

PRESS RELEASE

DUBAI LOOKS TO BUILD ON BUSINESS EVENTS MOMENTUM AT IBTM WORLD

Dubai, United Arab Emirates. 28 November 2018: Dubai's growing business events sector, a key contributor to the emirate's economy, is being showcased this week to an audience of international meetings industry professionals at IBTM World. Dubai Business Events (DBE), the city's official convention bureau, kicked off its participation along with partners and stakeholders at the annual trade show, being held from 27-29 November in Barcelona.



With over 15,000 industry professionals in attendance, IBTM World, held annually at Fira Gran Via in Barcelona, is one of the largest and most significant trade events globally. The 2018 edition of IBTM World

serves as a global platform for DBE to showcase Dubai's latest offerings for the business events industry, which directly contributes to the overall growth and strength of the city's economy and global knowledge exchange ambitions. DBE's presence at IBTM World is part of a year-round calendar of activities aimed at engaging with the wider global meetings community.



DBE has been joined by 27 co-exhibitors from across Dubai, including hotels, venues, attractions, airlines and destination management companies. Key partners and stakeholders present alongside DBE at IBTM World this year include Emirates Airline, Dubai Parks and Resorts, Dubai World Trade Centre, and Expo 2020 Dubai.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing, said: “The business events industry plays a crucial role in our efforts to further transform Dubai into a global knowledge hub, and events such as IBTM World are a key part of realizing this ambition. They also make a significant contribution to the emirate’s economy, bringing visitors from around the world, often

experiencing Dubai for the first time. The ability to showcase the city's world-class business events offerings and infrastructure, engage with global meeting industry professionals, as well as our commitment to the growth of the industry, makes for yet another successful participation in Barcelona.”

DBE's participation at IBTM World follows from the success of the 57th annual ICCA Congress, which was held this month for the first time in Dubai and the region. The Congress attracted more than 1,150 senior meetings industry professionals and association planners from over 75 countries, further cementing Dubai as a hub for business event with world-class meeting facilities.

As part of DBE's strengthened presence at IBTM World, the convention bureau is meeting with existing and future partners from around the world, as well as hosting a networking event offering attendees a unique opportunity for deeper engagement with key Dubai stakeholders. At the trade event, DBE is also highlighting its key achievements and activities in 2018, including the study missions and site inspections hosted in the city, as well as the year round calendar of roadshows and activations around the world, including at other major trade shows.

Earlier this year DBE announced strong results for the first half of 2018, securing 125 business events in the first six months of the year, all of which are set to attract over 65,000 delegates to Dubai from around the world, with an expected economic impact of approximately AED 500 million. The number of business events secured reflects a 29 per cent increase from the same period last year.

Attendees can meet with Dubai Business Events at stand i50 at the Fira Barcelona.

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NOTES TO EDITORS

About Dubai Business Events – the Official Convention Bureau

Dubai Business Events (DBE) – the Official Convention Bureau, aims to further develop and increase Dubai's share of the international business events market in order to grow economic development, jobs and knowledge creation in the emirate. DBE's main goal, as a division of Dubai Tourism, is to establish the Emirate as a premier business event destination by helping organizers of international meetings, incentives, congresses and exhibitions plan and manage every aspect of their event. As a member of BestCities Global Alliance DBE aim to deliver the world's best service experience for the meeting industry.

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment).

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