

CSI in diabetes congress deal

Winning the contract secures CSI as one of Dubai's leading PCOs

PCOS

Congress Solutions International (CSI), part of the Emirates Airline group, has been appointed the local Professional Congress Organiser (PCO) for the 21st World Diabetes Congress organised by the International Diabetes Federation (IDF).

Set to be held at the Dubai International Convention and Exhibition Centre in 2011, the congress boost another sector in CSI's portfolio, which already includes sectors spanning IT, banking, consumer goods, construction, oil and gas, automobiles and travel and tourism.

CSI will act as the local PCO

with responsibility for managing delegates' accommodation, social programmes, hospitality suites, exhibition stand building, local staffing, transfers as well as their meet-and-greet arrangements.

The International Diabetes Federation's World Diabetes Congress is held every two years and is one of the world's largest medical congresses.

"What makes this appointment significant for CSI is we will be playing our part in addressing a global health issue that has become prevalent in this region," said CSI senior vice president Frederic Bardin. "Healthcare is

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a key growth sector for us and the confidence that IDF has shown in selecting CSI is further evidence of our ability to deliver high-profile international events with local, regional and international appeal."

Bardin: healthcare sector growing for CSI.



**DWTC FAIRS
BREAK ALL
RECORDS**

21,823

companies from more than 80 countries exhibited at 55 DWTC fairs from January to June 2009

551,938

visitors to the 55 DWTC fairs that were staged from January to June 2009

Source: DWTC

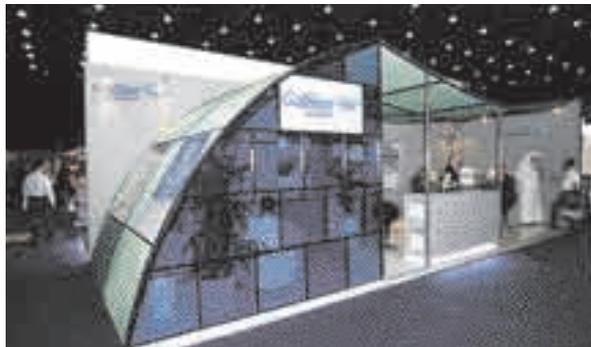
No name change for BTS Dubai

TRADE SHOWS

Rumours that The Business Travel Show Dubai will follow in the footsteps of the London show and undergo a change of name and focus have been quashed by the event's organisers.

The Dubai show will continue to target corporate travel buyers and there are no plans to broaden its remit to include the meetings industry, according to joint organisers, UK-based Centaur Exhibitions and Dubai's Dnata Travel Services.

"There is no official re-naming of Business Travel Show Dubai; for a start, it's a different ownership (Dnata has a large stake in the show)," said Dnata Travel Services divisional senior vice president Iain Andrew.



Business Travel Show Dubai will take place from October 25-26, 2010.

"We will review it (the name) nearer the time but at the moment there is no change. We will continue to focus on business travel."

London's Business Travel Show (BTS), the next installment of which takes place at Earl's Court from February 9-10, has re-branded as The Business Travel & Meetings Show in a bid to cater to the

evolving buying patterns of the corporate travel market.

Centaur Exhibitions said the change reflected the "convergence of the business travel and meetings industries [in the UK]."

The next installment of The Business Travel Show Dubai will take place at the Madinat Arena from October 25-26 in 2010.

Boot camp incentives launched in Abu Dhabi

INCENTIVES

A new Abu Dhabi-based fitness solutions company is offering corporate clients a range of highly active incentive options.

Original Fitness Co. offers corporate fitness programmes involving team-building events and strenuous boot camp sessions that founder Corey Oliver says are guaranteed to get people interacting.

"Sometimes we play games you used to play at school—the egg and spoon race, pin the tail on the donkey and hide and seek etc," he said.

"We can also offer companies a programme of ser-



Oliver gets corporates moving.

vices for their employees to include team-building, personal training, medical and fitness testing and nutritional seminars.

"In fact, we are in talks with ADNOC in regards to doing a one-year wellness programme for 3000 employees at its oil refining company." For more information visit www.original-fitnessco.com