

# DUBAI WORLD TRADE CENTRE GUIDE

**As the beating heart of our city's business core, Dubai World Trade Centre (DWTC) and its neighbours offers business travellers the best of both worlds – corporate convenience by day, and world-class entertainment and dining at night.**

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**Located at the doorstep of Downtown Dubai and connected to the rest of the city by the seamless Dubai Metro service, DWTC is an ideal base for your stay.**



# MAXIMISE YOUR TIME AT DWTC

## Connectivity

Optimised for heavy usage, DWTC's high-speed wi-fi network is accessible to organisers and attendees.

Wi-fi is also available in the concourse and to customers of the area's food retailers. All on-site DWTC hotels have wi-fi access for guests.

## Access and facilities

The connected buildings and outdoors concourse that make up the DWTC complex are easy to manoeuvre. Area maps are posted throughout the complex.

DWTC's internal carpark is AED20 per hour and offers secure undercover and rooftop spaces, with elevators to assist the less mobile. The DWTC complex is wheelchair-friendly.

Restrooms and prayer rooms alternate along the connecting hallway, with a media centre and organiser's room also at hand.

DWTC retailers accept major credit cards and dirhams. ATM's are plentiful and there is also a currency exchange counter, printing centre and FedEx distribution counter.

## Food and Beverage

From a quick espresso at Caffè Nero to a fine-dining power lunch at World Trade Club Restaurant, the DWTC complex has a wide range of F&B outlets suited to the needs of all exhibitors, delegates and visitors.

Quick bites are available at cafés within the exhibition halls themselves, offering packed meals, sandwiches, snacks and Starbucks coffee.

Many events also take advantage of the facility's own catering services, with a team of nearly 150 world-class chefs able to serve up to 15,000 people per day.

# NEED TO KNOW

## Cultural customs

The United Arab Emirates is a Muslim country, and guests should respect the local culture by wearing modest clothing in public places and not showing public displays of affection. During Ramadan, please refrain from eating or drinking in public spaces during the day.

For men doing business with Muslim women, it's advisable to withhold a handshake until she offers her hand. Muslims are required to pray five times per day as part of their Islamic faith, so it's important to be aware of prayer times and factor these in when scheduling meetings with Muslim business associates.

## Currency

Dubai's local currency is the dirham (AED).

## Language

Both English and Arabic are widely spoken in Dubai.

## Driving

Sheikh Zayed Road is Dubai's main arterial highway and runs the length of the emirate, with seven to eight lanes in each direction for much of its length. If driving in the UAE, lanes are clearly marked, with the fastest on the left hand side. Ensure you use indicators when changing lanes and be aware of speed limits. Dubai Police will issue heavy fines to drivers not abiding by traffic laws.

## Weather

Dubai enjoys a warm climate year-round. Winter months from October through to April are mild, with temperatures ranging from around 20 degrees centigrade to the mid-30s. The warmer May through September months can see averages from high 30s to mid 40s.





# DOWNTOWN DUBAI WHAT'S NEARBY?

**Downtown Dubai is a gateway to some of the city's top conference venues, industry events and business hubs including Dubai International Financial Centre (DIFC) and the Dubai Design District.**

**It is a glossy hub of striking architecture, malls, must-see attractions and world-class gourmet dining.**

## **Business Bay**

This recently expanded district is a popular meeting place and home to the Dubai Canal.

## **Dubai Design District (d3)**

An eclectic mix of artistic bohemians and business-minded start-ups which make up cosmopolitan Dubai.

## **Dubai International Financial Centre**

The bustling DIFC business hub offers its own internal regulation system and is home to many fine dining offerings.

## **Sheikh Mohammed Bin Rashid Boulevard**

Downtown Dubai's palm tree-lined boulevard is one of the city's favourite dining precincts.

## **Sheikh Zayed Road**

Dubai's main arterial road, the fast-paced Sheikh Zayed Road stretches the length of the city.



# TRANSPORTATION

## From the airport:

DWTC has its own stop on the Dubai Metro's Red Line and is reachable from Dubai Airport Terminal 3 in a single 25-minute trip.

## Getting around:

Attractions within the Dubai World Trade Centre complex can all be accessed on foot. For those venturing further, the Dubai Metro is an inexpensive option (tickets start from AED3). During peak hours, the average wait time is three and a half minutes.

There are several taxi pick-up and drop-off spots in the DWTC precinct. Uber also operates in Dubai, as well as local alternative Careem.



# HOTELS

## Conrad Dubai

Conrad's modern lines meet an urban rooftop beach at this hotel resort.

## Ibis World Trade Centre

This well-priced hotel's convenient location is an excellent choice for conference and exhibition attendees.

## Jumeirah Emirates Towers Hotel

Featuring a Turkish steam bath and access to a private beach, this Dubai landmark injects some R&R into your work trip.

## Jumeirah Living World Trade Centre Residence, Suites and Hotel Apartments

Jumeirah Living offers you luxury apartments equipped with a kitchenette and a free shuttle between the beach and Wild Wadi Waterpark.

## Novotel World Trade Centre Dubai

Relaxed, modern and budget-friendly, Novotel World Trade Centre Dubai offers an executive floor loaded with VIP perks.

## Sheraton Grand Hotel Dubai

Centrally located within Dubai World Trade Centre near the exhibition halls, rooms feature elegant décor and five-star amenities.







# RESTAURANTS & CAFES

## Byblos, Al Durrah Tower

Take the sky-bridge over Sheikh Zayed Road for a taste of the Middle Eastern classics.

## Circle Cafe, Convention Centre

Circle specialises in satisfying salads, New York-style bagels and delicious sashimi.

## Entre Nous, Novotel World Trade Centre Dubai

This group-friendly restaurant offers thrice-daily buffets loaded with international cuisine.

## Hakkasan at Jumeirah Emirates Towers

This Michelin star-winning Cantonese brand is ideal for fine-dining a celebratory team dinner.

## Little Bangkok, UP Tower

A funky Asian fusion spot offers quick and fresh lunch deals and heartier dinner options.

## The Sum of Us, Burj Al Salam

Make a positive start to your work day with an early breakfast at this Australian-style cafe.

# SHOPPING

While DWTC's retailers will satisfy any last-minute admin needs such as key-cutting, dry-cleaning, and card-printing, the nearby Boulevard at Jumeirah Emirates Towers and Dubai Mall both accommodate lifestyle shoppers with many luxury lifestyle brands.





# ENTERTAINMENT

## Blue Bar, Novotel World Trade Centre Dubai

This nightlife spot offers you a dose of the blues with a nightly rotation of jazz bands.

## Dubai Opera

The biggest names in opera, ballet, theatre and classical music are hosted at this new cultural institution.

## McGettigan's, DWTC Conference Centre

This popular and spacious Irish watering hole is perfect for large groups.

## Nippon Bottle Company, Dusit Thani, Sheikh Zayed Road

Accessed through a secret door, this quirky lounge offers an interesting drinks menu and great music.



# SPAS & FITNESS

## Allure Beauty Lounge, Sky Garden Building

Allure offers its female clients a packed menu of pampering and priming treatments.

## Dorell Sporting Club

This sports establishment offers a 15m outdoor climbing wall, with trained staff and classes.

## Dreamworks, Conference Centre

This DWTC massage chain has perfected its take on the old-fashioned back rub.

## 1847 at Emirates Towers

The first men's salon to launch in the region, gentlemen can indulge in a wide variety of grooming services from haircuts to massages, all at call.

## Kite Beach, Um Sequim

Kite Beach features a 14-kilometre-long running track and is a great way to start your day.

## The Club, Jumeirah Living World Trade Centre Residence

Sweat it out while overlooking the Dubai cityscape in a fully-equipped fitness centre.

