



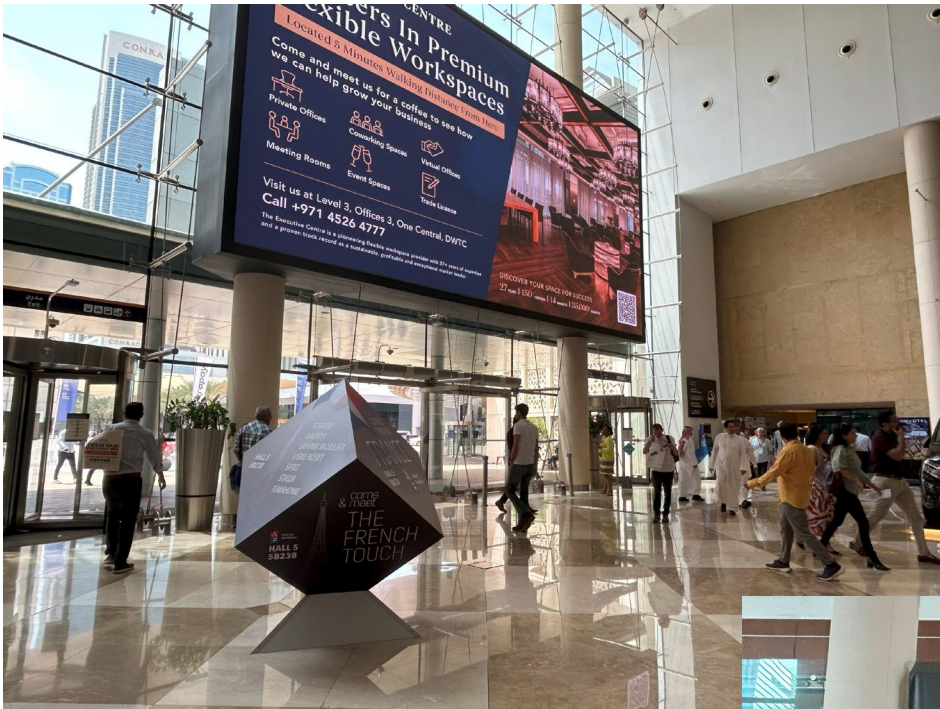
INTERNATIONAL OPERATIONS GROUP



Spotlight on UAE



DWTC (Dubai World Trade Centre)

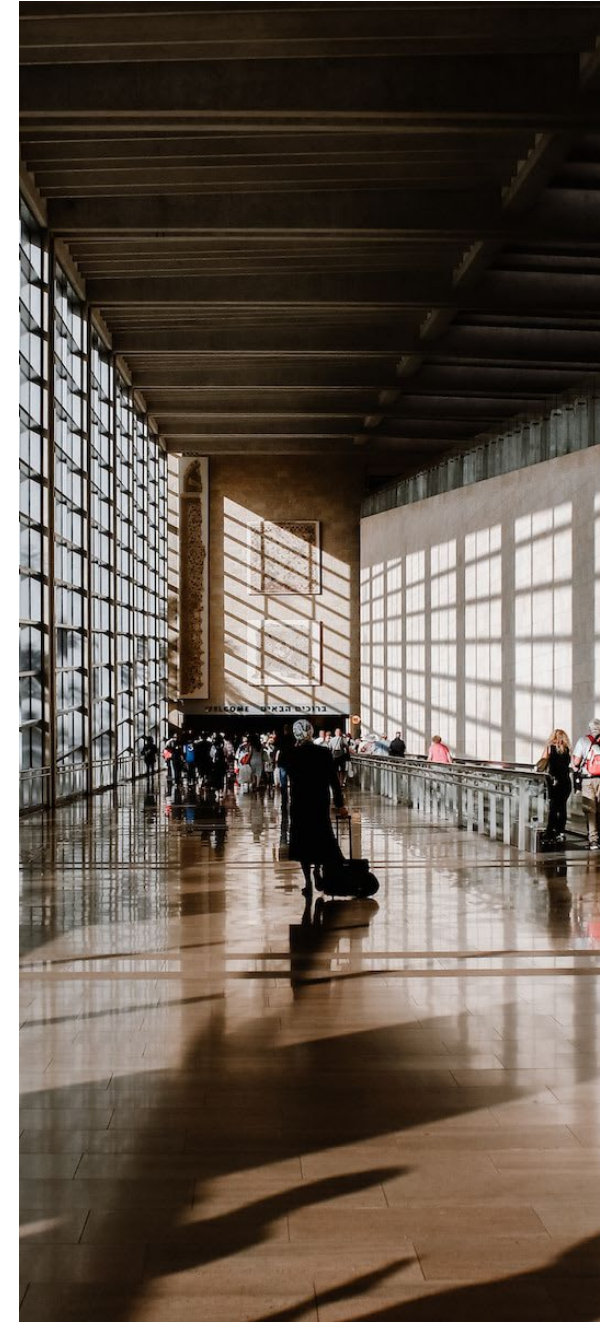


ADNEC (Abu Dhabi National Exhibition Centre)



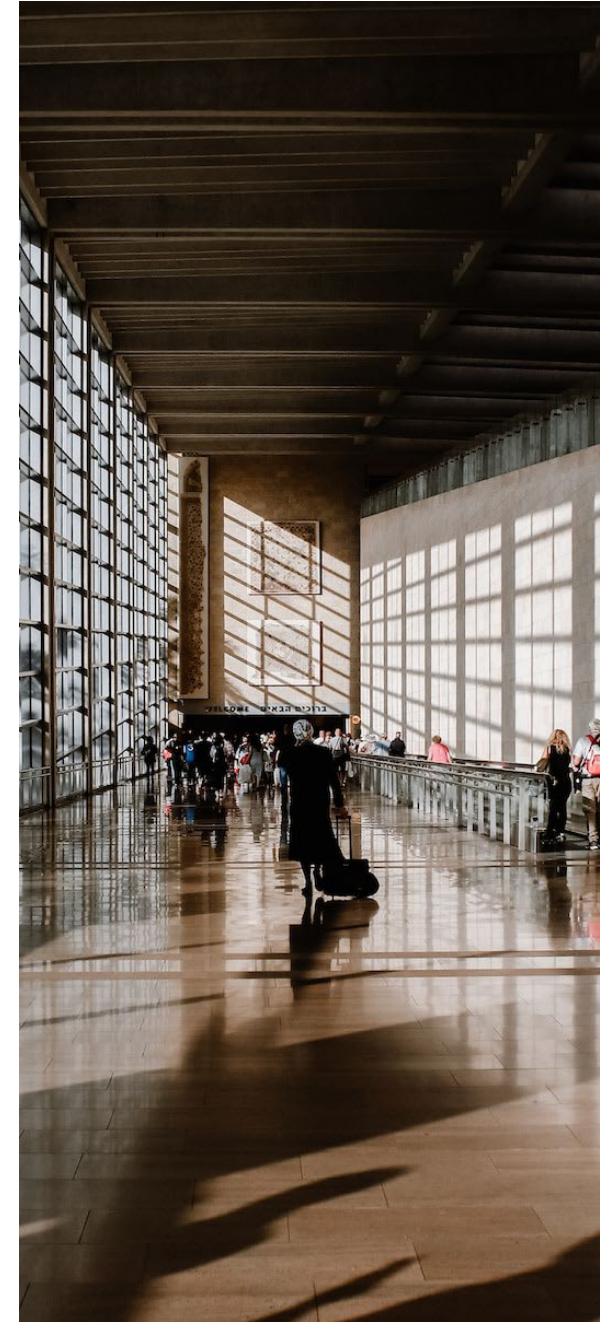
What were the biggest challenges / differences you found at this location?

- Last minute happens – and things can be made to happen!
 - Changes to venue regulations
 - Local companies exhibiting last minute
 - Last minute space only design submissions
- Protocol is key to understand
 - Impacts VIP walkround and planned route
 - Opening ceremony, typically the venue provides a package for OC including red carpet, flowers, ribbon and scissors.
 - The opening ceremony is typically in the conference.
 - The protocol team will take over for this and you won't have a choice.
 - If someone high profile decides they're coming this can alter the timings of your OC, event or set up.
- Security
 - Meetings pre-event always include the police
 - Security sweeps each night and pre-event
 - Security x-ray scanners always required



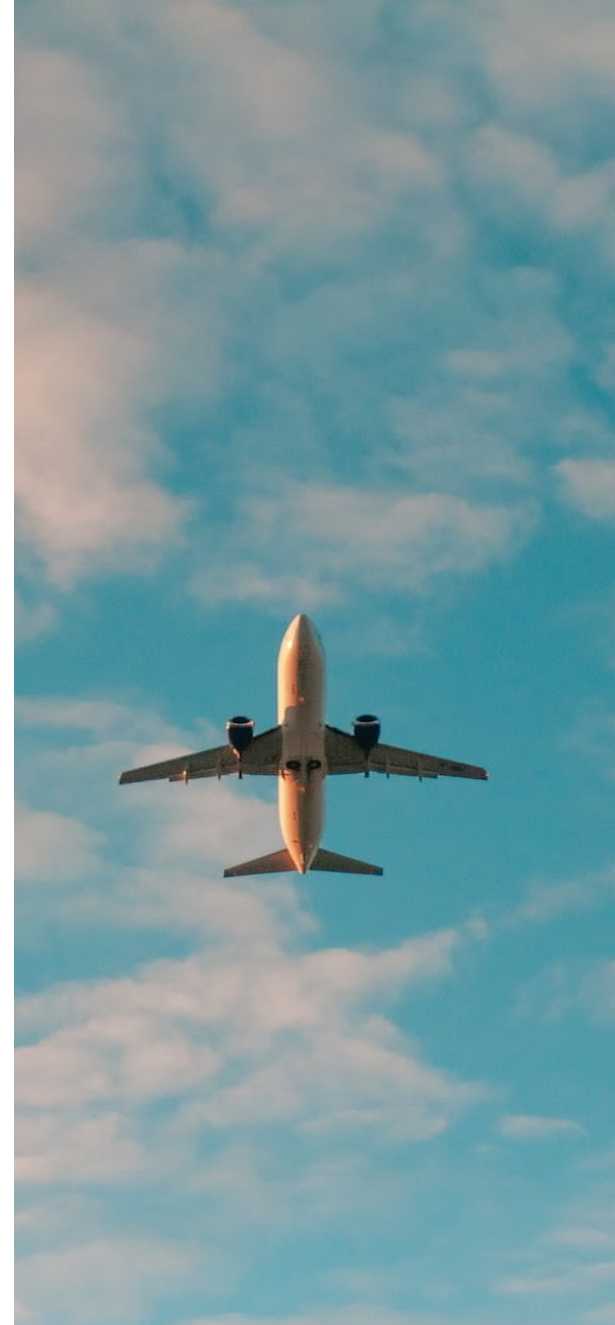
What were the biggest challenges / differences you found at this location?

- Permits and licenses
 - Event permit; in Dubai through DTCM; in Abu Dhabi through DCT
 - Speaker permits; all speakers must be approved in advance
 - Alcohol requires a license – this is possible to obtain in Dubai through the venue depending on which type of venue.
 - Permits required for raffle draws and entertainment
- Carpet on aisles always – not common to have carpetless gangways
- Registration
 - Have to provide an EID/passport and photo (particularly in Abu Dhabi) for all registrations.
- Theft on stands is not an issue
- Transport; typically people travel by car or taxi rather than metro
 - This means parking is always requested by exhibitors and sponsors (high cost to factor in)



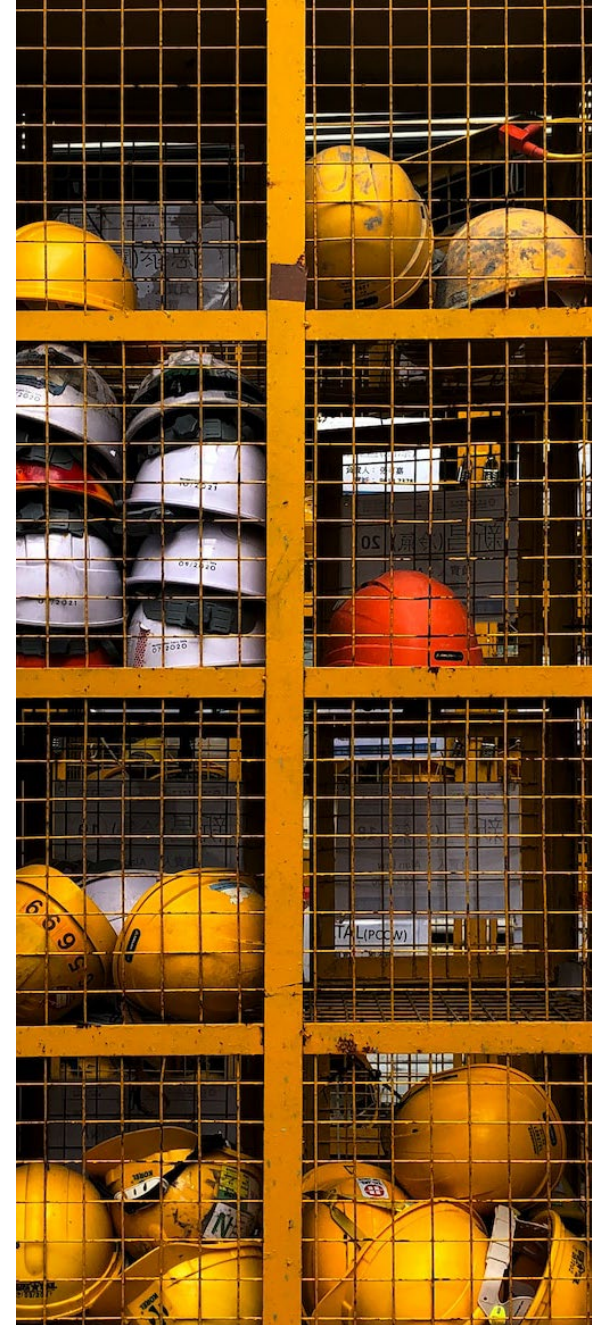
What local cultural aspects would be useful for someone coming from abroad to be aware of?

- Timings of the events (e.g. business events not on Fridays due to prayer times)
- Ministry support is crucial
- Ensuring prayer rooms are signposted
- Business dress means not above the knee or shoulders on show



Which key health and safety regulations should an organiser be aware of? This includes documents, licences, permits, stand regulations, etc.

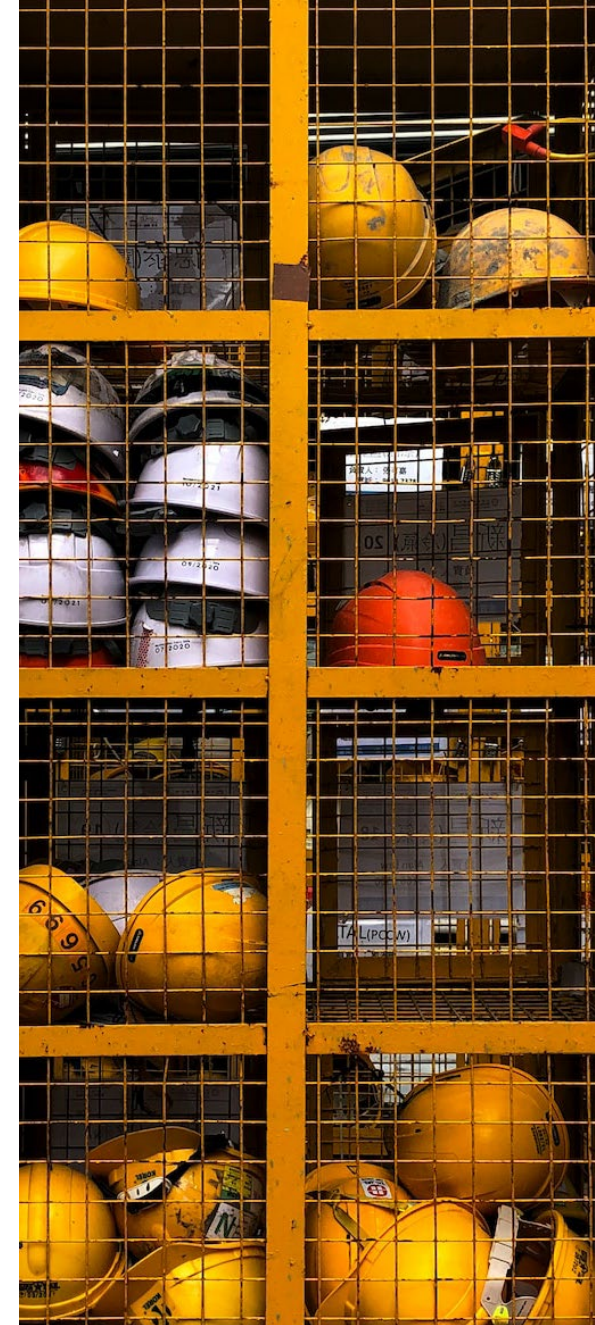
- Dubai and Abu Dhabi have different rules and submission processes
- DCD (Dubai Civil Defence) are required to see the floorplan submission for Dubai based shows
- Approval process for stands – over 4m, whilst structural calculations are submitted they do not get the same level of feedback/comments as a Campbell Reith review would
- 24 hour build quite often requested; access will depend on the tenancy agreed, but the venues will permit it at a fee (with additional security & floor management)
- Contractors are required to register for passes direct with the venue



Which key health and safety regulations should an organiser be aware of? This includes documents, licences, permits, stand regulations, etc.

- DWTC stand submission are submitted by the Organiser onto the Portal; the contractor then receives a link to pay.
- ADNEC stand submissions sent direct to Planner, contractors then pay at the venue

Event stand submission	Required Document
Stand Evaluation (Single Decker Stand)	<ol style="list-style-type: none"> 1. 3D Drawing (pdf) 2. Technical drawing (pdf) 3. **Structural Drawings
Double Decker Stand submission	<ol style="list-style-type: none"> 1. Structural calculation 2. Structural drawing 3. Technical Drawing 4. 3D drawing
Triple Decker Stand submission	<ol style="list-style-type: none"> 1. Structural calculation 2. Structural drawing 3. Technical Drawing 4. 3D drawing 5. Stand location highlighted on the floor plan
Country Pavilion	<ol style="list-style-type: none"> 1. 3D Drawing (pdf) 2. Technical drawing (pdf) 3. **Structural Drawings
Features/ Built Structures/ stages type	<ol style="list-style-type: none"> 1. 3D Drawing (pdf) 2. Technical drawing (pdf) 3. **Structural Drawings



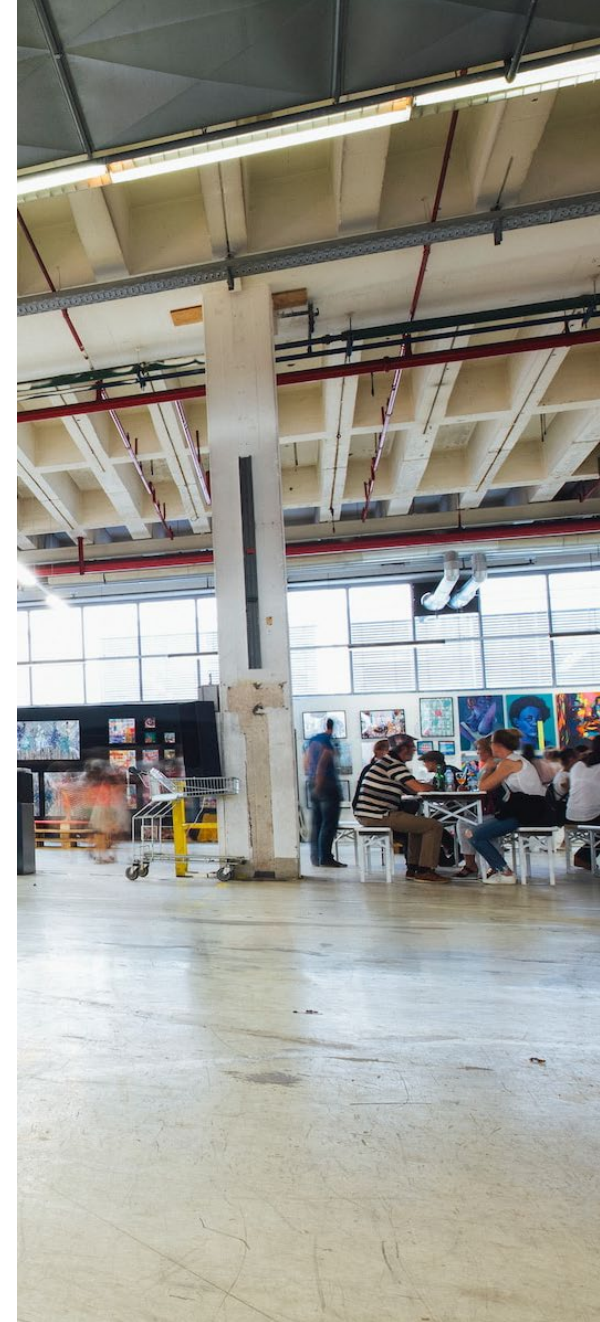
What sustainability measures and initiatives have you witnessed in this location?

- ADNEC
 - Can provide reporting on waste (with diversion split), electricity consumption, water consumption
 - Have sustainable catering/menu options
- DWTC
 - Can provide reporting on waste / electricity consumption
 - Have sustainable catering/menu options
- Hotel venues – majority have a sustainability policy in place
- Stand builders have sustainable options in terms of modular build; fabric graphics; rewind carpet, LED lighting

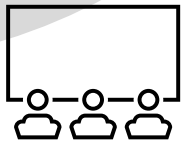


Supplier relationships – do you have any advice to ease the relationship with suppliers?

- Avoid saying ‘this is how we do it in the UK’
- Be clear with briefs; example images or drawings rather than detailed emails
- Meet face to face

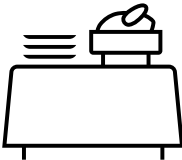


Budgeting: Identify venue specific areas with higher costs to allocate more funds, such as featured areas or catering.



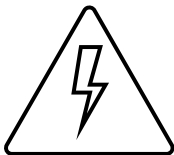
Features

Look & feel typically not shell scheme



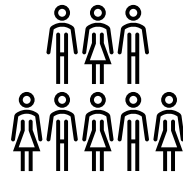
Catering

Average DDR 300AED



Power (event duration)

Average 63AMP \$1100
Average 125AMP 3 phase \$3700



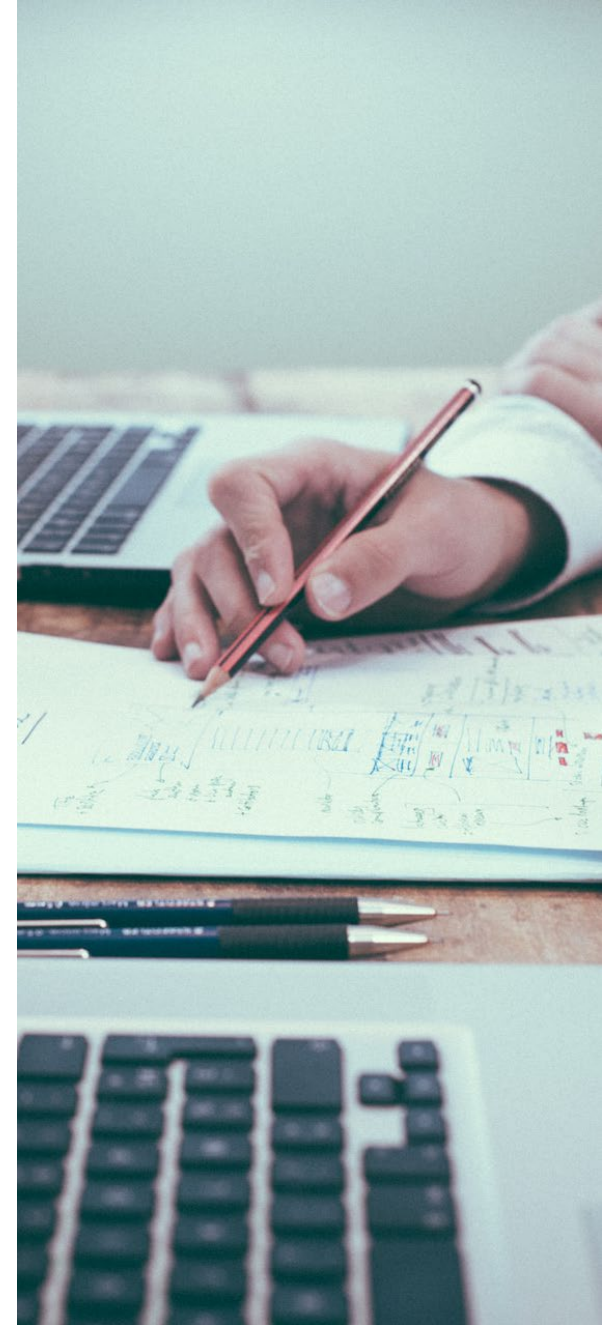
Temporary staff

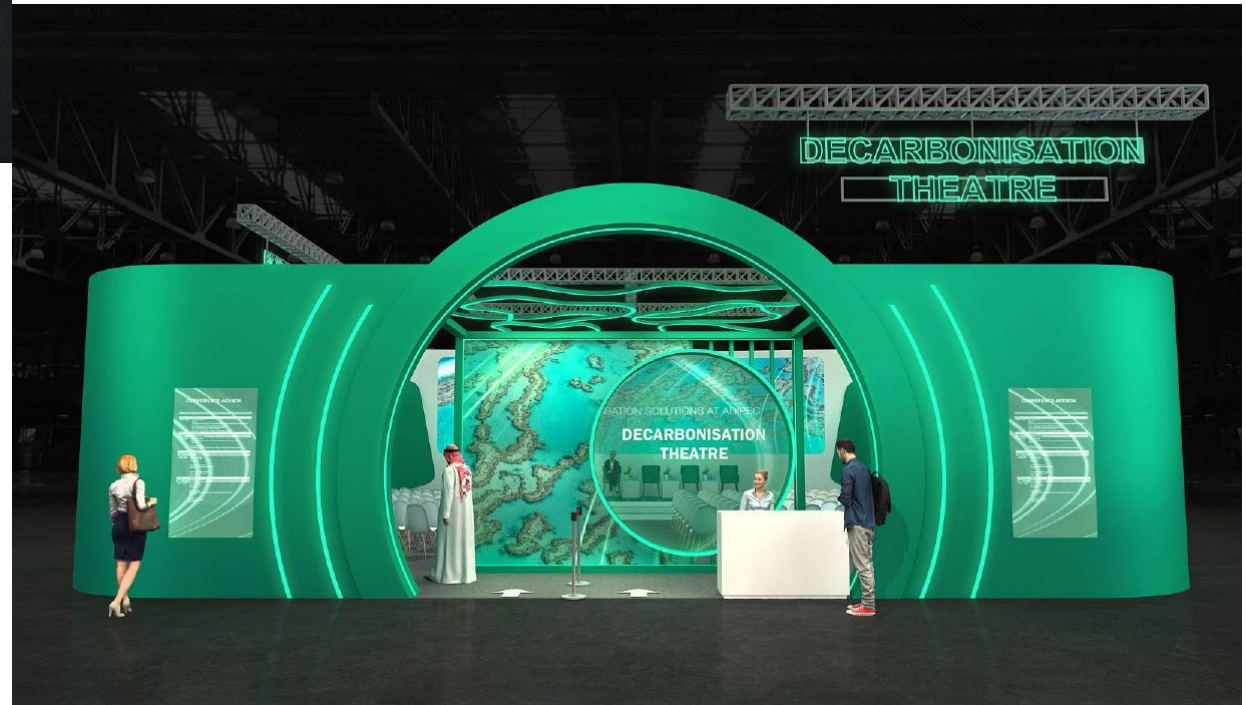
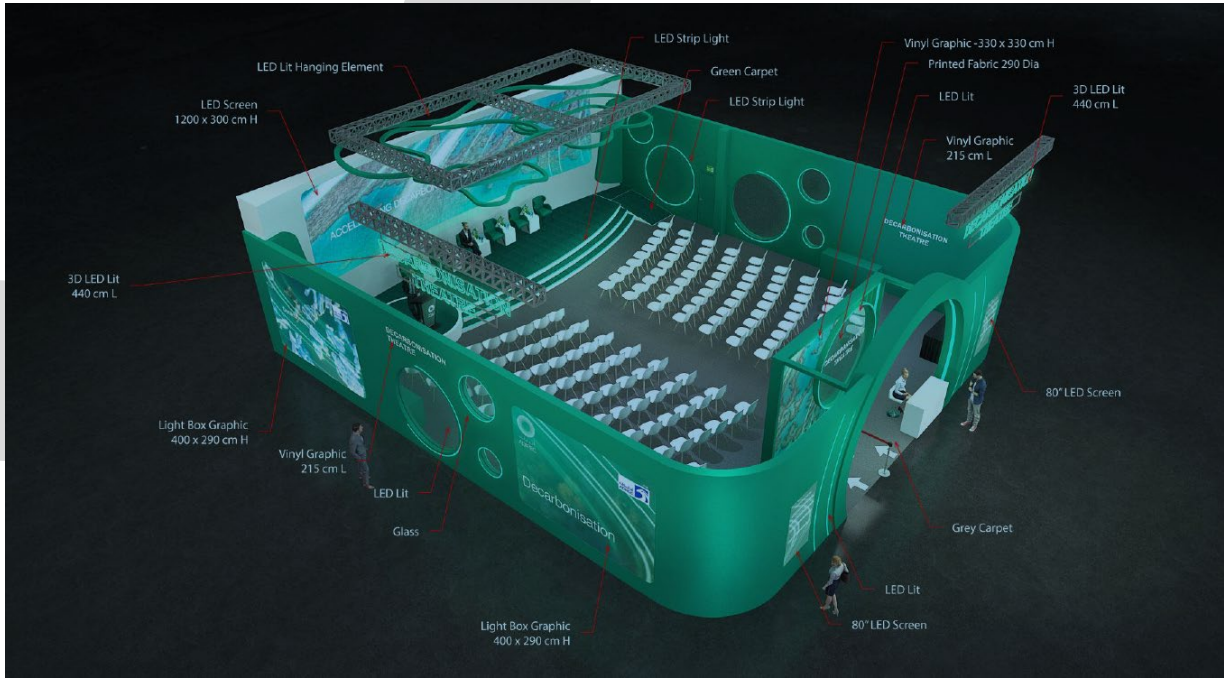
Approx 65-75AED per hour (14 – 16 GBPph).
Quality of staff are really good.



Media Branding

When you rent the tenancy, need to factor in additional costs for venue media branding both rental and production





THEATRES
HIGHER END COST: Approx \$80K
**No AV inc*



THEATRES

LOWER END COST: Approx \$25K

**No AV inc*



What suggestions would you provide to anyone working in this location for the first time?

- Do a site visit;
- Understand the venues layouts, key individuals who will support you;
- Meet suppliers face to face;
- Trust working with local suppliers – they're used to the processes here



Any questions?



APPENDIX

Event Licenses

[Abu Dhabi DCT: Events Licensing System - Department of Culture and Tourism Abu Dhabi \(dct.gov.ae\)](#)

Dubai DTCM: [DTCM Eservices](#)



APPENDIX

- PPE required in UAE

Activity	 Hard Hats	 High Visibility Vest	 Safety Shoes	 Hand Gloves	 Face mask	 Goggles	 Apron	 Full body harness	 Face shield
General visit / inspection	✓	✓	✓						
Hot work	✓		✓	✓		✓	✓		✓
Work at height	✓	✓	✓	✓				✓	
Protective coating	✓	✓	✓	✓	✓	✓			
Floor carpets laying	✓	✓	✓	✓					
House keeping	✓	✓	✓	✓	✓	✓			
Manual/Material handling	✓	✓	✓	✓					
Delivery inside halls	✓	✓	✓	✓					
Cutting/ Grinding	✓		✓	✓		✓	✓		✓
Confined Space	✓		✓	✓	✓	✓		✓	



APPENDIX

- Contractor Fees at DWTC

DESCRIPTION	SUBMISSION	UNIT PRICE (VAT Inclusive)	VALIDITY
Temporary pass	1. EID Copy 2. Photo (passport size)	AED 21 / day	The user can select the validity from 1 day up to 10 days
Annual pass	1. Photo (Passport size) 2. Passport copy 3. EID	Depends on category	
		Badge Count	Selling Price
		10 - 200	AED 525
		201 & above	AED 475
Wedding pass	EID Copy Or Passport Trade License (When the company registers for their staff)	AED 20	Valid for 3 days
International pass	1. Photo (Passport size) 2. Passport copy	AED 105	Valid for 15 days
Vehicle pass	Vehicle Registration (Mulky) Front and Back (PDF)	AED 21/ day	The user can select from one trip up to ten trips and its valid for 1 day.
PPE selling (High Vest)		15 AED	
DWTC Outlets Pass	1. EID Copy Or Passport 2. Photo (passport size)	AED 105 / person	Valid for 12 months



APPENDIX

- Stand submission fees ADNEC: AED1,654 each incomplete AED 2000+
- Stand Submission Fees at DWTC

<p>AED 500 SPACE ONLY </p> <p>Stands falls under this type</p> <p>I. System Stand > 3 m (height) with only space on the ground floor</p> <p>II. A bespoke stand with only space on the ground floor.</p> <p><i>Note: Applicable to Space sold by the Organiser to an Exhibitor or a Sponsor.</i></p>	<p>AED 1000 SPACE ONLY - MULTIBLOCK </p> <p>Stands falls under this type</p> <p>I. Bespoke or System Stand > 3 m (height) with typical design and built in multiple location.</p> <p>II. Package Stand from DXB Live build in multiple location.</p> <p><i>Note: Applicable to Space sold by the Organiser to an Exhibitor or a Sponsor.</i></p>	<p>AED 1000 DOUBLE DECKER </p> <p>Stands falls under this type</p> <p>I. A system or steel bespoke stand with space all the way up to the second floor</p> <p><i>Note: Applicable to Space sold by the Organiser to an Exhibitor or a Sponsor.</i></p>	<p>AED 1000 TRIPLE DECKER </p> <p>Stands falls under this type</p> <p>I. A steel bespoke stand with space all the way up to the third floor.</p> <p><i>Note: Applicable to Space sold by the Organiser to an Exhibitor or a Sponsor.</i></p>
<p>AED 250 ORGANISER FEATURE </p> <p>Stands falls under this type</p> <p>I. System Stand > 3m (height) with only space on the ground floor.</p> <p>II. Structure intended for Meeting rooms, sponsor's product display booth, office for operation.</p> <p><i>Note: Applicable to space used by the Organiser to activate / facilitate their event requirements.</i></p>	<p>AED 500 COUNTRY PAVILION - SINGLE BLOCK </p> <p>Stands falls under this type</p> <p>I. System Stand (Any height)</p> <p>II. Infuses the culture and way of life of the country.</p> <p>III. A series of mini-exhibition where exhibitors encourage industry collaboration through cooperative advertising.</p> <p>IV. Group in single location</p>	<p>AED 1000 COUNTRY PAVILION - MULTI BLOCK </p> <p>Stands falls under this type</p> <p>I. System Stand (Any height)</p> <p>II. Infuses the culture and way of life of the country.</p> <p>III. A series of mini-exhibition where exhibitors encourage industry collaboration through cooperative advertising.</p> <p>IV. Scattered in different location</p>	<p>AED 0 FEATURE/BUILT STRUCTURE/STAGE </p> <p>Stands falls under this type</p> <p>I. Stage/Pods/Registration/ Pop up Stand</p> <p>II. System Stand < 3 m (Height)</p> <p><i>Note: Applicable to Space sold by the Organiser to an Exhibitor or a Sponsor</i></p>



APPENDIX

- Suppliers work with in UAE:
- Stand build
 - GES
 - Projex
 - OP3 – custom
 - Pico
- Temporary staff
 - Vibes
 - EventLab
 - JAM Events – Temp staff & floor managers
 - Blue Lemon Group – Floor managers
- AV
 - MediaPro
 - PRG

