The City: Dubai

Centrally positioned between east and west, Dubai is home to more than 200 nationalities speaking more than 140 languages. It is one of the world’s leading business hubs and tourist destinations, welcoming international visitors all year round. Its unique power to convene - a power that is an ingrained part of its history and culture - is reflected in its world-class business events offering.

Dubai distinguishes itself as a unique city in a number of different respects. It provides:

- A unique global reach – Dubai is eight hours from two-thirds of the world’s population (more than 5 billion people) and four hours from one-third of the global population (more than 2.5 billion)
- An unrivalled hospitality, transport and leisure hub with an events infrastructure second to none
- The world’s largest international airport, serving more than 100 airlines flying to more than 240 destinations across six continents
- Access to key global markets, including emerging economies in the Middle East, South Asia and Africa
- A place not just for business, but one of the world’s leading tourism destinations with attractions for every demographic.

The Venue: International Convention and Exhibition Centre

Dubai International Convention and Exhibition Centre (DICEC) lies at the heart of the Dubai World Trade Centre site, and hosts more than 500 events annually, including international trade fairs, consumer shows and business conventions, welcoming an average of three million visitors who represent 160 global markets.

The site comprises more than one million sqft of multi-purpose space, which houses 16 exhibition halls, VIP majilises and meeting rooms with a 20-to 200-person capacity.

DICEC has 40 years of experience providing integrated events services and can provide full audiovisual and rigging support, onsite advertising, branding and stand building, as well as catering for up to 15,000 people per day. For the convenience of international events organisers, DICEC also has its own dedicated metro station and shuttle buses.

There are currently 123 hotels within a one-mile radius of the DICEC, and 1,210 hotel rooms on the site, through its affiliate hotels Ibis and Novotel, as well as hundreds of one-to three-bedroom serviced apartments.

Within the surrounding area of Dubai International Convention Centre, your delegates have the choice of more than 3,000 hotel rooms within a ten-minute walking radius.