



Government of Dubai
DEPARTMENT OF TOURISM
AND COMMERCE MARKETING

حكومة دبي
دائرة السياحة
والتسويق التجاري

Professor Matthew Kuofie, PhD, CEO
General Conference Co-Chair
Global Strategic Management Inc.
18141 Saxon Drive
Beverly Hills, Michigan 48025, USA

International Conference on Global Business

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Marhaba!

From the timeless tranquility of the desert to the lively bustle of Bur Dubai, Dubai offers a kaleidoscope of attractions for visitors. In a single day, guests can experience everything from rugged mountains to sandy beaches; from awe-inspiring sand dunes to lush green parks; from dusty villages to luxurious residential districts; and from ancient souks to ultra-modern shopping malls.

The emirate is both a dynamic international business centre and a laid-back tourist escape. Truly, it is a city where the sophistication of the 21st century walks hand in hand with the simplicity of old Arabia. These contrasts give Dubai its unique flavor and personality, a society of local traditions with an international lifestyle.

Dubai has long been recognized as the region's capital for leisure, sport, exhibitions, conferences and commerce. The growth of the tourism industry is driven by the long-term vision of Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai.

The Department of Tourism and Commerce Marketing welcomes you to Dubai, *the 21st Century Arabia*.

Sincerely,

Jerad Bachar
Director
Dubai Convention Bureau