

PRESS RELEASE

ICCA CONGRESS 2018 DELEGATES TO SUPPORT DUBAI EYESIGHT CHARITY

- *The International Congress and Convention Association and the Local Host Committee for the 57th ICCA Congress will work together on a number of initiatives in aid of Noor Dubai Foundation, which focuses on the prevention of blindness and visual impairment globally*

Dubai, United Arab Emirates: 15 August 2018: Delegates at the 57th ICCA Congress, taking place in Dubai later this year, will have the opportunity to support a local charity that prevents blindness and visual impairment globally, with organisers partnering with Noor Dubai Foundation on a number of initiatives.

Meetings industry professionals from around the world are set to descend on Dubai when the annual flagship event of the International Congress and Convention Association comes to the Middle East for the first time, from 11-14 November. As with previous editions of the event, a strong corporate social responsibility (CSR) element has been incorporated, allowing members to contribute to and raise awareness of a global cause.

In the morning on 12 November, the ICCA Charity Run’N’Walk will take place along the Arabian Gulf coastline at La Mer, Dubai’s newest beachfront entertainment, retail and dining district and a popular attraction for both residents and tourists. Meraas, the developer behind La Mer, will be official Venue Sponsor for the event, which is building on the first run at last year’s ICCA Congress in Prague. With the choice of a 3km run or a 1.5km walk, participants will be encouraged to make a donation to Noor Dubai Foundation.

In addition, throughout the congress delegates will have the opportunity to donate old pairs of glasses, including prescription glasses and sunglasses to Noor Dubai Foundation who will re-lens and distribute these to those in need through its mobile eye clinic campaigns.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing, said: “When Dubai bid for the ICCA Congress, we made it clear that there would be a robust CSR element, and partnering with Noor Dubai Foundation on these initiatives ensures we are able to live up that

promise. In choosing a charity to work with, the Local Host Committee was eager to select an organisation that has an international reach and can make a direct impact on people's lives, and crucially, we wanted to make sure that delegates could easily get involved. With these initiatives in partnership with Noor Dubai Foundation, we will be able to ensure that the event leaves a strong legacy and enable delegates and organisers to make a lasting impact."



Launched as an initiative in 2008 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and later established as a non-governmental organisation (NGO) in 2010, Noor Dubai Foundation has touched the lives of over 27 million individuals across Africa and Asia through free treatment and preventive programmes, including the provision of eye glasses and medication.

Dr Manal Taryam, board member and CEO Noor Dubai Foundation said: "Funding prevention of blindness programmes is a great opportunity for Corporate Social Responsibility and we would like to thank ICCA and the Local Host Committee for their support. Their contribution will greatly improve both the social and economic conditions of the individuals who will receive treatment through Noor Dubai programmes."

“According to the World Health Organization, 80% of all visual impairment can be prevented or cured and about 90% of the world's visually impaired live in developing countries. Through our international mobile eye camp outreach programme, Noor Dubai Foundation provides eye medical care in the form of vision screening, surgeries, and medication to those living in remote areas with minimal access to primary healthcare facilities.”



ICCA Congress organisers have seen strong interest in the 57th edition of the event, with registrations outpacing previous editions. In addition to a strong core programme taking place at Dubai World Trade Centre, the event will also feature a series of evening events to facilitate networking and cultural exchanges. Venues will include the Armani Pavilion at the foot of the Burj Khalifa, the world's tallest building, Jumeirah Beach Hotel, and Al Lisaili Desert Camp.

Dennis Speet, Acting CEO of ICCA, said: “Ensuring our annual Congress contains a strong, meaningful corporate social responsibility element has long been a central aim of our event planning strategy. As a result, we partner with charitable organisations in every Congress host destination, both to support local causes and allow our delegates the chance to give something back to the community that is so graciously hosting them.



“Our Local Host Committee and Noor Dubai Foundation have outdone themselves with the variety of initiatives they have planned for our 2018 Congress; they have made it incredibly easy for delegates to get involved in supporting the Foundation’s work at home and abroad. To maximise our impact on the charity’s cause, we will also make donations to Noor Dubai Foundation, replacing speaker and Local Host Committee gifts.”

Industry professionals can find out more and register to attend the 57th ICCA Congress in Dubai [here](#).

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NOTES TO EDITORS

About Dubai Business Events – the Official Convention Bureau

Dubai Business Events (DBE) – the Official Convention Bureau, aims to further develop and increase Dubai’s share of the international business events market in order to grow economic development, jobs and knowledge creation in the emirate. DBE’s main goal, as a division of Dubai Tourism, is to establish the Emirate as a premier business event destination by helping organizers of international meetings, incentives, congresses and exhibitions plan and manage every aspect of their event. As a member of BestCities Global Alliance DBE aim to deliver the world’s best service experience for the meeting industry.

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 (formerly known as Dubai Events and Promotions Establishment).

About Noor Foundation Dubai

Noor Dubai Foundation is a UAE based charity focused on the prevention of blindness and visual impairment globally. It was launched as an initiative in 2008 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice president and Prime Minister of the UAE and the ruler of Dubai, and was later established as an NGO by Law in October 2010. Over 27 million individuals from all over Africa and Asia have benefited from the free treatment and preventive programs conducted by Noor Dubai Foundation which include provision of surgeries, eye glasses, and medication. As member of the International Agency for the Prevention of Blindness and the Mohammed Bin Rashid Al Maktoum Global Initiatives foundation, Noor Dubai continues to strive towards fulfilling the Vision 2020 initiative of a world free from preventable forms of blindness.

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