

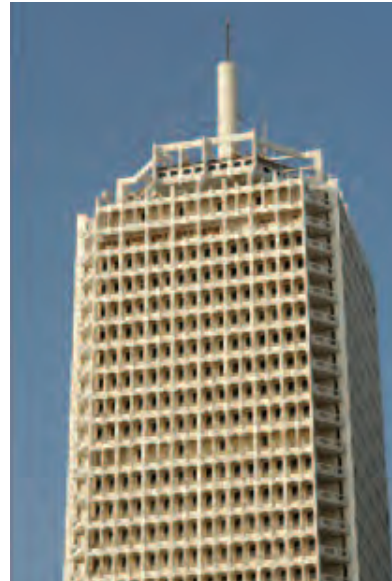


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GLOBAL VIEW

Notes

Shipping to Trade Shows in Dubai



By Michelle Bruno

Dubai, one of seven emirates in the United Arab Emirates, is garnering plenty of attention from exhibition and conference organizers. With political instability in other countries of the region and Dubai's reputation as consummate hosts, event producers are bringing Dubai (out of the market because of economic woes for a few years) back into their international meetings rotations. When shipping to Dubai, there are a number of hoops to jump through, prompted mainly by the cultural differences of the area. Some of the specifics worth noting include the importation of restricted items and censorship of marketing materials.

Documents

A commercial invoice/packing list (two sets of the original on company letterhead with company stamp) or ATA Carnet and certificate of origin are required for exhibition shipments to Dubai. Documents must contain the following information:

- Name of exhibition
- Dates of exhibition
- Venue

- Country/region or origin
- Booth number
- Bill of lading number
- Total number of pieces
- Gross weight in kilos
- Net weight in kilos
- Dimensions
- Description of contents (in English)
- Serial numbers and model numbers
- Quantity
- Unit price/Total price (CIF)
- Harmonized tariff numbers
- Original signature of shipper

Value of Goods

Emirati Customs will not accept the term "No Commercial Value" for any item. For giveaway items, exhibitors should use the lowest possible realistic value. For saleable material, the commercial invoice must reflect the market value plus the costs of insurance and freight. Once a value is stated on an official document, it cannot be changed. Emirati Customs reserves the right to determine commercial value, should they consider the stated value to be false. All shipments

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The bow and stern of two cargo dhows moored in Dubai Creek.

to Dubai are subject to inspection and compared to the commercial invoice/packing list. Discrepancies may cause delays and possible additional costs and fines. Exhibitors should take great care to be **exact** in descriptions and quantities.

Censorship

All audio and videotapes and films must be sent by courier in advance in order to obtain clearance from the Ministry of Information. Printed materials such as books, magazines and periodicals will be inspected and released after inspection and approval.

Restrictions

The importation of alcohol, books against Islamic traditions, "obscene" photos, firearms and ammunition, natural soil, and animal skins is prohibited.

Duties

Permanent and temporary imports are subject to a 5% duty on the CIF value of the goods. A deposit for temporary imports is refundable if the goods are re-exported within 30 days. A customs deposit surcharge is applied on high value items.

Facilities

The Dubai International Exhibition and Convention Center (located in the Dubai World Trade Center) is the largest meeting venue in Dubai with more than one million square feet of meeting and exhibition space. The city has 264 meeting hotels and nearly 41,000 hotel rooms. It is customary for hotels to require deposits *in advance* covering hotel rooms and food and beverage costs. If attendance falls below the amount of the deposit, some hotels will either return a portion of the deposit or hold the deposit for a future event.

Ports/Airports

The main airport is the Dubai International Airport. The main seaports are Jebel Ali and Mina Rashid.



Web Links

Here are some helpful links for doing trade shows in Dubai:

Cvent Destination Guide

<http://www.cvent.com/en/destination-guide/dubai/>

Ports and Airports

<http://www.uae-embassy.org/business-trade/trade-export/ports-airports>

Upcoming Events in U.A.E.

<http://events.hellotrader.com/unitedarabemirates/>

Dubai World Trade Center

<http://www.dwtc.com/>

International Exhibition Consultant

<http://creative-expos.com/>

UAE Interact/Exhibitions and Events

<http://www.uaainteract.com/eventsandexhibitions/default.asp>

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