

# Dubai Association Conference returning alongside Expo 2020 Dubai

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# DUBAI ASSOCIATION CENTRE

The Dubai Association Conference will return for its third edition on 21 February 2022, with a series of events in the lead up to maximise its impact and create platforms for associations as they explore the future of the sector. The conference will once again be hosted under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council.

With the theme 'Associations and the new world: Resilience & Reinvention', the conference will take place at the new Dubai Exhibition Centre, within the Expo 2020 Dubai site and in the midst of the six-month global gathering. Ahead of the main conference, a series of three interactive online sessions will take place over the course of the rest of 2021, exploring the key themes of the event and providing an opportunity to ensure the agenda addresses the key concerns and topics delegates may wish to explore. The first of these sessions took place on 15 June.

The conference is the flagship event of the Dubai Association Centre (DAC), which was established in 2014 as 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) to support and license regional and international associations in setting up an office or chapter in Dubai. DAC opened its state-of-the-art offices in One Central, DWTC in December 2019, providing a collaborative environment for registered associations.

Following the conference, delegates will be offered a full-day immersive visit to Expo 2020 Dubai to experience the thematic and national pavilions, attend celebrations and events, and sample cultures and cuisine from around the world.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing, said: "Dubai's commitment to not only increasing the number of associations based out of the city, but also providing a platform for the evolution of the sector globally, has seen the Dubai Association Conference evolve into a must-attend event for executives and decisionmakers from around the world. Against the backdrop of Expo 2020 Dubai, we have the opportunity to provide associations with the ideal setting for discussions, debates and decisions as they continue to reassess their priorities and strategies. We look forward to once again welcoming the global associations

community to Dubai and empowering them to tap into the power of collaboration and innovation in the city."

**Hassan Al Hashemi, Vice President of International Relations at Dubai Chamber of Commerce and Industry**, said: "The Dubai Association Conference offers associations from around the world an ideal platform to explore the competitive advantages provided by Dubai, learn about key trends and leverage the Expo 2020 platform to expand their reach in the Middle East and North Africa region. We look forward to working closely with our members and partners to ensure the conference exceeds the expectations of participating associations, strengthens Dubai's position as a preferred hub for associations and supports the development of a knowledge-based economy."

**Mahir Julfar, Executive Vice President, Venue Services Management, Dubai World Trade Centre**, said: "We are pleased that the third Dubai Association Conference will be hosted at the Dubai Exhibition Centre, Expo 2020 Dubai's largest venue and one which will present new opportunities for economic growth. The Dubai Association Centre enhances the contribution of associations in key professions and sectors and offers a platform that allows individuals and organisations to access sectors that can advance their progression and contribute to the development of the city's knowledge economy."

Previous editions of the Dubai Association Conference have explored key themes and priorities for the sector, attracting experts from around the world and building momentum behind the city's status as an association hub. The inaugural event in 2017 successfully established the conference under the theme 'Building a Community' while the second edition in 2019 built a compelling programme around the theme 'Driving change: The societal impact of associations'.

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