

DIHAD®

معرض و مؤتمر دبي الدولي للإغاثة والتطوير
Dubai International Humanitarian Aid & Development Conference & Exhibition

25 - 27 March 2013

Dubai International Convention and Exhibition Centre

POST SHOW REPORT 2013



The 10th edition of the **Dubai International Humanitarian Aid & Development Conference and Exhibition** was held from 25 - 27 March 2013 under the patronage of **HH Sheikh Mohammed Bin Rashid Al Maktoum**, Vice-President & Prime Minister of the UAE and Ruler of Dubai. UN Messenger of Peace and Chairperson of the International Humanitarian City, **HRH Princess Haya Bint Al Hussein**, inaugurated the 10th Edition of Dubai International Humanitarian Aid & Development Conference & Exhibition 2013, at the Dubai International Convention and Exhibition Centre, in the presence of **H.E. António Guterres**, United Nations High Commissioner for Refugees and other government dignitaries.



“ In the ten years since its inception, DIHAD has grown into an event of global importance, bringing together international organizations, governments, think tanks, universities and businesses working in the humanitarian and development field all over the world. ”

H.E António Guterres

United Nations High Commissioner for Refugees



DIHAD 2013 Exhibition

DIHAD is recognized as one of the major humanitarian industry specialized event which brings the latest technical updates from the humanitarian industry on regional and international levels. The DIHAD exhibition is an excellent platform for B2B interaction for professionals from the Middle East, North Africa and the World.

The exhibition was held parallel to the 3 day conference and procurement & logistic workshop. Over 7300 visitors and participants from all over Africa, Europe, USA, Libya, Afghanistan, Iraq, India, Pakistan, Saudi Arabia, Qatar, UAE and other parts of the world took part in the exhibition.

Continuing the Debate and Education

- Humanitarian Trends
- Chronic Emergencies

Special Presentation

Exploring and celebrating DIHAD's history, growth and impact in the first decade of its existence.

DIHAD 2013 also hosted a special presentations on doing business with some of the leading and most active humanitarian aid agencies. These sessions were designed to provide existing, and potential new suppliers, with a greater understanding of the work of the respective organisation, its requirements, procurement methods and logistics procedures.

“ We have been part of DIHAD since its inception, DIHAD proves that it's important to have a platform for all Humanitarian actors and commercial entities to come together and discuss the rising crisis that's happening and how we should work together. ”

H.E. Shaima Al zaroni
CEO, International Humanitarian City, Dubai

“ There were many exchanges of dialogue, discussion, fruitful meetings, collaborations, and we will be working in partnership with a number of members in this sector. We will participate and be a sponsor at DIHAD next year again. ”

Qasim Rashid Ahmad
Founder and CEO – Al Khair Foundation, United Kingdom

“ The people that are here are obviously the people we want to meet and have access to. The exhibition was very well organisation. Everyone was impressed with the foot traffic and turnout that was there, as an organization we are impressed. ”

Hattem Matter
Goal Zero- USA

“ Overall the show has been a successful one for us, we have experienced a significant amount of traffic of customers to inquire about what we can offer them. ”

Neil Ross
RMA Group

10 Successful Years

275 Exhibiting Companies

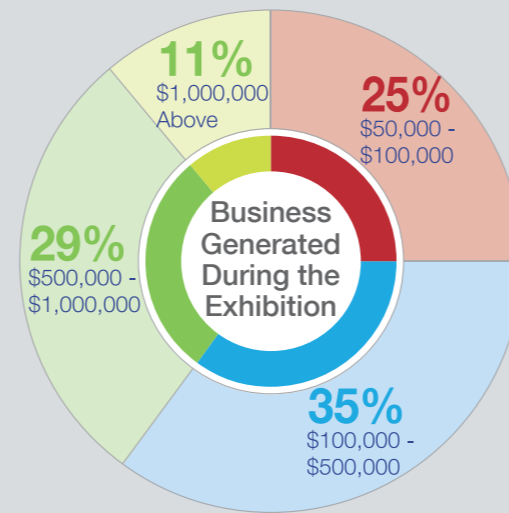
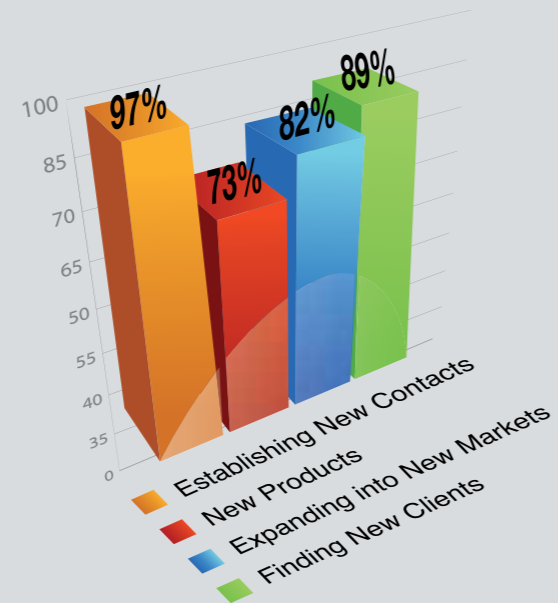
4000 Sqm Floor Space

7300 Participants

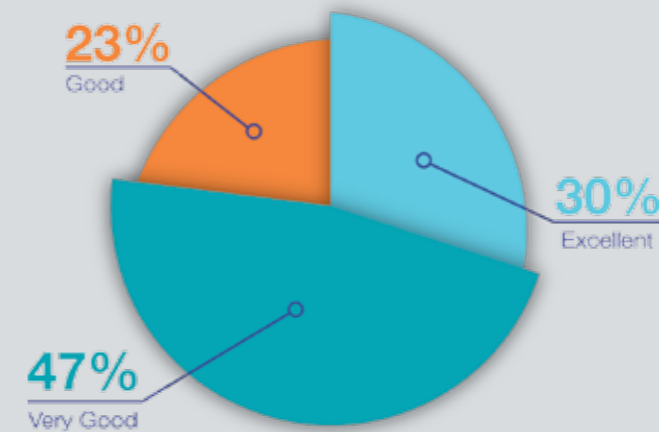
66 Countries Represented

50 Speakers

Objectives Achieved



Visitor Feedback



The 10th edition of the DIHAD Conference focused on the theme “Building Effective and Sustainable Partnerships in Humanitarian Assistance and Development activities”

The three day conference covered the following topics:

- Partnerships in Research related to critical humanitarian and development issues
- Partnerships; who are entering into these and why?
- Partnerships that enhance our collective effectiveness in the field of protection.
- Partnerships and food security; who are the players and what are the big strides being made?
- Partnerships to further strengthen disaster response operations.
- Partnerships and the reaching of development goals in optimal timeframes.

With the aim of promoting continual education even after the event, the conference proceedings can be viewed on the DIHAD website.



Pre-Conference Workshop

The Workshop organized by UNOCHA focused on:

- Raising awareness and understanding of the international humanitarian system, as well as the humanitarian work of the UN and its partners.
- Providing an overview on existing response mechanisms, such as:
 - Mechanisms available for the delivery of humanitarian assistance and how to improve humanitarian action through effective partnership;
 - Humanitarian response tools and services;
 - Information management and its role in humanitarian assistance.
- Showcasing innovative partnership models in the humanitarian sector.





Effective Communication through Marketing & Promotion

The exhibition primarily facilitates the procurement needs of the regional markets, including the Middle East & Northern Africa and parts of Asia. Companies participating at the exhibition benefit through the highly targeted networking campaign run by DIHAD, which helps reach potential clients in the region effectively and create meaningful and effective partnerships.

- Partnering industry-focused international publications reaching to more than 50 countries
- Print advertisements in leading industry publications
- Monthly Pre and Post Event Editorials and Newsletters
- E-mail shots sent to a highly targeted set of readers
- Press releases appeared in leading English and Arabic News papers, business portals and websites reaching out to millions of readers
- Customised direct mail reaches out to targeted industry professionals across the MENA, Asia and European regions
- Fax, telemarketing and SMS campaigns helped bolster the marketing promotion, ensure all stakeholders are upto date and well informed

DIHAD 2014

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Dubai Interventional Convention
and Exhibition Centre

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