

AACC welcomes the President of Strategic Marketing Management Group for cooperative meetings



From 22-23 February 2018, Mr. Dawood AL SHEZAWI, President of Strategic Marketing Management Group paid a visit to Austria for coordinative meetings with the AACC, the Vienna Business Agency and the Institute for Economic Promotion of the Austrian Federal Economic Chamber (WIFI). The visit was initialized and coordinated by the AACC.

Strategic Marketing Management Group, based in the United Arab Emirates (UAE), is a leading marketing, trade, exposition and conference organizer with offices in different regions. Among its most popular events is the Annual Investment Meeting (AIM) in cooperation with the Ministry of Economy of the United Arab Emirates, the Dubai International Government Achievements Exhibition, the Future Cities Show and many more.

The main purpose of the visit was to intensify the cooperation with the AACC for the upcoming Annual Investment Meeting which will take place in Dubai from 9-11 April 2018. The AACC will send a delegation headed by its Arab President KR Nabil KUZBARI.

President AL SHEZAWI also agreed that AIM would be a partner for the upcoming 10th Arab-Austrian Economic Forum, which will be held on 1st October 2018 in the Vienna City Hall organized by the AACC in cooperation with the City of Vienna / Vienna Business Agency, UNIDO, Regional Center for Renewable Energy and Energy Efficiency (RECREEE).

In preparation for the upcoming event, the AACC organised a meeting with President AL SHEZAWI, Dr. Bassel AL KHATIB, Chief Regional Division – Arab Region at UNIDO and Ms. Sabine OHLER, Head of International Business at Vienna Business Agency to discuss the involvement of Annual Investment Meeting in the Forum.

With the City of Vienna / Vienna Business Agency, they also discussed mutual cooperation between Vienna and Dubai regarding topics of smart cities and governmental best practice models for cities and countries. Secretary General KHOUJA informed Mr. AL SHEZAWI that Vienna was voted “the most livable city in the world for the eighth time” by Mercer International Consulting Firm. AL SHEZAWI referred to the Ministry of Happiness that was established in the United Arab Emirates with the aim to be among the happiest country in the world. In this context, Mr. AL SHEZAWI offered the City of Vienna a special positioning at the upcoming Annual Investment Meeting in Dubai in April.

The AACC also actively engaged to coordinate meetings between Strategic Marketing Management Group and the Institute for Economic Promotion of the Austrian Federal Economic Chamber (WIFI). Strategic and WIFI decided to draft a Memorandum of Understanding (MoU) with the intention to enhance their business relationship considering their mutual interests in establishing and promoting their cooperation in the field of vocational training (VET) in the United Arab Emirates, Kuwait and Saudi Arabia.