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Dubai Maritime City reinforces brand equity in Asia and the Pacific through partnership with Asia Pacific Maritime 2008

Posted: 24-03-2008 , 11:53 GMT

Dubai Maritime City reinforces brand equity in Asia and the Pacific through partnership with Asia Pacific Maritime 2008



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World's first purpose-built maritime centre leverages sponsorship deal to expand global network and generate strong interest in Dubai's fast-growing maritime sector

Dubai Maritime City, the world's first purpose-built maritime centre and member of the Dubai World Group, has announced that it is poised to expand its international network and bolster brand recognition in the Asian region as it participates as sponsor in the Asia Pacific Maritime (APM) 2008 exhibition and conference being held at the Singapore Expo Hall 3 from March 26-28, 2008.

Dubai Maritime City's participation will be a step towards consolidating its global reputation as a world-leading, multi-purpose maritime centre that caters to all maritime-related businesses and activities. The APM exhibition is a firmly established and proven marketing platform in Asia and the Pacific, and is also a powerful networking venue that explores trends and recent developments in the maritime industry, particularly in the high-growth markets of India and China.

"Dubai Maritime City continues its aggressive marketing campaign with our high-profile participation in APM 2008, which we believe will help us reaffirm our position as the most innovative and sophisticated maritime complex, and the best equipped maritime authority in the world," said



Amer Ali, CEO, Dubai Maritime City.

"Our strategy involves partnering with the most prominent global exhibitions and conferences, and I am very pleased that we have successfully created a strong impression in the various events that we have participated. With its extensive international coverage and high-level participation, the APM is an ideal platform for us to deliver a powerful awareness campaign about the excellent integrated features of Dubai Maritime City," added Ali.

APM 2008 provides participants a comprehensive business experience integrating exhibition, conference, supplementary activities and networking events in one setting. The event also boasts a high-profile participation, which includes ship owners, ship managers, ship builders, shipyard management, technology suppliers, equipment manufacturers and industry groups.

The event's conference provides in-depth discussions on topical issues affecting the maritime industry, including global shipping outlook, new developments in logistics and ports, innovations in shipbuilding technology and techniques, the latest equipment and products, investment opportunities as well as legal aspects of the industry. Additionally, there are presentations and symposiums regarding the Asian shipping environment, particularly growing prospects in China and India.

"This is a good marketing opportunity to build new networks and exchange practices and techniques with Asian and world leaders in the maritime industry. More importantly, Dubai Maritime City will leverage its prominent role in the event to promote Dubai and the rest of the Gulf region's significant progress in our transformation into becoming a global maritime hub through state-of-the-art infrastructure developments such as Dubai Maritime City, and through the region's strategically important central location," said Ali.

Dubai Maritime City incorporates a full range of industrial, commercial, residential and leisure facilities distributed in six distinct districts: Harbour Offices, Harbour Residences, Maritime Centre, Academic Quarter, Marina District, and the Industrial Quarter managed by Jadaf Dubai. Dubai Maritime City is also renowned for its pro-environment policy wherein all projects are required to obtain green building certification to ensure energy conservation and optimised living

conditions.

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