

Bringing Together the MENA Leisure Industry A Council by the Industry for the Industry



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ABOUT MENALAC



WHO ARE MENALAC?

- Middle East and North Africa Leisure & Attractions Council (MENALAC) is a not-for-profit Trade Council representing the Leisure, Entertainment and Attractions industry in the Middle East and North Africa.
- The Council was established as a platform to promote safe operations, regional development, professional growth and commercial success of the amusement industry and to be an indispensable resource for the Council's members and an international authority for the attraction industry.

Morocco Algeria Libya Lebanon Palesting Jordan Iraq Kuwait Pakistan Bahrain Qatar LAF Saudi Arabia Oman Sudan Djibduti

Top stakeholders from the MENA Leisure & Attractions organizations united to enhance safety, knowledge, and industry unity, aspiring to make the region's sector the global leader. The Collective Dream, Direction and Vision of these Founding Members led to the formation of MENALAC.

OUR VISION

"To bring together Operators, Manufacturers, Suppliers, Distributors, Consultants, Tourism Boards and Government Authorities on a common platform and create a harmonized code for the Leisure & Attractions industry within the region."

OUR AIMS & OBJECTIVES



- To promote a safe operation, regional development, professional growth and commercial success of the amusement industry.
- To advocate on behalf of the members among consumers, government officials and the media.
- To be an allied partner with state, regional and national industry associations.
- To pursue appropriate purposes and objectives that are approved by the Board of Directors.

- To be an indispensable resource for the Council's members and an international authority for the attractions industry.
- To provide market connections between buyers and suppliers through events and gatherings.
- To be a credible resource for industry data and statistics.
- To provide continuing education and training in amusement facility operations.

OUR BOARD MEMBERS



(2023 - 2024)



Mishal Al Hokair
President
Deputy CEO,
Al Hokair Group



Mr. Silvio Liedtke
Vice President
CEO,
Landmark Leisure



Ms. Shifa Yusuffali CEO, Ideacrate Edutainment



Mr. Kareem Fayed
GM Entertainment - GCC,
Al Othaim Leisure & Tourism Co.



Mr. Joe Teixeira

Managing Director –

MAF F&B; MAF Leisure,
Entertainment & Cinemas



Sheikha Monira Al Sabah, CEO, Play Enterprises, Co-Founder, Trampo Extreme



Mr. Alwalid Al Baltan FOUNDER & CEO, Rafeeh Entertainment Group



Dr. J.S. Datta Kumar Treasurer Director of Operations, Antic's Land



Mr. Rajiv Sangari VP, Intl. Business & Special Projects, IMG Worlds of Adventure



Mr. Chris Swartz
Executive Director
- Attractions,
SEVEN



Mr. Shazad Ali Abdullah CEO, Cheeky Monkeys Playland



Mr. Prakash Vivekanand Founder & MD, Zone Amusement Arcade



Mr. Ghassan Ass COO, Trampo Extreme



Ms. Hind Galadari
Head - Attractions &
Ticketing Operations,
Expo City-Dubai



Mr. Mohammed Rashad

Ahmed Alhinai

Managing Director,
FunZone Oman



Mr. Mike Rigby Executive VP, Middle East & India, WhiteWater



Mr. Davide Camaiora

Managing Director,

Vivaticket

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OUR MEMBERS:





















































































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OUR MEMBERS:





















































































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OUR MEMBERS:





















































































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OUR MEMBERS:





























































MARKET KNOWLEDGE:

Free Copy of the MENA LEISURE
REPORT (MLR) - a first-of-its-kind
industry publication containing a
treasure trove of authentic regional
industry data, upcoming projects, and
investment opportunities.







Dear Readers,

it's certainly an exciting time for the entire MENA region – not only did FIFA World Cup Qatar kick off amid much fanfare but within days Saudi Arabia created an unprecedented celebratory atmosphere after winning the match against Argentina.

At the same time miles away in the US regional leisure and entertainment majors too gave us many reasons to celebrate having won several top honours at the recently concluded IAAPA awards ceremony. Congratulations to all the awardees.

Looking ahead December will be a busy month with our upcoming event Focus on Abu Dhabi. Hope you've registered to join us for two days of interesting discussions and networking.

For now, read on to catch up with all the exciting updates.





WHY JOIN MENALAC?

REGIONAL INDUSTRY UPDATES:

Monthly MENALAC Newsletter updates on new projects and opportunities in the MENA, important articles by thought leaders, and information on tips & trends in the MENA leisure industry

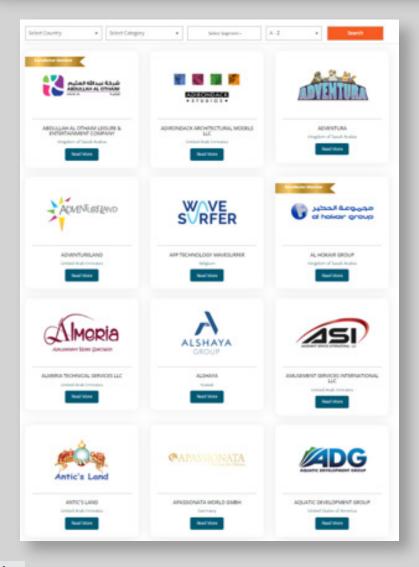














MEMBER ACCESS:

Member Access via our member listings with contact details on our website of leading regional operators and global manufacturers, Suppliers & Consultant members that you can reach out to





NETWORKING OPPORTUNITIES:

Networking opportunities to build valuable relationships and connections and explore potential collaboration with key MENA industry stakeholders





SPEAKING & SPONSORSHIP OPPORTUNITIES:

Sponsorship & Speaking at our events, a gateway to gaining brand visibility and promoting your company to all attendees at preferential rates.



ADVOCACY & REPRESENTATION:

Representation and relay of industry perspective to regulatory and policy authorities



AWARDS PARTICIPATION:

In our annual industry-leading MENALAC AWARDS GALA, the Oscars of the MENA leisure industry, attended by the who's who of the MENA Leisure & Attractions Industry and where participation can immediately enhance brand awareness.

The awards are held annually and honor the best of the best serving the regional industry across 25-30 award categories.









PARTICIPATION IN "FOCUS ON COUNTRY" EVENTS:

These are country-specific roadshows across the MENA, allowing members to gain knowledge on opportunities for business growth, enjoy Behind-The-Scenes Tours to leading attractions, and benefit from multiple networking opportunities within various program elements.







INDUSTRY EVENTS AND WORKSHOPS:

Preferential access to exciting events, seminars, and workshops designed to foster professional growth, creativity, and excellence.



invites its members for an

ONLINE Professional Development / Knowledge Sharing Session on

SUSTAINABILITY BEST PRACTICES IN LEISURE, ENTERTAINMENT AND ATTRACTIONS



Thursday, May 12, 2022, 10:00am - 10:30 am (UAE Time), VIRTUAL SESSION

Topics:

 Regional Government perspective on sustainability strategy and initiatives over the coming years.

> etices in Leisure, Entertainment and Attractions – Key focus areas our guests.

s the Founder and Managing Social Enterprise dedicated to

> ok is one of the oldest Social today it manages many projects artners from various sectors, ment.

age Committee, under Dubai nbrella and has been nominated for the Middle East Youth Expo.



Tatiana Antonelli Abella Founder & Managing Director GOUMBOOK



WHY JOIN MENALAC?

SAFETY EDU-SESSIONS & SAFETY BULLETINS:

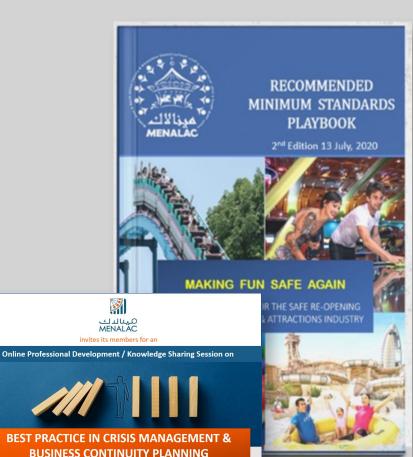
Free Member Access to Safety
Edu-Sessions and Safety Bulletins which
are crucial in the operations and success
of leisure attractions.





KNOWLEDGE SHARING:

A host of various educational webinars providing updates and insights on the MENA leisure industry, the latest trends, industry best practices, and emerging technologies driving the MENA leisure and attractions sector. Benefit from shared expertise to elevate your business.



Topics

Best Practice in Crisis Management and Business Continuity Planning

Thursday, March 10, 2022, 10:00am - 10:30 am (UAE Time), Virtual Session

Identifying and managing emerging risks and outlook for 2022.

About The Speaker

Angiolo Tosi has over 12 years' experience in risk management consulting gained in the UK and the UAE. Experienced in crisis planning and response, security risk management, business intelligence, business continuity management, and enterprise risk management.

Currently Angiolo is the Associate Director for Control Risks risis and security consulting team based in Dubai. Control Risks is a specialist Global risk consultancy, helping clients build organizations that are secure, compliant and resilient in an age of ever-changing risk and connectivity.





Angiolo Tosi
Associate Director
Control Risks
Crisis & Security Consulting

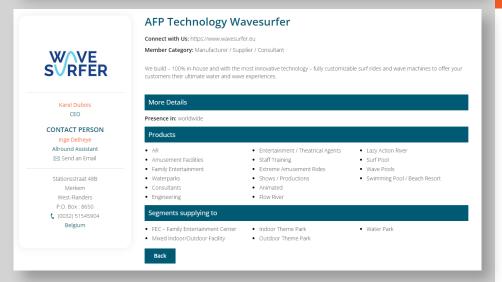






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MEMBERS DIRECTORY



10% **MEMBER** DISCOUNT

WHY JOIN MENALAC?

FREE MEMBER LISTING & PREFERENTIAL **MEMBER RATES:**

Free Member Listing on the MENALAC Website and special member rates at all MENALAC Initiatives and events.



OPPORTUNITY TO CONTRIBUTE TO INDUSTRY:

Be a part of the MENALAC Committees to understand regional regulations and be a part of how the industry is shaped.



MEMBER VISIBILITY OPPORTUNITIES:

Myriad opportunities for members to gain visibility

- MEMBER MUSINGS PODCAST Interview
 Opportunities
- MEMBER TALK Interview Opportunity for Operator Members
- VENDOR TALK Author opportunities for Manufacturer & Supplier Members to share expertise and industry trend articles





Exploring the Future of Entertainment with Mohammed Rashad Al Hinai, Managing Director of FunZone Oman

In this exclusive Q&A, we delve into FunZone Oman's exciting journey as they recently celebrated their 11th anniversary. Discover the key milestones that have shaped their success and how they cater to a diverse age group from 3 to 60 with a range of fun activities. Learn how they keep customers thrilled and eager to return, while also gaining insights into their growth outlook for the next 24 months. Read More





Discover the importance of environmental and project sustainability in amusement parks! Learn how choosing the right coating solutions for attractions can make a smart and eco-friendly difference.

Join Ehab Qiblawi, Technical Sales Manager at VIP Coatings, as he explores the fascinating world of eco-conscious design and engineering in the entertainment industry. Gain insights into long-lasting, energy-efficient solutions that reduce maintenance, enhance safety, and protect the environment. Read More



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For now, read on to catch up with all the exciting updates.





LISTEN NOW







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SEL



With a proud legacy full of achievements, SELA have brought to life hundreds of experiences across recreational industries, from sports and culture, entertainment and hospitality, to exhibitions and outcomes. From concept to reality, SELA offer world-class experience development and event production & management services to take a barda to the next level, connecting brands to their audience. SELA's team of experts provides a comprehensive range of services, from master planning and engineering to audio, video, and visualization, research and patenting; and creating & monetizing your IP.



MELLORS GROUP

Mellors Group, a fourth-generation family-run business, is a highly regarded theme parks, attractions and entertainment company. With a wealth of expertise, experience, knowledge and vision, MELIOS GROUP design, build and operate major leisure attractions on a global scale. Mellors Group operate both indoor and outdoor attractions such as touring theme parks and water parks in the







WHY JOIN MENALAC?

MEMBER VISIBILITY OPPORTUNITIES:

 MEMBER INTRODUCTIONS through Social media, Newsletter & Direct Emailer to members

MENALAC EVENTS

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INFORM on the current status of the MENA Leisure & Attractions Industry



EDUCATE to build & enhance industry knowledge base and best practices



CONNECT the industry through Networking Events



Help Members **EXPLORE** leading regional operations through site visits



CELEBRATE & HONOUR the industry's best through MENALAC AWARDS



ELEVATE the industry's benchmarking standards

Congratulations to our winners! MENALAC AWARDS 2023



MENALAC CONFERENCES & EVENTS 2022- 2023











FOCUS ON ABU DHABI 2022 07-08 DEC, 2022









WATERPARK CONFERENCE 2023 12 MAR, 2023









L.E.A. CEO CONCLAVE 2023 13 MAR, 2023









L.E.A. SAFETY DAY 2023, 14 MAR, 2023

Congratulations to our winners!



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MENALAC LEISURE, ENTERTAINMENT & ATTRACTIONS (L.E.A.) CEO CONCLAVE CONFERENCES (Previous Years)





FOCUS ON COUNTRY EVENTS (Previous Years)







MENALAC SAFETY EVENTS (Previous Years)







MENALAC INITIATIVES DURING COVID-19 SITUATION



Letters to MENA Authorities



Webinars





Press Releases

32 Media carried MENALAC Press Release in March 2020				
Gulf News	Al Khaleej Today	Go Dubai	International Media Review	
Khaleej Times	El Mujahid	MENA FN	Zorins News	
Al Khaleej	Arab 24.News	Trade Arabia	Observer Dubai	
Janib-E-Manzil	Global Amusement Play	Haqaiq News	Construction Business	
Intergame	Zawya	Al Madar Magazine	Arabian Industry	
My Dubai News	Pan Time Arabia	UAE News 247	Hotelier News	
Hashtag Dubai	Images Retail.ME	UAE News 4 U	Press Reader	
Dubai PR Network	Retail and leisure International	Fashion Style	Saudi Gazette	

Safety Guidelines Playbook



CONVINCED?



BECOME PART OF THE INDUSTRY MOVEMENT

Join Over Than **850** Operations And **270** Brands

JOIN MENALAC

And Grow Your Network
In The Mena



مینالدلث MEMBERSHIP CATEGORIES MENALAC



& FEES

BENEFACTOR MEMBER

A Benefactor member qualifies to be Member, as long as he/it is associated with the Leisure & Entertainment business & pays an annual membership fee

Annual Membership Fee:

AED 50.000*

*This membership fee varies from year to year and is decided by the BOD annually.

OPERATOR MEMBER

Any organization owning an Amusement or Leisure operations within the MENA Region.

Annual Membership Fee:

AED 3,000: Organisation with less than 49 Employees

AED 7,500: Organisation with 50-99 Employees

AED 10,000: Organisation with 100+ Employees

MANUFACTURERS/ SUPPLIERS MEMBER

A Manufacturer/Supplier who is presently offering or desire to offer any product or services falling within the objectives of this Council.

Annual Membership Fee:

AED 3,000

CONSULTANTS & CONSULTING FIRMS

A Professional Member qualifies to be a Member, as long as he/it remains to be the Consultant in providing his/its services to the members in the MENA region in any activities forming part of the objective of this Council.

Annual Membership Fee:

AED 3.000

HONORARY MEMBER

A founding member/individual who is invited by the Board of Directors to be associated with the Council as an Honorary Member

5% VAT IS APPLICABLE ON ALL ABOVE RATES

MEMBERSHIP PRIVILEGES



BENEFACTOR MEMBERSHIP PRIVILEGES

Annual Membership Fee: AED 50,000*

*This membership fee varies from year to year and is decided by the BOD annually.

- Nomination of upto three (3) members to the Council, including one permanent seat in the board of directors (such nominations must be done in writing and either or all three representatives may be changed by written notice at any time during the duration of the membership at no additional membership fee.
- Each Member has the right to exercise one vote each at the Annual General Meeting and/or Extra Ordinary General Meeting.
- Five (5) free of charge Delegate Invitations to Paid Events per Benefactor Organization.
- 20% discount on each additional entry per delegate to the functions and events and workshops from the member organization.
- Special badge distinguishing benefactor members from other category of members during and at council activities.
- One (1) free advertisement in the membership directory.
- · Special listing in the membership directory.
- Currently, all the 7 Benefactor Member seats are occupied. Should you wish to join as a Benefactor Member, please get in touch with the MENALAC Board at info@menalac.org

OPERATOR MEMBERSHIP PRIVILEGES

Annual Membership Fee: AED10,000/7,500/3,000

- An Operator Member can nominate one individual person associated with the Operator Organization in their capacity as an Owner or an Employee to represent their interests in the Council.
- Each Operator Member will possess one voting right at the Annual General Meeting of the Council.
- · Listing in the membership directory.

CONSULTANT MEMBERSHIP PRIVILEGES

Annual Membership Fee: AED 3,000

- Includes membership upto only 1 member /employee of the member organization with no voting rights at the Annual General Meeting and/or Extra Ordinary General Meeting,
- · Listing in the membership directory.

MANUFACTURER MEMBERSHIP PRIVILEGES

Annual Membership Fee: AED 3,000

- Includes membership upto only 1 member /employee of the member organization with no voting rights at the Annual General Meeting and/or Extra Ordinary General Meeting,
- · Listing in the membership directory.

HONORARY MEMBERSHIP PRIVILEGES

 Honorary members do not pay membership fees and do not have any voting rights

CONTACT US

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