



dmg::events

ACCELERATING BUSINESS
THROUGH FACE-TO-FACE EVENTS



LETTER FROM THE CEO



We bring people and businesses together, because when they meet ideas spark and connections are made.

In a digital world the importance of face-to-face interactions are more important than ever before.

The opportunity to present products, services and ideas in a live environment make events an invaluable marketing tool.

Events create opportunities for our customers to develop relationships with new and existing customers in a wide variety of exciting geographies.

In a connected world we deliver the live connections that are key to building strong and valuable business relationships.

Geoff Dickinson
CEO

OUR VALUES



PROGRESSIVE IN EVERYTHING WE DO

A progressive approach to customers and our people shapes our business. We believe being progressive will keep us ahead of the times.



MUTUALLY-BENEFICIAL PARTNERSHIPS

We invest in long-term partnerships and ensure both parties benefit. Fostering partnerships is the way we nurture our business best.



CUSTOMER-FOCUSED SERVICES

Customers are at the heart of everything we do. Our events provide solutions to challenges our customers face in today's market.



EXPERTS IN WHAT WE DO

We've been in the events business since 1989. We are shaping the industry in our markets, where we have developed unsurpassed expertise.

dmg::events

IN NUMBERS

WE BRING SERIOUS PROFESSIONALS TOGETHER

21,000+
EXHIBITING COMPANIES

425,000+
ATTENDEES

106,250+
C-LEVEL EXECUTIVES

1,700+
MEDIA

1,200+
WORKSHOPS

14,000+
PAYING DELEGATES

2,200+
SPEAKERS

150+
COUNTRIES

WE REACH FAR AND WIDE


4.2
MILLION
PROFESSIONAL
CONTACTS



3.9
MILLION
ANNUAL WEBSITE
VISITORS



WE ENGAGE ACROSS MULTIPLE PLATFORMS

 EMAIL

 PAID SEARCH

 PAID SOCIAL

 DISPLAY

 SEO

 PR

 SOCIAL MEDIA

 DIRECT MAIL

 PRINT ADS

 RADIO

 TV

 VIDEO

 EVENTS

 TELEMARKETING

 INFLUENCERS

 REFERRALS

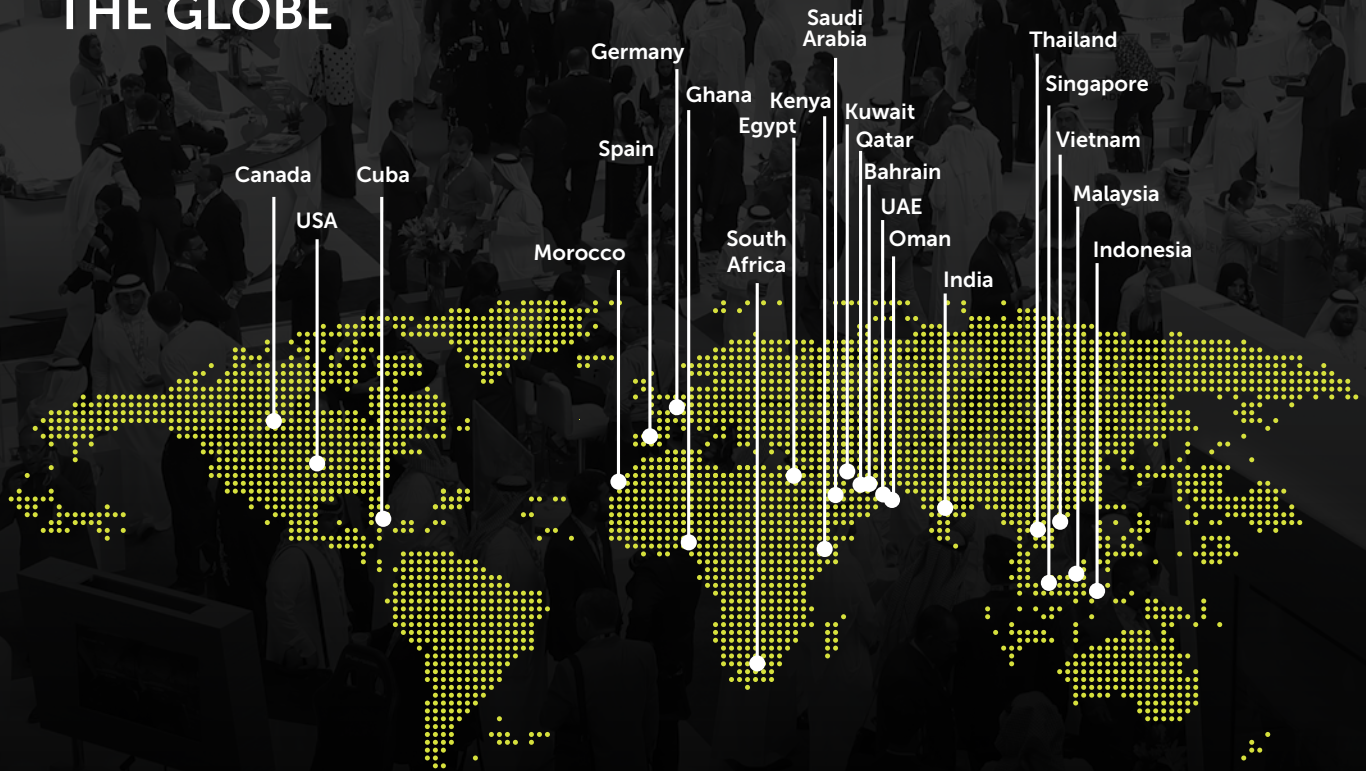
11
Offices

80
Events

25
Countries

UNPARALLELED
Business opportunities

OUR EVENTS ACROSS THE GLOBE



THE COMPANY BEHIND THE EXHIBITIONS

Headquartered in **Dubai**, UAE since 1989 with operations in **Saudi Arabia, Egypt, Singapore, Canada, South Africa** and the **UK**, dmgevents is an international exhibitions and publishing company. We attract more than 425,000 visitors to our portfolio of over 80 exhibitions each year.

We have expanded our operations to achieve impressive growth in emerging and mature markets by the conceptualization of launch events, strategic acquisition of complementary businesses and by geo-adapting our flagship events, where we adapt our core event brands to work across new countries and cultures.

Our team nurture professional communities for diverse industries including **Construction, Energy, Coatings, Transportation, Hospitality & Design**. Our events are a focal point, supported by conferences, certified workshops, technical seminars and industry publications.

We listen to more than 21,000 exhibiting companies through focus groups and advisory panels and support them by offering services such as business matching, technology that can quickly and easily capture prospect information and webinars on best practices for exhibiting.

Through all of this work our aim is simple. We want to accelerate business through face-to-face events, which is why we work so hard to bring people together, creating opportunities for them to network, learn and do business.

PROUDLY PART OF

DMGT

DMGT manages a diverse, multinational portfolio of companies, with total revenues of around US\$1.94bn, that provide businesses and consumers with compelling information, analysis, insight, events, news and entertainment. DMGT is also a founding investor and the largest shareholder of Euromoney Institutional Investor PLC and ZPG PLC.

The world has never been hungrier for information and at DMGT all our businesses share one common goal: satisfying that need. DMGT supplies high-value information to the insurance, property, energy, education and finance sectors, operate highly successful events and deliver news and entertainment to a growing, global audience.

WHAT DRIVES US?

OUR FIVE STRENGTHS GIVE DMGT A UNIQUE COMPETITIVE ADVANTAGE.



ENTREPRENEURIAL HEART that fosters constant innovation, growth and talent development across our international businesses.



ACTIVE PORTFOLIO MANAGEMENT which reflects our investment philosophy and responds to market opportunities.



DEVOLVED AND DIVERSIFIED group structure which gives our businesses freedom within a framework and ensures that they remain close to their customers.



FAMILY OWNERSHIP which enables DMGT to continually adapt and innovate, allowing it to take entrepreneurial risks and make investment decisions for the long term.



TRUSTED EXPERTISE providing customers with the vital news and entertainment, analysis, data and information they need in the form that they want it.

OUR FLAGSHIP EVENTS

Thanks to the scale of flagship events such as **ADIPEC**, **The Big 5**, **Gastech**, **The Hotel Show** and **INDEX**, we attract some of the world's leading brands to exhibit with us.

The reputation our events have earned for delivering the right audience is why top brands return again and again.



2,034

Exhibiting Companies

145,000

Participants

159

Participating Countries

155,000sqm

Net Exhibition Space



2,248

Exhibiting Companies

68,753

Participants

137

Participating Countries

110,000sqm

Net Exhibition Space



604

Exhibiting Companies

24,353

Participants

109

Participating Countries

55,000sqm

Net Exhibition Space



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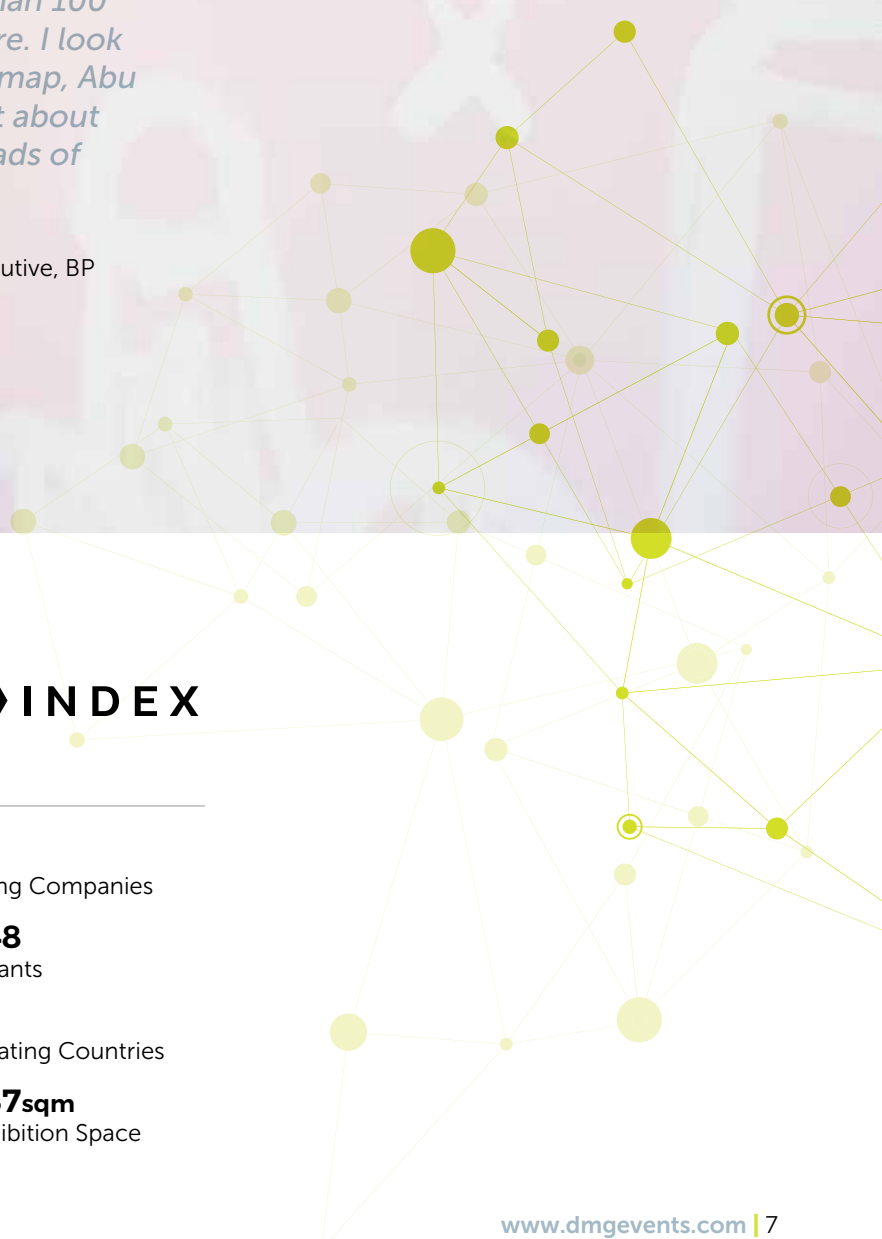
It is an excellent platform for us to network with exhibitors, visitors, practitioners and experts. The Big 5 is crucial not only to the growth of the Freezone but the accelerated development of Dubai and the entire UAE as well.

Jamal Bin Marghoob
Director of Marketing and
Corporate Communication, DAFZA

“

ADIPEC is now the largest oil and gas exhibition and conference in the world. There are people from more than 100 countries here. I look at the world map, Abu Dhabi is right about the cross-roads of everything.

Bob Dudley
Group Chief Executive, BP



THE
**HOTEL
SHOW**
DUBAI

450
Exhibiting Companies

30,241
Participants

80
Participating Countries

26,712sqm
Net Exhibition Space

X INDEX

566
Exhibiting Companies

27,448
Participants

91
Participating Countries

38,887sqm
Net Exhibition Space



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When people meet, ideas spark, connections are made and insights discovered. This is why we truly believe that the personal contact you gain from our events accelerates business for all of us.

Geoff Dickinson
CEO, dmg events



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The conversations facilitated at Gastech are extremely useful as the continual dialogues between producers and customers develop concepts on how to be more efficient with one another and how to move the industry in the right direction.

Patrick Pouyane
CEO, Total



“

The lead generation application by dmg events benefited us tremendously. We definitely need it again next year!

Nasser Obeid
Managing Director
Johnson Health Tech. Middle East

MORE THAN JUST EVENTS - **CREATING COMMUNITIES**

Our team brings professionals together, building communities and supporting them through our show features.

These include educational content that help our audience tackle the issues that impact them the most, thought-provoking publications that help them stay up to date with industry developments and networking events that bring people together, giving them the chance to talk and find new business opportunities.

Our carefully curated conferences attract speakers from the highest levels of each industry, while busy programmes of certified workshops, technical seminars and live demonstrations give people the chance to update their skills.

We also support the next generation, encouraging young professionals to enter our sectors through youth development programmes.

HELPING OUR EXHIBITORS TO SUCCEED

We provide ample opportunities for our exhibitors by working closely with them to help make the most of our events.

LEAD RETRIEVAL

We offer free access to an app that makes gathering new sales contacts, easier and faster than traditional methods.

FREE TRAINING MODULES

We boost key exhibitor skills through a series of free training modules, all delivered through a combination of workshops and webinars.

FREE MARKETING OPPORTUNITIES

We offer free marketing opportunities to give our customers the chance to boost footfall to their stands with targeted promotions.

GLOBAL PARTNERSHIPS

As a global business what we do doesn't happen without the support of many people and organisations from around the world. We have harnessed a wide global network of representative agents, government alliances and a database of more than four million professionals, all of which make it easier for us to bring people together and accelerate business through face-to-face events.

Our focus goes beyond benefiting participating companies, we also look at our impact on the economy in the locations where we work. The critical mass of people that arrive somewhere, for up to a week, to attend one of our events creates a fantastic opportunity for local businesses. Whether in hospitality, transport or tourism the economic knock-on effect of our events can be huge, so we partner with local businesses to help them take advantage of the opportunity our events represent, while also providing in-demand services for our guests.

ENTITIES WE PARTNER WITH



GOVERNMENTS



AGENTS



MEDIA



BUSINESS COUNCILS



ASSOCIATIONS



EXPORT AGENCIES



SUPPLIERS



LOCAL COMMUNITIES



ADIPEC is the Davos of the oil and gas industry so what more could I say than the importance of that.

Lord Jim O'Neill

Former Commercial Secretary
HM Treasury, UK Government



THE PEOPLE BEHIND OUR GROWTH

We are a people business. Our team attracts and interacts with more than 425,000 visitors to our exhibitions each year, showing that it is connections between people that accelerate business growth. We give our people the opportunity to learn and grow with us in a dynamic environment fueled by their energy and ideas.

The dmg events team is comprised of industry experts that bring a wealth of experience and knowledge to the company. They embody our culture and business values, working tirelessly towards a common goal.



I feel I have a voice within the company. People are treated with respect, and the company is good at putting people in positions to maximise their strengths.

Muhammed Kazi
Portfolio Director
Construction





GIVING BACK TO OUR COMMUNITY

We encourage our employees to get involved in charitable initiatives and actively approach corporate social responsibility. Whether it's an annual fundraising drive, or some time given to help out a local charity with a special project, giving back to our community is an important value for our organisation.

We remind our teams to look after themselves too. Wellness programmes in the workplace help our people look after their own wellbeing, while we offer workshops on specific health issues to boost their knowledge and encourage a sensible work-life balance. These are an essential part of offering all of our employees a great place to work.



The UAE supports Al Noor, a training centre for persons with disabilities.



Canada supports the Ronald McDonald House of Charities, an organisation that supports the health and well-being of children.



L O O K I N G FORWARD

At dmg events we are committed to continuously developing our business, with a focus on the needs of our customers, partners and employees.

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We are receiving around 120 potential customers through the exhibition, coming from Africa, Middle East & India. It was beyond my expectations. 100% I will be here next time.

Ahmed Amouri
International Sales Director
Tec-Pro Group

OVER THE NEXT FIVE YEARS WE WILL:



Continue
to deliver on our promise to accelerate business through face-to-face events



Sharpen
our focus on the industries we serve through focus groups and advisory panels



Strive to grow our portfolio of geo-adapted events, giving exhibitors more exciting opportunities in new markets



Grow
closer to new markets by opening more local offices



Seek out new opportunities for joint venture partnerships with other organisers in new markets



Work with more partners to drive expansion into exciting new territories



Explore
new features and channels that can facilitate more meaningful face-to-face interactions



Test and trial emerging technologies to find new ways to help our customers be more successful



Give our teams more opportunities for skills training, to make them more confident and capable in what they do



Reward
our people for their successes and invest in their personal development



Look for more opportunities to encourage youth to consider our key sectors for their professional future



Find new ways to give back to our communities through considered corporate social responsibility programmes



Jarza
Jebel Ali Free Zone

DUES &



JUHAN
GULF HORIZON

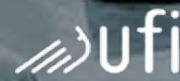
To find out how to be a part of our community contact us on

info@dmgevents.com
or visit www.dmgevents.com

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Member of:



The Global Association of the Exhibition Industry



ASSOCIATION OF AFRICAN EXHIBITION ORGANISERS