



IMAGE, QUALITY AND GROWTH OF THE EXHIBITIONS AND CONFERENCES INDUSTRY

- Introduction -

National Exhibitions & Conferences Committee of the United Arab Emirates



Abu Dhabi, June 2008

NECC's strategy is based on best practices and will make a key contribution to the UAE's exhibitions and conferences industry

Background



- The **number of venues, organizers and events in the UAE is growing fast** – Significant further growth is planned for the future
- Until today, a **multitude of organizations and authorities** are **driving** the industry **development**
- However, there is a **lack of transparency and coordination** on the numerous events, organizers and venues
- Therefore, the **UAE** have **recognized** the **need to secure image contribution, quality and growth** of the national exhibitions and conferences industry – The National Exhibitions & Conferences Committee (NECC) was established as a federal body
- In order to achieve its goal, the NECC's business model, strategy and organization have been developed based on a thorough study by Roland Berger Strategy Consultants – **International best practices as well as the needs of all key stakeholders** in the UAE were **considered**

NECC will provide a one-stop solution to protect, promote and preserve the industry and thereby define new industry standards

Value proposition of NECC

اللجنة الوطنية للمعارض والمؤتمرات

National Exhibitions & Conferences Committee



- NECC will define **new industry standards** by **coordinating all activities** to protect, preserve and promote the national exhibitions and conferences industry in one federal organization
- Hereby, the UAE are **pioneering** with a **one-stop organization** to all stakeholders while **adding value** to all involved parties
- As a result, the UAE will **become a world leader in business travel** with a strong focus on the exhibitions and conferences industry
- NECC can even become a **role model for other countries** with similar challenges



The business model is based on closed-loop event registration, quality standard improvements and targeted industry development

Business model of NECC

Prerequisite

Registration of all events

Core activities

PROTECT

Fast and efficient event notification & registration

- 1.1 Provide one-stop platform to process notifications for all events
- 1.2 Enable background checks as required by relevant authorities and register venues, licensed organizers and confirmed events



- All events, organizers and venues registered
- Avoidance of critical events
- Increased speed of procedures

PRESERVE

Unified quality & security standards and procedures

- 2.1 Set up quality standards for venues and event statistics and incentivize the compliance with these rules
- 2.2 Harmonize safety and security norms and coordinate with local authorities to supervise events



- Growing number/share of high quality venues with quality seal
- Ideally all events comply with unified safety and security norms

PROMOTE

Industry development, information & communication

- 3.1 Provide and publish comprehensive industry information (on- and offline) and provide a basis for discussion of possible conflicts between events
- 3.2 Promote and represent industry internationally



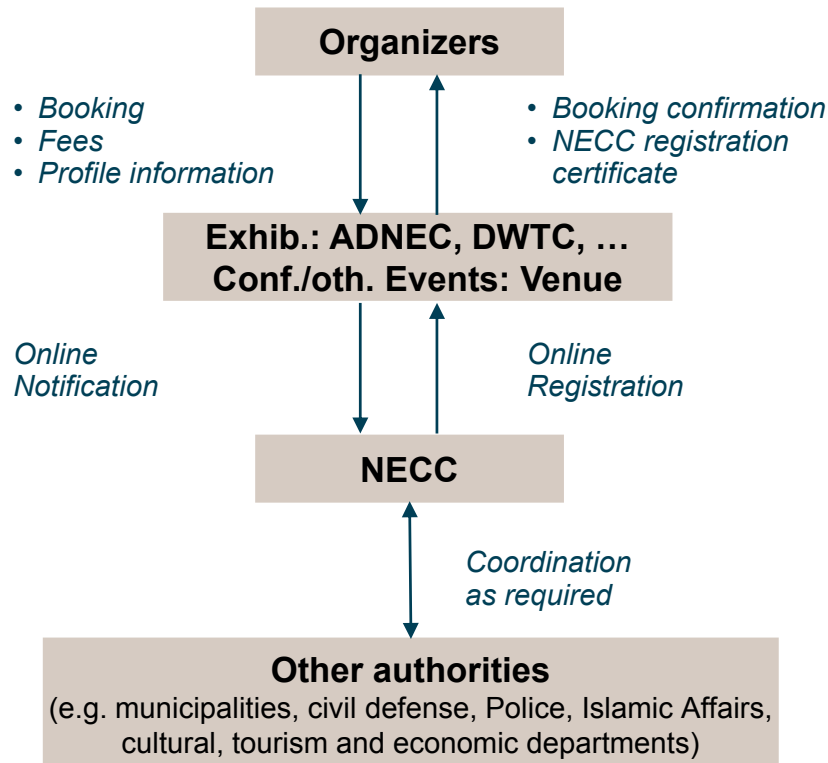
- All events covered by published on- and offline event calendar
- Reduced conflicts between events
- Improved country's awareness and reputation as top destination for exhibitions and conferences

Measurable value add

Event notification and registration of venues, organizers and events as well as other functions are lean and efficient processes

Overview core processes

1 NOTIFICATION AND REGISTRATION PROCESS



Additional core functions

2 QUALITY AND SAFETY

- 2.1 Set up quality standards and issue seals and recommendations
- 2.2 Harmonize safety and security norms and coordinate supervision

3 INDUSTRY DEVELOPMENT & PROMOTION

- 3.1 Provide and publish comprehensive industry information and provide a basis for discussion of possible conflicts
- 3.2 Promote and represent the industry