



DAC Key Information



Why Dubai?



STRATEGIC LOCATION

Access to GCC, Africa and Asia, with a population close to 2 billion



Why Dubai?



TRADE & TOURISM HUB

AED
652b

**Total Non-Oil Trade
First half of 2015**



Why Dubai?



TRADE & TOURISM HUB

DUBAI
INTERNATIONAL
AIRPORT

78m

PASSENGERS
(2015)

No.1 Busiest Airport
in the World

7.6%

Increase in
International Visitors

Why Dubai?



DEVELOPMENT OF BUSINESS EVENTS INDUSTRY

\$600B

Is the global market revenue
generated by association
meetings

The Dubai business events industry is expected to expand further in the run up to EXPO 2020 as the Emirate has managed to build a strong brand in organizing events and international exhibitions

Dubai is the #1 city in the Middle East for association meetings according to ICCA with a 42% market share among GCC countries

Why DAC?



DEVELOPMENT OF BUSINESS EVENTS INDUSTRY

Due to its strategic location and world-class infrastructure, a growing number of international associations have come together in the Emirate to meet, exchange knowledge and network.

Why DAC?



The absence of a legal environment for trade, professional and scientific associations to establish in Dubai has encouraged the development of DAC.

DAC licenses and registers non-profit, non-governmental international and regional economic and professional associations who seek to establish branches, head offices in the emirate of Dubai

Why DAC?



DAC will provide private sectors in Dubai and the wider Middle East region an opportunity to upgrade their skills through the wide array of offerings provided by associations.

The Centre plays an important role to shift Dubai into a knowledge hub by building a strong association community.

Why DAC?



These reputed professional associations contribute to the sustainable economic development of Dubai and the region's economy. The UAE's Innovation policy focuses on:

- Health
- Education
- Transportation
- Sustainable Energy
- Water
- Space
- Technology

Dubai Growing into a Knowledge Hub



International reputation as a leading city for education, training and knowledge dissemination.

Focus on being a knowledge based economy with a focus on science, technology, innovation and sustainability with an investment of AED 300 billion through the Emirates Science, Technology and Innovation Higher Policy for the UAE.

Dubai Growing into a Knowledge Hub



Increasingly focused on attracting major global associations, particularly relating to sectors where Dubai has a strong competitive position, such as:

- Healthcare
- Transport
- Infrastructure & Logistics
- Technology
- Engineering
- Financial services
- Education

Dubai Growing into a Knowledge Hub



Dubai's association market is in its early stages of development and possesses ideal opportunities for global and regional associations to tap into this potential.



Where we started and where we are now...

Establishment of DAC



DAC was launched in 2014 by:

- Dubai Chamber of Commerce & Industry
- Department of Tourism and Commerce Marketing
- Dubai World Trade Centre

DCCI is responsible for providing licensing, operational support and promotion

While **DTCM** provides event support

With **DWTC** being responsible for facility services

Objectives of the Centre



The goal of the Centre is to be part of a long term plan to attract international associations to establish themselves in the region and consequently strengthen Dubai's role as a knowledge hub across all sectors.



DAC licenses and offers assistance for the establishment of non-profit, apolitical and non-religious professional associations and trade bodies in Dubai

Licensed Associations



NUMBER OF
LICENSED
ORGANIZATIONS:

35

LICENSED
ASSOCIATION

- The Institute of Fire Engineers
The International Organisation for Fire Professionals
- MENAFA
Middle East & North Africa Franchise Association
- IADC
SOUTHERN ARABIAN PENINSULA CHAPTER
- UITP
MIDDLE EAST & NORTH AFRICA
- GSM
- ASPED
الجمعية العربية للتقانة والعلوم التطبيقية
- IIBA
United Arab Emirates Chapter
- AAACE
GULF CHAPTER
- AAACE
Inspiring Excellence in Communications Worldwide
UAE CHAPTER
- WORLD FREE ZONES ORGANIZATION
- MEGA
جمعية الشرق الأوسط للغازات الصناعية
- PAIRS
الجمعية العربية للإسكان والتنمية الحضرية

What does DAC do?



Provides practical support, in the form of serviced office space in Sheikh Rashid Tower and offers access to the networking facilities of the World Trade Club, both located at Dubai World Trade Centre.

- DWTC is the region's leading events and exhibition venue.

What does DAC do?



- Access to membership growth, strategic alliances and partnerships, advocacy, new funding sources as well as training and education.
- Facilitates knowledge to associations on this region and shares best practices to support the development of associations.

Ambassadors Programme

- Established in 2015 to engage association leaders to share best practices and to develop an association community in the region.
- DAC currently has 8 ambassadors so far:



DAVID MACADAM

Vice Chairman & CEO,
Middle East Council of
Shopping Centres



FARIS ABOUHAMAD

World President,
International
Advertising Association

MOHAMED MEZGHANI

Deputy Secretary General,
UITP



DR. WAEL ALMAHMEED

President, Gulf Heart
Association



DR. ASMA DEEB

Secretary General, Arab
Society for Pediatric
Endocrinology and Diabetes



HUSSEIN GHATTAS

President, International
Institute of Business Analysis

SENTHIL GOPINATH

Regional Director (Middle
East), ICCA



PETER STEPHENSON

Chairman, Institution of Fire
Engineers



Past & Upcoming Events

2014

- 6 events locally and internationally mainly in North America and Europe including roadshows, study missions and networking events.

2015

- 6 events locally and internationally mainly in North America and Europe including roadshows, study missions and networking events.

2016

- 11 events are scheduled locally and internationally in Europe, Asia and North America including roadshows, study missions and other related networking events

Frequently Asked Questions



Q: What type of associations does DAC license?

A: Trade and professional associations. DAC does not license social, humanitarian and charitable associations since they are within the realm of Community Development Authority (CDA).

Q: What is the role of MCI and is it the only Association Management Company (AMC) to work with if licensed by DAC?

A: MCI is a supporting partner for the Centre and a recommended AMC. However, associations are welcomed to work with any AMC once licensed.

Frequently Asked Questions



Q: How long does it take to get a license once I have provided the required documents?

A: Once all the required documents have been submitted to Dubai Chamber, the estimated time for an association to become licensed is 4-6 weeks however; please note that this may take longer should any additional information be requested.

Meet the Team



CHAIRMANSHIP



H.E. HELAL AL MARRI

Director General of
Dubai's Department
of Tourism and Commerce
Marketing & CEO Dubai
World Trade Centre



H.E. HAMAD BUAMIM

President & CEO
Dubai Chamber of
Commerce & Industry

STEERING COMMITTEE



HASSAN AL HASHEMI



STEEN JAKOBSEN



KAREN SMITH

Meet the Team



PROMOTION & EVENTS



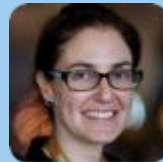
JEROME AUCHERE



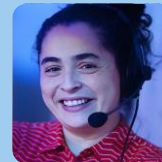
DEENAH ALHASEMI



JUNJIE SI



SOPHIE SHELLIM



LAYLA DERRAZ

LICENSING & RELATIONSHIP MANAGEMENT



MOHAMMED
BIN SULAIMAN



RAMI MUHANNA



**Assist us in building an
online community,
find us on social media:**



Dubai Association
Centre



@DACDubai

www.dubaiassociationcentre.com