





International Festivals & Events Association

58th IFEA Annual Convention & EXPO

مؤسسة دبي للمهرجانات والتجزئة
DUBAI FESTIVALS & RETAIL ESTABLISHMENT
أجنبى ملمسات دائرة السياحة والتسويق التجارى - حكومة دبي
An agency of the Department of Tourism and Commerce Marketing - Government of Dubai

Focus on Dubai

'The Evolution & Vision of a Global Event City'

Presented by:

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Dubai Festivals & Retail Establishment
United Arab Emirates



Where EAST meets WEST & PAST meets FUTURE

**Dubai hosts
40% of the
population
of the UAE**

*Population figures as per July 2012

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- Size of Dubai is comparable to the size of Rhode Island
- If UAE (Emirates), what do you call locals? USA – American
- The World Happiness Report 2013 by UN Sustainable Development Solutions Network rated UAE as 14, USA 17, Canada 6

A Leader of Extraordinary Vision

His Highness Sheikh Mohammed Bin Rashid Al Maktoum

UAE Vice President & Prime Minister and Ruler of Dubai



The man who transformed the desert into paradise

Sheikh Mohammed is the force behind Dubai's transformation into one of the World's leading destinations for **Leisure, Tourism, Business and Trade**

- Investing continuously in infrastructure, venues, attractions, and festivals where nothing is impossible.
- Boosting the confidence in our city's ability to successfully host the World Expo 2020
- Helping secure Dubai's position as leaders in the international events sector by IFEA – recognized consecutively for 2 years in a row

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- Quote: Many leaders promise, we deliver. & Stagnation means regression, therefore, you should strive to develop. If you cannot, you should give up your place to others.
- At the early 90s he wanted all government agencies to have e-services called e-governement.
- Few months ago, he asked that we move away from e-government to m-government:
 - To provide services to residents 24 hours
 - Enhance living experience by making it easy to communicate with the government

Dubai's Remarkable Evolution

A chronicle of the Past, Present & the Future



The Bani Yas tribe, led by the Maktoum Family, settled at the mouth of the Dubai creek in 1833.
which became a center for the fishing, pearl diving and sea trade.

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- 800 Tribe Members

Dubai's Remarkable Evolution

A chronicle of the Past, Present & the Future



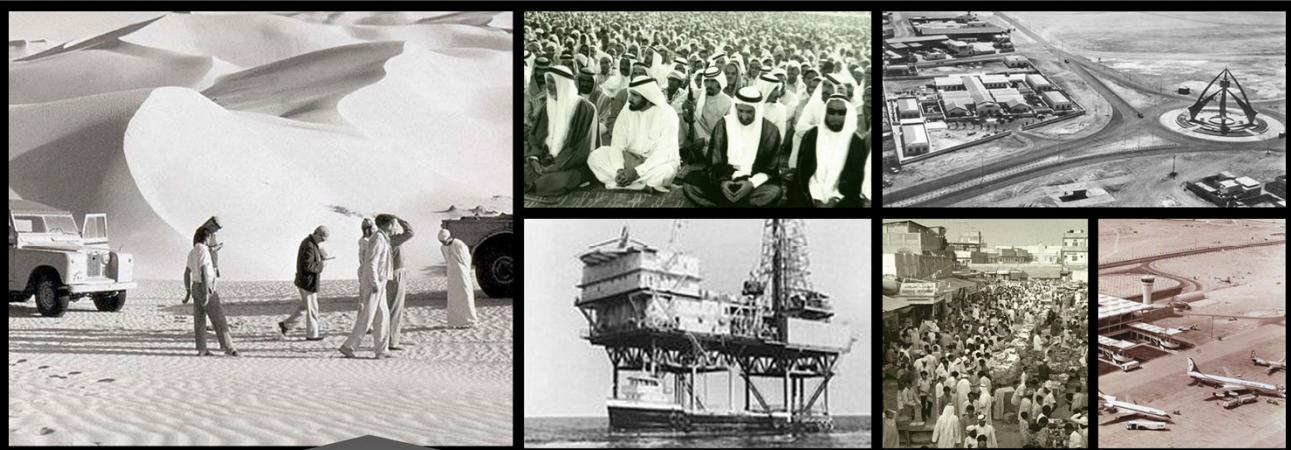
In the 1950s the late Ruler of Dubai, Sheikh Rashid bin Saeed Al Maktoum, decided to have the waterway dredged - A move that strengthened Dubai's position as a major trading & re-export hub

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- It was an ambitious, costly, and visionary project.

Dubai's Remarkable Evolution

A chronicle of the Past, Present & the Future



When oil was discovered in 1966, Sheikh Rashid utilized the oil revenues to spur infrastructure development in Dubai. Schools, hospitals, roads, a modern telecommunications network, along with a new port and airport sprouted in the City.

Dubai's Remarkable Evolution

A chronicle of the Past, Present & the Future



The largest man-made harbor in the world was constructed at Jebel Ali, and a free zone was created around the port. Jebel Ali Port handled 13.3 million TEU in 2012 alone.

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- constructed in the late 1970s
- TEU (twenty-foot equivalent container units)
- Experience allowed the Launch of Dubai Ports World
- DP World operate more than 60 terminals across six continents (Vancouver, London, France, Australia)
- Mention P&O acquisition

Dubai's Remarkable Evolution

A chronicle of the Past, Present & the Future



From 1980 onwards, Dubai took a strategic decision to emerge as a major international tourism & event hub. The formula for development was becoming evident to everyone.

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- Government realized that Events could be a way to improve the economy

The Formula that helped Dubai evolve into a Global Tourism & Event City



- Accessibility
- Numerous Venue Options
- Strong Infrastructure Network
- Dubai Bid Alliance
- Abundant & Unique Retail Options
- Unique Excursions & Cultural Sites
- Sub-tropical Climate
- World Class Events & Festivals
- Safety

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- **Accessibility:** Located at the intersection of 3 continents, the UAE has one-third of the world within a direct 4-hour flight and two-thirds, just an 8-hour flight away. This allows Dubai, convenient access to over 2 billion people with an extended outreach to over 4.5 billion people across continents.
- **Venue Options:** Many venues to execute events indoor and outdoor. Recent events Justin Beiber, Jenifer Lopez, etc
- **Infrastructure:** Dubai Airport just surpassed London Heathrow airport as the busiest airport in the World. National Geographic is advertising a series just about this airport. In 2011 50M passenger, 2012 57M passengers and 2013 forecasted 65M passengers. Well connected city that get you from point A to point B .. Let is be light rail, taxi, sea taxis, busses. 367 million passengers used public transit in Dubai in 2012
- **Dubai Bid Alliance:** Pursuing a vision to make Dubai the world's leading destination for all major exhibitions, conferences.
- **Retail:** Has over 70 Malls, The Dubai Mall one of the largest malls in the world and announced as the most visited destination on earth last year and 2nd place after London in term of brands.
- **Cultural Sites:** Interesting bedewin life that is being showcased and protected neighborhoods. Ask about the WIND
- **Climate:** HOT HOT, Visa report shows number of tourists from Russia peaks in the winter season. Dubai Beaches.

- **World Class Events:** We will go through some in the coming slides
- **Safety:** Refer to Festival research of why they visit Dubai.

Dubai Festivals & Retail Establishments Mission

Developing the events and retail sector to help promote Dubai

- Putting Dubai on the world map
- Events specifically created to drive tourism
- Rapid growth model
- Strategic partnerships to boost retail & stimulate growth
- Continued to grow Dubai's event offering
- Community benefits

مؤسسة دبي للمهرجانات والتجزئة

DUBAI FESTIVALS & RETAIL ESTABLISHMENT

أحدى مؤسسات دائرة السياحة والتسويق التجاري - حكومة دبي

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Dubai Shopping Festival

A unique festival that blends Shopping, Winning & Entertainment Activities & Events



► **32 Days**

4.7 Million* visitors

Over 120
Events & Entertainment
Programs

70 Participating Malls

6000 Participating Retail Outlets

Up to 75% Discount on Merchandise



*2013 Dubai Shopping Festival figures

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- 4 Billion Dollars boost in the economy
- Total shopping spend during DSF 2012 rose from 2.4 billion dollars and accommodation spend at 760 Millions Dollars.

Dubai Summer Surprises

The annual summer extravaganza featuring a plethora of family events edutainment activities



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- 4.36 million participants, contributing USD 3.3 Billion to the Dubai economy

Modhesh World

Massive indoor edutainment world featuring the mascot of DSS 'Modhesh'



- ▶ A host of themed games, fun activities and allows supervised access

Experiences include Heritage Land, Adventure Land, Fun Fair, Fantasy Land & Creativity

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Ramadan in Dubai

A month long spiritual festival inspired by the values of the Holy month



▶ **Launched in 2011**, the event focuses on the cultural and charity events

Festival gives a **better understanding of Islam** by involving the diversified nationalities and cultures



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Eid in Dubai

A festival that unites people in celebration



Launched in 2008, the event is an invitation to families from all nationalities to join us in celebrating this colorful occasion and share its universal values

Festival is between 4-14 days and comprises of various fun filled events and activities for all ages



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Dubai Calendar

The official listing of events and promotions held in Dubai throughout the year



- Comprehensive information pool & point of reference for events promoting/transforming/developing the city
- Simultaneous Economic, Brand and Community Benefits
- Dubai Calendar – your gateway to a more eventful Dubai



BB
Android
Apple
OVER 600,000
UNIQUE PAGE VISITORS

OVER 3 MILLION
PAGE VIEWS

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Dubai Festivals & Retail Establishment Strategic Partners

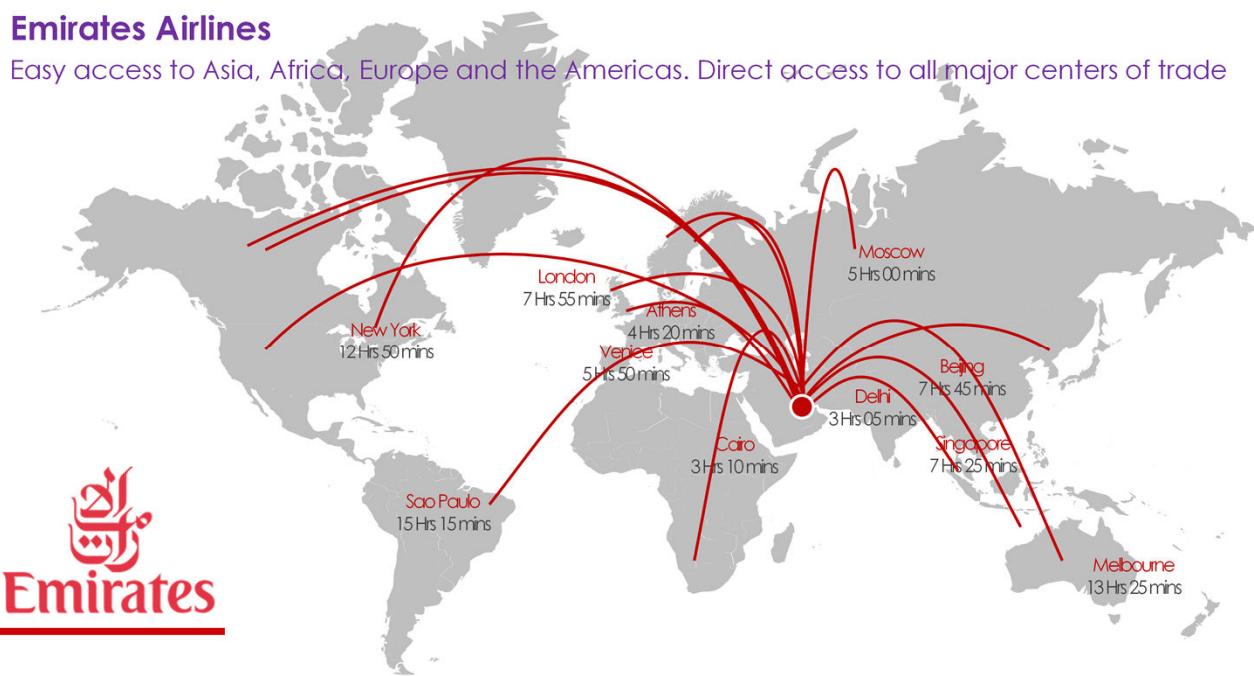
Building strategic alliances and bridging gaps between the private and public sectors in support of the greater aim of positioning Dubai as a global destination

- EMAAR - The Dubai Mall the region's most anticipated retail and entertainment extravaganza
- Al Zarooni - Amazing fireworks that illuminate the skies of Dubai
- Emirates Airlines – A leading sponsor of the DSF since the event's inception



Emirates Airlines

Easy access to Asia, Africa, Europe and the Americas. Direct access to all major centers of trade



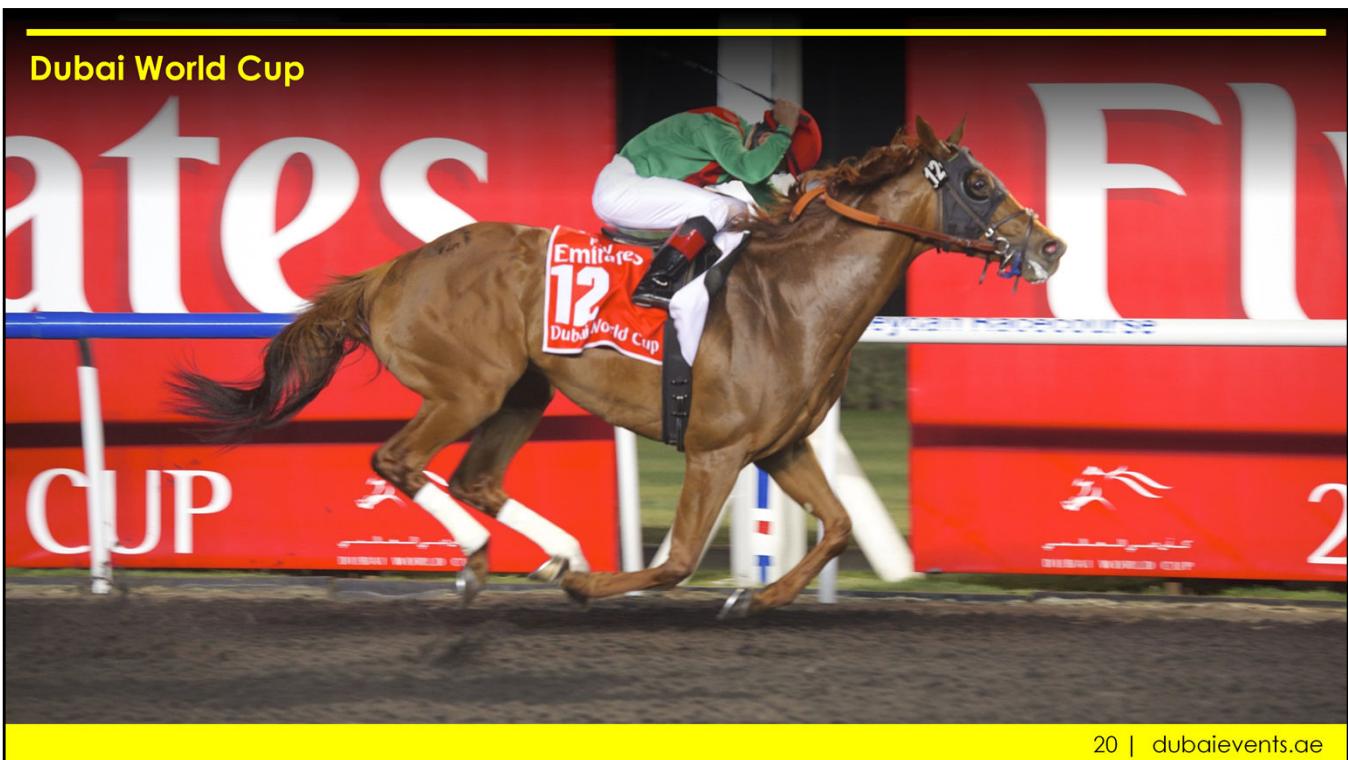
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Al Gaffal Boat Race



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- The Most Beautiful Boat Race
- Encourage the building of dhows and maintain our heritage
- Marks the last leg of pearl diving and come home after spending months at sea
- Families will be waiting on the beach singing and welcoming the men back to the city
- 2.7 USD prizes



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- 18 Years
- Richest Horse Racing
- Usually complemented with concerts
- Total of 13 countries participate (USA, UK, etc)
- Prizes Total USD 27 Millions and the top winner gets USD 9.7 Million
- Animal Kingdom won it early this year from USA -- Still pay taxes? ☺



- Started in 1989
- Prices around USD 2.5 Million
- Winners includes Tiger Woods, Rory McIlroy, Ernie Els

Dubai International Film Festival

International Film Festival



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- Mission Impossible 3 was filmed in Dubai
- Strengthen the position of Dubai



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- Over 1,750 players will take part over three days.
- In its 44th years, started by European sailors and now one of the most important tournaments in the world
- 16 teams will be competing in the men's tournament.
- 12 teams will be competing in the women's event.

Dubai Duty Free Tennis Championship



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- Started in 1993
- Consistently showcased the world's best players in competition:
 - World No. 1 Novak Djokovic
 - Roger Federer
 - Rafael Nadal
 - Venus Williams
- Mention Dubai Event strategy
 - Create : Dubai Music Week, Dubai Food Festival
 - Develop: Dubai Shopping Festival
 - Acquire: To host

Dubai 2020 Vision

Doubling Dubai's annual visitor numbers from 10 million in 2012

Facilitate the growth of Dubai by harnessing the collective power of stakeholders in the city and deepening engagement with parties outside of Dubai

20 Million Visitors

a year by 2020



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Dubai World Expo 2020

Connecting Minds, Creating the Future

**EXPO 2020
DUBAI, UAE**

CANDIDATE CITY



Dubai Expo 2020 will be a platform for connectivity to help pioneer new partnerships for growth and sustainability for the future

- Represents the fabric and future aspirations of the UAE
- Reflects how World Expos unite people from across the globe



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- According to projections by Oxford Economics, Expo 2020 Dubai is expected to account for a total economic output of nearly USD 38.5 billion with 277,000 employment opportunities being created between 2013 and 2021

Thank You
& hope to see
you soon in Dubai



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