

## DUBAI TOURISM EXPANDS GLOBAL STRATEGIC PARTNERSHIP WITH CHINESE MOBILE LEADER HUAWEI

- Deeper collaboration announced following signing of MoU in January
- Dubai Tourism to leverage extensive Huawei Mobile Services to promote the emirate as the destination of choice for Chinese travellers

**Dubai, UAE, 14 May 2018:** Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) today met with China's leading mobile services provider Huawei, in Shenzhen to confirm a strategic collaboration between the two entities. Consequent to the landmark Memorandum of Understanding signed in January 2018 in Dubai, allowing scope for numerous ongoing collaborations and joint campaigns between the two partners, this new agreement, further emphasises the strong commitment of both Dubai Tourism and Huawei in elevating consideration and facilitating choice of Dubai as the destination of choice for Chinese tourists.



The deeper alliance is symbolic of the optimal symbolic association between two of the world's most recognised brands - Dubai, the fourth most visited city in the world and Huawei, among the top 50 within the Top 100 Most Valuable Global Brands, with revenues exceeding \$78.5 billion.

At the outset, Huawei plans to preload all its devices with both user-generated and official cinematographic content of Dubai, showcasing to its broad customer base the diversity + richness of the city as one of the most popular global destinations. As part of the new marketing campaign that was agreed upon at today's meeting, Huawei Mobile Services will be leveraged to further enrich the 'Dubai experience' of Chinese tourists by offering useful and conveniently accessible content, in particular through the company's newly-updated SkyTone travel and roaming apps.

Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing (DCTCM) met with Mr. Alex Zhang, President of Huawei Consumer Cloud Service, Mr Gene Jiao, President of Consumer Business Group, Middle East & Africa and Mr Jervis Su, Vice President, Huawei Consumer Cloud Service. at the Huawei headquarters in Shenzhen, to formally sign off the onward agreement.

Commenting on the importance of this partnership Mr. Issam Kazim said: "This evolution in our association with Huawei is a testament to our joint ability to truly elevate our combined value proposition to the Chinese market, enabling advanced content solutions that ultimately improve the experience for our customers. At Dubai Tourism, we continually seek innovative collaborations that allow us to promote the emirate as the destination of choice for our source markets – and Huawei's leadership in reach and penetration across China, the Middle East and Africa makes them the ideal partner to drive a massive boost to our tourism appeal and outreach efforts in all these strategic markets for Dubai. Our aim is to not only market and promote Dubai as the 'must visit' holiday destination to consumers in China and the MENA regions, but also to collectively enhance the Chinese consumer experience through future – focused solutions during their travel to Dubai."

Mr. Alex Zhang, President of Huawei Consumer Cloud Service said: "At Huawei, we share the same vision as that of Dubai - to continuously innovate. The agreement underlines our shared vision with Dubai Tourism to establish Dubai as a global business and leisure hub. Huawei is committed to and has been providing latest & innovative Mobile Services to MENA users, including , Cloud Space, Theme, and recently launched Huawei AppGallery, the official app distribution platform which allows users to search, download, manage, and share mobile apps on Huawei mobile devices with delicate and convenient user experience. Now we are aiming to introduce new services to our Global &

Strategic partner which includes SkyTone, Smart Browser & Smart Assistance which are to be launched first time in overseas markets.

China is one of Dubai's top 5 source markets, with the latest tourism arrival figures showing a 12 percent increase in Chinese travellers to the emirate in the first quarter (January – March 2018) over the same period last year.

Huawei's extensive range of products include mobile phones, wearables, tablets and laptops, and are available in more than 170 countries. They are used by over 30 per cent of the globe's population, and in 2017 ranked third in the world for mobile phone shipments.

- Ends -

**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.

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