

Company:	Global Village
PR Contact:	Zeba Ahmed (zeba@DPC.Org.ae)
Posted By:	Christine H. Andersen (press@ameinfo.com)
Published:	United Arab Emirates, Sunday, December 26 - 2004 at 15:39 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

Eleven leading organisations to sponsor Global Village 2005

Eleven pre-eminent organisations have come forward to offer their support for Global Village 2005.



The coming year's program for the Global Village will feature 79 days of fun for everyone, starting from January 12th to March 31st 2005

Global Village Director, Ibrahim Abdul Rahim announced the names of the eleven sponsors. These include the four key sponsors of the Dubai Shopping Festival 2005 - Pepsi, Damac, Axiom and Spinneys.

'We are delighted to announce our collaboration with the eleven reputed organisations, who are supporting the success of the Global Village 2005. They are Pepsi, Aquafina water, Axiom Telecom, Nelson's, Americana, Cellucum mobile phones, Damac, Jenan - Al Ghurair Group, Spinneys, Emirates Post, Dutco Belfor Beaty Group' Abdul Rahim stated.

He said: 'The participation of these esteemed companies reflects their commitment and support to the Global Village. The Global Village 2005 will be even more spectacular since we are organizing it at its new location which is twice as big as the old one - at Dubailand project, which is being developed as the family entertainment hub of the Middle East.'

Warwick Mcnight, Marketing Manager from Spinneys said, 'We would like to be part of the vision of Dubailand, and to welcome the estimated over 2 million visitors who will be visiting the Global Village. It will also be a wonderful opportunity to showcase our high quality products and excellent customer service.'

Damac Vice President of Exhibitions and Events, Trevor Evans said, 'Our aim is to reach the bigger market and to showcase our projects for people from different countries. We will also like to spread our message by approaching people from different countries who would like to invest in Dubai.'

Efe Diktruk, Marketing Supervisor from Axiom said that the Global Village provides an excellent branding opportunity for the company in front of local and foreign audience.

'From UAE based business we are expanding into global arena, so the Global Village provides an opportunity to showcase our products to the global audience.' Said Razi Anasari, CEO - Food Division from Al Ghurair Group.

He added, 'All of our products will be discounted and we will be offering attractive prices to the

people.

Arun Nagar, Managing Director of Cellucom said, 'With the new identity and location we believe that the Global Village will be at the forefront of what Dubai has to offer to the residents of the UAE and the visitors in the coming years. Cellucom would like to partner this journey from the beginning.'

Khalid Al Hashimi, Managing Director of Nelson's in UAE said, 'We decided to sponsor the Global Village since it is one of the most popular venues visited by a large number of people everyday. It offers an opportunity for us to advertise our activities outside our branches in KSA, Kuwait and Malaysia. We will host 16 shops inside Global Village and 2 kiosks in Alriqqa & Almuraqqabat streets.'

Mai Allaban, Promotions & Events Manager from Dubai Refreshments Company - Pepsi & Aquafina water said, 'Although it is the first time for Pepsi to sponsor the Global Village, but it was always a sponsor for the Dubai Shopping Festival since it started. We will arrange different sports competitions in the Global Village such as basketball, football and cricket, and we will be giving out grand prizes such as cars and air tickets'.

Ziad Baqer, Deputy Manager of Dutco Belfore Beaty Group said, 'We thank the DSF management to give us this opportunity to participate in local events. And as for the Global Village we did our best to supply them with the best service and facilities for the visitors.'

Global Village Director, Ibrahim Abdul Rahim said, 'In 2005, approximately 46 countries, six of which are European, are set to join the Global Village, compared to the 38 which joined last year. The new Global Village will feature an Amphitheatre that will follow the old Roman style with a capacity for an audience of 6000. The Global Village will also feature a larger space for entertainment and new games as well as new designs for 50 restaurants, four cafes and a magnificent lake.'

'To facilitate the convenience of visitors, the Global Village will have six entrances and exits and a parking area to accommodate more than 15,000 cars. This will also facilitate visitors coming from Abu Dhabi, Al Ain, the Northern Emirates and Oman who can access the entrance of the Global Village without passing through the center of Dubai,' the director said.

The Global Village is one of the most spectacular events hosted in Dubai each year. A concept that began in 1996, The Global Village is an exhibition the forward to and is undoubtedly the most popular destination during the Dubai Shopping Festival. Every year, the Global Village attracts participation from over 35 countries across continents. Last year the event attracted an astonishing 5.2 million visitors.

Notes and Media Contacts

For further information
Contact
Dubai Press Club
Ph: 9714 - 222 6 222
Fax: 9714 - 222 6 888

Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.