

DIHAD®

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

1- 3 April 2012

Dubai International Convention and Exhibition Centre



The 9th edition of the Dubai International Humanitarian Aid & Development Conference and Exhibition was held from 1-3 April 2012 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, wife of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President & Prime Minister of the UAE and Ruler of Dubai inaugurated the 9th Edition of Dubai International Humanitarian Aid & Development Conference & Exhibition 2012, at the Dubai International Convention and Exhibition Centre, in the Presence of H.E. Mr. William Lacy Swing, Director-General, International Organization for Migration (IOM) and government dignitaries.

“ Young people today have been raised in the digital age – they are accustomed to the fast movement of ideas, products and information, to instant gratification. The pace of change in their daily lives has quickened and they are not patient. If I were a teenager or in my twenties today, I would be nervous, angry and frustrated. People under-estimate the capacity of youth; how is it that we give them so little a role in setting the global development agenda or helping find new routes to ending political conflicts that deplete our energy and resources? Our world is in economic and political flux, some even say danger. We look to our youth today to help us imagine a new one. ”

HRH Princess Haya Bint Al Hussein

UN Messenger of Peace and Chairperson of the International Humanitarian City

Opening Ceremony, DIHAD 2012

POST SHOW REPORT 2012



Conference Theme

The Role and Importance of Youth in the Humanitarian Assistance and Development Activities.



Testimonials



“We should not lose sight that DIHAD is more than just a “talk-shop” for global leaders. Uniquely, it facilitates learning through multiple opportunities for dialogue, training, networking, and hands-on displays of technologies and information.

DIHAD is a superb reminder of the remarkable efforts of the UAE to stay at the forefront of cutting-edge solutions to our most pressing challenges.”

H.E. Mr. William Lacy Swing

Director-General
International Organization for Migration (IOM)



“DIHAD is an important event for us to reconnect with our clients. Most of our major clients attend the show. Its been an interesting 3 days also to meet new clients and build new relationships”

Ms. Julie Audette

Marketing & Communications Manager
NRS International

Highlights of DIHAD 2012 Conference

The conference hosted 45 speakers and panelists.

There were seven sessions related to the 2012 theme, dealing with various aspects of the role played by youth and the importance of that role. These aspects covered:

- Education and Training - “imparting the necessary skills, to today’s youth, for the opportunities of tomorrow”
- Youth, Agents of Change;
- Youth, a large percentage of our constituencies; are we doing enough for them?;
- Youth and Volunteering;
- Youth and Reconciliation;
- Youth and Food Security - “challenges, opportunities”;
- Youth and Job Creation - “access to jobs and entrepreneurship”.

Special Sessions:

- The prospects of today’s youth providing the necessary leaders of tomorrow.
- Humanitarian Trends - “What has changed and what hasn’t..”
- Chronic Emergencies.

Side events organized by the IFRC Youth Commissions; together with the British Council provided an additional opportunity for discussions on the topic of youth as agents of change.



Pre- Conference Workshop

The Workshop organized by UNOCHA focused on “Responding to Emergencies: Challenges or Opportunities”

- International humanitarian system: origins & main principles;
- International Disaster Response Law; Humanitarian Response;
- Role of NGO; Humanitarian Response Mechanisms – Cluster Coordination (Camp Coordination)
- Relief work in difficult environments
- Humanitarian Response Tools and Services



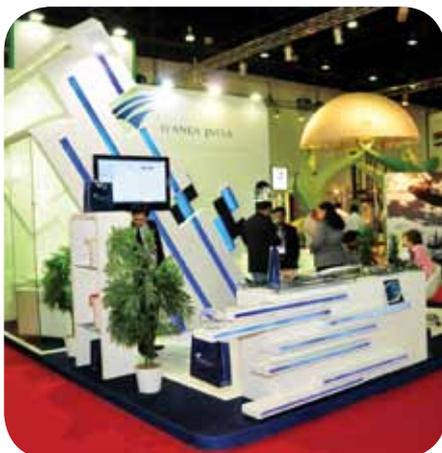
Marketing & Promotion

The exhibition primarily facilitates the procurement needs of the regional markets, including the Middle East & Northern Africa as well as some parts of Asia. Companies participating at the exhibition benefit through the highly targeted marketing campaign run by DIHAD, which helps them reach their potential clients in the region effectively, sign business deals and create partnerships.

- Partnering industry-focused international publications, provided reach to more than 50 countries
- Print advertisements in leading industry publications
- E-mail shots sent to a highly targeted set of readers
- Press releases appeared in leading English and Arabic news papers and business portals & websites reaching out to millions of readers
- Customised direct mail communications targeted towards industry professionals across the MENA, Asia and European regions
- Fax, Telemarketing and SMS campaigns support and bolster the marketing promotion



DIHAD exhibition primarily facilitates the procurement needs of the global Humanitarian Industry.



Event Statistics

9 Successful Years, **275** Exhibiting Companies,
4000Sqm Floor Space, **7225** Participants,
66 Countries Represented, **57** Speakers

DIHAD 2012 Exhibition

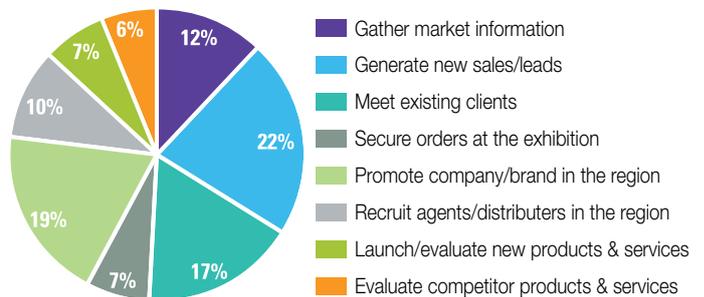
DIHAD is recognized as one of the major humanitarian industry specialized event which brings the latest technical updates from the humanitarian industry on regional and international levels. DIHAD exhibition is an excellent platform for B2B interaction for professionals from the Middle East and North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

The exhibition was held parallel to the 3 day conference. Over 7000 visitors and participants from all over Africa, Europe, USA, Libya, Afghanistan, Iraq, India, Pakistan, Saudi Arabia, Qatar, UAE and more, took part in the exhibition.

Satisfying Visitor Expectation

- 96%** of visitors rated the quality of exhibitors as good to excellent
- 86%** of visitors rated the overall show organization as good to excellent
- 89%** of visitors rated the quality of features as good to excellent

What are your principle objectives for exhibiting?



Exhibitors Rating



Special Thanks



– Gold Sponsor



– Registration Sponsor



– Dinner Sponsor



DIHAD 2013
 10th Edition

25 – 27 March 2013
 Dubai Interventional Convention
 and Exhibition Centre

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