

M.I.C.E. World in Dubai

Introduction

Dubai has been scaling the ladder to be a leader in hosting MICE events at a destination. The nation is able to achieve this by making sure it has competitive advantage as a MICE destination by regularly upgrading its array of products and services to fulfill the needs of business, corporate and group travelers.

So, it is important for Dubai to speak of its supremacy in the region as a MICE leader and also to rank higher as a major MICE destination globally for business events. Today, Dubai is the most important emirate to arrange, execute and manage events and conferences for different industries all year round. One of the key factors is air connectivity and Dubai is successful in implementing new programmes.

Prospects of MICE Industry

Industry studies have shown that Dubai has good prospects for the MICE industry because it is adapting to the changing trends and leading to customer satisfaction especially at a time when the world economy starts booming up. The truth is Dubai has early on recognized the changing preference of the business world, and then adopted disruptive technologies to make sure its presence is felt in the way in which meetings, exhibitions, and events are being conducted which are important because these strategic initiatives are the most successful networking tools of a successful business and make this industry stronger.

One of the major trends is connecting with the millennial group who has a specific set of demand which is unique and unconventional. No matter what their experience is, they are to share on social media networks and platforms. Apart from that, implementing real-time information will be an added advantage. Furthermore, with strategic marketing initiatives and synergy of all sectors, Dubai is able to reach into new markets and tap into the existing market with Global First-Class MICE facilities which are an ideal destination for events and meetings.

Dubai World Trade Centre (DWTC)

DWTC continues with its sterling reputation strategy in the international [MICE Companies in Dubai](#) and across the business industry, and drive itself towards obtaining year-on-year increase in global business visitation and participation. With its strategic dedication to drive economic growth it banks on content which is aligned with the Dubai Plan 2021 goal. The continuous growth of international participation of DWTC is the product of its responsibilities in responding to a different industries, event formats and client needs.



Wander through the streets of Dubai.
Mark your calendar with
Hashtag tourism.



HASHTAG TOURISM
YOUR WAY

f t i y /myhashtagtours

World Expo 2020

Dubai has been consistent in its achievement and successfully won the bid to host the World Expo in 2020. Therefore, it does not only work in achieving the increasing numbers of 20 million visitors just for Expo 2020 but beyond that growth as well.

By obtaining these statistics and with Dubai being one of the premier ranking business destinations, the MICE sector can climb higher to a greater potential while at the same time obtain significant FDI and create crucial economic value. Equipped with intuitive management, leveraging with resources, and hospitality; Dubai is here to stay as the premier business destinations for all kind of business events.

Conclusions

MICE moving towards globalization with technology support are able to spur the industry into a fast-moving, user friendly and easily accessible global experience for all. Especially with social media playing a major role in rewarding the best contribution for the well deserved Dubai.

It takes efforts in recognizing the well-deserved advantage of the industry for a wonderful unique style of hosting global business events. Dubai MICE is here to stay and work hard and tirelessly to drive performance through global customer-driven solutions that exceed expectations of participants with continuous focus on technology.

HashTag Tourism has been at the forefront in providing superior content and technology that is achieved through passion, dedication and teamwork.

