

DUBAI TOURISM AND HUAWEI CBG JOIN FORCES TO POSITION DUBAI AS A MUST-VISIT DESTINATION

*The signed MoU is testimony to the commitment of both parties in strengthening
Dubai's position as a touristic destination*



Dubai, United Arab Emirates, 24 January 2018:: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) and Huawei Consumer Business Group (CBG) have signed a Memorandum of Understanding (MoU) to unite their efforts in positioning Dubai as the destination of choice for tourists from Middle East, Africa, and China.

The MoU was signed by Mr. Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM) and Mr. Gene Jiao, President of HUAWEI CBG, Middle East & Africa to support the strategic tie up between DTCM and Huawei CBG to various activities.

Under the terms of the MoU, HUAWEI will work with Dubai Tourism to create awareness of Dubai's local culture and heritage across Middle East, Africa, and China. Huawei will share

Dubai Tourism information, images, videos, events information, online booking/ order services, with travelers (tourists, businessmen, residents) to provide a convenient and seamless online experience in Dubai.



Mr. Issam Kazim, CEO of DCTCM said, “We are fully committed to raising consideration of Dubai as the destination of choice for global travelers and constantly seek exciting opportunities to reach new audiences. This MoU with Huawei will help us achieve that goal by increasing awareness of Dubai’s key selling points including local culture and heritage, gastronomy, retail, entertainment and adventure across Middle East, Africa, and China travelers and offer next-generation experiences that inspire people to visit and return to Dubai.”

Mr. Gene Jiao, President of HUAWEI CBG, Middle East & Africa commented, “At Huawei, we share the same vision as that of Dubai- to continuously innovate. The MoU underlines our shared vision with Dubai Tourism to establish Dubai as a global business and leisure hub. This partnership will help redefine traveler experience in Dubai with cutting-edge technology and service excellence.”



Through this collaboration, users will also get access to Dubai images from DTCM photo bank as online themes, screen locks gallery on Huawei devices. Further, Dubai Tourism and Huawei will develop built in features in Huawei EMUI OS which will help tourists to explore Dubai in a smarter way.

Dubai Tourism is the principal authority for the planning, supervision, development and marketing of tourism in Dubai. Huawei has a long-standing legacy with Dubai Government entities, and is an ongoing supporter of the UAE Government's initiatives. With a legacy of innovation, Huawei has been growing from strength to strength in the Middle East, and today ranks #2 in the smartphone market share in the region. This partnership will further broaden Dubai's offering across events, attractions, infrastructure and services to city's travelers.

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

About HUAWEI Consumer Business Group (CBG)

HUAWEI Consumer Business Group (CBG) is one of HUAWEI's three business groups, providing a range of products including mobile phones, wearables, tablets and laptops. HUAWEI's products and services are available in more than 170 countries, and are used by a third of the world's population, ranking third in the world in mobile phone shipments in 2016.

Year on year growth was reflected in HUAWEI's rise as a globally recognized premium brand. In 2017, HUAWEI was named number 49 on BrandZ's Top 100 Most Valuable Global Brands, number 88 in Forbes World's Most Valuable Brands and number 40 on the Brand Finance Global 500 Most Valuable Brands lists. In this year's Fortune 500 HUAWEI climbed up the list to the 83rd place from the 129th of last year with a revenue of \$78.51 billion, making the top global 100 for the first time.

As a leading technology company, HUAWEI invests a significant amount of its annual sales revenue to research and development efforts, and has established 16 research centers around the world. Among these facilities is the HUAWEI Aesthetics Research Center in Paris. HUAWEI's newest R&D center is the



Max Berek Innovation Lab in Wetzlar, Germany, where HUAWEI and Leica are jointly researching technologies to improve mobile device camera and image quality.

For more information please visit: <http://consumer.HUAWEI.com/ae-en/>

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