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Trade Fair Times

ARABIA

●●● AN EXHÍCON GROUP INITIATIVE

VOL. 01 | ISSUE 03 | FEB. 2024

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of UAE Real Estate:
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CEO's Note



PUSHKIN AGHA

CEO

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As the Co-Founder & CEO of Trade Fair Times Arabia & Vertex Events Dubai in the UAE, I am delighted to take a moment to reflect on the incredible journey we have embarked upon over the last couple of decades. It fills me with immense joy to share my thoughts with all of you, the dedicated individuals who have been the driving force behind our success.

To our partners, sponsors, exhibitors, and all stakeholders, I express my sincere appreciation for your continued support. Your collaboration has been integral to the success of TFT Arabia, and I am confident that the February 2024 edition will be a celebration of our collective achievements.

It's great to hear about the success of the mega trade shows in the Middle East, particularly the remarkable achievements and positive reception of the World of Coffee 2024 Exhibition and the Arab Health exhibition. The significant attendance and participation from healthcare professionals, businesses, and esteemed figures like **His Highness Sheikh Mohammed bin Rashid Al Maktoum**, Prime Minister of UAE and ruler of Dubai, demonstrate the impact and influence of these mega events on the region's trade and industry growth.

The fact that the Arab Health exhibition featured a vast number of exhibitors and professional healthcare visits from around the world truly emphasizes its position as the largest healthcare exhibition in the MENA region. These events not only provide a platform for knowledge exchange and networking within the healthcare industry but also play a crucial role in driving economic activity and promoting the region as a global hub for such events.

The description of Gulfood as the largest annual food and beverage sourcing event in the world, with a record number of exhibitors and visitors from over 190 countries, highlights its importance in driving global trade and business activities within the F&B community.

Furthermore, the significant economic impact of the DUPHAT 2024, with business deals worth over 8.5 billion AED, underscores the influential role of such trade shows in fostering partnerships and commercial activities within the pharmaceutical industry.

The 25th edition of Intersec and the 2nd International AYUSH Conference and Exhibition also demonstrate the variety and depth of important business events taking place in the region. These events not only showcase the region's commitment to innovation and collaboration in various industries, but also highlight its ongoing efforts to strengthen economic and business ties, as demonstrated by the opening of INDEX Holding's regional office in Riyadh.

Overall, it's clear that the UAE is playing a pivotal role in hosting and organizing global events, and these gatherings are not only beneficial for the region's economy but also contribute to the international standing and influence of the UAE and its neighbouring countries.

Editors's Note



**M Q
SYED**

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The February Edition of TradeFairTimes Arabia is in your hands, I am thrilled to take a moment to reflect on the incredible journey we've undertaken so far. It brings me great joy to share my thoughts with you, the dedicated individuals who have been instrumental in driving our success.

The recent achievements of mega trade shows in the Middle East, particularly the exceptional success of the World of Coffee 2024 Exhibition and the Arab Health exhibition, are truly inspiring. The impressive turnout and engagement from healthcare professionals, businesses, and esteemed dignitaries, including His Highness Sheikh Mohammed bin Rashid Al Maktoum, underscore the significant impact of these events on the region's trade and industry growth.

The Arab Health exhibition's extensive exhibitor base and the attendance of healthcare professionals from around the world highlight its status as the largest healthcare exhibition in the MENA region. These events serve not only as platforms for knowledge exchange and networking within the healthcare sector but also as drivers of economic activity, enhancing the region's reputation as a global hub for such gatherings.

The description of Gulfood as the largest annual food and beverage sourcing event worldwide, boasting a record number of exhibitors and visitors from over 190 countries, underscores its crucial role in fostering global trade and business activities within the F&B community.

Moreover, the significant economic impact of DUPHAT 2024, with business deals valued at over 8.5 billion AED, emphasizes the influential role of such trade shows in fostering partnerships and commercial activities within the pharmaceutical industry.

The 25th edition of Intersec and the 2nd International AYUSH Conference and Exhibition also exemplify the breadth and depth of important business events taking place in the region. These gatherings not only showcase the region's dedication to innovation and collaboration across various industries but also highlight its ongoing efforts to strengthen economic and business ties, as evidenced by the opening of INDEX Holding's regional office in Riyadh.

In summary, it is evident that the Middle East is playing a pivotal role in hosting and organizing global events, and these gatherings are not only beneficial for the region's economy but also contribute to the international standing and influence of the UAE and its neighbouring countries.

On behalf of team TFT Arabia, I once again extend our thanks to our readers and supporters, keep reading TradeFairTimes Arabia!



SHANEER N SIDDIQUI

ARAB HEALTH 2024

**pioneered the drive for sustainability
in healthcare in the Middle East**

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai and Deputy Prime Minister and Minister of Finance of the UAE, officially opened the 49th edition of Arab Health, the largest healthcare exhibition in the MENA region, on Monday, 29 January.

Under the show theme of 'Connecting Minds, Transforming Healthcare,' Arab Health, the largest gathering of healthcare professionals and businesses in the MENA region, welcomed more than 51,000 attendees during the four-day healthcare showcase at the Dubai World Trade Centre from 29 January to 1 February.

The 2024 edition of the show was the largest to date in terms of exhibition space, dominating every hall of the Dubai World Trade Centre, with 3,450 exhibitors and an expected 110,000 professional healthcare visits representing 180 countries from around the world. The Arab Health Congress featured ten Continuing Medical Education (CME) conferences dedicated to over 23,600 professional healthcare visitors, where they heard from more than 330 expert speakers during over 165 sessions.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai today toured the 49th edition of Arab Health, the largest healthcare exhibition in the Middle East and North Africa (MENA) region.

During the tour, His Highness said that a comprehensive medical system and collaboration between local and federal government entities in the UAE, as well as the private sector, have ensured that citizens and residents alike enjoy access to the best healthcare services.

His Highness also highlighted public-private partnerships as a major contributor to the enhanced efficiency of the country's healthcare sector, bolstering its overall competitiveness and supporting its growth with cutting-edge technologies, advanced facilities, and highly qualified personnel. These advancements



Dr. Azad Moopen

Founder & Chairman, Aster DM Healthcare



Arab Health has become one of the most visited medical exhibitions in the world. As we embark on Arab Health 2024 in Dubai, we realize that this event plays a major role in providing a glimpse into new developments and, consequently, the future of healthcare. The interest of global healthcare players in showcasing innovations aimed at elevating patient care to the next level, along with insights from thought leaders, decision-makers, and medical experts from across the world, will help enlighten everyone.

The display of cutting-edge technology, advanced medical practice aids, and the latest products will be a focal point.

Aster has been one of the longstanding partners of Arab Health since its inception. Aster Pharmacy is taking the lead this year in introducing many new products in alignment with its aim to become the health and wellness hub for people in the MENA region. Most importantly, we are showcasing myAster – a super app for health this year, demonstrating the power of digital health and transformation through the integration of EMR with Telemedicine, CRM, e-pharmacy, etc. With over 1.2 million downloads in less than a year, myAster has become the region's most popular omnichannel healthcare app.

contribute to the overall well-being of society, ensuring the best health and quality of life for one and all.

Sheikh Mohammed said that providing best-in-class healthcare services ranks high among the UAE's development priorities along with the happiness and wellbeing of its people, with these plans serving not only UAE residents but people from all around the region and, indeed, every corner of the world. Arab Health provides an ideal platform to share successful experiences and practices in this regard, His Highness said welcoming exhibitors and attendees who have flocked to Dubai to share ideas and learn about the latest advancements in the medical field.

Commenting on the opening

of the exhibition, Ross Williams, Exhibition Director for Informa Markets, said: "Arab Health's standing as the premier healthcare trade show in the region is based on its comprehensive approach, global reach, unwavering commitment to innovation, and the opportunities it provides for learning, networking, and collaboration within the healthcare sector – ultimately delivering the ultimate healthcare experience.

"With a sharp focus on groundbreaking technology and transformative products enhancing patient care, the next four days promised to be a catalyst for the future of healthcare in the region and on a global scale. This impact was amplified by our international reach and the




exceptional calibre of exhibitors showcased, making it a game-changing event for the industry worldwide."

Elsewhere on the opening day, Dr. Ramadan Al Balooshi from Dubai Health Authority outlined a vision for a 'New Era of Public Health' during the opening session at the Public Health Conference, while the World Health Organisation's (WHO) Tan Sri Dr. Noor Hisham Abdullah highlighted the lessons learnt during COVID-19 and the importance of leadership.

Arab Health 2024 was supported by various government entities, including the UAE Ministry of Health and Prevention, the Government of Dubai, the Dubai Health Authority, the Department of Health, and the Dubai Healthcare City Authority.

Key partners included the National Healthcare Champion, PureHealth; Premium healthcare partner, American Hospital; Exclusive healthcare partner, Dr. Sulaiman Al Habib; Exclusive health services partner, Emirates Health Services; Global health partner, M2; Future health partner, Neom; Innovation partner, GE HealthCare; and Exclusive AI partner, Canon Medical.

The organizers of Arab Health, Informa Markets, had made several additions to the exhibition to make it more sustainable, including utilizing renewable electricity, notably decreasing the event's carbon footprint. Additionally, a range of eco-friendly practices had been introduced, such as endorsing public transportation through marketing channels and implementing digital solutions like digital badges and paperless registration to minimize material waste. The introduction of the Better Stands program had further incentivized exhibitors and partners to embrace reusable



“ **Illness to Wellness: Health trailblazer says now is the time for the GCC to implement a societal approach to achieve healthy longevity**

Dr Mehmood Khan, CEO of Hevolution Foundation, a trailblazer in healthcare and longevity, has urged the healthcare community in the region to address the future issues posed by the ageing population now and implement an all-of-society approach to achieve healthy longevity, during his opening remarks at Arab Health's Future Health Summit held today at the Museum of the Future. Highlighting healthspan, the period people stay healthy, and lifespan, the period where people live longer, Dr Khan revealed the global average of years spent in poor health is 9.7 years, underscoring the importance of addressing this challenge and ensuring those in later life remain independent, cognitive, functional, and contribute directly or indirectly to communities they live in.

Dr Mehmood Khan
CEO of Hevolution Foundation



“ The whole healthcare industry is shifting to wellness. Aster's journey to wellness path has had a lot of emphasis in the last 3 years. We are part of a larger ecosystem of healthcare with hospitals, clinics and pharmacies. Now with this wellness approach, we are talking with a 360 approach. We are helping people with their fitness goals, and body requirements of supplements and probiotics, even though we are now showcasing anti-aging supplements also. Aster is also in the education process of 4 essentials, where everybody is advised to take a multivitamin daily with a fish oil supplement, a probiotic with a green supplement. These 4 essentials will prevent you from being sick with generic day-to-day problems. This is part of a longevity and healthy lifestyle. It is a supplement therapy for all of us.

N S Balasubramanian
CEO of Aster Retail

stand structures.

Arab Health 2024, which continued until Thursday, 1 February 2024, at the Dubai World Trade Centre, had showcased groundbreaking technologies at the Smart Hospital and Interoperability Zone, offering immersive demonstrations highlighting the seamless integration of cutting-edge

medical equipment and various technologies. Partnering with Cleveland Clinic Abu Dhabi, the Zone had featured four demonstration rooms spotlighting advancements in labor and delivery, intensive care, and more.

Among the innovative exhibitors at the Zone was e4life, a joint venture between Italian ELT Group and Australian Lendlease,

showcasing a device that protects against respiratory viruses with over 90% efficacy by instantly sanitizing the surrounding area. Additionally, CareCloud had showcased a therapy solutions suite that streamlined the entire therapy workflow, enhancing patient engagement and boosting operational efficiency.

Emerging trends in health crisis and disaster management revealed at Arab Health 2024. A leading expert in health crisis and disaster management has underscored the importance of pre-hospital care, hospital services, and enabling services, including laboratories and training programs in disaster management, as we move from classical operations to technology-driven disaster medicine.

Speaking at the Public Health Conference on the emerging trends in health crisis and disaster, Dr Saleh Fares Al Ali, Consultant of Emergency Medicine, EMS and Disaster Medicine at the Department of Health Abu Dhabi, revealed disaster management involves more than just having an ambulance on standby at the emergency department.

"It encompasses a wide range of services and requires a comprehensive approach to governance. This includes pre-hospital care, hospital services, and enabling services, including laboratories, training programs, and even poison centres. To effectively manage disasters, we must consider all of these elements as part of a larger system," said Dr Al Ali.

"An effective response system requires a robust governance framework, well-defined standards, and policies. Additionally, you need an efficient operation centre to connect all the dots. It's crucial to cover all domains, from pre-hospital to hospital to enabling services, to create a well-orchestrated system," he added.

One of the key trends discussed by Dr Al Ali was technology and its critical role in managing disasters, where



Alisha Moopen

Managing Director & Group CEO, Aster DM Healthcare GCC



We commend the UAE Government's efforts in steering the healthcare sector towards excellence, aligning with their Vision 2031. As Arab Health plays a pivotal role in the healthcare sector in the region, we appreciate its growth and commitment to fostering innovation and progress in the healthcare sector. Looking ahead, we see substantial opportunities in UAE, Saudi Arabia, Oman and Qatar, aligning with the region's rising healthcare demands. Aster DM Healthcare GCC is poised for growth in the Kingdom of Saudi Arabia, contributing 37 years of clinical expertise to enhance capacity at Aster Sanad Hospital in Riyadh, alongside expanding our primary care offering through Aster Pharmacy. The demographic shift in the UAE towards an aging population and the influx of population that we are witnessing currently stimulates increased demand for advanced healthcare, aligning with the government's focus on medical tourism. Our participation in Arab Health 2024 highlights the dedication of our retail arm Aster Pharmacy to continue progressing in its journey to be known as the health and wellness hub for people in the region, with our myAster app making healthcare services easily accessible for people as per their need and convenience. As we continue to meet evolving patient needs, Aster DM Healthcare GCC remains steadfast in its mission to provide affordable quality healthcare, ensuring a healthier and more connected future for all.

he underscored the importance of artificial intelligence (AI), telehealth, digital transformation and telematics and outlining how AI enhances medical diagnosis and triage by swiftly and accurately analysing patient data, predicting outcomes, and offering treatment recommendations; additionally, AI-driven chatbots provide real-time medical guidance to first responders.

Finally, telematics systems in ambulances, utilising 5G connectivity, offer real-time tracking for location, speed, and status, enhancing response times and route optimisation. Dr Al Ali highlighted a prototype collaboration between the Department of Health in Abu Dhabi and Etisalat whereby ultrasound images to hospitals will be transferred through this technology.

Elsewhere on the agenda at Arab Health, Dubai Health, the first integrated academic health system in Dubai presented a comprehensive overview of Dubai's first integrated academic health system model.

H.E. Dr Amer Sharif, CEO of Dubai Health, said: "Through a unified commitment to patient-centred care, we are not just shaping the present healthcare landscape, but also laying the foundation for a transformative future anchored in our primary value of 'Patient First.' This commitment extends beyond the present, as we strive to create a lasting impact on the lives and wellbeing of our community for generations to come."

Arab Health 2024 continues until tomorrow, Thursday, 1 February 2024, at the Dubai World Trade Centre, when the winners of the Innov8 startup competition will be revealed. The competition included 24 health-tech startups pitching unique concepts and innovations. The winners of the Cre8 competition will also be revealed. The competition has been designed to foster creativity and innovation among participating students in the UAE. Contestants were required to conceptualise and innovate a solution for an actual healthcare

problem within an imaginary AED 100,000 budget.

Dubai Health Authority to move towards online audits of health facilities in 2024

The Dubai Health Authority's Health Regulation Sector will introduce the 2nd phase of its online regulatory transformation initiative in 2024. Known as RASED 2, the electronic system will review and approve all the required documents provided by health facilities electronically. Documents will be accredited online for every health facility in Dubai.

The Authority made this announcement at the ongoing Arab Health Congress that's taking place at Dubai World Trade Centre.

In addition to this, DHA will continue to carry out its online inspections for health facilities through the RASED initiative that was introduced in June 2021, to move towards a digital system. While in-person inspections will also take place in parallel, the sector has adopted the digital method for areas where online inspections are possible. The DHA's Health Regulation Sector regularly carries out inspections across hospitals, outpatient clinics, diagnostic centres and pharmacies in Dubai.

Dr. Marwan Al Mulla, CEO of Health Regulation Sector at the DHA said that that the second phase known as "RASED 2" aims to automatically audit health facilities through the "Sheryan" electronic system.

"At the DHA, we prioritize the use of technology and technological advancements to further bolster the health sector. In the first phase, we introduced online inspections, now we have introduced RASED 2-that provides online audit of all documentation including medical device contracts that are required by health facilities. This will be applicable for all health facilities in the Emirate of Dubai and significantly add to their convenience, it will be less time-consuming and will be highly efficient.

"Additionally, in-person and random inspections will continue to take place. Our digital



Elissa launching Ring For Life at BMC booth

transformation drive is in line with the vision of the DHA and Dubai, we aim to deploy smart technologies and solutions and harness them to further develop the health system in the emirate."

Al Mulla added that the system will greatly enhance efficiencies, speed-up processes, ensure compliance and will facilitate the authority's digital drive with an aim to provide the highest quality of specialised and accessible high-quality care to patients and utilise technology to enhance hospital management and all regulatory processes to help further strengthen this pivotal sector.

Renowned Singer Elissa Spreads the Message of Hope for Cancer Patients through Burjeel Medical City's 'Ring for Life' Initiative

In a powerful symbol of triumph and hope for cancer patients and survivors, Burjeel Medical City (BMC), the flagship facility of Burjeel Holdings, unveiled the 'Ring for Life' initiative during the inaugural day of Arab Health. Renowned Arab singer Elissa, a cancer warrior, graced the event by ceremonially ringing the bell at the BMC booth H6E59, becoming an inspiration to those navigating a cancer diagnosis. The initiative celebrates the significant milestones in patient journeys, from the commencement of treatment to the joyous moment of completion.

Addressing the challenges posed by the projected \$25.2 trillion global cost of cancer from 2020 to 2050, the 'Ring for Life' initiative seeks to raise awareness and promote solidarity among patients, healthcare professionals, and the broader community. The initiative signals the latest developments and advanced care that are reshaping the landscape of oncology.

During her visit to the BMC

booth, Elissa emphasized the importance of raising awareness about cancer in the Arab world, particularly given the high incidence rates, especially for breast cancer.

Recalling her journey with cancer, Elissa said, "Considering my own history, along with my sister and father, who succumbed to cancer, I firmly believe that this disease can be successfully treated if detected early. Regular screening for women with breast cancer is incredibly important, given the significantly high cure rates compared to other types of cancer."

Elissa considers herself fortunate to have discovered her cancer early, even though she went through a challenging time upon learning about her diagnosis. Initially, as a public figure, she chose to keep her illness private. After completing her treatment, she decided to use her experience to raise awareness about the disease within the community.

"Psychological support from family and friends for cancer patients is very important. Strength and encouragement from loved ones play a crucial role in helping individuals overcome the challenges of the disease," she added.

"I am proud to take part in this initiative that offers hope to those battling cancer," said Elissa. Expressing her admiration for Burjeel Medical City, she added, "Burjeel Medical City is a specialized facility that offers comprehensive and advanced care for cancer patients all under one roof. Their technological offerings and world-class expertise are helping patients from everywhere."

VitruvianMD secures US\$10,000 as winner of Arab Health's Innov8 competition

VitruvianMD has won this year's Arab Health Innov8 competition and, with it, a cash prize of US\$10,000, following an intensive

week-long judging process that saw a total of 24 different companies pitch over the opening three days of Arab Health.

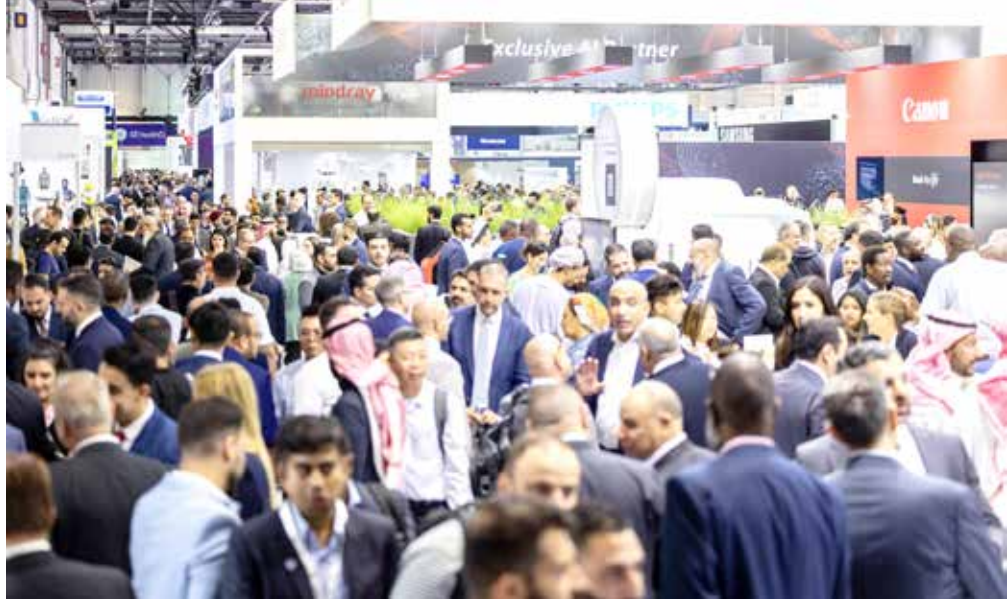
VitruvianMD combine biomedical engineering and state-of-the-art artificial intelligence (AI) to deliver affordable, high-accuracy diagnostic tools for medical laboratories.

At the core of VitruvianMD's breakthrough technology is a versatile camera that seamlessly attaches to any microscope, empowered by sophisticated AI tools. This technology paves the way for laboratories to transition effortlessly into a digital pathology framework. In a world where diagnostician shortages remain an acute global challenge, particularly in regions like Sub-Saharan Africa with a concerning pathologist-to-population ratio, VitruvianMD's solutions stand to set new standards.

In addition to the US\$10,000 top prize, VitruvianMD will have access to an exclusive mentorship program with Startupbootcamp MENA as well as the opportunity to engage in a series of discussions with potential investors to gain valuable insights and potentially secure new collaborations and raise funds. They will also be given free exhibition space at Arab Health 2025.

Finalists included Hera Health Solutions, a pharmaceutical device company specialising in the research, development, and commercialisation of long-acting treatments through proprietary bioerodible drug delivery implants; Maya AI, an AI digital robot that connects data and creates next-step actions for specific workflows; and Incura Med, who are developing a range of technologies that offer high-performance and enhanced efficacy products and low-cost manufacturing.

Elsewhere, the winners of the inaugural Cre8 competition were announced, with the team from the American University of Sharjah taking first prize for their Real-Time Wireless Monitoring System with Predictive Analysis of Healthcare Data. The team included Samrin Saleem, Rhea Srivastava, Ahmed Sharafath, and Nikita Miller.



The competition was designed to foster creativity and innovation among participating students in the UAE were also announced. Contestants were required to conceptualise and innovate a solution for an actual healthcare problem within the confines of an imaginary AED 100,000 budget.

Dubai Health Authority (DHA) Honours Winners of "Health and Happiness" Competition at Arab Health 2024

The Dubai Health Authority (DHA) celebrated the achievements of the inaugural "Health and Happiness" competition award winners during a ceremony held at the Arab Health Congress and Exhibition at the Dubai World Trade Centre.

His Excellency Awadh Seghayer Al Ketbi, Director General of the Dubai Health Authority, underlined the crucial role of raising public awareness about health issues, promoting a culture of well-being, and strengthening preventive measures among Dubai government employees and the wider community in alignment with the authority's strategic objectives focused on disease prevention and health promotion.

Al Ketbi emphasised the inclusive nature of the "Health and Happiness" award, highlighting its role in establishing a positive

competitive environment that prioritises health, physical fitness, and disease prevention. He stressed that the ultimate goal goes beyond receiving the award, aiming for active participation from all stakeholders to ensure the highest standards of health and well-being for participants and the wider community.

Extending his congratulations to the award recipients, Al Ketbi commended their prompt engagement and enthusiastic participation in the competition. He also conveyed his best wishes for success in upcoming editions to those who did not achieve success in the initial round.

Dr. Ramadan Al Blooshi, Director of the Public Health Protection Department at the DHA, provided insight into the award's criteria, which acknowledges participants who have diligently followed healthy practices and physical fitness routines. He elaborated on the objectives for this category, including raising public awareness about the significance of maintaining health and physical fitness, promoting the concept that prevention is preferable to cure within the community, and encouraging regular medical check-ups and the adoption of healthy lifestyle habits.



Largest-ever **GULFOOD 2024** drives transformation, with global food futurists to point where the industry goes next

ONE
SOURCE
OF THE
WORLD
20-24 FEB



Dubai World Trade Centre (DWTC) has announced that Gulfood, the largest annual food and beverage sourcing event in the world, will take place from 19-23 February 2024, as the future of the food industry comes into focus. Gulfood continues to be the gold standard event for the global F&B community, with a record 5,500+ exhibitors and visitors from over 190 countries, and with a footprint spanning 24 halls.

International policymakers and F&B industry leaders have their sights firmly fixed on global food systems, and how they can be transformed to feed an ever-growing global population, while simultaneously building resilience and mitigating the impacts of climate change, to avoid future crises. Innovations in ag-tech (a market set to almost double in size between now and 2030), the increasing use of AI in food production, reducing food loss and waste (which currently accounts for over a third of global food production), public-private partnerships, and investment in alternative proteins such as cultured meat can all help reduce food deprivation and feed the world through to 2050 and beyond.

“Gulfood will be the first opportunity in 2024 for the global F&B industry to convene, and gain insight from some of the world’s leading food futurists into where the global food industry goes next. Gulfood will be the only platform to identify the business opportunities and forge the business partnerships brought about as the industry enters a new era, defined by paradigm-shifting technology such as AI”, commented Trixie LohMirmand, Executive Vice President, Dubai World Trade Centre.

“By accelerating innovation and speeding the spread of trends, technology has transformed the food market from end-to-end. The next decade will see this transformation continue. Technologies like AI will accelerate our understanding



Largest edition in almost 3 decades, with 5,500+ global F&B companies confirmed to exhibit



“Gulfood will be the first opportunity in 2024 for the global F&B industry to convene, and gain insight from some of the world’s leading food futurists into where the global food industry goes next. Gulfood will be the only platform to identify the business opportunities and forge the business partnerships brought about as the industry enters a new era, defined by paradigm-shifting technology such as AI

Trixie LohMirmand
Executive VP, Dubai World Trade Centre.

of human health, and influence consumer behaviour, and shifting demographic patterns will create new centres of cultural power. It’s a fascinating time to look to the future of food.” said Tom Cheesewright, Applied Futurist and Inspire Conference Speaker.

A SHOWCASE FOR REAL FOOD, A PLATFORM FOR REAL BUSINESS

Under the theme ‘Real Food, Real Business’, Gulfood 2024 will bring together global brands including: Agthia, Al Ain Dairy, Americana, Dilmah, Hype Beverages, Japan Farmed Fish Export Association, JBS, Lactalis, Meat & Poultry Ontario, Monin, Tilda, Wilmar - as well as thousands of new exhibitors

- to showcase authentic food products, ingredients, and culinary practices, make real business connections and seal in excess of USD 12 billion in commercial deals. They will be joined by new country pavilions including: Armenia, Azerbaijan and Venezuela.

“Ghitha Holding, a subsidiary of International Holding Company PJSC (“IHC”), which owns 55 subsidiaries, 3 associates and 1 joint venture is thrilled to welcome the visitors and all business and government partners in the upcoming Gulfood 2024, as we see the region further boosting the economical trade between different verticals. As Gulfood is a place where F&B businesses innovate for a more

brighter future, we are confident that Gulfood will be a fruitful place of collaboration and further business growth with focus on greater sustainability across the region”, commented Falal Ameen, CEO - Ghitha Holding.

BE INSPIRED BY F&B THOUGHT LEADERS

The Gulfood Inspire Conference will dive into a range of trending topics, including the tech-powered future of digitalisation, trailblazing innovations, the shift from linear to circular food systems, capitalising on investment and funding opportunities, and reimagining a global food system centred on food safety, security and transparency.

Over 200 ministers, global F&B leaders, entrepreneurs, futurists, chefs, scientists and academia from all facets of the industry will lead a series of engaging keynotes, panel discussions, fireside chats, showcases and workshops, providing insights into the future of the F&B industry and unlocking new opportunities for growth and competitiveness.

Confirmed speakers across the 5 days include: Jacob Jensen, Minister for Food, Agriculture and Fisheries, Denmark. Gary Urteaga, Founder and President of Jenesiz Capital, and first investor in Nutrishake Andino (now Nutri.co), a foodtech startup specialising in R&D of nutritional snacks using Andean cereals and superfoods like quinoa and amaranth. CTO & Founding Director of Nourish Ingredients - Dr. Anna El Tahchy. Global Food Futurist & Food Scientist - Tony Hunter; Innovation Trends Futurist - Daniel Levine; Food Futurologist - Dr. Morgaine Gaye; Applied Futurist - Tom Cheesewright; Bill McDowell, VP of the Institute of Food Technologists; Dr. Miray Zaki, MD and Head of Sustainability Investments at Gulf Capital, Supply Chain Technology Expert - Erin Grover, Raymond Tham K W, Founder and MD of Mycrocell and many more.

MICHELIN STAR CHEFS MAKE



Tom Cheesewright
Applied Futurist & Inspire Conference Speaker



By accelerating innovation and speeding the spread of trends, technology has transformed the food market from end-to-end.

The next decade will see this transformation continue. Technologies like AI will accelerate our understanding of human health, and influence consumer behaviour, and shifting demographic patterns will create new centres of cultural power. It's a fascinating time to look to the future of food.

DUBAI DEBUT IN WORLD'S LARGEST LIVE CHEF SHOWCASE

Popular feature Top Table returns to Gulfood 2024, with a star-studded line-up of internationally renowned chefs showcasing traditional cooking methods, elevating authentic ingredients, and revealing the stories behind the world's most beloved dishes.

Across the five days of Gulfood, over 100 chefs will present various cuisines across a series of masterclasses and chef talks. Top names participating in the programme include: Chef Alain Passard of L'Arpege, Chef Enrico Cerea of da Vittorio, Chef Joan Roca of El Celler de Can Roca, Chef Begona Rodrigo of La Salita, chef Mark Donald of The Glenturret and chef Pepe Solla of Sola restaurant. Home-grown talent includes: Chef Akira Back of Akira Back in Dubai, and Chef Vladimir Mukhin of White Rabbit Krasota in Dubai. This year's theme highlights the union of heritage and traditional culinary practices with modern, trendsetting innovative techniques. For the first time ever, Top Table will host chefs with over 21 Michelin stars between them, in one exceptional live culinary showcase.

The Dubai World Cuisine movement, launched during the last edition of Gulfood, will also be back, with a series of city-wide dinner collaborations. Dubai World Cuisine provides a platform for homegrown chefs to collaborate harmoniously with culinary icons from around the world, shaping the cultural identity of Dubai and helping establish it on the world's culinary map. Bringing exceptional

talents from Europe, that will impart their legacy, heritage, and cultural richness through ancient and traditional cooking techniques, seamlessly merging them with modern and innovative approaches. Our aim is to bridge between the old and the new world, embracing sustainability in its culinary practices.

WATCH THE CULINARY STARS OF THE FUTURE

The YouthX Chef Challenge, a launchpad for empowering promising F&B talent with a career-changing experience, will also be back in an expanded, international format for its third edition at Gulfood 2024.

The international grand finale of the third edition of the YouthX Challenge will pit teams from leading restaurants and hotels in the UAE (SLS and Atlantis The Palm), Kingdom of Saudi Arabia (Four Seasons Riyadh), Kenya, and the USA against each other for a chance to win an internship at an international 3-Michelin star restaurant. Last year's winners recently completed a successful internship with Chef Heinz Beck at La Pergola in Rome.

Gulfood has garnered interest from top brands in Dairy, Beverage (category sponsor - Al Jameel Intl.), Fats & Oils, Pulses & Grains (category sponsor - Supple Tek), Meat & Poultry (category sponsor - Sadia), Power Brands (category sponsor - Ghitha), Ready-To-Eat (category sponsor - Hungritos), Bakery (category sponsor - Prima International), and World Food, to innovate for a more sustainable, thoughtful, and brighter future for the entire global F&B ecosystem across the world.

ZOHO

captures UAE's upmarket segment and records 43% revenue growth in 2023



Zoho, a leading global technology company, today announced a revenue growth of 43% and 29% increase in partner network in the UAE in 2023. This growth has been marked by a significant upmarket shift, with an increasing number of mid-and-large enterprises shifting to Zoho's comprehensive and value-driven solutions.

Having long dominated the small and medium-sized business (SMB) landscape with its user-friendly, affordable, and secure solutions, Zoho has seen a growing demand in adoption among prominent UAE-based organisations, including Al Rostmani Group, Al Shirawi, IFFCO, CAFU, Masafi, Consulate General of India- Dubai, Sharaf DG, MAF Carrefour, and Jashanmal.

Last year, Zoho recorded a 24% increase in migration by large corporations. The upmarket momentum has been led by adoption of Zoho One (unified platform of over 50 products), Zoho Books (VAT-compliant accounting software), Zoho CRM Plus (customer experience platform), Zoho Creator (low-code platform), Zoho Workplace (enterprise collaboration platform), and Zoho People

(human resource management software). This shift signifies Zoho's growing influence and its ability to cater to the diverse needs of businesses of various sizes. In 2023, UAE became Zoho's fastest-growing market globally.

"The UAE's vibrant business scene and its pioneering approach to digital transformation perfectly align with Zoho's mission to empower enterprises," said Hyther Nizam, President of Zoho MEA. "We are thrilled to see more leading homegrown companies across diverse sectors leverage our comprehensive solutions to streamline operations, optimise costs, and achieve sustained growth. This fertile ground has allowed Zoho to thrive and contribute to the UAE's continued digital evolution."

The expansion towards the enterprise segment has been further bolstered by Zoho's ongoing strategic partnerships in the UAE as part of its 'transnational localism' strategy. Over the years, the company has partnered with leading government entities including Department of Economy and Tourism (DET), International Free Zone Authority (IFZA), and Dubai Culture among others to support the national digitalisation agenda. With a total value of

AED 43-million, Zoho's strategic partnerships have digitally-enabled close to 5000 UAE small, medium and large corporations.

Zoho continues to provide local support in addition to bespoke offerings to address UAE businesses' needs. In 2023, Zoho became the first technology provider to introduce corporate tax capabilities in its VAT-compliant accounting software, Zoho Books, to help businesses stay compliant. It launched a Zoho Payroll edition for the country to help local businesses streamline their payroll operations. The company has also expanded its regional payment gateway arsenal with a recent integration with Telr, a leading payment gateway provider in MENA, further diversifying its offerings and boosting its commitment to local payment needs, and enabling the transition towards a cashless economy.

Zoho continues to grow its portfolio of system integrators and value-added resellers to provide comprehensive implementation and support services to large corporations.

The announcement was made on the sidelines of Zoholics Dubai 2024, the company's annual user conference taking place in Atlantis Hotel, Dubai.

“Dubai and Saudi Arabia: Pioneering a Tech-Driven Event Renaissance in the Middle East”

The Middle East, often underestimated in its role as a technological powerhouse, is undergoing a transformative period, particularly in the realm of events. Two key players, Dubai and Saudi Arabia, have emerged as leaders in leveraging cutting-edge technologies to redefine the landscape of event planning. This article explores the technological strides made by these countries, emphasising their commitment to innovation. Additionally, it delves into the author's personal journey of establishing Zara Bliss Events in Dubai, an entrepreneurial venture thriving in the land of opportunities.





Dubai, a global business hub, has garnered international attention for its business-friendly environment and infrastructure investments. The city is synonymous with architectural marvels, exemplified by the iconic Burj Khalifa. Similarly, Saudi Arabia, through its Saudi Vision 2030 initiative, is actively investing in technology and innovation to position itself as a premier international business destination. The nation's focus on renewable energy and infrastructure development further cements its status as a leader in the region.

In the Middle East, artificial intelligence (AI) and robotics have become indispensable tools for event planners. Dubai, for instance, employs AI to create interactive experiences, with robots constructing virtual environments for attendees. Saudi Arabia, through events like the Riyadh Season, showcases its commitment to cutting-edge technologies such as holograms, augmented reality, and virtual reality, enhancing the overall event experience.

With the advent of 5G, the Middle East is witnessing unprecedented development and experimentation in event planning. AI and robotics are instrumental in optimising event

In the Middle East, artificial intelligence (AI) and robotics have become indispensable tools for event planners. Dubai, for instance, employs AI to create interactive experiences, with robots constructing virtual environments for attendees. Saudi Arabia, through events like the Riyadh Season, showcases its commitment to cutting-edge technologies such as holograms, augmented reality, and virtual reality, enhancing the overall event experience.

management processes, from attendance monitoring to trend detection and enhanced security measures. The region's rapid embrace of these technologies sets the stage for the evolution of a dynamic event planning landscape.

In the heart of this technological renaissance is Zara Bliss Events, an endeavour that reflects my entrepreneurial journey in Dubai. Positioned in a land of vast opportunities, the agency is dedicated to meticulous planning and flawless execution. The team, comprised of dedicated partners, ensures that each event curated by Zara Bliss Events is an unforgettable experience.

Dubai and Saudi Arabia are at the forefront of revolutionising event planning in the Middle East through their embrace of technology. The integration of AI, robotics, and 5G has opened new frontiers for event organisers, allowing them to create interactive, personalised, and secure experiences. As the region continues to evolve, Dubai's entrepreneurial spirit, exemplified by ventures like Zara Bliss Events, showcases the boundless potential for growth. The Middle East is not just a market; it's a dynamic hub where technology and events seamlessly converge, shaping an industry that promises unique and unforgettable experiences for attendees.

WRITER'S PROFILE

Gleason Mathias - Founder & Business Development Director @ Zara Bliss Events. Gleason is an event industry expert with 15+ years of experience in planning and executing events in India, internationally, and now in Dubai. Discover how Dubai and Saudi Arabia are using technology to transform the event industry, bridging the gap between the East and West. Read on to learn how the Middle East is becoming a hub for innovation and creativity in the events sector.



INTERSEC 2024

Showcased innovation and technology in fire, security, surveillance & tech solutions



SHANEER N SIDDIQUI

The 25th edition of Intersec – the leading business event for safety, security, and fire protection - drew to a close, leaving behind an impressive three-day legacy of innovation and collaboration. The event hosted 47,506 trade buyers, including key government leaders, agencies, and organizational heads across industries at the Dubai World Trade Centre from 16 - 18 January 2024.

Intersec provided a platform for inspiring and ever-evolving content through conference programs such as the Security Leaders' Summit, Fire & Rescue Conference, Safety & Health Conference, Cyber Security Conference, SIRA Forum, Thought Leadership, ESL Learns, and ITU Sessions. Live action-packed show features such as Live Attack Zone, Safety Walk, Innovators Arena, and Hack Arena captivated attendees at the event. This year's Intersec featured products from 1,100+ exhibitors - a 30% increase from its 2023 edition.

Intersec 2024, the world's leading trade fair for safety, security, and fire protection, was officially opened by His Highness Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Ports and Border Security Council. During the prestigious opening tour of Intersec 2024, His Highness visited several exhibition stands, including Microlink, SIRA, Axis Communications, Motorola, Genetec, Corodex, and NAFFCO, to name a few. Furthermore, he visited the German Pavilion.

Intersec 2024 showcased innovation and technology in fire prevention, featuring 400 exhibitors from the Fire & Rescue sector. Fire safety was a top priority, with the exhibition's Fire & Safety segment hosted by Dubai Civil Defense and including 400 local and international exhibitors. UAE-based NAFFCO, a prominent exhibitor, showcased a comprehensive portfolio of cutting-edge products at Intersec 2024, including fire trucks, fire

and smoke detection technology, fire alarms, and fire extinguishing systems.

Safety and Health exhibitors presented their latest safety wear and equipment collections during the Safety Walk, which was held on Intersec's main stage. According to diners, noise is the second most reported problem in restaurants, underscoring the importance of leveraging technology for good acoustics. Cutting-edge Trends in Data-Driven Video Technology were unveiled at Intersec 2024 by Milestone Systems, showcasing innovative tech-driven solutions for emerging data challenges. The complex security risks and governance challenges associated with the widespread adoption of Generative AI, such as ChatGPT, were also discussed at Intersec 2024.

Intersec 2024 showcases innovation and technology in fire prevention. The event features 400 exhibitors from the Fire & Rescue sector and the world's largest industry gathering of its kind

Fire safety was a top priority at Intersec 2024, which features the world's largest gathering of fire and emergency professionals. The exhibition's Fire & Safety segment was hosted by Dubai Civil Defense and includes 400 local and international exhibitors. The event showcases the latest firefighting technologies and industry best practices while fostering connections between international experts in the field.

The Fire & Rescue section spans five halls at Dubai World Trade Centre (DWTC). Products presented include Fire Prevention and Protection, Fire Fighting Equipment, Emergency Alarm & Warning Systems and Rescue Equipment, Evacuation Equipment, and Safety Design in Buildings.

The Dubai Civil Defense Readiness program was committed to protecting lives and property and is part of the UAE's strategy to reduce greenhouse gas emissions by 40% by the year 2030, placing

the country at the forefront of the global firefighting and environmental sustainability fields.

UAE-based NAFFCO was a prominent exhibitor at Intersec's Fire & Rescue section. One of the leading global manufacturers and suppliers of fire protection systems, firefighting equipment, and safety and security systems, NAFFCO was showcasing a comprehensive portfolio of cutting-edge products at Intersec 2024 which include fire trucks, fire and smoke detection technology, fire alarms and fire extinguishing systems.

Elsewhere today, Safety and Health exhibitors presented their latest safety wear and equipment collections during the Safety Walk, which was held on Intersec's main stage. Sponsored by EnSafe Evacuation Chair, Jutec, and Teijin, the Safety Walk feature at Intersec underlines the growing importance of personal protective equipment (PPE) and shares the latest guidelines for PPE use and maintenance.

GCC nations spearhead transformation in public safety and crisis management, PwC study reveals at Intersec

GCC nations pioneer safer societies by embracing GenAI and reshaping global public safety through technology integration. PwC research shows traditional Command Centres (CCs), pivotal to public safety, are evolving from static setups to dynamic, intuitive environments. The research was revealed at the Security Leader's Summit taking place at Intersec 2024 at the Dubai World Trade Centre (DWTC)

In a groundbreaking report unveiled at the Intersec 2024 Security Leader's Summit taking place at Dubai World Trade Centre (DWTC), global professional services network PwC has shed light on the pioneering strides made by Gulf Cooperation Council (GCC) countries in reshaping the landscape of safety and security through cutting-edge technological adoption,

specifically in GenAI (Generative Artificial Intelligence).

Held under the patronage of His Highness Sheikh Mansoor Bin Mohammed bin Rashid Al Maktoum, this milestone edition of Intersec celebrates a quarter-century of innovation in security technology. It unites over 45,000 global security professionals and 1,000 exhibitors as the world's leading trade fair for security, safety, and fire protection industries.

The research titled "Reimagining Command Centres of the Future" highlights how the conventional Command Centres (CCs), pivotal to public safety, are undergoing a transformative journey, shifting from static displays and manual decision-making to dynamic and intuitive environments. This shift, driven by technological advancements like GenAI and emerging technologies like Augmented and Virtual Realities (AR/VR), aims to enhance efficiency, responsiveness, and adaptability in these critical hubs.

During the conference, Sharang Gupta, Director, PwC Middle East, said: "As we navigate a rapidly changing landscape in public safety, the transformation of command centres through the adoption of GenAI is not just advantageous, but essential. Our report highlights the evolution of Command Centers. This transition marks a significant shift from traditional command centres to intuitive Cognitive Command Centres, enabling public safety agencies in improving decision-making, efficiently allocating resources, and proactively addressing the evolving security threats we face today."

The envisioned Cognitive Command Centres (CogCCs) are poised to revolutionize command and control operations, moving beyond isolated hubs toward intelligence-driven decision-making. By synthesizing data from diverse sources in real-time and harnessing the power of GenAI, CogCCs will enable strategic planning and proactive crisis management, setting

Tertius Wolfaardt, Architecture and Engineering Manager at Axis Communication, a leading provider of surveillance camera and video surveillance management solutions, shared insights from the Intersec security section, emphasizing the evolution of cameras beyond traditional security roles. "This year at Intersec, we're showcasing the power of edge computing. Cameras now serve broader functions beyond mere security. They handle monitoring, health, and safety tasks, offering immense possibilities," Wolfaardt explained.



Axis Communication unveiled four new products at Intersec, featuring cameras equipped with speakers, sensors, and AI compatibility. These next-gen cameras integrate deep learning processes, enabling precise object recognition tailored for various purposes like health and safety monitoring, particularly beneficial in industries such as oil & gas. Additionally, the cameras adjust video recordings based on lighting conditions to ensure optimal results.

Addressing cybersecurity concerns, Wolfaardt highlighted Axis Communication's proactive approach, implementing cybersecurity measures at the design level. "We prioritize cybersecurity as an integral part of our industrial products. Our cameras come equipped with tools to enhance customer security, including the ability to identify deep fake videos, addressing the latest challenges in the security camera industry," Wolfaardt added.

new standards for operational excellence.

The report finds that GCC nations, spearheading technology-driven urban developments like NEOM, Expo City, and the Red Sea project, underscore their commitment to cutting-edge innovations like AI and 5G. Emphasizing safety and security as a top priority, these countries consistently excel on global safety indices, with the UAE leading the Women, Peace, and Security Index. This reinforces the Middle East and GCC's leading role in reshaping global public safety through innovative technological integration, positioning them as GenAI pioneers ensuring safer societies.

Grant Tuchten, Portfolio Director at Intersec organiser Messe Frankfurt Middle East, said: "Intersec 2024 plays a pivotal role in spotlighting the groundbreaking advancements and contributions of GCC nations in reshaping global public safety. The event is a testament to the UAE and GCC countries' commitment to showcasing pioneering technology integration, particularly in GenAI, redefining the future of safety

and crisis management.

"This event serves as a knowledge-sharing platform, uniting global security professionals and exhibitors, fostering innovation, and underlining how cutting-edge technologies showcased here pave the way for safer societies globally."

Elsewhere on the agenda during the two-day Security Leader's Summit at Intersec 2024, discussions centred around the topics and tactics required to redefine security norms, inspire bold strategies, and collectively shape a safer, more secure world. Key themes included future-proofing security, unleashing the power of human factor, geopolitical risk intelligence & security implications, and improving climate security resilience.

Intersec 2024 focuses on tailored solutions for various sectors, including Commercial & Perimeter Security, Homeland Security & Policing, Fire & Rescue, Safety & Health, and Cyber Security, promoting innovation and connectivity across industries.

According to diners, noise is the

second most reported problem in restaurants says industry expert

An industry expert at Light + Intelligent Building Middle East has revealed noise is the second most reported bugbear of diners, behind poor service, in restaurants. Ali Aurangzeb, Principle Acoustic Consultant at WSP Middle East, underscored the importance of leveraging technology for good acoustics.

The importance of acoustics in the built environment was underscored at the Smart Building Summit, a key vertical of Light + Intelligent Building Middle East, with restaurants, the office environment, schools, and residential property all being significantly impacted due to poor acoustics, resulting in disturbed sleep, adverse cardiovascular and psychophysiological effects, reduced performance and increased irritation and changes in social behavior.

According to insights from WSP during the Acoustic Comfort and Noise Reduction session, noise is the second most reported problem cited by diners in restaurants, behind poor service. In the office environment, it takes 15 minutes to regain concentration after being distracted from a complex task by unwanted noise. From an education perspective, 80% of teachers reported vocal strain, with the issue being compounded when trying to overcome poor acoustics.

In the home, the insights revealed children who lived on the lower floor of an apartment complex, which exposed them to nearby traffic noise, had poorer reading scores than children living in the same complex but on higher floors.

Ali Aurangzeb, Principal Consultant at WSP Middle East, said: "By leveraging technology in smart buildings, we can address many of these problems. Sound masking, for example, is essentially the introduction of sound in a space to mask disruptive noise. This is not just white noise being played out

Mugees Ahmed, Regional Marketing Manager at Milestone Systems, emphasizes the evolving role of video management systems beyond traditional security functions. While security remains a core aspect, there's a growing emphasis on third-party integration to augment business operations and empower decision-making through video technology. Milestone Systems ensures its customers access the best solutions across various industries on a unified platform, fostering seamless integration and collaboration with diverse suppliers.

At Intersec, Milestone Systems unveils "City Police," a groundbreaking video technology with Dubai Police as one of its prominent clients. City Police prioritizes citywide safety and security across all aspects of daily life, leveraging AI to enhance product effectiveness. Milestone Systems' expertise in video analytics further solidifies its leadership position in integration, underscoring its commitment to delivering comprehensive solutions for diverse needs.



of speakers. The spectrum is shaped in a way that focuses on human speech frequencies. What this does is, when walking into an extremely quiet office space, for example, a small amount of background noise is added to raise the noise floor.

"This, in turn, creates a level of speech privacy and noise in the background so you don't feel like you have to whisper in the office. This can also be used in banks, libraries, and other spaces where privacy is required."

In addition to sound masking, other technologies utilized to create good acoustics include soundscapes, where a sound or combination of sounds form or arise from a surrounding environment. These can be used as an effective tool to induce a certain mood in a space for an immersive experience, while also masking unwanted noise in a space, such as a lobby, gallery, or exhibition space. Active Room Acoustics can vary the reverberation time of a space by introducing sound reflections back into the space. This is particularly pertinent in spaces that are flexible in their use, such as Dubai Opera.

"Design philosophy should not be limited to the look of certain things; we also need to design for our ears", concluded Aurangzeb.

Cutting-edge Trends in Data-Driven Video Technology Unveiled at Intersec 2024 by

Milestone Systems

Intersec 2024, the renowned International Exhibition for Security, Emergency Services, Safety, Policing, and Cybersecurity, welcomed global companies presenting innovative tech-driven solutions for emerging data challenges. Among the top exhibitors, Milestone Systems, the primary open-platform video management software provider in the Middle East, will showcase its latest advancements in data-driven video technology solutions at this year's event.

Milestone Systems aims to elucidate how these innovations benefit end-users in the security sector and beyond. As the security industry in the region undergoes rapid changes, Milestone Systems remains committed to leading the charge in facilitating safer and more efficient environments using cutting-edge technology. Building on the successes of Intersec 2023, Milestone Systems and its partners are geared up to unveil research-backed smart solutions aligned with the region's evolving needs.

In their anticipation of industry growth, Milestone Systems has highlighted two pivotal trends shaping the data-driven video technology space:

Trend 1: Synthetic Data

Video analytics software relies heavily on accurately

labeled training data for interpreting video scenes. However, biased or inadequately labeled data can compromise software effectiveness and ethicality. Synthetic Data, artificially generated rather than obtained from real-world sources, emerges as a promising solution to tackle bias issues. By introducing diversity into training data, Synthetic Data effectively mitigates bias and ensures precise labeling from its inception, avoiding inaccuracies from human error in manual labeling. Moreover, it safeguards individual privacy and addresses consent-related concerns by using accurate consumer information with permission or compensation.

Trend 2: Responsible Technology

As AI powers the shift in video surveillance towards actionable insights, Responsible Technology takes center stage in 2024 and beyond. The upcoming generation emphasizes responsible innovation, considering the speed of innovation and its ethical implications. Tech companies must integrate Responsible Technology principles into their development, sales, and customer usage practices. A 2023 global survey of 150 technology decision-makers revealed that the majority (85%) expect responsible AI, video analytics, and surveillance practices as a prerequisite for engaging with tech vendors in the future. Reliable Technology is becoming a critical priority and an essential business requirement, set to be a “license to operate” in the next three to five years.

While data-driven video technology continues to shape the security industry’s roadmap, it emphasizes the human element, positioning people at the heart of the solution. Software is a peripheral tool for monitoring and analyzing video scenes, while human intervention as ‘human-in-the-loop’ verifies analysis and makes informed decisions. Human oversight and expertise maximize the value of AI-driven



Haider Muhammed, Community Manager for MENAT at Milestone Systems, highlights their distinct approach: rather than offering off-the-shelf solutions, they specialize in crafting customized, customer-centric solutions. Milestone Systems prioritizes selling comprehensive solutions aligned with client needs, drawing from a diverse pool of top-tier technology partners, each excelling in their respective fields.

security solutions, reinforcing the goal of creating a safer world.

The convergence of AI and human expertise in video surveillance is poised to revolutionize safety and security. Embracing data-driven video technology and its strategic evolution is crucial in preparing for imminent AI-driven trends in 2024 and beyond.

Experts discuss the security risks of ChatGPT at Intersec 2024. UAE’s National Strategy for AI 2031 aims at enhancing cybersecurity in AI deployment.

The complex security risks and governance challenges associated with the widespread adoption of Generative AI, such as ChatGPT, by organizations operating in the UAE and the Middle East.

According to Gartner, the primary ChatGPT risks related to the security landscape data are privacy & confidentiality and cyber fraud risks. Garner highlighted that any information entered into ChatGPT, if chat history is not disabled, may become a part of its training dataset, for example.

The session sheds light on the existing landscape of governance and regulations within the UAE

and the Middle East. Emphasis was placed on UAE’s National Strategy for AI 2031, particularly its governance objectives to enhance cybersecurity in AI deployment. Specific policies and initiatives pertinent to the region were thoroughly addressed.

During the conference, Faheem Siddiqui, Group Director - Information Security, Majid Al Futtaim, said: “It is imperative for organisations to not only understand the security risks inherent in adopting Generative AI but also proactively establish robust compliance frameworks. The convergence of technical innovation, ethical considerations, and regulatory alignment is pivotal in cultivating an accountable and transparent AI landscape in the Middle East.”

As hosts of the Cyber Security Conference, His Excellency Dr Mohamed Al Kuwaiti, Head of the UAE Cyber Security Council, said: “Intersec celebrates a major milestone in 2024 and the UAE Cyber Security Council is proud to support efforts to develop and further grow cyber awareness across the global security sectors at the 25th edition of the show. Hosting the 3rd annual Cyber Security Conference, The UAE Cyber Security Council works closely with the show team to deliver new and innovative content areas, awareness sessions, and workshops, along with encouraging start-ups to flourish in cyberspace. We look forward to our continued growth and strategic partnership with Messe Frankfurt Middle East and Intersec.”

Aside from the conference, Intersec 2024 welcomes 34 cyber security exhibitors, a 10% increase from the 2023 edition of the show, each showcasing industry-specific solutions, including the Cyber Security Council, Fortinet, Alpha Data, Cisco, Morohub, Dell, Malcrove and Manage Engine.

A notable feature of Intersec 2024, In{cyber}, was dedicated exclusively to cybersecurity, presenting cutting-edge solutions and fostering connections among global experts and innovators.



PRESENTS

JASHN-E-HINDUSTAN

Aligarh Mushaira Dubai
عالمکرم مشاعر



8th June 2024

Saturday, 8:30 pm Onwards

Sheikh Rashid Auditorium, Dubai.

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Vertex Events Dubai

Navigating Global Excellence Dubai's Compass in Health Services DUPHAT 2024

Concludes in Dubai with Business Deals Worth 8.5 Billion AED

The deals sealed during DUPHAT 2024 stand as testament to the substantial ambitions driving the pharmacy and technology sector in Dubai and the surrounding region.

The activities of the 29th edition of the Dubai International Pharmacy Technologies Conference and Exhibition – DUPHAT 2024, concluded in Dubai today with unparalleled success which reflected in the volume of direct and indirect commercial deals that were generated over the course of three days. The value amounted to over 8.5 billion AED.

Dr. Ali Al Sayed Hussain, Chairman of DUPHAT stated: "Through DUPHAT, we endeavor to economically and academically support the pharmaceutical industry by cultivating partnerships among stakeholders and professionals within this sector."

ECONOMIC ASPECT

DUPHAT 2024 stands as a pivotal cornerstone in fortifying the UAE economy. This significant event plays a substantial role in bolstering both the retail and tourism sectors within the country and the broader region, owing to the diverse array of participants and visitors hailing from across the globe. DUPHAT actively contributes to fostering trade promotion and the amalgamation of ideas and innovations, thereby revitalizing the public economy. This positive influence amplifies business potential, aligning seamlessly with



Khursheed Zaidi
Chairman - Pharma
Solutions

“DUPHAT is a very focused pharmaceutical show exhibiting the new innovative brands, generics, bio similars and a wonderful umbrella for pharmaceutical companies to show case their strengths. Moreover it's a very unique opportunity for regional distributors to collaborate for the brands in their countries. Pharma solutions has been exhibiting regularly in DUPHAT since 6 years and have gained an access to regional distribution partners. Moreover it has been an excellent networking platform with industry peers and healthcare fraternity

the UAE's vision of being a premier destination for commerce and tourism. It mirrors the dynamic interaction among participants, propelling economic progress

forward.

His Excellency Ambassador Dr. AbdulSalam AlMadani, Executive Chairman of DUPHAT:" commented on the tremendous success of

DUPHAT this year: "We remain steadfast in our pursuit of the visionary leadership of the UAE that has achieved unprecedented creativity and distinction in the health sector, setting unparalleled standards for Dubai that we are unwaveringly committed to upholding."

H.E. Amb. Dr. AbdulSalam AlMadani stated that the value of the trade deals concluded over the past three days amounted to AED 8.5 billion in DUPHAT this year, and the most prominent deals concluded. He added: "The deals achieved in DUPHAT are a testament to the great ambition of the pharmacy and technology industry as well as placing Dubai in the Global City Strength Index."

Shining a spotlight on the pharmaceutical industry, he added, "Every local and international company involved has affirmed their eagerness to partake in the upcoming editions, driven by the remarkable success experienced in DUPHAT this year. The event facilitated consequential deals and meetings, connecting participants with customers, suppliers, and manufacturers in the realms of pharmaceuticals and technology. This positive outcome has spurred their commitment to ensure their presence in the forthcoming year."

The closing ceremony awarded the fostering poster presenters for their research, and the stand designs creativity and efforts made to highlight new technologies in the pharmaceutical industry.

Dubai's prominence in the global health sector distinctly embodies the unique and paramount importance accorded to the healthcare industry in the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. His insightful perspective guides the future health visions for Dubai, outlining the envisioned trajectory and its significance.

DHA: MORE THAN 14,000 MEDICINES CODED UNDER DUBAI DRUG CODE

Dubai Health Authority (DHA) has announced that it has coded over 14,000 medicines in the UAE using the Dubai Drug Code (DDC),



We remain steadfast in our pursuit of the visionary leadership of the UAE that has achieved unprecedented creativity and distinction in the health sector, setting unparalleled standards for Dubai that we are unwaveringly committed to upholding.

**HE Ambassador
Dr. AbdulSalam AlMadani**
Executive Chairman of DUPHAT



Through DUPHAT, we endeavor to economically and academically support the pharmaceutical industry by cultivating partnerships among stakeholders and professionals within this sector.

Dr. Ali Al Sayed Hussain
Chairman of DUPHAT

which was launched by the Authority 3 years ago. This coding aligns with the latest international technologies and standards, supporting the DHA's future efforts to achieve optimal health sustainability.

DHA announced this at the ongoing Dubai International Pharmaceutical and Technology Conference and Exhibition (DUPHAT).

Saleh Al Hashimi, CEO of Dubai Health Insurance Corporation at the Authority, stated, "The Dubai Drug Code (DDC) aims to sustain the availability of medicines and pharmaceuticals, enhance patient access, and provide high accuracy in monitoring and studying future needs. This system is crucial not only for the Authority but for the entire health sector in Dubai."

The Dubai Drug Code (DDC) List is a comprehensive list of all drugs that are registered with DHA's Pharmacy Services department. Each registered drug is assigned a unique DDC code allowing for differentiation between drugs as per the DDC structure which includes details such as route of administration (ROA), dosage, form, pack size, price, manufacturer, registered owner and source. This system enhances patients' access to their medicines and prevents the presence of counterfeit medication in the local pharmaceutical market.

He added, "The Tarmeez system also aims to enhance the DHA's ability to implement

and manage drug policy and economics. It facilitates the flow of pharmaceutical information, enhances transparency and competition in selecting various pharmaceutical care products, improves pharmaceutical quality rates for facilities and healthcare providers, and ensures that patients receive high-quality medicines. Additionally, it contributes to controlling the pharmaceutical market in the country, preventing manipulation of quality and prices, and strengthening the pricing rules of the Ministry of Health and Prevention."

Al Hashimi emphasised that the "Tarmeez" system also prevents potential waste in the dispensing or use of medicines by determining the actual needs of medical facilities. In addition, it assesses the level of utilisation of each item disbursed, whether it is supplies or medicines. This will help in efficient management of resources and reduce unnecessary waste.

DUPHAT is organised annually by INDEX Conferences and Exhibitions – a member of INDEX Holding, and is supported by Dubai Health Authority, American Society of Health-System Pharmacists, International Society for Pharmacoepidemiology, European Federation for Pharmaceutical Sciences, European Society of Clinical Pharmacy, Society of Hospital Pharmacists of Australia and the European Society of Oncology Pharmacy.



Honorable MOS V Muraleedharan advocates to promotion of wellness tourism through AYUSH Medical Systems

The 2nd International AYUSH Conference and Exhibition, organized by the Science India Forum and the Ministry of AYUSH, Government of India in Dubai, UAE, unfolded from January 13th to 15th, 2024, at the Dubai World Trade Center. This three-day event aimed to showcase AYUSH (Ayurveda, Yoga, Unani, Siddha, Homeopathy) as a dependable healthcare system for the prevention and management of Non-Communicable Chronic Diseases (NCDs).

The conference, orchestrated by the Science India Forum and the Ministry of AYUSH, presented a focal theme, "Non-Communicable Chronic Diseases – Prevention & Management through AYUSH." This underscored AYUSH as a prevention-oriented and cost-effective approach to fostering a disease-free society. With over 1500 experts from diverse regions such as India, the Middle East, Far East, Africa, Europe, Australia, and America, the conference aimed to serve as a global platform for discussions and collaborations in the field of traditional medicine.

During the inaugural ceremony, the Honorable Minister of State for External Affairs, V Muraleedharan, delivered a compelling address advocating for the promotion of wellness tourism through AYUSH Medical practices globally. He highlighted the potential of traditional and alternative healthcare, projecting the annual global trade in this sector to reach a staggering US \$7 trillion



by 2050. Expressing gratitude to the Government of the UAE for supporting AYUSH practices, the Minister acknowledged the approval for the practice of Traditional, Complementary, and Alternative Medicines (TCAM).

The conference played a pivotal role in strengthening the bond between India and the UAE in the field of traditional medicines and medical tourism. The Minister foresaw the event enhancing India-UAE collaboration in traditional medicines and medical tourism, positioning India as a health and wellness hub. Satish Kumar Sivan, CGI Dubai, echoed these sentiments and emphasized the potential for collaboration in holistic health

and wellness between India and the UAE. He referenced the MOU signed during the Vibrant Gujarat Summit for investment in innovative healthcare products.

Distinguished speakers at the conference included Bishwajith Kumar Singh, Joint Secretary, Ministry of AYUSH, Dr. Satish Krishnan, Science India Forum UAE President, and Shri. Siddharth Balachandran, Science India Forum Patron & Chairman of 2nd International AYUSH Conference & Exhibition.

The conference aimed to foster collaborations, share best practices, and explore innovative approaches to promote wellness tourism through AYUSH Medical Systems. It served as a platform for meaningful



discussions, networking, and knowledge exchange, contributing to the growth of the AYUSH sector on a global scale.

The International Exhibition showcased AYUSH Pharma, FMCG products, AYUSH service providers, educational institutions, research organizations, organic products, AYUSH equipment, and various Government AYUSH systems. With over 50 invited talks, 1300 delegates, and more than 300 research papers, the event facilitated knowledge exchange and collaboration among practitioners, policymakers, industrialists, researchers, and students from over 30 countries.

The conference included 67 sessions, comprising General Plenary, IDA, Scientific Plenary, and Short Paper sessions, with a total of 332 scientific papers presented. A total of 445 abstracts were received, and 41 posters were exhibited. Participants from 17 nationalities presented papers, highlighting the international significance of the event.

Participants shared positive experiences, with Ms. Mokshada Kulkarni expressing gratitude for the opportunity to contribute to the progress of the AYUSH Ministry. Sanjeev Krishna emphasized the conference's role in promoting wellness in traditional settings for a healthier tomorrow.

Dr. Lina Barot Rathod, Yoga secretary of the 2nd International AYUSH Conference in 2024, reflected on the conclusion of the event, stating, "As the 2nd International AYUSH Conference came to an end, the knowledge and insights we shared spread across the world. Speakers and delegates from India, Kenya, USA, and UAE explored 17 short papers, and we heard from 1 keynote speaker, leading to a significant shift in our thinking. Our focus on testing and research



demonstrated that Yoga is not merely an alternative but a crucial component of regular medical care.

We now have a better understanding of how Yoga plays a key role in preventing and treating diseases such as cancer, kidney issues, bone problems, diabetes, and immune conditions. The conference not only provided us with knowledge but also served as a reminder to practice what we preach. Recognizing the interconnectedness of our physical, physiological, and mental well-being, we acknowledge Yoga's essential role in overall health.

As we bid farewell to this successful event, let's sustain the journey of learning. Let's integrate Yoga into our lives, guided by the principles we've learned. Our commitment to sharing this understanding across generations will illuminate the path to a healthier and happier future. The 2nd AYUSH Yoga Conference was a great success, and we express gratitude, eagerly anticipating what comes next."

Dr. Jignasha Kulkarni and her team from Nada Brahma Academy of Sound Healing and Garbh Sanskar performed Nada Yoga meditation during the conference, explaining its benefits and effects with Tibetan singing bowls on pregnant women. The conference provided a platform for diverse perspectives and insights,

contributing to the advancement of holistic well-being through AYUSH.

As the conference unfolded, attendees gained valuable insights, engaged in thought-provoking discussions and workshops, and witnessed the latest advancements in the field of AYUSH. The event undoubtedly catalyzed further advancements in wellness tourism and traditional medical practices, ultimately benefiting individuals worldwide in their pursuit of holistic well-being.

The conference also featured an International Exhibition showcasing AYUSH Pharma, FMCG products, AYUSH service providers, educational institutions, research organizations, organic products, AYUSH equipment, and various Government AYUSH systems. With over 50 invited talks, 1300 delegates, and more than 300 research papers, the 2nd International AYUSH Conference & Exhibition served as a platform for knowledge exchange and collaboration among practitioners, policymakers, industrialists, researchers, and students from over 30 countries. Distinguished experts from India, the USA, Europe, and beyond participated in the event, ensuring diverse perspectives and insights. Additionally, more than 100 stalls were arranged for the display of Arogya exhibitions.

Ms. Mokshada Kulkarni, participating in the conference, expressed her gratitude to ARYIC for the honor of participating in the event as a responsible member of the 'Arab Regions Yoga Instructors Council' ARYIC. She witnessed, experienced, participated, and contributed to the event 'Hiyachi Dehi Hiyy Dola' and enjoyed the music and brainstorming of eminent intellectuals and scholars present. Due to the support of the Government of India, she contributed to the progress of the AYUSH Ministry, receiving acknowledgment for her sincere efforts and work over the last few years. She pledged successive steps for Ayush—ensuring it transcends from the perception of an alternative to an indispensable and fundamental regimen in the pursuit of holistic well-being.

الدورة الثانية
SECOND EDITION

2023



The winners of the second edition of the Excellence and Creative Engineering Award were acknowledged and honored by **Sheikh Rashid bin Hamdan bin Rashid Al Maktoum**

Sheikh Rashid bin Hamdan bin Rashid Al Maktoum, Supreme President of the Hamdan bin Rashid Al Maktoum Foundation for Medical and Educational Sciences, honored the winners of the second edition of the Excellence and Creative Engineering Award 2023 on 16th January 2024, during a ceremony organized by the UAE Society of Engineers at the Mohammed bin Rashid Library.

The award celebrated the pioneers in the engineering sector, who presented creative designs and projects based on innovation and the application of best practices and contributed to creating a qualitative shift in engineering creativity, which has become a distinctive feature of the UAE.

The ceremony was attended by His Excellency Saeed Mohammed Ahmad Al Tayer, the Managing Director and CEO of the Dubai Electricity and Water Authority, Eng. Abdulla Yousef Al Ali, the President of the UAE Society of Engineers, Eng. Rashad Bukhash, Chairman of the Higher Committee, as well as members of the society's

board of directors, the judging committee, and numerous officials, professionals, and stakeholders from the government and private sectors, as well as Arab and foreign media.

Eng. Abdulla Yousef Al Ali, President of the UAE Society of Engineers, began his opening speech by expressing sincere thanks and appreciation to Sheikh Rashid bin Hamdan bin Rashid Al Maktoum, Supreme President of the Hamdan bin Rashid Al Maktoum Foundation for Medical and Educational Sciences, for his support and encouragement for the award, which goes into supporting initiatives seeking to achieve national visions and enhancing

the cultural face of our beloved UAE.

Eng. Abdulla Yousef Al Ali said: "Our wise government has exerted tremendous efforts to achieve a qualitative and cultural leap in all fields, notably through various visions and initiatives, including the UAE Centennial 2071, which considers innovation a national element. The Excellence and Creative Engineering Award is one such national initiative that reflects visionary leadership and emphasizes the Society of Engineers UAE's commitment to promoting a culture of innovation and excellence in various engineering fields."

The President of the UAE Society of Engineers also



congratulated the winners with inspiring and successful stories in the engineering field, thanked the participants who were not so lucky, and thanked all supporters from governmental and private institutions and agencies, and media partners.

Eng. Rashad Bukhash, Chairman of the Higher Committee, stressed the organizing committee's keenness to implement all the lessons learned from the first cycle of the award, which resulted in the creation of new categories within the second award cycle to meet the needs of the target audience. They conducted introductory meetings and workshops about the award, its mechanism, and its criteria, leading to the judging process, and selection of winners according to specified criteria and requirements.

Additionally, he mentioned the increase in the number of applications for participation this year and the expansion of the scope of participation to include all emirates of the country in various sectors. This reflects the success of the award's work team and their tireless efforts to continuously monitor the progress of work and achieve the general objectives of the award, in line with the association's strategies and aspirations.

Eng. Abdulla Yousef Al Ali then honored 29 winners from the



Eng. Abdulla Yousef Al Ali
President of the UAE
Society of Engineers



Our wise government has exerted tremendous efforts to achieve a qualitative and cultural leap in all fields, notably through various visions and initiatives, including the UAE Centennial 2071, which considers innovation a national element. The Excellence and Creative Engineering Award is one such national initiative that reflects visionary leadership and emphasizes the Society of Engineers UAE's commitment to promoting a culture of innovation and excellence in various engineering fields.

Legal Personality and Individual categories, represented by engineering offices, institutions, companies, and departments, and the individual awards category targeting creative individuals.

This year's Leading Personnel award was given to His Excellency Saeed Mohammed Ahmad Al Tayer, the Managing Director and CEO of the Dubai Electricity and Water Authority, due to his experience of more than 35 years in the field of telecommunications, energy, water, infrastructure, oil and gas industry. Since taking over the management of the Dubai Electricity and Water Authority, His Excellency has contributed fundamentally to achieving unprecedented successes that have placed it at the forefront of the most distinguished global service institutions.

The award included two main categories: Legal Personality and Individual, with a total of 13 subcategories. Legal Personalities include the Pioneering Engineering Project, Best Engineering Consultancy Company Award, Best Engineering Services Company Award, Best Construction Company Award, and Best Industrial Company Award, Best Startup Engineering Company, and Best Scientific Research in Engineering Field.

The Pioneering Engineering Project was divided into three categories: Best Mega Project, Best Medium Project, and Best Small Project.

The Individual category included the Leading Personnel, Outstanding Engineer, Rising Engineer, and Outstanding Student awards.



Cutting-edge industrial solutions were unveiled

at SteelFab 2024 at Expo Centre Sharjah, with 600 brands and 300 global companies

The 19th edition of the SteelFab exhibition, the largest commercial event of its kind across the Middle East and North Africa region concluded from 8th January 2024 to 11th January 2024, at Expo Centre Sharjah (ECS). Organised by the Expo Centre with support from the Sharjah Chamber of Commerce and Industry (SCCI), SteelFab 2024 brings together 300 major global manufacturers, producers, and suppliers to exhibit the latest innovations in the field, produced by companies and factories from 35 countries across the globe, including the US, China, India, the UK, Germany, Italy, and the Netherlands. Prominent local and regional companies are also participating in the event.

The exhibition was inaugurated by Abdullah Sultan Al Owais, Chairman of SCCI and Chairman of Expo Centre Sharjah, and attended by Salem Ali Al Muhairi, Chairman of the Municipal Council of Sharjah City, as well as several members of the SCCI Board of Directors and the ECS Board of Directors, Mohammed Ahmed Amin

Al Awadi, SCCI Director-General, and Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah. Also present were several government officials, businessmen, investors, manufacturers, and representatives of top global companies and factories operating in the steel industry.

Abdullah Sultan Al Owais said, "We have witnessed a qualitative surge in the global engagement in SteelFab, providing strong momentum for the iron and steel industry — a pillar of the industrial renaissance sweeping the UAE. This is owing to government support for the sector, which forms the backbone for numerous manufacturing sectors and infrastructure projects. The exhibition serves as an opportunity to exchange expertise and experience, catalyse increased innovation, and leverage the latest technologies and tools of the fourth industrial revolution in the manufacturing field."

For his part, Al Midfa said, "This edition of SteelFab has brought together international and regional leaders in the sector, including

heads of global companies hosted in Sharjah for the first time, coming to roll out their latest products and launch them in global markets, as well as share their expertise and experience in expanding production with those operating in the sector. This enhances the exhibition's role among investors looking to capitalise on the programme of events, which familiarises them and other participants with the industry's latest developments and innovations and allows them to engage face-to-face with leading experts, innovators, suppliers, and consumers from global markets, exploring promising future opportunities in the sector."

Over four days, SteelFab 2024 showcased cutting-edge global products, solutions, and technologies in the iron and steel industry at pavilions hosted by major global companies, catering to factories, companies, entrepreneurs, and industrial ventures. The event featured a jam-packed agenda including a series of live demonstrations on the latest technologies of the iron and steel industry.

The biggest event of its kind across the Middle East and North Africa region, brings over 275 exhibitors hailing from 35 countries for the exhibition's 19th edition. The agenda for this year featured a set of live demonstrations of cutting-edge iron and steel technologies, through which producers, industrialists, and experts in the metalworking industries, presented the field's latest developments and prospects for the steel fabrication market. Additionally, it showcased CNC cutting systems, energy sources employed in cutting and welding machinery, materials and consumer products, accessories, electronic beam welding apparatus, material handling tools, cost-effective laser systems for metal cutting, steel processing machinery, and artificial intelligence robots.

The event successfully drew in thousands of visiting traders and stakeholders in the metalworking sector. SteelFab 2024 offered visiting businessmen, manufacturers, and suppliers numerous opportunities to strike deals, negotiate contracts, and learn about the latest global innovations and key technologies of the fourth industrial revolution as applied to the iron and steel sector. The products of over 600 leading global brands in the field were on display, representing 35 countries including the US, China, India, the UK, Germany, Italy, and the Netherlands, exhibiting alongside the UAE's top metalworking companies. Participating establishments showcased their best metalworking equipment and machinery, cost-effective laser systems for cutting and welding, and AI-operated steel fabrication machines and robotics.

Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, said, "With this year's SteelFab Exhibition, we have continued our track record of organising one of the region's main metalworking events. The success of SteelFab 2024 is a testament to our endeavours to support the iron and steel sector in Sharjah and the UAE, strengthen the development of this industry, and open new, promising channels of investment for international companies operating in the field."

"The exhibition witnessed



Vikas Pahuja
Business Development
Consultant - Raya Services
& Business LLC and a
visitor from Oman



SteelFab 2024, is an important worldwide "window" with a lot of great impressions, beautiful memories, and long-lasting business relationships. Visiting Steelfab at Expo Centre Sharjah was a wonderful experience from 8th to 11th January 2024. A well-planned event with a great location and amenities. There was a well-balanced mix of international and GCC exhibitors, and it offered a great platform for national and international visitors to meet and interact with technical experts of strong brands in one go, over four days.

a broad turnout on the part of visitors and exhibitors representing major international companies specialising in iron and steel works," Al Midfa added. "It was marked by diverse, quality displays of the latest technologies and equipment relevant to the iron and steel industry. Up-to-date machines employing the newest techniques, such as 3D printing for metal fabrication, were on display, as well as other equipment of interest to those operating in the manufacturing industries."

Over four days, SteelFab 2024 succeeded in generating significant momentum for iron and steel-related industries by offering a premium experience for industrialists and those interested in industrial and manufacturing applications of AI technology. Participating in the pavilions was a group of innovative companies specialized in manufacturing custom machines for iron and steel cutting and fabrication, along with various applications of smart robotics in the manufacturing industries.

Companies and commercial brands captivated event-goers with live demonstrations of their latest products, including advanced robotic arms, and the exhibition featured a new edition of the "Best Welder @ SteelFab" competition. By providing a lively environment conducive to communication, coordination, and the exchange of expertise, and attracting a wide range of visitors, traders, and manufacturers, SteelFab's 19th edition has further cemented its status as a major metalworking event.

INDIA MARKS STRONG FOOTPRINT AT STEELFAB 2024

The SteelFab 2024 exhibition,

organised by Expo Centre Sharjah with the support of the Sharjah Chamber of Commerce and Industry (SCCI), is currently witnessing a significant presence from India. With 35 exhibitors, the Indian Pavilion showcases leading companies and brands in the iron and steel industry.

Staged by the Confederation of Indian Industry (CII), the India Pavilion highlights the latest innovations and technologies from Indian specialists in steel and metallurgy.

The display also includes a range of products and services, featuring machinery and equipment for the steel industry, advanced metal forming technologies, laser systems for metal cutting, and other cutting-edge technologies that have garnered substantial interest among exhibition attendees.

Satish Kumar Sivan, Consul-General of India in Dubai, while inaugurating the Pavilion, emphasised the importance of such platforms in fostering collaboration, sharing expertise, and exploring new business opportunities between India and the UAE. He commended the efforts of CII and the participating companies for their dedication to exhibiting India's capabilities in these crucial industries.

For his part, Sultan Shattaf, Commercial Director at Expo Centre Sharjah, emphasised that the strong participation of Indian companies reflects the exhibition's prestigious status and the confidence that regional and international companies place in this event as a global hub for deal-making, partnerships, experience sharing, and exploring the latest industry innovations. The event also offers a window into investment opportunities in the UAE and the broader region's iron and steel sector.



Emirati-Saudi Alliance Shines on the World Stage

Revolutionizing the Event's Industry Market in Saudi Arabia: Integrated Platform Company Takes Center Stage

In a strategic move to strengthen business ties between the Kingdom of Saudi Arabia and the United Arab Emirates, INDEX Holding has officially opened the doors to its regional office, "Integrated Platform Company," in Riyadh. The inauguration unfolded at the esteemed Riyadh International Convention & Exhibition Center last Friday by His Excellency Amb. Dr. Abdulsalam AlMadani, Chairman of INDEX Holding, demonstrating a significant leap forward in fostering economic cooperation between these influential neighboring countries.

As the Meetings, Incentives, Conferences, and Exhibitions (MICE) market continues its exponential growth, the strategic alliance between the UAE and Saudi Arabia promises to shape the future landscape of the events sector in the region.

The inauguration showcased INDEX's global influence, organizing over 45 conferences and exhibitions annually. Emphasizing the enduring alliance between the United Arab Emirates and Saudi Arabia, INDEX's expansion reflects a dedicated commitment to strengthening economic relations.

Moreover, INDEX is presently organizing the fifth successive edition of the Saudi International Dental Conference (SIDC) in Riyadh from January 18 to 20, further underscoring the strategic importance of this initiative.

Government officials, industry leaders, and dignitaries from Saudi Arabia and the UAE were present, including key figures Dr. Ziyad Allahem, President of the Saudi Dental Society; Prof. Khalil Ibrahim Al Eisa, former president of the Saudi Dental Society; Dr. Meshari Faraj Al-Otaibi, President of Makkah International Dental Conference & Exhibition; and Dr. Nahawand Thabet, Consultant of Oral and Maxillofacial Surgery, and FDI Liaison in Africa.

ELEVATING ECONOMIC DIPLOMACY:

The MICE industry emerges as a cornerstone of prosperity for burgeoning economies, spotlighting a profitable sector vital to their success. Recent data reveals the global fair organization market's worth surged to approximately US \$19.7 billion in 2022, with projections foreseeing a staggering ascent to US \$60.7 billion by 2030, sporting a remarkable Compound Annual Growth Rate (CAGR) of 15.1% from 2022 onward.



HE Amb. Dr. Abdulsalam AlMadani
Chairman of INDEX Holding



This step is part of an ambitious strategy to promote cooperation between the UAE and Saudi Arabia in the event's industry. INDEX seeks to continue its progress in expanding and shaping the future of the events sector inspired by the vision of the wise leadership of the United Arab Emirates, which is firmly founded on brotherhood, shared visions, and strong positions under the leadership of His Highness Sheikh Mohammed bin Zayed Al Nahyan President of the United Arab Emirates and the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz of Saudi Arabia.

The UAE and Saudi Arabia share significant elements that fortify bilateral cooperation, fostering diversification and unlocking fresh opportunities across vital sectors, particularly in the economy. This collaboration underscores a shared commitment to realizing sustainable economic growth and amplifying the visionary objectives of the strategic roadmap conceived by His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Deputy Prime Minister of Saudi Arabia. As both nations nurture this exceptional partnership, it paves the way for a brighter, more sustainable future marked by innovation, economic prosperity, and mutual success.

His Excellency Amb. Dr. Abdulsalam AlMadani, Chairman of INDEX Holding, underscored the significance of this strategic move, stating: "This step is part of an ambitious strategy to promote cooperation between the UAE and Saudi Arabia in the event's industry. INDEX seeks to continue its progress in expanding and shaping the future of the events sector inspired by the vision of the wise leadership of the United Arab Emirates, which is firmly founded on brotherhood, shared visions, and strong positions under the leadership of His Highness Sheikh Mohammed bin Zayed Al Nahyan President of the United Arab Emirates and the Custodian of the Two Holy

Mosques, King Salman bin Abdulaziz of Saudi Arabia."

Highlighting the UAE's pivotal position as a central ally to Saudi Arabia, the enduring partnership was underscored by its collaborative spirit and shared experiences. Through its wise vision, INDEX's growth takes center stage, amplifying its role as a catalyst in driving global cooperation and mutual economic development. This development signals a significant step towards reinforcing international alliances and fostering increased collaboration between the two nations.

As part of this transformative journey, INDEX will play a central role in charting new horizons in the event industry in Saudi Arabia, contributing to the dynamic landscape of the MICE industry. This strategic alliance reflects fraternity-based relationships between the leaders and peoples of the UAE and Saudi Arabia, showcasing a successful aspect of regional cooperation.

INDEX Holding, renowned for organizing impactful events, has a rich portfolio, including the Emirates International Dental Conference (AEEDC Dubai), the Dubai International Dermatology and Laser Conference and Exhibition (Dubai Derma), and the Dubai International Pharmacy and Technology (DUPHAT) Conference and Exhibition. These events further solidify INDEX's position as a key player in shaping industry trends and fostering global cooperation.



World of Coffee 2024 Featured 1,650 Companies and Brands from 51 Countries

**His Highness Sheikh Mohammed bin Rashid Al Maktoum Explores 'World of Coffee 2024' Exhibition
Minister of Economy Inaugurates Successful World of Coffee 2024 Exhibition**

Abdullah bin Touq Al Marri, the former Minister of Economy, inaugurated the third edition of World of Coffee Dubai 2024 on the 21st of January. Organized by DXB Live and the Specialty.

Coffee Association, the exhibition featured over 1,650 local, regional, and global brands and companies, showcasing a remarkable 50 percent increase in space. The event, which gained substantial global interest, saw the participation of 51 countries in its activities and ran from 21st January 2024 to 23rd January 2024.

Accompanied by Timur Abdiljalil, Consul General of Kyrgyz Republic in Dubai, and Khalid Al

Hammadi, Senior Vice President of DXB Live, along with Yannis Apostolopoulos, Chief Executive Officer of The Specialty Coffee Association (SCA), Bin Touq toured the pavilions showcased in the exhibition. He praised the impressive influx of visitors and the extensive participation of brands and exhibitors from around the world, commending the efficiency of the event organization and acknowledging the hard work of the teams involved.

During his visit, Bin Touq explored the Roosters Village, Cupping Room, and Brew Bar pavilions, scrutinizing the arrangements for the upcoming 2024 UAE National Barista Latte Art Championships. These competitions offered participants the opportunity to qualify for the esteemed World Barista Championship. Bin Touq also observed preparations for both the Coffee Design Awards and the Best New Product Awards.



The 2024 edition of World of Coffee focused on sustainability in the coffee industry, emphasizing responsible practices to ensure a continuous coffee supply. The Expo showcased regional market growth and addressed the increasing demand for specialty coffee. It featured lectures and workshops on the sustainable coffee movement, promoting eco-friendly agricultural practices, and aiming to preserve biodiversity and improve coffee quality.

On the inaugural day, various events and activities were held, including two sessions dedicated to Yemeni Coffee by Fatima Khabeer and Mervat Haider, and another session focused on significant Cold Brew approaches, featuring insights from Julia Leach.

The three-day event, in collaboration with the Specialty Coffee Association, showcased coffee companies and brands from various countries, including the US, Germany, Canada, Slovakia, Portugal, Ireland, Kuwait, Norway, Taiwan, Thailand, Pakistan, Iran, and Australia, among others.

This edition featured the participation of 7 national pavilions, double the number from the previous edition, with a strong presence from India, Myanmar, Rwanda, Uganda, Ecuador, Costa Rica, and El Salvador.

Shouq BinRedha, Exhibition Manager of World of Coffee Dubai 2024, stated, "The 2024 edition of the Expo is set to build upon the successes of its previous editions. It introduces fresh privileges and programs, including workshops and lectures, to enhance the overall experience. The event showcases various global happenings such as the Coffee Design Awards and Best New Product Awards, aimed at acknowledging innovation and excellence in the coffee industry while fostering collaboration and



Khalid Al Mulla
Chief Executive Officer
of the Specialty Coffee
Association - UAE



We were excited about the 3rd edition of World of Coffee 2024 in Dubai, recognizing the growing significance of this event as a premier destination for coffee enthusiasts and both local and international companies involved in coffee production. The exhibition provides a unique opportunity to gain insights on diverse cultures and artistic approaches to coffee preparation, stay abreast of the latest industry trends, and engage in discussions on promoting sustainability in the coffee sector. Held in the UAE, World of Coffee plays a pivotal role in strengthening the bonds of cooperation and communication between international brands and their regional partners in the rapidly expanding coffee industry.

partnerships among exhibitors, visitors, and leading companies. Serving as a vital platform, the event facilitates the unveiling of new products, exchange of expertise and knowledge, and networking with experts and innovators in the coffee industry. This year's Expo features the Roosters Village, Cupping Room, and Brew Bar pavilions, offering diverse experiences for visitors. Additionally, a series of interactive sessions and workshops focus on the most effective approaches for resource utilization and sustainable practices in the coffee industry."

Khalid Al Mulla, the Chief Executive Officer of the Specialty Coffee Association - UAE Chapter, said, "We were excited about the 3rd edition of World of Coffee 2024 in Dubai, recognizing the growing significance of this event as a premier destination for coffee enthusiasts and both local and international companies involved in coffee production. The exhibition provides a unique opportunity to gain insights on diverse cultures and artistic approaches to coffee preparation, stay abreast of the latest industry trends, and engage in discussions

on promoting sustainability in the coffee sector. Held in the UAE, World of Coffee plays a pivotal role in strengthening the bonds of cooperation and communication between international brands and their regional partners in the rapidly expanding coffee industry. The remarkable attendance at this event, coupled with the associated activities, underscores the increasing popularity of specialty coffee in both the country and the region. It further emphasizes Dubai's prominent role as a hub for creativity and innovation in the coffee industry."

Aleeshia Bailey, President of JAMROCK GREEN CORPS, expressed excitement about participating in the World of Coffee Dubai for the first time. Recognizing the global significance of the event focused on the coffee industry, Bailey highlighted the unique opportunity it offers to showcase products locally and globally, connecting with coffee enthusiasts, professionals, and experts alike. Throughout the Expo, JAMROCK GREEN CORPS aimed to emphasize its commitment to ensuring the excellence of its coffee products through various practices,

including the use of organic fertilizers, cultivating coffee beans at elevations ranging from 3,500 to 5,000 ft., growing coffee beans in volcanic soil, and selecting distinct varieties such as Arabica, Typica, and Geisha. The company's coffee varieties have received certification from the Jamaica Agricultural Commodities Regulatory.

The World of Coffee 2024 aligned with the steady expansion of the coffee industry in the region, with market studies and analyses predicting continued growth in the coffee market in the coming years. According to Data Bridge Market Research, the value of the coffee and Espresso drinks market in the MENA region is expected to reach around US\$1.33 billion by 2030, increasing from approximately US\$1.085 billion in 2022, with an anticipated Compound Annual Growth Rate (CAGR) of 2.6 percent over the specified timeframe.

HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM EXPLORES 'WORLD OF COFFEE 2024' EXHIBITION

In a notable visit, His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President, Prime Minister, and former Ruler of Dubai, toured the third edition of the World of Coffee 2024 exhibition, which took place at the Dubai World Trade Centre until the 23rd of January.

During the visit, His Highness highlighted Dubai's ongoing efforts to solidify its role as a key influencer in the global trade landscape. He emphasized the city's commitment to excellence and innovation, positioning Dubai as the hub of international trade for major commodities. Sheikh Mohammed expressed confidence in achieving the goals outlined in the Dubai Economic Agenda D33, aiming to elevate foreign trade to AED25.6 trillion and expand the emirate's global outreach to 400 additional cities over the next decade.

His Highness received insights into the World of Coffee 2024 exhibition from His Excellency Helal Saeed Al Marri, the Director General of the Dubai World Trade Centre Authority. The exhibition, featuring 1,650 local and international



exhibitors, provided an opportunity for Sheikh Mohammed to learn about unique offerings and sustainable practices within the coffee industry's supply chain.

The event included the participation of 60 UAE-based companies and brands, featuring exciting competitions such as the UAE National Barista and Latte Art Championship, the Coffee Design Awards, and the Best New Product Awards. Aligned with the burgeoning coffee industry in the region, the exhibition highlighted projections for continued growth, with market studies anticipating the MENA region's coffee and Espresso drinks market value to reach approximately US\$1.33 billion by 2030, reflecting a Compound Annual Growth Rate (CAGR) of 2.6% from 2022's US\$1.085 billion.

Brewing Innovation: INDEX Trading launches 3 coffee brands at World of Coffee 2024

INDEX Trading and Investment – member of INDEX Holding, a leading UAE-based company, is exhibiting its three unique coffee brands in order to add more flavors to its coffee trading, ensuring a unique and unparalleled coffee experience during the World of Coffee 2024 at the Dubai World Trade Center in Dubai.

As Dubai is emerging as a prominent global center for coffee trading and since coffee is considered one of the most famous beverages in the UAE, the newly launched three coffee brands, The Q Lab, Mano Korea, and Click Coffee, are set to elevate the coffee-drinking experience in the UAE and the region.

The products will be available in the GCC market very soon as they were officially launched during World of Coffee 2024.

According to the Data Bridge Market report, the value of the

coffee drinks market in the Mena region is expected to reach \$1.33 billion by 2030.

Eng. Anas AlMadani, Vice Chairman and Group CEO of INDEX Holding and the visionary entrepreneur whose passion for coffee and unwavering dedication to this industry have fueled the inception of DXBlends, a brand that has grown into 7 locations in Dubai now said during his participation at the World of Coffee: “we are here to showcase our three exceptional coffee brands—The Q Lab, Mano Korea, and Click Coffee—at the World of Coffee 2024 in Dubai, we are not just unveiling products; we are presenting a new era of coffee sophistication. Dubai's growing prominence as a global hub for coffee trading aligns perfectly with our vision to offer a unique and unparalleled coffee experience. With the UAE embracing coffee as a cultural staple, our brands aim to redefine the coffee landscape, providing enthusiasts with a taste that transcends boundaries.”

The new launched coffee brand The Q Lab is a testament to the history of Coffee while bringing some of the World's most exclusive coffees for people to experience and understand the history and complexity of it. Eng. Anas added on that “we tried at the Q Lab to offer a coffee experience that goes beyond the standard. Therefore, you cannot expect that it will be your typical coffee experience; it is a journey into the extraordinary. We are not just serving coffee; we are offering an immersive understanding of the finest and most sought-after coffees sourced globally. Our experience goes beyond the taste buds, delving into the story of each coffee bean—its origin, uniqueness, and the rich narrative that defines it”.

THE GLOBAL REAL ESTATE MARKETPLACE

3-DAY REAL ESTATE EXHIBITION, CONFERENCE & NETWORKING EVENT

Dubai's widely celebrated property platform for local and international real estate projects and solutions is back – **bigger and better** – for its **20th anniversary edition** happening at the **Dubai World Trade Centre** from **27 to 29 February 2024**.

Bringing together the industry's leading exhibitors, developers, investors, and professionals from around the globe under one roof, IPS 2024 promises to be more exciting and relevant as it broadens its scope and reach to encompass wider perspectives related to real estate.

IPS 2024 ACTIVITIES



Our 11 activities are designed to provide a comprehensive and immersive experience for attendees, with some of these activities to be organized not just during the three-day run of the event but all year round to enable continuous engagement and knowledge exchange.

Join IPS and exhibit your winning projects, widen your business network, expand your market, learn valuable industry insights, and see the latest trends and the most exclusive deals on your dream property.



27 - 29 February 2024 | Dubai World Trade Centre, UAE

www.ipscongress.com





IPS 2024

Trade Fair Times-Arabia's Consulting Editor, Shaneer N Siddiqui had an introspective interview with Dawood Al Shezawi, IPS President on the upcoming IPS 2024, from 27th Feb-29th Feb, 2024.

Dubai real estate growth is the outcome of a smart city vision, technological advancements with government initiatives, and a business-friendly environment.

International Property Show (IPS) 2024, a three-day event is the perfect platform to buy and sell local and international properties. The largest such property sales platform in the Middle East, it gives attendees superb access to market-leading offers from developers, both regional and international – especially across the popular series of country pavilions. One headline feature is the Mega Property Show which showcases the biggest bargain offers from UAE developers.

IPS also acts as a total one-stop shop, with banks and other financial institutions, legal service providers, real estate agents and property auction houses all on hand as well, providing buyers with the complete package they need to seal a deal.

As well as this bustling marketplace, the event also offers workshops, training sessions and B2B meetings across its high-level conference component. Here, real estate experts, government officials and top representatives from regulatory bodies discuss topics including local, regional and global market trends, regulatory issues, and the latest on cross-border real estate transactions.

Shaneer N Siddiqui: The global real estate market is constantly evolving with various factors shaping its trajectory. What are the current trends and challenges that are influencing the ongoing transformation?

Dawood Al Shezawi: The current global real estate market is characterized by a fascinating mix of trends and challenges. Sustainability, green initiatives, and smart technology are central to the ongoing real estate revolution, influencing everything from design to construction. The emergence of Artificial Intelligence (AI) and PropTech is poised to be a powerful force shaping the industry's future. Despite challenges such as rising interest rates and geopolitical uncertainties, collaborative efforts and innovative solutions are essential.

International Property Show (IPS) 2024's dedicated focus on PropTech in its Conference underscores the significance of this futuristic aspect. Amidst challenges, there is substantial

growth potential in emerging markets, niche sectors like co-living, and increased demand for flexible workspaces, with IPS 2024 catalyzing solution-based discussions.

Shaneer N Siddiqui: The Dubai real estate market is poised for future growth and presents several opportunities. What developments and opportunities can be anticipated in the Dubai real estate market as we look ahead to 2024?

Dawood Al Shezawi: Anticipating 2024, the Dubai real estate market is poised for excitement, fueled by the Expo 2020 legacy propelling growth and attracting foreign investment. The smart city vision, driven by technological advancements, is drawing in tech giants and startups. With government initiatives fostering a business-friendly environment, Dubai remains a prime destination for regional and international investors seeking secure and lucrative opportunities in real estate.

Expectations include sustained demand for luxury properties, waterfront developments, and well-connected business hubs. The IPS Exhibition and Conference at the Dubai World Trade Centre will showcase diverse local, regional, and international projects, providing a platform for discussion on the biggest challenges and opportunities in the local and global real estate landscape.

Shaneer N Siddiqui: The global real estate market is showing signs of distress. Why is IPS important for real estate businesses operating in the global market?

Dawood Al Shezawi: IPS is crucial for businesses in the global market as it serves as a game-changer. The event opens doors to untapped markets, diverse investment opportunities, and strategic partnerships. Businesses can connect with potential investors, expand their brand reach, and gain unique insights into different markets across regions and continents.

IPS is the bridge between local expertise and global ambition, providing a platform for networking with global exhibitors,

investors, agents, brokers, government administrations, prop-tech companies, immigration firms, and real estate professionals, fostering increased activity, growth, and development in the overall real estate market.

Shaneer N Siddiqui: Can you share an overview of what the International Property Show represents in the real estate industry?

Dawood Al Shezawi: IPS 2024 stands as more than just an exhibition; it acts as a global crossroads for the real estate industry. This event brings together developers, investors, and key players worldwide, facilitating deals, sparking trends, and propelling the market forward. IPS serves as a platform for showcasing groundbreaking projects, securing prime investments, and forging invaluable connections, all consolidated under one roof.

With 11 main activities, including the IPS Exhibition, Conference, Oscars, Future Cities, Connect, Finance, Women, Youth, Studio, PropTech, and Design, the event offers a comprehensive and immersive experience for attendees throughout the year.

Shaneer N Siddiqui: After the resounding success of IPS 2023, what can be expected from IPS 2024?

Dawood Al Shezawi: More than half (56%) of the visitors at IPS 2023 were investors and homebuyers. This fact shows that IPS is more than an exhibition and a conference. It is an event where people come to buy their first dream house, or invest in an industry which promises a good return on investment.

At IPS 2024, we are trying to increase this number. By attracting the best local, regional and international property builders and developers, we aim to provide our visiting investors and homebuyers a chance to choose from a diverse array of real estate products and services.

For the exhibitors, we are to provide a consolidated platform, which, year after year, connects them with the top-of-the-funnel investors and homebuyers, who are ready to buy if they are sold the perfect opportunity.

METEORA

DEVELOPERS

Founders of Meteora Developers
Eng. Omar Al Amour and Praveen Sharma



SHANEER N SIDDIQUI

METEORA

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CUSTOMER EMOTIONS, INTEGRITY, INNOVATION,
TEAMWORK, CONTINUOUS LEARNING, AND SOCIAL
RESPONSIBILITY**

– PRAVEEN SHARMA

Shaneer N Siddiqui : Real estate is exploding in the UAE nowadays. What do you think, are the key elements responsible for this trend? Is Dubai converting into a first-time buyers' market?

Praveen Sharma : The real estate boom in the UAE, particularly in Dubai, can be attributed to several key factors. Economic growth, spurred by government initiatives and major events like Expo 2020 & Covid 19 management has attracted foreign investment and increased demand for properties. Additionally, Dubai's shift towards more affordable housing options has made it accessible to first-time buyers, contributing to its transformation into a first-time buyers' market. Overall, a combination of economic factors, government policies, major events, foreign investment, and affordability are driving the real estate boom in the UAE.

Shaneer N Siddiqui : Dubai has a booming economy; how do you see the role of trade fairs in the growth of the economy?

Praveen Sharma : Trade fairs are instrumental in driving the growth of Dubai's economy through various avenues. They attract foreign investment by showcasing Dubai's economic potential, provide networking opportunities for businesses to forge partnerships and collaborations, and showcase innovation and technological advancements. Additionally, trade fairs boost tourism, promote knowledge exchange through seminars and workshops, and contribute to Dubai's reputation as a global business and trade hub. Overall, trade fairs play a multifaceted role in Dubai's economic development strategy, contributing significantly to its continued growth and prosperity.

Shaneer N Siddiqui : How property fairs are helping real estate sectors and as per your

experience, how the UAE's Trade fairs are different from other countries?

Praveen Sharma : Property fairs are integral to the real estate sector, offering developers a platform to showcase projects, facilitate transactions, and network with industry professionals. They provide insights into market trends, promote branding, and boost sales. UAE's trade fairs stand out due to their grand scale, international participation, focus on innovation, and strong government support. The country's trade fairs are characterized by luxurious settings, diverse audiences, emphasis on technology, and government incentives, making them highly impactful for the real estate sector and other industries.

Shaneer N Siddiqui : So many private local and international real estate fairs are happening in the UAE. Don't you think that it's high time where government regulates property fairs to make them more credible for customers?

Praveen Sharma : The abundance of private local and international real estate fairs in the UAE prompts consideration for government regulation to ensure credibility and consumer protection. Regulation could establish standards for accurate information, promote fair competition, assure quality, enforce accountability, and stabilize the market. However, a balance must be struck to avoid stifling innovation and entrepreneurship. Finding this balance is essential for the long-term success of property fairs in the UAE.

Shaneer N Siddiqui : Recently we have seen Meteora developers named as leaders in sponsoring all the major events in UAE, how this sponsorship is helping to grow the Meteora developers?

Praveen Sharma : Sponsorship of culture and sports is a firm feature of our corporate and

communications strategy. A great residence is only as good as the community it is built within. So, as a developer, we have an important role to play in shaping our neighbourhoods. Meteora is more than just a brick-and-mortar developer. We deliver lifestyle choices and indulgent experiences. The more people understand this, the more we are closer to fulfilling our purpose. This is what we are addressing by supporting world-class sporting events, musical evenings and art exhibitions..

Shaneer N Siddiqui : You never promote the name of your projects, like others. You are more focused on your brand name only. What is the thought process behind it?

Praveen Sharma : Meteora Developers' approach of prioritizing the promotion of our brand name over individual project names is rooted in several strategic considerations. By focusing on our brand name, we are making it easier for our customer to recognize and identify that our quality standards remain the same across all types of projects. We do not have a B category. Every apartment carries the promise of Meteora, to offer exceptional living spaces.

Shaneer N Siddiqui : Till now, how many projects of Meteora Developers handed over and how many are in the pipeline?

Praveen Sharma : Meteora Developers currently has Six projects in various stages of planning, construction, and pre-sales. Two projects are scheduled for handover in June 2024, followed by another in December 2024, and a fourth in December 2025. We are launching soon in March 2024 a very prestigious project with 462,000 sq. feet sellable area & 580 units including Studio, 1BR, 2BR & 3BR.

Shaneer N Siddiqui : From a buyer's perspective, what makes Meteora developers project different from others?

Praveen Sharma : From a

buyer's perspective, several factors distinguish Meteora Developers' projects from others in the market. Meteora has shortest handover time of any project & we have very attractive payment plan. In addition to this the emphasis on quality construction, innovative design, prime locations, luxurious amenities, customer satisfaction. Buyers benefit from superior craftsmanship, contemporary designs, convenient locations, premium amenities, personalized service, and confidence in the developer's ability to deliver exceptional properties. Collectively, these factors contribute to an enhanced value proposition for buyers seeking premium real estate opportunities with Meteora Developers.

Shaneer N Siddiqui : As a business leader, how do you see the role of the Indian and sub-continent population in the growth of UAE?

Praveen Sharma : As a business leader, I acknowledge the substantial role that the Indian and sub-continent population plays in the growth and development of the UAE. Their contributions span across various sectors, including economic, entrepreneurship, cultural diversity, trade, education, and community engagement. Their hard work, skills, and entrepreneurial spirit significantly contribute to the country's economic growth, cultural richness, bilateral trade relationships, knowledge economy, and community welfare. Recognizing and leveraging the strengths of this demographic is essential for fostering sustainable and inclusive growth in the UAE.

Shaneer N Siddiqui : Before launching any project, what factors do you always keep in mind?

Praveen Sharma : Before launching any project, I meticulously consider several key factors to ensure its success and viability. However, the major

My business philosophy emphasizes customer-centricity, integrity, innovation, team collaboration, continuous learning, and social responsibility. These principles guide decision-making and shape the company's culture. To cultivate this culture, clear communication, recognition of aligned behaviours, training, feedback, and celebration of successes are integral. By embedding these principles, I aim to create a positive work environment where individuals thrive, teams excel, and the company achieves sustainable success.

factor is on financial capabilities to complete the project & Cash flow. We have seen many projects remain incomplete when market slowdowns so we keep always enough cash flow to ensure that the project will be completed on time.

Shaneer N Siddiqui : What is the business philosophy of Praveen Sharma? What are the most important aspects of a company's culture? What principles do you believe in and how do you build this culture?

Praveen Sharma : My business philosophy emphasizes customer-centricity, integrity, innovation, team collaboration, continuous learning, and social responsibility. These principles guide decision-making and shape the company's culture. To cultivate this culture, clear communication, recognition of aligned behaviours, training, feedback, and celebration of successes are integral. By embedding these principles, I aim to create a positive work environment where individuals thrive, teams excel, and the company achieves sustainable success.

Shaneer N Siddiqui : When did you start Meteora Developers, and from where the name Meteora came to mind What was the idea to keep the

company name Meteora?

Praveen Sharma : In 2022, I, along with my long-time friend and owner of a large construction company, Mr. Omar Al Omour, a Jordanian national with 20 years of experience in the UAE, founded Meteora. The name "Meteora" draws inspiration from the magnificent rock formations in Greece, known as the Meteora Monasteries, which stand atop towering cliffs, evoking a sense of awe and wonder. Choosing this name reflects the company's commitment to creating exceptional developments that epitomize grandeur, strength, and uniqueness in the real estate landscape. Moreover, "Meteora" symbolizes aspiration, pushing boundaries, and reaching new heights, aligning with the company's vision. Meteora Developers aim to build projects that not only meet the highest standards of quality and innovation but also inspire admiration and leave a lasting impression. Overall, the name "Meteora" embodies the company's ethos of excellence, creativity, and vision, symbolizing its dedication to shaping the future of real estate development.

Shaneer N Siddiqui : What are the future plan and immediate plans for 2024?

Praveen Sharma : Meteora Developers plans to focus on immediate objectives in 2024, such as completing ongoing projects on time, intensifying marketing efforts, exploring portfolio expansion opportunities, ensuring customer satisfaction, and optimizing operational efficiency. Looking ahead, the company aims to expand its market presence, diversify its portfolio, prioritize innovation and sustainability, establish strategic partnerships, and strengthen its brand reputation. These plans reflect the company's commitment to achieving sustainable growth and delivering exceptional real estate developments that add value to communities and stakeholders.

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UAE's Indian business community optimistic about economic transformation with **Indian Union Budget 2024**

Indian Finance Minister Nirmala Sitharaman on Thursday made history by presenting her sixth consecutive budget, matching the record set by former Prime Minister Morarji Desai. The Indian economy has witnessed a profound positive transformation in the last 10 years, Sitharaman said.

Presenting the interim Budget 2024-25, she said that the government is working to make India a developed country by 2047. India is the fastest-growing major economy in the world and in the coming years will become the world's third-largest economy with a \$5 trillion GDP.

Indian diaspora and business community express their views and hope that this budget will make a pathway to achieve the \$5 trillion GDP.



Yusuff Ali MA
Chairman of Lulu Group

“

It's an interim budget, so one would not expect any major announcements or initiatives. Still, the key takeaway for me are huge emphasis on transportation and connectivity especially in the railway and aviation sectors. These steps will surely benefit all-round growth and as a key retail player, I am very optimistic about the positive impact this will have on various related sectors such as logistics, sourcing, and shopping in general. The budget proposal to set up five integrated aquaparks in the country will certainly benefit the fishermen's community throughout the country. Apart from this, the budget focuses more on poverty elevation, farmers, and women empowerment as new measures are being implemented, which will help India become a global economic superpower in the coming years.



Dr. Azad Moopen

Founder & Chairman, Aster DM Healthcare



It is heartening to see that the Interim Union Budget focuses on the upliftment of the masses through a specific focus on the poor, farmers, youth, and women. The allocation of Rs. 1-lakh crore with 50-year interest-free loans will encourage the start-up culture that India is now thriving upon, encouraging the youth of today to become entrepreneurs and focus on their growth and growth of the nation”.

“In healthcare, we were hoping to see an increase in the GDP allocation of a minimum 5% for the sector, hopefully, this will be addressed in the complete Budget to be announced in July this year, under the new government. We are glad that the government is considering adding more hospitals in all districts in the country, which is essential to meet the rising demand. We would recommend focusing on public-private partnerships (PPP) to address this. With all maternal and child healthcare to be brought under one- scheme, this will be essential”. There is now an urgent need for comprehensive reform of medical education, to ensure that the medical professionals of tomorrow are trained in the latest medicine and techniques, like their Western counterparts. The strong impetus for immunization of children under Mission Indradhanush and young girls for cervical cancer will go a long way in strengthening preventive care measures in the country and reducing the burden of communicable and non-communicable diseases.



Paras Shahdadpuri

Chairman, Nikai Group of Companies



I am glad to see the dedicated focus in the Interim Budget 2024 economic agenda on four foundational pillars: ‘Garib’ (the impoverished), ‘Mahilayen’ (women), ‘Yuva’ (youth), and ‘Annadata’ (farmers). These pillars underscore a commitment to addressing the diverse needs and aspirations of these critical segments of society, creating a more inclusive and equitable economic landscape. Furthermore, the articulated vision for ‘all-round, inclusive development’ reaffirms the government’s commitment to holistic progress that transcends specific sectors.

By aspiring to turn India into a developed nation by 2024, the government is signaling an ambitious agenda for comprehensive growth, encompassing economic, social, and infrastructural dimensions.



Bharat Bhatia

Founder and CEO of Conares



The Indian Union Budget 2024 is commendable for its strategic vision and emphasis on economic growth. The proposed measures align with our expectations, particularly in bolstering the steel and manufacturing sector. The budget’s focus on infrastructure development is a positive catalyst for our industry, and we anticipate increased demand. The India-Middle East-Europe Economic Corridor in the budget presents exciting opportunities for global expansion. Additionally, the budget’s commitment to fostering innovation and technology resonates with our mission for sustainable and advanced steel production. Overall, we view the budget as a constructive step towards fortifying the foundations of India’s industrial landscape.



Kamal Vachani

Group Director and Partner at Al Maya Group



I believe that the budget 2024-2025 is a step in the right direction towards achieving the country’s economic growth and development goals. The announcement of a dedicated budget for post-harvest activities is a welcome move, as it will not only improve the overall efficiency of the sector but also create more job opportunities for rural communities. Additionally, the government’s focus on promoting private investment in this area will lead to greater innovation and modernization in the agricultural sector. Furthermore, Kamal Vachani highlights the reduction in gross borrowing for FY25, which is estimated at ₹14.13 trillion. This reduction is a positive development and will help in stabilizing the country’s fiscal position. He added that it also reflected the Indian government’s commitment to managing its finances effectively while continuing to support various sectors of the economy.



I've enjoyed the excitement of

TRANSFORMING
CONCEPTS

into tangible achievements through practical implementation

- Ajit Urath, Board of Director at Thermilate Middle East

Shaneer N Siddiqui : Tell us about your journey as an entrepreneur

Ajit Urath : My path of entrepreneurship can be described as rewarding yet challenging adventure filled with countless ups and downs. As an entrepreneur, I have experienced the thrill of turning ideas into reality, overcoming obstacles, and witnessing personal and professional growth. In my journey as an entrepreneur, experienced failures initially, lessons learned, and then came the continuous pursuit of success.

My journey began 23 years back with few like-minded individual investors who shared my enthusiasm to start a business without any specific plan. They inspired me armed with a vision. I took the first step by identifying a market gap and formulating a solid business plan. Initially I faced challenges, obstacles and failures in putting my plan into reality. But I managed to build a strong team and network which laid the foundation for success.

Shaneer N Siddiqui : What has been your greatest turning point in your career?

Ajit Urath : Initially, we were depending on sales through Distributor network. 15 years back, we got a big project in Fujairah. It is this project, which helped me to build a team to execute the project. I encountered various challenges that demanded adaptability and perseverance. Each hurdle served as an opportunity for growth, teaching me to embrace failure as a stepping stone towards success. Navigating through market fluctuations, competition, and unforeseen circumstances required constant innovation and resilience.

Feel proud of my team of more than 45 staff combined with a strong network of Distributors and dealers spread all over GCC and few African countries.

Shaneer N Siddiqui : Real

estate is exploding in the UAE nowadays. Other related industries like waterproofing, heat management, and fireproofing are also growing. What do you think, about how you are seeing this trend?

Ajit Urath : We diversified from Metal roof waterproofing applications to Liquid applied waterproofing for concrete, Fire retardant coatings, Rust arrestor coatings and Fire stop. It reduced the risk on depending on any one industry. Market is growing and the challenge we have in front of us is to offer timely and practical solutions.

Shaneer N Siddiqui : Before taking any project, what factors do you always keep in mind?

Ajit Urath : We consider on client's requirements and expectations from us. If we are confident on meeting those expectations, then we plan accordingly for execution. Our Distributors and dealers also follow the same success route. Client's requirement can put lot of factors like price, time period, other challenges at site etc. We accept a project, if we have solutions to meet the requirements.

Shaneer N Siddiqui : How do you prepare for major industry or company changes?

Ajit Urath : Market information we receive from our sales team and distributor network helps us to prepare for changes from industry.

Shaneer N Siddiqui : What is the business philosophy of Ajit Urath? What are the most important aspects of a company's culture? What principles do you believe in and how do you build this culture?

1. **Clear vision for business** – I always keep a clear and inspiring vision for our business. It outlines the long term and short term goals, aspirations and values that the team wants to achieve.
2. **Adaptability** – We actively seek out innovative solutions and embrace new

technologies to stay ahead of the competition.

3. **Customer centered** – Our focus on understanding Customer needs, requirements and their problems helps us to develop services that solve these problems effectively.
4. **Scope for improvement** – We constantly seek knowledge and stay upto date with industry trends. Feedback from customers and my team helps us to improve the business processes and offering solutions.
5. **Ethical practices** – Conducting business with integrity and ethical practices is crucial for our business.
6. **Taking risks** – Like I mentioned before, each failure provided us a learning opportunity and are not afraid of taking risks.
7. **Planning and execution** – We as a team plan for each project and on our long term goals. We execute our plans with focus and determination.
8. **Discipline** – It is vital for us to maintain discipline at work place to maintain a healthy and motivating ambience.

Shaneer N Siddiqui : What do you offer that is different or innovative to your client? What new products or services does your company have come out?

The warranty or after sales service is the factor which helps us in securing projects. We are very few who supply and apply their own products. Other than waterproofing which is our core business, we added services like installing Fire retardant and fire stop for projects. We got Civil Defence installer's licence. We will be adding more products and services into related field in the coming years.

Shaneer N Siddiqui : What are the plans of the company for 2024?

We remain focused on our long term goals. We build ourselves and increase our coverage to new areas in Africa. We remain positive to achieve our results in 2024.

DUBAI WORLD TRADE CENTRE (DWTC)

EVENTS AT DWTC

Arab Health Exhibition & Congress

29 JAN - 1 FEB 2024
EXHIBITION PLAZA,
HALL 1 - 8,
SHEIKH MAKTOUM HALL,
SHEIKH RASHID HALL,
SHEIKH SAEED HALL 1 - 3,
TRADE CENTRE ARENA,
ZA'ABEEL HALL 1 - 6
Organised By
Informa Middle East

Pan Arab Interventional Radiology Society Annual Congress (PAIRS) 2024

10 - 13 FEB 2024
MEETING ROOMS,
SHEIKH RASHID HALL
Organised By: Diaedu
Management Consultants

International Property Show 2024

27 - 29 FEB 2024
HALL 7 - 8,
PAVILION
Organised By: Strategic
This three-day event is the perfect platform to buy and sell local and international properties.

Medlab Exhibition & Conference

5 - 8 FEB 2024
ZA'ABEEL HALL 1 - 6
Organised By
Informa Middle East

Breakbulk Middle East

12 - 13 FEB 2024
HALL 6 - 8
Organised By
Hyve Events SA
Breakbulk Middle East is the region's largest event for the project cargo and breakbulk industry.

WCA World 2024

27 FEB - 2 MAR 2024
HALL 1 - 6
Organised By: WCA Limited

Dubai Association Conference 2024

27 - 28 FEB 2024
HALL 1 - 6
Organised By: Dubai Chamber Of
Commerce & Industry
Discover the transformative power of association leadership this year, guided by the theme: "Value Amplified: Associations Empowering Change".

UAE International Dental Conference and Arab Dental Exhibition - AEEDC Dubai

6 - 8 FEB 2024
AL MULTAQUA BALLROOM,
HALL 1 - 8,
SHEIKH MAKTOUM HALL,
SHEIKH RASHID HALL
Organised By: INDEX Conferences
& Exhibitions Organisation

Gulfood Exhibition

19 - 23 FEB 2024
AL MULTAQUA BALLROOM,
EXHIBITION PLAZA,
HALL 1 - 8, PAVILION,
SHEIKH MAKTOUM HALL,
SHEIKH RASHID HALL,
SHEIKH SAEED HALL 1 - 3,
TRADE CENTRE ARENA,
ZA'ABEEL HALL 1 - 6
EVENT TYPE
Organised By: Dubai World Trade
Centre

Affiliate World Dubai 2024

28 - 29 FEB 2024
Organised By: VCEGH Limited
Affiliate World Dubai is the offline meeting place for the world's top affiliate marketers and ecommerce entrepreneurs.

Expo Centre Sharjah Events Calendar 2024



XPOSURE
28 FEBRUARY - 5 MARCH 2024
SHARJAH EXPO CENTRE



Ramadan Nights
21 March - 10 April 2024
SHARJAH EXPO CENTRE



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



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



Expo Culinaire
20-22 May 2024
Expo Centre Sharjah



Hive Furniture Show
21 -23 May 2024
Expo Centre Sharjah



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



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



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



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




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



International Education Show
09 - 12 October 2024
Expo Centre Sharjah



National Career Exhibition
15 - 17 October 2024
Expo Centre Sharjah



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



TRADE SHOWS
CORPORATE EVENT
EMBASSY/GOVT. EVENTS
CONFERENCE/AWARDS
MUSHAIRAS
BRAND PROMOTIONS
DESTINATION WEDDING

Vertex is an innovative and vibrant organization housed in Dubai, UAE. We understand the requirements of the market, professionals and employees in various sectors. We cater to our clients by organizing International Events like Conferences on dedicated themes, Seminars and other developmental events. We also organize Exhibitions for diverse sectors. We entertain the fashionistas by organizing Fashion Shows.

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Abu Dhabi
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February 2024

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PROFESSIONAL COUNCIL

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- Sell your properties seamlessly with professional help.
- Lease the perfect rental space for your lifestyle.

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
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