

PRESS RELEASE

2-WEEK COUNTDOWN TO HOST CITIES 2015 SUMMIT IN DUBAI

5 November 2015 – There are just two weeks to go until Host Cities 2015 in Dubai, where an international community of experts will gather to explore the future of events.

Host Cities 2015, presented by Emirates Airline, runs from 18-19 November under the theme 'Embracing Future Events'. The summit promises to identify trends in strategies for bids, engagement, sponsorship and funding that can be applied to different event types, budgets, cultures and geographies.

Speakers include Lord Sebastian Coe, double Olympic Gold Medalist and former LOCOG & London 2012 Bid Chair, now President of the International Association of Athletics Federations (IAAF) and Chairman of the British Olympic Association, and Her Excellency Reem Al Hashimy, UAE Minister of State, Board Representative of Expo 2020 Dubai Higher Committee and Director General, Bureau Expo 2020 Dubai.

They will be joined by senior representatives from Tokyo 2020, Facebook, Barclays, the Los Angeles Sports Council, PGA European Tour and the International Olympic Committee (IOC), prominent local figures from the Dubai Sports Council and Dubai's Department of Tourism and Commerce, and sportsmen and women.

The voice of the next generation will also be heard with the launch of a special report, drawing on international research to reveal what young people want for, and from, events in their cities and around the world.

The forward-thinking agenda reflects Dubai's own ambitions and those of the United Arab Emirates (UAE) as it looks to welcome the World Expo in 2020, a first for the Middle East, North Africa and South Asia (MENASA) region, under the theme 'Connecting Minds, Creating the Future'.

To register and for information about Host Cities 2015 visit www.host-cities.com

Host Cities 2015 speakers include:

- Rt Hon Sir Hugh Robertson KCMG DL, former Olympic Minister, London 2012
- Boutros Boutros, Divisional Senior Vice President, Corporate Communications, Marketing and Brand at Emirates Airline
- David Simon, President, Los Angeles Sports Council
- Masanori Takaya, Communications Director, Tokyo 2020
- Terry Kane, Head of Travel and Auto for the MENA region, Facebook
- Debbie Jevans, former CEO of England Rugby 2015 and Director of Sport at London 2012
- David McLaren, Director, PGA European Tour
- Nathan Homer, Head of Global Sponsorship and Partnership, Barclays
- Susanne Schödel, Secretary General, Fédération Aéronautique Internationale
- Poul-Erik Høyer, President, Badminton World Federation and IOC member
- Charmaine Crooks, C.M. Member of the Order of Canada, five-time Olympian, Silver Medalist, former IOC Member, IOC Ethics Commission & Canadian Centre for Ethics in Sport
- Brian Murgatroyd, writer, broadcaster and media manager for the Australian Cricket Board, former head of media and communications for the International Cricket Council
- Iain Edmondson, Head of Major Events, London & Partners.

Sportsmen and women including:

- Darren Clarke OBE, 2016 Ryder Cup Captain
- Kelly Smith, Captain of Arsenal Ladies
- Alex Hua Tian, Chinese Olympic Equestrian
- Emma Carbrera-Bello, Ladies European Tour golfer.

Prominent local figures including:

- His Excellency Saeed Hareb, Secretary General, Dubai Sports Council
- Issam Abdul Rahim Kazim, CEO, Dubai's Department of Tourism and Commerce
- Yvette Judge, Assistant Director, Emirates Airline Festival of Literature
- Salah Tahlak, Senior Vice President-Corporate Communications at Dubai Duty Free and Tournament Director, DubaiDuty Free Tennis Championships
- Rawan Kashkoush, Creative Director of Abwab, Dubai Design Week 2015
- Jasper Hope, Chief Executive, Dubai Opera.

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