

DUBAI

PROPOSAL TO HOST

**The House of
Delegates (HOD)
Business Meeting
and International
Symposium on
Dental Hygiene –
ISDH 2028**



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01

WHY DUBAI?

HYPERCONNECTED AND PRO-BUSINESS

A unique gateway to one of the world's most dynamic business destinations.

Dubai is a hub for global business, a gateway into established and emerging markets, and a destination of choice for business and leisure visitors from around the world.

Within the space of 50 years, Dubai has become one of the world's most dynamic cities, a city with a vision of the future, and the tools to build that future.

We have the infrastructure in place so that you are enabled to maximise the opportunities that arise from the connections your delegates will make here.





DID YOU KNOW?

The UAE has one of the world's lowest crime rates and is among the world's top 10 countries for safety and security, according to the World Economic Forum*.

* 2018 Competitiveness Report

SHAPING THE REGION'S EVENTS LANDSCAPE

Dubai's diversity opens a world of opportunity



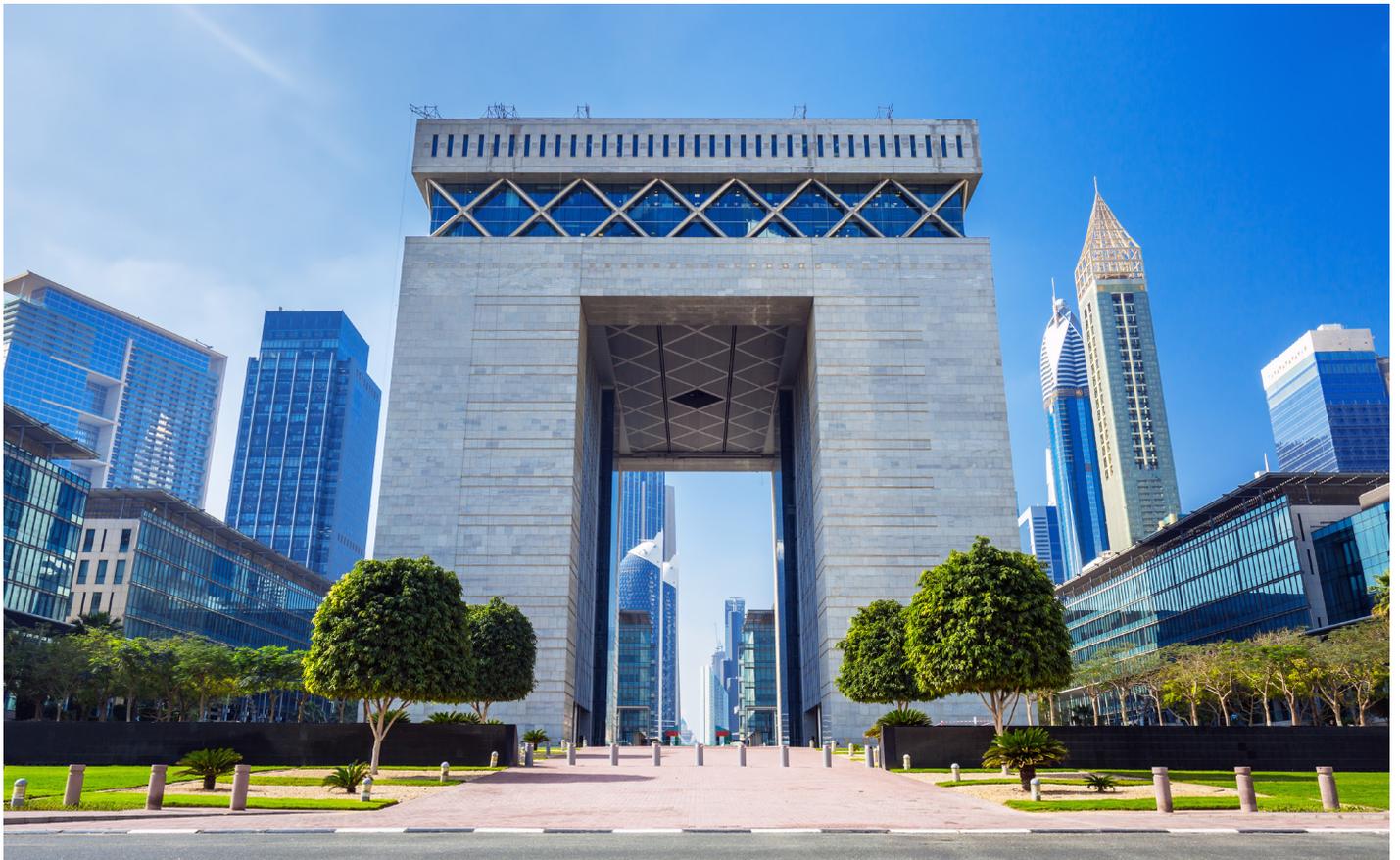
Centrally positioned between east and west, Dubai is home to more than 200 nationalities speaking more than 140 languages. It is one of the world's leading business hubs and tourist destinations, welcoming international visitors all year round. Its unique power to convene - a power that is an ingrained part of its history and culture - is reflected in its world-class business events offering.

Your delegates' experience of the emirate begins the moment they alight from Dubai International airport. They are able to seamlessly connect to the city via road or rail. Whether through the dedicated area for metered taxis, the airport's own metro station, a wide choice of private car hire companies, chauffeur services or fast road links, Dubai International airport connects your delegates to all areas of the city. ●

 <p>1st World's most cosmopolitan city (McKinsey & Company)</p>	 <p>8th Most diversified economy (Dubai Competitiveness Report 2018)</p>
 <p>1st In the region for ease of doing business (The World Bank)</p>	 <p>1st Globally in FDI investment for AI and robotics (Annual Investment Meeting)</p>
 <p>25th Happiest country (The World Happiness Report)</p>	 <p>7th Safest country in the world (The World Economic Forum)</p>

A UNIQUE BUSINESS LOCATION

Connect with Dubai and you connect with a strategic infrastructure designed to make your event a complete success



Dubai International Financial Centre (DIFC) is the Middle East's largest financial hub

Dubai distinguishes itself as a unique city in a number of different respects. It provides: A unique global reach – Dubai is eight hours from two-thirds of the world's population (more than 5 billion people) and four hours from one-third of the global population (more than 2.5 billion)

- An unrivalled hospitality, transport and leisure hub with an events infrastructure second to none
- The world's largest international airport, serving more than 100 airlines flying to more than 240 destinations across six continents
- Access to key global markets, including emerging economies in the Middle East, South Asia and Africa

- A place not just for business, but one of the world's leading tourism destinations with attractions for every demographic

Leadership consulting firm McKinsey & Company has named Dubai the world's most cosmopolitan city. Our multicultural diversity brings a unique global perspective where people can project their own viewpoints and perspectives, and where different cultures can gain knowledge from each other. Diversity has played its own unique role in Dubai becoming the entrepreneurial and dynamic city it is today.

Dubai has attracted one-third of all Middle East and North Africa (MENA) investors and the region's highest number of venture capitalists. There is

no income tax, a robust legal structure, pro-business regulatory environment and strong corporate governance. Laws and regulations are transparent, agile and designed to preserve the rights of both organisations and individuals.

All reasons why the World Bank has ranked the UAE number one in the region for ease of doing business. Dubai is built on business, built for business and ready for your business. ●



DIFC OFFERS ONE OF THE REGION'S MOST COMPREHENSIVE FINTECH AND VENTURE CAPITAL ENVIRONMENTS

SECURE, INCLUSIVE AND AFFORDABLE

Dubai attracts global talent, visitors and businesses because we are a safe place to work, live and play

When you host your event in Dubai, your delegates can feel safe and secure. Residents and visitors can feel confident they are in a city with one of the world's lowest crime rates – why the World Economic Forum has named the UAE among the world's top 10 safest countries.

A key pillar of Dubai's strategy is to cultivate a tolerant and inclusive society. There are defined laws to protect both citizens and visitors from any form of discrimination. The UAE has signed tolerance agreements with other nations and held specific events to promote tolerance such as the Special Olympic World Games – a Paralympic event and The World Tolerance Summit.

Gender inclusiveness also remains high on the agenda. Women play a prominent role in the city's socioeconomic fabric. They occupy many of the executive positions in both government and the private sector, and are often the highest excelling university research students.

Dubai has always enabled religious freedom. There are dedicated places of worship in addition to mosques, such as churches, temples and gurdwaras, while different cultural holidays are openly celebrated – all reflective of the city's multicultural fabric and inclusive values.

The inclusive nature of Dubai has seen the city evolve to cater to a broad range of visitors and budgets. Our huge network of hotels ranges from the most luxurious to very comfortable mid-range offerings. Dining options are international and extensive, catering for all budgets – meaning delegates can eat well at a very reasonable cost. Dubai's integrated public transport system allow visitors to move around the city easily and



CAPTION: Dubai is well known for promoting equal opportunities.

DUBAI 2021 PLAN

The roadmap to a future of happiness

The key themes of Dubai's 2021 Plan included promoting happiness, creativity and empowerment, fostering a sense of inclusiveness and cohesion, being a preferred place to live, work and visit and becoming a pivotal hub in the global economy through pioneering and excellent government.

inexpensively. The city's taxis are numerous and reasonably-priced compared to other global cities.

While you hold your event in Dubai, your delegates can also enjoy an unlimited range of recreational options at the budget that suits them. They can choose from world-class golf courses, sailing, scuba diving and deep-sea fishing, pristine beaches and dramatic desert landscapes, world-class shopping malls – even an indoor real snow ski slope. Dubai's night life ranges from elegant rooftop nightclubs to casual beach bars. ●

GLOBALLY CONNECTED

Through its central position between East and West, Dubai is a leading global centre for trade, logistics, tourism and finance

Dubai is a 21st century centre of industry and innovation. It is home to half of all Fortune 500 companies, and 17 of the top 20 global banks.

In 1960, Dubai International Airport opened with a single runway on compacted sand. Today, Dubai has amongst the world's largest and busiest aviation infrastructures. Dubai International Airport is the world's largest international airport, with three terminals that process 89 million passengers annually, and the capacity for 3.1 million tonnes of cargo. When complete, the 140km² Dubai World Central (DWC) airport will provide even greater capacity, with the capability for 160 million passengers and 12 million tonnes of cargo per year.

Today, Dubai's airports support more than 100 airlines flying to over 240 destinations. Liberal visa policies are designed around the

ease of welcoming visitors, with 74 nationalities currently eligible for visas on arrival. These are listed in the 'How to get here' chapter. .

Dubai hosts hundreds of events annually attracting millions of global visitors. In 2021, the city began hosting the largest event ever to be held in the Middle East. By the time it finishes on 31 March 2022, Expo 2020 Dubai is expected to have attracted 25 million visits over its six-month duration, under the theme 'Connecting Minds, Creating the Future'.

And the opportunities Dubai offers extend far beyond its own shores. Dubai is an active player and a catalyst in a larger global economic story. The Belt and Road initiative presents the world's single biggest global trading opportunity of modern times, following the route of the ancient Silk Road connecting east and west. Dubai has retained strong trade links with the

high growth markets of Africa and South Asia. Signature deals with China include multi-billion dollar goods shipment and logistics contracts. These trade ties continue to generate hundreds of billions of dollars for Dubai's own economy and open doors for its international events and business partners. ●



DID YOU KNOW?

Over the next 10 years, more than 1 billion passengers will pass through Dubai's airports



CAPTION: Dubai's Open Skies policy has been a key component of its economic and trading strategy



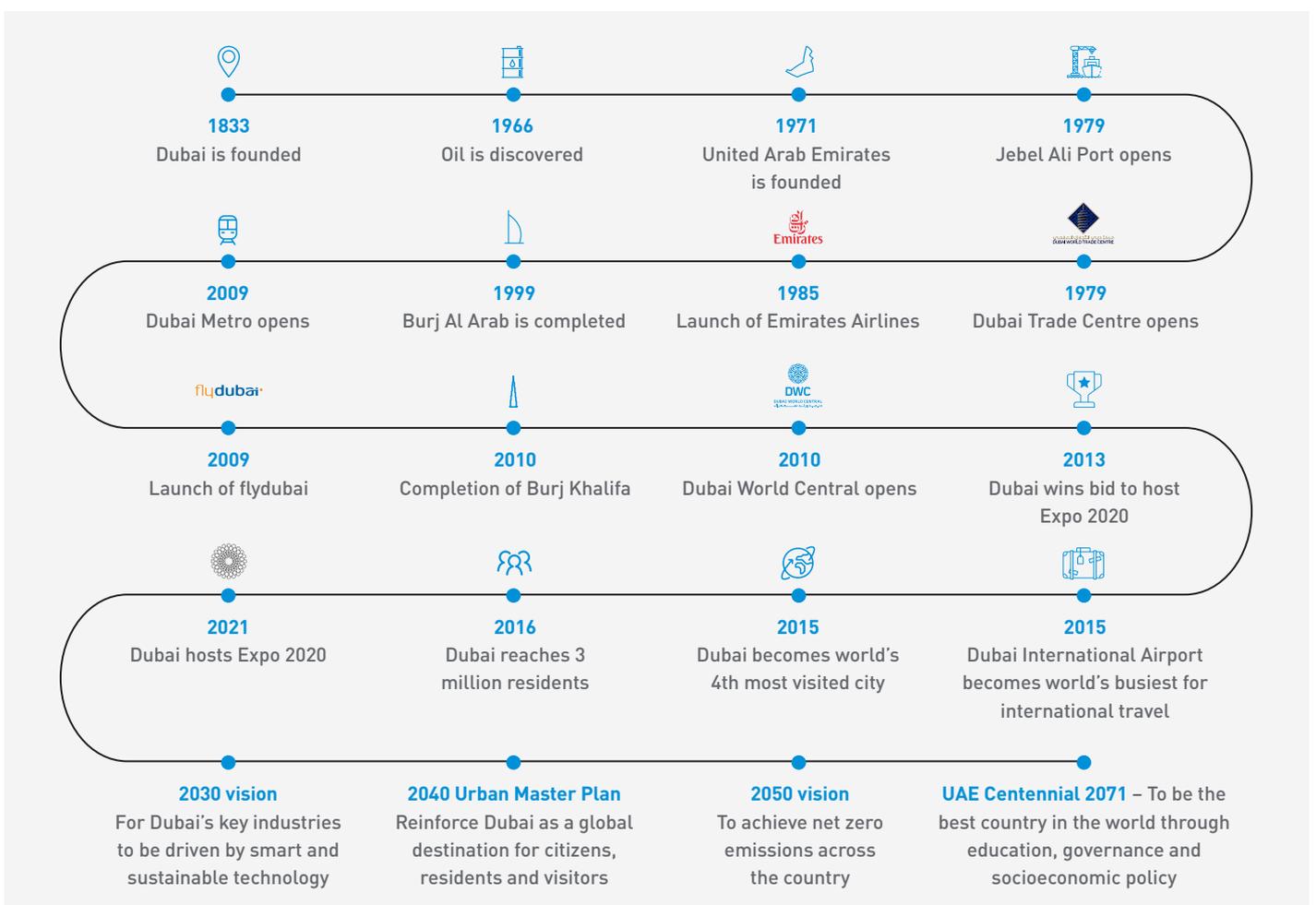
LASTING LEGACIES

Forward-facing but still connected to its past

From the start, Dubai has been a city built on a vision. In just a 50-year period, the city has come from being a desert landscape peppered with a few small buildings to the leading commercial and investment hub it is today. There are bold visions for the future as the city establishes itself as a sustainability and technology leader in areas such as solar power, vertical farming, blockchain, 3D printing and artificial intelligence.



Dubai Timeline





History of Dubai

To understand where Dubai is going, we should first provide some insights into its historical development. In 1833, around 800 key members of the Bani Yas, one of Southern Arabia's most prominent tribes, identified Dubai Creek as a natural harbour.

Led by the Al Maktoum family – Dubai's ruling family to this day – they settled near the Creek's mouth. The township soon became a centre for fishing, pearl diving and maritime trade, attracting further settlers through trading with India, Iran and other parts of the Gulf. The British also regarded the Gulf region as an important staging post en route to India, and in 1853 they signed a treaty with the Gulf rulers. The region became the Trucial States, a British Protectorate.

By the 1870s, Dubai had become the principal trading port of the Gulf Coast, and by the turn of the century developed one of Arabia's largest souks (trading markets). Pearl diving remained a main staple of the local economy until the 1930s. →





**DUBAI
ASSOCIATION
CENTRE**

**Creating legacies
across borders**

A key reason why associations choose to host their events in Dubai is the potential to grow their membership and develop their respective professions in the city and wider region. Dubai Association Centre plays a key part in this, providing an avenue for global associations to set up chapters and regional offices and expand their activities across the Middle East and beyond. With Dubai Association Centre's connection to markets across the globe, and Dubai's own gateway to markets such as India, Africa and Asia, international associations are assured a truly global reach by setting up in Dubai.

Dubai's trading industry in gold, spices and other goods remained strong however, earning it the name 'city of merchants'. The dredging – both widening and deepening – of Dubai Creek in 1960 was a turning point for the city, allowing much larger-size vessels to enter and strengthening Dubai's trading position still further.

Britain had begun to withdraw from the region and by 1968, the Gulf States had regained their independence. 1971 saw the historical formation of the United Arab Emirates (UAE) as an independent state between Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Quwain and Fujairah, with Ras Al Khaimah joining in 1972.

Since then, the development of this dynamic city has become legendary through visionary leadership and wise governance – until today where its world-class infrastructure has made it the region's number one trading and financial hub – attracting the best talent and foreign direct investment from across the globe.

Creating new legacies

And we haven't stopped there. Through

Dubai's visionary leadership, the city is on track to be a global sustainability leader with an ambitious target to produce 75 per cent of its energy requirements from clean sources by 2050. Mohammed Bin Rashid Solar Park will be the world's largest facility on completion and by 2030, 25 per cent of Dubai's transportation will be autonomous.

The city is emerging as a global leader in other cutting-edge technologies.

- Dubai aims to have the world's first blockchain-powered government
- Dubai ranks first globally for FDI technology transfer in AI and robotics
- Dubai embraces 3D printing technology, with 25 per cent of the city's new buildings to feature 3D printing by 2030
- Fintech Hive, at Dubai International Financial Centre, is the Middle East's first Fintech accelerator programme

Dubai presents a number of opportunities to extend the legacy of your event. International associations can actively connect with local institutions – creating long-term impact of mutual benefit through





AL SAFEER CONGRESS AMBASSADOR PROGRAMME

Tapping into Dubai's event hosting potential

Dubai's Al Safeer Congress Ambassador Programme is part of the city's continuous initiative to build its capabilities as a strong and influential events host. The programme comprises multinationals, industry associations, professional bodies and other leaders across key industries – both public and private – working closely with Dubai Business Events as ambassadors to promote the city internationally as a business events destination.

Much of the ambassadors' role includes generating leads on potential business events for Dubai, presenting at international events and providing input into the bid processes. In turn, ambassadors benefit by raising their own profile and bolstering their international networks.

educational initiatives, public advocacy, community projects or increase in membership. With Dubai's growing reputation as a knowledge hub, international organisations can also tap into the diversified and recognised institutions and associations that have made their home in the city. Dubai's Al Safeer Congress Ambassador Programme comprises more than 300 professionals and experts – clearly showing how international associations can boost their respective sectors by bringing their events to Dubai.

Global events organisers can also harness initiatives such as the UAE

National Strategy for Advanced Innovation, focused on positioning the UAE among the world's top leaders of innovation and to develop a type of thinking that encourages experimentation and taking well-thought-out risks to achieve the goals of UAE Centennial 2071.

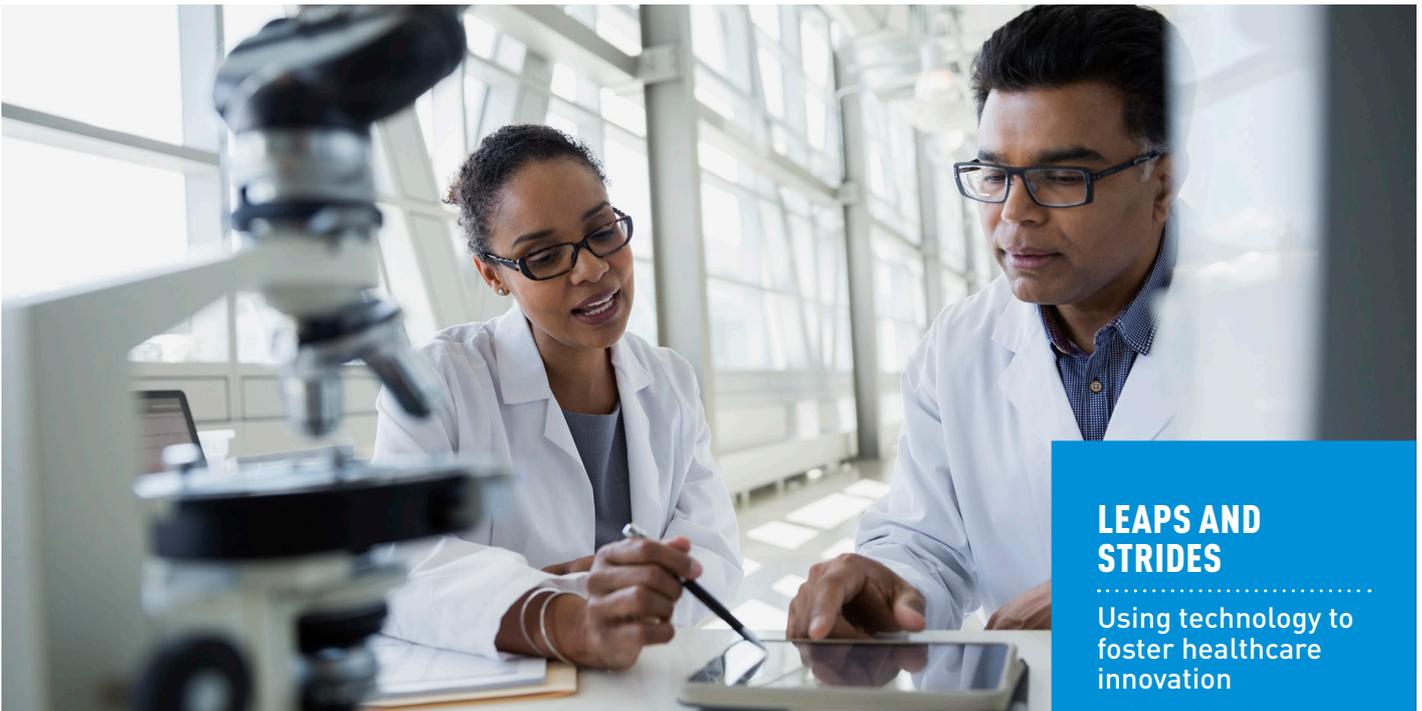
By choosing to host your event in Dubai, the city invites you to be part of its evolving transformation and share mutual success in one of the world's most dynamic and forward-thinking cities. ●

HEALTHCARE AND PHARMACEUTICALS

A healthcare infrastructure that ranks amongst the world's best



CAPTION: Dubai has some of the best international healthcare professionals.



LEAPS AND STRIDES

Using technology to foster healthcare innovation

In line with a key objective to foster innovation, in 2017 Dubai Hospital introduced an artificial intelligence (AI) robot pharmacist that can store up to 35,000 medications and deliver 12 prescriptions per minute.

In the same year, the city saw the development of the region's first 3D-printed prosthetic leg. By 2025, Dubai's 3D-printed medical products market will be valued at US\$463 million. 3D printing also promises to significantly reduce the cost of a custom-made prosthetic limb, cutting the traditional cost from US\$50,000 to US\$105.

Dubai has built an enviable healthcare infrastructure. Dubai Healthcare City (DHCC), is the world's largest medical free zone. Its 168 clinical facilities include some of the most reputed international names including Moorfields Eye Hospital and the Johns Hopkins Medicine International affiliated Clemenceau Medical Center. DHCC is home to hospitals, outpatient medical centres and diagnostic laboratories across 150+ specialties, with licensed professionals from almost 90 countries. Across Dubai there are more than 3,100 licensed healthcare facilities.

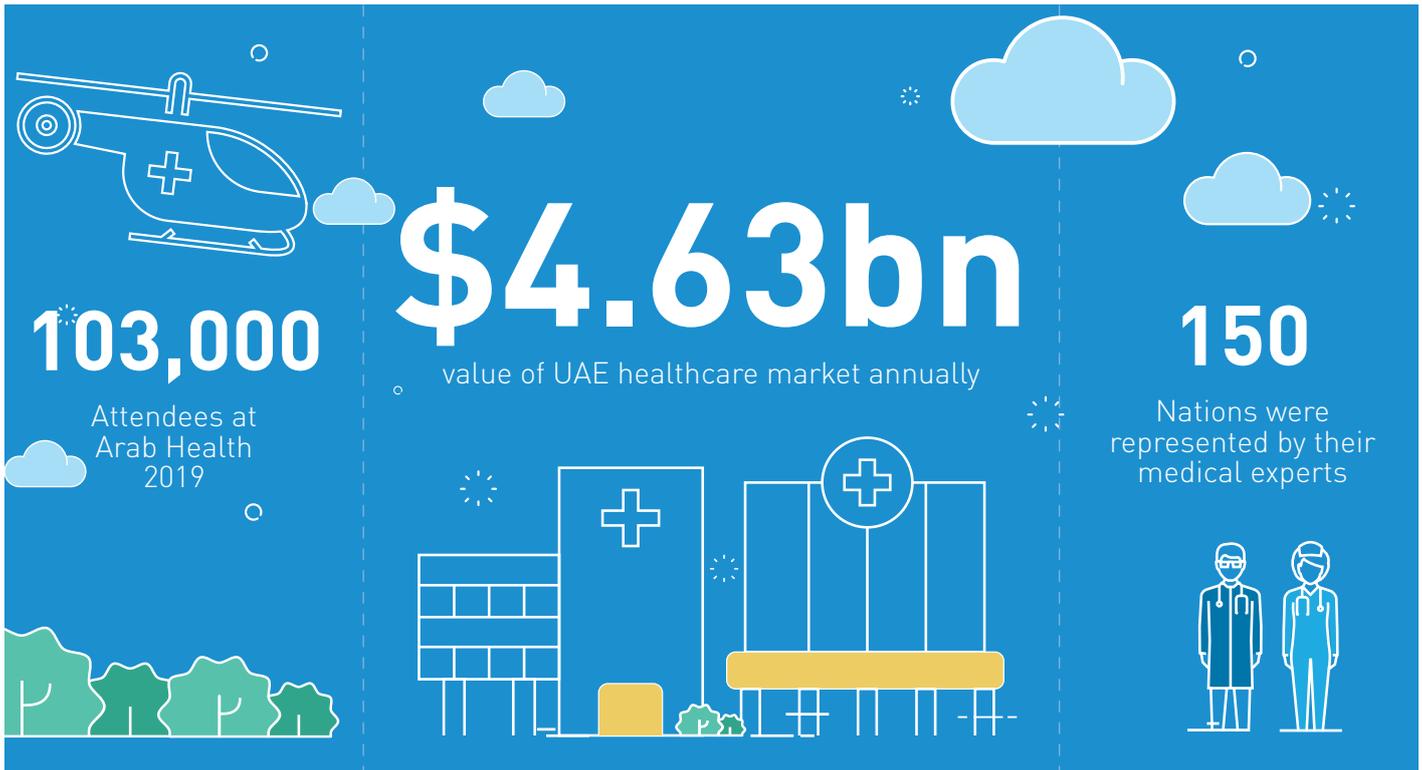
Some of the most talented international medical clinicians are already working in Dubai. Since January 2020, DHCC has been providing further incentives to attract the greatest talent to Dubai's shores, allowing international physicians, dentists and complementary medicine

practitioners a two-year 'visiting' license, providing the brightest and best further flexibility to operate within the DHCC free zone.

The UAE is also home to a thriving medical insurance industry – all employers are obliged by law to provide their employees with a mandated level of health insurance. With its world-class healthcare infrastructure and central global position, Dubai is also making strides in developing its medical tourism sector.

In line with the aspirations of the city and in line with an aim to provide the population and visitors of Dubai the highest quality of specialised access health care in an ever-evolving digital environment, Dubai Health Authority (DHA) has set out its priorities until 2071. The strategy has 4 main axes and 10 strategic priorities for the future. The axes include the



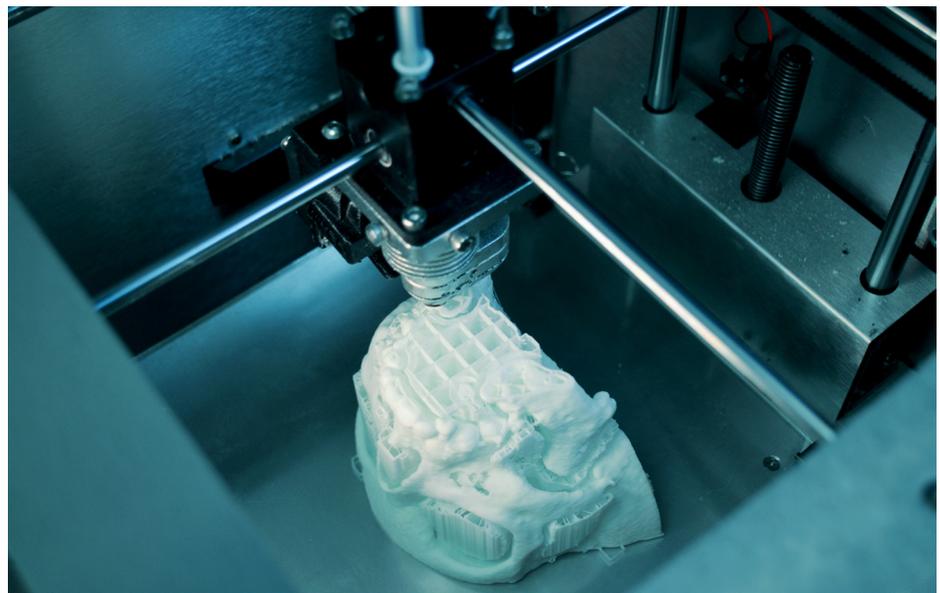


first-five years for quick wins, the next 15 years to focus on qualitative developments and shifts in the health sector and defining the future health trends over the next 50 years.

This will build on the success of the 2016-2021 Dubai Health Strategy, which has seen 15 programmes and 125 initiatives initiated. The strategy includes treatment prevention through the promotion of healthier lifestyles, mental health programmes, chronic disease management, and the establishment of centres of excellence across specialised areas such as cardiovascular, trauma, ophthalmology and neurological conditions.

Meanwhile, the newly-established Dubai Academic Health Corporation has goal of advancing health in the emirate through an integrated academic health system. As part of the leadership’s vision to make Dubai the world’s best city to live in, the Corporation will map out a strategy to establish a new globally-benchmarked healthcare model that synergises clinical care, medical education and scientific research.

Pharmaceuticals is another market on which Dubai has set its sights. The city is aiming to increase the number of homegrown manufacturing facilities



and attract US\$2.5 billion worth of investment by 2022.

Demonstrating its focus on innovation, in 2021 DHA launched the first Artificial Intelligence Policy for healthcare in Dubai, which aims to determine regulatory requirements for the provision of artificial intelligence solutions in field of healthcare. It also determines the ethical requirements for artificial intelligence solutions and the scope of the policy extends to include all artificial intelligence solutions related to healthcare

services used by medical facilities, specialists, drug manufacturers, health insurance companies, public health centres and researchers within the jurisdiction of the Dubai Health Authority.. ●



CAPTIONS: Robotics and 3D printing are both major components in Dubai’s future healthcare vision.

EDUCATION

With a world class education infrastructure, Dubai continues to attract the best talent and innovative minds



By 2021, 40 per cent of Dubai's economy was expected to be driven by knowledge workers. Already, some of the world's most groundbreaking research in areas such as artificial intelligence and robotics is happening in Dubai's universities. At the heart has been the ambition to have an unrivalled education system.

Dubai's education system consists of a network of high-quality schools that cater to expat and local families across a diverse multicultural spectrum and range of educational systems. The Knowledge and Human Development Authority (KHDA), sets educational policy and regulates standards through an assessment programme that is applied across all curriculums.

Its network of private schools currently stands at 215, up from 124 in 2007. The surge in student enrolments looks set to continue in line with projected population growth. KHDA forecasts that a further 110 new schools will open over the coming years with total enrolment reaching 470,000 by 2027. Dubai's private education system generates annual revenues of US\$1.9 billion with 90 per cent of pupils attending fee-paying schools.

In an innovative development consistent with Dubai's future-thinking philosophy, 'TeachAssist' robots have been introduced in select Dubai schools to assist learning in key subjects. The next generation of personalised learning and responsive teaching is using Artificial Intelligence (AI), e-learning and virtual classrooms.

Notably, in the tertiary education space, Dubai's portfolio of 62 universities has the world's highest number of international university campuses. The University of Wollongong, Middlesex University Dubai, Manipal University, Massachusetts Institute of Technology, Rochester Institute of Technology, Heriot-Watt, British University and Murdoch University all have campuses based in Dubai to cater to the Middle East. Tellingly, Dubai's total higher education enrolment has grown by almost 65 per cent since 2008. As of 2021, there were almost 30,000 students enrolled in Dubai's universities.

Dubai's university research-and-development students are pivotal in delivering innovations in areas such as drone technology and robotics. Dubai's dedicated incubators and award



DUBAI IS THE REGIONAL HOME TO SOME OF THE WORLD'S TOP UNIVERSITIES.

incentives keep it at the cutting-edge of developing, testing and launching next-generation technologies. The Mohammed Bin Rashid Medical University of Medicine and Health Sciences supports healthcare education, research and clinical practice. The prestigious Canadian University of Dubai networks with top engineering research centres in Canada, allowing students to work on active research projects with Canadian academic institutions. Dubai's Hamdan Bin Mohammed Smart University (HBMSU) is using gamification and personal virtual assistant programmes, in an interactive learning process.

Finally, KHDA is piloting the Rahhal Project, part of Dubai's 10X initiative for government bodies and departments to advance at least 10 years ahead of the rest of the world. Rahhal is a platform to turn any individual or organisation into a learning provider, and transform its recipients into lifelong learners. ●

02

ABOUT YOUR HOST

BUILT FOR SUCCESS

There are myriad reasons why Dubai makes perfect sense for your event

In Dubai, the whole is greater than the sum of its parts. A central global location, world-class event venues and hotels, strategic network of airlines, airports and public transport system which quickly connects you to any part of the city. A pro-business regulatory structure with minimal red tape. Year-round sunshine and a leisure infrastructure second to none. All these factors combined make Dubai the events destination of choice for global businesses and associations.

In this section you'll find information about suggested congress dates, your local host organisation and wider support services offered.





DID YOU KNOW?

Traditional dhows are still used today to transport goods to nearby markets



Dubai for the House of Delegates (HOD) Business Meeting and International Symposium on Dental Hygiene – ISDH 2028

Proposed Dates:
5th - 8th June 2028

Proposed Theme:

“Bringing Cultures Together” Breaking Cultural Barriers ‘one smile at a time’

Proposed Logos:



ABOUT EMIRATES DENTAL HYGIENISTS



The Emirates Dental Hygienists was founded and headed by Victoria Wilson in 2015. Victoria dedicated 2 years working towards launching an official body that represents Dental Hygienists in UAE.

In 2017 Victoria stepped down as president of EDHC and was succeeded by Rachael England until 2018 and is currently headed by Hanan Abdulla.

VISION:

EDHC is a professional organisation dedicated to improving the oral and general health of the UAE population.

Educating and empowering dental hygienists to provide highest clinical standards.

Collaboration between other professional bodies to unite oral health with systemic health care.

Unite healthcare providers from each sector; private, government, and special care to create policy and guidelines that promote optimum oral health throughout life.

MISSION:

To raise awareness and inspire actions through education and behavioural modification in order to foster an active, healthy and productive lifestyle

CORE VALUES:

- EDHC will create bonds between other professional bodies and the public to ensure delivery of optimal and universal dental care.
- The club promotes research into understanding and preventing dental diseases. “ Working with the public sector to create and deliver health promotion.”
- The EDHC is committed to working with the public and private sector to reduce the inequalities in dental health

PROPOSED LOCAL ORGANIZING COMMITTEE



Congress Chair
Hanan Abdulla
UAE



Co- Chair
Shaymaa Al Reefy
UAE

COMMITTEE MEMBERS



Dr. Linda Raskansky
UAE



Dr. Dina Debaybo
UAE



Dr. Sameeha Al Husain Marzooqi
UAE



Dr. Mohamad Sulaiman
UAE



Dr. Mohamad Al Zahrani
Saudi Arabia



Seham Abdalla
Bahrain

MILESTONES AND ACHIEVEMENTS

Establishing the 1st Professional Dental Hygienist Association in the Region:

- EDHC is established and is the only recognised professional association representing Dental Hygienist in UAE and the GCC region at the time.

Scientific Education:

- EDHC hosts numerous of scientific seminars, symposiums, workshops in collaboration with its partners in ensuring it delivers its mandate of continuous education to the dental hygienists community, i.e. Cleaniation Oral Probiotics.
- EDHC member is an appointed Ambassador in the Region to provide training to Dental Hygienists in the guided by “biofilm therapy”

Outreach Community Workshop Overseas:

- EDHC hosts our first symposium and commences with our social responsibility project to Kenya in collaboration with the Faircare Initiative and Rags to Riches Group.

Playing a Fundamental Role:

- EDHC plays a fundamental role in championing and supporting regional dental hygienists community in establishing their local association/society in their country, e.g. Saudi Dental Hygienists Association. Bahrain is in the process of establishing.

FUTURE PLANS

Establish Strategic Partnership:

- Develop collaboration between the public and private sectors to address inequalities in health.
- Develop innovative solutions for the delivery of dental care services and treatment.

Mentoring Programme:

- Build a cohesive and strong network of Dental Hygienist who can provide mentoring and support to the professional community.

Advocate:

- EDHC to become an active voice by work with the regulatory bod to include Dental Hygienists to the Medicines Act, enabling the administration of local anaesthesia.
- Develop and launch UAE and regional dental protocol.
- Create interdisciplinary discussion and referral to address the oral systemic public health threat.

LOCAL INITIATIVES



 **Emirates Dental Hygienist's Club**
Join the United Arab Emirates professional body for Dental Hygienists



COMMUNITY OUTREACH PROGRAMME

KENYA OUTREACH 2018

Kenya Outreach 2018

Emirates Dental Hygienists Club

3rd - 10th August 2018

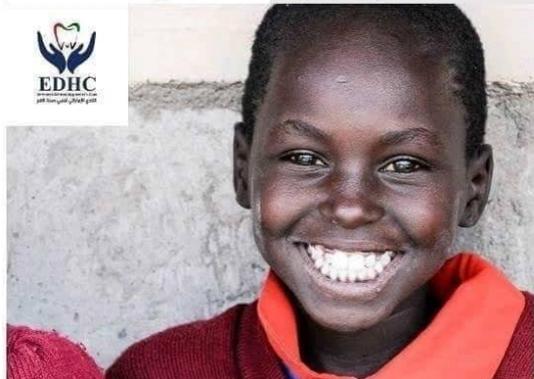
Dentists and Hygienists !

- Day 1: Transfer Nairobi to Masaai Mara
- Day 2, 3, 4: Clinic
- Day 5: Safari
- Day 6: Safari
- Day 7: Transfer to Nairobi

Approximate cost: 4000dhs (inc. flights, food, camping, soft drinks)

Additional costs for vaccinations, travel insurance

Email your interest to: enquiriesedhc@gmail.com



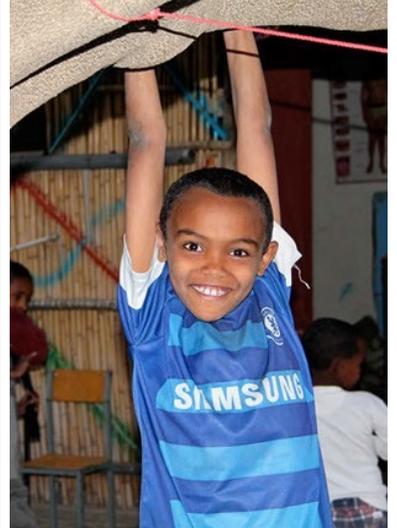
Massai Women honouring EDHC for outreach trip



COMMUNITY OUTREACH PROGRAMME



EDHC's next project is "Teethiopia", which will be in Mekele, the capital city of Tigray Region. EDHC will run mobile clinics providing free dental check-up to orphaned children from local children homes from around the city.



ABOUT DUBAI BUSINESS EVENTS

Bringing some of the most prestigious events to the city's shores



Dubai Business Events is Dubai's official convention bureau. As a division of the Dubai Corporation for Tourism and Commerce Marketing its main goal is to establish Dubai as a premier business event destination.

This is done through promoting the destination and attracting international meetings, incentives, conferences and exhibitions that can help Dubai grow its economic development and knowledge creation.

The Dubai Business Events team comprises experts across 12 nationalities, with highly specialised knowledge about Dubai. It offers free and impartial advice, guidance and support to international business event organisers in planning international meetings, incentives, conferences and exhibitions.

The team also works to grow visitor numbers at business events in Dubai and seek out new business events opportunities through a network of international offices in Europe, Asia and the Americas.

Dubai Business Events partners with hundreds of hotels, venues, Professional Congress Organisers

(PCOs), Destination Management Companies (DMCs) and other service providers in Dubai, representing the very best the city has to offer.

With in-depth knowledge of Dubai, its unique culture, world class convention venues and the specific requirements of the business event industry, Dubai Business Events prides itself on delivering free and impartial advice tailored to your specific needs. It offers a full spectrum of convention and event planning services.

There's no charge for these services and you have full control over how much involvement you want or need:

- Availability check at hotels and venues
- Obtaining proposals and quotes from venues and other local service suppliers
- Blocking hotel rooms and venues
- Facilitation and hosting of site inspections
- Assistance in appointing local PCOs, DMCs or other service providers

- Recommendations for social events and additional activities
- Development of pre and post-tour programmes
- Introductions to local industry and government contacts
- Access to promotional collateral, videos, images and brochures about Dubai
- Public relations assistance
- Complimentary visitor guides for delegates
- Visitor information booths for large events
- Destination web links to conference registration website

Dubai Business Events services are considered among the best in the international meeting industry.

As part of its membership of the BestCities Global Alliance, Dubai Business Events is dedicated to deliver a world-class service experience for international business events organisers.

DUBAI BUSINESS EVENTS SUPPORT LETTER



Ref: DTCM/OUT/2022/0000541
Date: 04/07/2022



International Federation of Dental Hygienists
Attn: Ms. Corrie Jongbloed-Zoet
President
100 South Washington Street
Rockville MD 20850
USA

Dubai welcomes International Symposium on Dental Hygiene 2028

Dear Ms. Corrie,

I am delighted to learn that you are considering Dubai as host city for the International Symposium on Dental Hygiene in 2028.

Located within one of the safest countries in the world and with unrivalled connectivity to all corners of the globe, Dubai is the ideal destination for your event, and one where you will find all the infrastructure, expertise and support your organisation requires.

Dubai Business Events – the Official Convention Bureau, offers a wide array of free-of-charge services, including professional guidance and advice in planning your event. We will act as your impartial one-stop-shop to Dubai and connect you to relevant meeting industry suppliers as well as other government entities.

To express our strong desire to host the International Symposium on Dental Hygiene 2028, Dubai Business Events is delighted to offer the following support should Dubai be chosen as your next host city:

- Fully hosted site inspection to Dubai for two persons, including business class round trip ticket, local transportation, meals and up to 3 nights' accommodation
- AED 200,000 financial contribution to be used to offset the cost of the symposium in Dubai
- Introduction to Emirates Airlines' official carrier programme
- Introduction to key local corporate and government partners

Dubai Tourism-Confidential



Dubai Tourism-Confidential



- Delegate boosting package to promote the symposium in Dubai, including access to images, videos, collaterals
- Traditional Ayala welcome performance at the symposium opening
- Dubai visitor guides and city maps for all delegates

We note that the above support programme shall be entirely subject to the terms of and dependent upon the execution of a binding memorandum of understanding (or similar) between Dubai Business Events and International Federation of Dental Hygienists.

Thus, for the avoidance of doubt, there will be no obligation upon the Government of Dubai or Dubai Business Events to provide one or more of the items expressed to be part of such support programme until such binding memorandum of understanding is executed.

We wish to assure you that we will make every possible effort to meet your requirements and expectations, making the International Symposium on Dental Hygiene 2028 in Dubai an outstanding and memorable success.

Yours sincerely,

Steen Jakobsen
Associate Vice President
Dubai Business Events

Dubai Tourism-Confidential



Dubai Tourism-Confidential



05/07/2022

Mr. Peter Anas
Executive Director
International Federation of Dental Hygienist- IFDH
100 South Washington St.
Rockville Md 20850
U.S.A

Dear Mr. Anas,

Subject: Letter of Support for Dubai to Host the House of Delegates (HOD) Business Meeting & International Symposium on Dental Hygiene – ISDH in 2028

On Behalf of the Emirates Medical Association (EMA) executive board of directors, we are delighted to confirm the full support for Emirates Dental Hygienist Club bid for the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028 in Dubai, the city of the United Arab Emirates.

We are confident that Dubai will be a good destination and will organized a successful event. Because of its ideal location as well as logistic capabilities, it will draw the most diverts and dynamic for the HOD Business meeting & ISDH 2028. It will highlight an emerging region to the global to all dental/oral hygienists, medical/dental practitioners, allied healthcare practitioners, researchers and students in our region to present and share their experiences with the world's experts in the field of Dental Hygienists.

We in Emirates Medical Association (EMA) strongly support holding the HOD Business Meeting and ISDH 2028, in Dubai and we are willing to work hard and put every effort to ensure a very successful meeting.

Yours Sincerely,

Dr. Mouza AlSharhan
President – Emirates Medical Association



Dubai :
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 Fax: +971 4 2556363
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www.ema.ae



05.07.2022

Mr Peter Anas
Executive Director
International Federation of Dental Hygienist - IFDH
100 South Washington St
Rockville MD 20850
U.S.A.

Dear Mr. Anas,

Re: Letter of Support for Dubai to Host the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028

On Behalf of the CURADEN AG executive board of directors, we are delighted to confirm the full support for Emirates Dental Hygienist Club bid for the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028 in Dubai, the city of the United Arab Emirates.

We are confident that Dubai will be a good destination to ensure a successful event, holding the HOD Business Meeting and ISDH 2028. Hosting of these events in Dubai is a golden opportunity to all dental/oral hygienists, medical/dental practitioners, allied healthcare practitioners, researchers and students in our region to present and share their experiences with the world's experts in the field of Dental Hygienists.

We, Curaden MEA Trading LLC strongly support holding the HOD Business Meeting and ISDH 2028, in Dubai and we are willing to work hard and put every effort to ensure a very successful meeting.

Yours Sincerely,

Paul Tamer
Managing Director
Curaden MEA Trading LLC





WHITEsmile GmbH
Weinheimer Straße 6
69488 Birkenau
Germany

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info@whitesmile.de
www.whitesmile.de

WHITEsmile GmbH | Weinheimer Straße 6 | 69488 Birkenau | Germany

Birkenau, 24.06.2022

Mr Peter Anas
Executive Director
International Federation of Dental Hygienist - IFDH
100 South Washington St
Rockville MD 20850
U.S.A.

Re: Letter of Support for Dubai to Host the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028

Dear Mr. Anas,

On behalf of the WHITEsmile GmbH executive board of directors, we are delighted to confirm the full support for Emirates Dental Hygienist Club bid for the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028 in Dubai, the city of the United Arab Emirates.

We are confident that Dubai will be a good destination to ensure a successful event, holding the HOD Business Meeting and ISDH 2028. Hosting of these events in Dubai is a golden opportunity to all dental/oral hygienists, medical/dental practitioners, allied healthcare practitioners, researchers and students in our region to present and share their experiences with the world's experts in the field of Dental Hygienists.

We in WHITEsmile GmbH strongly support holding the HOD Business Meeting and ISDH 2028, in Dubai and we are willing to work hard and put every effort to ensure a very successful meeting.

Yours Sincerely,

Benno Walter
CEO
WHITEsmile GmbH

Geschäftsführer/
Managing Director: Benno Walter
Amtsgericht Darmstadt | HRB 41387

Deutsche Bank Weinheim
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Konto 4 115 267

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UST-IdNr. DE814206124





03/07/2022

Mr Peter Anas
Executive Director
International Federation of Dental Hygienist - IFDH
100 South Washington St
Rockville MD 20850
U.S.A.

Dear Mr. Anas,

Re: Letter of Support for Dubai to Host the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028

On Behalf of the Saudi Dental Hygiene Society (SDHS) executive board of directors, we are delighted to confirm the full support for Emirates Dental Hygienist Club bid for the House of Delegates (HOD) Business Meeting & international Symposium on Dental Hygiene – ISDH in 2028 in Dubai, the city of the United Arab Emirates.

We are confident that Dubai will be a good destination to ensure a successful event, holding the HOD Business Meeting and ISDH 2028. Hosting of these events in Dubai is a golden opportunity to all dental/oral hygienists, medical/dental practitioners, allied healthcare practitioners, researchers and students in our region to present and share their experiences with the world's experts in the field of Dental Hygienists.

We in Saudi Dental Hygiene Society (SDHS) strongly support holding the HOD Business Meeting and ISDH 2028, in Dubai and we are willing to work hard and put every effort to ensure a very successful meeting.

Yours Sincerely,

Dr. Mohammad AlZahrani

President, Saudi Dental Hygiene Society

Saudi Dental Hygiene Society

www.sdhs.org.sa

[sdhs01](https://www.instagram.com/sdhs01)

[Saudi Dental Hygienists](https://www.facebook.com/SaudiDentalHygienists)

الجمعية السعودية لصحة ورعاية الفم والأسنان

sdhs@scfhs.org - sdhs@sdhs.org.sa

[@SDHS_1](https://twitter.com/SDHS_1)

[Saudi Dental Hygiene Society](https://www.facebook.com/SaudiDentalHygieneSociety)

PAST & UPCOMING BUSINESS EVENTS

Year	Event Organiser	Attendees
2011	International Diabetes Federation	15,400
2012	World Heart Federation	10,000
2013	Society for Worldwide Interbank Financial Telecommunication	8,000
2014	Asia Pacific Dental Federation Congress	2,500
2015	World Chinese Insurance Conference	5,000
2016	Young President's Organization EDGE	2,500
2016	International Society of Blood Transfusion	3,000
2016	Society of Petroleum Engineers	8,000
2017	Asia Pacific League of Association for Rheumatology	1,800
2018	The Institute of Internal Auditors	3,000
2018	Int. Federation for the Surgery of Obesity and Metabolic Disorders	3,500
2019	World Federation of Neurology	3,500
2019	International Federation of Health Information Management Associations	3,000
2021	Expo 2020 Dubai	25 million
2021	International Astronautical Congress	5,000
2021	World LPG Forum	1,000
2021	Congress of the Société Internationale d'Urologie	3,000
2021	12th World Chamber Congress	1,500
2022	World Congress of Gastroenterology	6,000
2022	World Hospital Congress	1,500
2022	Int. Association for Child and Adolescent Psychiatry and Allied Professions	1,500
2024	Asian Pacific Congress of Cardiology	1,800
2024	Congress of the International Society for Peritoneal Dialysis	1,500
2024	World Congress on Intelligent Transport Systems	10,000
2025	27th General Conference of the International Council of Museums	4,500

03

HOW TO GET HERE AND GETTING AROUND

ACCESSIBLE INFRASTRUCTURE

Keeping your event
connected

Dubai's central geographic position has been key to its success as one of the world's premier business events destinations, but this is only part of the story.

At the city's heart is connectivity and hosting an event in the emirate will provide you with all the advantages of our global reach and simple visa entry system. Once in the city, our modern, efficient and high-capacity infrastructure will allow you and your event delegates to get around cheaply, comfortably and easily.





DID YOU KNOW?

Dubai is eight hours from two-thirds of the world's population (more than 5 billion people) and four hours from the remaining one-third (more than 2.5 billion).



GLOBAL ACCESSIBILITY

Supporting your event with the world's largest passenger and logistics capabilities



CAPTION: Dubai International Airport – with a reach to 220 airports in 214 cities



OPEN SKIES AND OPEN MINDS

A progressive aviation strategy

Dubai has maintained an Open Skies policy ever since it signed the 'Dubai Commercial Air Agreement' which gave the British Government landing permission en route to India and elsewhere. This was only the beginning. Its continued drive towards an open seas, open skies and open trade policy has paid its dividends – the solid foundations which have made Dubai the aviation, logistics and commercial hub it is today.

Dubai International Airport

Dubai International Airport is the world's busiest for international passenger traffic. Since it opened in 1960, passenger numbers have grown by an average of 13 per cent each year thanks to a series of strategic expansions, new terminals and concourses; this is faster than other international hubs.

In 2019, passenger traffic reached more than 86 million and the hub was among the fastest to rescale in the wake of the global pandemic, recapturing its status as the busiest for international traffic.

The expanding network of national carriers such as Emirates and flydubai have facilitated Dubai International Airport's phenomenal growth, along with Dubai's Open Skies policy, which minimises restrictions on international carriers within Dubai airspace. Dubai International Airport currently serves 100 of the world's major airlines, which fly to more than 240 destinations around the world.

One of the most notable aspects of Dubai International Airport is its easy access to other parts of the city, serviced by a modern fleet of metered taxis and Dubai Metro. 

Many of Dubai's main hotels, business districts, as well as Dubai International Convention and Exhibition Centre, are only 10-15 minutes away and the furthest-reaching points of the city 30-40 minutes. With the addition of new terminals and various large-scale expansions added over the years, Dubai International Airport is considered amongst the most modern and state-of-the-art airport facilities. Smart gates mean that getting through customs is quick and painless, and free wifi is easily accessible and reliable.

If you wish to opt for the Airport's Majlis service, your whole check-in, immigration and baggage clearance will be taken care of while you relax in the Majlis lounge with food, drink and other amenities. While you're waiting to board your flight, both health club and spa facilities are available, along with a number of executive lounges. If you have an early start, the luxury Dubai International Hotel is on the doorstep.

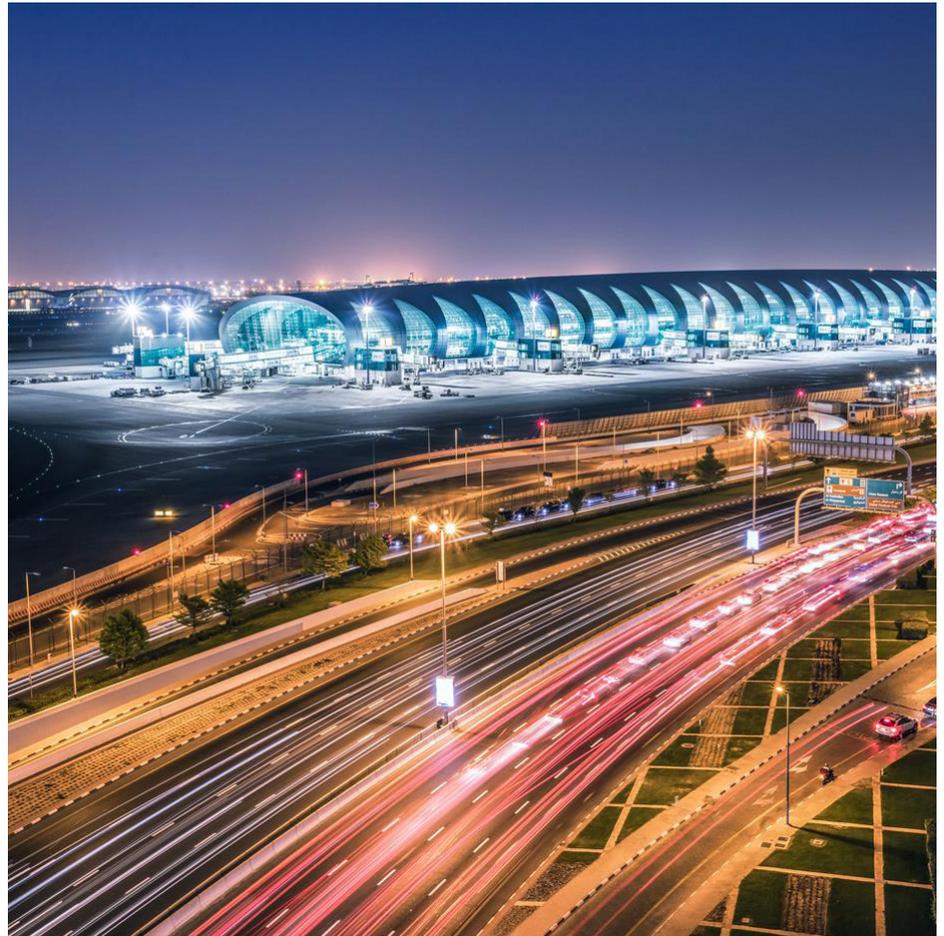
Dubai World Central

The first phase of the new Dubai World Central (DWC) began in 2013, and is now nearing completion. When finished it will take Dubai's passenger capacity to a whole new level. Situated within the DWC logistics hub, it will be far and away the world's largest airport, with a capacity of more than 160 million passengers per year. ●



SETTING THE STANDARD

In little more than 30 years in operation, Emirates Airline now flies the world's biggest fleets of Airbus A380s and Boeing 777s - the most efficient wide-body aircraft in the skies. It continues to win a string of awards for its customer service, innovative technologies, on-board lounges and inflight entertainment.



AIRLINES

Getting you off to a flying start

Emirates Airline

Dubai flag carrier Emirates is one of the world's fastest growing airlines. It launched in 1985 with just two aircraft and is now the fourth largest in the world. It adds new aircraft every year, meaning it also boasts one of the world's youngest fleets.

Its fleet of more than 259 aircraft flies to over 120 destinations and its expanding network currently completes more than 1,500 outbound flights each week. Its order book continues to expand and in 2021 it received delivery of the final Airbus A380 to roll off the production line and its 123rd in its fleet.

When you choose Dubai for your event, you engage with a strategic network of partners who work collaboratively to bring you the most value-driven result. Emirates Airline is a key example, offering special fares and personalised services for international business-event organisers.

You are eligible if you have 40 or more people travelling to your event with flights from two or more cities. In this case, Emirates Airline can arrange separate airport check-in desks just for your group, a personal onboard welcome announcement and headrest covers displaying your logo or branding. You can have personalised cupcakes featuring your logo when you fly out of Dubai, or you can select a champagne package. Emirates Airline will need 45 days' notice to make the necessary arrangements.

For 300 or more delegates/attendees, Emirates Airline can work with you to produce marketing content for emails and your website and add a private booking link on your official website to inform your guests of special discounted fares. At least 90 days' notice is required to do this.

In addition, your local Emirates SkyCargo team can give you preferential rates and support to



transport exhibition stands, products or other merchandise.

Emirates SkyCargo are specialists in moving highly specialised goods, including cars, horses, perishable food items and specialist medical equipment.

flydubai

flydubai was launched in 2009 as Dubai's low-cost carrier. It is another fast-growing airline with a solid global strategy, now flying to more than 90 international destinations and making more than 1,400 flights per week.

A five and a half-hour flying radius makes flydubai a key provider of regional travel from the Middle East, GCC, Africa, Europe, Caucasus, Central Asia and the Indian Subcontinent – a reach of 2.5 billion people. ●

INTERNATIONAL CARRIERS

In Dubai, the world is at your doorstep

In addition to Dubai's own Emirates Airlines and flydubai, all the major international carriers fly in and out of the city – around 80 global carriers in all. To name just a few, these include British Airways, Lufthansa, Air France, Air India, Air China, Korean Airlines, Royal Jordanian, Singapore Airlines, Turkish Airlines, Azerbaijan Airlines and Virgin Atlantic.

ARRIVE IN STYLE

Flight frequency to Dubai from major global hubs

Bangkok DAILY: 13 WEEKLY: 89		Cape Town DAILY: 4 WEEKLY: 30		Frankfurt DAILY: 8 WEEKLY: 55		Hong Kong DAILY: 10 WEEKLY: 66	
London DAILY: 25 WEEKLY: 172		Los Angeles DAILY: 2 WEEKLY: 14		Nairobi DAILY: 7 WEEKLY: 51		New Delhi DAILY: 23 WEEKLY: 162	
New York DAILY: 4 WEEKLY: 28		Riyadh DAILY: 34 WEEKLY: 238		Shanghai DAILY: 5 WEEKLY: 34		Singapore DAILY: 9 WEEKLY: 66	
		Sydney DAILY: 5 WEEKLY: 38		Tokyo DAILY: 4 WEEKLY: 27			

FLIGHT TIMES FROM DUBAI





Emirates Airlines Destinations

Abidjan	Birmingham	Dammam	Houston	London	Moscow	Riyadh	Toronto
Accra	Bologna	Dar Es Salaam	Hyderabad	Los Angeles	Mumbai	Rome	Tunis
Addis Ababa	Boston	Dhaka	Islamabad	Luanda	Munich	San Francisco	Venice
Ahmedabad	Brisbane	Dubai	Istanbul	Lyon	Muscat	São Paulo	Vienna
Algiers	Brussels	Dubai	Jakarta	Madrid	Nairobi	Seattle	Warsaw
Amman	Budapest	Dublin	Jeddah	Malé	New York	Seoul	Washington, D.C.
Amsterdam	Cairo	Düsseldorf	Karachi	Malta	New York	Sydney	Zurich
Athens	Cebu	Entebbe	Khartoum	Manchester	Newcastle	Sydney	
Auckland	Chennai	Frankfurt	Kochi	Manila	Nice	Singapore	
Baghdad	Chicago	Geneva	Kolkata	Mauritius	Orlando	St Petersburg	
Bahrain	City	Glasgow	Kuala Lumpur	Medina	Osaka	Stockholm	
Bangkok	Clark	Guangzhou	Kuwait	(Madinah)	Oslo	Sydney	
Barcelona	Colombo	Hamburg	Lahore	Melbourne	Paris	Taipei	
Basra	Copenhagen	Ho Chi	Larnaca	Mexico City	Perth	Tehran	
Beirut	Dakar	Minh City	Lisbon	Milan	Peshawar	Thiruvananthapuram	
Bengaluru	Dallas	Hong Kong	London	Moscow	Prague	Tokyo	



flydubai Destinations

Abha	Batumi	Dubrovnik	Juba	Krasnodar	Rostov-on-Don
Addis Ababa	Belgrade	Dushanbe	Kabul	Lar	Salalah
Ahmedabad	Bishkek	Entebbe	Karachi	Madinah	Samara
Alexandria	Bratislava	Erbil	Kathmandu	Moscow	Skopje
Almaty	Bucharest	Faisalabad	Kazan	Multan	Sofia
Amman	Budapest	Gassim	Khartoum	Mumbai	Tabuk
Ashgabat	Catania	Gizan	Kiev	Naples	Tashkent
Asmara	Chennai	Hail	Kiev	Nur-Sultan	Yekaterinburg
Baghdad	Chittagong	Hargeisa	Kilimanjaro	Odessa	Zanzibar
Bahrain	Colombo	Helsinki	Kochi	Port Sudan	
Baku	Dar es Salaam	Hyderabad	Kozhikode	Prague	
Batumi	Delhi	Jeddah	Krakow	Quetta	

BRINGING YOUR DELEGATES TO DUBAI

Open doors and pro-business

The UAE's liberal visa entry laws have helped Dubai to become one of the world's top business and events hubs.

The laws and regulations are transparent, agile and designed to facilitate a pro-business environment. Its liberal visa policies are no exception. At present, visitors from 58 countries are eligible for a 30-day or 90-day visa on arrival depending on your nationality. This can be extended for an additional 30 days.

For Arabian Gulf Nationals, travelling between the Gulf Countries is visa-free. This, along with low import tariffs, mean hosting your event in Dubai couldn't be simpler.

Indian nationals holding a visit visa or a green card issued by the USA, or a UK or EU residency, can obtain a visa on arrival for a maximum stay of 14 days. The US visa, green card, UK residence permit or EU residence permit must be valid for at least six months from the date of arrival into the UAE. They can also apply online in advance, and can then extend their stay for additional 14 days. The entry permit costs around US\$28, and one-time only renewal is around US\$68.

If the passport of your nationality is not eligible for an on-arrival visa, licensed travel agents and hotels in the UAE can arrange an entry permit if you purchase the air ticket through them or your reservation is with the specific hotel.

Travel agencies in your own country can also arrange an entry 



permit in collaboration with a UAE tour operator.

In addition, UAE-based airlines, e.g. Emirates and flydubai can apply for an entry permit on your behalf to the UAE visa-issuing authorities if you are flying with them.

If you fall into the non-eligible for visa-on-arrival category, the cost is US\$82 for a visa.

For more information relevant to your nationality, visit www.government.ae

VALID FOR 30 DAYS



VALID FOR 90 DAYS



GETTING AROUND

Connecting you to every part of the city

Integrated transport network

Dubai has an integrated metro, bus and tram network that makes getting around quick and simple, whether your delegates are travelling to the event or enjoying their leisure time taking in the unique atmosphere of the city.

Dubai International Airport is 10-15 minutes from Dubai's city centre and its numerous hotels, connected by a dedicated metro station and taxi point.

Metro, bus and tram

Dubai Metro has been running since 2009, and is the world's largest autonomous and sustainable rail system, providing seamless connections across the city for 128 million passengers every year. It is wifi-enabled, so it's business as usual when your delegates are on the move.

The driverless network is managed by an automated system, ensuring meticulous timekeeping and a flawless safety record. There is a four-minute gap between trains, and for a small additional fee your delegates can ride Gold Class for a guaranteed seat and extra level of comfort.

Much of the metro runs overground and is elevated above road level, commanding attractive views of the cityscape as your delegates travel. Its route covers all the major business districts, shopping malls, attractions, hotels and event venues. These include the Dubai International Convention and Exhibition Centre, the Middle East's largest and most prominent events venue, and the Coca-Cola Arena.

Dubai's network of single decker, double-decker and articulated buses are modern, temperature controlled, and traverse extensive routes across the city. The Dubai Tram - which



opened in 2014 - completes the system providing integrated links with the Dubai Metro and the bus network.

The tram travels to the city's leading

leisure districts such as Dubai Marina and Jumeirah Beach Resort, coastal locations and key hotel venues, as well as the Jumeirah Palm Monorail.



Taxis, Uber, Careem

Inexpensive and well-maintained taxis can be hailed on the street or booked in advance. A fleet of around 11,000 cars ensures that they are easy to find, and your delegates will be able to access a taxi from their hotel within minutes, if there isn't one already waiting outside.

Dubai's taxis are comfortable, temperature-controlled, and affordable compared to many other major cities. They are abundant at key points such as airports, hotels, malls and key business areas. All taxis are metered and regulated, with uniformed drivers who are courteous and professional.

Uber operates in Dubai, as well as its subsidiary, Careem – a similar GPS-based local service. Both run through a fleet of comfortable vehicles with a guaranteed quick service. ●



CAPTION: Dubai has an extensive and integrated rail, bus and taxi network.



DUBAI'S WATER TRANSPORTATION

Mixing modern with traditional

While a visit to Dubai would not be the same without crossing its historical Creek on a traditional abra, Dubai Roads and Transport Authority also runs a fleet of modern water taxis. Stylish and with all modern facilities, they provide a very pleasant alternative to travelling by road or rail. With 43 stops along the way, Dubai's water taxis seat up to 10 passengers allowing for complete privacy. They are fully air-conditioned with deluxe seats that recline up to 45 degrees.



A CLEANER FUTURE

A defined plan towards a green economy

Dubai is always looking forward and is currently planning the next phase in a transport system of the future, which will reduce travelling times and increase energy efficiency.

- By 2021, half of Dubai's fleet of around 11,000 taxis and 5,000 luxury cabs will be replaced by energy-efficient vehicles. This has already begun with the introduction of Tesla vehicles.
- By 2030, 25 per cent of Dubai's transportation will be autonomous.
- The world's first commercial hyperloop, a 150-kilometre super high-speed transport system that will connect Dubai with Abu Dhabi, is already in development, and will potentially reduce journey times from one hour to around 12 minutes.
- Dubai recently ran its first trial of the Autonomous Air Taxi. When operational, the taxis will be able to seat one to two people and fly for 30 minutes.

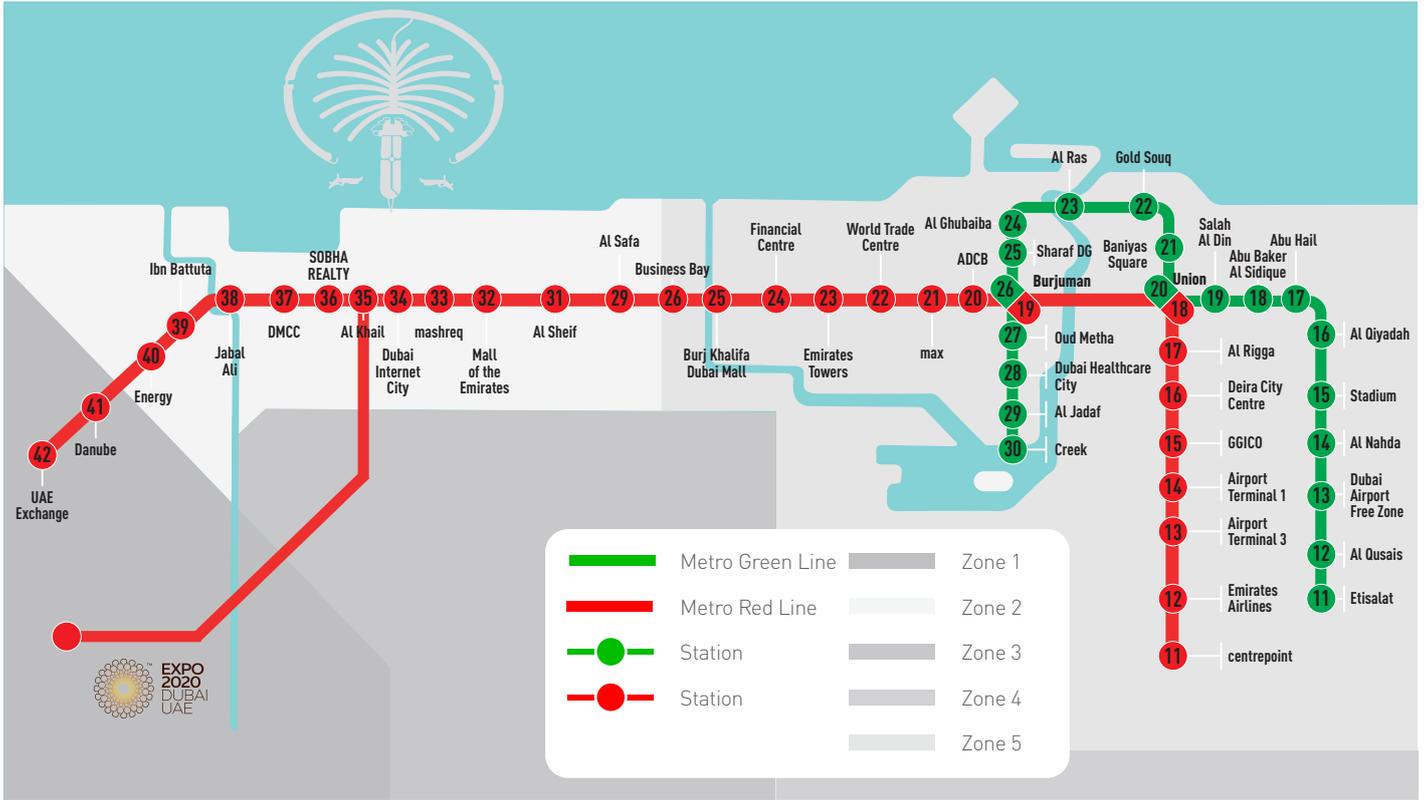
Through a comprehensive plan that comprises road, rail and air, Dubai has its sights firmly on having one of the world's cleanest transportation systems by 2030. In a wider CO2 reduction strategy, 75 per cent of its energy will be from clean sources by 2050. ●



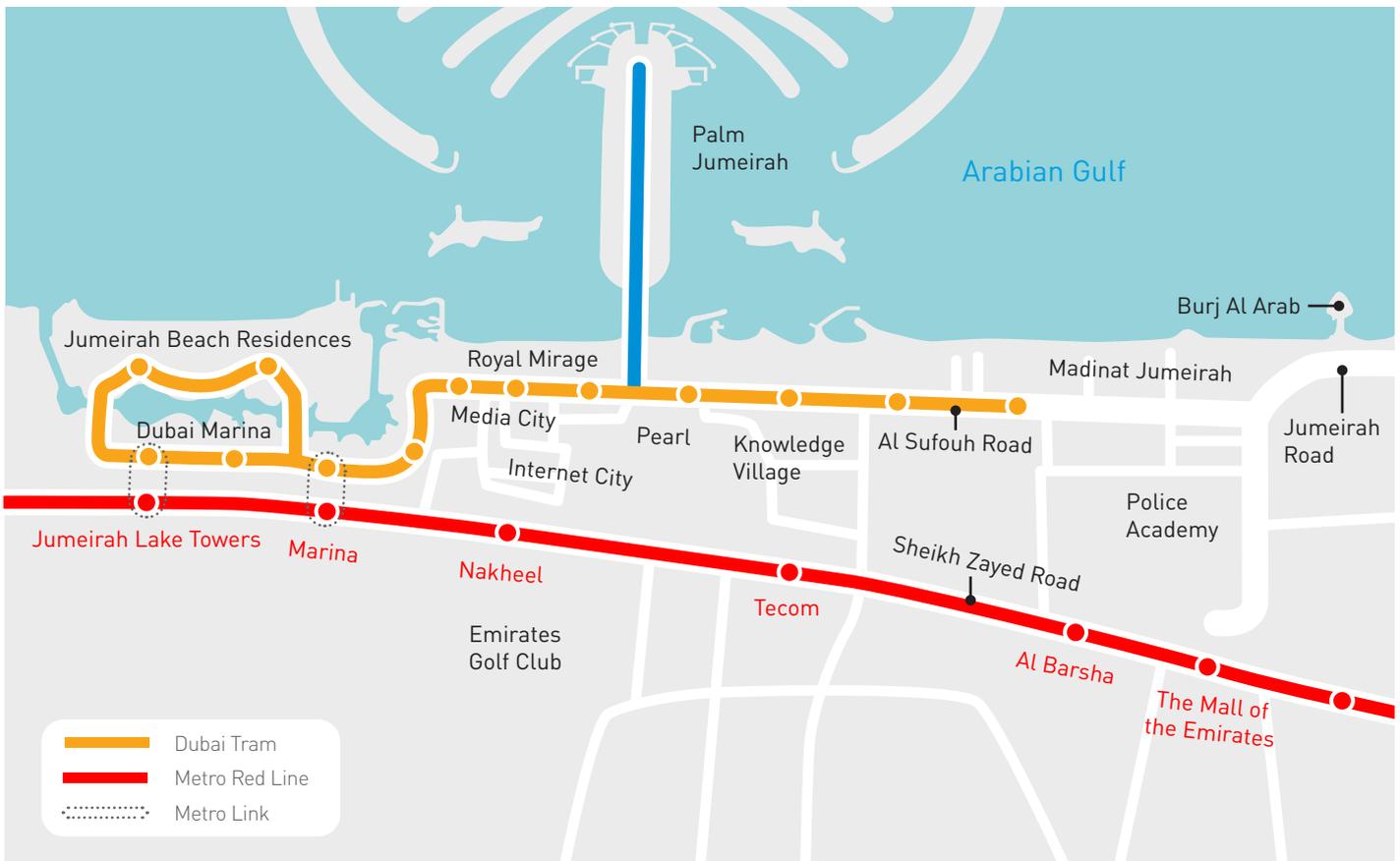
DID YOU KNOW?

Dubai is introducing incentives to help increase the number of electric cars from free public parking and charging to toll-free exemption and discounts on the plug-in car's registration. By 2030, Dubai is targeting 42,000 electric cars on its roads.





Comprising both red and green lines, Dubai Metro puts your delegates in easy reach of the city's main hotspots and hotels.



Dubai Tram connects some of Dubai's key free zone and residential areas, and also links to Dubai Metro. It is only the 4th tram system in the world to work on a ground-level electric power supply, instead of an overhead power line.

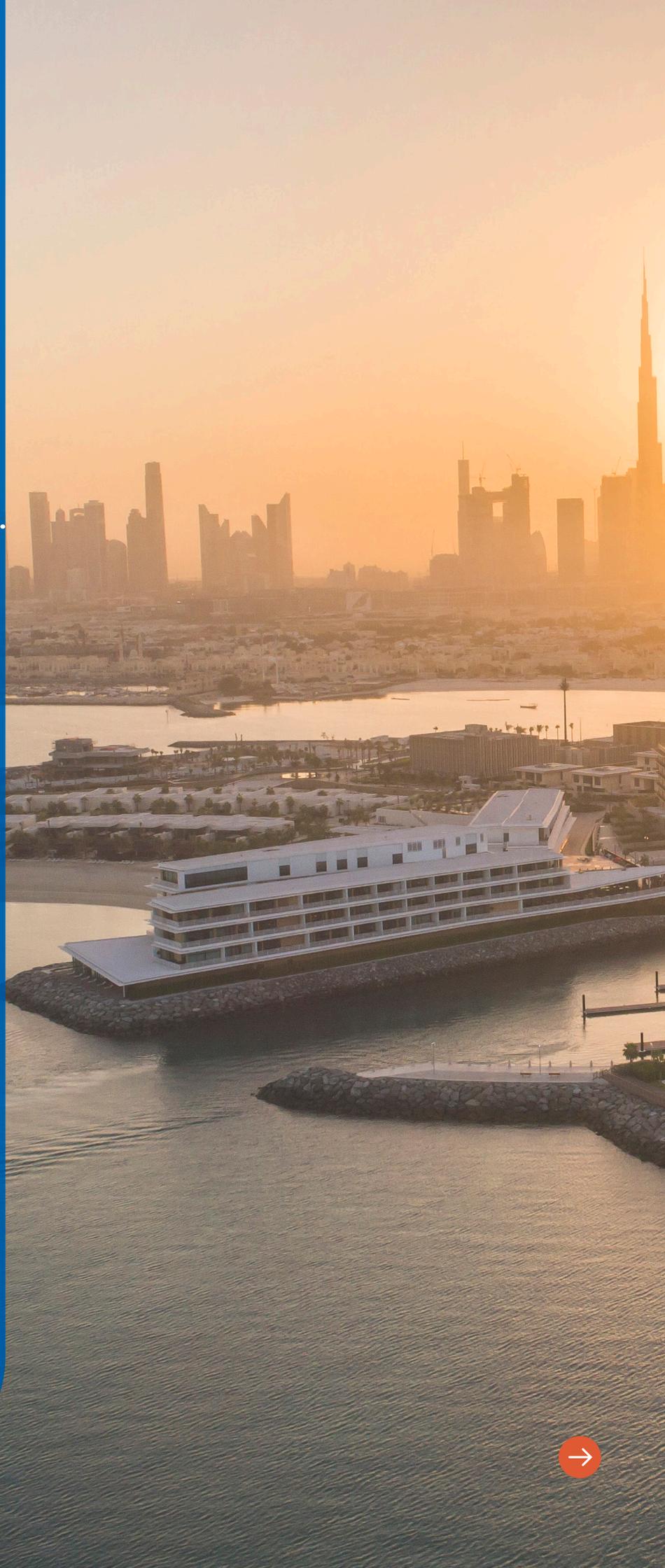
04

WHERE TO MEET AND STAY

MIXING BUSINESS WITH PLEASURE

Dubai's extensive hotel network also offers prime meetings and events spaces.

Dubai's extensive selection of hotels caters for both tourists and business visitors across all budget types. At the end of 2021 the number of hotel rooms in Dubai stood at more than 134,478 and the supply is set to reach 148,000 by the end of 2022. The city has more than 41 per cent of existing supply across the Middle East and Africa and there are currently more than 50 hotels in planning or construction.





DID YOU KNOW?

Atlantis has more than 20 dining choices including three outlets by Michelin-awarded chefs: Gordon Ramsay, Giorgio Locatelli and Nobu Matsuhisa.



DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTRE

Since it first opened over 40 years ago, Dubai International Convention and Exhibition Centre has been driving opportunity, innovation and growth across the city's business landscape

Dubai International Convention and Exhibition Centre (DICEC) lies at the heart of the Dubai World Trade Centre site, and hosts more than 500 events annually, including international trade fairs, consumer shows and business conventions, welcoming an average of three million visitors who represent 160 global markets.

The site comprises more than one million sqft of multi-purpose space, which houses 16 exhibition halls, VIP majilises and meeting rooms with a 20-to 200-person capacity.

DICEC has 40 years of experience providing integrated events services and can provide full audiovisual and rigging support, onsite advertising, branding and stand building, as well as catering for up to 15,000 people per day. For the convenience of international events organisers, DICEC also has its own dedicated metro station and shuttle buses.

There are currently 123 hotels within a one-mile radius of the DICEC, and 1,210 hotel rooms on the site, through its affiliate hotels Ibis and Novotel, as well as hundreds of one-to three-bedroom serviced apartments.

Within the surrounding area of Dubai International Convention Centre, your delegates have the choice of more than 3,000 hotel rooms within a ten-minute walking radius. ●



BUILT FOR YOUR CONVENIENCE

End-to-end in-house capabilities

There are a myriad reasons why Dubai International Convention and Exhibition Centre (DICEC) maintains such a huge schedule of events throughout the year. It is supremely located in the heart of the city. With its own metro station and taxi rank, whichever direction you're coming from, you can be there within a 20-minute window.

You can even be on the doorstep by staying at one of its affiliated hotels, Novotel World Trade Centre, Ibis World Trade Centre or Ibis One Central – or alternatively in its own fully-serviced apartments.

There are also plenty of other hotels within short walking distance in the bustling Sheikh Zayed Road business

district, including international names such as Conrad Dubai and Fairmont Dubai.

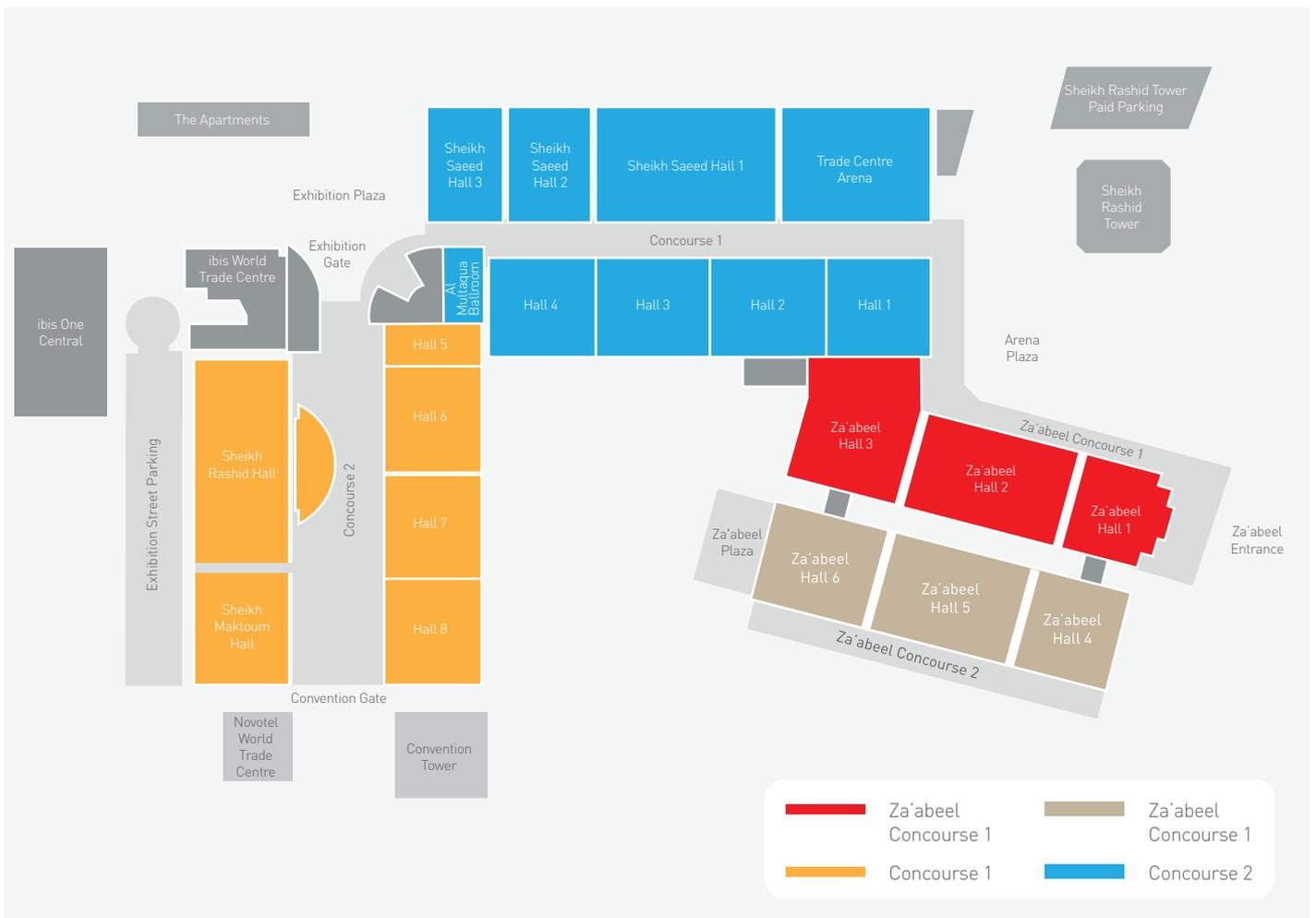
For drivers, there is a six-level multi-storey car park – and traffic both in the car park and surrounding area is well-managed during busy events. Those wishing to reach the venue by air can arrange to use the rooftop helipad.

The services offered at DICEC are all-encompassing and provided end-to-end inhouse. Best-in-class catering is provided by 150 top quality chefs, hailing from 17 countries across five continents – meaning the choices are truly international. Highly-trained staff provide the silver service, and if you need catering supplied to a different location, they

will deliver to any place you need in the UAE – complete with full-service, silverware, crockery and décor if needed.

DXB Live is the operational arm of Dubai International Convention and Exhibition Centre, providing all your utility/online requirements, meeting all your rigging and lighting needs, as well as all your audiovisual requirements.

The technicians within the state-of-the-art stand-building facility use the most cutting-edge CNC machinery to build your stands/event should you require. Inhouse designers will address any branding needs you may have and the photography/videography team can make sure you get a full record of your event. ●



DICEC: VERSATILE AND FLEXIBLE

Providing every size and configuration for your congresses, conferences, exhibitions and private meeting spaces



Sheikh Rashid Hall

The 7,700m² Sheikh Rashid Hall is sound-proofed. In auditorium configuration it has 2,500 retractable tiered seats and a further 2,000 seats on the flat – suitable for plenary sessions, concerts, sporting events and theatrical productions. It also has a capacity for 5,500 guests cocktail-style or 3,440 guests banquet-style, plus can be divided into six large meeting rooms. There are 10 interpretation booths, two green rooms and three backstage offices.

Sheikh Maktoum Hall

The 3,859m² Sheikh Maktoum Hall adjoins Sheikh Rashid Hall and is about half the size. It is perfect for

banquets of up to 1,580 guests, makes an ideal conference space, and also divides into four soundproofed meeting rooms, each seating from 300-700.

For events of the largest scale, Sheikh Rashid and Sheikh Maktoum Halls can be combined into one huge space of more than 11,500m², hosting over 5,000 people banquet style.

Sheikh Saeed Halls/Trade Centre Arena

Dubai International Convention and Exhibition Centre's four Sheikh Saeed Halls provide more than 25,000m² of covered exhibition area. The centrepiece of Sheikh Saeed Halls is the multipurpose Trade

THE HEART OF THE CITY

Your connection to Dubai's business centre

Dubai International Convention and Exhibition Centre provides a facility that is fully integrated into the business heart of the city, with high-quality accommodation to ensure a seamless stay with optimum productivity for business delegates.



Centre Arena. Covering a 9,100m² area and with 14-metre high ceilings, it stages international concerts for 10,000-capacity crowd to large-scale sporting events.

Za’abeel Halls

Za’abeel Halls comprise six flexible spaces which can be combined in groups of three or as individual halls with sub-divisions. Each has a drop-off area, grand entrance and reception foyer, ideal for a full red-carpet experience, whenever needed.

Za’abeel Halls 1-3

Za’abeel Halls 1-3 have 15,000 m² of space. They have a standing capacity for large concerts of almost 11,000, and can accommodate 5,700 in banquet-style, so perfect for corporate dinners.

Za’abeel Halls 4-6

With a standing capacity of almost 8,000, Za’abeel Halls 4-6 are adjacent to 1-3, and they can be easily connected to cover more than 15,000m² of space. Za’abeel Halls 4-6 also have access from the main road, as well as a dedicated parking area.

Halls 1-8

These two sets of four halls provide more than 31,000m² of exhibition

space which can easily be divided into multiple and interlinked smaller spaces. Six of the 8 halls are designed for the largest-scale exhibitions with a height of 7.5 metres, while halls 3 and 4 are both 10 metres high.

The Pavilion

Accessible through Halls 6, 7 and 8 is the 3,427m² Pavilion – an ideal space for hosting a range of events from elite conferences to award ceremonies. A banquet capacity for up to 1,220 makes it perfect for gala dinners and corporate parties.

Al Multaqua Ballroom

Al Multaqua Ballroom spans 1,000m² in stylish Arabian décor. In a conference configuration, it has a theatre-style capacity for 760 delegates. In can cater for up to 420 guests for seated dining, or 770 for cocktail receptions. It continues to be hugely popular for banquets, private parties and art exhibitions.

The Plaza

The Plaza is a 4,000m² ‘al fresco’ outdoor space with shaded restaurants and cafés. It is frequently used for dinners and exhibitor parties. when Dubai’s climate is most temperate during the cooler season. It is conveniently located within easy access to the Dubai Trade Centre metro station, Sheikh Saeed Halls and

Ibis One Central hotel.

Meeting rooms

For smaller, more intimate events, breakout sessions, or for invitation-only gatherings, Dubai International Convention and Exhibition Centre also has numerous meeting rooms – located on the first and second floors above the main concourses and all in close proximity to the main halls.

With capacities varying from 20 people to more than 200, they serve a variety of functions such as board meetings, media centres, training seminars, product launches, and other supporting events. All can be equipped for audio-visual presentations and internet connectivity upon request.

The World Trade Club

The World Trade Club the 33rd floor of the Sheikh Rashid (Trade Centre) Tower is the ultimate setting for mixing business with pleasure within a relaxed exclusive environment and providing panoramic 360-degree views of the city.

Exclusive club rooms are available for special rates to host private meetings, luncheons, receptions and dinners.

A range of lounges and meeting rooms each have their own distinctive character, comfort and style.





Bubble Lounge

The glass-encased and oval-shaped Bubble Lounge is spaciouly designed. Spanning more than 797m2, accommodates up to 300 guests and is in huge demand with the region’s most established events planners.

VIP business lounge

The contemporary-designed VIP business lounge has immediate access to the main concourse and accommodates up to 120 for a lunch engagement or 200 for a cocktail reception. It has a boardroom, private meeting rooms, a teleconference room, and is an ideal space for both business and casual relaxation.

Majlises

An integral part of traditional Arabian life, the majlis is a place to gather, drink coffee and discuss crucial community issues. Dubai International Convention and Exhibition Centre has retained the majlis tradition while adding a modern context. Its four majlis spaces are somewhere to host visiting royalty and state dignitaries, while the venue handles all the necessary protocols on your behalf. Floral decor and traditional refreshments are included as part of the Majlis offering. The four spaces are:

- Dubai Majlis – located next to Sheikh Maktoum Hall, with a capacity of 50 guests

- Al Wasl Majlis – located between Halls 4 and 5, with a capacity of 30 guests
- Za’abeel Majlis – located next to Za’abeel Hall with a capacity of 25 guests
- Sheikh Saeed Majlis – located next to Sheikh Saeed Hall 3 with a capacity of 25 guests

Sheikh Rashid Tower Theatre

Located on the 4th and 5th floor of the Sheikh Rashid (Trade Centre) Tower, this is a 200-plus, tiered seating venue ideal for launching a new product, hosting a live event, premiering a screening or presenting a seminar.

Complete with a green room, audiovisual and projector systems, it is also equipped for catering and valet services.

Onsite accommodation

Dubai International Convention and Exhibition Centre’s four affiliated hotels and Dubai Trade Centre’s own serviced apartments are less than one-minute walk from the venue and just a few minutes walk from the metro station, allowing you to eliminate travel time, beat the crowds, and give yourself the chance to set up early or stay late with maximum convenience. Then in the evening, to make full use of the recreational and restaurant options,

Novotel World Trade Centre

Located at the south end of the main exhibition concourse, the 412-room Novotel has an outdoor swimming pool, gym, beauty salon and a choice of restaurants and bars.

Ibis World Trade Centre

Ibis World Trade Centre also provides direct access to DICEC. Its comfortable rooms have a working space, and hotel facilities include an Italian restaurant, bar, business centre and spa.

Ibis One Central

The 588-room Ibis One Central has complimentary wi-fi access throughout, two inhouse restaurants and easy access to the exhibition halls.

25hours Hotel Dubai One Central

Overlooking the Museum of the Future, the hotel boasts 434 rooms and suites in addition to flexible events and co-working space. ive characterful restaurants and bars take guests on a culinary trip around the world from Northern India to Bavaria .

The Apartments

DWTC’s own The Apartments are fully-serviced and offer a more ‘home-away-from-home’ environment - from studios to three bedrooms. ●