

# ABU DHABI: YOUR EXTRAORDINARY STORY

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# ABU DHABI: YOUR EXTRAORDINARY STORY

Ospiti del MICE Webinar, da Abu Dhabi

Barbara Cardilli, Automotive/Motorsport Business Development  
Manager Abu Dhabi Motorsports Management - Yas Marina Circuit

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Luis Miguel Soares, Head of Sales - Corporate & Special Events  
Abu Dhabi National Exhibition Company





# STAY  
CURIOUS



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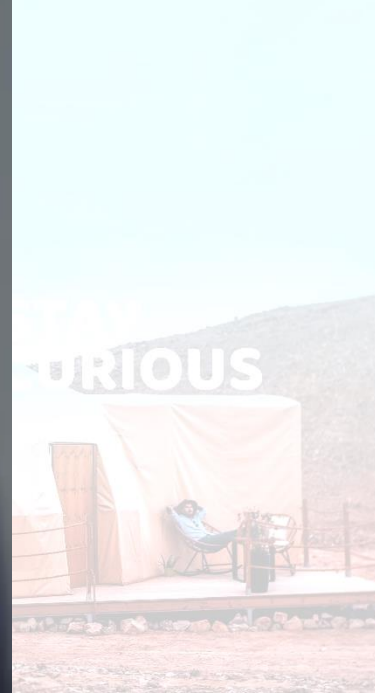


# STAY  
CURIOUS

# Stay Connected

[visitabudhabi.ae/stay-connected/business.aspx](http://visitabudhabi.ae/stay-connected/business.aspx)

# STAY  
CURIOUS



Meta turistica affascinante  
e destinazione d'affari  
coinvolgente

Spiagge favolose, acque  
limpide, isole deserte

Infrastrutture eccezionali e  
altissimo livello di  
ospitalità

Valorizzazione del  
patrimonio e servizi  
all'avanguardia

Ricco programma di eventi  
tutto l'anno

Incentivi ADECB per M&I



ABU DHABI, UNA DESTINAZIONE  
MICE STRAORDINARIA...



VIVI UN'ESPERIENZA  
STRAORDINARIA

<http://bit.ly/AdvantageAbuDhabiCN>



abudhabicb



مكتب  
المؤتمرات  
والمعارض  
CONVENTION  
& EXHIBITION  
BUREAU

## ADVANTAGE ABU DHABI

- Valido per le aziende
- Il soggiorno minimo è di 2 notti ad Abu Dhabi
- Il programma deve includere almeno una riunione di mezza giornata; formazione; team building o cena di gala
- Il gruppo deve essere composto al 50% da delegati/partecipanti internazionali
- Il contributo verrà versato in base al numero finale di ospiti internazionali
- Il contributo verrà corrisposto ai fornitori registrati ad Abu Dhabi dopo la conclusione dell'evento
- La domanda può essere presentata da aziende, DMC, incentive house o società organizzatrici di eventi con sede ad Abu Dhabi



مكتب  
المؤتمرات  
والمعارض  
CONVENTION  
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BUREAU

## Il supporto dell'ADCEB

- Consulenza gratuita
- Conoscenza della Destinazione
- Supporto finanziario
- Assistenza durante i viaggi di ispezione

Numero di delegati/ partecipanti internazionali	<del>20</del> – 100 25	101 – 200	201 – 500	501 e oltre
Kit di benvenuto con souvenir, mappa e voucher per lo shopping	✓	✓	✓	✓
Contributo a persona (AED)	AED 100	AED 150	AED 200	AED 350
<b>Questo contributo può essere utilizzato per:</b>				
EBiglietto d'ingresso alle attrazioni di Abu Dhabi	✓	✓	✓	✓
Attività di team building	✓	✓	✓	✓
Food & Beverage (Esclusi alcol e tabacco)	✓	✓	✓	✓
Emirati cultural experiences	✓	✓	✓	✓
Spettacolo culturale di benvenuto	-	-	-	✓
Spettacolo culturale durante la cena di gala	-	-	-	✓

# Mappa degli EAU. Info generali

Volo di 5-6 ore

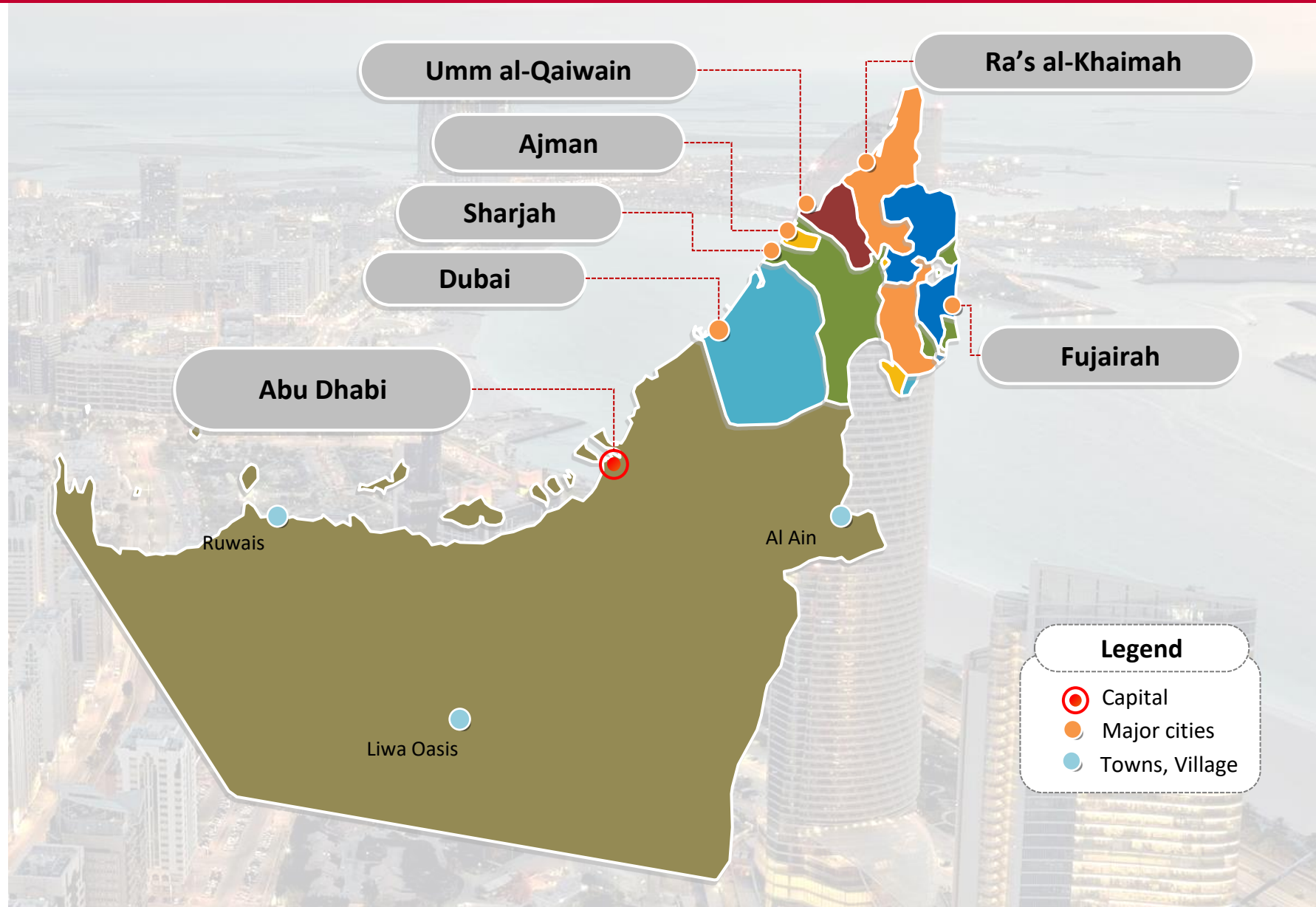
Non c'è bisogno del visto per un soggiorno entro i 90gg

Fuso di +3h/+2h

Destinazione con sole tutto l'anno

Destinazione sicura

Valuta Locale Dirham  
- 1 € circa 4,1 AED





# Our July & August Network



Giornaliero da Milano da luglio

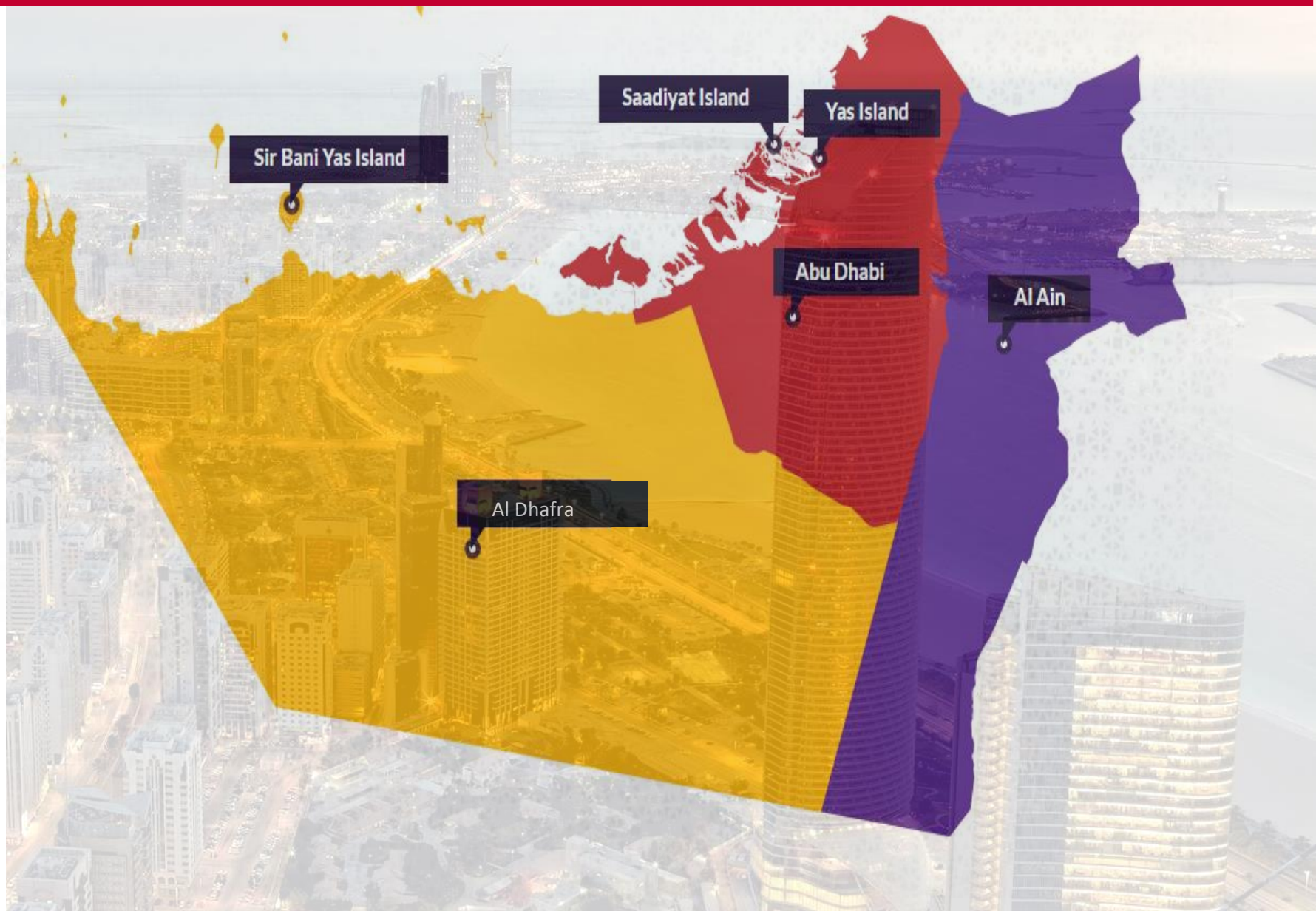
4 voli settimanali da Roma: mercoledì, venerdì, sabato e domenica

# Abu Dhabi: 1 Emirato, 3 Regioni

Abu Dhabi, capitale degli Emirati Arabi Uniti, ospita affascinanti attrazioni, splendide spiagge, isole e meraviglie naturali

Al Ain, la regione orientale, è il cuore storico e patrimonio mondiale dell'UNESCO

Al Dhafra, la regione occidentale, è dove il deserto incontra il mare offrendo una straordinaria varietà paesaggistica



# Abu Dhabi City: il cuore di Abu Dhabi per il tuo evento



Da semplice insediamento isolano si è trasformato nella moderna città cosmopolita di Abu Dhabi, la capitale degli Emirati Arabi Uniti dallo skyline sempre in evoluzione. Questa area ospita numerose venues, estremamente diversificate e quindi perfette per soddisfare le esigenze più disparate

**Abu Dhabi City: Sheikh Zayed Grand Mosque:** votata come una delle 7 nuove meraviglie del mondo, è il simbolo per eccellenza di Abu Dhabi. È aperta ai visitatori escluso venerdì mattina

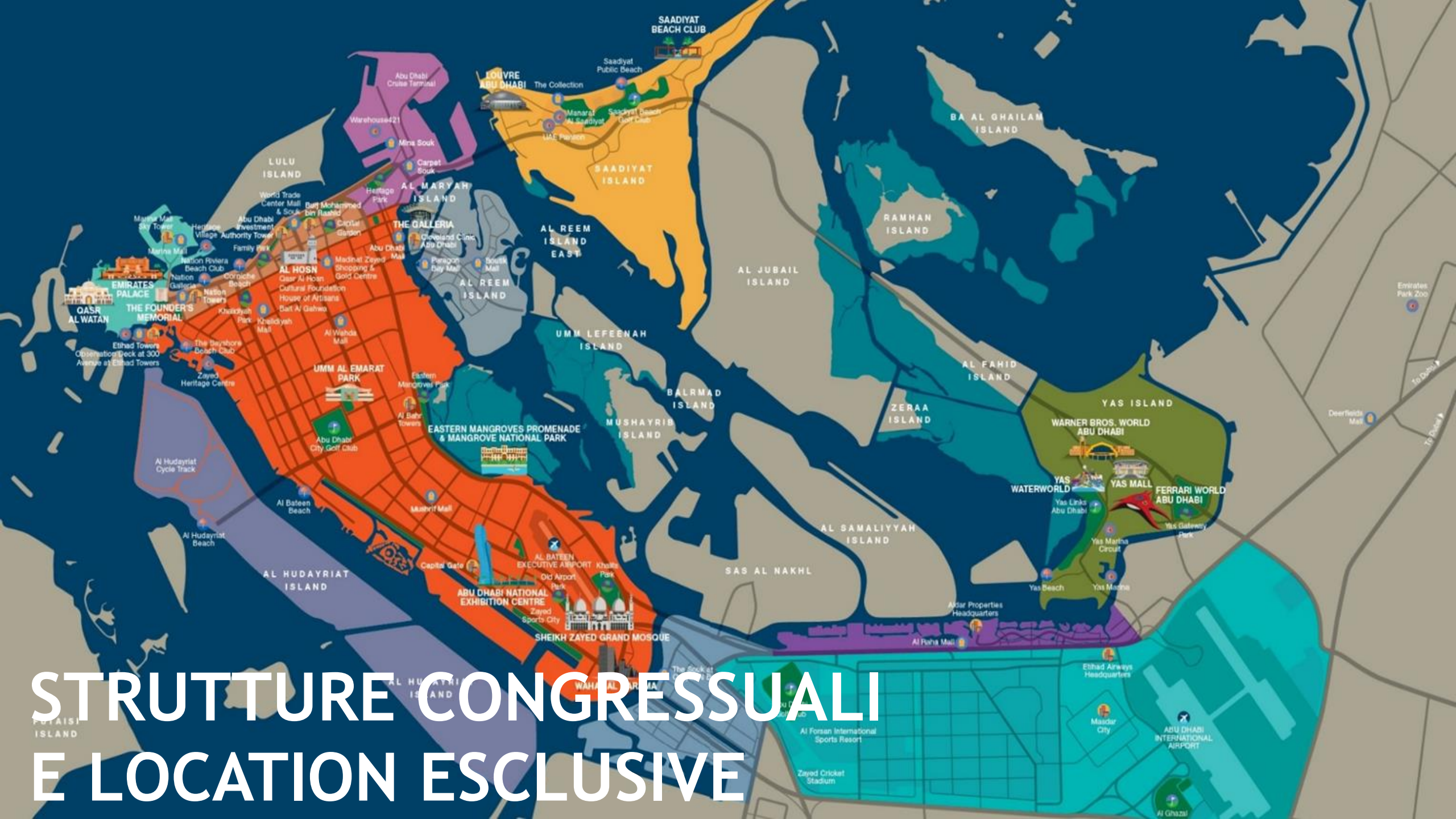


# Al Ain: il retaggio di Abu Dhabi immerse in un'oasi Patrimonio Unesco



**Al Dhafra:** dove la distesa desertica ininterrotta più grande al mondo incontra il mare





# STRUTTURA CONGRESSUALI E LOCATION ESCLUSIVE

# Abu Dhabi City: il cuore di Abu Dhabi e area ricca di variegata venues





**Qasr Al Watan: Palazzo della Nazione. Questa location celebra la storia dell'Emirato**



**Qasr Al Watan:** per un evento speciale. E in serale nel suo cortile, in occasione dello spettacolo di luci Palace in Motion. (fino a 400pax)



**Qasr Al Hosn:** costruito nel 1790 circa, il Forte Bianco è attualmente un museo, affiancato anche dalla meravigliosa House of Artisans



# Qasr Al Hosn: può ospitare interessanti eventi affiancati da esibizioni legate al patrimonio culturale dell'Emirato



**Desert camp ad Abu Dhabi:** un'esperienza nella quiete del deserto è una delle opzioni per eventi indimenticabili.



**Al Whatba, a Luxury Collection Hotel:** per un evento nel deserto con un tocco di classe. 3 conference room, 2 meeting room con la possibilità di privatizzare le ville per eventi informali



**Emirates Palace:** dal 2020 parte della famosa catena Mandarin Oriental. Situato sulla cornice ovest, offre una location unica oltre a una spiaggia privata di 1,3 km, numerosi ristoranti e negozi



# Emirates Palace: offre un'ampia scelta di location per eventi. Possibili allestimenti all'esterno e in spiaggia

Etihad Ballroom  
2,200m<sup>2</sup>



6 ampie terrazze e altri spazi outdoor



Auditorium



26 meeting & conference rooms



**Jumeirah at Etihad Towers, Abu Dhabi: una vera icona di Abu Dhabi. Di queste 5 torri una è dedicata interamente al resort**



# Jumeirah at Etihad Towers, Abu Dhabi: offre un Conference Centre che arriva ad ospitare fino a 2000 delegati



Sotto l'Oculus: fino a 2000 ospiti



Mezzoom Ballroom: fino a 1.000 ospiti



Conference Centre: fino a 400 ospiti



Chairman e bridal suites: modulabile

# Jumeirah Etihad Towers Observation Deck at 300: per cocktail o meeting informali arricchiti dal punto di osservazione più alto di Abu Dhabi



**The St Regis Abu Dhabi:** nel cuore di Abu Dhabi e distribuito su 17 piani, suite sospesa più alta al mondo. 18,500mq di aree per eventi.



**Eastern Mangroves Abu Dhabi Hotel & SPA by Anantara: offre 13 aree per meeting ed eventi, la Mangroves Ballroom ospita oltre 500 delegati.**



**The Ritz-Carlton Abu Dhabi Grnd Canal:** con oltre 23mila mq di spazi per meeting ed eventi (14 meeting room e 1 ballroom per 1500 persone). Vicino al Venetian village.



**Fairmont Bab Al Bahr: vicino al Grand Canal, 6 meeting room e una sala principale per 1.200 ospiti**



**Andaz Capital Gate Abu Dhabi** : hotel ospitalo all'interno dell'iconico Capital Gate, il grattacielo da Guinness inclinato di 18 gradi. Nell'hotel hub dell'ADNEC. Spazi non convenzionali





**ADNEC**



شركة أبوظبي الوطنية للمعارض  
Abu Dhabi National Exhibitions Company

Louis Soares, Head of Sales - Corporate



WELCOME TO  
**ADNEC**



شركة أبوظبي الوطنية للمعارض  
Abu Dhabi National Exhibitions Company

VENUES



مركز العين للمؤتمرات  
 AL AIN CONVENTION CENTRE

**EXCEL**  
 LONDON

EXHIBITIONS



HOTELS



SERVICES



# ACCOMMODATION

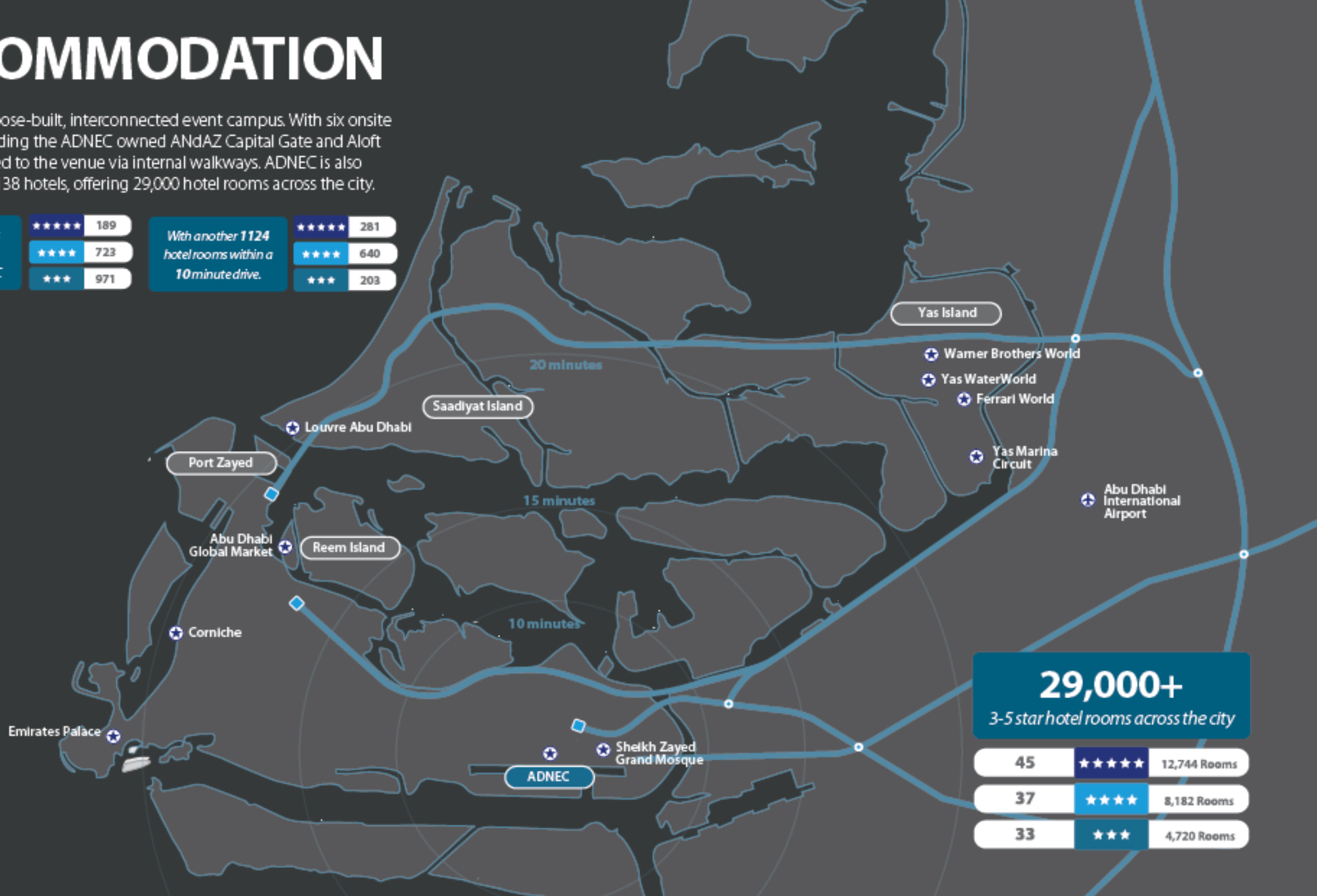
ADNEC is a purpose-built, interconnected event campus. With six onsite hotels and including the ADNEC owned ANdAZ Capital Gate and Aloft hotels, connected to the venue via internal walkways. ADNEC is also within reach of 138 hotels, offering 29,000 hotel rooms across the city.

1,800 hotel rooms  
within walking  
distance of ADNEC

★★★★★	189
★★★★	723
★★★	971

With another 1,124  
hotel rooms within a  
10 minute drive.

★★★★★	281
★★★★	640
★★★	203



# WHY ADNEC



**73,000 sqm**  
Over 12 Halls



**6000** Capacity  
ICC



**21**  
Meeting Rooms



**4** Conference Spaces



**15** Minutes  
From Abu Dhabi  
Airport



**2,000**  
Hotel Rooms  
Within Walking  
Distance



**5** Minutes  
From Tourist  
Attractions



**Safest City** In The  
World  
2019



**11** Industry  
Awards won  
since 2015



**Free**  
Super-Fast  
Wi-Fi

**ADNEC**  
SERVICES

**In-House**  
Production  
Services



**Exceptional**  
Catering

# WHAT OUR CLIENTS SAY



**Lindsey Williamson**  
Director of Communication  
– The International Council  
of Nurses

*"ADNEC is a fantastic place to have our conference. We have great facilities at the Centre and all the hotels are nearby so it's easily accessible for everyone. We're happy to be coming back in 2021 for our International Congress at ADNEC."*



**Dr Angela Wilkinson**  
Secretary General  
and CEO World Energy  
Council

*"We were delighted to work with the team at ADNEC to deliver a truly memorable 24th World Energy Congress and cement its role in promoting an inclusive global energy agenda and enabling forward-looking, action-orientated dialogue."*



**Tala Al Ramahi**  
Chief Strategy Officer of the  
Special Olympics World  
Games Abu Dhabi 2019

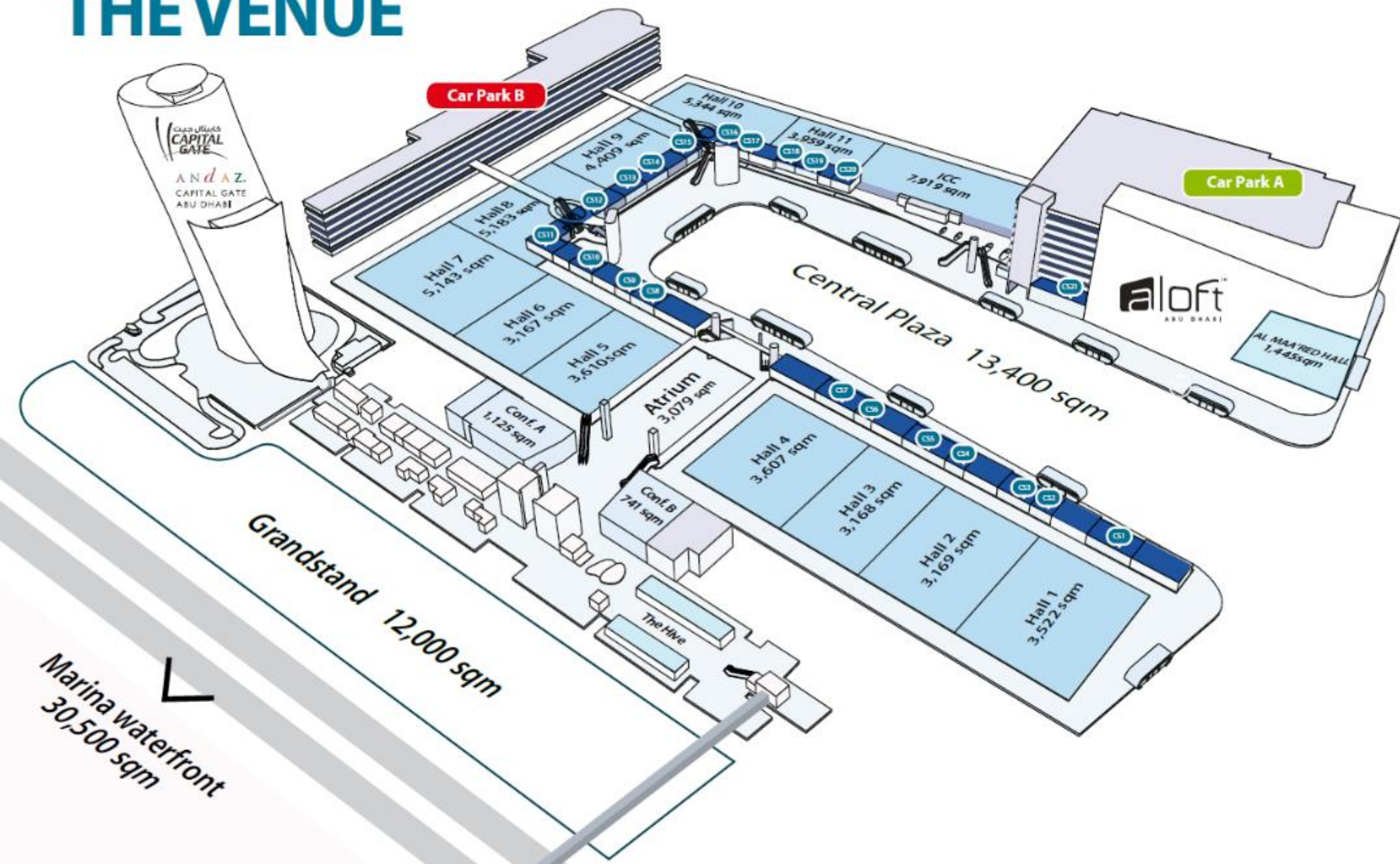
*"We couldn't have run these Games without the support of ADNEC and having a world class facility like this in which to run our competitions."*



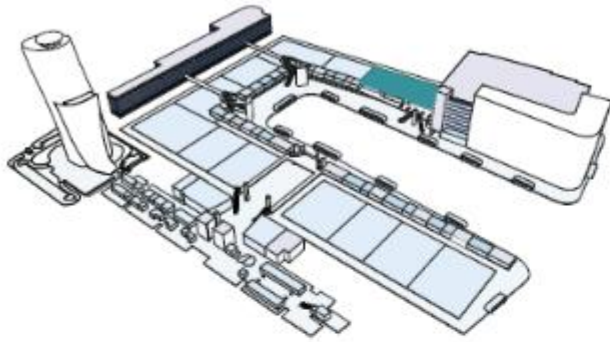
**Maimuna Sharif**  
Executive Director,  
UN-Habitat

*"Un Habitat were very happy to hold the World Urban Forum at ADNEC, it is a world class facility and we had a very great partnership."*

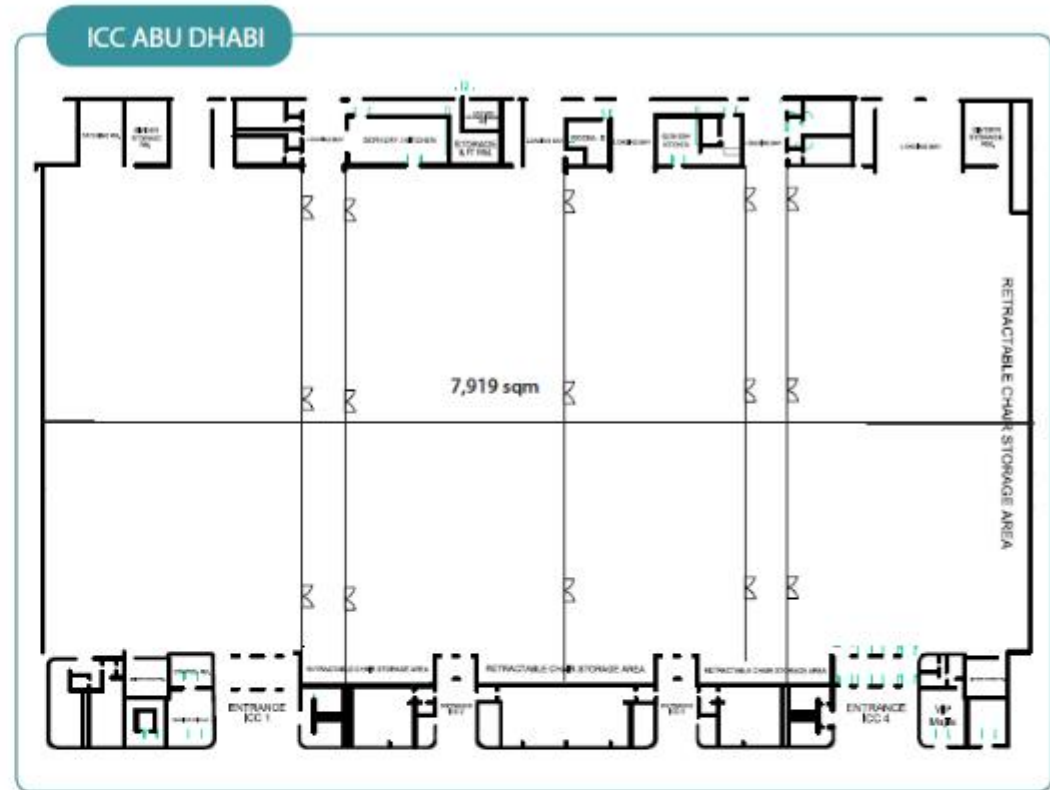
# THE VENUE



# ICC ABU DHABI



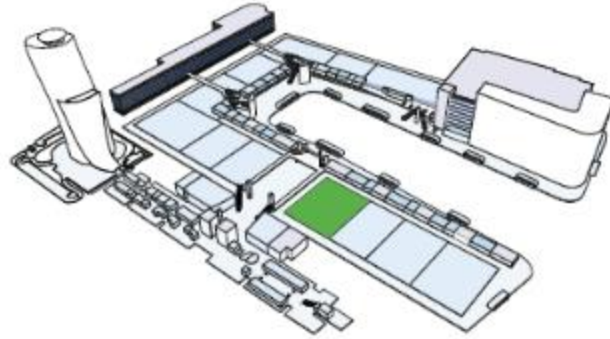
- › Fully flexible, tiered seating for up to 6,000 delegates
- › Adjacent exhibition space and catering areas
- › Very close to Aloft Hotel
- › Next to car park A



Dimensions	
Dimensions	66 x 120
Total floor area	7,919 sqm
Ceiling height (Clearance)	13.5 m finished floor to underside of steel roof truss
	13 m finished floor to undersides of movable wall tracks

Free Standing & Retractable Seating	
Total Seating capacity	6,000
Tiered seating	2,671
Flat floor seating	3,329

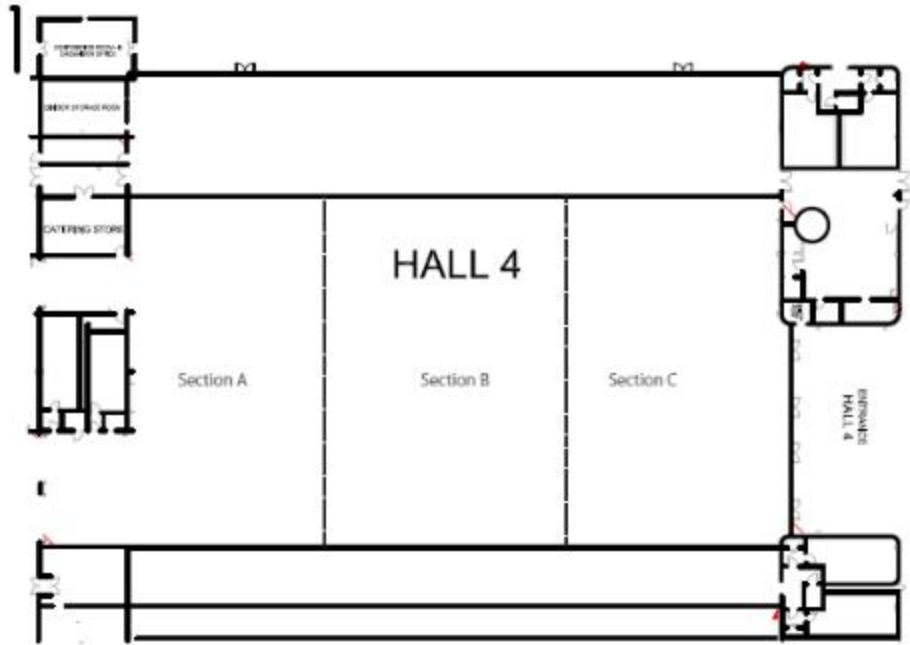
# HALL 4



A flexible event solution, Hall 4 is a 3,000 capacity space for large events and can be easily sectioned into either two or three standalone spaces. The facility includes three audio systems, microphones and cabling together with three projectors, screens, lighting as well as the three stages to ensure that each of the sections has standalone capacity.



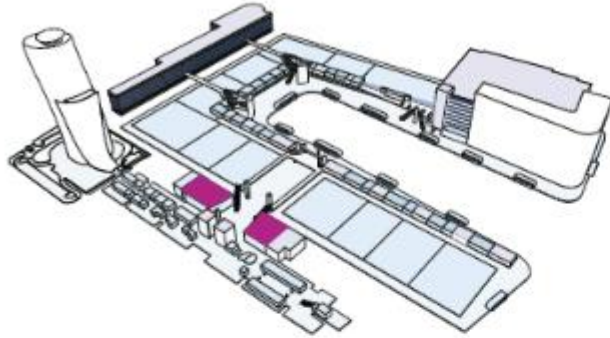
## Hall 4



### Dimensions

Floor Area	1,125 sqm			
Ceiling Height	7.5 m			
Capacities	Max Area	Part A	Part B	Part C
Area (sqm)	3,607	1,081	1,445	1,081
Cocktail/ Reception	1,832	536	760	536
Theatre Style	3,430	1,000	1,430	1,000
Classroom	1,716	528	660	528
Banquet	1,400	400	600	400

# CONFERENCE HALLS



Conveniently accessible and stylishly decorated with a mixture of Arabian and modern fixtures, ADNEC's Conference Halls are the perfect location for any conference, banquet or special event. With a maximum capacity of 1,600 guests, each conference hall can be sub-divided into two, three and four smaller meeting rooms by fully retractable walls.

## Dimensions (A)

Floor Area	1,125 sqm
Ceiling Height	7.5 m

Capacities	Max Area	Part A	Part B	Part C	Part D
Area (sqm)	1,125	288	248	217	215
Cocktail/ Reception	708	200	176	144	152
Theatre Style	1000	272	181	157	170
Classroom	513	114	105	87	96
Banquet	580	120	120	110	110

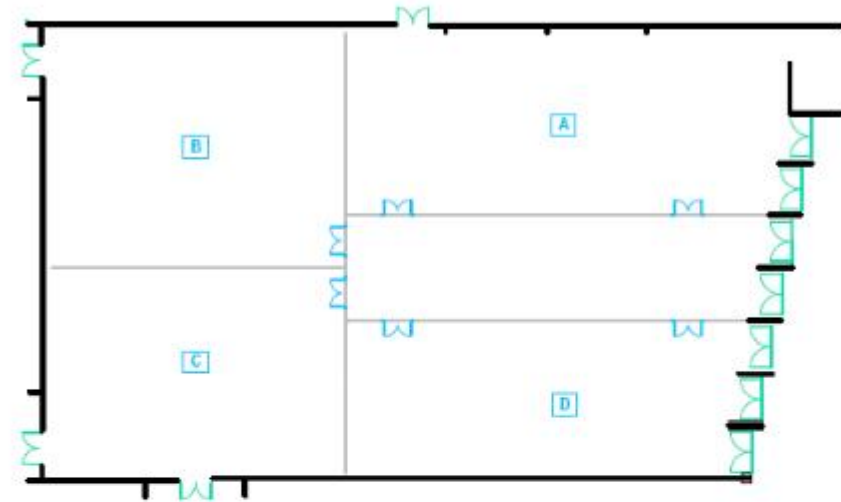
## Dimensions (B)

Floor Area	741 sqm
Ceiling Height	7.5 m

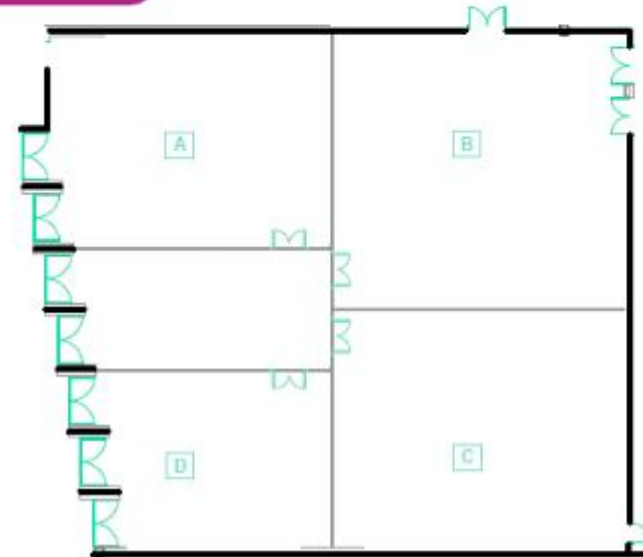
Capacities	Max Area	Part A	Part B	Part C	Part D
Area (sqm)	741	156	212	185	105
Cocktail/ Reception	432	112	140	120	68
Theatre Style	600	108	142	122	47
Classroom	288	54	87	72	40
Banquet	370	60	90	90	40



## Conference Hall A

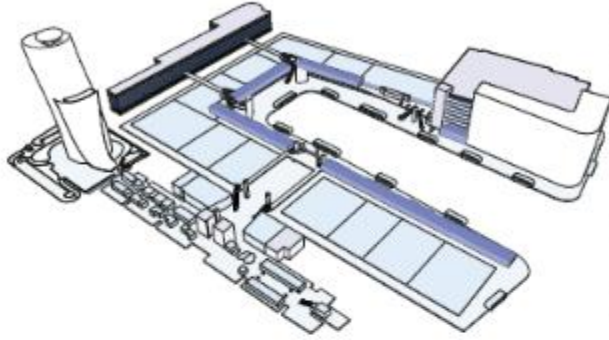


## Conference Hall B



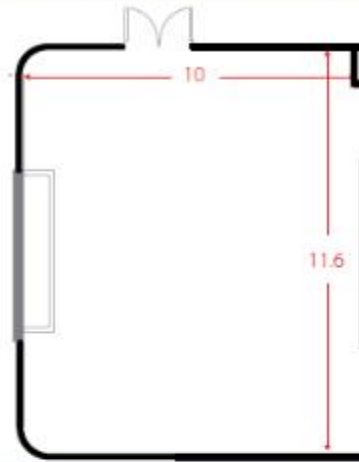


# CAPITAL SUITES



- > 21 meeting rooms
- > Capacities of 20 to 240 delegates
- > Located on the mezzanine floor of ADNEC
- > Easy access including for those with special needs
- > Can host a range of meetings, functions and smaller conferences
- > Larger Capital Suites are equipped with interconnected kitchen facilities

TYPICAL SMALL MEETING ROOM



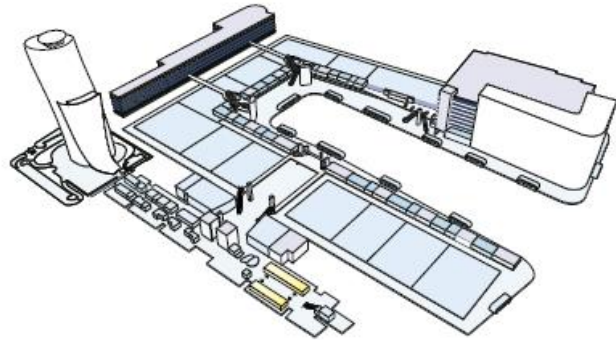
TYPICAL LARGE MEETING ROOM



Capital Suite Dimensions and Capacities

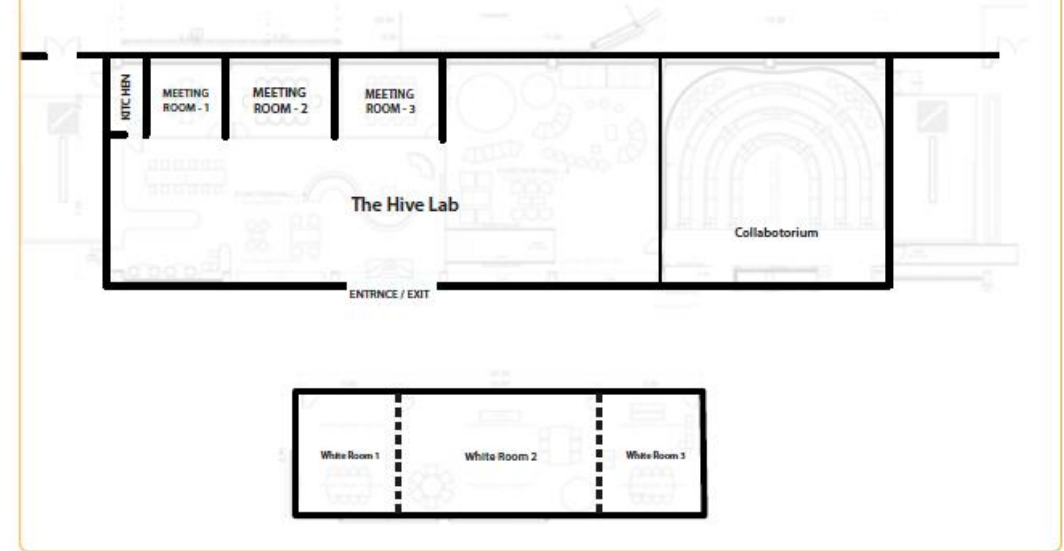
CS	Area (sqm)	Length (mtr)	Width (mtr)	Height (mtr)	Capacity					
					U-shaped	Boardroom	Classroom	Theatre	Cocktail	Banquet
1	214	20	10.9	3.1	59	54	108	170	180	120
2	110	10	11.6	3.1	32	30	45	70	80	50
3	169	15.7	11	3.1	47	42	84	140	132	90
4	111	10	11.7	3.1	32	30	45	70	80	50
5	233	21.7	10.9	3.1	65	60	120	196	200	140
6	110	10.3	11.7	3.16	32	30	45	70	80	50
7	228	21.5	10.9	3.16	65	54	108	196	180	140
8	166	15.7	10.9	3.16	47	36	84	130	140	90
9	108	9.8	11.5	3.15	32	30	45	73	80	60
10	170	15.6	10.9	3.15	47	42	84	140	140	90
11A	47	-	-	3.15	15	12	18	40	36	20
11B	46	-	-	3.15	21	18	24	33	32	20
11D	35	-	-	3.15	15	12	18	27	24	20
12A	56	-	-	2.79	21	18	24	39	48	20
12B	56	-	-	2.79	21	18	24	39	48	20
13	180	16.6	11	2.8	53	42	96	140	132	110
14	181	-	-	2.8	53	42	96	140	132	100
15	112	10.01	11.7	2.8	32	30	45	50	50	50
16	124	-	-	2.8	35	24	60	84	96	70
17	77	11.7	7	2.8	27	30	30	50	40	30
18	97	8.8	11.1	4	32	24	45	50	50	50
19	170	15.3	11.7	2.79	47	42	84	145	136	100
20	115	10.1	11.3	2.8	32	30	50	50	50	50
21A	99	12.13	8.51	3.7	26	24	36	50	28	40
21B	96	12.13	8.14	3.7	26	24	36	50	28	40
21C	101	12.13	8.63	3.7	26	24	36	65	28	40
21A + 21B	195	12.13	16.65	3.7	44	36	90	145	56	60
21B + 21C	197	12.13	16.77	3.7	44	36	90	145	56	60
21A + 21B + 21C	296	12.13	25.25	3.7	74	66	138	247	84	100

# THE HIVE



The Hive is an innovative meeting space that offers its clients and partners a creative space to connect, create, and collaborate. Spread over a self-contained 665.8 sqm metre area, The Hive comprises an open plan space filled with flexible and modular furniture, 80-seat Collabororium, a grazing catering area and multiple individually themed private meeting rooms. Together with the white rooms across the hall, the Hive is an environment designed to stimulate creativity, generate ideas and build connections.

## THE HIVE



## Venue

## Area (SQM)

User Configurable Space	203.6
Lab Meeting Rooms (3)	63.2
Collabororium	157
White Room 1	38.42
White Room 2	74.59
White Room 3	38.42

# AL AIN CONVENTION CENTRE

Al Ain Convention Centre is only 80 minutes away from the rapidly expanding Abu Dhabi International Airport, 15 minutes from Al Ain International Airport and 75 minutes from Dubai International Airport. In the heart of this historic, UNESCO recognised city, it is ideally situated close to both the Municipality District and the bustling Al Jimi Mall.

It is the perfect venue to host exhibitions, conferences, weddings as well as special events.

- › 12,000 sqm of interconnected column-free space including link area
- › Each hall can be partitioned into two equal parts
- › Halls can be expanded to include link area
- › Auditorium with theatre style seating for 242 delegates
- › Convenient onsite parking available for 1,055 vehicles
- › Two conference rooms holding the capacity of more than 60 delegates
- › Three new meeting rooms with flexible capacity set up



**THANK YOU**

**adnec.ae**     **ADNECGROUP**

**ADNEC**



مركز أبوظبي الوطني للمعارض  
Abu Dhabi National Exhibition Centre

**SAADIYAT ISLAND:** é una delle migliori aree marine di tutti gli Emirati Arabi Uniti. Ospita il Distretto Culturale e 5 alberghi di lusso che offrono grandi opzioni per eventi indimenticabili



**LOUVRE ABU DHABI:** il primo museo universale del mondo arabo e capolavoro architettonico. Impreziosito dalla recente apertura del Fouquet's Abu Dhabi. L'Auditorium ospita fino a 200 persone



**Louvre Abu Dhabi:** lasciatevi ispirare ed emozionare dalla bellezza della location! L'evento, all'ombra della cupola, che riporta all'intreccio del fogliame delle palme, sarà memorabile! Ma solo di lunedì!



# LOUVRE ABU DHABI: l'indimenticabile Rain of Light





**Saadiyat Island – Hotels:** Saadiyat Island ospita strutture lussuose che garantiscono eventi e ospitalità indimenticabili. Tranne il Rotana Saadiyat, tutti gli altri 4 hotel hanno spazi per meeting molto ben attrezzati, terrazze e lounge area.



Saadiyat  
Rotana



St. Regis Saadiyat



Jumeirah at Saadiyat

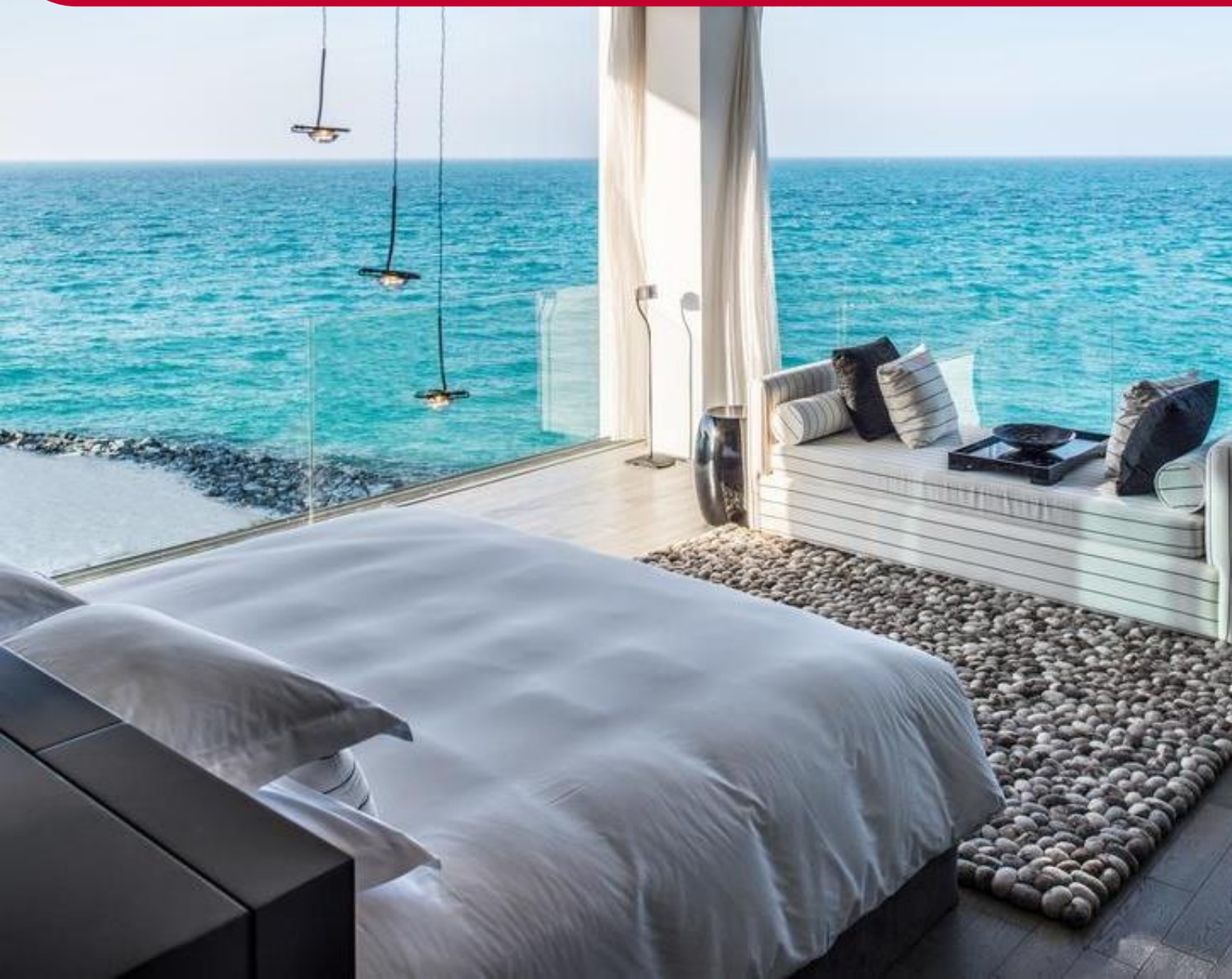


Rixos Saadiyat



Park Hyatt

**Zaya Nurai Island Resort:** un'isola meravigliosa ed esclusiva a soli 10 minuti di navigazione da Saadiyat Island. Il resort si può privatizzare per eventi unici e indimenticabili



**Manarat Saadiyat:** centro espositivo versatile (Ospita a novembre la Fiera Abu Dhabi Art). Auditorium per 200 persone. Ospita anche il Padiglione Expo2010 Shanghai disegnato da Norman Foster dove si possono organizzare eventi tailor made



# Jubail Mangrove Park: per un'immersione nella natura e un format innovativo di evento come il Walk&Talk brainstorming



**Yas Island:** l'isola dell'adrenalina, che ospita i famosi parchi tematici WBWAD, FWAD, YWAD, insieme allo Yas Marina Circuit, CLYMB, campi da golf, spiagge meravigliose e altro!



# Yas Island: l'isola dell'adrenalina, che ospita i famosi parchi tematici WBWAD, FWAD, YWAD, insieme allo Yas Marina Circuit, CLYMB, campi da golf, spiagge meravigliose e altro!



A DESTINATION  
LIKE NOWHERE ELSE



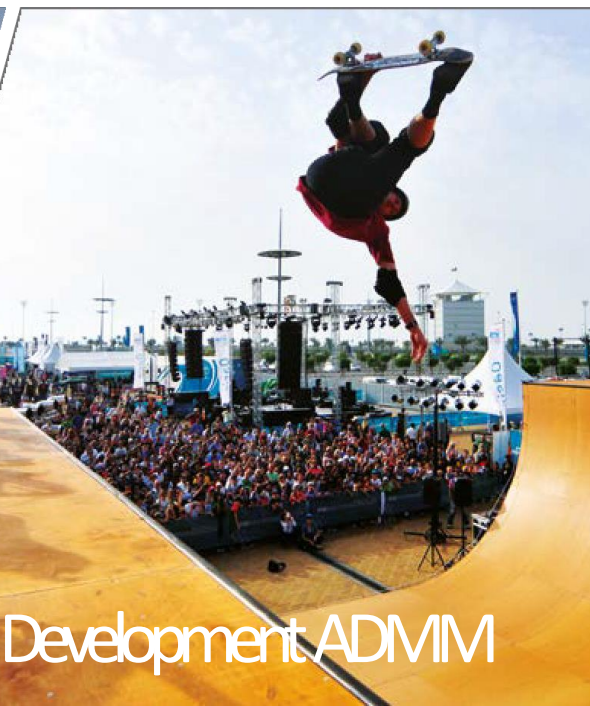
OVER 10 YEARS  
OF WORLD CLASS ENTERTAINMENT

27M  
VISITATIONS IN 2018

25 km<sup>2</sup>  
OF UNRIVALLED OPPORTUNITY



حلبة مرسى ياس  
**YAS MARINA CIRCUIT**  
**ALWAYS ON**



Barbara Cardilli  
Automotive/Motorsport Business Development ADMIM

# YAS MARINA CIRCUIT

## ALWAYS ON

*Yas Marina Circuit is a living, breathing icon. It is not enough to simply look the part, success is defined by effective engagement across multiple communities. Yas Marina Circuit is the United Arab Emirates' most exciting sporting and entertainment multi-purpose venue. In addition to the extensive year-round programme of professional and grassroots motorsport events and experiences including Yas Racing Series and Yas SuperStreet Challenge. The circuit has emerged as a thriving hub for entertainment, corporate, retail as well as health and fitness events in the UAE.*

**450K**

VISITS  
PER YEAR

**300+**

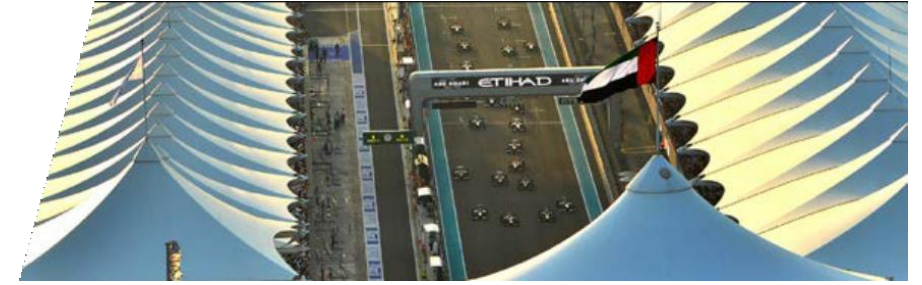
DAYS  
UTILIZATION

**500+**

EVENTS  
PER YEAR

**60K**

BUSINESS  
VISITS





# VISION, MISSION & VALUES

## OUR VISION

*A commercially driven organization that prides itself in making Abu Dhabi an iconic destination, through creating unique experiences.*

## OUR MISSION

*ADMM develops and delivers a portfolio of events, products, services and businesses that make Yas Island and Abu Dhabi a world class motorsports and events hub*

- Sustainable financial position
- Contribute to making Abu Dhabi a premier destination
- Venue of choice for business and leisure on Yas Island

## OUR VALUES

- Commercially Focused
- Purpose Driven
- Customer Centric
- Team Spirited



# #ABUDHABIGP

## FORMULA 1®

*Sitting alongside the Olympics and the FIFA World Cup, F1® represents one of the world's premier global sporting franchises. Delivering over 450 million viewers per year, motorsports most successful championship sees 21 races across five continents each year. Since its inaugural race in 2009, the Formula 1 Etihad Airways Abu Dhabi Grand Prix has positioned itself as the very definition of modern F1®. Already, the Abu Dhabi Grand Prix has delivered records for F1® – at 7,500 it has F1®'s biggest Paddock Club. In 2014, for the first time in F1®'s race history the #AbuDhabiGP trended number 1 on Twitter globally on race day, hosted F1®'s biggest ever media centre, and broadcast F1®'s first official F1® Snapchat story in 2015.*

*2019 sees the 11<sup>th</sup> edition take place which will include the first Emirati female drivers competing in the Formula 4 championship across race weekend.*

**450M**

TOTAL F1  
VIEWERS

**89M**

#ABUDHABIGP  
VIEWERS

**#1**

TWITTER GLOBAL  
TRENDING 2014-18



# #ABUDHABIRX

## WORLD RALLYCROSS OF ABU DHABI

April 2019 saw the inaugural FIA World Rallycross Abu Dhabi come to Yas Marina Circuit. Located in the iconic North Grandstand, the circuit welcomed this high octane, adrenalin fueled cross surface motor racing. Visitors experienced an action packed weekend of fast-paced action on track, with cars accelerating from 0-60mph in less than two seconds, tight turns, exhilarating jumps and drifting shows. Off track there was plenty to keep everyone entertained with live music throughout the day, a big stage act on Friday evening, food trucks, driver meet and greets as well as all day activities. Urban vibes in and around the North Oasis area kept everyone entertained and the energy high. Yas Marina Circuit looks forward to welcoming back the FIA World Rallycross in October 2020.

**2 DAY**

URBAN  
FESTIVAL

**0-60**

MPH IN LESS  
THAN 2 SECS

**10K**

FOOTBALL



# MOTORSPORT

## THE HOME OF UAE MOTORSPORT

Yas Marina Circuit has hosted such events as FIA GTI, Australian V8's, NHRA Yas Drag Festival, GP2, Abu Dhabi Rally, Ferrari Finali Mondiali and Formula Drift bringing international racing to this world class facility. This though has not overshadowed the growth and support of domestic championships such as Yas SuperStreet Challenge (Drag Racing) and Yas Racing Series (circuit racing) providing local talent the chance to develop their motorsport skills. In 2014 Yas Marina Circuit developed its own race series, the TRD86 Cup, which has proven to be a great success in its first year where it established itself as affordable racing designed to bring new blood into the sport.



# KARTZONE

## DRIVING WITH ATTITUDE

The Kartzone powered by First Abu Dhabi Bank is a 1.2 kilometer facility offering some of the best karting in the country.

Three configurations mean juniors from 5 years old up to adults can experience racing, and the track can also be configured to run racing in parallel for maximum flexibility.

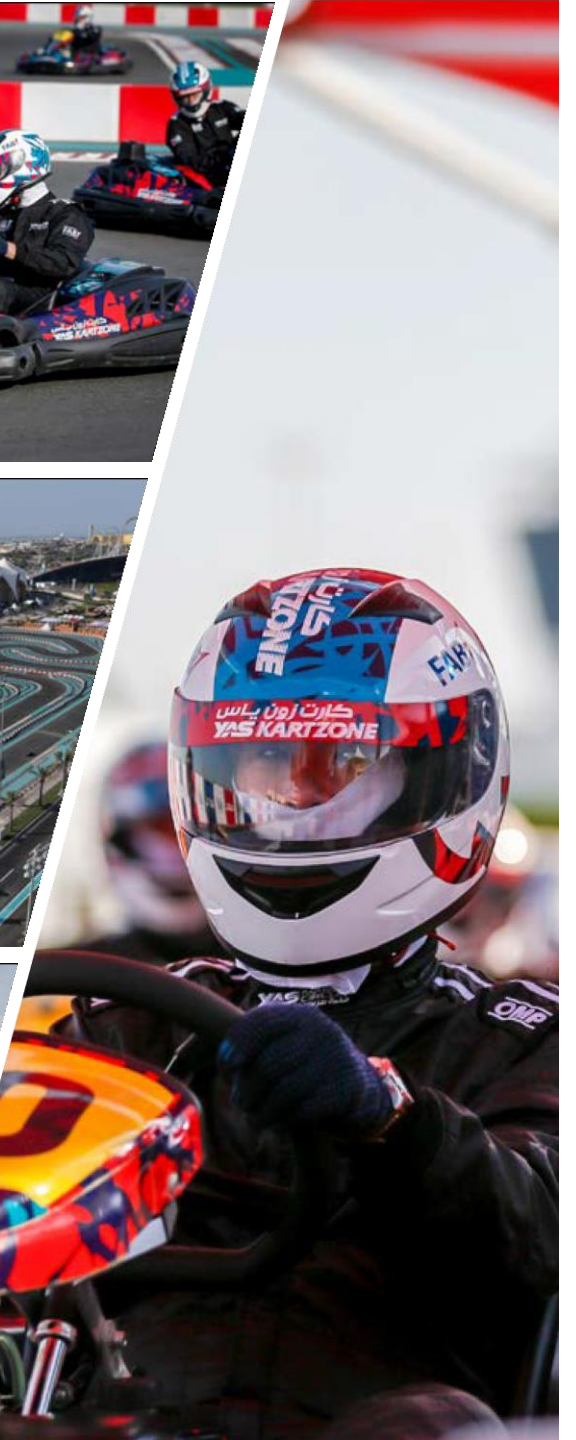
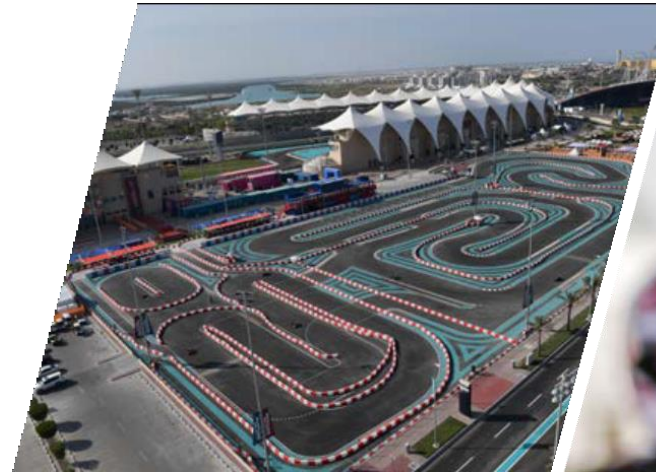
The track is open seven days a week throughout the year and means visitors can arrive and drive and find a low price entry point to driving at an F1 venue.

- Leisure SWS
- Arrive and Drive
- ROTAX

**3**  
CONFIGURATIONS

**7**  
DAYS A WEEK

**1.2**  
KILOMETER



# DRIVE YAS

## UNFORGETTABLE EXPERIENCES

Yas Central is our hub for retail offerings with consumer experiences on offer. Yas Marina Circuit's doors are open to anyone wishing to drive on its famous F1® track whether they are driving enthusiasts or not. Yas Central offers 25 types of driving, passenger or learning experiences across its Yas Racing School, KartZone, Vehicle Dynamic Area or Yas Drag Racing Centre. With such a varied line-up, no other circuit in the world comes close.

**90K**  
VISITS  
PER YEAR

**25+**  
RETAIL  
EXPERIENCES

**80+**  
FLEET  
CARS

YASCENTRAL  
ملتحقنا ياس



كارت زون ياس  
YAS KARTZONE

YAS DRAG RACING CENTRE  
مركز ياس لسباقات الدراج

DRIVE YAS  
القيادة في ياس

FAB  
مركز ياس للسيارات



AMG



Al-futtoim motors



# YAS CONFERENCE CENTRE

## BUSINESS, JUST NOT AS USUAL

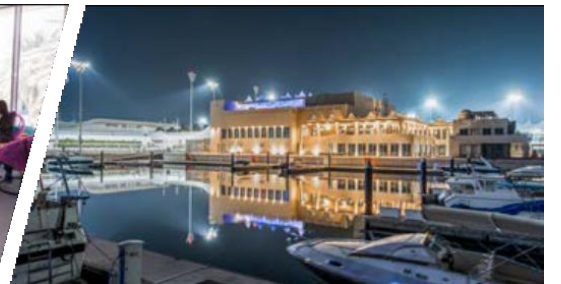
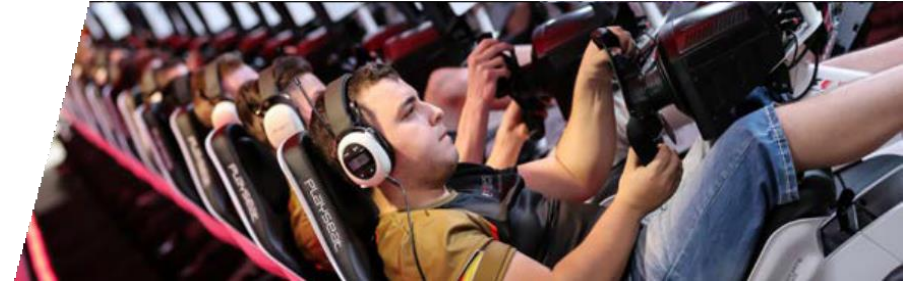
*Yas Conference Centre is at the heart of a setting like no other where everything from meetings by the famous F1® track to gala dinners under the stars is an option. Creativity and a commitment to events that are truly unique are at the heart of everything we do, and the possibilities are endless.*

*With over 11 venues, we have a significant flexibility in the events we are able to host. Yas Conference Centre is the dynamic hub offering multi-purpose indoor and outdoor spaces over 34,000 square metres and a maximum capacity of 1,200 guests, whilst the Paddock Club suites which overlook the circuit's main starting grid and is home to 12 interconnected suites, each able to cater for 480 guests in a variety of configurations. Other venues include the Main Pits and Marina Views, as well as Shams Tower, Team Villas and the Trackside Terrace for more intimate events and an array of spaces to work with.*

**60K**  
VISITS  
PER YEAR

**250+**  
CORPORATE  
EVENTS

**16K**  
NUSKIN  
EVENT



# CASE STUDY: PIRELLI @ YMC

## THE CLIENT:

Pirelli & C. S.p.A. is a global leader in luxury vehicle and motor racing tyre design and a recent partnering sponsor of YMC

## THE EVENT:

An action packed day of ultimate Driving Experiences for Pirelli's senior level staff members across the GCC and worldwide offices in addition to key regional dealers and influencers

## THE OBJECTIVE:

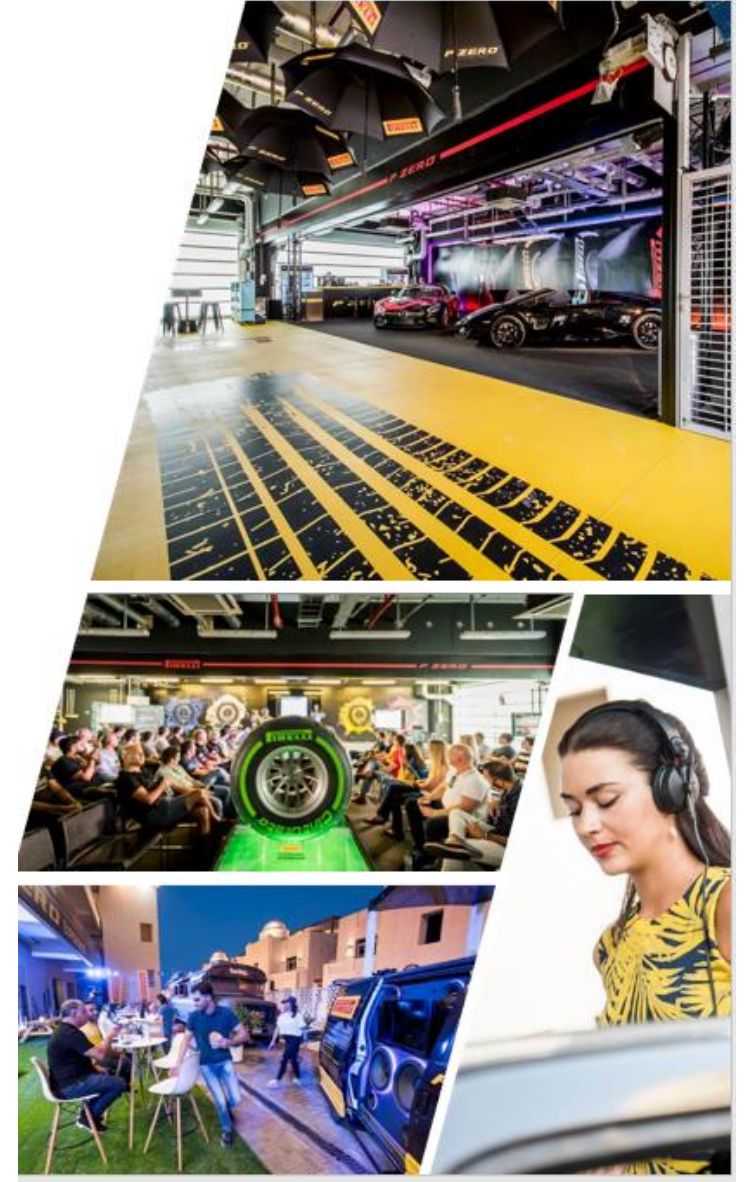
- A full immersive event for Senior Executives to network and experience Pirelli's premium performance
- Showcasing the influence that Pirelli tyres have on YMC driving experiences
- Complimenting Pirelli's ethos of style and innovation with a sleek, sophisticated look throughout the space

## THE DELIVERY:

A Pirelli-centric experience within a sleek and tailored atmosphere which embodied the image and cutting edge technology of the Pirelli brand. The thrill of the Yas Marina Circuit racing fleet with the edge of Pirelli Tyres, as well as a relaxing 'Pirelli Centro' lounge.

## EVENT FEATURES:

- A Pirelli flag lined entry, with the traditional red carpet replaced with a giant Pirelli tyre track
- The P Zero Catwalk with the P Zero tyre range on a catwalk stage.
- Pit stop challenge F1 tyre change competitive team activity, featuring Pirelli tyres
- Furniture using Pirelli tyres and other industrial, brand specific elements
- Outdoor Picnic area, Mocktail bar with skilled cocktail flaring bartender & Food Truck service gourmet fast food and a full range of hot oriced beverages
- Pirelli branded 'Mash Machine' interactive music activation for guests to test out their DJ skills





***ALWAYS ON***

ETIHAD ARENA

# The Landmark of Entertainment

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Susan Muirhead - Senior Event Manager

ETIHADARENA.AE

# CONTENT

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- About Etihad Arena
- The UAE's Landmark of Entertainment
- The Main Arena
- The Grand Ballroom
- Capacities



# WELCOME TO ETIHAD ARENA

## ENTERTAINMENT HAS A NEW HOME

Our brand new, multi-purpose indoor arena lies on the stunning waterfront of Yas Bay, offering world-class event space and unmatched hospitality.

The 18,000 mixed seated and standing capacity venue offers a dynamic event space that can easily be transformed to host a variety of events from large-scale international concerts and sports games, to corporate events, private functions and local community celebrations, blending the feeling of ultimate and intimate seamlessly.

Proudly positioned on Yas Island, the Middle East's premiere leisure and entertainment destination, Etihad Arena is the UAE's leading entertainment landmark, further enhancing Abu Dhabi's position as a global entertainment hub.

# THE UAE'S LANDMARK OF ENTERTAINMENT



## PURPOSE-BUILT VERSATILITY

- 18,000 capacity, 3,565 sqm main bowl.
- Range of seating categories incl, VIP suites and lounges.
- Dividable Grand Ballroom (1,188 sqm) available for corporate and private events with a pre-function space.



## WORLD-CLASS EMIRATI HOSPITALITY

- Designed in alignment with the UAE blending heritage and modernity.
- Culturally rooted yet future-focused; shaped in the style of Emirati basket with digital connectivity woven throughout.
- Welcoming, elegant environment with guest-focused service and experiences.



## AT THE HEART OF ENTERTAINMENT & LEISURE

- On the vibrant waterfront of Yas Bay. Yas Island, the premier entertainment and leisure destination in the Middle East.
- 7-min drive from Abu Dhabi International Airport and 45 minutes from Dubai.

# THE MAIN ARENA

The main arena's 3,565 sqm seating bowl is easily adaptable with reduction curtains for multiple event configurations, as well as a customisable stage to cater for many different performance requirements.

For corporate and private guests, the arena's interchangeable 1,188 sqm dividable Grand Ballroom features 510 sqm of adjoining pre-function space, full in-house AV equipment and three partition walls, allowing guests to tailor-make bespoke event spaces dependent on individual needs. From small conferences, annual awards-dinners or weddings, the convertible Grand Ballroom has been intelligently designed to offer an optimal experience for every guest.









# THE GRAND BALLROOM

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Built with the increased demands of the global MICE industry in mind, Etihad Arena's Grand Ballroom provides an unmatched and easily-adaptable space that can be perfectly tailored to any event, from gala dinners to conferences, seminars and everything in between.



- A large event space with adjoining balcony
- Breath-taking views of Yas Bay
- Easily divides into different areas
- Separate from the main bowl
- Can also be used for break-out areas
- Variety of different set-ups / furniture available
- Full A/V set up with qualified team on hand to support
- Excellent selection of F&B options
- Easily accessible and close to amenities (incl. prayer rooms)



ETIHAD  
ARENA

ETIHAD  
ARENA



# CAPACITIES

## MAIN BOWL

- 3,565 sqm floor space
- 17,500 full standing capacity
- Bowl reduction curtains for multiple event configurations
- Customisable performance stage



**18,000** CONCERT



**165** 3X3 STANDS  
TRADE SHOW



**3,708**  
THEATRE/TED



**2,230**  
GALA DINNER

## THE GRAND BALLROOM

- 1,188 sqm dividable SPACE
- 510 sqm adjoining pre-function space
- 3 partition walls for flexible event space
- Features in-house AV equipment



**1,584**  
THEATRE



**750**  
GALA DINNER



**1,416**  
RECEPTION



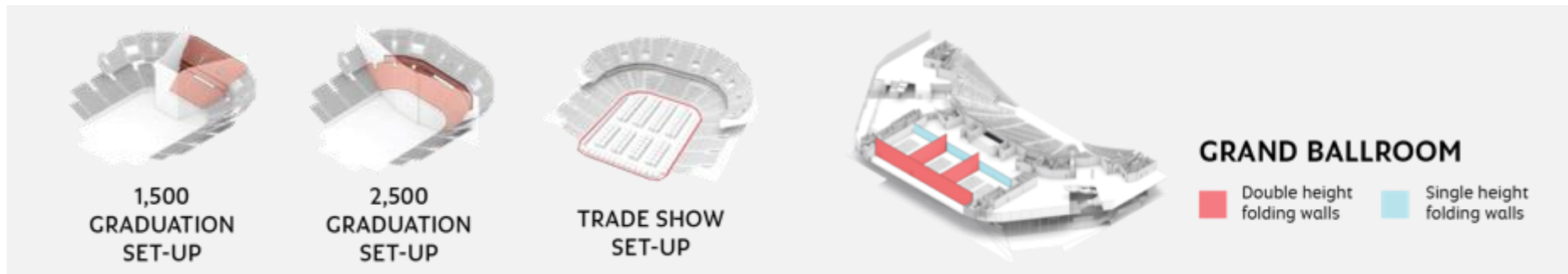
**870**  
CLASSROOM



**525**  
CABARET



**270**  
BOARDROOM



The welcoming nature of the venue is enhanced by the world-class hospitality rooted in traditional Emirati culture. From the initial booking, through to guest arrival and beyond, Etihad Arena's highly-qualified team will assist with every need providing unrivalled professionalism, support and attention to detail.

Minutes from Abu Dhabi International Airport and less than an hour away from Dubai, Etihad Arena is the ideal venue for both international and local visitors to enjoy a unique experience at this striking venue.

Our brand-new arena is equipped with multiple hygiene stations throughout and we adhere to the highest standards of health & safety. A number of measures are currently in place to protect our team and guests which we expect to continue for the near future. Due to the dynamic nature of the regulations, we will share our latest policies during the booking process.



ETIHAD ARENA

THANK YOU

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ETIHADARENA.AE

# Yas Island: FERRARI WORLD ABU DHABI



✓ Il parco può essere completamente privatizzato per 6.500 ospiti - congress, lancio Prodotto, team building, corporate event, cocktail

✓ 12 tra ristoranti, sale meeting e lounge  
✓ 2 cinema

# Yas Island: YAS WATER WORLD



- ✓ Perfetto per eventi speciali privati e lancio prodotto
- ✓ Può ospitare fino a 1.000 ospiti seduti

- ✓ L'area della piscina può ospitare team building per 150 persone
- ✓ Il parco può essere privatizzato



# Yas Island: WARNER BROS ABU DHABI



- ✓ 13 venues per tutti gli eventi con 6 mondi immersivi
- ✓ Il parco può essere privatizzato

- ✓ La Warner Plaza può ospitare cene con massimo 900 ospiti
- ✓ 20 bar e ristoranti

# Yas Island: YAS LINKS



- ✓ Meeting space 20 – 70 pax
- ✓ Working lunch 50 pax
- ✓ outdoor - 500 pax

# Yas Island - Hotels

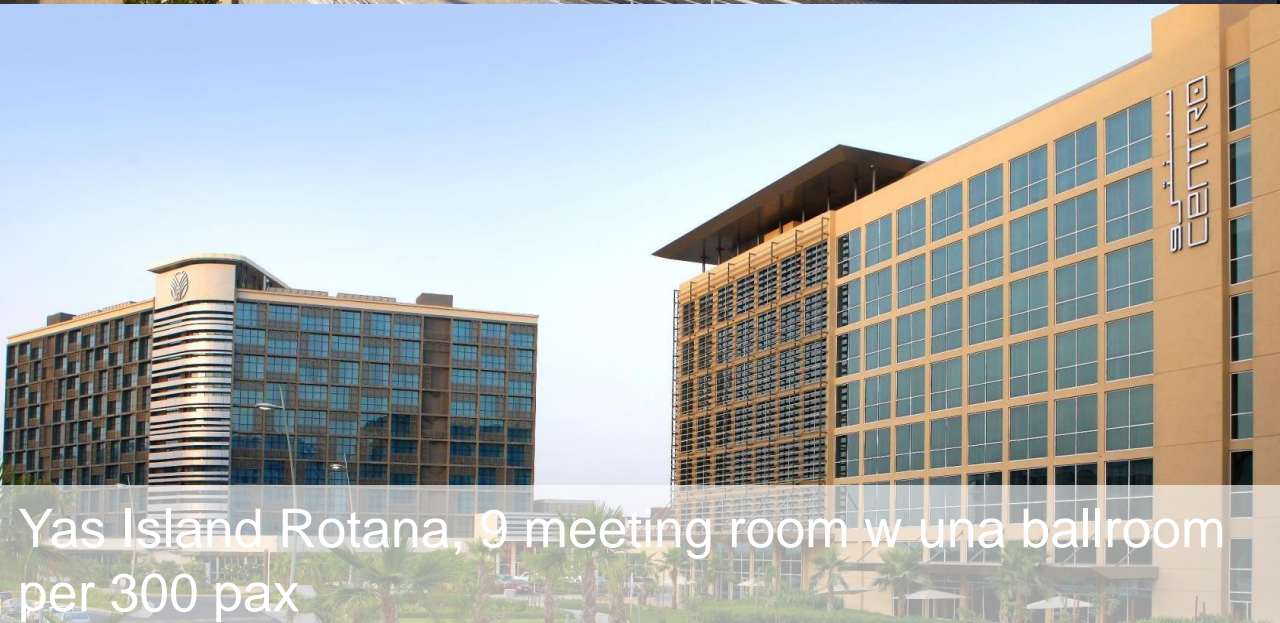


W Abu Dhabi, 6 meeting room, ballroom per 240 pax, terrazza e una vista sul circuito

Radisson Blu, spazi per eventi fino a 300 pax



Crowne Plaza Abu Dhabi – Yas Island Abu Dhabi, 10 meeting room, spazio banquet per 400pax



Yas Island Rotana, 9 meeting room w una ballroom per 300 pax



**Al Ain:** a 90 min da Abu Dhabi city, per arricchire il programma con una visita nel cuore tradizionale dell'Emirato o per organizzare un evento in uno dei più antichi insediamenti dell'umanità e Patrimonio Unesco!



**Al Ain Conference Center:** organizza un evento in uno dei più antichi insediamenti dell'umanità e Patrimonio Unesco



**Al Ain:** per un evento memorabile un evento all'interno di un forte storico, affiancato da spettacoli tradizionali



**Al Ain. Sheikh Zayed Desert Learning Center:** per un meeting in un'area ecosostenibile, riconosciuta e certificate a livello internazionale, nel cuore dello zoo di Al Ain



**Al Dhafra:** una regione desertica che però offre numerose attività e location per rendere il vostro evento unico e vivere esperienze indimenticabili nel deserto





# Qasr Al Sarab Desert Resort by Anantara: I luoghi dei tuoi meeting ed eventi



Antara e Ablah fino 10PAX



Liwa Ballroom fino a 350pax

# Qasr Al Sarab Desert Resort by Anantara. Camp Nujum



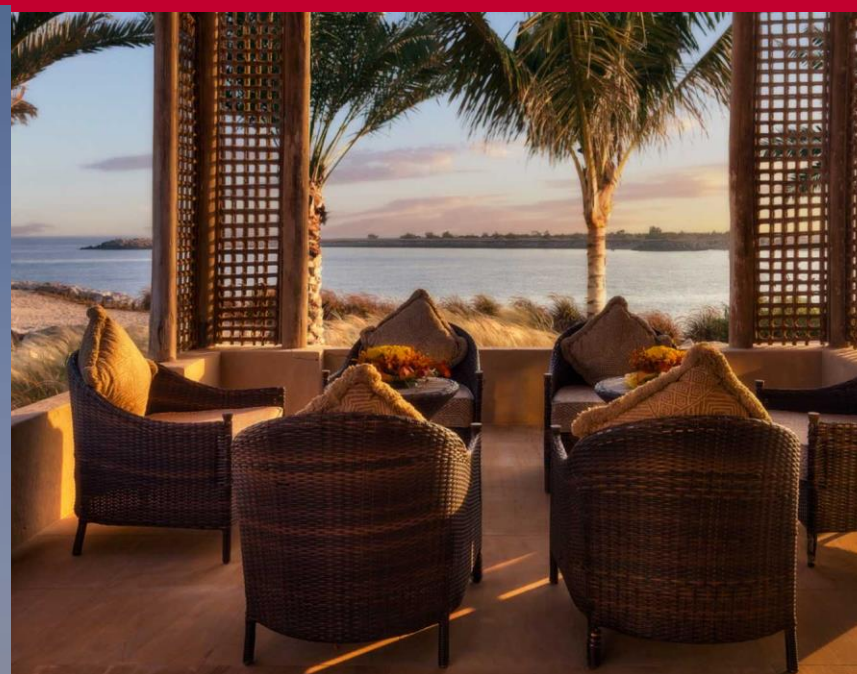
# DESERT ACTIVITIES



**Al Dhafra. Sir Bani Yas Island:** un'isola esclusiva, immersa nella natura e che ospita siti archeologici insieme a boutique hotel e conference center



# Desert Islands Resort & Spa by Anantara: per un servizio di alto livello immerse nella natura



# Eventi tutto l'anno: [www.inabudhabi.com](http://www.inabudhabi.com)

**Abu Dhabi**  
CALENDAR

## Sort your plans

Categories (all) ▾ Region (all) ▾ Location (all) ▾ Show all dates 📅 All Free Ticketed CLEAR FILTER

### Featured Events

Category	Date	Event Name	Location
LIVE EVENT	11 Jul 2020 - 25 Jul 2020	UFC FIGHT ISLAND	Yas Forum, Yas Island, Abu Dhabi
BUSINESS	14 Oct 2020 - 17 Oct 2020	Abu Dhabi International Boat Show 2020	ADNEC, Abu Dhabi
BUSINESS	13 Nov 2020 - 14 Nov 2020	The School & Nursery Show 2020	Marrriott Hotel Al Forsan, Abu Dhabi
LIFESTYLE	16 Dec 2020 - 19 Dec 2020	VidCon Abu Dhabi 2020	ADNEC, Abu Dhabi

### This Week

See More >

Category	Status
ARTS	TICKETED
LIFESTYLE	TICKETED
VIRTUAL	TICKETED
VIRTUAL	TICKETED

# RICAPITOLANDO, PERCHÉ ABU DHABI



**Supporto**



**Infrastrutture**



**Tecnologie**



**Venues**



**Sicura**



**Cultura**



**Accommodation**



**Accessibilità**



**Crescita**  
Forte support del Governo



Go  
Safe



# Grazie!

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