



Strategic Partners:



BACK 2 BUSINESS
UKIP MP'S OFFICE - SOUTH WEST



FUTURE CITIES

Trade Delegation

UAE

The Future is Now...



FUTURE CITIES TRADE DELEGATION UAE

BRIEFING PACK AND PROGRAMME

20th to 23rd MARCH 2017

Objective of the Trade Delegation

The United Arab Emirates (UAE) is at the forefront of redefining architectural design and leading the way for the future today. The trade delegation will explore the possibilities and provide a detailed analysis of futuristic concepts in design that exist alongside groundbreaking projects.

The two-day program has been carefully devised directly with the experts behind this growth and mastery of the future. Delegates will be inspired by the possibilities that exist now and in the future, and learn how architectural obstacles have been overcome.

Innovative Design

Since its independence in 1971, the UAE has come a long way. It has invested heavily to break traditional barriers with revolutionary architectural design, and to redefine what is possible in construction. With its sci-fi-like cityscape, the UAE is emerging as a desert metropolis well beyond its era.

When it comes to architecture, there's no denying the UAE is home to some of the world's most iconic and advanced buildings.

Technological Initiatives

Dubai is already one step ahead with a number of innovation-led initiatives announced in 2016. According to His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, 25 per cent of Dubai's buildings are to be 3D-printed by 2030. With the launch of the Dubai Future Accelerators program, the world's top innovators are invited to help develop concepts in the city, with the focus on development, research, cutting-edge technologies and start-ups. The first project, Museum of the Future, is due to open in 2018 and will explore advancements in health, science, education, energy and technology.

When it is completed in 2021, Dubai Design District, or d3, will be the centre of Dubai's creative community, a hipster hub aimed at fostering the growth of the local design industry. An urban enclave for local artists, architects, designers and musicians, it will engage with the global design community. Meanwhile, smart technology, robotics and wearable tech are the focus of a new digital innovation centre in Dubai Internet City.

His Highness Sheikh Mohammed says that 25 per cent of transportation trips in Dubai will be smart and driverless by 2030, with a 10-seater driverless car having already successfully completed a test run.

In the wake of Dubai's Expo 2020 win, the emirate announced its Smart City project, with the aim to be one of the world's most connected and sustainable cities. The project will use The Internet of Things, in other words increased communication and intelligent connection with machines, people and data, to develop smart infrastructure across life, society, mobility, the environment and economy.

Green cities

In 2008, Masdar City in Abu Dhabi broke ground and embarked on a daring journey to develop the world's most sustainable eco-city. Masdar City is successfully pioneering a "greenprint" for how cities can accommodate rapid urbanisation and dramatically reduce energy and water.

Since 2010, 1,433 green building projects have been completed across Dubai while the municipality has registered over 120 million square feet of real estate since the application of the green building code became compulsory for all new buildings in March 2014. New buildings in Dubai will now be rated based on the implementation of green building standards and buildings that do not meet requirements to achieve the minimum bronze rating will not be given permits by the Dubai Municipality.

Who should attend?

The Trade Delegation will be of particular interest to Architects, Engineers, Developers and Urban Planners. It will also attract support sector businesses such as Interior Designers and other specialists industries.

The programme content has been designed to inspire and bring together expert minds in the industry. Delegates will meet partners and explore opportunities to engage in valuable business relations with the exchange of expertise.

There will also be ample networking opportunities with industry professionals and B2B meetings arranged with targeted businesses.



Revolutionary upcoming projects in Dubai

The Tower – At Dubai Creek Harbour, a pin-like structure topping the Burj Khalifa in height and due to be built in time for Expo 2020.

Dubai Steps – A stairway ascending 100 metres into the clouds, aimed aimed at promoting culture and sports, mainly through its architectural design. This is the first project of its kind anywhere in the world.

Aladdin City – In Dubai Creek, it will comprise three adjoining towers shaped like giant genie lamps.

Museum of the Future – The Museum of the Future will be an incubator for ideas, a driver for innovation, and a destination for inventors and entrepreneurs from around the world.

Dubai Water Canal Project – The project is set to change the existing Business Bay area. The canal itself will measure six meters deep, while scaffold bridges will be built eight metres high to allow yachts and marine craft to pass underneath.

Jewel of the Creek – This \$816 million project will consist of a sizeable waterfront complex, featuring 19-story apartment buildings, three office towers, two luxury hotels, a recreation centre and a convention centre with a ballroom, as well as a marina and a huge number of retail spaces for shops and eateries.

Al Habtoor City – Located on a 10 million square foot plot on Sheik Zayed Road, this amazing development will contain dining venues, a French-inspired garden, a famous Las Vegas style water theater and the world's first Bentley cafe.

Deira Islands – A 15.3 square km waterfront city paves the way for hundreds of new hotels, serviced apartments, mixed-use buildings and marinas.

MBR City – District One – Covering 1,110 acres, MBR City – District One includes a 7km stretch of Crystal Lagoons, the world's largest artificial beach and a 14km boardwalk. Spread over 440 hectares, with more than 60 percent of the total area being allocated to green and open spaces. The low-density project boasts a 7km-long 'Crystal Lagoon' for swimming, kayaking and other activities.

Revolutionary Upcoming Projects in Abu Dhabi

Miral & skyTran

Miral and the NASA Space Act Company skyTran will see the two work to develop an innovative next-generation personal rapid transit system for the first time in the Middle East, situated on Yas Island, Abu Dhabi. The patented, high-speed, low-cost, elevated PRT system, built at NASA Ames Research Center will have cars zipping above traffic from one destination to another in a safe, timely, and energy efficient manner across the Island.



Zayed National Museum

Inspired by the dynamic of flight and the feathers of a falcon, cutting-edge design, materials and construction methods are combined to create a spectacular addition to the Saadiyat Island skyline. Each steel feather, the tallest of which rises 125 metres, will contain a gallery space where visitors can explore the history and culture.



UAE Trade Delegation Programme

Monday 20 th March 2017			
Time	Company	Location	Activity
Delegates will fly from across UK & Europe			
	Driver	DXB International	Transfer to Hotel

Tuesday 21 th March 2017			
Time	Company	Location	Activity
08:30	Dubai BBG	Hotel	British Business Group - Breakfast Briefing Future of Innovative Design
10:30	Emaar	Downtown Dubai	Private Tour of Burj Khalifa & Dubai Opera House
12:30	Emaar	Downtown Dubai	Lunch with Presentation on Emaar and Future Projects
14:00	Expo 2020	Jebel Ali	Private Tour of Expo 2020 Site
17:00	Dubai BBG	Hotel	B2B Meetings Pre Arranged
18:30	Dubai BBG	The Dubai Palm	BACK 2 BUSINESS Networking Event

Wednesday 22 nd March 2017			
Time	Company	Location	Activity
08:00	Driver	Hotel	Transfer from Hotel to Masdar City Abu Dhabi
09:30	Mubadala	Masdar City	Presentation and Tour by Masdar City Team
12:00	Abu Dhabi BBG	Saadiyat Island	B2B Meetings Pre Arranged
13:00	Abu Dhabi BBG	Saadiyat Island	Networking Lunch with Abu Dhabi BBG Members
14:00	TDIC	Saadiyat Island	Private Island Tour and Presentation on Island Dredging in an Ecologically Sensitive Area
16:30	Dubai Holding	Business Bay	Presentation on Marasi Business Bay Canal Development
18:00	Driver	Hotel	Transfer back to hotel
19:30	Al Habtoor Group	Habtoor City	Presentation on the Group & Site visit of Al Habtoor City followed by dinner

Profiles of Organisations (in order of programme)

Emaar Properties

Emaar Properties is one of the world's most valuable and admired real estate development companies. With proven competencies in property, shopping malls & retail and hospitality & leisure, Emaar shapes new lifestyles with a focus on design excellence, build quality and timely delivery. Emaar's world-class project development competencies are underlined by its iconic assets in Dubai and other international markets.

Several mega-developments that define the city of the future are being developed by Emaar in its core markets including Dubai. Through strategic partnerships, Emaar has expanded its land bank in Dubai to build cities of the future.

Burj Khalifa

The Burj Khalifa is the tallest structure in the world, standing at 829.8 m (2,722 ft).

Architecture

The architecture features a triple-lobed footprint, an abstraction of the Hymenocallis flower. The tower is composed of three elements arranged around a central core. The modular, Y-shaped structure, with setbacks along each of its three wings provides an inherently stable configuration for the structure and provides good floor plates for residential. Twenty-six helical levels decrease the cross section of the tower incrementally as it spirals skyward.

The central core emerges at the top and culminates in a sculpted spire. A Y-shaped floor plan maximizes views of the Arabian Gulf. Viewed from the base or the air, Burj Khalifa is evocative of the onion domes prevalent in Islamic architecture.

Wind Tunnel Testing

Over 40 wind tunnel tests were conducted on Burj Khalifa to examine the effects the wind would have on the tower and its occupants. These ranged from initial tests to verify the wind climate of Dubai, to large structural analysis models and facade pressure tests, to micro-climate analysis of the effects at terraces and around the tower base. Even the temporary conditions during the construction stage were tested with the tower cranes on the tower to ensure safety at all times. Stack effect or chimney effect is a phenomenon that effects super-tall building design, and arises from the changes in pressure and temperature with height. Special studies were carried on Burj Khalifa to determine the magnitude of the changes that would have to be dealt with in the building design.

Dubai Opera House

The iconic dhow-shaped building of Dubai Opera is a masterpiece of contemporary design, and a stylish tribute to Dubai's maritime history. The building's exquisite design, by architect Janus Rostock, gives the exceptional ability to transform into three modes; from a theatre into a concert hall, and into a 'flat floor' mode becoming a banquet or event hall. This seamless flexibility enables Dubai Opera to host a wide variety of performances and events including theatre, opera, ballet, orchestras, concerts, fashion shows, live entertainment, conferences, galleries and art exhibitions.

In theatre mode, the space is suitable for large-scale drama productions, musicals, ballets, lectures, and conferences, seating up to 2,000 people, depending on configuration. When transformed into a concert hall, a series of towers and reflectors on stage and overhead are designed to create an acoustic shell around the orchestra, enabling an impeccable acoustic environment for perfect sound quality. The building's unique architecture allows it to also host a variety of events such as weddings, trade shows, art galleries and exhibitions, receptions and parties, using its "flat floor" mode.

Dubai Expo 2020

Dubai's Expo will be a festival of human ingenuity. The Expo site covers a total of 4.38 square kilometres, including a 200 hectare gated area. It is located within the Dubai South District, adjacent to Al Maktoum International Airport.

The pavilions, exhibitions, events and entertainment will come together to create an immersive experience across an area of two square kilometres. At the heart of this Expo site is the Al Wasl plaza, the connection point. This vast space is designed to invite people to connect and form new partnerships. Spreading outwards from this centre will be three 'souk' areas, each focussed on the subthemes: Opportunity, Mobility and Sustainability.

BACK 2 BUSINESS – Joint International Trade Networking

BACK 2 BUSINESS is an international event hosted around the world, that provides a unique networking platform for business professionals. This joint initiative includes the collaboration of international chambers of commerce and business groups, alongside government trade teams, all of whom actively engage to provide a global arena of opportunities for meaningful and prosperous dialogue, so that SMEs can explore investment prospects and meet business partners.

www.back2business-int.com





Mubadala - Masdar City

A sustainable urban development and economic free zone, Masdar City serves as a “greenprint” for cities of the future. Designed by the British architectural firm Foster and Partners, the city relies on solar energy and other renewable energy sources. Masdar City is being constructed 17 kilometres (11 miles) east-south-east of the city of Abu Dhabi. Harnessing the sun’s rays, Masdar uses clean energy generated on site from rooftop solar technology and one of the largest photovoltaic installations in the Middle East.

Home to one of the world’s largest clusters of high performance buildings, which act as a real-time laboratory to monitor and study how cities use, conserve and share resources. Buildings are constructed with low-carbon cement and 90 per cent recycled aluminium, in addition to other locally-sourced and verified materials.

By pushing the boundaries of sustainable design and innovative technology, Masdar City now offers a complete innovation ecosystem housing pioneering R&D and pilot facilities that nurture and implement ground-breaking solar energy, energy storage, green building and urban sustainability projects.

Masdar City’s template for a sustainable city also showcases the effective commercialisation of the R&D and innovative capacity needed to design and build the smart cities of the future.

The British Business Group Abu Dhabi

Promoting and developing business relations in and between Abu Dhabi, the UAE and the UK, the group displays the commitment of British business to the region. They arrange regular networking and speaker events and once again this year they have a busy calendar which includes speakers from the Royal Family and the Executive Council.

The Tourism Development & Investment Company (TDIC)

TDIC is the master developer of major tourism cultural and residential destinations in Abu Dhabi. TDIC was created to be the dedicated tourism asset management and development arm of the Abu Dhabi Tourism and Culture Authority (TCA Abu Dhabi), in order to drive the investment, growth and development of the Emirate's tourism sector. Since 2006, we have been actively involved in many of the Emirate's most prestigious and high profile projects.

Today, much of our success can be attributed to our ability to respond to the needs of the modern global economy, while dealing with the complex mechanisms of finance and economics and recognising that design and investment are fundamentally connected. Through investment partnerships and joint ventures, TDIC has played an important role in Abu Dhabi's continual evolution as a world-class destination for tourists, businesses and residents alike.

Saadiyat Island

You will find Saadiyat located just 500 metres off the coast of Abu Dhabi. This 27 square kilometre island was planned and created around an environmentally-sensitive philosophy and low-density master plan. As a result, Saadiyat's developments have been built around natural beauty, cultural experiences, architectural splendours and vast business potential. The main districts in the island are Saadiyat Cultural District, Saadiyat Beach District and Saadiyat Marina District. A mixed commercial, residential, and leisure project is currently under construction on the island, expected to be completed in 2020. Saadiyat Island is expected to become Abu Dhabi's cultural centre, mostly for The island's Cultural District that is expected to include eight museums designed by architects such as Jean Nouvel, Tadao Ando, Frank Gehry and Zaha Hadid.

Saadiyat is home to an abundance of marine life, rare birds and wildlife – in fact, there have been regular sightings of sand gazelles on Saadiyat Beach Golf Club's course and dolphins frolicking in Saadiyat's pristine waters.

To make sure that the island's environment remains intact, TDIC has put into place strict sustainable guidelines for all of its projects on Saadiyat. These guidelines are also implemented on its developments across the Emirate of Abu Dhabi.

Saadiyat Beach is a natural beach that supports remnant coastal dune vegetation. This vegetation grows without any irrigation, living on moisture from infrequent rainfall and heavy fogs experienced on the island. Its sensitivity to disturbance has led to the creation of the Saadiyat Dune Protection Zone, which is at least 60 metres wide.

The natural mangroves on Saadiyat Island play a great role in protecting the coastal shorelines from erosion, likewise they provide sheltered areas for native fish to breed; they act as carbon sinks and are destinations for migratory birdlife including flamingos, which can be found in the mangroves between November and April.

Dubai Holding

Established in 2004 with operations in 24 countries and employing over 22,000 people, Dubai Holding is a major investment conglomerate managing AED 130 billion portfolio of assets. They support the strong development of Dubai's non-oil economy across multiple sectors including: tourism, hospitality, real estate, media, ICT, education, design, and trade.

The portfolio includes, TECOM Group: managing 11 of Dubai's most successful business communities, Jumeirah Group: operating 22 hotels and resorts in the Middle East, Europe and Asia, Dubai Properties Group: delivering homes, commercial and retail developments across the Emirate for over 10 years, Family Entertainment and New Media: implementing a strategic plan to develop new family, destinations and further grow digital media business lines.

In line with the Leadership's vision, they support Dubai's economic diversification strategy and play an influential role in delivering on initiatives such as Tourism Vision 2020, Dubai Smart City, Dubai Innovation Strategy, Dubai Industrial Strategy and Capital of Islamic Economy.

Business Bay

The Dhs 2 billion Dubai Water Canal unveiled on 2 October 2013 is a three-kilometre long project starting from Business Bay direct into the Persian Gulf. In a major project milestone, the water was released into the entire Dubai Canal in the last quarter of 2016, which now means the waterway flows from the creek all the way to the ocean. The width ranges from 80 meters to 120 meters. It is six meters deep and be crossed by eight meter high bridges. It will create new public places and facilities with a total area of 80,000 square meters with private marinas for boats and a trade centre at the entrance of the canal. The 3.2 kilometre canal links Business Bay with the Arabian Gulf, and has turned landlocked areas of Dubai like Satwa, Downtown, Zabeel, Oud Metha, Karama and Bur Dubai into one huge island, as they are now completely surrounded by water.



Before



During



After

Al Habtoor Group

The Al Habtoor Group has grown with the United Arab Emirates. What started out as a small engineering firm in 1970, is today one of the region's most respected conglomerates with interests in the hospitality, automotive, real estate, education and publishing sectors. The Al Habtoor Group has earned itself a solid reputation both locally and internationally due to the vision of its Chairman, Khalaf Ahmad Al Habtoor.

The Al Habtoor Group is currently building a new landmark in Dubai. This truly unique multi-use development will feature three top-rated hotels on one plot - managed by Starwood (St. Regis, Westin, W hotel) – with the addition of three luxury residential towers, featuring 12 stylish penthouses, three of which will be ultra-VIP, with 360 degree panoramic views of the Dubai Skyline.

This mega development is situated in the heart of the city on Sheikh Zayed Road – moments away from the Dubai International Financial Centre (DIFC), Business Bay, and with views of the Arabian Gulf. Al Habtoor City has the added benefit of sitting on the banks of the Dubai Water Canal, due for completion around the same time.

It will feature an exclusive, permanent Franco Dragone Entertainment Group water-themed theatrical production in a state-of-the-art purpose-made theatre, with a 35 metre high vaulted ceiling to provide the entire audience with spectacular views of the show.

Al Habtoor City aims to provide residents and visitors everything they need under one roof – from entertainment, multiple restaurants, cafes, and bars, a European-style Boulevard and marina.





Delegation Partners

COBCOE

COBCOE is the Council of British Chambers of Commerce in Europe. An independent, not for profit organisation, it has around 40 members – British chambers of commerce and business associations across Europe – representing some 8,000 businesses of all sizes and across all sectors. A further 50 chambers of commerce in the UK and around the world are affiliates.

COBCOE provides a unique platform for trade and investment support, commercial services and guidance for best practice in business. Its global network provides access to local market expertise and assists in building the local relationships and stakeholder engagement that helps businesses to succeed.

The British Business Group Dubai and Northern Emirates

Founded in 1987, the BBG is led by a pro-bono committee of 12 annually elected members, each of whom oversees a different aspect of the workings of the group. Currently one of the largest and most active business groups in the GCC, the British Business Group Dubai & Northern Emirates (BBG) operates under the auspices of the Dubai Chamber of Commerce & Industry. With a membership of more than 2000 individuals representing more than 400 companies.

Delivery Partner

Farazad Productions LTD

Farazad Productions LTD (FP) is a British company and subsidiary of Farazad Group, with Offices in London, Istanbul and Dubai. They are project specialists, and are renowned for creating highly innovative and bespoke productions. FP has over 25 years of experience in the industry. Their talented in house team, are experts in Event Production, Creative Studios including artistic Video Production with Motion Graphics, Visual Studios including Virtual Reality, Augmented Reality, CGI, Public Relations and Printing solutions to suit your marketing needs.

Delegation Investment Package

All Inclusive Package Includes:

- Welcome Pack
- Each delegate is responsible for air Transport and Booking
- 3x Nights Hotel Accommodation at the W Hotel Dubai with breakfast and free Wi-Fi
- All meals including lunch and dinner
- All Transfers
- All arrangements including meetings and Pre-arranged B2B Sessions

Total Cost Per Delegate: £1571 + VAT

W Hotel Dubai



Additions Please get in touch with a member of our team if you wish to extend your stay in Dubai or upgrade your package. Bookings and the delegate package budget will be revised accordingly.

Visa If you do not hold an UAE visa please visit the link below to find visa requirements.

http://www.emirates.com/english/plan_book/essential_information/visa_passport_information/find_visa_requirements/find_visa_requirements.aspx

Please contact the Farazad Productions Team if you would like to learn more or proceed to secure your place for this delegation visit.

Please kindly note places are limited, so book early to avoid disappointment.

Email: events@cobcoe.eu or info@farazadproductions.com



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