

DUBAI COLLEGE OF TOURISM SIGNS AGREEMENT WITH EXPO GENERATION PROGRAMME TO TRAIN MORE THAN 350 EMIRATIS FOR DIVERSE PIVOTAL ROLES AT EXPO 2020

- On completion of training participants will possess requisite skills to join Expo 2020 team
- Training of Emiratis comes under industry nationalisation programme of DCT to prepare local talent for Dubai's growing workforce
- Programme participants will become the human legacy of Expo 2020

Dubai, UAE, 13 November 2019: The Dubai College of Tourism (DCT), the vocational education institution of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), signed an agreement with the Expo Generation Programme to train more than 350 Emiratis for diverse pivotal roles at Expo 2020 Dubai. The training will be implemented under *Medyaf*, the industry nationalisation programme of DCT aimed at delivering highly-skilled local talent for Dubai's growing workforce, particularly for the tourism industry and other sectors with tourism touchpoints, with participants set to join the Expo 2020 team immediately after completing the course.

The agreement, which was signed on 11 November by **Essa Bin Hadher, General Manager, Dubai College of Tourism and Mohammed AlHashmi, Chief Technology Officer, Expo 2020 Dubai**, envisages six weeks of training for each participant with the entire programme scheduled to run from January to May 2020. The Expo Academy, a key institution of Expo 2020, has rolled out a human resources development programme designed to recruit and train young UAE nationals for a wide range of roles and responsibilities within the global event.

The specialised course will consist of three weeks of classroom training, and an additional three weeks on-the-job training with the support of industry experts. The classroom training will consist of six modules covering a knowledge of Expo 2020, exceptional service, cultural awareness, communication, leadership and resilience. On graduating from the programme, the young Emiratis will be deployed as part of the Expo 2020 team.

Essa Bin Hadher, General Manager, Dubai College of Tourism, said: "As we strive to achieve the goal of Dubai's Tourism Vision 2022-25 of making Dubai the world's most visited city and the destination of choice for global travellers, as envisioned by His Highness, Sheikh Mohamed Bin Rashid Al Maktoum, Vice

President of the UAE and Ruler of Dubai, we recognise how crucial it is to build a large workforce of skilled Emiratis and pave the way for more and more locals to take up employment across tourism touchpoints in the city. As Dubai prepares to host the historic Expo 2020, our landmark partnership with Expo Academy reflects our shared vision to not only train Emirati youth to take on various pivotal roles but also ensure they become a significant legacy of Expo 2020 and be a part of the next generation of UAE nationals with extensive experience in vocational, management and leadership skills.“

Mohammed ALHashmi, Chief Technology Officer, Expo 2020 Dubai: “There is no doubt that the collaboration between Expo 2020 Dubai, Dubai College of Tourism and the Centre of Excellence for Applied Research and Training will help create a pool of skills and experience in event management. Significantly, the agreement ensures continuous impact long after Expo 2020, by helping to prepare and train future generations to host more mega events in the future, contributing to the UAE and regional economy in the long run.”

Mariam Al Maeni, Director, Industry Nationalisation, Dubai College of Tourism, said: “Our Medyaf programme is well equipped to meet the ever increasing demand for talented Emirati youth, and provides fast-track skills training across various disciplines. By the end of the specialised course at DCT, the Emirati participants will possess the requisite knowledge and service skills to provide authentic local experiences, as part of the hospitality that will be accorded to visitors from around the world. In performing an exemplary role by guaranteeing an enriching and memorable experience for visitors, the Emirati youth will also have the opportunity to benefit tremendously from the immersive international exposure they will receive during the six-month long Expo 2020.”

Fatima Alloghani, Head of Expo Academy and Emiratisation - Human Resources, Workforce & Volunteers, Expo 2020 Dubai: “This is a new and unique opportunity offered by the Expo Generation Programme to UAE national graduates to gain experience in organising global mega events and receive training in operational and leadership skills as part of the Expo 2020 Dubai team. The impact will last well into the legacy phase of Expo 2020, with the Expo Academy curriculum to remain part of the Dubai College of Tourism programme.”

DCT, which is accredited by the Knowledge & Human Development Authority (KHDA), allows students to gain both academic knowledge and on-the-job experience. With a specially curated curriculum that meets the needs of both students and future employers, DCT courses move away from the traditional academic

university programmes to provide a hands-on approach that is unrivalled within the industry. DCT's industry nationalisation initiative, which is being implemented in close collaboration with key entities in the government and private sectors, is tasked with attracting and training various segments of Emiratis including high school graduates and university students, as well as job seekers in the UAE. While increasing awareness of Dubai's tourism sector amongst Emiratis, the initiative also offers strong career options in other sectors that have tourist-facing roles with the goal of creating a more indigenous experience for tourists that will further enhancing the city's tourism offering.

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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 College of Tourism (DCT)

DCT runs the first-of-its-kind multi-disciplinary educational platform in the region. The College provides foundation, certificate and diploma courses in tourism, hospitality, retail, events and culinary arts through the TVET accreditation framework. DCT aims to be recognised as the premier vocational institution in the region with its courses bridging the gap between in-house training and a full bachelor's degree, ensuring a steady stream of highly trained tourism professionals for the city. The college is also responsible for delivering fundamental programmes specifically designed for those working within the tourism industry, such as 'Dubai Way' (for tourist-facing staff in Dubai) and 'Dubai Expert' (an interactive online training tool for international travel agents).

About Expo 2020 Dubai

Expo 2020 Dubai will bring together millions of people for the World's Greatest Show, celebrating human brilliance and achievement under the theme '*Connecting Minds, Creating the Future*'.

- The six months from 20 October 2020 to 10 April 2021 will be a moment in time to be part of an unparalleled event. We are extending a warm Emirati welcome to the world:
 - 25 million visits are expected, with many visitors expected to come more than once

- 70 per cent of visitors anticipated to come from outside the UAE, the largest proportion of international visitors in the 168-year history of World Expos
- An entertaining global celebration with something for everyone, Expo 2020 will wow visitors with 60 daily events across 173 days, showcasing the best of music, technology, creativity and culture, while 200 F&B outlets will feature famous chefs and cuisine from every corner of the world
- Expo 2020 will be an endless journey of discovery. Visitors will have access to the latest innovations and breakthroughs, with more than 200 participants – including 192 nations, multilateral organisations, businesses and educational institutions – coming together to highlight real-life solutions to the world’s most pressing challenges
- Expo 2020’s subthemes of *Opportunity*, *Mobility* and *Sustainability* will inspire visitors to make a conscious effort to think and live differently, and give them renewed optimism that, through collaboration, it is possible to make a lasting change to the world
- The first World Expo to take place in the Middle East, Africa and South Asia (MEASA) will be located on a 4.38 sqkm site adjacent to Al Maktoum International Airport in Dubai South

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About World Expos

In 1851 the Crystal Palace was the centrepiece of London’s Great Exhibition – the first World Expo. It celebrated the man-made industrial wonders of a rapidly changing world. Architecture, contents and a theme, ‘Industry of All Nations’, were combined to create a big idea of nations meeting nations in shared technological and commercial progress. In more recent years, participants in World Expos, including governments, international organisations and companies, have gathered to find solutions to universal challenges and to promote their achievements, products, ideas, innovations, their national brand, and their nations as destinations for tourism, trade and investment.

World Expos are held under the auspices of the [Bureau International des Expositions \(BIE\)](#), the intergovernmental organisation responsible for overseeing and regulating international exhibitions ('Expos') and for fostering their core values of Education, Innovation and Cooperation. Today, four types of Expos are organised under the BIE's auspices: World Expos, Specialised Expos, Horticultural Expos and the Triennale di Milano.

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