

13th
edition

DIHAD®

معرض ومؤتمر دبي للإغاثة والتطوير
Dubai International Humanitarian Aid & Development Conference & Exhibition



Post Show REPORT 2016

The Importance of Innovation in Humanitarian Aid and Development

DIHAD: The Networking Platform for Aid & Development Workers and Suppliers of the Humanitarian Sector



The 13th edition of the Dubai International Humanitarian Aid & Development Conference & Exhibition (DIHAD) was held on 21 - 23 March 2016 under the patronage of H.H Sheikh Mohammed Bin Rashid Al Maktoum, Vice- President & Prime Minister of the UAE and Ruler of Dubai. DIHAD event

was inaugurated by H.E Mr. Ibrahim Bumelha, Cultural and Humanitarian Advisor of H.H Sheikh Mohammed Bin Rashid Al Maktoum, and Chairman of DIHAD Higher Committee, President of DISAB, on behalf of UN Messenger of Peace and Chairperson of International Humanitarian City HRH Princess Haya

Bint Al Hussein, wife of HH Sheikh Mohammed Bin Rashid Al Maktoum, in the presence of Helen Clark, UNDP Administrator United Nations Development Programme (UNDP), H.E. Humaid Al Qatami, Chairman of the Board and Director-General of the Dubai Health Authority.



"We have been in business for 40 years and over the years have conducted a lot of business with several UN Agencies. This years participation has been beneficial with a lot of good customer meetings and getting an insight into the markets. An important part of our strategy is to conduct these meetings, interact with customers and DIHAD is a great platform for it all, we plan to be at DIHAD next year".

Bart Van Ouytsel
VP Business Development
W. Giertsen Energy Solutions AS, Norway



3 Day conference; 6 sessions focused on “The Importance Of Innovation In Humanitarian Aid and Development”: and a High Level Panel discussion on Addressing Vulnerability Through an Innovative, Joint, Humanitarian Assistance and Development Approach.

3 Day session themes:

- **Innovation and Humanitarian Aid**

 - ▶ “Innovative approaches to ensure food security in humanitarian assistance settings”
 - ▶ “Innovative approaches; humanitarian assistance in conflict zones”

- The application of International Humanitarian Law - and International Human Rights Law - in today's conflicts; are innovative approaches possible, and called for?

- Partnerships for innovation; incentives to make a difference

- **Innovation and Development**

 - ▶ “Ensuring innovation is both sustainable and responding to genuine needs”
 - ▶ “Building resilient communities through the pursuit of SDG and DRR objectives”

DIHAD 2016, capitalised on past achievements and existing partnerships in our attempt to arrive at a number of constructive conclusions. It is hoped that these will duly assist us to usefully contribute to those imminent and vital global discussions on best practices in the realm of humanitarian assistance.

The conference theme was in-line with UAE officials declaration of 2015 as the “Year of Innovation”, also more specifically for the Humanitarian sector. Innovation was a recognised “must” to arrive at

more cost-effective, more efficient and sometimes more “user-friendly” solutions. At the conference the variety of perspectives on these reflect the diversity, in terms of knowledge and experience, of the distinguished participants at the Conference. While presentations by high-level experts provided the substantive backbone to all Sessions, the Chairpersons ensured there was due interaction among the speakers and panelists at all times.



“DIHAD is an international forum and its an opportunity to understand various players in the ground providing humanitarian services around the world, We have had the honour to be a platinum sponsor over the years”.

Saif Ahmad
CEO
Al Khair Foundation, UK

Special Sessions

- The Humanitarian Impact of The Protracted Syria Crisis
- Leadership, As Important in Humanitarian Aid and Development As Coordination
- Innovation and organizational change



“We have participated in DIHAD for 13 years, since we are the leading manufactures of core relief items, we have our office in Dubai, we are the key player for humanitarian supplies. The event is similar as every year and is perfect as every year”.

NRS International
Charbel Matar, Business Development

B2B Platform:

Dedicated zones were built for Exhibitors & Delegates interested in building networks for future partnership. They had the unique opportunity to interact & discuss, collaborate, nurture relations with procurement officials from UN Agencies, NGOs and service providers from across the world.



Pre-conference Workshop:

The workshop **“Innovative data collection, analysis and dissemination on forced displacement for effective humanitarian response”** in collaboration with UNOCHA, endeavour to collect best practices on displacement/movement tracking and monitoring systems and how these tools and systems contribute to response policy and strategy development.



Country Pavilions

“The event was delightful and well organized. I believe that the UAE can be our key gate to do more humanitarian work in the Middle East due to its perfect location and good relationships with the Middle East countries”.

H.E. Dr. Joana Wronecka
Undersecretary of State,
MOFA, Poland



Innovation Area Featured:

- UNDP workshop with experts training delegates on “how to do business” and “how to register” with the UN
- WFP spoke on technology and innovation to end hunger
- Commercial companies and NGO’s also spoke on supporting organisations and individuals to identify, nurture and share innovative and scalable solutions to the challenges facing effective humanitarian assistance.



Effective Communication through Marketing & Promotion

The exhibition primarily facilitated the procurement needs of the regional markets, including the Middle East & Northern Africa and parts of Asia. Companies at the exhibition benefited through a highly targeted networking campaign by DIHAD, which helped reach potential clients in the region and create meaningful and effective partnerships.

Marketing Tools:

- Intensive Social Media marketing reaching Donor, NGO and commercial companies from around the Globe
- Partnering with industry-focused international publications reaching more than 80 countries
- Print advertisements in leading industry publications
- Monthly Pre and Post Event Editorials and Newsletters
- Press releases in leading English and Arabic Newspapers, business portals and websites reaching out to millions of readers
- E-mail shots sent to a highly targeted set of readers
- Customised direct mails to targeted industry professionals across the MENA, Asia and Europe
- Fax, Telemarketing and SMS campaigns helped to boost the marketing promotion, ensuring all stakeholders are well informed



See you at
DIHAD 2017

MARK YOUR CALENDAR NOW!
21 - 23 March

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