

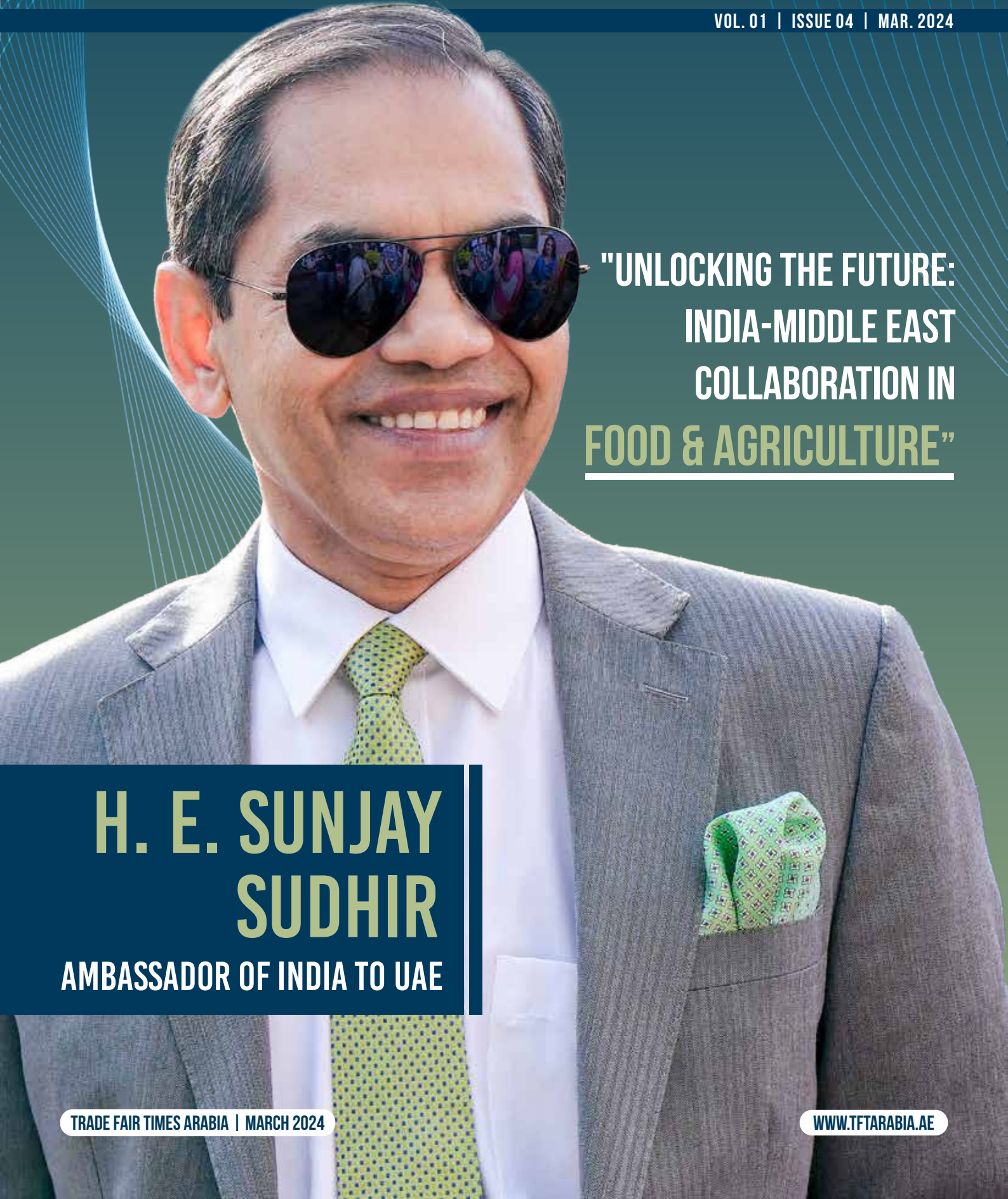
أوقات المعرض التجاري

Trade Fairtimes

●●● AN EXHÍCON GROUP INITIATIVE

ARABIA

VOL. 01 | ISSUE 04 | MAR. 2024



"UNLOCKING THE FUTURE:
INDIA-MIDDLE EAST
COLLABORATION IN
FOOD & AGRICULTURE"

**H. E. SUNJAY
SUDHIR**

AMBASSADOR OF INDIA TO UAE



PRESENTS

JASHN-E-HINDUSTAN

Aligarh Mushaira Dubai
عالمکرم مشاعرہ



8th June 2024

Saturday, 8:30 pm Onwards

Sheikh Rashid Auditorium, Dubai.

Since 2000 in the Middle East



+971 55 201 5540



info@vertexgroup.ae

Vertex Events Dubai



THE HAAT OF ART

INDIA'S LARGEST CHAIN OF ART EXHIBITION

NOW IN

DUBAI

12 - 13 - 14 | SEPT 2024

MILLENNIUM PLAZA DOWNTOWN




SHOWCASING MORE THAN
5,000 ARTWORKS MADE BY 200+ ARTISTS

AFFORDABLE TO ALL POCKETS

MANAGED BY



 Corporate Office: C-110, Morya House, Behind Crystal PLaza, Veera Desai, Andheri West, 400053

 0552015540

 contact@thehaatofart.com

 www.thehaatofart.com

CONTENT



08

**STAR-STUDED CULINARY
 SHOWCASE, MEGA-DEALS MARKED
 GULFOOD 2024**



18

**DUBAI CHAMBERS
 ATTRACTS
 MORE THAN 67,000 NEW MEMBER**



**DUBAI INTERNATIONAL
 BOAT SHOW**

Abuzz with High Value Sales Underlining
 Its Reputation as Hub for Marine Business

13



21

**MAHABIZ
 CONVENTION**
 UNITING GLOBAL LEADERS FOR
 SUSTAINABLE GROWTH AND
 COLLABORATION



38

**Exclusive Q & A
 Archana Merchant
 CEO- of Aspire Education
 Academy**

TEAM TFTA ARABIA



M. Q. Syed
 Editor in Chief



Pushkin Agha
 CEO



Padma Mishra
 Director



**Shaneer
 N Siddiqui**
 Consulting Editor



Abul Fazal
 Associate
 Editor



**Countess
 Elena De Bacci**
 Associate Editor



Anwar Sadat
 Associate Editor



Maaya Taraf
 Associate Editor



Amrita Singh
 General Manager
 Operations



Manuel Luis
 Business Development
 Manager



Manazir Abbas
 Digital Media
 Partner



Mohd Abid Iraqi
 Creative Head



Pravin Kapase
 Design Manager

NATIONAL MEDIA COUNCIL ACCREDITED
 ML NO. 0086046

CONTACT :
 OFFICE : Al Moosa Tower -1, Sheikh Zayed Road, Dubai, UAE
 Phone - +971 4 579 8700 or pr@tftarabia.ae

CONTENT



22

NEW EVENTS IN DUBAI EVENT CALENDER



GUEST COLUMN:

25

UNVEILING THE POWER OF EXHIBITION STANDS: ELEVATING CLIENT SUCCESS AT TRADE SHOWS



26

20TH EDITION OF INTERNATIONAL PROPERTY SHOW



30

LEAP 2024 READIES FOR RECORD-BREAKING BUMPER INVESTMENTS OF USD 764 MILLION



33

A SUCCESSFUL WRAP FOR THE 12TH EDITION OF THE MALT CONGRESS KEY TRENDS FOR GCC TRAVEL UNVEILED



35

RECORD-BREAKING MRO MIDDLE EAST AND AIME 2024



36

DUBAI WoodShow 2024
 Premier Platform Unveiled Latest Industry Trends and Investment Opportunities



41

OG MEDIA GROUP WAS AWARDED THE 2024 AIBC BEST MEDIA COMPANY



PUSHKIN AGHA

Co-Founder & CEO
TradeFairTimes Arabia
ceo@tftarabia.ae

Middle East will continue the leadership of the high-quality mega show as we have witnessed in the recent mega Expo's in Dubai due to exhibitors & visitor's friendly facilities, along with the active involvement of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Rular of Dubai & Prime Minister of UAE, aiming for the highest standards of excellence. Significant attendance at events like LEEP Saudi further emphasizes this trend. These expos not only fuel growth in the tourist industry but also provide a boost to the real estate sector and UAE's export. The Trade Fair Times Arabia has been actively involved in numerous such events. Moreover, owing to high demand and a broad readership, we have tripled our dissertation output in recent months. Every year, such events raise the standards and introduce new technologies tailored to the expanding population's needs. Let's delve into the latest news events that bring forth data and notable achievements in their respective fields.

Gulfood – February 23rd 2024, the grand finale of the largest culinary expo to date unfolded at the Dubai World Trade Centre, making the culmination of a triumphant five-day event for Gulfood 2024, the premier annual gathering in the global food and beverage industry. His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, and Minister of Finance, graced the 29th edition of Gulfood with his esteemed presence. This event stands as the apex of the global food and beverage sourcing calendar.

Spanning across 24 expansive halls, over 5,500 exhibitors, including 125 country pavilions, continued to forge geniuses business connections, sealing lucrative commercial deals and partnerships amounting to billions of dollars. Highlighting India's burgeoning influence in the global food industry, more than 350 Indian companies showcased their diverse products at the Gulfood 2024. With the Indian Food and Beverages market valued at over \$299 billion, H.E. Sunjay Sudhir, Ambassador of India to UAE, emphasized Indian's leadership in several agricultural and dairy sectors.

WoodShow – The 20th edition of the Dubai International Wod and Wood Machinery Expo was inaugurated by His Excellency Mohammad Ali Rashed Lootah, president and CEO of Dubai Chambers. Held from March 5th to 7th, 2024, at the Dubai World Trade Centre, the event welcomed 682 exhibitors from 52 countries, both local and international, facilitating the exchange of experiences and showcasing industry trends and promising investment opportunities within the wood sector.

AIBC Expo – The 2024 AIBC Dubai expo, hosted at the festival Arena attracted prominent figure from the emerging tech realm to the Middle Eastern metropolises. With a focus on cutting-edge technology, the expo aims to brings together policy makers, developers, C-suite executives, and legal experts from the burgeoning AI and Blockchain sectors. Throughout the last week of April, we anticipate the participation of world leading AI and Blockchain companies & top decision makers in multiple mega summits and expos taking place in Dubai.

LEAP 2024, hailed as the planet's foremost technology gathering, persists in its pioneering role, catalyzing transformative changes within the global technology landscape. Today, a multitude of both local and international technology firms reaffirmed their commitment to Saudi Arabia. This commitment is evidenced by ongoing investments surpassing \$764 million.

Thank you for being a part of the TFT Arabia family. Stay connected with us for a wealth of intriguing news, coverages, and detailed features. We appreciate your support and engagement.

Editors's Note



**M Q
SYED**

Editor-in-Chief,
TradeFairTimes Arabia
syed@exhicongroup.com

The March edition of TradeFairTimes Arabia provides a comprehensive overview of some of the major events and developments in the region's trade and industry landscape.

At Gulfood 2024, more than 350 Indian companies showcased a diverse range of products, underscoring India's growing influence in the global food industry. This significant turnout solidified India's position as a trusted supplier to the UAE and neighboring regions. The event marked a notable transition as Indian companies explored new trade opportunities, reflecting the nation's evolving role as a key player in the international food market.

The interview with H.E. Sunjay Sudhir, the Indian Ambassador to the United Arab Emirates, conducted by Trade Fair Times-Arabia's Editor Consult Shaneer N Siddiqui during Gulfood 2024, sheds light on India-UAE relations and the significance of India's participation in such trade events.

Additionally, the coverage of other events such as the Dubai WoodShow 2024, MRO Middle East and AIME 2024, and LEAP 2024 highlights the region's dynamic industry landscape and its position as a hub for various sectors, including woodworking, aviation maintenance, and investment opportunities.

Furthermore, insights from Archana Marchent regarding the role of private education institutions in supporting mainstream education underscore the importance of holistic educational approaches in the region.

Overall, these articles offer valuable insights into the latest trends, developments, and opportunities shaping the trade and industry landscape in the Middle East region.

M Q SYED
Editor-in-Chief
TradeFairTimes Arabia



UNLOCKING THE FUTURE :



SHANEER N SIDDIQUI

INDIA-MIDDLE EAST COLLABORATION IN FOOD & AGRUCULTURE

At Gulfood 2024, over 350 Indian companies showcased their diverse products, highlighting India's growing influence in the global food industry. This turnout cemented India's status as a trusted supplier to the UAE and beyond. While India has long exported grains, cereals, and pulses to the UAE, the substantial presence at Gulfood marked a significant transition. Beyond exhibiting culinary expertise, Indian companies ventured into new trade opportunities in the UAE and neighboring regions, reflecting the nation's evolving role as a key player in the international food market. Trade Fair Times-Arabia's Editor Consult Shaneer N Siddiqui interviewed the Indian Ambassador to the United Arab Emirates H. E. Sunjay Sudhir during the Gulfood 2024.

Shaneer N Siddiqui : Gulf Food is one of the largest food exhibitions in the world. Among 127 countries, how do you see India's presence this year?

H. E. Sunjay Sudhir : India is always a proud partner at Gulfood. Like last year, India was the largest participant in this mega food event. Gulfood is an excellent platform for Indian exporters to meet potential buyers not only from the UAE market but also well from beyond the GCC, the Middle East, and rest of the world. India is perhaps the strongest food security partner for the UAE and our participation in Gulfood is a clear indicator.

Shaneer N Siddiqui : The Indian Food and Beverages market, which is currently more than \$299 billion, is expected to surge to over \$620 billion by 2029, marking an impressive growth rate of 11%. What do you think, how Middle East market can support this target?

H. E. Sunjay Sudhir : India is a world leader in several agricultural and dairy products. It occupies the top position in global milk production and accounts for about 25% of global production. India is also the world's largest producer of pulses and jute and ranks as the second-largest producer of rice, wheat, sugarcane, groundnut, vegetables, fruit, and cotton. It is also one of the leading producers of spices, fish, poultry, livestock, and plantation crops. India has conscious export targets in these areas. Due to proximity, historical trade and people to people-to-people links and similar food habits, the Middle East can be a major market for Indian agricultural food products.

Shaneer N Siddiqui : India is a leading Agri-tech country. UAE is also adopting new technologies in the

agriculture and farming sector. Where these countries can collaborate in future agriculture technologies, as they are doing very well in business, IT, artificial intelligence, and startup sectors?

H. E. Sunjay Sudhir : While being a leading producer of agriculture and dairy, India is also emerging as a leader in agricultural technologies. Many of these technologies are currently being exported globally. Agricultural technology in India is supported by not only research in agriculture but also the IT, AI, and startup revolution which is being witnessed in India. As a result, India has a lot to offer to the world in the sphere of Agritech.

Shaneer N Siddiqui : There are opportunities for substantial investments in food processing technologies, skills, equipment, canning, dairy, specialty processing, packaging, frozen food, refrigeration, and thermos-processing. Is anything at the government level that is under consideration or in the pipeline?

H. E. Sunjay Sudhir : Considering the importance of food processing, India has a separate Ministry for Food Processing which deals with enabling policies for optimizing opportunities in the food sector. According to a recent E&Y Report, the start-up sector in India is playing a major role in the agriculture and food sector and agritech startups offer an opportunity of US\$ 24 billion. Rural microfinance is acting as a catalyst for the agriculture and food processing sectors leading to the rapid growth in private equity investment in the sector which totals approximately INR 66 billion. The Government of India has also launched in 2021, a digital agriculture mission to help agri startups leverage cloud computing, remote sensing, data, and AI/ML models.

We are also closely working

within the I2U2 framework on developing integrated food parks which will bring the best technologies from India, UAE, US, and Israel and address demand beyond I2U2 countries.

Shaneer N Siddiqui : Indian traditional export products like basmati and non-basmati rice, Spices, wheat, processed vegetables, fresh fruits, meat, and vegetables, are India, looking to explore some new products and areas for the Middle East market. If yes then what are that areas?

H. E. Sunjay Sudhir : In addition to the export of primary agricultural commodities, there is an enormous focus on value-added and processed foods. There is also a new emphasis on millets. The year 2023 was designated by the United Nations as the "International Year of Millets". This makes healthier options available for the people. Millets in addition to being healthy, and regarded as superfoods, also consume at least 20% less water, making them more eco-friendly.

Shaneer N Siddiqui : How do you see the future of Indian exports to the Middle East after the completion of the India, the United States, Saudi Arabia, and the United Arab Emirates (UAE) agreement for regional railway connectivity?

H. E. Sunjay Sudhir : During India's chairmanship of G-20 last year, a major connectivity initiative connecting India, the Middle East, and Europe, by the name of IMEEC, was launched. It includes India, UAE, Saudi Arabia, the US, Germany, Italy, France, and the EU. Showing the commitment of India and the UAE, the two countries signed a framework agreement on IMEEC during Prime Minister Shri Narendra Modi's visit to the UAE on 13th February 2024. IMEEC will offer alternate supply routes providing additional opportunities and impetus for exports.

**Star-studded culinary showcase,
mega-deals marked**

GULFOOD 2024

The largest-ever culinary showcase concluded today at the Dubai World Trade Centre, marking a successful five-day run for Gulfood 2024, the world's largest annual food and beverage event. Event held from 19th to 23rd February 2024 at Dubai International Convention & Exhibition Center.



Across the five days of the show, a star-studded line-up of internationally renowned chefs sharing 25 Michelin stars showcased traditional cooking methods, elevated authentic ingredients, and revealed the stories behind the world's most beloved dishes in over 90 Masterclasses. Meanwhile, at Chef Talks, established and up-and-coming chefs gave insights into the dishes that would take the world by storm that year, along with culinary tips and tricks.

Top names participating in the program included Chef Alain Passard of L'Arpege, Chef Enrico Cerea of da Vittorio, Chef Joan Roca of El Celler de Can Roca, and Chef Mark Donald of The Glenturret. Home-grown talent included Chef Vladimir Mukhin of White Rabbit Krasota in Dubai. This year's theme highlighted the union of rich heritage and traditional culinary practices with modern, trendsetting innovative techniques.

Dubai World Cuisine, a series of city-wide dinner collaborations between homegrown chefs and culinary icons from around Europe aimed at shaping the cultural identity of Dubai and helping establish it on the world's culinary map, had already seen successful dinners at six Dubai culinary landmarks – Krasota, Lowe, Takahisa, Armani Ristorante, Folly, and F.R.N.D.S. Grand Cafe.

H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, and Minister of Finance, toured the 29th edition of Gulfood, the world's largest annual global food and beverage (F&B) sourcing event.

Speaking on the occasion, Sheikh Maktoum said Gulfood 2024 exemplified Dubai's growing role in fostering innovation, sustainability, and excellence in major global industries. By showcasing the groundbreaking ideas and trends that would shape the food industry of tomorrow, Gulfood reinforced Dubai's position as a growth catalyst in the



Trixie LohMirmand
Executive Vice President, Dubai World Trade Centre

global sector.

Sheikh Maktoum highlighted that that year's edition of the event had once again generated exciting new opportunities, partnerships, and insights that could enhance the global F&B ecosystem and supply chain. He noted that

The event saw tie-ups between Michelin-starred chef Akira Back and Pepe Solla, chef and owner at one-Michelin-star Casa Solla restaurant, and Chef Kelvin Cheung of Jun's, Dubai, and Begona Rodrigo of La Salita in the Valencian capital, a Michelin star recipient and acclaimed vegetable chef.

Tracy Reynolds, Consul-General of Canada in Dubai, commented, "The UAE was a major market for us and a major hub for the region and beyond. Last year, the UAE exported about US\$50 million worth of food products to Canada, while Canada exported almost US\$700 million a year to the UAE.

Last year Canadian companies accounted for 45% of all foreign direct investment into Dubai. We knew that if we came to Gulfood and did business, it went beyond just the UAE and the Gulf market. They had the ability to develop other markets throughout the region".



events like Gulfood contributed to advancing the goals of the Dubai Economic Agenda D33 to double the city's GDP and establish it as one of the world's top three urban economies.

The vast global participation that Gulfood had drawn further demonstrated Dubai's ability to create platforms to connect markets and bring together talent, investors, and innovators from across the globe to unlock new possibilities in key industries, Sheikh Maktoum further said.

Sheikh Maktoum was accompanied on his visit by Helal Al Marri, Director-General of the Dubai World Trade Centre Authority (DWTCA).

At the Gulfood Inspire Conference meanwhile, leading global food futurologist Dr. Morgaine Gaye took participants through a fascinating look at the F&B trends coming down the track, including a greater focus on sustainability and eco-friendly products, reducing and reusing waste and packaging, growth of locally sourced products, a return to forgotten, heritage local and regional flavors, more hand-crafted products, attention to aesthetics, and many more.

Bandar Akrin, Founder and CEO of Kinza, commented, "During the Gulfood exhibition, we signed partnerships to enter ten new markets, and

we were in negotiations with a number of commercial partners to open factories and license manufacturing in further new markets.”

Martin Camus, VP – Procurement, DNATA USA, commented, “I found Gulfood this year to be a fantastic event, and managed to meet with suppliers from all over the globe. The key trends I noticed this year were a lot more focus from suppliers on consistency and quality, and also a lot more details about their supply chains and sustainability”.

Mohammed Hamad Al Shayea, CEO of Al Watania Poultry stated: “Al Watania Poultry was considered the largest poultry-producing company in the Middle East. Participation in the Gulfood show every year was a priority for us since it provided a world-class platform to meet and communicate with clients. We met several representatives of significant companies and discussed ways of cooperating and closing transactions. Al Watania Poultry was dedicated to improving regional food security and strengthening industry standards. The company had a varied array of products, including more than 150 food products. All of the products we displayed during our participation in the exhibition were favorably accepted by everyone who had the opportunity to sample them in a dedicated tasting zone within the pavilion.

On this day, February 22, Founding Day, we all came together, leadership and people, to show our pride in our rich history and great legacy, and to renew our commitment to preserving and building on these accomplishments to secure a prosperous future for the next generation. Foundation Day was a time to reflect on our journey and appreciate the lessons we'd learned in order to be a light of hope for the future. We confirmed our unwavering commitment to supporting the Kingdom's economic development and progress, as well as representing it at global events like Gulfood.”

Martin Camus, VP –



Tracy Reynolds
Consul-General of Canada
in Dubai



The UAE was a major market for us and a major hub for the region and beyond. Last year, the UAE exported about US\$50 million worth of food products to Canada, while Canada exported almost US\$700 million a year to the UAE. Last year Canadian companies accounted for 45% of all foreign direct investment into Dubai. We knew that if we came to Gulfood and did business, it went beyond just the UAE and the Gulf market. They had the ability to develop other markets throughout the region.

Procurement, DNATA USA commented: “I found Gulfood this year to be a fantastic event, and managed to meet with suppliers from all over the globe. The key trends I noticed this year were a lot more focus from suppliers on consistency and quality, and also a lot more details about their supply chains and sustainability”.

Across 24 halls, over 5,500 exhibitors including 125 country pavilions continued to make real business connections and conclude commercial deals and partnerships totaling billions of dollars.

Bryony Hillless, Australian Consul-General Dubai, and General Manager Middle East, Africa and Pakistan commented: “Australia exported almost USD3.2 billion to the UAE and close to USD 1.3 billion of that was actually comprised of food and agricultural exports. So it was a really significant component of the two-way trade that we had between Australia and the UAE.

Australia had been at Gulfood since the beginning, and had seen it grow from being a regional trade show into this global phenomenon. It was absolutely a global event when it came to the food and beverage industry and it was where you had to be if you had an amazing product”.

Greg Tyler, President & CEO of USA Poultry & Egg Export Council added: “Last year during the show we recorded USD2.6 million in sales on the spot, with an additional USD7.5 million after the show, and made 160 new contacts. 2024 was going to be a much bigger show - I expected that we were going to have some very good foot traffic for the remainder of the show”.

“Gulfood served as a pivotal showcase, offering us a pioneering platform to engage with industry peers, unveil cutting-edge innovations and seize new business opportunities. Aligned with our core values, the exhibition's global prominence

fortified our standing within the F&B industry, facilitating strategic partnerships and extending our footprint across varied markets” said Rizwan Ahmed, Executive Director at IFFCO Group.

Abdul Karim Al-Hamdawi, General Manager of the promotional program for Tunisian canned olive oil, confirmed that participation in Gulfood was among their priorities due to its significant importance in the global food and beverage sector. He stated: “Tunisia's participation in Gulfood 2024 aimed to support exports of Tunisian canned olive oil to the Arab Gulf markets, which were considered promising markets. Gulfood 2024 would enhance the presence of Tunisian olive oil in global markets in general, and enable Tunisian olive oil companies to develop commercial relationships and enhance international cooperation in this field to gain access to new markets”.

For almost three decades, Gulfood had been at the cutting edge of the industry, a platform showcasing the latest innovations in the food industry. The Gulfood Innovation Awards celebrated excellence in new product development, and championed ground-breaking new products launched within the past calendar year, with winners now announced across all 10 categories:

- Best Beverage Product - Corporate Trade House for Di Sana Pianta Organic Drinks
- Best Dairy Product - Do Me A Flavour for Do Me A Flavour Butter
- Best Frozen/Chilled Product - KYnext LLC for Frozen Emperor Oysters
- Best Health and Wellness



Bryony Hillless
Australian Consul-General Dubai, and General Manager Middle East, Africa and Pakistan



Australia exported almost USD3.2 billion to the UAE and close to USD 1.3 billion of that was actually comprised of food and agricultural exports. So it was a really significant component of the two-way trade that we had between Australia and the UAE. Australia had been at Gulfood since the beginning, and had seen it grow from being a regional trade show into this global phenomenon. It was absolutely a global event when it came to the food and beverage industry and it was where you had to be if you had an amazing product.



- Product - YOOK Production AS for Organic Oat Drink
- Best Heritage Food - Argiolas Formaggi S.r.l for Nurè Cheese
 - Best Meat/Poultry Product - MHP Food Trading LLC for MENA Protein Chicken Snack
 - Best Packaging Design - The Fine Cheese Co. for Miss American Pie Biscuits Pouch
 - Best Ready-to-Eat Product – Freshcourt for Avocado Salads
 - Best Sauce, Condiment or Preserve - Maison Goubet for Vine Jelly
 - Best Snacks/Baked Product - The Fine Cheese Co. for Miller's Elements – Seaweed Crackers

Gulfood created a platform for companies in the food industry to present their products, services, and solutions to influential buyers from across the globe, facilitating intercontinental business deals and serving as the ultimate focal point for the world of food and beverage sourcing.

The Ministry of Climate Change and Environment (MOCCA) signed a Memorandum of Understanding (MoU) with the Ministry of Agriculture of the Republic of Lithuania to collaborate in developing sustainable food systems, supporting agricultural and food exchange, and investing in the agriculture sector during the Gulfood. The MoU was signed by His Excellency Mohammed Saeed Al Nuaimi, Undersecretary of MOCCA, and Vytenis Tomkus, Vice-Minister at the Ministry of Agriculture of Lithuania, at the MOCCA's headquarters in Dubai.

His Excellency Mohammed Saeed Al Nuaimi said: "We are





**His Excellency
Mohammed Saeed Al
Nuaimi**

“

We are pleased to collaborate with the Ministry of Agriculture in the Republic of Lithuania, aiming to ensure mutual benefits by exchanging agricultural. This aligns with our focus on utilizing food systems to address climate and food security challenges simultaneously. We affirm that this collaboration, among others, contributes to our efforts to enhance the sustainability of local agricultural products and empower local farmers by transferring knowledge and experiences.

pleased to collaborate with the Ministry of Agriculture in the Republic of Lithuania, aiming to ensure mutual benefits by exchanging agricultural. This aligns with our focus on utilizing food systems to address climate and food security challenges simultaneously. We affirm that this collaboration, among others, contributes to our efforts to enhance the sustainability of local agricultural products and empower local farmers by transferring knowledge and experiences.”

The MoU includes sharing knowledge on organic agriculture and sustainable farming, soil improvement techniques, climate change mitigation, nature conservation, food safety, ensuring the quality and safety of agricultural products, as well as plant and animal health measures. (UAE PHOTO OF MOU SIGNING)

GMG accelerated its farm-to-fork strategy at Gulfood with innovative product launches:

GMG, a global well-being company retailing, distributing, and manufacturing a portfolio of leading international and home-grown brands across sport, everyday goods, health and beauty, properties, and logistics sectors, launched their latest brand and product innovation at Gulfood 2024 - the world's largest annual F&B sourcing event.

Aligned with GMG's values to keep evolving and reflect their commitment to meeting the changing needs and preferences of consumers, GMG introduced their latest product innovation of Farm Fresh Chicken Chips, “Shnax”. Crafted entirely from 100% chicken, these chips offered consumers a healthier snacking option, reshaping perceptions of traditional snacks and reflecting the company's path to growth and excellence.

GMG brought back the tales of the Spice Route from East to West through their “Herbs & Spices Maison”, featuring RUH, AL

SERR, & SAPORA. Additionally, GMG utilized the space as a platform to preview their latest food brands, “La Invitada”, a fusion Tex-Mex brand, and “AL SERR,” their newest food brand, a portfolio of spices, sauces, and condiments.

Mohammad A Baker, Deputy Chairman, and CEO of GMG, stated, “Gulfood was a strategic platform that propelled us into the future, where we proudly unveiled our cutting-edge products and underscored our sustained growth and strategic partnerships. This platform served as a beacon that highlighted GMG's innovative spirit and our unique value proposition within the bustling food sector of the region. Our pioneering portfolio of new food products and engaging stories behind our brands enabled us to connect directly with industry leaders, stakeholders, and consumers at the show. Furthermore, our unique collaboration with the American University in Dubai to design our stand exemplified GMG's vision to support and empower the next generation, bringing us closer than ever to our community.”

The company's 'Farm to Fork' strategy was the key driver for this vision, which covered the entire food consumption chain, from homegrown food brands to food retail stores that distributed a plethora of brands.

Roy Nasrallah, Vice President - Marketing at GMG, stated, “At GMG, our core focus was on our consumers and pioneering innovation. The food sector presented us with a thrilling opportunity to harness our creativity, delivering unparalleled brand experiences that resonated with our audience. This year, we elevated our strategy to new heights by unveiling 'Shnax' under our Farm Fresh brand. This move signified a dynamic shift from traditional frozen offerings to a lively and engaging snacking option specifically designed to appeal to the health-conscious consumer. It was a bold step that reflected our commitment to revolutionizing the snacking landscape.”

DUBAI INTERNATIONAL BOAT SHOW

Abuzz with High Value Sales Underlining
Its Reputation as Hub for Marine Business

Dubai International
Boat Show extends
agreement with
Dubai Harbour with
plans to expand and
grow further



SHANEER N SIDDIQUI



Dubai International Boat Show, the Middle East, Africa and Asia's largest and most established maritime show, has wrapped up following a hugely successful week of high value boat sales, important discussions addressing industry developments, groundbreaking agreements and partnerships set to shape the future of the yachting world. Show happened from 28th February to 3rd March, 2024.

The exhibition is recognised as one of the most influential boat shows in the world and has accelerated the international yachting industry during its five-day run, proving why Dubai has fast become one of the most sought-after marine leisure tourism hubs.

We look at some of the biggest developments throughout the five-day celebration of all things maritime:

Top sales

Evidencing the Dubai International Boat Show as a platform to connect major boat builders with HNWI and UHNWI, major sales were made by Athaus Yachts, who sold their Lamborghini 63 built by Tecnomar Yachts, hull #19 to a UAE expat. Upon sharing this exciting news Beatrice Chiardi said: "It has been an exciting show with really strong negotiations nearly closed from day two onwards. We've welcomed younger visitors from different countries at our stand this year, with the potential to buy. This show is the place to be in terms of meeting people from the industry and it really is the best place in the world to be, to work together."

SanLorenzo, which also sold three yachts at the exhibition, highlighted the show as a platform to reach new potential buyers and long-standing clients alike for impactful sales. "We are extremely happy this year, as we have welcomed more people than last. And we are happy that this is the first time



Abeer AlShaali
Deputy Managing Director
at Gulf Craft Group



Gulf Craft Group has sold multiple of its iconic vessels during the show, from its award-winning Majesty Yachts, renowned Nomad Yacht, and sleek Silvercraft and SilverCAT brands with many more deals in the pipeline. Furthermore, we proudly unveiled our latest advancements, staying attuned to international trends and demonstrating our commitment to evolving alongside the industry.

we have three SanLorenzo boats represented at the show, as compared to last year, and all three of them were sold. Next time we hope to bring even more," said a representative of SanLorenzo.

Abeer AlShaali, Deputy Managing Director at Gulf Craft Group, commented: "Gulf Craft Group has sold multiple of its iconic vessels during the show, from its award-winning Majesty Yachts, renowned Nomad Yacht, and sleek Silvercraft and SilverCAT brands with many more deals in the pipeline. Furthermore, we proudly unveiled our latest advancements, staying attuned to international trends and demonstrating our commitment to evolving alongside the industry."

MTM Group, which is participating at the show for the 18th time, sold over 10 jet skis, and have promised to return again next year upon seeing the incredible response that has been increasing annually. Bassem Wazafi, General Manager of MTM Group, said: "The sales we've seen this year at the show have been a result

of the incredible organisation of the show itself. It was the best I think, so far. We're going to continue next year as well and we're going to rebook."

Most important trends

Varied visitors and buyers were welcomed by exhibitors with multiple yacht builders recognising the diversification in this year's edition, seeing an increase in European and Arab prospective buyers.

Sustainability continued to be in focus for the Dubai International Boat Show with exhibitor Sunreef presenting two fully electric yachts – electric sail and electric power. Demonstrating its commitment to providing excellence with safety for the environment, the yachts follow an energy efficient concept with sustainable air energy saving air conditioning and elements of the yacht made from plant-based composites. Artur Poloczanski, Public Relations Director At Sunreef Yachts, said: "I'm most excited about announcing our Ras Al Khaimah shipyard at the Dubai International Boat Show. We started out over 20 years ago in

Poland and now we're branching out into the UAE. This follows our news from last year when we announced the opening of our Dubai office."

Azimut's 'green path' already includes the first fuel cell tested on board, the first hybrid yacht and a fleet of Low Emission Yachts, as well as the alliance with Eni Live (Eni Sustainable Mobility) for the decarbonisation of yachting to supply HVOLution. Enrico Chiaussa – Azimut Chief Commercial Officer EMEA APAC, said, "The yachting industry is undergoing a revolution in terms of sustainability, a topic which is increasingly important to clients all over the world, and we have been leading the way in this direction for years. Sustainability is inherent in Azimut's DNA: for more than two decades we have been investing towards this goal and developing the best available technologies to make a real difference."

Landmark agreements

The decision to host Dubai International Boat Show at Dubai Harbour for its 31st edition was agreed on site with Trixie LohMirmand, EVP – Dubai World Trade Centre, and Abdulla Binhabtoor, Chief Portfolio Management Officer at Shamal Holding, the owner and curator of Dubai Harbour, confirming a long-term partnership that provides the global yachting community with further opportunities for growth.

Members-only boat club, The Captain's Club, announced its plans to expand from Dubai into Kuwait, evidencing the development of the regional maritime sector and the impact the Dubai International Boat Show has on professionals in the maritime sector. Zaid Shouly said: "As CEO of The Captain's Club, I am thrilled to unveil our groundbreaking franchise partnership with Al Boom Marine, heralding the launch of our prestigious annual membership services in Kuwait. This exciting collaboration represents a monumental leap forward in our mission

to extend our maritime excellence beyond the UAE's shores. Together with Al Boom Marine, we are empowering enthusiasts in Kuwait to embark on unforgettable boating adventures, delivering the same unrivalled standard of excellence and dedication to quality that defines The Captain's Club.

Marine Services One, a leading UAE provider of yacht repairs, refits, and marine equipment distribution for leisure yachting, announced the addition of three new partners to its portfolio during the annual event: Italvipla, Osmosea, and Tikal Marine Systems. The announcement expands the company's capabilities to deliver for its clients and offer more comprehensive solutions, superior quality and value for money.

Proudly UAE: Local Brands Led the Charge at Dubai International Boat Show

Exhibitors from the UAE shone as visitors from all around the world marveled at yachts and product displays by Gulf Craft, Dubai Police, Al Fajer, and Dubai International Marine Club.

After three decades as a strategic platform enhancing the global appeal of the UAE's homegrown marine sector, a host of the country's most innovative brands proudly showcased their latest luxury lifestyle products at the 30th-

anniversary edition of Dubai International Boat Show - the region's largest and most established marine lifestyle event – which ran until Sunday 3 March at Dubai Harbour.

Loud and proud

Nestled between Hypercar Avenue and the event's dedicated Fishing Village, the Proudly UAE section of the 30th Dubai International Boat Show amplified the country's maritime heritage and showcased its best locally made vessels, nautical products, and innovations.

Dubai-based Al Suwaidi Marine (ASM) launched two new fishing boat vessels: a 36-foot craft and a smaller 31-foot sport craft. For Mohammed Al Suwaidi, ASM's Chairman, leveraging this year's event to unveil the two boats was a straightforward decision.

"This was the biggest boat show in the region, so for me, every boat builder should have participated," said Al Suwaidi. "The title 'Proudly UAE' was very nice because we were indeed proud to be from the Emirates, and we were also proud to introduce our products here for the first time. Launching our new vessels at Dubai International Boat Show ensured we attracted more attention, which they deserved because they were very good quality craft made right here in the UAE."

Racing excellence



Visitors flocked to see two spectacular racing boats designed and manufactured by the Dubai International Marine Club (DIMC) in collaboration with Dubai's world-famous Victory Team. Doubling up as both exhibitors and activation leaders, DIMC led the Dubai Fishing Competition for Kingfish and Cobia, as well as the event's dedicated freestyle and HydroFly competitions.

Dubai Police

Synonymous with its fleet of eye-popping supercars, the prestigious Dubai Police wowed local and international visitors with its fleet of premium sea-based vessels. Showcasing excellence in law enforcement, the fleet included the award-winning racing Jetski which had participated in world championships, a pioneering Jet Car capable of speeds of up to 80 km an hour on water that was a favorite in UAE National Day celebrations, as well as the official patrol boat.

UAE boat builders in the spotlight

Al Fajer Marine, one of the UAE's largest boat builders, reported a host of global interest in its vessels including European buyers hailing from Germany and Spain, as well as GCC-based client prospects. The company launched at the show the S-Class 90, and the Sunrise 60. The former measured in at 92 feet and could go up to 45 knots, while the latter was 61.5 feet and could get up to speeds of 27 knots.

Legacy show partner, Gulf Craft, which had 15 vessels at this year's event, reiterated the significance of Dubai International Boat Show reaching its 30th-anniversary milestone at a time when population and infrastructure growth had established Dubai as an essential sales point for superyacht manufacturers all over the world.

Abeer AlShaali, Deputy Managing Director of Gulf Craft, said: "For Gulf Craft, Dubai



“ Through this boat show we have been able to initiate talks and negotiations to have representatives and ambassadors for Al Fajer Marine in Australia, Maldives and the UK. If these negotiations get confirmed in the future, they would be the first of its kind for Al Fajer Marine - a result of this incredible boat show.

Ali Khreis
Promotion Manager at Al Fajer Marine

International Boat Show was our home show. We felt a strong connection to the event - we believed in it, and we believed in the power it had for the entire industry. I had been personally having meetings since the day before the show with different stakeholders around the world, talking about the importance of this show. It brought together clients, boat builders, suppliers, associations, like SYBAss. I thought it was a great opportunity for us in the MENA region to really discuss what was going on in our industry. This was where we got to display our boats and impress our clients and the wider city of Dubai which had really opened its arms to the marine industry."

Taking place until March 3 at Dubai Harbour, Dubai International Boat Show showcased an extensive array of international marine attractions from more than 1,000 different brands, including 400 new

companies. And over 200-plus crafts by the world's leading yachting companies.

The Top Trends and Themes From: Dubai International Boat Show 2024

- From VR tours and Gen Z command centers to the need for patience with hydrogen, last year's Dubai International Boat Show progressed the nautical narrative

Over the past three decades, Dubai International Boat Show has evolved into the Middle East's most renowned yachting event, setting trends, driving change, and heightening focus on underrepresented issues and themes. Last week, the region's largest and most established marine lifestyle show celebrated its 30th anniversary until March 3, with the show once again setting the agenda for the region's maritime industry.

Whether it was virtual tours of private superyachts or engaging live demonstrations of new tech, insights into generational differences in boatbuilding or spotting modern Italian style on the show floor, we looked at some of the key trends, themes, and things to see at Dubai International Boat Show 2024 that made it such a must-attend event for maritime enthusiasts, industry professionals, and the curious public.

Livin' La Vida Luxuriously

The co-located Marine Luxury Lifestyle exhibition was a celebration of high-end maritime living, showcasing everything from regional destinations

such as Yas Marina and Saudi Arabia's NEOM, to Maui Jim sunglasses and Middle Eastern clothing brand Carter & White, which specialized in Egyptian cotton. Visitors could immerse themselves in opulence, with displays showcasing the best in nautical affluence and marine technology. At the Seakeeper stand, guests could view engaging live demonstrations of the company's innovations, designed to ensure stability in the water by reducing boat roll and pitch. As Ryan Albers, Director of Sales & Support at Seakeeper Ride, said: "The most obnoxious part of boating is the rolling or the slam of the bow as the waves come. If you could eliminate 70-80 per cent of the violence occurring, it makes boating more pleasurable and keeps you and your guests on the boat for longer."

The Generation Game Forget Hemingway and his Old Man and the Sea, last year's Dubai International Boat Show was all about appealing to younger generations. In the air-conditioned main tent, amid the Formula One cars and strutting influencers, Australia's Echo Yachts allowed visitors to strap on a Meta Quest 3 headset, virtually step aboard its 84m White Rabbit superyacht, and explore every inch of the largest trimaran the world had ever seen. Down on the show's impressive Superyacht Avenue, Feadship's Chief Marketing Officer Farouk Nefzi gave another insight into the preferences of the younger generation. Feadship's concept yacht Pure featured a windowless command center filled entirely with screens. "When we unveiled this, older captains said: 'No windows; no way!'" said Nefzi. "But the younger generations were the opposite. They were like: 'Yes! It's the ultimate gaming console, I love it!'"

Translucent with a Tint of Green

Whether it was a trimaran that used 40 per cent less power than a similarly sized monohull



to achieve the same top speed or a vessel with a solar-paneled roof that generated the energy to run its interior electrics, the focus more than ever was on the environment. Like many manufacturers, Dubai-owned Gulf Craft Group experimented with the use of hydrogen propulsion, but Mohammed Alshaali, chairman of Gulf Craft, said it would take time. "This is a process not a decision," he said. "You cannot just decide to move from diesel or gasoline to electric or hydrogen overnight, but the damage to the environment done by the yard is something like 0.002 per cent, so it's very minimal compared to other sources of threat to the environment. That said, we hoped to launch something soon."

International Interest

From St Kitts & Nevis to Bulgaria, a host of national flags fluttered in Dubai Harbour last week while exhibitors had traveled in from more than 55 countries, including four debut nations in the form of Austria, Finland, South Korea, and Sweden. Yet for those walking through the tented area, visitors could be forgiven for thinking they had been transported to Italy. The central walkway featured brand representatives from more than a dozen Italian companies such as Zar Formenti, Fidema Group, and the Italian Trade Agency. Italia Yachts' Fabio Pignatelli attended last year's DIBS and said this year he had noted a jump in the

number of people with genuine interest in learning about boats from other parts of the world. "Here in Dubai, I can see there is a real passion and curiosity to understand the boats and the industry in general. This is different from Italy and it is very nice – to see, to discuss, to share information," he added.

Room with a View

While the show had more than 200 boats on display last week, exhibitor and show partner Sobha Real Estate had grabbed with both hands the opportunity to put its latest marine-based project in front of ultra-high net worth individuals and show that terra firma could still hold appeal. Located at Dubai Harbour and set for completion in 2026, Sobha Seahaven would be a premium sea-facing destination with ultra-luxury 1-4-bedroom apartments and exclusive amenities. With prices starting from Dh3.2m and rising to as high as Dh135m for one of its three penthouses, the Sobha sales team were in high demand last week. Curiously, Sobha staff said Arabs were not among the top three nationalities purchasing the apartments – instead, Russians, Indians, and Chinese were the three moving quickest to snap up their latest investments off-plan.

Taking place until March 3 at Dubai Harbour, the Dubai International Boat Show showcased an extensive array of international marine attractions from more than 1,000 different brands, including 400 new companies.

DUBAI CHAMBERS ATTRACTS MORE THAN 67,000 NEW MEMBER

COMPANIES AS THE VALUE
OF MEMBERS' EXPORTS AND
RE-EXPORTS SOARS TO OVER
AED 284 BILLION DURING AN
EXCEPTIONAL YEAR



SHANEER N SIDDIQUI



- Dubai Chambers attracted 34 multinational companies (MNCs), 104 small and medium-sized enterprises (SMEs), and 9 MNCs in the digital industries.
- Dubai International Chamber opened 16 new international representative offices in 2023 to expand its global network to 31 offices around the world.
- The number of active members of Dubai Chamber of Commerce grew by 26.8% compared to 2022 to reach a total of 217,788.
- The chamber recorded a 20% annual growth in the number of new members, while the value of members' exports and re-exports increased by 4.3%.
- Dubai Chamber of Digital Economy attracted 549 high-tech startups to Dubai and published six insightful reports on the emirate's digital economy.
- Dubai Chamber of Commerce reviewed 111 laws and draft laws and achieved an adoption rate of 53% for the recommendations proposed.
- 5,492 ATA Carnets were issued and received by the chamber with a combined value of AED 5 billion, increasing by 47% over the previous year's value.
- 76 new Business Groups were established during 2023 to represent the interests of diverse sectors, bringing the total number of business groups to 105.
- Dubai Chamber of Digital Economy oversaw the launch of the 'Create Apps in Dubai' initiative with programmes including the Emirati Training Academy and the 'App Olympics' competition.

Dubai Chambers and the three chambers operating under its umbrella – Dubai Chamber of Commerce, Dubai International Chamber and Dubai Chamber of Digital Economy – have continued to make significant progress towards achieving their strategic priorities and unveiled an impressive set of results from 2023 that align closely with the objectives of the Dubai Economic Agenda (D33).

The chambers' strategic priorities focus on enhancing Dubai's favourable business environment, attracting foreign investments and international companies to the emirate, assisting member companies to expand abroad, and accelerating the growth of Dubai's digital economy.

During the annual media briefing organised today at Dubai Chambers' headquarters, it was revealed that 67,222 new companies joined as members of Dubai Chamber of Commerce in 2023. This impressive figure is the highest number of new members during any year in the chamber's history and represents year-over-year (YoY) growth of 20%. The number of active members of Dubai Chamber of Commerce also grew by 26.8% compared to 2022 to reach a total of 217,788, while the value of members' exports and re-exports increased to over AED 284 billion, with YoY growth of 4.3%.

Dubai International Chamber successfully attracted 138 overseas businesses to the emirate. These included 34 multinational companies (MNCs) – an increase of 580% compared to 2022 – and 104 small and medium-sized enterprises (SMEs), representing YoY growth of 550%. The chamber also supported the international expansion of 77 local companies, achieving a record annual growth rate of 756%, and increased its network of international representative offices to 31 with the launch of 16 new offices around the world in 2023.

Meanwhile, Dubai Chamber of Digital Economy continued to strengthen the emirate's digital

leadership by attracting nine MNCs operating in the digital industries to Dubai, together with 549 high-tech startups to achieve an annual growth rate of 916%. The chamber also successfully hosted Expand North Star, established a new platform to support and attract businesses to Dubai, oversaw the launch of the 'Create Apps in Dubai' initiative, and published six insightful reports on the emirate's digital economy.

The annual media briefing event featured an interactive media Q&A session with the participation of His Excellency Abdul Aziz Abdulla Al Ghurair, Chairman of Dubai Chambers; His Excellency Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications and Chairman of Dubai Chamber of Digital Economy; His Excellency Sultan Ahmed bin Sulayem, Chairman of Dubai International Chamber; and His Excellency Mohammad Ali Rashed Lootah, President and CEO of Dubai Chambers.

Dubai Chamber of Commerce: Nurturing a favourable business environment

Dubai Chamber of Commerce issued 735,155 certificates of origin in 2023, while the number of member exporters achieved YoY growth of 9.1% to rise to 13,688. In addition, 5,492 ATA Carnets were issued and received for commodities with a combined value of AED 5 billion, representing a remarkable YoY growth in value of 47%.

The chamber announced the establishment of 76 new sector-specific Business Groups in 2023, bringing the total number to 105. A combined total of 145 meetings were also held with Business Groups and Councils. The chamber's Business Advocacy sector reviewed a total of 111 laws and draft laws in cooperation with Business Groups, with the resulting recommendations achieving an adoption rate of 53%. Dubai Chamber of Commerce also received 141 mediation cases with a combined value of around AED 49.6 million, with 75% of the cases successfully settled.

Commenting on the achievements, His Excellency Abdul Aziz Abdulla Al Ghurair, Chairman of Dubai Chambers, said: "2023 has been another year of landmark achievements for Dubai Chambers in which we furthered our commitment to serving our members' interests. The record growth in the number of new member companies is a testament to our success in enhancing the competitiveness of the business community. Supporting the private sector remains a key priority for Dubai Chambers as part of our drive to achieve the wise leadership's vision to advance sustainable development and achieve the objectives of the Dubai Economic Agenda (D33)."

Dubai Chamber of Digital Economy: Developing world-class digital capabilities and infrastructure

Dubai Chamber of Digital Economy organised 10 workshops on various topics impacting the digital industries to identify the challenges facing the sector, while two additional workshops brought together key government entities to explore effective solutions. The chamber also organised 24 roadshows encompassing the Middle East, Africa, Asia, and Europe to help attract international digital companies of types and sizes.

In October, the chamber hosted Expand North Star, a four-day mega event billed as the world's largest gathering of startups and investors. The event attracted 33,060 participants from across the globe, together with 855 investors managing assets worth over US\$ 1 trillion. The exhibition featured 1,604 startups from 91 countries, including more than 400 companies specialising in artificial intelligence and 52 unicorn companies with a combined value of US\$ 663 billion.

Last year also witnessed the launch of 'Create Apps in Dubai' initiative by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai. Led by Dubai Chamber of Digital

Economy, the initiative aims to equip 1,000 Emiratis with the knowledge and skills to build a successful career in mobile application development. 'Create Apps in Dubai' seeks to triple the number of app developers by 2025, as well as support 100 new national projects for the development of cutting-edge applications that will be made available in digital app stores. As part of the initiative, Dubai Chamber of Digital Economy launched the Emirati Training Academy and the 'App Olympics' competition.

The chamber also launched the 'Business in Dubai' platform in October to provide practical support to businesses looking to launch or expand their activities in the emirate. The platform offers a package of institutional services in partnership with several partners, in addition to a business matchmaking service designed to connect companies with potential partners, investors, and customers. The chamber signed 14 MoUs with partners to deliver services through the platform, which attracted 365 applications from companies wishing to benefit from the services available.

His Excellency Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications and Chairman of Dubai Chamber of Digital Economy, emphasised the important role of digital technology in providing opportunities and building prospects to drive growth. The chamber is working to achieve its strategic objectives by designing programmes and initiatives that develop the emirate's digital infrastructure and building Dubai's digital future by enhancing entrepreneurship and innovation to enable Dubai to reach the ranks of the world's leading future economic models.

His Excellency stated that the visions of the UAE government are based on envisioning the future of the technology sector, adopting proactiveness, building readiness, and enhancing resilience in facing its challenges by empowering national talents and youth with the digital skills necessary to enhance innovation

and create the next generation of technology leaders.

Dubai International Chamber: Driving growth in inward investments

Dubai International Chamber launched a total of 16 new international representative offices in 2023 to expand its global network to 31 offices across five continents. The new openings place the chamber firmly on track to achieve the target of establishing 50 offices by 2030 outlined in the 'Dubai Global' initiative launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council of Dubai. Working with its new and established international offices, the chamber facilitated a total of 3,762 meetings with overseas investors seeking to expand into Dubai.

The chamber led a total of 116 foreign trade missions to promote Dubai and attract investments, representing a YoY increase of 190%. The missions visited 68 cities in 44 countries, an increase of 113% in the number of cities visited compared to 2022. Dubai International Chamber also hosted 237 visiting delegations with a total of 600 participants.

In addition to attracting foreign companies and investments, the chamber successfully launched several initiatives to support the overseas expansion of Dubai-based businesses including the 'New Horizons' and 'Global Expansion Series' initiatives.

His Excellency Sultan Ahmed bin Sulayem, Chairman of Dubai International Chamber, commented: "The chamber plays a vital role in supporting the Dubai Economic Agenda (D33) through its integrated network of overseas offices, which are dedicated to attracting investments, supporting the international expansion of Dubai companies, and introducing the emirate's competitive advantages to global investors. Our achievements over the past year serve to further cement Dubai's position as a globally renowned incubator for foreign direct investment."

Dubai Centre for Family Businesses: Ensuring the sustainability of family businesses

Launched under the umbrella of Dubai Chambers in May last year, the Dubai Centre for Family Businesses conducted 40 family visits and developed three educational certification programmes for family members and advisors. These included the Dubai Family Business Management Programme and the Family Business Advisory Certification Programme, which attracted the participation of 22 advisors.

The centre also successfully concluded six sessions in its 'Governance Series' programme with the participation of 234 family business representatives and facilitated training and education programmes for 86 family business leaders as part of the Dubai Family Business Management Programme.

In addition, the Dubai Centre for Family Businesses developed six guidance toolkits for family enterprises and hosted the inaugural edition of the Campden Global Owners and Family Office Congress, the world's largest gathering for family businesses, with the participation of over 300 companies and family offices. The centre also signed an agreement with the Family Firm Institute to facilitate access to educational material for family businesses in Dubai.

Serving the needs of Dubai's business community

His Excellency Mohammad Ali Rashed Lootah, President and CEO of Dubai Chambers, added: "Dubai Chambers has successfully achieved many of its strategic objectives, despite the global climate of economic uncertainty. We are committed to strengthening partnerships between the public and private sectors and driving economic growth while focusing on the interests of our members and businesses in Dubai. This year, we will continue to work closely with our partners to support the emirate's dynamic business community through impactful initiatives, programmes, and services."



MAHABIZ Convention

Uniting Global Leaders for Sustainable Growth and Collaboration

The Gulf Maharashtra Business Forum Global (GMBF) hosted a two-day convention MAHABIZ in Dubai on February 24th and 25th, 2024, with the theme of “Connect, Expand, and Grow.”

GMBF concluded its event MAHABIZ, focusing on business expansion and collaboration. The Gulf Maharashtra Business Forum Global (GMBF) hosted a two-day convention MAHABIZ in Dubai on February 24th and 25th, 2024, with the theme of “Connect, Expand, and Grow.”

The event attracted prominent personalities, businessmen, local and international leaders, ministers, and politicians. The first day emphasized the potential of startups in the Middle East and opportunities in African nations.

A panel discussion featuring startup experts Deepak Ahuja, Sonali Goila, Mann Midha, and Nilmani Gautam explored navigating the GCC startup landscape. They highlighted the region’s opportunities and challenges, concluding that the Middle East offers a promising ecosystem for startups.

International delegates from various countries, including Japan, Ethiopia, Rwanda, UAE, South Africa, and Congo, shared insights and business prospects in green energy, crypto, and mining. Dr. Nitin Seth, Vice Chairman of G.D. Foods, from India was presented at the convention.

Rajesh Agarwal, chairman of RKG group, described GMBF as a 15-year-old organization with over 500 members, emphasizing its familial

approach and problem-solving ethos. GMBF prides itself on being a solution-oriented organization, reflecting its core philosophy.

The second day of the convention witnessed an enlightening address from Nitin Gadkari, the Indian Union Minister for Road Transport & Highways, who unveiled India’s ambitious roadmap to achieve carbon neutrality by 2070. The gathering brought together global leaders and innovators to discuss sustainable development and foster economic partnerships.

Sheikha Jawaher Bint Khalifa Al Khalifa graced the event as the Chief Guest. Minister Gadkari’s virtual discourse underscored India’s remarkable progress in renewable energy and sustainability. He emphasized groundbreaking solutions like self-sustainable aviation fuel from biomass, bio-CNG production, and bamboo-based bioethanol refining. Highlighting India’s commitment to reducing carbon footprint, Gadkari stressed the pivotal role of technology, innovation, and international collaboration in realizing this ambitious vision. Gadkari acknowledged India’s rapid embrace of electric vehicles and renewable energy sources as key drivers of sustainable progress.

He also lauded India’s

endeavors in organic farming, renewable energy, and infrastructure development, aligning with the overarching goal of achieving carbon neutrality by 2070. Mumbai’s pivotal role in India’s economic landscape, attracting substantial domestic and international investments, was also emphasized.

Satish Kumar Sivan, the Consul General of India, echoed Gadkari’s sentiments, emphasizing the deep-rooted cultural ties between India and the UAE. He highlighted recent milestones in economic collaboration, including a significant surge in bilateral trade volume, reaching USD 85 billion in the last fiscal year. Sivan shed light on recent agreements such as the Bilateral Investment Treaty (BIT) and the Intergovernmental Framework Agreement on India’s Middle East Europe Economic Corridor, aimed at bolstering economic integration and cooperation across diverse sectors.

Chandrashekhar Bhatia, chairman of GBF, hailed GMBF as a unique platform supporting emerging businesses and nurturing new talents, bridging the gap between the UAE and India. Sunil Manjrekar, President of GMBF, in his address, spotlighted the organization’s innovative fundraising efforts supporting environmental and humanitarian causes.



NEW EVENTS IN DUBAI EVENT CALENDER

DMG EVENTS TO LAUNCH LIVEABLECITIESX, FUTUREFM AND GEOWORLD IN 2024 ENHANCING GLOBAL URBAN LIVEABILITY IN 2030 AND BEYOND

- **The new events address the needs of sustainable and liveable cities to provide thought leadership and solutions for future master plans and attract investment opportunities**
- **Attracting governments, academics, urban planners, financiers, designers, businesses and tech innovators, the events to run from 26-28 November 2024 at the Dubai World Trade Centre**
- **Dubai Municipality joins the new events as Supporting Partner emphasising the need for stakeholder collaboration to build sustainable and liveable urban environments**

Dubai: As the global population surges, the urgency to reshape urban development strategies has never been more critical in developed and developing countries. In response to this need, dmg events, the leading international organisers of face-to-face events, announces the launch of LiveableCitiesX, an event that addresses the complex challenges faced by city makers worldwide and turns urban global trends into opportunities at a time when 56% of the world's population live in cities. (Source: World Bank)

The event's launch is timely in addressing the future urban planning requirements, as World Bank's projections indicate that by 2080, 80% of the world's population will reside in cities, with a substantial portion of this growth occurring in the MEASA region. Running for three days from 26-28 November 2024 at the Dubai World Trade Centre, LiveableCitiesX will be co-located with FutureFM, redefining facilities management and GeoWorld, transforming industries with geospatial excellence. The events will together spotlight master planning opportunities and the latest technologies that are reshaping cities worldwide.

"With our track record of hosting top-tier global events like Big 5 Global, The Hotel Show, INDEX and ADIPEC, we're now introducing LiveableCitiesX. This event leverages our deep understanding and experience to facilitate thought leadership, investment, networking and sustainable urban development in our fast-changing world. LiveableCitiesX will bring together government officials, scholars, urban planners, financial experts, designers, businesses, and tech innovators from around the world. By doing so, we're highlighting the importance of being proactive about urban trends and the value of collaboration among all parties to build better cities for the future," stated Matt Denton, President of dmg events.

"With its ultra-modern social and economic infrastructure, safe living environment, accessibility to other international markets, world-class facilities and being positioned at the heart of a region experiencing rapid growth and abundant investment opportunities, Dubai is firmly established as one of the most liveable cities in the world, making the city and the UAE an ideal choice as the host country for the inaugural LiveableCitiesX event."

As various regions



Matt Denton
President of dmg events



With our track record of hosting top-tier global events like Big 5 Global, The Hotel Show, INDEX and ADIPEC, we're now introducing LiveableCitiesX. This event leverages our deep understanding and experience to facilitate thought leadership, investment, networking and sustainable urban development in our fast-changing world. LiveableCitiesX will bring together government officials, scholars, urban planners, financial experts, designers, businesses, and tech innovators from around the world. By doing so, we're highlighting the importance of being proactive about urban trends and the value of collaboration among all parties to build better cities for the future,"

worldwide increasingly emphasise economic, social and environmental resilience in shaping the future of urban cities, a rising number of governments are spearheading city development initiatives that harness technology, geospatial innovation, avant-garde architecture and progressive concepts like regenerative and parametric design, artificial intelligence, robotics, 3D printing, big data, and virtual reality. Among such notable projects are THE LINE by NEOM in Saudi Arabia, the Hatta Development Plan and Masdar City in the UAE, Egypt's New Administrative Capital and New Alamein City, Bantala Greenfield City in India and Kenya's Konza Technopolis.

Supporting the development

of such projects, LiveableCitiesX provides the platform for cities, regions and countries to showcase their city's futuristic visions on a global stage to attract investments, emphasising infrastructure and sustainable urban living solutions, achievements and innovations in urban success. These innovations address the challenges posed by rapid urbanisation, attracting new buyers, fostering networking opportunities for valuable feedback on product refinement, and positioning participants as frontrunners in global urban innovation to maintain a competitive edge. The event will feature a high-level summit, educational talks programme and private closed-door round tables.



Maitha Al Nuaimi
 Director of G.I.S. Center
 Department at Dubai
 Municipality

“ The GISC department at Dubai Municipality plays a crucial role in realising our vision of creating vibrant and sustainable cities for the future. With significant projects like the Dubai Digital Twin project, we lead the way in innovation, leveraging advanced technology to shape urban environments that prioritise sustainability and enhance quality of life. Through collaboration and innovation, we are committed to showcasing our dedication to shaping Dubai's future into one of the world's most sustainable and liveable cities. We eagerly anticipate our participation in LiveableCitiesX, GeoWorld, and Future FM, as they provide invaluable platforms to highlight the transformative work of our GISC department

GeoWorld

Taking place with LiveableCitiesX, GeoWorld, the only event of its kind in the MEASA region, will highlight the rapid growth of the geospatial sector supported by a combination of large-scale projects across various sectors such as construction, oil & gas, e-commerce and agriculture. Capitalising on the progress and economic development in the region, the geospatial sector is forecasted to mark a CAGR of 8% by 2028. (Source: Mordor Intelligence)

In its inaugural edition, GeoWorld and co-located events will have garnered strong support from Dubai Municipality and the GeoWorld Council as the Supporting Partner.

“The GISC department at Dubai Municipality plays a crucial role in realising our vision of creating vibrant and

sustainable cities for the future. With significant projects like the Dubai Digital Twin project, we lead the way in innovation, leveraging advanced technology to shape urban environments that prioritise sustainability and enhance quality of life. Through collaboration and innovation, we are committed to showcasing our dedication to shaping Dubai's future into one of the world's most sustainable and liveable cities. We eagerly anticipate our participation in LiveableCitiesX, GeoWorld, and Future FM, as they provide invaluable platforms to highlight the transformative work of our GISC department.” said Maitha Al Nuaimi, Director of G.I.S. Center Department at Dubai Municipality.

FutureFM

An integral component of the cities of the future is facilities

management (FM), which is undergoing rapid transformation through digital adoption. Supporting the projected growth of the industry, which is expected to cross \$74.6 billion by 2029 with a CAGR of 6.8% (Source: Mordor Intelligence), FutureFM will be at the forefront of digitalisation, distinguishing itself from conventional FM service to prioritise innovation and leverage cutting-edge technologies to improve efficiency, sustainability and resilience of facilities and enhance the life of residents and visitors across the region.

The integration of business intelligence and automation technologies are set to revolutionise the FM industry, enabling FM professionals to optimise resource allocation, automate repetitive tasks and boost overall effectiveness in managing facilities. FutureFM will also feature a high-level summit steering conversations around the industry's evolution into a more sustainable and technologically advanced ecosystem.

“Future FM will be an exclusive platform designed to address the transformative shift within the FM industry, and serve as a hub for professionals to connect, discover new leads and buyers, gain insights and explore opportunities to launch cutting-edge solutions,” added Denton. “The launch of these events also aligns with our over-arching vision to unite global leaders to source and collaboratively define innovative solutions through our exhibitions, strategic conferences and networking events.”

A global leader in the industry, dmg events has a presence in over 30+ countries and organises more than 100+ events each year. Attracting over 425,000 attendees and delegates annually, the company operates through offices in 10 countries including Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada and Singapore.



Unveiling the Power of Exhibition Stands: Elevating Client Success at Trade Shows



In the dynamic landscape of today's global markets, exhibitions have evolved into indispensable engines for economic growth across diverse industries. Trade shows, also known as expos, not only serve as promotional platforms but also function as crucial drivers of innovation, economic activity, and job creation. At the heart of these exhibitions lies the exhibition stand, a vital element that can significantly impact a client's success during such events.

The exhibition stand represents the forefront of a brand's presence at a trade show, serving as the initial point of contact for potential customers. It holds immense significance as it creates the crucial first impression that can determine whether a visitor engages with the brand or simply passes by. In an increasingly digital world, face-to-face interactions facilitated by exhibition stands remain unparalleled in their ability to establish meaningful connections with prospects. Through strategic planning and captivating design, exhibition stands offer a cost-effective means of leaving a lasting impression on attendees.

Visibility at industry exhibitions places brands alongside industry leaders and major players, elevating their perceived status within the market. This heightened visibility not only fosters trust in the brand but also increases the likelihood of consideration among potential customers. Furthermore, trade shows provide an ideal environment for networking, bringing together a diverse array of

industry professionals, including buyers, sellers, and vendors. These interactions often serve as catalysts for future collaborations and strategic partnerships, expanding business opportunities for participating brands.

Live product demonstrations offered at trade shows provide a unique opportunity for prospective customers to experience a brand's offerings firsthand. The ability to touch, use, and understand products in a live setting adds a dimension of engagement that is unmatched by online or traditional marketing channels. Additionally, trade shows serve as hubs of innovation, showcasing the latest ideas, technologies, and trends within specific industries.

The economic impact of exhibitions cannot be understated. In Dubai, for instance, large-scale events at venues such as the Dubai World Trade Centre generate billions in economic output, contributing significantly to the local economy. The exhibition industry is poised for continued growth, with forecasts projecting an increase in revenues and sustained market expansion in

the coming years. Dubai's reputation as a global hub for exhibitions underscores its commitment to innovation and excellence, attracting businesses, professionals, and visitors from around the world.

Sixty-three large-scale events at the Dubai World Trade Centre last year generated a total economic output of Dh13 billion (\$3.5 billion), of which Dh7.4 billion was retained within the local economy, a report has found. Industry is expected to witness a 15% increase in revenues and is projected to register a CAGR of 2.88% during the forecast period (2024-2029).

In conclusion, exhibition stands play a pivotal role in the success of clients during trade shows. They serve as the face of a brand, leaving a lasting impression on potential customers and facilitating meaningful interactions that can lead to valuable business opportunities. As exhibitions continue to drive economic growth and innovation, investing in a well-designed and strategically positioned exhibition stand remains essential for brands looking to thrive in today's competitive marketplace.

This article is contributed by Sanjay Patney—director of Every Inch Technical Services LLC. Sanjay has 28 years in the exhibition industry, where he played a strong part in exciting productions, working with agencies on a broad range of brands.

Disclaimer: All views and opinions expressed in Guest Column – are those of the authors and do not necessarily reflect the official policy or position of Trade Fair Times- Arabia, the company, or any of its members.



20TH EDITION OF INTERNATIONAL PROPERTY SHOW

125 local and international exhibitors participated and explored promising investment opportunities



SHANEER N SIDDIQUI

The 20th edition of the International Property Show (IPS) 2024 kicked off at the Dubai World Trade Centre on Tuesday, February 27, which was known as the leading platform for showcasing local and international real estate projects in the Middle East. The event aimed to highlight the latest trends and innovations in the global real estate industry, showcasing commercial and residential real estate projects to a worldwide audience of investors, homebuyers, professionals, and real estate industry leaders.

Engineer Marwan bin Ghalita, Acting Director-General of Dubai Land Department, inaugurated the proceedings of the 20th edition of the International Property Show (IPS).

The event, spanning three days until 29th February, featured the participation of 125 local and international exhibitors and served as a platform to exchange experiences, showcase the

latest projects, and explore promising investment opportunities within the real estate sector.

Marwan bin Ghalita emphasized the show's significance within Dubai's annual events agenda, highlighting its role in showcasing Dubai's global standing in the international real estate landscape and its appeal as a preferred destination for global

investors. He said, "Dubai Land Department was dedicated to offering outstanding opportunities for real estate pioneers, investors, developers, and brokers in alignment with our strategic vision. We aimed to establish a leading real estate model and foster an environment conducive to real estate innovation, supported by unique digital infrastructure. With a great legacy spanning over 20 years, the International

Property Show had earned global recognition as a platform for leading real estate exhibitors to showcase insights and the latest trends in the industry.”

Dawood Al Shezawi, President of IPS 2024, said, “The IPS served as an exceptional platform for showcasing local and international real estate projects in the Middle East. Over the past two decades, it had successfully brought together exhibitors, specialists, and professionals in the real estate field, contributing to the development and growth of the real estate industry in the UAE. This aligned with Dubai’s Urban Plan 2040, aiming to become the world’s best city for living and keeping pace with global efforts to address urgent challenges like climate change and urban expansion.”

The event saw the active participation of prominent local and international real estate developers, including notable representation from GCC nations. Among the participants were The Sustainable City; Yiti from Oman, the exhibition’s strategic partner; Emirates Real Estate Solutions (ERES), Al



His Excellency Eng. Marwan bin Ghalita
Acting Director General of Dubai Land Department

“

Dubai Land Department was dedicated to offering outstanding opportunities for real estate pioneers, investors, developers, and brokers in alignment with our strategic vision. We aimed to establish a leading real estate model and foster an environment conducive to real estate innovation, supported by unique digital infrastructure. With a great legacy spanning over 20 years, the International Property Show had earned global recognition as a platform for leading real estate exhibitors to showcase insights and the latest trends in the industry.

Rasikhoon Real Estate, the Real Estate Regulatory Authority, and the Ministry of Municipal and Rural Affairs from Saudi Arabia.

Accompanied by several attendees, Marwan bin Ghalita toured the exhibition grounds, exploring the booths of various institutions, organizations, and companies. They reviewed the services, projects, and prominent investment opportunities showcased, thereby contributing to the continuous growth and development of the real estate sector and its role in advancing global economic development.

IPS 2024, which ran until February 29, attracted more than 100 real estate exhibitors

from over 45 countries around the world, along with the UAE, including the United States, Greece, Spain, Albania, Pakistan, the Philippines, Thailand, Turkey, Georgia, France, Cyprus, Northern Cyprus, and Mauritius, in addition to the Gulf Cooperation Council countries, enhancing avenues for joint work, international cooperation, and opening up new horizons for attendance.

The event was supported by Strategic Partners, including The Sustainable City - Yiti, the Innovation Experts Real Estate Institute (IEREI), DigitME, and the Property Network Partnership (PNP),



as well as Emirates NBD, the official banking partner of the exhibition, in addition to media partners CNBC Arabia and Construction Week magazine.

The exhibition witnessed a package of qualitative programs and events, and on its sidelines, a signing ceremony of memorandums of understanding was held with several local and international bodies for the purposes of enhancing joint cooperation efforts, exchanging experiences, and holding joint meetings, to improve the reality of the real estate sector.

One of the exhibitors at IPS 2024, Magnum Estate stood as a pioneering real estate developer in Indonesia, reshaping luxury living in Bali through visionary projects and unparalleled services. Their latest flagship endeavor, Magnum Residence Berawa, boasted the world's largest rooftop pool, showcasing their dedication to pushing boundaries. With over 150 luxurious apartments and cutting-edge amenities, Magnum Residence Berawa transcended traditional residential complexes, offering a lifestyle destination. As Bali experienced a real estate surge, Magnum Estate's strategic approach harmonized with market demands. With aspirations to redefine luxury living across Asia, Magnum Estate proudly presented its newest project at IPS 2024 in Dubai.

The two-day event program included the IPS Conference, which was one of the main



Trade Fair Times-Arabia, was the media partner of 20th edition of International Property Show

activities accompanying the exhibition and brought together elite real estate experts, senior officials, and representatives from government agencies and international institutions, to exchange knowledge, experiences, and visions and learn about the latest trends, innovative technologies, and investment opportunities in the global real estate sector, in addition to the possibility of presenting ideas and exchanging them with various segments of the real estate community.

The second day witnessed the IPS Startup Pitch Competition for emerging real estate companies in the field of "PropTech", which presented the latest projects in the field of using information technology to develop and manage real estate, helping individuals and companies search for, buy and sell real estate, and how to employ innovative technical systems that allow technology to control all aspects of real estate.

The Young Professionals Network (YPN), in partnership with IPS 2024, organized a global summit for young real estate professionals (YPN Congress) on the third day, aiming to bring together young professionals from around the world to exchange ideas, insights, innovative solutions, and provide a competitive environment to address current and future challenges affecting business flows.

The YPN Congress worked to empower young professionals in the real estate field through five main events: the YPN Challenge, YPN Projects, YPN Ideas, YPN Networking, and YPN YouTube.

DLD honours owner of real estate investment transaction number '1,000,001'

Dubai Land Department (DLD) concluded its participation in the International Property Show - IPS 2024, which spanned three days with the involvement of 125 local



and international exhibitors. The event provided a platform for exchanging expertise and showcasing the latest projects and most promising investment opportunities the real estate sector offered.

During the event, His Excellency Engineer Marwan bin Ghalita, Acting Director-General of Dubai Land Department, recognized Nakheel Community Management (NCM) for attaining the esteemed 'Platinum' rating in the classification system for jointly owned properties management companies by the Real Estate Regulatory Agency (RERA). This acknowledgment celebrated their extensive experience in jointly-owned property management and their dedication to upholding the highest international standards in management. Their efforts had significantly improved service quality and fostered a professional real estate environment."

Mr. Mohammed Khalifa bin Hammad, Senior Director of the Jointly Owned Properties Management Department of RERA, extended his appreciation to Nakheel and Dubai Community Management (DCM) for their outstanding efforts and recognition as 2023's Best Community Management Company at the Global Real Estate Congress.

In the presence of Majid Al Marri, CEO of the Real Estate Registration Sector, Mohamed Albidwawi, CEO of the Corporate Support Sector, and Ali Abdullah Al Ali, Director of the Real Estate Control Department at RERA, and Saif Al Suwaidi, Director of Real Estate Licensing and Enablement Department, an investor with transaction number (1,000,001) was honored, along with a group of real estate brokers, investors, and developers. The categories for recognition included:

- The highest-ranked national brokers in terms of sales values in 2023 included Muhammad Al-Mas Harib Hareb Al-Falahi and Ali Abdullah Ahmed Al-Haj Al-



Dawood Al Shezawi
President of IPS 2024



The IPS served as an exceptional platform for showcasing local and international real estate projects in the Middle East. Over the past two decades, it had successfully brought together exhibitors, specialists, and professionals in the real estate field, contributing to the development and growth of the real estate industry in the UAE. This aligned with Dubai's Urban Plan 2040, aiming to become the world's best city for living and keeping pace with global efforts to address urgent challenges like climate change and urban expansion.

The two-day event program included the IPS Conference, which was one of the main activities accompanying the exhibition and brought together elite real estate experts, senior officials, and representatives from government agencies and international institutions, to exchange knowledge, experiences, and visions and learn about the latest trends, innovative technologies, and investment opportunities in the global real estate sector, in addition to the possibility of presenting ideas and exchanging them with various segments of the real estate community.

Zarouni.

- The highest-ranked non-citizen brokers in terms of sales values from 2019 to 2023 included Muhammad Fawaz Sous, Muhannad Naji Al-Wadiya, and Artur Akhmedov. Abdul Wahed Ahmed Rashid bin Shabib and Khaled Abdul Rahim Ahmed Al-Attar were honored as the highest-ranked national investors by value in 2023. Mirwais Abdulaziz was recognized as the highest-ranking non-citizen investor by value in 2023.

Meanwhile, Aisha Ali Mirza Abdul Rahman, Elena Anatoly Andreeva, Sepideh Iraj Ali Azharian, Aisha Yousef Saleh Salem Hassan Al Hammadi, and Maryam Hassan Salem bin Aoun Al-Alili were celebrated as the top 5 female national brokers during 2023.

In the top 5 female non-citizen brokers in 2023, the following were honored: Elena Adamko, Nimra Rao Muhammad Emil Asif, Elvira Sharchenalieva, and Evgenia Vinokurova.

Dubai Land Department had consistently endeavored to cultivate a pioneering real estate environment, empowering the real estate community across all sectors with proactive and seamless services. This

commitment aligned with the visionary guidance of our esteemed leadership, led by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, and Prime Minister of the UAE and Ruler of Dubai. These efforts had played a pivotal role in enhancing the experiences of brokers and investors, furthering their ambitious journey toward achieving excellence and success.

IPS showcased various panel discussions, workshops, and presentations, including a dialogue session titled 'Addressing the Affordability of Housing Costs and Navigating the Impact of Rising Interest Rates: Challenges Confronting Real Estate Companies.' Furthermore, an engaging "PropTech" competition was organized for emerging real estate firms, spotlighting cutting-edge projects in leveraging information technology for property development and management. This initiative aimed to streamline the property search, purchase, and sale process, illustrating how innovative technological systems empowered comprehensive control over all facets of real estate.



LEAP 2024

Readies for Record-Breaking Bumper Investments of USD 764 MILLION

- New investments totalling US\$ 764 million announced on third day of world's best attended technology event
- 15 sector-specific stages spotlight AI's influencer on social media, the importance of humanity-benefitting investment strategies, Saudi's first-ever space investment fund, Esport industry enablers, the Kingdom's online grocery revolution, and much more

LEAP 2024, the world's most attended technology event, continued its trailblazing transformational impact on the global technology ecosystem today, as numerous local and international technology companies recommitted their dedication to Saudi Arabia as the regional hub for technology and innovation with more than US\$ 764 million in ongoing investments.

The deals were headlined by Advanced Communications & Electronic Systems (ACES), a Saudi-based ICT solution provider and equipment innovator, which announced it would invest US\$ 618 million to localise special GSM and smart towers as part of its ambitions to expand operations and infrastructure equipment development and innovation.

Elsewhere, Aramco Digital announced a US\$ 46 million collaboration with LTIMindtree, a global technology consulting and digital solutions company based in India, to establish an information technology services hub in Saudi Arabia, while Chinese consumer electronics brand HONOR announced regional expansion plans with an investment of US\$ 100 million.

Revealed on the penultimate day of the event, which is taking place

at Riyadh Exhibition & Convention Centre in Malham, the new announcements ensure on-event investment commitments now exceeds US\$ 13.5 billion.

"The LEAP 2024 momentum is reaching its zenith," said Michael Champion, CEO of Tahaluf - the strategic joint venture between Informa PLC, the Events Investment Fund (EIF), and the Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP), which organises LEAP alongside Saudi Arabia's Ministry of Communications and Information Technology (MCIT). "After welcoming the world's leading technology brands, innovators, pioneers, investors, and accelerators to Riyadh this week, we fully expect to confirm another year of rewriting our own records on the event's final day."

TikTok CEO: AI will Benefit

Future Content Creators and Moderation Efficiency

In a lively fireside chat that drew a capacity audience at LEAP 2024's Main Stage, Shou Chew, the enigmatic CEO of TikTok, announced the platform - which now has more than one billion monthly users - reiterating the company's support for over 175,000 small businesses in the Kingdom across a wide range of industries.

"This is my second visit to the wonderful Kingdom of Saudi Arabia in the past two months and we are now supporting up to 175,000 local small businesses, which I am very proud of. We are also working directly with some of these creators and businesses to make sure they have the right tools needed to grow and understand how to embrace AI."

Discussing the impact Generative AI is already having on social media platforms,

and TikTok in particular, Chew added: “Well, our recommendation algorithm is based on machine learning, which is a field that we have been looking at for quite some time. Of course, the latest developments in Generative AI are very exciting. I think it sort of cuts across the spectrum, for example, with the capability to create, and co-create videos. In the past, if you wanted to create a video you had to film it, then go through a lengthy editing process. Future tools will allow you to translate your creativity into a real video in a much simpler way. This will also bring its own set of challenges, so we need to make sure that we can handle them.

“Generative AI also brings about tools and technology in terms of content moderation,” said Chew, who said TikTok will spend US\$2 billion on trust and safety this year. “The fact you can train machines to assess context when it comes to moderating content means we can be more precise. It is not just based on point of view, or a yes or no to rules; it will be able to understand the context of a piece of video content and make moderation decisions based off that, which is very powerful.”

Investments for Good: When Profit Meets Potential

Speaking on LEAP 2024’s Main Stage, HRH Prince Khaled bin Alwaleed bin Talal Al Saud, the Founder & CEO of KBW Ventures, outlined the importance of balancing profit-first investment approaches with the transformative potential of VC funds to propel technology-driven innovations that will help solve the critical challenges facing humanity.

“Our goal has always been to invest in companies that aim to create some sort of positive and meaningful change in the world,” said HRH Prince Khaled bin Alwaleed of KBW Ventures, which counts many different mission-driven technology



HRH Prince Khaled bin Alwaleed bin Talal Al Saud
 Founder & CEO of KBW Ventures



Our goal has always been to invest in companies that aim to create some sort of positive and meaningful change in the world, “Our focus has become a lot more sector-agnostic in terms of looking at companies that can drive real change in the world by using technology, There are companies that are profit-driven, while others prioritise a social aspect as well as being profit-driven; it’s the latter we’re now looking for.”

companies in its portfolio. “There are companies that are profit-driven, while others prioritise a social aspect as well as being profit-driven; it’s the latter we’re now looking for.”

Citing the vast potential of fusion energy, which he conceded is unlikely to deliver significant returns for years – possibly decades – Prince Khaled explained KBW Ventures is now assessing and selecting investment avenues on both potential commercial return and the prospect for tangible social impact.

“Our focus has become a lot more sector-agnostic in terms of looking at companies that can drive real change in the world by using technology,” Prince Khaled added. “The energy sector is one of the primary industries that will be transformed by tech, and we recently closed an investment in a company focused on fusion technology.

“We have a broader vision

of our investments delivering real positive change. Fusion has seen enormous strides in the past few years, and I really believe this will be the start of our company stepping out of what we know and adopting more of a high-risk, long-term plan and vision. To achieve the positives we want to see, you must start investing now – even if your realisation of return is 20-30 years away.”

Seedford Partners Announces First-Ever Saudi Space Fund

LEAP 2024’s status as propellant for Saudi Arabia’s blossoming space industry has been further enhanced by Seedford Partners, a leading international VC firm run specialising in Deep Tech investments, announcing the establishment of the country’s first-ever private investment fund.

With a decade-plus track record in space technology startup investments, Seedford’s portfolio includes



Shou Zi Chew
TikTok CEO



Generative AI also brings about tools and technology in terms of content moderation. TikTok will spend US\$2 billion on trust and safety this year. The fact you can train machines to assess context when it comes to moderating content means we can be more precise. It is not just based on point of view, or a yes or no to rules; it will be able to understand the context of a piece of video content and make moderation decisions based off that, which is very powerful.

(CODE) Stage

Amid a series of deals and partnerships announced on the dedicated stage of Saudi's Centre of Digital Entrepreneurship (CODE), Intel unveiled two programmes with MCIT. Firstly, AI for Citizens, which will make AI accessible to the general public and communities; and secondly, Digital Readiness for Leaders, which aims to educate and equip the Kingdom's future leaders with knowledge on emerging technologies to boost national competencies.

The announcements were preceded by Monsha'at, Saudi's Small and Medium Enterprise General Authority, awarding a combined prize pool of SR 100,000 to three local-owned businesses who entered the Authority's competition to solve challenges in the real estate and real estate financing sectors.

CAREEM: Tech to Empower Saudi's Online Grocery Revolution

Speaking in a session entitled 'Frictionless experiences: How one-click checkout, BNPL, crypto payments are others increasing basket sizes' alongside the region's leading e-commerce players, Chase Lario, GM of Groceries at Careem, outlined the short-term potential of a convenience-centric revolution in Saudi's online grocery sector.

"Saudi's digital transformation is evident across the retail space, with more innovative payment and delivery experiences on offer to consumers," said Lario. "We're particularly excited about the online grocery delivery space, which remains early in the Kingdom as the vast majority of shopping is still taking place offline. Careem Groceries continues to innovate with ways to get your groceries faster and more conveniently than ever, and we're looking forward to bringing these offerings to the Saudi market this year."

Axiom Space, Voyager Space, SpaceX, Elroy Air, Skydweller, and numerous other space, Earth observation and advanced air mobility companies.

The new fund, which will be dedicated to investments in the commercial space industry and related space technologies, will tap into a burgeoning space investment ecosystem according to Nouf Ahaqbany, Seedford's founder and managing partner: "The space economy will grow from the current 400 billion USD to over \$1 trillion in 2040," she said.

The first-ever Saudi Space Fund will work hand in hand with the Communication Space Technology Commission (CST), which is responsible for regulating and overseeing entrepreneurship activities related to the Kingdom's space sector.

SCCC Alibaba Cloud and

iDreamSky Announce US\$30 Million Partnership

Fortifying the Kingdom's presence as a global player in the US\$300 billion Esports industry, Saudi Cloud Computing Company (SCCC) Alibaba Cloud - the only hyperscale sovereign public cloud provider in the country - and iDreamSky Technology Limited today signed an MoU to establish iDreamSky regional headquarters in Riyadh.

Designed to augment the industry's ongoing development through iDreamSky's proprietary SaaS tools, the US\$30 million, five-year collaboration agreement will focus on improving network performance throughout the Kingdom, which will reduce access time to local game servers and enhance gaming experience for users.

Intel Headline Announcements on Centre of Digital Entrepreneurship



A Successful Wrap for The 12th Edition of the **MALT Congress**

Key Trends For GCC Travel Unveiled

- Being the region's leading B2B platform for connecting GCC travel buyers
- Top 5 trends in the travel industry unveiled, including luxury traveling, Seeking Sustainability, bespoke experiences, culinary travel, and AI - unlocking travel potentials
- DCT Abu Dhabi collaborates this year, expanding Abu Dhabi Government's 2030 Economic Vision
- Center stage for MALT Excellence Awards

Unveiling the trends of the traveling industry in the GCC region, the highly anticipated 12th edition of the annual Meetings Arabia and Luxury Travel Congress (MALT Congress) recently concluded at the Grand Hyatt Abu Dhabi on 28th & 29th February 2024.

The Department of Culture and Tourism, Abu Dhabi (DCT Abu Dhabi), successfully hosted the event partnering with QnA International, offering unparalleled information about the MENA region's travel industry. It brought together over 200 speakers, partners, and stakeholders, providing them with a platform to share

their insights and engage in discussions about the future of MICE and luxury travel in the region.

This year, the MALT Congress revealed major trends in the MICE and luxury travel space, serving as the driving force behind the inculcation of a billion-dollar industry in the region. Accordingly, travelers are increasingly willing to pay more for sustainable travel, signaling a shift towards conscious consumerism. Significantly, sustainability and wellness have surfaced as guiding principles, welcoming guests to delight their senses and care for their minds, body, and souls.

Abdulla Mohammad,

Director of the International Operations Department at DCT Abu Dhabi inaugurated the congress by saying, "The Annual MALT Congress in Abu Dhabi is a key event for innovation and attracting sophisticated travelers to our region. Our objective is to capitalize on this opportunity to exhibit the rich cultural heritage of our land, reinforcing its status as a premier destination for tailored, unforgettable adventures. Abu Dhabi Convention and Exhibition Bureau's under DCT Abu Dhabi is aimed at catalyzing and seeding innovative and viable business events aligned with the Abu Dhabi Government's 2030 Economic Vision."

During the conference, Moammar Mohammad al Marzooqi, Section Head of Meetings, Incentives & Weddings at the Abu Dhabi Convention & Exhibition Bureau, put a spotlight on the Advantage Abu Dhabi program- an exciting initiative to make Abu Dhabi a top spot for business events. He emphasized Abu Dhabi's commitment to fostering a thriving MICE industry, focusing on meetings, incentives, exhibitions, conferences as key productive areas.

Sidh NC, Director at QnA International, organizer of this annual event welcomed the gathering saying, "We express gratitude to our esteemed sponsors, partners, and distinguished delegates this year. Your unwavering presence and support have played a vital role in elevating this Congress to new heights of excellence. As we mark our 12th-year milestone, the Congress unites MENA's key buyers, global suppliers, and trailblazing tourism boards. Together, let us embark on a journey to discover exclusive partnerships, and innovative business avenues tailored to the evolving desires of modern travelers."

The event was spread over two days with engaging keynote presentations, insightful panel discussions, great networking opportunities, and focused one-to-one business meetings between key buyers and suppliers catering

“

The Annual MALT Congress in Abu Dhabi is a key event for innovation and attracting sophisticated travelers to our region. Our objective is to capitalize on this opportunity to exhibit the rich cultural heritage of our land, reinforcing its status as a premier destination for tailored, unforgettable adventures. Abu Dhabi Convention and Exhibition Bureau's under DCT Abu Dhabi is aimed at catalyzing and seeding innovative and viable business events aligned with the Abu Dhabi Government's 2030 Economic Vision.

Abdulla Mohammad, Director of the International Operations Department at DCT Abu Dhabi

to the region. Some of the key highlights were insights shared by Dr. Paul Johnson, Editor of 'A Luxury Travel Blog', who emphasized, "In the era of sustainability, there is a surge in demand for eco-friendly travel options." He quoted recent research indicating that 74% of travelers are willing to pay more for sustainability-focused travel, underscoring this significant shift in consumer preferences. "From eco-conscious accommodations to carbon-neutral transportation, industry is witnessing a profound transformation towards greener, more responsible travel experiences," he further added.

Another trend highlighted by the panel is personalized travel, where the world celebrates individuality. Travelers seek bespoke experiences tailored to their unique preferences and interests, fostering a sense of exclusivity and authenticity. The panel also emphasized culinary travel as a fascinating trend, inviting guests to treat their senses and enjoy delicious food experiences. The attraction of exploring local foods, dining in hidden spots, and savoring delightful flavors brings a fresh aspect to travel adventures.

Furthermore, speakers revealed that in the future, the integration of AI technology promises to revolutionize the travel experience from controlling room temperatures to accessing personalized transport services. AI is poised to unlock new levels of convenience, efficiency, and personalization, enhancing guest comfort and satisfaction that would make their travel experience a unique one.

The Platinum Sponsor of the successful event, Crystal Chan Busch, Executive Director of Sales at Sands Lifestyle Macao, mentioned at the same panel, "The essence of travel lies in embracing the richness of each

destination. Explore the world through its festivals, where traditions come alive with music, dance, and joyous gatherings. Savor the flavors of sustainable, farm-to-table cuisine, fostering a connection to the land and supporting local farmers."

Crystal further added "In the MENA/GCC region, travel buyers are often drawn to luxury experiences, personalized services, and unique cultural encounters. Among these, personalized services stand out as most crucial aspect for them. Tailored itineraries, exclusive perks, and impeccable customer care are highly valued, making the travel experience truly memorable. Sands Resorts Macao offers an unparalleled blend of luxury, personalized experiences and cultural immersion. From world-class accommodations to exquisite dining options, Sands Resorts Macao caters to the discerning tastes of Middle Eastern and Gulf travelers. With a commitment to exceptional service and attention to details, a visit to Sands Resorts Macao promises an unforgettable journey where every aspect is tailored to create cherished memories."

Speaking at the panel on the Transformative Power of Travel on the second day of the congress, Julie Lewis, an Explorer Author, and Resilience Consultant said, "Where curiosity and gratitude are your compass, guiding you to heights of happiness and depths of connection. In the embrace of exploration, we find not just places on a map, but pieces of ourselves we never knew existed."

She added, "Safety, security, and sustainability - S factors that blend to create a smooth and luxurious journey. Because in travel, there's magic that changes us, making us not just healthier, but also more fulfilled in our souls."

Some of the notable announcements included flyadeal signing a long-term agreement with Safran Nacelles, focused on the comprehensive support of nacelles for flyadeal's Airbus A320neo family fleet, as well as Saudia Technic announcing a new service center agreement with Airbus Helicopters. Airbus and Beond also announced a new collaboration powered by Airbus' Skywise Health Monitoring platform, Mohammed Bin Rashid Aerospace Hub signed an agreement with ATS Technic to open its new facility in Dubai South, and Bossard Aerospace announced the renewal of its long-standing support agreement with Joramco.

Insightful conference sessions and workshops from industry experts continued during day two at the Go Live! Theater and the On Board Hub. During the session titled 'MRO: Are supply chain challenges opening the door to alternative parts?', panellists discussed the biggest constraint to further the use of alternative parts in the Middle East, which a poll answer showed to be 'contractual constraints, including leasing agreements'.

Jim O'Sullivan, VP Business Development at HEICO, said that since "contracts are written by lawyers who don't have to work for the life of the aircraft maintenance, lessors need to speak to the lawyers and lessors to work out a value proposition. One size doesn't fit all – some parts may have even further restrictions. There should be a solution to this challenge since generally, a lessor doesn't want a surprise at the end of a lease – they want a smooth end and transaction."

Ahmad Rajei, Senior Director of Design, Engineering and Innovation at Etihad Airways Engineering, said: "The understanding of operational demands needs to be considered – producing alternative parts have to be equal or better, they can't get less. Safety concerns have to



Record-breaking MRO Middle East and AIME 2024

highlight the region's position as an industry hub

MRO Middle East and Aircraft Interiors Middle East (AIME) 2024 marked the largest edition to date, witnessing record-breaking attendance, significant deals and announcements and thought-provoking conference sessions on March 5-6, 2024 at DWTC. The co-located events welcomed over 8,000 attendees from 95 countries, 250 exhibitors and 120 airlines.

- Show welcomed more than 8,000 attendees from 95 countries
- Global industry leaders gathered in the Middle East to discuss the latest trends and push innovation in the global airline supply chain

be prioritised. With the lack of components in the market, it is getting easier but a lot of work has to be done by local authorities to take responsibility to enhance the use of alternative parts."

Meanwhile at the session titled 'AIME: Future Digitised and Connected Cabin', Verena

Bintaro, Director of Marketing at AERQ, discussed how airlines can revolutionise passenger experience by delivering personalised content, which will in turn boost revenue and optimise operations. Bintaro commented: "We need to have an open platform where third parties and developers have access to create apps that are not limited to just one airline or aircraft... So it's about opening up the cabin for third parties and eventually passengers can make their time on board much more valuable."

The co-located events concluded today at Dubai World Trade Centre (DWTC). The next edition of MRO Middle East and AIME will take place from 10-11 February 2025.



His Excellency
Mohammad Ali Rashed
Lootah, president and CEO of
Dubai Chambers, inaugurated the
20th edition of Dubai International
Wood and Wood Machinery Exhibition
(Dubai WoodShow) which held from 5th
March to 7th March, 2024 at DWTC,
with the participation of 682 local
and international exhibitors from 52
countries, to exchange experiences
and showcase industry trends and
the most promising investment
opportunities offered by
the wood sector.

DUBAI WoodShow 2024

**Premier Platform Unveiled
Latest Industry Trends
and Investment Opportunities**

Dawood Al Shezawi, President of Dubai WoodShow, said: "Dubai WoodShow is the leading platform for wood and wood machinery in the Middle East region, which had succeeded over twenty years in bringing together exhibitors, specialists, experts, and professionals in the sector to explore the latest technological developments and wooden products globally. The exhibition witnessed extensive international participation from all over the world, represented by 682 exhibitors alongside 10 international pavilions. This contributed to enhancing the UAE's and Dubai's status as a global hub for business growth and development, and a preferred destination for international events and exhibitions."

His Excellency Mohammad Ali Rashed Lootah, accompanied by several attendees, toured the exhibition, exploring the participating international pavilions where prominent wood products, and new technology in wood machinery were showcased. This proactive engagement contributed to achieving the targets of Dubai's Economic Agenda (D33), which focused on enhancing the business environment in Dubai and attracting foreign investments and international companies to the emirate.

Dubai WoodShow featured top-tier exhibitors, including Homag, SIMCO, Germantech, Al Sawary, BIESSE, IMAC, Salvador Machines, and Cefla. These industry giants showcased state-of-the-art products such as CNC Machining Centers, Drilling- and Fitting Insertion machines, Panel Dividing Saws, Multi Rip Saws, and Edgebanders.

The Portuguese Association of Wood and Furniture Industries (AIMMP) made a significant impact at the Dubai Wood Show 2024, held from March 5 to 7 at the Dubai International Convention & Exhibition Centre, showcasing a wide range of Portuguese brands that demonstrated their excellence and quality in wood, furniture accessories, and



Mr. Vitor Pocas
President of the AIMMP



We are proud to represent Portuguese and our industries at this prestigious exhibition, showcasing to the UAE and the broader region the very best we have to offer. This platform allowed us to connect, learn, and grow, further cementing the Portuguese mark on the global wood and furniture map. Our participation, highlighted by a unique exhibition of our heritage, aims not only to showcase our products' exceptional quality and design but also to tell the story of Portugal's legacy in wood innovation.



woodworking machinery industry. Twelve leading companies from this European country showcased their range of sustainable and innovative products at the exhibition, highlighting innovation, sustainability, and superior design of the Portuguese wood and furniture industries. This year, AIMMP enhanced its participation with a special exhibition showcasing the Portuguese heritage in the wood sector. The display featured a journey from the iconic Portuguese Caravel to various emblematic pieces and utensils, narrating Portugal's rich history and extensive knowledge in this industry.

The agenda of the first day included a variety of dialogue sessions, workshops, and presentations, including a session titled "Sawmilling and the Timber Market in Scandinavia." Participants included Niklas Gustafsson, Sales Manager for the MENA region at Norra Skog, Olle Berg, Executive Vice President Market, Sales & Business Development at Setra, and Ville Liimola, Chief Sales Officer at

Polcky.

The session on "Outlook of the GCC & Levant Timber Market" saw impactful insights from Fares Fares, President at Al Massa and Yahia Saidi, General Manager at Al Essami. The session "Sawmilling and the Timber Market in South Africa and New Zealand" addressed the latest developments and opportunities in those regions. Finally, Amir Rashad, the CEO and founder of Timber Exchange, discussed "How to Track Global Timber Market and Avoid Overpaying".

Additionally, winners of the Dubai WoodShow Awards were honored in six distinct categories: Innovative Wood Product Award, Innovative Woodworking Technology Award, CSR Commitment Award, Business Leader of the Year Award, Businesswomen of the Year Award, and Best Stand of the Year Award. It is worth mentioning that the first edition of the Saudi International Wood and Wood Machinery Exhibition (Saudi WoodShow) was held in Riyadh, Saudi Arabia from May 12 to 14, 2024.

EXCLUSIVE Q & A



Private Education Institutions are always a support system for the mainstream education system: Archana Merchant

Archana Merchant, CEO- of Aspire Education Academy is paving the career path for those who are looking for an alternative education system. Aspire Education Academy has been a multidisciplinary training, consultancy, and learning center based in the UAE for the last several years enhancing the student experience and career development with advanced training programs. Team Trade Fair Arabia reached Archana to learn the insights and trends in Private education institutions.

Q : Can you brief our readers about the Aspire Education Academy? What courses you are offering in the Middle East market

Archana Merchant : Aspire Education Academy is a well-established multidisciplinary training, consultancy, and learning center located in the United Arab Emirates (UAE). With years of experience, the academy focuses on enhancing the student experience and facilitating career development through advanced training programs. The primary objective of Aspire Education is to deliver exceptional training courses and empower corporate professionals and educators to develop the knowledge and skills needed for success.

The academy is committed to creating engaging and career-oriented learning experiences. As an authorized and internationally accredited training institute in the UAE, Aspire Education provides accredited qualifications to its students. Their training programs cater to professionals across various sectors, including educators, managers, administrative personnel, school leaders, and employees.

One of the distinctive features of Aspire Education is its customized training programs tailored to meet the specific needs of businesses, institutions, schools, and universities. The academy has established partnerships with reputable educational institutions and certifying bodies from different countries, ensuring the quality and recognition of its training courses.

Aspire Education Academy is a prestigious institution providing a range of courses in the Middle East market. Collaborating with esteemed European, Indian, and UK universities, the academy offers top-notch training in various fields. Here are some of the courses offered: Bachelor of Education (B.Ed), Master of Education (M.Ed), Master



of Business Administration (MBA), Master & Bachelor in Psychology, IT and Data Science, Business Administration (BBA), UK certified Business and IT Diplomas, Doctor of Philosophy (Ph.D.), Honorary Doctorate, Practitioner's Doctorate & Professional Doctorate.

Q : As per your data, which course is high in demand in Middle East market

Archana Merchant : As per my data, courses related to Information Technology (IT) and Data Science are generally in high demand in the Middle East market. The region has been experiencing significant growth in its technology sector, with an increasing need for skilled professionals in areas such as software development, cybersecurity, cloud computing, and data analysis.

Additionally, courses in Business Administration, especially Master of Business Administration (MBA), remain popular due to the Middle East's dynamic business environment and the demand for qualified professionals to lead and manage organizations effectively. B.Ed and M.Ed are also popular courses among the teaching fraternity.

Q : When we are talking about any private institute, govt. approvals, accreditation, and equivalency is always a

challenge, how to aspire is helping its students in this regard

Archana Merchant : Aspire aims to address the challenge of obtaining government approvals, accreditation, and equivalency for its students by taking several proactive measures: Aspire ensures that its programs and operations comply with relevant government regulations and educational standards. This includes meeting requirements set by local education authorities for accreditation. Aspire maintains high standards of quality in its educational offerings, faculty qualifications, and support services. By providing a rigorous academic environment, Aspire aims to demonstrate its commitment to excellence and meet the criteria for accreditation. Aspire communicates openly and transparently with students about the accreditation status of its programs and the steps taken to obtain government approvals and equivalency. This helps students make informed decisions about their education and understand the value of their qualifications. Overall, Aspire strives to support its students in navigating the complexities of government approvals, accreditation, and equivalency by ensuring compliance with regulations, maintaining high standards of quality, establishing

partnerships, transparent communication, and advocating for recognition of its programs.

Q : You are offering B.Ed. and M.ed. courses, now the Ministry of Education is implementing the license policy also. How do you see this step?

Archana Merchant : Implementing a licensing policy for B.Ed. courses by the Ministry of Education can have several positive implications: Licensing requirements can ensure that B.Ed. programs meet certain standards of quality and effectiveness, as set by the Ministry of Education. This can help improve the overall quality of teacher education and enhance the professionalism of educators. By requiring a license to teach, the Ministry of Education can contribute to the professionalization of the teaching profession. Teachers who have undergone approved B.Ed. programs and obtaining a teaching license may be perceived as more qualified and competent by employers, colleagues, and society. A licensing policy can also contribute to building public trust in the education system. Parents and students may have greater confidence in teachers who have undergone approved B.Ed. programs and hold a valid teaching license, knowing that they have met certain standards of training and competence.

Q : How many universities are associated with Aspire globally?

Archana Merchant : Aspire offers courses through esteemed institutions like European International University (EIU) in Paris, Sunrise University, and Chitkara University in India, as well as ATHE UK. This diverse collaboration ensures students access high-quality education with global recognition. Through these partnerships, Aspire provides a broad spectrum of courses spanning various disciplines, catering to diverse academic interests. Students benefit from the reputable standards, diverse curriculum, and industry

connections facilitated by these esteemed institutions. Aspire's commitment to partnering with renowned universities reflects its dedication to offering top-tier education and enhancing students' academic and professional prospects.

Q : How many products have passed out from Aspire so far?

Archana Merchant : More than 1000 students have graduated from Aspire Education, while currently, over 500 students are actively enrolled in various programs. This demonstrates Aspire's commitment to facilitating academic success and supporting students throughout their educational journey. With a growing alumni network and ongoing enrollment, Aspire continues to make a significant impact in shaping future leaders and professionals.

Q : After the covid, we have seen a major shift towards online education, how you are seeing this trend, good or bad for institutes like aspire

Archana Merchant : Aspire Education Academy is well-positioned to benefit from the online education boom. Our existing virtual interactive sessions cater perfectly to the trend of engaging online learning. This allows us to expand reach and attract students who prefer flexibility. To thrive, Aspire Education Academy has leveraged its experience to create high-quality virtual programs while emphasizing its unique value proposition, like personalized learning or industry connections.

Q : What provision do you have for hands-on training for your students during the courses?

Archana Merchant : Aspire's virtual interactive sessions can be a strong asset for micro-teaching within their teacher training courses. Micro-teaching is designed for practicing specific teaching skills in a controlled environment. Virtual sessions

allow for focused practice with smaller student groups, ideal for micro-teaching. The virtual environment can be used to create simulated classrooms with pre-programmed students or actors. This provides a safe space for trainees. Virtual sessions can be easily recorded, allowing for self-reflection and instructor feedback. Trainees can analyze their teaching and identify areas for improvement. To practice without real-world pressures. Placement Assistance is provided to students during the program to have hands-on exposure once trained.

Q : You got the award of Leader in Women's Education Global Award 2024 and in your message, your inspiration is Malala Yousafzai. This month we have International Women's day also, your views and efforts for women's education.

Archana Merchant : This recognition is incredibly humbling. It's not just about me, though. This award is a tribute to the tireless efforts of educators, advocates, and champions around the world who fight for every girl's right to an education.

This month, as we celebrate International Women's Day, the importance of girls' education is even more profound. Malala Yousafzai's unwavering courage in advocating for girls' education, even in the face of danger, continues to inspire me deeply. Her story is a powerful reminder that education is the most potent weapon against inequality and injustice. It all stems from a simple belief: educating a girl educates a nation. When girls have access to education, they become leaders, innovators, and agents of change. They build stronger families, communities, and economies. The ripple effect is undeniable. This award is a call to action. It compels us to keep pushing boundaries, advocating relentlessly, and reminding the world that educating girls isn't just a moral imperative; it's the smartest investment we can make for a brighter future for all. Let's continue this fight, together.



OG MEDIA GROUP has received the prestigious 2024 AIBC Award for Best Media Company, a remarkable recognition of their innovative contributions and leadership in the Web3 space. The announcement took place at the AIBC World Summit, a global conference uniting experts from FinTech, blockchain, AI, Cryptocurrency, IoT, and NFTs. Starting in Malta in 2018, the summit has expanded to events across five continents, making this award a significant achievement in the global digital and emerging technologies community.

The trio of visionary leaders, Andres Meneses, Paz Gonzalez, and Sean Demosthenous, founded OG MEDIA GROUP and rapidly ascended to the forefront of the media industry. Their collaborative expertise in legal, technical, marketing, investment banking, and strategic planning has propelled over 100 projects to success, establishing them as figureheads in the Web3 domain.

Their mission, "Committed to Elevating the Digital Frontier," reflects their dedication to transforming the complex landscape of Web3. By demystifying technology and fostering a deeper understanding among investors and project founders, they have crafted a blueprint for success in the digital age. Their approach combines a clear focus on community engagement and event planning with an in-depth knowledge of Web3's intricacies, setting a new standard for digital excellence.

Andres Meneses, Paz Gonzalez, and Sean Demosthenous bring a combined eight years of experience across Web3 and related sectors. Their diverse backgrounds have created a unique synergy, driving OG

OG MEDIA GROUP was awarded the 2024 AIBC Best Media Company a prestigious recognition for its outstanding contributions

MEDIA GROUP to become a beacon of innovation and success. This award not only celebrates their achievements but also highlights their role in shaping the future of the digital world.

As the digital landscape continues to evolve, OG MEDIA GROUP remains at the cutting edge, leading the way with their visionary approach to Web3. Their success at the AIBC World Summit is a testament to their impact and influence in the industry, underscoring the importance of their work in guiding investors and project

founders through the complexities of the digital frontier.

While this is their first award as a Media company, in 2023, the group won the AIBC award for the best web3 podcast of the year.

OG MEDIA GROUP's recognition as the Best Media Company of 2024 by the AIBC World Summit marks a significant milestone in their journey. It not only honors their past achievements but also sets the stage for their continued leadership and innovation in the Web3 space.



DUBAI WORLD TRADE CENTRE (DWTC)



EVENTS AT DWTC

The Majlis

Date : 15 MAR - 9 APR 2024

Venue : SHEIKH SAEED
HALL 1 - 3

Organiser : Dubai World
Trade Centre

Dubai International Arabian Horse Championship

Date : 22 - 24 MAR 2024

Venue : ZA'ABEEL HALL 1 - 5

Organiser : Dubai World
Trade Centre

Middle East Energy

Date : 16 - 18 APR 2024

Venue : HALL 1 - 7, SHEIKH SAEED
HALL 1 - 3, TRADE CENTRE ARENA

Organiser : Informa Middle
East

Middle East Coatings

Date : 16 - 18 APR 2024

Venue : ZA'ABEEL
HALL 4 - 6

Organiser : DMG World
Media Dubai

Petworld Arabia 2024

Date : 22 - 23 APR 2024

Venue : SHEIKH SAEED
HALL 2 - 3

Organiser : Al Fajer
Information and Services

Gulf Information Security Expo & Conference (GISEC)

Date : 23 - 25 APR 2024

Venue : AL MULTAQUA BALLROOM,
HALL 2 - 8, PAVILION

Organiser : Dubai World
Trade Centre

Dubai International Humanitarian Aid & Development Conference & Exhibition (DIHAD)

Date : 23 - 25 APR 2024

Venue : SHEIKH RASHID HALL

Organiser : INDEX
Conferences & Exhibitions
Organisation

DOMOTEX Middle East

Date : 23 - 25 APR 2024

Venue : SHEIKH SAEED HALL
1, TRADE CENTRE ARENA

Organiser : Deutsche Messe
AG

GETEX Spring

Date : 24 - 26 APR 2024

Venue : HALL 1

Organiser : International
Conferences & Exhibitions

The School and Nursery Show

Date : 27 - 28 APR 2024

Venue : HALL 8

Organiser : Baby Bazaar
Exhibition Organizing

Asian Pacific Society of Cardiology Congress APSC 2024

Date : 30 APR - 5 MAY 2024

Venue : SHEIKH MAKTOUM
HALL, SHEIKH RASHID HALL

Organiser : Asian Pacific
Society Of Cardiology

World Art Dubai

Date : 2 - 5 MAY 2024

Venue : ZA'ABEEL HALL 1 - 3

Organiser : Dubai World
Trade Centre

Expo Centre Sharjah Events Calendar 2024



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



We pay good amount of **INCENTIVES** for referrals to Clients, Sub-Brokers, Brokers and Individuals

ABOUT US

We're a dedicated real estate agency in the key regions of the UAE, committed to delivering superior results. Our approach blends technology and human intelligence, ensuring fast, informed and market fundamentals, we assist tenants, landlords, and investors in achieving success through quality guidance.

OUR SERVICES

- Discover the property/lot of your dreams with our expert guidance.
- Sell your properties seamlessly with professional help.
- Lease the perfect rental space for your lifestyle.

ADDITIONAL SERVICES

- Exclusive design services with purchased units or lots
- Provided contractual services to transform your properties to perfection
- Consult our real estate experts to get quality advice and help you make informed decisions

WHY CHOOSE EXHICON REAL ESTATE?



Our experienced team will guide you through every step of real estate journey.



Personalized services to meet your unique property needs.



From property finding to contracting works, expect excellence in every service.



Contact us:



+971 54 508 4123
+971 56 507 0685



info@exhiconae.com
www.exhiconae.com



1601, Al Moosa Tower-1
Shaikh Zayed Road, Dubai

أوقات المعرض التجاري

Trade Fairtimes

●●● AN EXHÍCON GROUP INITIATIVE


ARABIA

You
can be
Here...

**Advertise
With Us**

**"UNLOCK YOUR
BRAND'S POTENTIAL
EXPLORE EXCLUSIVE
PARTNERSHIP OPPORTUNITIES
IN TRADEFAIRTIMES ARABIA!"**

 Email: pr@tftarabia.ae

 Call: +971 55 201 5540

Experience Unraviled
EVENTS & EXHIBITIONS

WWW.EXHICONGROUP.COM

**AMPLIFY
YOUR
PRESENCE**

MAXIMIZE BRAND
RECOGNITION AND DRIVE
BUSINESS GROWTH.

**INDIA'S FIRST 360°
EXHIBITION COMPANY
LISTED ON THE
STOCK EXCHANGE**

- **MULTIPURPOSE EVENT VENUES**
- **DATA LISTING & MINING**
- **CORPORATE COMMUNICATIONS
THROUGH DESIGN & EXHIBITS**
- **TEMPORARY INFRA FOR LARGE
FORMAT EXHIBITIONS**
- **END TO END SHOW MANAGEMENT**
- **GOVT & CORPORATE MICE**
- **GOVT SCHEMES FACILITATION**
- **PRINT , OOH, DIGITAL MEDIA**
- **SPACE SALES & SPONSORSHIPS**
- **MEDIA, NEW AGE MARKETING**



CALL US NOW
1800 258 8103

EXHICON
Exhibitions • Events • Media
Exhicon Events Media Solutions Ltd

INDIA: 103, Crystal Paradise, D S Road, Andheri (W), Mumbai -400053, India
UAE: 1601, Al Moosa Tower 1, Sheikh Zayed Rd., Dubai - UAE
info@exhicongroup.com | www.exhicongroup.com