

Dubai Tourism and adidas sign MoU for enhancing cooperation in events and activities across tourism ecosystem

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Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) and adidas Emerging Markets FZE have signed a Memorandum of Understanding (MoU) to strengthen cooperation in a wide range of events and activities aimed at highlighting Dubai's position as a top global destination.

The MoU was signed by Issam Kazim, Chief Executive Officer, Dubai Tourism and Gianni Conti, General Manager, MENA, adidas, and is a significant step toward promoting the culture of physical activity and encouraging the diverse

communities across Dubai to embrace a healthy and active lifestyle. Dubai Tourism and adidas will work together to improve community wellbeing and focus on creative solutions to further elevate the city's global standing.

Issam Kazim, CEO, Dubai Tourism, commented: "Our partnership with adidas, a renowned global brand, is inspired by the support and guidance of our visionary leadership to position Dubai as the most active, sustainable and innovative city in the world, especially as we gear up to welcome the fifth edition of the city's flagship fitness initiative, the Dubai Fitness Challenge. The strategic focus of our collaboration will be to provide an opportunity for residents and visitors to access a range of lifestyle, retail and sports activations and promotions and to adopt a healthier lifestyle, while prioritising their safety and well-being. This partnership will allow Dubai Tourism and adidas to explore more opportunities within the retail and events sectors, as well as accelerating momentum in the field of sports tourism, an important addition to our diverse offering, as we strive to maintain our **position at the forefront of the world's leading travel destinations**."

Gianni Conti, General Manager, MENA, adidas, said: "The partnership and agreement between adidas and Dubai Tourism cements both parties strategy and collaboration towards enabling Dubai as the most active, sustainable and innovative city in the world. With the support of Dubai Tourism, we strive to support the city's diverse and cutting-edge sporting infrastructure to attract some of the world's top athletes and sports enthusiasts to experience the city of endless possibilities. Through our partnership with Dubai Tourism, adidas will significantly expand our commitment to sustainability through key moments such as 'Run For The Oceans' and 'Dubai Fitness Challenge' to continue in our mission to End Plastic Waste.

The collaboration will include an exclusive apparel collection that celebrates a city of innovation, driving forward and being a blueprint for design and progress. The products will be available later this year in key adidas retail stores throughout the city.

The agreement will enhance cooperation in sports events and activities that are part of Dubai's annual Retail Calendar, specifically looking at ways of creating innovative content and activations for the Dubai Fitness Challenge, the citywide movement that is dedicated to creating a healthier and happier future for all communities. The MoU also envisages collaboration in organising and promoting relevant events and experiences across the tourism ecosystem and working with brand ambassadors and content creators to promote both Dubai and adidas.