,000
Conference Halls A & B	Over 1,600 combined
21 meeting rooms	Between 20 and 240
Grandstand	5,400
Hall 4	3,000
The Hive	200
Al Ma'arif	1,394



VIBRANT INDIA

From 5-7 January 2024

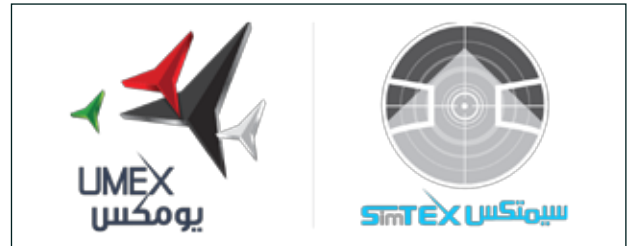


Vibrant India is organizing a B2B exhibition in kitchenware, Tableware, Home Appliances, complete kitchenware, and gift decor. VIBRANT INDIA 2024, a gateway into Indian Houseware

industry. The annual edition of India's largest & most comprehensive sourcing hub for Houseware, Hotelware, Kitchenware, Home Appliances, and Gifts & Décor industry is schedule on January 5th, 6th, & 7th, 2024 at ADNEC, Abu Dhabi

UMEX AND SIMTEX 2024

From 23-25 January 2024



UMEX and SIMTEX is a professional platform for manufacturers to meet operators and establish lucrative business relationships while promoting the ecological, environmental, civil and humanitarian benefits of unmanned systems and military simulation and training. UMEK 2024 will feature a Simulation & Training (SIMTEX) section which will promote cooperation among the Armed Services, Industry, Academia and various Government Agencies in pursuit of improved training and education programmes identification of common training issues and development of multiservice programmes.



ABU DHABI NATIONAL EXHIBITION CENTRE



ABU DHABI

ADIFE 2023

CONCLUDED ON HIGH NOTES



Abu Dhabi International Food Exhibition (ADIFE) successfully brought together participants from across the government, industry, agriculture and Food Beverage (FB) sectors between 27th -29th November 2023 at ADNEC, Abu Dhabi



Held under the patronage of Sheikh Mansour bin Zayed Al Nahyan, Vice President, Deputy Prime Minister, Chairman of the Presidential Court, and Chairman of the Board of Directors of the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA), and organized by ADNEC Group in strategic partnership with ADAFSA, the second edition of the exhibition at the Abu Dhabi

National Exhibition Centre welcomed attendees, brands, exhibitors, and industry leaders.

ADIFE 2023 was filled with many other attractions and events that drew significant attention, including the World Gourmet Show with Michelin-starred chefs, and the Pizza Hub's exciting competition that brought together leading pizza chefs from around the world.

Key highlights at the ADIFE 2023

- Nine agreements signed to a total value of over AED 610 million on the day one of event, with climate change and sustainability pledges and strategic partnerships between industry leaders.
- These agreements will significantly boost the local, regional
- The Hosted Buyers Lounge saw 1223 meetings taking place, with 129 hosted buyers present and interested in potential deals – with an initial deals discussion estimation of AED 106,500,000.
- The exhibition floor space covered more than 28,400 square meters, with exhibitors from several countries, most noticeably Morocco and Greece
- The Hosted Buyers Lounge provided a platform for buyers and sellers to form partnerships and discover business opportunities.
- The exhibition saw many new announcements and the signing of many contracts between government agencies, private sector entities, and supply chain buyers and suppliers.



EVOLVING CONCEPTS FOR TRADE FAIR STANDS

This opinion piece is contributed by Sanjay Thakur an International Award-Winning Architect and Director of San Studio. San Studio is a design firm based in Dubai.

In the current decade the world of business in exhibitions and events plays a crucial role in showcasing products, services, and innovations. Recent years have taken the landscape of exhibition stand design to a significant transformation, with e-technologies, literal concepts, and the latest creatives taking center stage.

Embracing Sustainability has been the most prominent trend in modern exhibition stand design. Consumers are becoming increasingly conscious of their environmental impact, leading to a surge in demand for eco-friendly exhibition stands. Top-notch exhibition stand builders in the UAE are practicing sustainability, renewable energy solutions, and recyclable structures in their designs.

Game changer features of exhibit concepts are prominently Virtual reality (VR), augmented reality (AR), and interactive displays to create captivating experiences for visitors. Immersive technology integration is the key feature to stand out in the race of exhibited stands for most of the top brands across the world. Leading exhibition stand contractors in the UAE are at the forefront of this trend, leveraging advanced technologies to craft memorable and interactive experiences for their clients.

To make it simple but straight, minimalist aesthetics have gained traction in exhibition stand design. Clean lines, open spaces, and a focus on essential elements



Sanjay Thakur International
Award-Winning Architect

create an elegant and modern appearance. The strategic use of negative space allows the showcased products and branding to stand out prominently.

The world of exhibition stand design is evolving rapidly, driven by innovative concepts and

cutting-edge technologies. The best exhibition stand builders in the UAE are leading the way, embracing sustainability, incorporating immersive technologies, adopting minimalist aesthetics, offering flexible modular designs, and prioritizing personalization to create captivating and unforgettable experiences for both exhibitors and attendees. As businesses continue to recognize the potential of exhibitions and events in strengthening their brand presence, the demand for exceptional exhibition stand design will only continue to grow, shaping the future of the industry.

This opinion piece is contributed by Sanjay Thakur an International Award-Winning Architect and Director of San Studio. San Studio is a design firm based in Dubai.



EXPO 2030

SAUDI ARABIA GETS WORLD EXPO 2030



The selection of Riyadh to host the 2030 World Expo is a significant development with various aspects to consider. Here's a breakdown of the key points from the provided information:

Host City Selection

- Riyadh, the capital of Saudi Arabia, won the bid to host the 2030 World Expo, beating out competing bids from Rome and the South Korean port city of Busan.

Voting Outcome

- Riyadh secured the hosting rights with a majority of 119 out of 165 votes during a closed-door meeting of the Bureau International des Expositions.

Saudi Vision 2030

- The Saudi bid emphasized shaping a prosperous and sustainable future in alignment with the country's Vision 2030, a strategic plan to diversify the economy and enhance international standing.

Public Transit and Futuristic Space

- Saudi Arabia's plans for the Expo include a major public transit network and a futuristic, round space featuring public parks, e-game facilities, large-scale performance stages, and sports venues.
- The project places a strong emphasis on accelerating innovations to preserve natural ecosystems.

Legacy and Commitment:

- The legacy of Riyadh Expo 2030 is expected to extend beyond physical structures, with a focus on collaboration and working together for a brighter, more prosperous future.

Visitor Expectations

- Saudi Arabia aims to attract 40 million visitors to Riyadh during the Expo, contributing to the city's economic and cultural development.

Campaign Efforts

- Each city competing for the Expo escalated campaign efforts, showcasing unique visions and making ambitious promises to secure the hosting rights.

Riyadh's Marketing Campaign

- Saudi Arabia conducted a significant marketing campaign, including a "Riyadh 2030" exhibit near the Eiffel Tower and extensive advertising in Paris.
- The bid received official support from French President Emmanuel Macron.

Controversies and Human Rights Concerns

- Some activists denounced Riyadh's candidacy due to human rights concerns, including allegations related to the 2018 murder of dissident

journalist Jamal Khashoggi.

Competing Bids

- Rome enlisted actor Russell Crowe in its campaign, emphasizing plans for the world's largest urban solar park and a green corridor connecting the Expo site to historic landmarks.
- Busan, South Korea, highlighted its capabilities in artificial intelligence and 6G technology, leveraging cultural heavyweights like Psy and BTS in its bid.

Historical Significance of World Expos

- The World Expo has a storied history of bringing nations together to showcase technological innovations and cultural achievements since its inaugural event in 1851.
- Expos serve as platforms for introducing groundbreaking inventions and have evolved into opportunities for host cities to catalyze economic growth and gain global recognition.
- In summary, Riyadh's successful bid to host the 2030 World Expo reflects the city's vision for a sustainable and prosperous future, with a focus on innovation and collaboration on a global scale.





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Acquisitions Partnerships & Mergers in **EXHICON**

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Listed on BSE SME on the 17th Apr 2023



Maple Heights Business Centre LLC 51%
(EXHICON's BOD, 51% business to be consolidated in Exhicon)



Impulse B2B Solutions
100% Acquisition (Business to get Merged in Exhicon) Founder to be CEO of Data Business



Dare Spark Communications
100% Acquisition (Business to get merged in Exhicon) Founder to remain CEO of Exhibitor Services

Ventures / Partnerships

- 1- Exhicon to serve exclusively at the **Messe Global Pune**
- 2- F&B Division Formed - to serve large corporates at **Messe Global**
- 3- **AppSaya**- Exhicon Partnership Exclusive India & UAE Partnership to serve B2B meetings and Matchmaking

Chetak Festival Sarangkhedra

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