



Advantage  
Abu Dhabi

## **Advantage Abu Dhabi**

### **The Happening Place For Business Tourism**

- Abu Dhabi is strategically positioned at the heart of one of the world's most rapidly advancing regions and is easily accessible from key European, Asia Pacific, African and North American business centres.
- Abu Dhabi city, the capital of the United Arab Emirates, has excellent air and road links. The emirates second city - Al Ain is just over an hour's drive from the capital city.
- Abu Dhabi is a safe, clean and virtually crime free destination.
- Abu Dhabi is on its way to becoming a global cultural centre with the creation of the Cultural District on Saadiyat Island. The island will be home to the largest single concentration of premier cultural institutions including the Sheikh Zayed National Museum, the Guggenheim Abu Dhabi Museum, the Louvre Abu Dhabi, a performing arts centre and maritime museum – all designed by award-winning international architectural luminaries.
- The entire emirate has outstanding meeting facilities, venues and services and Abu Dhabi boasts a state-of-the-art exhibition centre.
- Abu Dhabi offers a streamlined 'One Destination' approach and strong governmental support at the highest level.
- Abu Dhabi has an outstanding and ever improving Business Tourism infrastructure. Its many world class hotels include the Emirates Palace, the regions best Arabian-style hotel and other spectacular five star properties with outstanding and innovative meeting facilities.
- Already recognised as a major global economic powerhouse, Abu Dhabi has entered an era of economic liberalisation and modernisation that will progress it, over the next decade, into one of the world's leading centres of excellence in tourism, culture, sustainability, and across a wide spectrum of business and social activity.
- Abu Dhabi offers cutting edge technology infrastructure and experienced PCOs and DMCs and an HR pool of well trained, committed and dedicated professionals with many locals involved in the industry.

## **Testimonials**

“Briefs on the Guggenheim Abu Dhabi Museum and Louvre Abu Dhabi were highlights of my recent visit. These will greatly enhance our ability to attract European clients here... I found the people in Abu Dhabi very helpful and was impressed by the safety of the destination – which is a big factor in attracting tourism business these days. Abu Dhabi was completely different and much better than I could have imagined. It is definitely the new business tourism destination in the making.” François-Xavier Morel, FXM Events, France.

“My preconceptions have been all been shattered by my visit. I was thrilled by the weather – it wasn't too hot, and the people were extremely hospitable. I was impressed by the destination's diversity. It has the culture and heritage appeal that Asian clients look for. It is a great mix of the modern and history.” Zachary Low, Business Development Director, Silver Bullet event management company, Singapore.

“We have learnt about and experienced the culture and feel totally reassured. This destination can get business from America because many Americans want to explore new frontiers and Abu Dhabi has a mystery about it which will intrigue them. It also has the best customer service I've seen anywhere and I travel 38 weeks each year!” Pamela Lothringer, Director Corporate Travel & Meetings Department, The Clinical Advantage, USA.

# **Business Tourism – It's all happening with Advantage Abu Dhabi**

## **Advantage Abu Dhabi – The proposition**

Advantage Abu Dhabi is a three-year Abu Dhabi Tourism Authority initiative aimed at catalysing and seeding innovative and viable business events aligned to the Abu Dhabi Government's 2030 Economic Vision.

Business event organisers with a viable proposal can apply to this initiative for start-up financial grants, government endorsement, leadership patronage, cost rebates and marketing support among others.

**We are looking for creative and sustainable ideas:**

## **Advantage Abu Dhabi criteria**

Strong assessment criteria will gauge the event's type and degree of support across:

- Creativity
- Alignment to the Abu Dhabi Government's 2030 Economic Vision
- Social and global empowerment
- Economic impact
- Tourism impact
- Successful track record
- In-depth industry knowledge
- Commitment to Abu Dhabi's long-term goals
- Corporate social responsibility and environmental sustainability

The business tourism events also need to be related to the following specific categories:

- Energy
- Petrochemicals
- Metals
- Aviation/Aerospace/Defence
- Pharmaceuticals/Biotech/Life sciences
- Tourism
- Healthcare
- Education
- Transport/Trade/Logistics
- Media
- Financial services
- Telecommunications

Work with us to seize the advantage - contact Gillian Taylor at [advantage@adta.ae](mailto:advantage@adta.ae) for submission details.



Capital Centre by ADNEC

## **Abu Dhabi National Exhibition Centre**

ADNEC is the world's most modern, and the Gulf's largest, exhibition centre that welcomes up to 1.5million visitors a year. At its heart is the Capital Centre development – the world's first fully interconnected exhibition lifestyle destination. ADNEC is spearheading the growth of Abu Dhabi's exhibitions, conventions and live event industries.

With 55,000sqm of fully interconnected exhibition floor space spread over 12 halls, plus outdoor exhibition space, ADNEC easily accommodates world leading exhibitions such as Cityscape Abu Dhabi, the International Defence Exhibition & Conference (IDEX), the World Future Energy Summit (WFES) and the Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC).

Two luxurious conference rooms, which can cater for between 400 - 800 delegates, are complimented by an 8,000 square metre multi-purpose hall and 21 Capital Suites perfectly designed for conferences, meetings and other functions.

**w** [adnec.ae](http://adnec.ae)

## How can Abu Dhabi Tourism Authority help you?

- Support bid presentations and site inspections
- Develop a tailored bid strategy to ensure competitiveness
- Provide supporting destination material and promotional collateral
- Help boost delegate numbers through our international offices
- Arrange introductions to Abu Dhabi Business Tourism professionals – we can coordinate liaison between all parties
- Secure support from key political, industry and tourism leaders and assist with any necessary Government liaison
- Free advice, assistance in planning and local knowledge. One stop resource for all parties as a source of expertise and unbiased off and on-site destination advice
- Research appropriate venues
- Offer public relations and marketing support
- Provide innovative activities and pre and post touring ideas



### Contact us

#### ADTA, Abu Dhabi

t +971 2 444 0444

Contact: Gillian Taylor

e [advantage@adta.ae](mailto:advantage@adta.ae)

w [visitabudhabi.ae](http://visitabudhabi.ae)  
[abudhabitourism.ae](http://abudhabitourism.ae)

#### We have offices in:

Australia

t +61 2 8268 5503

e [mice@abudhabitourism.com.au](mailto:mice@abudhabitourism.com.au)

China

t +86 10 8800 3715

e [peter@brandstory.com.cn](mailto:peter@brandstory.com.cn)

France

t +33 1 53 25 03 52

e [france@adta.ae](mailto:france@adta.ae)

Germany

t +49 69 299 253 90

e [germany@adta.ae](mailto:germany@adta.ae)

Italy

t +39 2 573 78 315

e [vquattro@webershandwick.com](mailto:vquattro@webershandwick.com)

UK & Ireland

t +44 207 201 6400

e [uk@adta.ae](mailto:uk@adta.ae)

#### Industry Affiliates

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