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الملتقى **DUBAI**
6-9 May 2024, Dubai, UAE



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CEO's Note



PUSHKIN AGHA

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During Ramadan, Muslims fast from dawn until sunset, honoring the belief that the Holy Qur'an was revealed during this blessed period, serving as a guide for humanity towards righteousness and salvation.

This month serves as a poignant reminder of the values of empathy and generosity, prompting individuals to extend compassion and support to those in need. Through acts of sharing food, dedicating time, and demonstrating love and respect, Muslims embrace a spirit of solidarity, fostering a sense of community and compassion that reverberates profoundly.

In alignment with these principles, significant educational initiatives have been launched as part of the Mothers' Endowment campaign, spearheaded by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. This visionary campaign seeks to honor mothers by establishing an AED 1 billion endowment fund, dedicated to providing sustainable support for education initiatives worldwide.

In a ceremony attended by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Vice Chairman of the Board of Trustees of the Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI), the West Zone Group unveiled a momentous act of philanthropy. They announced a donation of AED 130 million. Additionally, PNC Menon, Founder and Chairman of Sobha Realty has made an extraordinary commitment of Dhs400 million, marking one of the largest charitable contributions in the UAE.

Arabian Travel Market (ATM) stands as the premier platform driving the advancement of global travel and tourism. It is a gathering designed for trailblazers in the industry, offering an unparalleled opportunity to propel your business towards meaningful connections, fruitful partnerships, and unparalleled growth. This year's event promises a host of exciting new features, including the theme "Transforming Travel Through Entrepreneurship." This innovative focus empowers the global travel and tourism community to embrace entrepreneurship, fostering innovation, boosting revenues, and ensuring long-term sustainability. Attendees can anticipate a range of fresh networking prospects, providing avenues to forge partnerships that transcend traditional markets. Seize the moment and secure your spot to unlock a realm of golden opportunities. Join us from May 6th to 9th, 2024, at DWTC Dubai, UAE, and embark on a journey towards success in the dynamic world of travel and tourism.

As Eid coincides with the conclusion of this holy month, the Trade Fair Times Arabia family extends heartfelt wishes for a joyous and festive Eid celebration. We are delighted to share that many community leaders have joined us in offering their best wishes in this edition.

Editors's Note



**M Q
SYED**

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

As we embark on the holy month of Ramadan and anticipate the joyous celebration of Eid, we are thrilled to bring you the latest updates from the dynamic world of trade and innovation across the United Arab Emirates and the broader Middle East.

From the bustling SCRF 2024 festival, offering a plethora of activities and entertainment, to the sold-out Travel Tech area at the Arabian Travel Market showcasing cutting-edge innovations, excitement and progress fill the air.

Key industry events such as the Middle East Energy conference and the FIA TA-RAME Conference underscore the transformative role the UAE is playing in renewable energy and digitalization. Meanwhile, initiatives like AIM Startup continue to foster a supportive ecosystem for visionary entrepreneurs, offering mentorship, funding opportunities, and connections with industry leaders.

The region's commitment to advancement is further evident in gatherings like GISEC Global 2024, addressing the growing importance of AI in cybersecurity, and the Dubai Medical Research Forum, showcasing global developments in the medical sector.

Furthermore, recent trade and development agreements secured at the WTO's 13th Ministerial Conference, as reflected in the Abu Dhabi Declaration, signal the UAE's ongoing dedication to international collaboration and progress.

As we look ahead, events like the Automechanika Riyadh Academy and the Global Project Management Forum demonstrate the region's readiness to embrace emerging trends and opportunities across various industries.

TradeFairTimes Arabia is honored to be at the forefront of reporting on these remarkable endeavors shaping the future of trade and innovation in the UAE and the Middle East.

Warm Ramadan and Eid greetings to all,

Eid Mubarak



MAJOR OMAR MOHD ZUBAIR ALMARZOOQI



Dubai's Eid festivities embody a mesmerizing fusion of modern innovation and enduring traditions, casting a spellbinding aura over the city. Amidst the vibrant displays of cultural richness, Dubai pulsates with life, celebrating its diverse tapestry with pride. This occasion serves as a poignant reminder to cherish our heritage, paying homage to the timeless wisdom handed down through the ages. Yet, it also beckons us to embrace the boundless horizons of tomorrow, eagerly anticipating the myriad opportunities ahead. May this jubilant moment inspire profound introspection, nurturing empathy, and igniting a spirit of benevolent action within us all.



RIZWAN SAJJAN

Chairman, Danube Group of Companies



Eid in Dubai holds a special place, serving as a heartfelt reminder to honor our heritage and embrace the wisdom passed down through generations. It's a time when we gather with loved ones, including parents, siblings, staff members, and friends, fostering cherished connections. Following the 30 days of fasting during Ramadan, a period marked by prayer and acts of charity such as zakat and sadqa, Eid serves as a culmination of spiritual devotion and community support. May this jubilant occasion inspire profound introspection, foster empathy, and ignite a spirit of benevolence and generosity in each of us.



DR. AZAD MOOPEN

Founder Chairman, Aster DM Healthcare



Warm Eid Al Fitr greetings to everyone! As we bid farewell to the blessed month of Ramadan, let's carry forward the spirit of compassion, reflection, and gratitude into the days ahead. May this Eid bring peace, joy, and prosperity to your homes and hearts. Let's cherish the precious moments with our loved ones, embracing the blessings of togetherness. May the spirit of Eid inspire us to spread love, kindness, and harmony in our communities. Wishing you a blessed Eid filled with happiness, laughter, and cherished memories.



KAMAL PURI

Chairman, Skyline International Group and Founder, Skyline University College



The auspicious occasion of Eid ul Fitr serves as a beautiful reminder of the countless blessings that envelop our lives, inspiring togetherness within our communities. As we celebrate this Eid, may the boundless grace of Allah shower your path with limitless love and joy. May your heart overflow with compassion, and may your mind be enriched with profound wisdom as you embrace the spirit of this festive occasion. Wishing you and your loved ones a truly joyous Eid, filled to the brim with blessings and unforgettable moments. May this celebration strengthen the ties of friendship and faith that bind us together. Eid Mubarak!

Eid Mubarak



PARAS SHAHDADPURI
Chairman, Nikai Group



I wish the Trade Fair Arabia and through them to all our brothers and sisters in UAE Eid Mubarak. UAE is an amazing country where more than 200 nationalities live in perfect harmony where all nationalities celebrate and enjoy their festivals. On this sacred day of Eid, we wish happiness and prosperity to the visionary leadership of UAE. May Allah bless them with wisdom and strength to lead UAE as the best example of progress, peace, safety, security and life if dignity.



MR. TARIQ CHAUHAN
Group CEO
EFS Facilities Services



Dubai's Eid celebrations are an extraordinary amalgamation of dynamic innovation and the timeless allure of traditions, creating a truly captivating experience. The city comes alive, proudly displaying its cultural diversity. It is a moment to treasure our rich heritage, to honour the values passed down through generations, while simultaneously embracing the limitless possibilities that the future holds. I hope that this joyous occasion also serves as a catalyst for introspection, more empathy, and positive action.



SURENDER SINGH KANDHARI
Chairman

Guru Nanak Darbar Gurudwara Dubai, UAE
Al Dobowi Group Dubai, UAE



As the crescent moon graces the desert sky, the United Arab Emirates shines with the vibrant spirit of Eid. This joyous occasion brings together friends, families, and communities in celebration and reflection. In the heart of our beloved nation, where diversity blooms in harmony, Eid al-Fitr marks a time of unity, compassion, and generosity. Let us extend our hands in charity and compassion, ensuring that everyone can partake in the joy of Eid. On this auspicious occasion of Eid, may Allah shower His blessings upon you and your loved ones. May He grant you happiness, peace, and prosperity in this life and the Hereafter. Eid Mubarak!



DR. JAMIL AHMED
Managing Director
HEALTHCARE GROUP LLC



A joyous Eid filled with unity, prosperity, and togetherness. Here's to continued success and strengthened bonds. We are in the busiest phase of the year with every sector holding trade exhibitions and symposiums. From health care to diagnostics, education, and aviation and to food and real estate, this is the watershed year of progress. The UAE's Future Strategy is focused on AI-enabled technology, capital, infrastructure, youth sustainability, climate change, and smart health care among other things. We are all fortunate to be part of this business incubator and achieve new milestones in this journey this year.

Eid Mubarak



DR. NAWAB SHAFI UL MULK

President, Mulk Med Healthcare



As we celebrate Eid, I extend warm greetings and heartfelt wishes for joy, peace, and prosperity to you and your loved ones. May this blessed occasion fill your hearts with gratitude and kindness. Let us cherish the spirit of Eid as we come together to celebrate this auspicious day. Eid Mubarak.



PRAVEEN SHARMA

Founder & CEO Meteora Developers



As the blessed month of Ramadan dawns upon us, I extend my warmest greetings to you and your loved ones. Ramadan is not only a time of fasting and spiritual reflection but also a time of compassion, generosity, and unity. May this sacred month bring you peace, prosperity, and fulfillment. Let us use this opportunity to strengthen our bonds with family and friends, to seek forgiveness and to offer kindness to those in need. At Meteora Developers, we believe in the power of community and the importance of giving back. As we observe Ramadan, let us also remember those who are less fortunate and do our part to support them. Together, let us embrace the spirit of Ramadan and strive to make a positive difference in the world around us.



DR. RAZA SIDDIQUI

Group CEO Arabian Healthcare Group and Executive Director RAK Hospital



I would like to take this opportunity to congratulate the entire team of TFT Arabia on the launch of its inaugural edition. The team's unwavering passion and commitment towards creating exemplary content in the exhibition media domain is truly inspiring. Here's wishing them all the success for this new venture, hoping that it soars to new heights and like its Indian counterpart becomes a catalyst of growth and guidance in the dynamic trade fair space. Lastly, I would like to extend my warmest wishes on the auspicious occasion of Eid to all the readers of TFT Arabia. May the blessings of Allah fill your lives with peace, joy and prosperity.



VINAY VARMA VERMA

Abu Dhabi



A great achievement no doubt of introducing Trade Fair Times Arabia online & print magazine after the success of the same in India. What a boon to the industry in all fields in Arabia for industry players to know what all is happening in UAE both those residing in UAE as well in India to forge business partnerships & relationships bringing various opportunities to the forefront. Having been in UAE for over 53 years in the hospitality industry I think it will be a great asset. My good wishes & congratulations once again for the success of Trade Fair Times Arabia. Best wishes.

Eid Mubarak



TANVIR HASSNAIN
CEO, GECO



Wishing a very Happy Eid to our customers. May you enjoy this day of festivities with your loved ones and make it a cheerful and memorable day. GECO has established prestigious franchises for some of the most popular household names in the consumer electronics and domestic appliances industry in the middle east region.



DR. BU ABDULLAH
Chairman, BU Abdulla Group of Companies



Eid in Dubai is a cherished occasion that resonates with the importance of honoring our heritage and embracing the timeless wisdom passed down through generations. It's a time when we reconnect with our loved ones, including parents, siblings, staff members, and friends, fostering bonds that enrich our lives. After the 30 days of fasting during Ramadan, we emerge with valuable lessons learned, shaping our outlook on life. May this joyful celebration prompt deep introspection, fostering empathy, and igniting a spirit of kindness and generosity within each of us.



DR. QUTUB SAIFY
Chairman, Al Taher Chemicals



Eid Mubarak from Al Taher Chemicals! As we celebrate this blessed occasion, may your homes be filled with joy, your hearts with peace, and your lives with prosperity. Let us cherish the spirit of togetherness and gratitude as we come together to mark the end of Ramadan. Wishing you and your loved ones a memorable Eid filled with happiness and blessings.



SAEED SHERWANI
M D, Cordova group of companies



On this auspicious Eid occasion, the Cordova and Almunna families extend sincere congratulations. May this festive time be marked by abundant joy, peace and prosperity within your homes and hearts. As we come together to celebrate, let us embrace the spirit of unity, happiness, and cherished moments. Wishing you a blessed and prosperous Eid filled with fulfilment and success.



KHURSHIED ZAIDI
Chairman, Pharma Solutions



Eid in Dubai is always vibrant with this multicultural environment. All over the Ramadan one can feel a positive energy with group iftars and prayers. Wish to acknowledge the generosity and compassion from rulers towards less privileged. Wish trade fair Arabia - Eid Mubarak and great going

Eid Mubarak



ABDUL MOIZ KHAN

CEO & Managing Partner – Fursa Consulting



Eid in Dubai is a pleasure celebration. Festive day of Eid Ul Fitr is for happiness with family and friends, after completing devotion in prayers during the pious month of Ramadan. Amid the reflection and rejoicing, Eid Ul Fitr is a time for charity, known as Zakat al-Fitr. May this auspicious day of Eid-ul-Fitr bring joy, prosperity, and blessings to you & your family's life. Wishing you a joyous Eid-ul-Fitr filled with love, laughter, and togetherness.



DANISH SHARIF

CEO & Managing Partner - BHUTANI INFRA



As the holy month of Ramadan approaches to a conclusion- I extend my warmest greeting to all the Trade Fair Times Arabia Magazine Readers- my fellow dignitaries and friends across Arabian peninsula. As a company, we recognize the importance of diversity and inclusion, and we are committed to fostering an environment where all individuals feel valued and respected. In the spirit of Ramadan and Eid, let us continue to uphold the values of kindness, understanding, and unity. Together, we can build a brighter and more inclusive future for all.



KHURRAM ABBAS

Managing Partner, Exhicon Real Estate LLC



I offer my best wishes to our staff, customers and stakeholders celebrating the auspicious and joyous festival of Eid ul-Fitr. Eid ul-Fitr falls on the first day of the tenth month of the Islamic calendar marking the end of the fasting month of Ramadan. Those that observe the holy month of Ramadan are encouraged to remember those less fortunate than themselves by fasting, through acts of charity and recommitting to values of gratitude, compassion, and generosity. Eid ul-Fitr is an important occasion for Muslims to reflect on such values that characterise their religious and spiritual journey. In fact Eid, the most widely celebrated festival in Islam, presents to us all an opportunity to pause and reflect on our personal values associated with empathy and the authenticity of our own conscience towards others and our environment. May this festival of Eid allow us all to reflect on strengthening mutual goodwill and inspire each of us to follow the path of love, generosity and harmony. Eid Mubarak to you all.



ARSALAN REHMAN

CEO, VIBE FM 105.4 - NO.1 DESI MUSIC STATION



As the festive spirit of Eid al-Fitr envelops the world, Mr. Arsalan Rehman, the esteemed CEO of Vibe FM 105.4, extends warm and heartfelt wishes to all patrons, listeners, and their families. "It gives me immense pleasure to extend my heartfelt Eid greetings to all our beloved listeners and their families," Mr. Arsalan said. "Eid is a time for joy, reflection, and sharing blessings with those around us. As we celebrate, let us remember the importance of compassion, unity, and spreading happiness in our communities. We at Vibe FM 105.4 take pride in being a part of your celebrations and milestones." The team at Vibe FM 105.4 extends its warmest Eid wishes to all listeners, partners, and supporters, reaffirming its commitment to delivering the best in Desi music and entertainment.

Eid Mubarak



DEEBA SALIM IRFAN

Board of Directors (Cultural Events) India Club Dubai



Embrace the warmth of Eid with open hearts and joyous spirits! May this special occasion bring you and your loved ones closer, filling your homes with laughter and your hearts with contentment. Wishing you a joy-filled Eid al-Fitr, adorned with cherished moments and endless blessings.



YOGI KADAM

Real venture Prime Securities & Commodities Ltd.



Eid is all about "sharing what we have and caring for those in need." May Allah bless you with kindness, patience and love. Feel the magic of Eid around you and know that the grace of God is always with you. You'll always be surrounded by love and care. Flood your life with happiness on this occasion, your heart with love, your soul with spirituality, and your mind with wisdom. Wishing you a very Happy Eid. Eid Mubarak....



HARIS AHMAD

Founder & CEO, ANT Engineering Consultants, Evington Properties



Ahmad is an eminent entrepreneur, visionary leader, and professional in the engineering and construction industry, with over 20 years of experience, primarily in the Middle East region. He leads four prominent companies, showcasing his multi-dimensional leadership managing more than 500 staff. As Eid draws near, may your heart be filled with joy and your home with laughter. Wishing you a blessed Eid surrounded by loved ones, happiness, and endless blessings. Eid Mubarak



IMAD UL MALIK

CEO, Sharaf Exchange



Eid-ul-Fitr is a time to cherish the bonds of family and community, to share in the blessings of the season, and to remember those less fortunate. It is a time to reach out to loved ones, to forgive and seek forgiveness, and to spread kindness and compassion. This Eid, as we gather with our families and friends to celebrate, let us also remember those who are far from home, and those who are facing challenges. Let us extend a helping hand to those in need, and strive to make a positive difference in the world around us. As we exchange greetings and gifts, let us also exchange smiles and good deeds. Let us make this Eid-ul-Fitr a truly memorable and meaningful celebration, filled with love, joy, and unity. From all of us at Sharaf Exchange, we wish you and your loved ones a blessed Eid-ul-Fitr. Eid Mubarak!



DR. MUSTAFA SAASA

Chairman - Raj Group of Companies



On this Auspicious Occasion of Eid, Let's Pay Gratitude to the Divine Light for All The Wonderful Things in our Lives. Eid Mubarak to One & All Who are Celebrating it. No Matter where we are or what we are doing, we must Remember that Allah is Always with us to Help and Guide us in Every Important Step of our Lives. May this Eid Fills our Life with the Brightest of Colours & May Allah bless us with the gift of kindness, patience and love.

His Highness Dr Sheikh Sultan bin Muhammad Al Qasimi inaugurates 14th Sharjah Children's Reading Festival

- SCRF 2024 will feature over 1,400 events led by 190 writers and artists from 25 countries
- Booksellers Conference is set to welcome 470 guests from 75 countries
- The Sharjah Animation Conference will celebrate 30 years of Lion King with the global premier of short film Mushka by Scar's animator Andreas Deja.
- Ahmed Al Ameri: We believe that children's minds are not mere receptacles for information but rather beacons waiting to be ignited.
- HE Salem Al Ghaithi: Our television channels, radio stations and digital media will dedicatedly cover, report and broadcast SCRF.
- Khawla Al Mujaini: SCRF is nurturing successive generations who believe reading is the key to change and development.
- Mansour Al Hassani: Booksellers Conference reinforces Sharjah's status as a global knowledge industry hub.

Under the theme 'Once Upon a Hero' the Sharjah Children's Reading Festival will take place from 1-12 May 2024 at Expo Center Sharjah.



SHANEER N SIDDIQUI



More than 1,400 cultural, artistic, and edutainment activities by 190 guests from 25 countries will set the stage for boundless explorations and creative expression along with 470 publishers from 75 countries at the upcoming 15th annual Sharjah Children's Reading Festival (SCRF) next month.

Organised by Sharjah Book Authority (SBA), and set to take place from May 1 - 12 in Expo Centre Sharjah, the region's largest event dedicated to nurturing the imaginations of young heroes, carries the theme 'Once Upon a Hero' this year.

One of the many fruits of the visionary leadership of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, SCRF 2024 enjoys the invaluable support of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Chairperson of the Supreme Council for Family Affairs (SCFA), and brings yet another invaluable opportunity for young readers, artists, creatives, problem solvers and critical thinkers to explore endless possibilities and broaden their horizons.

The cultural agenda for SCRF 2024 as well as the details of the 3rd annual edition of the Booksellers Conference, which will take place in the lead up to SCRF on April 27-28, were announced during an official press conference held at the SBA headquarters on Wednesday. The Booksellers Conference brings together booksellers, distributors, and publishers from the region and around the world for discussions of business issues and best practices.

SBA will also organise the 2nd edition of the Sharjah Animation Conference (SAC), from May 1 - 5 in Expo Centre Sharjah, bringing together renowned animators, artists, creatives, thinkers and other industry leaders at this first-of-its-kind event.

HE Ahmed bin Rakkad Al Ameri, CEO of SBA; HE Salem Al Ghaithi, Director of the Sharjah Broadcasting Authority; Khoula Al Mujaini, General Coordinator of SCRF; Mansour Al Hassani,



Director of Publishers Services at SBA; Mohammed Al Amimi, Vice President of Business Partnerships and Customer Service, 'Etisalat by e&', in addition to cultural figures, and media representatives from the region, attended the press conference.

'Children's minds are beacons waiting to be ignited'

During a powerful speech about the important role reading plays in children's lives, HE Ahmed bin Rakkad Al Ameri, CEO of SBA, stated: "Under the visionary leadership of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, alongside the invaluable support of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Chairperson of the Supreme Council for Family Affairs, the emirate has embraced a set of fundamental values dedicated to enriching the awareness and knowledge of children. We firmly believe that children's minds are not mere receptacles for information but rather beacons waiting to be ignited. Drawing a crucial distinction between the two concepts, the former implies a child burdened with knowledge they may not comprehend how to apply, whereas the latter empowers them to envision clear paths, utilise their existing abilities, and continuously explore new horizons."

"In alignment with the guidance of Sheikha Bodour Al Qasimi, Chairperson of SBA, we are committed to reinforcing SCRF status as a leading platform for inspiring and nurturing the next generation of innovators

and change-makers. Our key objective is to ensure that Sharjah maintains its preminent status as a renowned leader in harnessing knowledge that fosters community development with those of all ages," he added.

Reflecting on the theme of SCRF 2024, Al Ameri emphasised the pivotal role of children's reading in shaping future generations devoid of biased perspectives towards ideas, concepts, and individuals. Such generations are characterised by their inclination towards research, comprehension, and exploration. Consequently, individuals no longer resist the unfamiliar but rather embrace the opportunity to craft their own narratives, emerging as the 'heroes' or 'protagonists' of their unique journeys. This ethos rejects the notion of mere imitation or duplication, encapsulated in the festival's theme, 'Once Upon a Hero.'

Supporting a culture of reading and learning among children

His Excellency Salem Al Ghaithi delivered a speech affirming the Sharjah Broadcasting Authority's support for SCRF as official media partner since its inaugural edition. Underscoring their dedication to enriching the cultural fabric of the emirate, under the leadership of the Ruler of Sharjah, he said, "Our television channels, radio stations, and digital media will dedicatedly cover, report and broadcast the Sharjah Children's Reading Festival in its entirety, including the opening ceremony, which will be televised live on Sharjah TV. The channel has allocated considerable space for daily shows



and live broadcasts that will take the 12-day festival to homes of thousands of viewers in the UAE.”

Reading is key for forging the future of our children

Khawla Al Mujaini, the General Coordinator of SCRF, said: “The 15th edition of SCRF will unfold under the theme ‘Once Upon a Hero,’ to impress upon the influence that the written word has in sculpting the futures of our children. The act of reading can be easily likened to a journey into the depths of our own beings that ultimately ends in cultivating our imagination, forging our character and shaping our lives. Through this festival, we nurture generations who recognise the true potential of reading as the key to change and development. We are shaping young minds who strongly believe that they are the heroes of their own stories, capable of limitless creativity and innovation.”

Unique opportunities for the Arab bookseller and distribution sectors

Mansour Al Hassani, Director of Publishers Services at SBA, expressed his excitement for the third edition of the Booksellers Conference, stating, “We are proud to welcome 470 publishers, distributors, and booksellers from 75 countries to the 3rd edition. This sizable global participation reflects on Sharjah’s leading role as a global hub for discussions for the culture and knowledge industry. Our conference will feature keynotes and speeches from 30 esteemed speakers and host 30 pavilions and platforms, fostering a vibrant exchange of ideas and strengthening cultural bonds.”

50 enlightening discussions

The SCRF 2024 cultural programme will highlight the importance of nurturing children's communication skills and creativity, and delve into other significant debates during 50 enlightening discussions led by 71 esteemed guests from 25 countries. American bestselling author and illustrator Jerry Craft,

American author Stacey Baer, Malaysian author and trainer Ying Ying Ng, and Georgian author Dr. Leah Shalvashvili are amongst the top global luminaries joining the festival.

The Arab world will be represented by distinguished figures such as Syrian academic Dr. Taleb Omran, Algerian scholar Dr. El Aid Jlouli, and Omani poet Wafaa Al Shamsi. The festival will also feature prominent cultural and literary figures from the UAE, including Aisha Batti Al Shamsi, Rashid Al Rahmani, and Nadia Al Najjar, fostering a rich exchange of ideas and celebrating the diversity of cultural expressions.

1,400 children’s activities, theatre shows and performances

The 12-day cultural extravaganza boasts an agenda brimming with learning and excitement, spanning a wide range of topics including sustainability, fashion, crafts, music, and more, alongside 12 captivating performances, including theatrical productions and vibrant roaming shows, presented by 19 theatre companies and groups representing 12 countries, are some amongst several festival highlights.

Among the world-class productions that will be staged at the SCRF 2024 Theatre, are the Kuwaiti play “Your Choice” and “Hum Bhi Agar Bacche Hote” by Pakistani playwright Waseem Badami, which inject humour and creativity into real life situations, highlighting matters significant to children, young adults and their parents alike.

SCRF Comics and Cookery corners buzzing with over 200 events & activities

At the festival, young visitors will have the opportunity to discover the vibrant world of comics through more than 132 activities, including workshops and panel discussions led by 31 creatives hailing from 4 countries. The agenda is brimming with engaging sessions, such as

3D Modeling and Animation, Character Creation, Comics Pop-Art, and Cosplay Helmets, inviting children to explore their creativity and artistic flair.

In addition, the popular Cookery Corner will be a hub of culinary delights, hosting 60 workshops and 36 live cooking sessions led by 12 renowned chefs and 25 experts from 12 countries. Among the distinguished chefs participating in the upcoming SCRF are Omari McQueen from the UK, Ren Behan from Poland, Nadita Iyer from India, and Zaynah Din from Pakistan, among others, promising a diverse and enriching gastronomic experience for all.

Sharjah Children's Book Illustration Award

The 12th edition of the prestigious Sharjah Children's Book Illustration Award, designed by SBA for SCRF, has received 507 entries from 48 countries this year, comprising 239 Arab participants and 186 international entrants. This edition of the award has introduced a new category dedicated to recognising talented young adults within the UAE. Additionally, the festival will honour winners of the Sharjah Audiobook Award, which received 49 entries, and the Books for Visually Impaired Children Award, which saw 7 submissions.

Poetry Knight Competition

During SCRF, the Poetry Knight competition will be held to encourage children and young adults to recite Arabic poetry in an engaging manner. The competition also focuses on training participants in public speaking and discovering the aesthetic aspects of the Arabic language, particularly in poetry. It includes three categories: the first for primary school students (grades 1 to 4), the second for middle school students (grades 5 to 8), and the third for high school students (grades 9 to 12). Poems will be selected for each category, and participants will recite them before jurors.

Sharjah Animation Conference



HE Ahmed bin Rakkad Al Ameri
CEO of SBA

“ Under the visionary leadership of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, alongside the invaluable support of Her Highness Sheikhha Jawaher bint Mohammed Al Qasimi, Chairperson of the Supreme Council for Family Affairs, the emirate has embraced a set of fundamental values dedicated to enriching the awareness and knowledge of children. We firmly believe that children's minds are not mere receptacles for information but rather beacons waiting to be ignited. Drawing a crucial distinction between the two concepts, the former implies a child burdened with knowledge they may not comprehend how to apply, whereas the latter empowers them to envision clear paths, utilise their existing abilities, and continuously explore new horizons.

(SAC) 2024: What to expect

SCRF will host the 2nd edition of the Sharjah Animation Conference (SAC) from May 1-5, providing a platform for people to come together, exchange ideas, and create meaningful connections through 60 events, encompassing 30 workshops, 20 panel discussions, 5 talks, and 5 music concerts, led by 71 speakers from 12 countries. The conference features a rich programme presented by directors and artists from major global companies like Disney, Warner Bros and Sony.

30th anniversary of The Lion King

The conference has been chosen as the platform for a special celebration of Lion King, which celebrates its 30th

anniversary this year. Andreas Deja, the renowned animator/director whose contributions to animation have included several Disney leading or title characters, including 'Scar' from The Lion King, will premier his short film Mushka at the conference.

The conference will also facilitate networking between animators, creators and publishers, offering them a dedicated space to discuss the buying and selling of rights and other creative collaborations. Additionally, there will be a four-day intensive training course in collaboration with experts from the Aardman Academy.

Animation legends from the Arab and rest of the world

SAC 2024 will feature a host of professional artists and award-winning talents, including industry legends like Kristof Serrand, known for his distinguished and internationally nominated artworks, and John Pomeroy, the legendary director whose contributions have enriched cinema with works like Pocahontas and Fantasia 2000. Junichi Hayama, an artist and director with over 30 years of experience, is also participating. He is renowned for his work on Fist of the North Star and 'One Piece Film: Red'.

Among the Arab participants are Dr. Mohamed Ghazala, a writer, director, producer, and Vice President of the International Animated Film Association; Islam Mazhar, Co-founder; and Ahmad Thabet, CCO/Cofounder at Samaka Studio.

Supportive collaboration from SCRF official partners

As long-time supporters of the festival, Etisalat by e& will participate as the official sponsor of SCRF 2024 and the Sharjah Broadcasting Authority assumes the role of official media partner, ensuring extensive coverage and promotion of the festival's events and activities. Expo Centre Sharjah will once again serve as the strategic partner and venue host, providing a world-class platform for the festival.



Arabian Travel Market's sold-out Travel Tech area sees 56% year-on-year growth as leading brands prepare to showcase latest innovations in Dubai

More than 100 of the world's leading travel technology companies will be exhibiting at Arabian Travel Market (ATM) 2024, which will take place at Dubai World Trade Centre (DWTC) in the UAE from Monday 6 to Thursday 9 May.

ATM 2024's sold-out Travel Tech space will be 56% bigger than last year with 33% more exhibitors participating this year, thanks to unprecedented demand from companies looking to showcase their innovations in front of a global audience.

Sponsored by Sabre, the ATM Future Stage – formerly known as the Travel Tech Stage – will

- ATM 2024 to host more than 100 Travel Tech exhibitors from 6-9 May at DWTC
- Sponsored by Sabre, the ATM Future Stage – formerly the Travel Tech Stage – will feature over a hundred expert speakers and a range of cutting-edge innovations

host over a hundred expert speakers from across the global travel and tourism industry, plus a diverse selection of cutting-edge innovations designed to improve efficiency and profitability within

the sector. Delegates will explore how advanced tech can be leveraged to drive improvements across a range of segments, including payment, professional development, accessibility, sustainability and more.

Danielle Curtis, Exhibition Director ME, Arabian Travel Market, said: "My colleagues and I are delighted to introduce the ATM Future Stage, which will harness the ever-increasing levels of innovation our industry is witnessing while building on the long-standing success of our Travel Tech offering."

The global travel technology market was valued at \$9.4 billion in 2022 and is projected to reach

\$21 billion by 2032, according to Allied Market Research. The ATM Future Stage will host a selection of presentations and sessions designed to highlight opportunities within this space.

These include; Navigating the Future: A Futurist's Prediction, Strategic Capabilities and Implications of AI within Business, Putting the Traveller First with AI and Unlocking the Value of Travel: Harnessing Technology for Enhanced Traveler Journeys, which will be held in association with Amadeus.

This year's show will see the return of the ATM Start-up Pitch Battle, which will be held in association with Intelak. The third edition of the competition will see a number of the region's most promising startups take to the Future Stage to showcase a range of innovative and potentially industry-changing solutions in front of expert judges.

Several Travel Tech exhibitors also plan to get involved in other areas of ATM 2024. Tech giant Huawei, for instance, will sponsor this year's Capitalising on China's Predicted Tourism Surge summit on the ATM Global Stage.

Confirmed tech exhibitors include Hotelbeds, TBO.com, WebBeds, Moonline Travel and Trade, Trip.com, HeyTrip and Verteil Technologies, plus returning brands such as Travelport, The Travelbook Group, HotelRunner, gtbeds, iTrip, Techno Heaven, QuadLabs, Cover Genius, Fly Today, Traveazy, Multireisen, City Travel DMCC and



Illusions.

First-time exhibitors include ExploreTECH, iClick bedsopia.com, OneVasco, GP Solutions, WegoPro, Mondee, Triple-A, Typsy, Nativex, Tour Review and SophiOutsourcing.

"With an exciting combination of ambitious startups and well-established brands, this year's Travel Tech space is perfectly aligned with ATM 2024's theme, 'Empowering Innovation: Transforming Travel Through Entrepreneurship,'" added Curtis.

ATM 2024 will also feature a 'Best Use of Technology' award at its annual exhibitor awards for the first time. Exhibitors will be evaluated on how and to what extent they have embraced and deployed technology on their stands.

In line with its theme, 'Empowering Innovation: Transforming Travel Through Entrepreneurship', the 31st edition of ATM will once again host policymakers, industry leaders and travel professionals from across the Middle East and beyond, encouraging them

to forge new relationships, exchange knowledge and identify innovations that can reshape the future of global travel and tourism. From startups to established brands, the upcoming show will highlight how innovators enhance customer experiences, drive efficiencies, and accelerate progress towards a net-zero future for the industry.

More than 40,000 travel trade professionals, including 30,000 visitors, attended the 30th edition of ATM in May 2023, setting a new show record. The exhibition attracted more than 2,100 exhibitors and representatives from over 155 countries, providing a global platform for the unveiling of ATM's net-zero pledge.

Held in conjunction with Dubai World Trade Centre, ATM 2024's strategic partners include the Dubai Department of Economy and Tourism (DET) as Official Airline Partner, Emirates as Official Airline Partner, IHG Hotels & Resorts as Official Hotel Partner, and Al Rais Travel as Official DMC Partner.





UAE

1. The event industry in Dubai is estimated to be worth Dh165.15 billion (US\$44.7 billion) in 2023 and grow at a Compound Annual Growth Rate (CAGR) of 25% from 2023 to 2027.
2. Dubai's exhibitions, conferences, seminars and business events sector recorded a 25 percent growth last year as Dubai World Trade Centre (DWTC) said it has attracted 2.47 million participants in 2023.
3. The events industry supports 100,000 jobs in Dubai while it will create a further 10,000 more in the next five years.
4. The Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in the UAE is expected to grow at 8.5 percent during 2023-30 from US\$5.21 billion to US\$9.22 billion by 2030 due to increasing business events, exhibitions and conferences in the country.
5. According to Market Decipher, a research entity, the Middle East Event Services Market shall reach a value of US\$144.2 billion in 2033, growing with a CAGR of 12.1% during the forecast period of 2023 to 2033. Dubai's exhibitions,

Dubai's MICE sector grows 25% while events industry clocks Dh165 billion in 2023

conferences, seminars and business events sector has recorded a 25 percent growth last year as Dubai World Trade Centre (DWTC), the global events and exhibitions industry powerhouse and a leading business enabler, said it has attracted 2.47 million participants in 2023.

"2023 results with outstanding performance offer an insight into Dubai's unprecedented economic growth and its position as a powerful international convening platform for business and trade enablement," DWTC says. "The results were driven by 301 Meetings, Incentives, Conferences and Exhibitions (MICE), business and consumer events, a notable 23 percent rise year-on-year."

DWTC held 107 Exhibitions and International Association Conventions and Industry

Conferences last year, collectively attracting 1.56 million attendees, marking a substantial 33 percent increase compared to the previous year. Of these, over 722,000 were international attendees, representing an unprecedented 60 percent growth year-on-year.

The event industry in Dubai is estimated to be worth Dh165.15 billion (US\$44.7 billion) in 2023, that is growing at a Compound Annual Growth Rate of 25 percent per year between 2023 to 2027, according to a report by Dubai Pulse published on Linked-In. "The events industry supports 100,000 jobs in Dubai while it will create a further 10,000 more in the next five years."

However, there is an even bigger events market in the GCC and the Middle East region where

events are getting bigger and better. Middle East Event Services Market is expected to grow at a CAGR of 12.1 percent from 2023 to 2033 to US\$144.2 billion in 2033, according to Market Decipher, a research entity.

Talking about the industry growth Rinu Basheer, CEO and Managing Partner of Alltech Events Group said, "Our turnover doubled to Dh15 million in 2023, growing from Dh7.5 million in 2022. We currently produce or handled between 250 to 300 events per year with a team of 72 professionals and sound engineers – which is very high in number. The company currently has a huge events inventory of technical gadgets, including sound and vision equipment, LED screens, heavy-duty sound system and other accessories that are spread over six large warehouses, while his team is looking for more storage facilities to keep and maintain Dh100 million worth of equipment."

Events – corporate events, business events, seminars, conferences, channel partners meeting, exhibitions that are also collectively known as Meetings, Incentives, Conference and Exhibitions (MICE) sector – are a growing industry in the UAE and Dubai is the events hub of the Middle East and North Africa region. Directly and indirectly, they all contribute to the UAE's tourism and hospitality industry as these events attract a large pool of foreign visitors who pay for air tickets, hotel stay, restaurants for food and local transport agencies, taxis and tour operators for local transport and site-seeing activities.

Last year, Dubai's 821 hotels and hotel apartment complexes with 150,000 rooms, suites and service apartments together served 17.15 million tourists – a large number of them came to attend business events, exhibitions and conferences in the emirate. Average occupancy for the hotel sector in 2023 stood at 77.4 per cent in Dubai, while occupied room nights also set a new record with 41.70 million.

Tourism is set to be a



major contributor to the Dubai Economic Agenda D33's goal of doubling the size of Dubai's economy in the next 10 years, according to Dubai Government's vision. Dubai's ambitious tourism plans also support the national strategy to attract Dh100 billion in additional tourism investments and receive 40 million hotel guests in 2031. Events and MICE tourism will play a great role in the future.

The MICE industry in the UAE will continue its exponential growth and sustain significant contribution to the national economy in coming years, according to industry reports that indicate that the UAE MICE market is expected to grow at 8.5 percent during percent2023-30 from US\$5.21 billion to US\$9.22 billion by 2030 due to increasing business events, exhibitions and conferences in the country.

The UAE dominates the MICE market in the Middle East due to its world-class infrastructure and facilities for hosting global events. Dubai World Trade Centre, Abu Dhabi National Exhibition Centre (ADNEC), and Expo Centre Sharjah are some of the leading players in the MICE industry and contributing significantly to the and national economy.

ADNEC group announced recently that the direct and indirect economic contributions of the group's seven business sectors to the economy of the emirate of Abu Dhabi and the UAE, in general, will double to reach Dh7.37 billion in 2023, an increase of 107 percent compared to 2022, which

amounted to Dh3.56 billion, to be the largest in the group's history since its establishment in 2005.

The region's leading destination for business events, Dubai attracts a wide range of business travellers through its calendar of annual exhibitions and trade shows that are among the largest in the world. Major business and leisure events held in 2023 included Gulfood which travelers attracted 134,000 visitors and 5,000 exhibitors, Gitex Global Dubai attracted 170,000 visitors and 6,000 exhibitors, the Dubai International Boat Show saw 30,000 visitors while the Arabian Travel Market saw a footfall of 40,000 visitors.

Dubai Business Events, part of DET and the city's official convention bureau, said, it won a record 349 bids to host international conferences and congresses, over the coming years. In 2024, the projected revenue in the event tickets market in the UAE is expected to reach US\$249.90 million (Dh910 million), according to Statista.com, a global market intelligence provider. The market is projected to generate annual revenue of US\$267.10 million (Dh1 billion) by 2028. Furthermore, the music events market in the UAE is projected to have a market volume of US\$140.40 million in 2024.

By far, the United States is the largest events and entertainment market in the world. When compared globally, in the United States is expected to generate the highest revenue, amounting to US\$36.26 billion in the same year.



Over three days, speakers will take to stages across a dedicated Leadership Summit, Technical Seminar, and focused Intersolar and electrical energy storage (ees) conference at the event, which runs April 16-18 at the Dubai World Trade Centre under the auspices of the UAE's Ministry of Energy and Infrastructure.

"This is our most powerful knowledge-sharing program to-date, and we have put increased onus on reflecting the massive transformation underway in the wider energy industry where sustainability and renewables are agenda priorities and technical innovations are shaping a new sector future," explained Azzan Mohamed, Group Exhibition Director, Energy Portfolio at Informa Markets, which organises Middle East Energy.

"Change within the industry is now so fast that it is imperative that all in the sector keep abreast of developments to maintain their business relevance."

Global industry leaders from across the Middle East and Africa will gather to review the

49th Edition of Middle East Energy SET TO POWER UP its Transformative Role in Renewable Energy

Serving as a catalyst in the rapidly evolving energy landscape in the region, Middle East Energy – the most comprehensive energy-focused event in the Middle East and Africa – will field a compelling portfolio of regional and industry experts, thought leaders and disruptors ready to accelerate action towards net zero targets.

- Industry Heavyweights Due at Leadership Summit, Tech Seminar & Intersolar & ees Conference
- Leadership Summit to Deliver Overview of Region's Energy Landscape

current opportunities and gaps in the landscape and explore

pathways to driving power sector transformation. Delegates will hear from thought leaders and policy makers who are developing and implementing game-changing strategies to facilitate energy transition, steer efficiency projects and sustainably meet with surging regional energy demand.

The Summit's opening plenary session panel, which will include

high-profile industry experts such as Dr. Eng. Sinjar Tomeh of Syria's Ministry of Electricity, Abderrahim El Haffidi of Morocco's National Office for Electricity and Water and Eng. Mohammed Al Ta'ani of the Arab Renewable Energy Commission will set the tone for the significant role that the Middle East's energy sector plays on a global front.

Speaking on the importance of adapting to newer energies, Eng. Al Ta'ani commented: "While also reviewing the status quo, we will need to encourage the use of clean renewable energy in the Arab world by disseminating awareness and motivating investments due to its positive revenue on all Arab countries. The aim must be to promote meaningful ways for expanding the use of alternative energy sources rather than on non-renewable."

Among topics to be scrutinised are the risks and challenges of financing power projects; pathways to sustainable buildings and net zero targets and the role of AI, grid modernization and challenges in the Egyptian grid, power opportunities in Africa, the shaping of a new regulatory environments, renewable integration for smart cities, smart transport infrastructure and the region's green hydrogen potential.

Frank Wouter, Chair of the MENA Hydrogen Alliance, who will participate in the green hydrogen panel says green hydrogen will be instrumental in achieving the target agreed at COP28 of triple renewables by 2030.

"We can't do it without investing and amplifying our



Azzan Mohamed

Group Exhibition Director, Energy Portfolio at Informa Markets, which organises Middle East Energy.

“ This is our most powerful knowledge-sharing program to-date, and we have put increased onus on reflecting the massive transformation underway in the wider energy industry where sustainability and renewables are agenda priorities and technical innovations are shaping a new sector future

resources in the area," he urged. "We need to start looking at where it makes sense to build more renewables. There is a lot more space in Africa, the Sahel region, the Sahara, and elsewhere, and these places have fantastic renewable energy resources. But it's difficult to mobilise capital to get to these investments. We need to collectively come together to make these ambitious plans a reality."

The 8th edition of this high-level conference focuses on photovoltaics, utility-scale solar, energy storage and green hydrogen. It is aimed at guiding the region through energy transition by providing concentrated insights into the transformative dynamics

of renewables.

The conference will present outlooks for the MENA region's solar market, energy storage market and its technologies and examine new utility scale solar technologies and asset management. It will also explore pathways to transitioning human talent from oil and gas to renewables.

Under the theme of 'Ideas, Innovations and Solutions Driving Change' the Technical Seminar will feature a series of thought-provoking presentations and conversations exploring the practical application of the latest research, innovation, and technological advancements in the energy and utilities sector crucial to building, operating, and maintaining power plants, and transmission and distribution grids. It will also showcase a range of innovative product showcases and scientific papers, with stakeholders getting the first-hand opportunity to discover groundbreaking advancements, projects, energy solutions, and cutting-edge technologies that are fueling new industry growth. Key highlights are presentations by Professor William Holderbaum of the UK's Reading University who will explore control of energy-based forecasting for application and Dr. Feras Alasali of Jordan's Hashemite University who will analyse smart grid resilience under cyber-physical threat. The comprehensive knowledge programme complements the 49th annual Middle East Energy show which will be the biggest in its history spanning 12 exhibition halls.



An important outcome of the conference was the signing of a Memorandum of Understanding (MoU) between the UAE National Association of Freight & Logistics (NAFL) and Kale Logistics, a leading provider of comprehensive cloud enterprise systems for the logistics sector. The partnership will focus on developing digital solutions to streamline processes and data analytics to facilitate trade.

This will further drive the digitalization of the sector in the UAE and enable NAFL stakeholders, members, and the private sector in general to improve efficiency and transparency and benefit from a digital platform that supports operational processes and data sharing between stakeholders and facilitates the paperless exchange of trade-related information. The platform, which will initially focus on the UAE market, aims to improve trade flows within the region and capitalize on the strategic location and connectivity of the country and the entire RAME region.

Throughout the conference, the focus was on fostering collaboration and introducing innovative solutions within the industry. Among the critical issues addressed at FIATA RAME were the strategies for tackling disruptions rising from geopolitical uncertainties and other causes such as natural disasters. The event also emphasized the importance of partnerships between governments, logistics providers, and industry players to facilitate interoperability in the global logistics market and develop sustainable practices.

Thanking the participants Nadia Abdul Aziz, President of NAFL, thanked the participants: "The FIATA-RAME conference was a valuable platform to foster collaboration and explore innovative solutions. The meeting identified several

2024 FIATA-RAME Conference calls for further collaboration and digitalization

NAFL commits to developing a digital platform for efficient, sustainable logistics

Held under the patronage of H.H. Sheikh Ahmed Saeed Al Maktoum, Honorary Patron of NAFL, the International Federation of Freight Forwarders Associations (FIATA) RAME (Region Africa Middle East) Field Meeting and Conference 2024 closed successfully in Dubai committing to working together to address the current disruptions in the logistics sector to build resilient and sustainable supply chains.



key areas for improvement in the regional logistics sector. One of our focus areas is harnessing the opportunities offered by digitalization, particularly in the private sector, which includes many of our members."

"To this end, our partnership with Kale Logistics will help private sector players to streamline processes through digitalization, measure sustainability data, and simplify business processes. In the meantime, we are also talking to entities, which include the National Information Centre, global audit experts,

and collaboration between the government players and the private sector to improve business and improve the sustainability of the sector. We aim to turn the challenges in the industry into opportunities, improve the flow of trade in the region, and utilize the connectivity of the UAE and the region to overcome the current challenges."

Turgut Erkeskin, President of FIATA, said: "Building resilience and sustainability in the African and Middle Eastern logistics industry requires a collaborative approach. We are encouraged by the discussions at the FIATA-RAME conference and the commitment of stakeholders to work together to overcome the challenges and create a more resilient future for the industry."

The two-day event brought together key players from the African and Middle Eastern logistics and global experts from the industry, serving as a crucial platform for knowledge sharing, forging partnerships, and charting a path toward a more resilient and collaborative logistics landscape in Africa and the Middle East.



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Flying into the future

ATM 2024

will address sustainability and innovation in the aviation sector

The theme for the 31st edition of ATM is 'Empowering Innovation: Transforming Travel Through Entrepreneurship', championing start-ups and innovators making a significant contribution to the travel and tourism sector. Aligning with this innovation focus, ATM has partnered with Aviation X Lab and the Intelak program, which have a shared mission to revolutionize the travel industry by providing a platform for startups and innovators.

Founded in 2017, Aviation X Lab is an aviation-specific incubator that unites international aviation leaders Emirates Airline, Thales Group, Collins Aerospace, GE Aerospace and Airbus, with a mission of reshaping the future of the aviation sector through innovative, sustainable ideas. The Intelak Programmes include the Intelak Idea Lab, Intelak Incubator and Intelak Accelerator, which support startups and foster the development of new ideas to meet the challenges across the travel, aviation and tourism sectors.

Danielle Curtis, Exhibition Director ME, Arabian Travel Market, said: "ATM 2024 will showcase entrepreneurs in aviation, accommodation, hospitality and

- ATM 2024 will bring together the world's leading airlines and aircraft manufacturers to discuss the latest developments in the aviation industry
- Sustainability and innovation are redefining the sector and will be under the spotlight during the four-day industry showcase
- Highlighting the importance of startups in the travel and tourism industry, ATM has partnered with the Aviation X Lab and Intelak Programme

attractions, among many others, and explore how innovative sustainable trends will evolve, identifying strategies for growth within key vertical sectors. For the upcoming edition, we have partnered with Aviation X Lab and the Intelak programme to further our focus on entrepreneurship." "Visitors to ATM will have the chance to stay up to date with the latest developments from the world's most influential airlines and aviation companies during our programme of aviation industry sessions, which will explore key topics for the sector, including technology, innovation and sustainability."

According to the International Energy Agency (IEA), the aviation industry was responsible for 2%

of global energy-related CO2 emissions in 2022, contributing significantly to the global carbon footprint. Sustainable Aviation Fuel (SAF) has emerged as one of the most effective solutions for mitigating the emissions from aviation fuel, and the International Air Transport Association (IATA) estimates that SAF could contribute around 65% of the reduction in emissions needed by aviation to reach net zero by 2050.

Curtis said: “Amid growing concerns over climate change and the aviation industry’s contribution to greenhouse gas emissions, embracing sustainable alternatives has never been more critical. With a steadfast commitment to sustainability in the travel and tourism sector, ATM proudly provides a platform for the global aviation sector to exchange the latest insights and industry updates on environmental initiatives, including SAF.”

Airlines featured at the exhibition this year include Emirates, flydubai, Saudia, flynas, Qatar Airways, and Egypt Air, which is making its debut at ATM 2024. In addition, private jet companies MayFair Jets Group and Air Charter Service will have a presence.

Emirates became the first airline to operate an Airbus A380 demonstration flight powered by 100 per cent SAF fuel and has one of the youngest fleets in the



Danielle Curtis
Exhibition Director ME,
Arabian Travel Market



ATM 2024 will showcase entrepreneurs in aviation, accommodation, hospitality and attractions, among many others, and explore how innovative sustainable trends will evolve, identifying strategies for growth within key vertical sectors. For the upcoming edition, we have partnered with Aviation X Lab and the Intelak programme to further our focus on entrepreneurship.

industry, investing in more eco-efficient aircraft.

“The core focus for Emirates this year at ATM is sustainability, with more focus on education, interaction and engagement for visitors to our stand,” said Adnan Kazim, Deputy President and Chief Commercial Officer,

Emirates.

“As an airline, we are committed to reducing carbon emissions and will demonstrate the initiatives we have already implemented, such as integrating sustainable materials on board. Overall, visitors to ATM will be able to see just how close Emirates is to the sustainability ecosystem,” he added.

The ATM conference programme takes place over four days and features presentations from global travel and tourism leaders. Innovation in the aviation sector will also be highlighted on 7 May when industry leaders from Cirium, Riyadh Air and IATA will convene on the global stage for the session ‘Looking Skyward for Innovation: How Aviation is Changing’.

Held in conjunction with Dubai World Trade Centre, ATM 2024’s strategic partners include the Dubai Department of Economy and Tourism (DET), Destination Partner; Emirates, Official Airline Partner; IHG Hotels & Resorts, Official Hotel Partner and Al Rais Travel, Official DMC Partner.





Intersec, the leading exhibition and conference for the security, safety, and fire protection industries worlds, has officially launched the Intersec Police Summit as part of the exhibition's 2025 lineup.

INTERSEC LAUNCHES

**New global platform
for excellence in
policing in Dubai**

- **The Intersec Police Summit will take place from 14-16 January 2025 at the Dubai World Trade Centre**
- **Features will include a conference, innovation zone, awards and live demonstrations**
- **The Summit will form an integral part of the 26th edition of Intersec, which will be held under the theme of The world's number-one event mapping the future in safety, security and fire protection**

A central feature of the newly rebranded Public Safety & Security sector, the summit is set to provide a new global platform for policing excellence, building on Intersec's 25-year reputation and exhibition success with a dedicated exhibition area, a range of world-class speakers, a conference program, awards, an innovation zone, and live demonstrations.

The three-day exhibition will take place from 14-16 January 2025 at the Dubai World Trade Centre (DWTC), within Intersec, which will be held under the theme of The world's number one event mapping the future in safety, security and fire protection. The summit will address the rapidly evolving dynamics of public safety and security and the need for innovation in policing solutions.

Grant Tuchten, Portfolio Director at Intersec organizer Messe Frankfurt Middle East, said: "The introduction of the Intersec Police Summit comes at a pivotal time, addressing the broader challenges and opportunities within the global policing sector, with an increased exhibitor scope promising a more comprehensive showcase of innovations within the policing industry across the show floor."

Among the companies already committed to exhibiting in 2025 are biometric and identity solution providers such as Innovatrics, technology-based security solutions providers Sensotec, counterfeit and fraud protection provider Euro Holography, and control room and decision center experts Gesab, alongside many other industry leaders. The Intersec Police Summit will also benefit from a partnership with the Critical Communication Agency (TCCA), the International Professional Security Association (IPSA), and the American Society for Industrial Security (ASIS), with further support to be announced.

"The Intersec Police Summit will provide a unique opportunity to learn about the latest trends, technologies, and strategies in the field, outlining future innovations and cutting-edge advancements



Grant Tuchten

Portfolio Director at Intersec organizer Messe Frankfurt Middle East



The introduction of the Intersec Police Summit comes at a pivotal time, addressing the broader challenges and opportunities within the global policing sector, with an increased exhibitor scope promising a more comprehensive showcase of innovations within the policing industry across the show floor.

within the profession while presenting an exciting opportunity for the global policing community to come together, share knowledge, and explore new avenues for collaboration," Tuchten continued.

As part of the summit, a dedicated conference programme will offer insightful presentations and panels featuring some of the most respected names in law enforcement and public safety. The Innovation Zone will be a dedicated area for startups and tech innovators to present groundbreaking new products

and services and the Live Demo section will feature real-time demonstrations of cutting-edge policing technologies and tactics. Rounding out the show offering will be new policing categories added to the Intersec Awards, recognising the outstanding achievements and contributions in policing.

"Previously, attendees to Intersec have included representatives of Dubai Police, Abu Dhabi Police and all the other Emirates, as well as police representatives from Oman plus many more internationally, for example Bosnia & Herzegovina, Ghana, Belgium and Turkey," confirmed Tuchten.

"Our ultimate goal is to create a platform that meets the demand for a more focused and innovative event, which ultimately drives the future of policing forward," he added.

In addition to the Public Safety & Security section, Intersec 2025 will host a further four product areas including Commercial & Perimeter Security, Fire & Rescue, Safety & Health, and Cyber Security; and will feature a series of high-impact conferences, including the Security Leaders' Summit (ISLS), Fire & Rescue Conference and the Safety & Health Conference.

Held under the patronage of His Highness Sheikh Mansoor Bin Mohammed bin Rashid Al Maktoum, Intersec 2025 will occupy 14 halls at DWTC, facilitating the increase in exhibition space as the event builds on a record-breaking year in 2024.

GISEC Global 2024

to address the growing influence of AI on the international cybersecurity industry

As the Middle East prepares for GISEC Global 2024, the largest and most impactful cybersecurity nexus in the region, artificial intelligence (AI) continues to emerge as a hot topic in industry discussions. Held under the theme of 'AI-Driven Cyber Resilience', GISEC Global 2024 will take place at Dubai World Trade Centre from 23rd-25th April and will see over 750 of the world's biggest cybersecurity companies, as well as 350-plus global cybersecurity speakers and 1,000 international ethical hackers convene in the UAE to address the AI-related challenges and trends shaping the future of technology.

Charles Brooks, President of Brooks Consulting International and Adjunct Professor at Georgetown University in Washington DC, believes that cybersecurity is already being "exponentially" impacted by AI.

"AI has the potential to make cyber threat detection and identification quicker. Software and platforms powered by AI scan files and data to identify unauthorised connections and communication attempts, abnormal or malicious credential use, brute force login attempts, unusual data movement, and data exfiltration. This enables companies to draw conclusions from statistics and guard against anomalies before they are discovered and fixed," said Brooks, who will be speaking on GISEC's Mainstage on 23rd April at 13:30.

With the widespread availability of AI-driven tools and their transformative impact on accessibility, Brooks also warns against the drawbacks for businesses, emphasizing that malicious AI can be used by criminal actors to conceal malware in commonly downloaded programs.

According to Brooks, attackers can get user data, including identity management features, by using delayed self-executing assaults that are activated after a given amount of time.



Brooks added, "Malicious AI can enable intelligent malware to learn from both successful and unsuccessful operations. After then, clever malware can find and take advantage of holes in systems, disseminate itself by trying different kinds of attacks, and adjust to countermeasures."

Perhaps most notable in the AI landscape, however, is the rise of Generative AI. Vectra AI, a leading AI-powered platform that delivers

attack detection, investigation, and response services, will be one of 750 exhibiting brands from approximately 100 countries at GISEC Global 2024. The group has spearheaded AI in cybersecurity since 2012.

Christian Borst, EMEA CTO at Vectra AI, highlights the positive impact of Generative AI on cybersecurity operations. "With the rise of Generative AI, such as Bart and ChatGPT, AI has arrived

in many aspects of our lives. These more novel applications are being put to good use, enabling the user of cybersecurity technology to make faster and better decisions," he said.

But there are certain unknowns, too, with the ever-evolving cybersecurity landscape lending itself to vulnerabilities and, in turn, unforeseen opportunities for attackers.

"Generative AI has been particularly well received by criminal hackers, who may use technology for gain to write malicious code, create undetectable malware, and social engineer past password security. The biggest problem for defenders is that Generative AI is becoming ubiquitous and easy to use, meaning hackers don't need a high level of training or expertise to wreak havoc on systems," Brooks said.

Quantum Computing has also played a role in driving uncertainty across the international cybersecurity landscape, due to its rapid development and decryption

capabilities. Any company using regular encryption tools faces a serious threat from quantum computers, which can break through the techniques used by conventional computers, Brooks added.

Despite a collective awareness of the new challenges presented by AI, cybersecurity experts from around the world are optimistic about the opportunities these new technological solutions will bring to the future of the industry.

"Applying AI and Machine

Learning is innovation at its best," said Borst. "This requires a desire to be a front-runner and a failure culture to be successful. Especially in cybersecurity, an important enterprise for security domain, taking risks may not be top-of-mind for many. But leading an AI revolution requires an entrepreneurial mindset, and I believe that countries here in the Middle East are displaying incredible momentum towards leading the upheaval of traditional technological approaches."



Charles Brooks
President of Brooks
Consulting International

“

AI has the potential to make cyber threat detection and identification quicker. Software and platforms powered by AI scan files and data to identify unauthorised connections and communication attempts, abnormal or malicious credential use, brute force login attempts, unusual data movement, and data exfiltration. This enables companies to draw conclusions from statistics and guard against anomalies before they are discovered and fixed.

Dubai Medical Research Forum 2024 showcased global developments in medical sector



The Dubai Health Authority (DHA) concluded the Dubai Medical Research Forum 2024 on March 4th, 2024, which witnessed significant engagement and rich discussions on the global challenges facing the field of medical research and specialisation in general, as well as the rapid developments and innovative advancements in the local and global healthcare sector in this field.

The event was attended by Dr. Wadeia Mohammad Sharief,

Director of the Medical Education and Research Department at the Dubai Health Authority along with a large group of experts and specialists from within and outside the country.

Dr. Wadeia stated that the forum showcased the latest global developments in the field of medical research, key issues related to it, and the increasing role of research in renewing and updating healthcare systems, professional practices, protocols, smart technologies, and other important

topics.

She highlighted the richness of dialogues and discussions in the sessions, lectures, and workshops organised as part of this year's forum agenda, confirming that the presence of elite scientists, experts, and specialists provided a valuable opportunity for exchanging experiences and emphasising the value of medical research and its importance in the healthcare sector's system, being one of the key foundations for planning, policy-making, and decision-making.



WTO's 13th MINISTERIAL CONFERENCE concludes with Abu Dhabi Declaration securing key trade and development agreements

The 13th Ministerial Conference (MC13) of the World Trade Organisation (WTO) has concluded with the acceptance of Abu Dhabi Declaration, a landmark document securing important new trade agreements that will extend the benefits of the global trading system to more nations.

Following a week of intensive negotiations, Dr Thani Al Zeyoudi, UAE Minister of State for Foreign Trade and MC13 Chair, heralded the Declaration as “a momentous week not only for Abu Dhabi and the UAE, but for global trade as a whole”.

Hosted by the United Arab Emirates Ministry of Economy and the Abu Dhabi Department of Economic Development (ADDED), MC13 took place across five days at the Abu Dhabi National Exhibition Center, beginning on February 26 and concluding at around March 2nd. The Abu Dhabi Declaration reflects consensus on a series of key trade and development policies.

Members agreed to implement

Special and Preferential Treatment on Sanitary and Phytosanitary measures (SPS) and Technical Barriers to Trade (TBT), which supports producers in least developed countries gain better access to global supply chains. Currently, SPS measures account for 90 percent of non-tariff barriers to trade, which are considered discriminatory to smaller nations.

In another outcome benefiting of developing countries, ministers adopted a Ministerial Decision that responds to a 23-year-old mandate to review special and differential treatment (S&DT) provisions for developing and least developed countries (LDCs) with a view to making them more precise, effective and operational.

Substantive breakthroughs were made on dispute settlement, with an agreement to fulfil the MC12 mandate to achieve a fully and well-functioning Dispute Settlement system by the end 2024 – with a wide range of reform pathways agreed by the

membership.

On E-commerce, Members agreed to extend the moratorium on customs duties on electronic transmissions for another two years, meaning that trade in purely digital products and services will remain tariff-free until MC14 in Cameroon. Ministers also adopted a Ministerial Decision to extend the moratorium on non-violation and situation complaints regarding the Agreement on Trade-related Aspects of Intellectual Property Rights (TRIPS) until MC14.

MC13 saw the accession of two new WTO Members, with Comoros and Timor-Leste becoming the 165th and 166th members of the body – and the first new Members since 2016. This also increased the number of Least Developed Countries, as defined by the United Nations, in the WTO to 37 out of the total 45 LDCs. Comoros and Timor-Leste will now be able to participate in the monitoring and negotiation of these treaties and trade with all WTO members on preferential





terms.

The entry into force of new rules to simplify trade in services was also announced during MC13. The 72 Members that signed up to the Joint Initiative on Services Domestic Regulation account for more than 92 percent of the world's trade in services.

MC13 also saw the UAE make a US\$10 million commitment to three key WTO development funds. The contribution will be split between the Women Exporters in the Digital Economy (WEIDE) Fund, which will receive US\$5 million, the Enhanced Integrated Framework (EIF), which is to get US\$4 million, and the Fisheries Funding Mechanism, which will benefit from US\$1 million. Collectively, the grants underline the UAE's belief in, and commitment to, trade as a driver of economic growth. The commitment was announced by His Highness Sheikh Abdullah bin Zayed Al Nahyan, Minister of Foreign Affairs, on the eve of MC13. The UAE also provided AED 1 million (CHF240,000) to increase the capacity of least developed countries to participate in the Ministerial.

Notably, MC13 also facilitated expanded private-sector engagement. The forum provided an opportunity to explore greater collaboration and partnership with business, non-governmental organisations, the private sector, and civil society to enhance the effectiveness of trade policies and programs via a series of side events. These included the TradeTech Global Forum, which promoted the use of technology in global supply chains, and sessions on trade facilitation in partnership with Etihad Credit Insurance, trade finance with HSBC, SMEs with the Abu Dhabi Department of Economic Development (ADDED), the WLP Logistics Challenges with DP World, Future of Cargo in collaboration with Emirates, and Sustainable Trade Africa.

Ministerial Conferences are the highest decision-making body of the WTO and serve as crucial



Dr Thani Al Zeyoudi
UAE Minister of Foreign Trade
and Chair of the MC13



It has been a momentous week for Abu Dhabi, for the UAE and for global trade. I would like to thank the delegations from every member for their diligence and dedication to the negotiation and for their ceaseless efforts in making the global trading system more robust, more efficient and, most importantly, more accessible. Even in areas where final agreements have not been reached issues that previously seemed unsolvable can now be unlocked – clearing the way for further progress in the months to come.

forums for its Members to address trade challenges, refine trade rules and set the agenda for global trade policy. The 13th Ministerial Conference builds on progress achieved during MC12, held in Geneva in June 2022.

Dr Thani Al Zeyoudi, UAE Minister of Foreign Trade and Chair of the MC13, said: "It has been a momentous week for Abu Dhabi, for the UAE and for global trade. I would like to thank the delegations from every member for their diligence and dedication to the negotiation and for their ceaseless efforts in making the global trading system more robust, more efficient and, most importantly, more accessible. Even in areas where final agreements have not been reached issues that previously seemed unsolvable can now be unlocked – clearing the way for further progress in the months to come.

"Delivering the Abu Dhabi Declaration of outcomes is a true testament to the value that Members continue to attach to the World Trade Organisation and its pivotal role in ensuring an orderly global system of trade rules. With the adopted Abu Dhabi Declaration we have demonstrated that we can deliver to ensure the global trading system remains a vital engine of growth and development for nations around the world. We must build on these significant achievements and remain united for global trade."

Dr Ngozi Okonjo-Iweala, Director-

General of the WTO said: "The WTO remains a source of stability and resilience in an economic and geopolitical landscape fraught with uncertainties and exogenous shocks. Trade remains a vital force for improving people's lives, and for helping businesses and countries cope with the impact of these shocks. Let us get some rest, then regroup and resume."

MC13 was hosted by the UAE Ministry of Economy and the Abu Dhabi Department of Economic Development (ADDED) with the support of Strategic Partners: Abu Dhabi Department of Tourism and Culture (DTC); Integrated Transport Centre (ITC); ADNEC Services; Etihad Airways; Etisalat (e&); Emirates News Agency (WAM); Anwar Gargash Diplomatic Academy (AGDA); and The Emirates Center for Strategic Studies and Research (ECSSR).

The World Trade Organisation (WTO) is comprised of 166 Members and is the only multilateral organisation overseeing the rules of trade between nations, dedicated to enabling member states to use trade as a means to raise living standards, create jobs, and improve people's lives across the world. Its biannual Ministerial Conference is considered its topmost decision-making forum, bringing together ministers and senior officials from all Members with the aim of reviewing and updating the rules that shape the global trading system.

AIM STARTUP



PAVING THE WAY FOR STARTUP SUCCESS AMIDST SHIFTING GLOBAL TRENDS

AIM Startup, a key initiative of AIM Congress, is set to serve as a focal point for startups to capitalize on insights from 2023 and the future trends which will shape the industry in 2024. With AIM Startup, visionary tech entrepreneurs can bridge gaps in resources and investments, empowering groundbreaking ideas to thrive. Attendees can expect 1-on-1 mentorship, opportunities to win up to \$60,000, and connections with industry giants.



With the Startup ecosystem gaining momentum in the ongoing year, AIM Startup promises to bring investors and startups on the same platform to achieve economic harmony globally.

As per the Global Startup Ecosystem Report 2023 (GSER 2023), Silicon Valley retained its top position in the startup industry worldwide, followed closely by New York City and London. Notable shifts include Los Angeles and Tel Aviv climbing to number 4 and number 5, respectively, and the remarkable entry of Singapore into the top 10, soaring 10 places from the previous year's rankings. Miami made a remarkable climb to number 23, advancing ten positions.

In contrast, major Chinese ecosystems experienced shifts, with Shenzhen dropping 12 places, Beijing slipping two spots, and Shanghai down by one. Indian ecosystems witnessed upward mobility, with Mumbai tied at number 31 and Bengaluru-Karnataka and Delhi ascending to number 20 and number 24, respectively. Zurich's entry into the top 30 marks Europe's most significant year-on-year improvement, reflecting the dynamic and evolving nature of the global startup ecosystem.

In 2023, investors showcased a discerning focus on diverse sectors, with Fintech leading



Jeff Chang Singer

“ It is a tremendous honor to be recognized as a cultural ambassador by the AIM Global Foundation. I am deeply humbled by this prestigious honor, and I remain committed to using my music as a catalyst for fostering understanding, unity, and mutual respect across cultures.

at 14% of total investments, indicative of the surging demand for digitalization and innovation in financial services. Healthcare followed closely, constituting 13% of total investments, with a notable emphasis on digital healthcare and AI-based medical solutions. A heightened awareness of environmental concerns propelled investments in Climate Technology, representing 8% of the total, driven by sustainable technology and environmental protection initiatives. Consumer Goods attracted 7% of total investments, reflecting the

evolving preferences and trends in consumer demands.

The AI sector, with a staggering market value of \$130 billion in 2023, anticipates a compelling Compound Annual Growth Rate (CAGR) of 37% from 2023 to 2030.

Meanwhile, The Tracxn 'Geo Annual Report

UAE Tech 2023' reveals a thriving tech startup landscape in the UAE, with total funding reaching \$638 million in 2023. Focusing on different stages, seed-stage investments amounted to \$223 million, early-stage funding secured \$240 million, and late-stage funding stood at \$175 million in 2023. Top-performing segments included Fintech, Environment Tech, and Blockchain Technology, raising \$174 million, \$168 million, and \$167 million, respectively. Notably, Abu Dhabi-based tech startups raised \$54 million, showcasing the city's growing significance in the tech ecosystem.

All these insights point towards an upward trajectory for startups in 2024, hence making AIM Startup one of the most important events for the investors, startups and partners to be a part of.

The AIM Congress, a flagship event of the AIM Global Foundation, and under the theme "Adapting to a Shifting Investment Landscape:



artistic and literary contributions of the region.

Jeff Chang's artistic prowess and cultural resonance have garnered widespread acclaim, earning him numerous accolades throughout his illustrious career. Notable among his achievements are his victories at the Taiwan Golden Melody Awards, the Huading Awards in China, and the Singapore Hit Awards, among others.

With a discography spanning over 32 albums and EPs, Jeff Chang has continually captivated audiences with his soulful performances and meaningful lyrics, establishing himself as a prominent figure in the global music scene.

The AIM Culture Friendship Ambassadorship serves as a testament to Jeff Chang's outstanding contributions to the world of music and his unwavering commitment to fostering cultural understanding and social impact. His influence transcends borders, bringing people together through the universal language of music.

The AIM Global Foundation, under the visionary leadership of Dawood Al Shezawi, remains steadfast in its mission to unite the world for a positive economic, environmental, and social impact. Through initiatives like the AIM Congress, the foundation continues to empower businesses, entrepreneurs, and investors, driving economic growth and fostering international cooperation.

The 2024 AIM Congress, scheduled to take place in Abu Dhabi from May 7-9, 2024, is an integral part of the AIM Global Foundation's initiatives, and serves as a premier platform for investment, innovation, and collaboration. With its theme for 2024, "Adapting to a Shifting Investment Landscape: Harnessing New Potential for Global Economic Development," the congress remains committed to addressing the evolving challenges and opportunities in the global investment landscape.

Harnessing New Potentials for Global Economic Development," is organized with the support of the UAE Ministry of Industry and Advanced Technology and with the Abu Dhabi Department of Economic Development as lead partner. The event will be held from May 7-9, 2024, in Abu Dhabi, and is expected to attract a diverse audience, including government entities, private businesses, international and regional civil society organizations, associations, and academic institutions from around the world.

Famous Chinese Singer Jeff Chang Honored as AIM Culture Friendship Ambassador in Dubai

Renowned Chinese pop singer, Jeff Chang, was conferred with the prestigious AIM Culture Friendship Ambassadorship in Dubai, UAE. The singer was nominated by Dawood Al Shezawi, the esteemed President of the AIM Global Foundation and the AIM Congress, during Award Ceremony held on February 18, 2024. Walid Farghal, The Director General of AIM Congress participated in the event as well.

The AIM Culture Friendship Ambassador in an individual who has made significant contributions to fostering cultural exchange, promoting understanding, and enriching global communities through their artistic endeavors. Jeff Chang's illustrious career,

marked by his chart-topping sentimental Mandarin pop ballads and his tireless philanthropic efforts, embodies the spirit of cultural diplomacy and social responsibility.

Jeff Chang expressed his gratitude for receiving the AIM Culture Ambassador Award, stating: "It is a tremendous honor to be recognized as a cultural ambassador by the AIM Global Foundation. I am deeply humbled by this prestigious honor, and I remain committed to using my music as a catalyst for fostering understanding, unity, and mutual respect across cultures."

During the award ceremony, Mariam Gao, the China Country Director of AIM Congress, presented Jeff Chang with the book "My Vision," authored by the UAE Prime Minister, Vice President, and the Ruler of Dubai H.H. Sheikh Mohammed Bin Rashid Al Maktoum. This book aims to provide Mr. Jeff with insights into Arab leadership and country development.

In addition to the book, Ms. Mariam also carefully selected two paintings by local Arab artist Ahmed Ismail: "Calligraphy Tanoura Man" and "Red Camel," both showcasing intricate Arab calligraphy. She emphasized the importance of cultural exchange with the voice of love, quoting a poem by Rumi.

This gesture aimed to enrich Jeff's understanding of Arab culture and heritage, fostering a deeper appreciation for the



Full recovery is expected to materialise in 2025, with the Middle East being the first region globally to recover its Chinese inbound market.

Underscoring that prediction, Arabian Travel Market (ATM) 2024 which takes place at Dubai World Trade Centre (DWTC) from 6-9 May, is set to welcome twice the number of Chinese exhibitors and travel professionals, compared with its 2019 show.

China lifted its covid-related travel restrictions on 8th January 2023, allowing Chinese tourists to travel abroad, without having to quarantine upon their return. Bookings for overseas travel during Chinese New Year, soared by 540% compared with the same period in 2022, according to data from the Chinese travel site Trip.com.

Danielle Curtis, Exhibition Director ME, Arabian Travel Market commented, "Last year, some analysts were predicting that the Chinese outbound market would recover to around six million per month by the summer of 2023, driven in part by the pent-up demand especially from young, affluent Chinese.

"However, that rebound wasn't as great as many tourism professionals had hoped for and now analysts are confident that this year, we could see Chinese visitor numbers double year-on-year, with major destinations in the Middle East recovering quicker than any other internationally, especially for luxury travel.

"That sentiment has also been borne out by the latest spending data for the 2024 Chinese New Year. According to Chinese payment platform Alipay, the number of Chinese overseas transactions were 7% higher than those recorded in 2019.

"The most popular Middle East destinations include Dubai, Saudi's

Middle East region first to recover Chinese tourism numbers, boosting participation at

Arabian Travel Market 2024

According to research by Oxford Economics, outbound travel from China is estimated to almost double this year, compared with 2023 and will only be 22% below its peak pre-pandemic numbers of 155 million tourists in 2019, who spent over \$250 billion overseas.

- China's outbound tourism numbers to double in 2024 Y-on-Y, only 22% below record pre-pandemic levels of 155 million tourists
- ATM 2024 expecting to double number of Chinese participants that exhibited in 2019
- Huawei to share latest trends and data on Chinese travellers' plans to the Middle East during dedicated conference session

AlUla, Egypt and Jordan - Dubai alone welcomed more than one million Chinese visitors in 2019," said Curtis.

Chinese participation at ATM 2024 is expected to more than double compared with ATM 2019, with new exhibitors that include private sector companies such as Heytrip International, Jiangsu Intelligence Equipment Co, Flightroutes24 Travel Company Ltd, Feeyo Technology and anticipated destination representation from

Macao Government Tourism Office, China Cultural Centre in the UAE and the Hongkong Tourism Board.

ATM is also organising a dedicated conference session on this key market in its Global Stage, entitled 'Capitalising on China's Predicted Tourism Surge', in association with Huawei. This session, which takes place on Monday 6th May from 15:10 to 15:50, will explore the changing trends, cultural preferences and the role of mobile marketing and tourism predictions in the Chinese tourism market.

In line with this year's show theme 'Empowering Innovation: Transforming Travel Through Entrepreneurship', other highlights at the 31st edition of ATM include entrepreneurship-focused sessions as well as dedicated sessions for other key source markets such as India and the Americas. As well as showcasing a range of event features based around the theme, informative content will be delivered across the Global Stage and the new Future Stage at ATM 2024, led by respected industry keynote speakers, and thought leaders.

Seaspeed Marine is pioneering in crafting the development of the marina industry's trajectory: Anil Agarwal



SHANEER N SIDDIQUI



TFTA : Can you provide an overview of Sea Speed Marine's core operations in ship chartering, dry bulk shipping, brokerage, and tankers?

Anil Agarwal : Seaspeed Marine is more than 15 years old company and has gone through many cycles of evolution since its inspection in 2007.

We initially started as a crew boat-owning company and bulk carrier ship operators. In 2015, with the induction of new management, we brought our focus to offshore shipping, operating offshore vessels including supply vessels, anchor handlers, DP vessels, PSVs, tugs, barges and other types of offshore units.

We slowly expanded our operations to Tanker vessel broking and chartering, Vessel technical management services, Marine and technical consultancy services and the recent addition to our service portfolio is the Dry bulk chartering and broking desk two years ago.

Our clients are mainly ship owners, charterers, managers, offshore marine construction companies, and underwriters whom we can service through our diverse service portfolio.

Our offices and operations are now expanded to Sharjah, Fujairah with the latest addition in Abu Dhabi and India.

TFTA : What are the key factors that differentiate Seaspeed Marine from other companies in the maritime industry?

Anil Agarwal : We are an ISO 9001:2015 certified company by Bureau Veritas for the scope of Provision of Vessel Chartering, Vessel Brokerage, Ship Management, Marine & Technical Consultancy & Survey Services.

The company is run by a highly committed and professional team where our target is to add value to our clients by helping them efficiently manage shipping projects and creating maximum benefits for them. Our unique team has many years of experience in Main Fleet

and Offshore vessel chartering and management. An in-depth understanding of ship operations and market dynamics helps us serve our customers better.

We aim to deliver services and vessels that match the exact requirements of projects and support our clients throughout the project execution. Our focus is entirely on the requirements of our clients and we always target giving our clients much more than just the traditional gambit of services.

We are driven by a "customer-first" philosophy, which has earned us a reputation for reliability & dedicated service. Our scale and size, along with our independence, means we can offer the kind of scope that our clients need to make their businesses more successful. To meet our client's ever-changing requirements due to the dynamic nature of the shipping industry, our team is ever ready to do what it takes for the success of the project.

TFTA : How does Seaspeed Marine adapt to changing market conditions and regulations in the shipping industry?

Anil Agarwal : Seaspeed Marine prides itself on its adaptability to evolving market conditions and regulatory frameworks within the shipping industry. We have three mantras to navigate these changes effectively namely research, use of technology, collaborative approach, training, and retraining ourselves. Let me explain. When we say research, we mean that we keep ourselves abreast with the changes in the regularity framework and what methods industry players putting in place to cater to such changes. We can always learn from the industry big brothers who have better resources when it comes to market Intelligence and analysis.

Now as we all know that technology plays such a crucial role in the success or failure of a company, we cannot afford to be left behind and not catch up with the technology and innovation wind.

Embracing technological advancements is integral to our

company approach. We have our own in-house information and operation management tools which our team uses to perform our day-to-day tasks. This certainly enhances our operational efficiency and decision-making processes.

Now being a company primarily based out of the United Arab Emirates, it may not be possible to open offices in other shipping hubs, at least not immediately. So, we have identified strategic partners and formed collaborations with them. Presently, we have partners in Greece, Norway, Saudi Arabia, Qatar, Bahrain, India, Singapore and China. By fostering strategic partnerships, we gain insights into emerging regulatory requirements and industry best practices, enabling us to adapt proactively and maintain compliance.

Last but not least, we are a firm believer in being ready, training, and retraining ourselves to be ready to offer a professional service as required by the project. We equip our employees with the skills and knowledge necessary to navigate regulatory changes effectively and deliver exceptional service to our customers.

TFTA : What strategies does Seaspeed Marine employ to maintain a competitive edge in the global shipping market?

Anil Agarwal : We are a service-based company and our biggest asset is our team members which propels the company forward. Our biggest customers are our employees and I am in total agreement with the statement that if we take care of our employees, they will take care of our customers. We have a team that functions on three aspects high integrity, high ethics, and high energy. This is what we look for when we induct a new member into our Seaspeed family.

Apart from the above, we focus on bringing operational efficiency across all aspects of its business. We continuously invest in maintaining a database of a modern and versatile fleet of vessels. By keeping our

database updated, we enhance quick response to our clients. Our partners across the globe help us to provide excellent and professional services 24 x 7.

Last but not least, I cannot emphasize enough on having customer-centric approach. I am proud to say that our most business comes from retained customers due to our fostered long-term relationships with them. But as they say no business can survive only on words, so we try to sustain our relationship with our customers by providing personalized services, tailored solutions, and responsive support, thereby enhancing customer satisfaction and loyalty.

TFTA : Can you discuss any recent developments or initiatives undertaken by Seaspeed Marine to enhance its services or expand its business portfolio?

Anil Agarwal : Seaspeed Marine has recently embarked on a strategic initiative to bolster our presence and service offerings by establishing new branch offices in Abu Dhabi and Noida India. This expansion signifies our commitment to enhancing accessibility and efficiency for our valued clientele in the Abu Dhabi region and catering to the Indian market. By establishing a local presence, we aim to provide more personalized and timely services suited to the specific needs of customers in that region.

TFTA : How does Sea Speed Marine prioritize safety and environmental sustainability in its operations?

Anil Agarwal : We place utmost importance on safety and environmental sustainability in all aspects of our operations, implementing comprehensive measures to uphold these core values.

We adhere to stringent standards such as the International Maritime Organization (IMO), ensuring that all vessels under our management comply with rigorous safety protocols. We conduct regular



Seaspeed Marine prides itself on its adaptability to evolving market conditions and regulatory frameworks within the shipping industry. We have three mantras to navigate these changes effectively namely research, use of technology, collaborative approach, training, and retraining ourselves. Let me explain. When we say research, we mean that we keep ourselves abreast with the changes in the regularity framework and what methods industry players putting in place to cater to such changes. We can always learn from the industry big brothers who have better resources when it comes to market Intelligence and analysis.

inspections, audits, and training programs to maintain the highest levels of safety performance.

Also, we invest in Training and Education. We always promote a safety-first culture among our employees. We have developed robust Safety Management Systems (SMS), which serve as a comprehensive framework for identifying, assessing, and mitigating operational risks. These systems facilitate proactive risk management, continuous improvement, and the promotion

of safety awareness throughout the organization.

In summary, we demonstrate a steadfast commitment to safety and environmental sustainability through adherence of stringent standards, investment in training and technology, implementation of robust management systems, environmental compliance, conservation efforts, continuous improvement, and continuous stakeholder engagement. By prioritizing safety and sustainability, Seaspeed Marine not only ensures the well-being of its personnel and the protection of the environment but also maintains its reputation as a responsible and ethical operator in the maritime industry.

TFTA : What role does technology play in optimizing Seaspeed Marine's shipping operations and improving efficiency?

Anil Agarwal : Technology, particularly the development of a comprehensive database for clients and vessels in each segment, plays a crucial role in optimizing our operations and enhancing efficiency in several ways. The database enables us to efficiently match client requirements with available vessels. By storing detailed



information about client requirements, cargo types, voyage routes, and vessel specifications, we can quickly identify suitable matches, reducing the time and effort required for vessel selection and chartering negotiations.

Having access to a centralized database empowers our team to make informed decisions based on accurate and up-to-date information. Whether it's assessing vessel availability, evaluating market trends, or analyzing past performance metrics, the database provides valuable insights that facilitate strategic decision-making and optimize resource allocation.

Overall, the development of a comprehensive database and the use of in-house software tools for management information significantly enhances our company's operational efficiency, decision-making, delivery and agility.

TFTA : Can you share insights into Seaspeed Marine's approach to building and maintaining strong relationships with clients, partners, and stakeholders?

Anil Agarwal : We prioritize understanding the needs and expectations of our clients and their projects thereby customizing our services accordingly to be more suited to the needs of the hour. One key factor to achieve success in project management is to maintain frequent and transparent communication to keep all parties informed and build trust.

Additionally, we go beyond what is required by the situation and deliver value-added services

Seaspeed Marine has recently embarked on a strategic initiative to bolster our presence and service offerings by establishing new branch offices in Abu Dhabi and Noida India. This expansion signifies our commitment to enhancing accessibility and efficiency for our valued clientele in the Abu Dhabi region and catering to the Indian market. By establishing a local presence, we aim to provide more personalized and timely services suited to the specific needs of customers in that region.

that exceed expectations, establishing ourselves as reliable partners in the maritime industry. We actively seek feedback to identify areas for improvement and continuously fine-tune our services. Moreover, we invest in nurturing our relationships by providing ongoing support and assistance throughout the vessel operation stage, ensuring stakeholders feel valued and supported beyond the initial transaction.

TFTA : What are the constraints your company in specific and industry in general currently facing?

Anil Agarwal : We all came from a humble background and started the company with our own small savings. So, resources in terms of money, man-power, and infrastructure certainly pose a constraint when it comes to taking risks and taking up ambitious projects which require a bit of little more of all of the above three ingredients. However, the support and response that

we have received from our clients is extraordinary. I believe in organically growing the company and continuing to strive harder. When the right time comes, the door will be opened and we can then take a plunge.

As far as the shipping industry is concerned, the risks and constraints are many both local and global. In general, I would like to emphasize on three points namely Regulatory Compliance, Market Volatility driven by local, and global events and sustenance of the environment.

However, as industry has overcome challenges in past, we are also moving forward and credible initiatives are taken across industry to mitigate the risk and prevail over constraints.

TFTA : Looking ahead, what are Seaspeed Marine's goals and aspirations for the future, and how does it plan to achieve them in a dynamic and evolving industry landscape?

Anil Agarwal : We aim to continue working on the shipping domains we are already serving such as vessel chartering and brokerage and improving ourselves with our passing day. We aim to get into ship owning in the next two years and offer a more comprehensive solution to our customers. The expansion of the company is certainly on the cards and our target is to extend our footprint to more locations and work with major regional players. This expansion strategy underscores our commitment to growth and diversification hoping to seize new opportunities and strengthen our position as a significant player in the maritime industry.



- Research has underscored the importance of the automotive aftermarket in the region as the MEA industry is projected to grow at a CAGR of 8.2% to 2030
- Key figures from the industry will speak at the three-day Automechanika Academy under the theme of Accelerating KSA's Mobility and Way Forward: Automotive Aftermarket
- Automechanika Riyadh returns from 30 April to 2 May 2024

Automechanika Riyadh

Academy 2024 aims for key speakers as MEA auto aftermarket exceeds \$69B by 2030

Automechanika Riyadh, Saudi Arabia's leading trade show for the automotive aftermarket, will provide a platform for thought leaders, experts, and industry professionals to gather and discuss the latest advancements, challenges, and trends in the Saudi Arabian automotive sector as the MEA industry is set to exceed US\$69.39 billion by 2028.

According to research from Virtue Market Research the MEA automotive aftermarket is expected to grow at a Compound annual Growth Rate of 8.2% over the forecast period of 2024-2030, underscoring the opportunities for the Saudi Arabian, GCC, and Middle East automotive aftermarket ecosystems.

To provide insights into the growth strategies for Saudi Arabia's automotive market, Automechanika Riyadh will return to the Riyadh International Convention and Exhibition Center (RICEC) from 30 April to 2 May 2024, with a host of industry experts as part of the exhibition's three-day Automechanika Academy.

On the opening day, under the theme of Accelerating KSA's Mobility, the focus will be on transitioning KSA's economy, the automotive industry landscape, and investments in autonomous vehicles. Sustainable mobility will



Bilal Al Barmawi

CEO and Founder of 1st Arabia Trade Shows & Conferences

“The Saudi Arabian automotive market has evolved significantly from its humble beginnings. According to Glasgow Research & Consulting, the journey began in 1929 when the first car was imported into the Kingdom, with only a few hundred vehicles traversing the nation's roads.

also feature highly with insights into EV infrastructure, electrifying fleet operations, and smart

mobility innovations.

Key speakers include, Mark Notkin, Chief Innovation Officer, Petromin Corporation, Head of Electromin (subsidiary of Petromin Corporation); Robin Joffe, Partner & Managing Director, Middle East, Africa & South Asia, Frost & Sullivan; Zaid Al Nabolsy, E-Mobility Business Manager - EV chargers Infrastructure, ABB; Badr Hanbazaza, Senior Director - Community Relations, ROSHN Group; Andrea Florou, Group Head of Mobility, Red Sea Global.

Day two will see the focus shift to the theme of Way Forward: Automotive Aftermarket, with insights on regulatory compliance, digital transformation, and sustainability in the automotive aftermarket. Discussions will cover growth prospects in the GCC, local manufacturing incentives, and the role of technology.

Insights and panel discussions will include renowned speakers such as Arda Arslan, Regional Vice President- Mobility

Aftermarket- Middle East and Türkiye Bosch; Ali Rizvi, Head of Program Management / Middle East Operations, Lucid Motors; Mark Carson, Director Customer Experience & Quality – MEA, Renault; Adel Binafai, Head of Brand, Al Jabr Trading Company.

They will be joined by His Excellency Eng. Saleh Al Khatbi, Deputy Minister of Investment Transaction, Ministry of Investment, KSA; Ahmed Al-Malki, Director – Automotive, Ministry of Investment, KSA; Eng. Aftab Ahmed, Chief Advisor - Automotive Cluster, National Industrial Development Centre, Ministry of Industry and Mineral Resources; Saad Alhatem, Director General of Standards Department, Saudi Standards, Metrology, and Quality Organization (SASO); Eng. Ibrahim Al-Rahbi, Conformity Specialist Engineer and Quality Team Leader, GCC Standardization Organization (GSO); Sandeep Surana, Managing Director, Tasaru Mobility Investment.

Bilal Al Barmawi, CEO and Founder of 1st Arabia Trade Shows & Conferences, said: "The Saudi Arabian automotive market has evolved significantly from its humble beginnings. According to Glasgow Research & Consulting, the journey began in 1929 when the first car was imported into the Kingdom, with only a few hundred vehicles traversing the nation's roads.

"Fast forward to 2024, and the landscape has dramatically transformed, with approximately 10 million passenger cars in circulation. This exponential growth underscores the pivotal role of Automechanika Riyadh in the automotive aftermarket industry and highlights its significance as a landmark event."

Aly Hefny, Show Manager, Automechanika Riyadh, Messe Frankfurt Middle East, highlighted: "As the fastest growing automotive aftermarket in the GCC, the surge in demand from both visitors and exhibitors to attend Automechanika

Riyadh highlights the opportunities available within the industry.

"The interest in participation reflects the exhibition's critical role in facilitating industry advancement, underscored by significant growth in exhibitor demand and a wide array of international participants eager to expand their presence in Saudi Arabia and the broader GCC region. Our Academy programme features an impressive line-up of speakers addressing the most pressing issues, setting the stage for discussions and debates."

The 6th edition of Automechanika Riyadh will also feature seven product focus areas – Parts & Components, Tyres & Batteries, Oils & Lubricants, Accessories & Customising, Diagnostics & Repairs, Body & Paint, and Care & Wash. The exhibition is licensed to 1st Arabia Tradeshows & Conferences by Messe Frankfurt Exhibition GmbH and takes place from April 30 until 2 May 2024 at RICEC.

Under the patronage of H.E. Eng. Saleh bin Nasser Al-Jasser, Saudi Minister of Transport and Logistics, the organizing committee of the Global Project Management Forum announces the launch of the third edition of the forum under the theme "We Achieve the Dream: Leadership, Empowerment, Sustainability", scheduled to be held from June 2 to 3 in Riyadh.

The forum aims to discuss the best practices, experiences, and latest developments in the field of project management across various sectors, as well as exchange opinions, views, and creative ideas on the successful implementation of major projects.

Eng. Badr M. Burshaid, President of Project Management Institute - KSA Chapter, and the Global Project Management Forum, emphasized the distinguished position that the forum has been able to achieve over the past two consecutive years. It has become a global platform that attracts elite experts, speakers, project managers, and decision-makers in the project management sector from around the world.

Bourshaid stated: "The Global

3rd Edition of Global Project Management Forum to Commence in Riyadh in Early June



Project Management Forum has succeeded in enhancing the position and leading role that Saudi Arabia has distinguished itself with in the world of colossal and futuristic projects, since the 2016 launch of Saudi Vision 2030. Since its inception, the forum annually attracts project leaders from around the world, including thought and business leaders, academics, professional and technical managers, as well as major organizations and institutions, to exchange knowledge and experiences and to review the best practices and applications for success and excellence in management, leadership, and empowerment. This contributes to the implementation of government initiatives aimed at making Riyadh one of the most sustainable and economically significant cities in the world."

The forum targets a wide audience across government and private sectors, semi-governmental sectors, engineering, contracting, and procurement companies, startups, construction and infrastructure firms, entrepreneurs, executive managers, project managers, strategic managers, developers, project management office managers, project management consultants, and technology providers.

The Global Project Management Forum aims to empower women, professionals, and ambitious youth with the necessary skills and knowledge to excel in project management. This is achieved by highlighting key topics in the economy, foresight and governance, work methods and value chains, large-scale projects and sustainable social impact, digital transformation, uses of artificial intelligence, soft skills, and other related topics in project management. It supports the global sustainability system and empowers global leadership.

DUBAI WORLD TRADE CENTRE (DWTC)



EVENTS AT DWTC

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

Middle East Energy

Date : 16 - 18 APR 2024

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

Organiser : Informa Middle
East

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

Gulf Information Security Expo & Conference (GISEC)

Date : 23 - 25 APR 2024

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

Organiser : Dubai World
Trade Centre

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

GETEX Spring

Date : 24 - 26 APR 2024

Venue : HALL 1

Organiser : International
Conferences & Exhibitions

World Art Dubai

Date : 2 - 5 MAY 2024

Venue : ZA'ABEEL HALL 1 - 3

Organiser : Dubai World
Trade Centre

Arabian Travel Market

Date : 6 - 9 MAY 2024

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

Organiser : RX Global

Dubai Fintech Summit

Date : 06 - 07 MAY 2024

Venue : Madinat Jumeirah,
Dubai, United Arab Emirates

Organiser : Dubai International
Financial 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

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