



## PRESS RELEASE

# GLOBAL EXPERTS AND CITY LEADERS TO EXPLORE ASSOCIATIONS IMPACT AT DUBAI ASSOCIATION CONFERENCE

**Dubai, United Arab Emirates - 27 November 2019:** High profile speakers from Dubai and around the world are set to take to the stage at the second edition of the Dubai Association Conference, delving into the theme of 'Driving Change: The Societal Impact of Associations'. Opening proceedings, **His Excellency Helal Al Marri**, Director General, Department of Tourism and Commerce Marketing & Dubai World Trade Centre, and **His Excellency Hamad Buamim**, President & CEO, Dubai Chamber of Commerce & Industry, will engage in a discussion exploring the role that associations play in global society and how to position the association sector as a key driver of positive change.



Taking place 9-10 December at Dubai World Trade Centre, the Dubai Association Conference will bring together association executives from around the world, government representatives, industry leaders, as well as university faculties and students. The conference will offer a blend of panel discussions, expert briefings, and interactive sessions, all centred around the core theme and four sub-themes: Community Well-Being, Knowledge and Research, Business and Opportunity, and Creativity and Innovation. The conference is being held under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council.

Keynotes at the event will be delivered by **Bakhita AlMheiri**, Pilot, Emirates Airlines, and **Patricia V. Blake**, Chair of the American Society of Association Executives, while other high-profile speakers and panellists include **Senthil Gopinath**, CEO of the International Congress and Convention Association, **Guy Bigwood**, Managing Director of Global Destination Sustainability Index, and **Dr. Samir Hamrouni**, CEO, The World Free Zones Organization. For the full Dubai Association Conference programme visit: [www.dubaiassociationconference.com](http://www.dubaiassociationconference.com).



**Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing, said:** “This year’s strong line-up of speakers at the Dubai



Association Conference serves to underline the importance of the event as a setting for discussions around key topics that affect the sector globally. As executives around the world continue to map out the future for their associations, conferences such as this play an invaluable platform for exchanging ideas and driving change. This second edition of the Dubai Association Conference will also underline the city's status as a leading business events and knowledge hub, and the ideal location in which to bring together stakeholders and delegates from around the world."

**Hassan Al Hashemi, Vice President of International Relations at Dubai Chamber of Commerce and Industry,** said: "The second Dubai Association Conference will build on recent progress and foster constructive dialogue and collaboration on the issues of utmost importance to the global association community. As the leading business hub in the region, Dubai is an ideal destination to host this premier conference which provides an unprecedented opportunity to showcase the various advantages and resources that the emirate offers professional associations from around the world."





**Mahir Julfar, Senior Vice President, Venue Services Management at Dubai World Trade Centre**, said: “We are honoured to host the second edition of the Dubai Association Conference at the Dubai World Trade Centre this year, as we welcome delegates, association representatives and trade professionals from all around the world to Dubai. The Dubai Association Conference continues to play a significant role in providing a platform that connects international and regional experts with opportunities that aim to define the future. We look forward to witnessing the growth and evolution of associations in the region, as we continue to strengthen the ecosystem and provide a platform that enables their success.”





Established in 2014, the Dubai Association Centre (DAC) is a joint initiative of the Dubai Chamber of Commerce and Industry, the Dubai Department of Tourism and Commerce Marketing (DTCM) and Dubai World Trade Centre (DWTC) that support and license regional and international associations in setting up an office or chapter in Dubai. Its main objective is to become a platform for dialogue and education for associations interested in exploring opportunities in the Middle East Region and to ultimately contribute to building an association community that drives the knowledge economy in the United Arab Emirates and the wider region.

There are currently more than 60 associations licensed under Dubai Association Centre, with continued strong interest from professional and trade associations interested in expanding their reach into the Middle East region.

Visit [www.dubaiassociationconference.com](http://www.dubaiassociationconference.com) for more information and to register interest in attending.

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#### **NOTES TO EDITORS**

##### **About Dubai Association Centre**

The Dubai Association Centre (DAC) has been established by the Dubai Chamber of Commerce & Industry, the Department for Tourism and Commerce Marketing and the Dubai World Trade Centre to offer assistance for the establishment of non-profit, apolitical and nonreligious professional associations and trade bodies in the Emirate of Dubai. DAC offers a formal environment for associations to establish in Dubai allowing practitioners within a common industry or profession who are registered in the Emirate to form a member-based association. Furthermore, DAC provides the framework for international associations to open a regional representative office in Dubai in order to conduct business in the UAE and beyond. As a result, associations are now able to benefit from economies of scale, experience in the association marketplace, flexibility and adaptability, buying power and centralised facilities of the Dubai Association Centre.

##### **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.

##### **About Dubai Chamber of Commerce and Industry**

Established in 1965, the Dubai Chamber of Commerce & Industry is a non-profit public entity, whose mission is to represent, support and protect the interests of the business



community in Dubai by creating a favourable business environment, supporting the development of business, and by promoting Dubai as an international business hub.

**About Dubai World Trade Centre**

Since opening in 1979, Dubai World Trade Centre (DWTC) has played a central role in the growth of the region's international trade. With over 1.3 million square feet of covered exhibition space, it is the region's largest purpose-built events complex, hosting over 500 business events annually and welcoming over 3 million visitors. DWTC serves as a multi-dimensional business catalyst, focusing on Venues, Exhibitions and Event Organising, and Real Estate Management. Most recently, the establishment of the new Dubai World Trade Centre Authority as a Free Zone entity has strengthened DWTC's ability to deliver a logistically efficient, business-conducive regulatory environment, offering global enterprises a uniquely flexible base from which to service new growth opportunities across continents.

**For further information, please contact:**

Dubai Tourism

[mediarelations@dubaitourism.ae](mailto:mediarelations@dubaitourism.ae)

[+971] 600 55 5559

[+971] 4 201 7631