



# The English UK Regional Fair Middle East 2017

Pre-departure handbook

**Monday 6 - Wednesday 8 March**  
Abu Dhabi, United Arab Emirates

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# Event programme

## Monday 06 March 2017

14:00	Hotel check-in	InterContinental Abu Dhabi
16:00 – 18:00	Event registration	Group hospitality desk, lobby
16:00 – 18:00	Seminar programme	Meeting Quarter 1
19:00 – 22:00	Welcome reception and dinner	Bayshore (outdoor)

## Tuesday 07 March 2017

06:30– 10:30	Breakfast	Selections restaurant
08:45	Event hall opens	Al Bateen
09:00 – 10:40	Appointment sessions	Al Bateen
10:40 – 11:00	Refreshment break	Foyer area
11:00 – 12:40	Appointment sessions	Al Bateen
12:40 – 14:00	Lunch	Selections restaurant
14:00 – 15:40	Appointment sessions	Al Bateen
15:40 – 16:00	Refreshment break	Foyer area
16:00 – 17:15	Appointment sessions	Al Bateen
18:30 – 19:00	Transfer to Abu Dhabi International Marine & Sports Club	Meet in the hotel lobby
19:00 – 21:30	Networking evening: a cultural journey on a Dhow boat	On-board the boat
21:30 – 22:00	Transfer	Return to hotel

## Wednesday 08 March 2017

06:30– 10:30	Breakfast	Selections restaurant
08:45	Event hall opens	Al Bateen
09:00 – 10:40	Appointment sessions	Al Bateen
10:40 -11:00	Refreshment break	Foyer area
11:00 – 13:05	Appointment sessions	Al Bateen
By 12:00	Check out	Lobby
13:05 – 14:15	Farewell Lunch	Selections restaurant

# Venue and location

## The venue

The English UK Regional Fair, Middle East 2017 takes place at:

InterContinental Abu Dhabi  
King Abdullah bin Abdul Aziz Al Saud Street  
Abu Dhabi, United Arab Emirates

Tel: +971 2 666 6888  
Web: [www.intercontinental.com/AbuDhabi](http://www.intercontinental.com/AbuDhabi)

Urban style meets beachfront leisure at this 5-star Abu Dhabi resort, set high on a hill between downtown businesses and the Corniche. With dazzling views of the skyline and Arabian Gulf, this landmark hotel in Abu Dhabi is prized for its white-sand beach, marina and buzzing restaurants overlooking the water. The sleek, refined bedrooms have flat-screen TVs and minibars, plus tea and coffeemakers and fast, free Wi-Fi.

Hotel check in is from 14:00, check out is by midday. Any additional incidental hotel charges should be paid on check out e.g. phone calls, mini bar charges and laundry.

We will travel off-site for the Tuesday night evening activity and dinner.

## Booking extra nights

The fair package includes a single occupancy room for two nights (including breakfast and internet) from Monday 06 March (check-in) to Wednesday 08 March (check-out).

If you would like to stay any extra nights at the InterContinental Abu Dhabi, the special conference rate is:

Type of room	Single occupancy rate	Double occupancy rate
Deluxe	AED 600 + taxes and service charge	AED 600 + taxes and service charge

These rates are exclusive of 10% service charge, 6% tourism fees, 4% municipality fees + AED15 per room per night municipality fees. This special rate applies for the nights of 03, 04, 05 and 08, 09, 10 March only. Out of this period, the room rate is subject to the hotel's availability.

As all rooms are subject to availability, early booking is recommended.

Any extra nights' accommodation, must be requested through English UK and then paid to the hotel at check-in. Please note any bedroom cancellations made within 15 days of the event will be subject to a cancellation charge equivalent to the full nightly rate for the duration of your stay.

To request additional nights, please complete the relevant section of your pre-departure form or contact:  
Roz Rozidor, International Manager  
[roz@englishuk.com](mailto:roz@englishuk.com)  
Tel: + 44 20 7608 7963

## Getting to Abu Dhabi

Many airlines fly direct into Abu Dhabi international airport (AUH), about a 25-minute taxi ride from the InterContinental Abu Dhabi. Alternatively, you may choose to fly into Dubai international airport (DXB) but the road transfer from here is much longer (approximately two hours).

## Getting to the InterContinental Abu Dhabi

**From Abu Dhabi international airport** (40 km from the hotel):

**Taxi:** a 24 hour metered taxi service runs from all three airport terminals. Approximately 130 AED (GBP 27). Takes about 25 minutes.

**Bus:** runs every 40 minutes, 24 hours a day between the airport and Abu Dhabi city. One-way fare is AED 4. Takes approximately 45 minutes, depending upon traffic.

Visit [Abu Dhabi airport website](#) for further information.

**From Dubai international airport** (160km from the hotel):

**Taxi:** follow the signs to the official taxi rank at each terminal. Taxis run 24/7. Estimated cost is 450 AED (GBP 93). Takes approximately two hours.

Visit Dubai [airport website](#) for further information.

## Airport transfers

If rather than travelling by taxi or bus, you would prefer to pre-book an airport transfer, our nominated travel agency, Momento Destination Management & Events, can help you arrange this. One way transfers by luxury Sedan car, for up to two passengers cost:

- From Abu Dhabi international airport, USD 40 (approximately AED150 or GBP 32)
- From Dubai international airport, USD 135 (approximately AED 495 or GBP 107)

To book airport transfers, email Mr Mohamed Trabelsi at Momento as follows:

To: [mohamed@momentodmc.com](mailto:mohamed@momentodmc.com)

CC: [roz@englishuk.com](mailto:roz@englishuk.com)

Subject: English UK Regional Fair Middle East – airport transfer

In the email please state:

- Your full name
- Number of passengers
- Arrival airport (Abu Dhabi or Dubai)
- Flight arrival date
- Flight arrival time
- Flight arrival terminal
- Flight number

For departure transfers, please also email your departure airport, flight departure date, flight departure time, flight departure terminal and flight number.

Payment to Momento will need to be made in advance via bank transfer, or by credit card once onsite. For any cancellations made up to two weeks prior to the event, the full cost will be reimbursed, after this date a cancellation fee of 100% of the cost is charged.

# Visas

GCC nationals (from Bahrain, Kuwait, Oman, Qatar and Saudi Arabia) do not need a visa to enter the United Arab Emirates (UAE).

Nationals from the following countries are exempt from obtaining a visa in advance:

Andorra	Hong Kong	Poland
Australia	Hungary	Portugal
Austria	Iceland	Romania
Belgium	Ireland	San Marino
Brunei	Italy	Singapore
Bulgaria	Japan	Slovakia
Canada	Latvia	Slovenia
Croatia	Liechtenstein	South Korea
Cyprus	Lithuania	Spain
Czech Republic	Luxembourg	Sweden
Denmark	Malaysia	Switzerland
Estonia	Malta	United Kingdom
Finland	Monaco	United States of America
France	Netherlands	Vatican City
Germany	New Zealand	
Greece	Norway	

If you are a national from any of the above mentioned countries, once you have disembarked your flight, proceed to immigration where your passport will be stamped with a 30-day visit visa free of charge.

**If you are national from any country NOT mentioned above, you will need to obtain a visa in advance of your arrival.**

The above visa information is for reference only, and delegates should check with the Embassy of the United Arab Emirates in their own country for further information. Advice on travel to UAE can be [obtained here](#).

## Assistance in obtaining a visa

Our nominated travel agency, Momento Destination Management & Events can sponsor our delegates and apply for their visa to come to the UAE on their behalf. Their visa processing service costs AED 650 per person (AED 150 lower than hotels charge, on average).

As most of the fee goes directly to the immigration authorities, no refunds can be issued in case of a rejection of application. Please note that that for Iraqi, Libyan, Tunisian passport holders, the issuance of visa is subject to CID security approval.

To use this service, email Mr Mohamed Trabelsi at Momento as follows:

To: [mohamed@momentodmc.com](mailto:mohamed@momentodmc.com)

CC: [roz@englishuk.com](mailto:roz@englishuk.com)

Subject: English UK Regional Fair Middle East – visa processing service

Include the following information:

- scanned colour passport copy (for each applicant)
- colour passport size picture (for each applicant)
- marriage certificate (in case traveling with spouse)
- birth certificate (in case traveling with children)

Please also advise him how you would like to be charged for this service i.e. by bank transfer or credit card.

Momento will then complete the visa application form, taking the relevant information from the respective passport, and can then launch the visa process. Once they have received your visa, they will forward it to you via email. You should print this visa and show to Immigration upon your arrival in the UAE.



# During the fair

## Online appointment system

All one-to-one meetings at the fair are made in advance using eSchedule Pro software, an online appointment scheduling system. This is managed by Marcom Connect.

You will receive further details about eSchedule Pro and your personal login information, via email direct from Marcom Connect, on 3 February so you have time to log-in and check your profile details and add a photograph, prior to the meeting scheduling opening. Scheduling will go live at 11:00 (GMT) on 6 February.

We encourage you to upload a photo to your profile as it is really helpful during the one-to-one meetings. Please upload this by Monday 20 February. The data for the printed event handbook will be exported on this date. Any changes made after then will not be included in the handbook and will appear online only.

During the fair you can log-in to the eSchedule Pro website to see full participant profiles and view your schedule.

In order to maximize the benefit of their participation, we ask all delegates to schedule a minimum of 16 appointments across the two workshop days (i.e. a 70% full schedule).

The appointment scheduling process closes at 14:00 GMT on Sunday 5 March.

## Registration at the English UK Regional Fair, Middle East 2017

Monday 06 March  
16:00 – 18:00

Registration for the fair is at our hospitality desk in the lobby of the InterContinental Abu Dhabi.

At registration, you will receive your welcome pack and name badge. Please wear your badge at all times during the event, as the colour of the lanyard helps you to identify the type of participant.

Educators wear blue lanyards  
Agents and overseas British Council and DIT staff wear red lanyards  
Exhibitors yellow lanyards  
Guests and VIPs wear white lanyards

Your badge also acts as a pass to everything. (Please note that non-registered colleagues, friends, or family members will not be permitted to enter the workshop halls, or attend the reception, dinners or lunches).

All hotel guests should check in separately to the hotel at the resort's main reception desk.

### **Internet access**

Complimentary Wi-Fi internet access is available in all guestrooms of the resort and will be provided in the meeting rooms.

### **Twitter**

We would love you to tweet about the event. The hashtag is #eukoverseas. Follow us on Twitter for updates throughout the fair @englishuk.

### **Special dietary requirements**

Please let us know, through your pre-departure form, if you have any special dietary requirements.

If you have notified us in advance, at registration you will find a special dietary card attached to your badge. Before each meal, please place this card on your plate to tell restaurant staff of your requirements. For buffets, the food will be labelled.

### **Delivery of materials**

If you are sending materials in advance, we recommend that all participants use our appointed shipper OCS Worldwide. Individuals have experienced issues with items being delayed at customs when using alternative courier firms.

With OCS Worldwide all participants' materials are consolidated into one shipment, ensuring the safe and timely delivery of your brochures. They need to receive your materials by Wednesday 15 February. They will contact all educators and exhibitors directly with full details, but please email [exhibitions@ocsworldwide.co.uk](mailto:exhibitions@ocsworldwide.co.uk) for more information.

If, however, you decide to send your items separately to the hotel, please label them as follows:

Event: English UK Regional Fair, Middle East 2017 (06-08 March)  
[insert name of school]

c/o Hotel Banquet Manager  
InterContinental Abu Dhabi  
King Abdullah bin Abdul Aziz Al Saud Street  
Abu Dhabi – UAE

Each box must be clearly labelled, identifying the conference plus the number of boxes/items in the shipment. For security purposes, please also ensure you have notified the hotel prior to shipment. Email: [meetings@icabudhabi@ihg.com](mailto:meetings@icabudhabi@ihg.com)

The hotel will receive and store boxes no more than five business days prior to the function and two days' maximum following it.

# Evening events

## **Welcome reception and dinner**

Monday 06 March  
19:00– 22:00

Our welcome evening takes place at the hotel with a buffet dinner on Bayshore, the InterContinental's private beachfront destination.

This evening is sponsored by the British Council and Gavin Anderson, Country Director, British Council United Arab Emirates, will give the welcome speech. The dress code is smart/casual.

## **Networking evening: a cultural journey on a Dhow boat**

Tuesday 07 March  
18:30 – 22:00

Departing from Abu Dhabi International Marine & Sports Club, we will sail along the north-western shore of Abu Dhabi, one of the most visited spots in the capital.

Network whilst enjoying gorgeous views of the capital's brightly lit skyline, Heritage Village and famed Emirates Palace, before our cultural activity begins on the upper deck of the Dhow boat.

Al Sadu is a traditional form of weaving practiced by Bedouin women in rural communities of the United Arab Emirates to produce soft furnishings and decorative accessories for camels and horses. During our networking evening, climb to the upper deck of the Dhow and discover this traditional weaving of Emiratis. You'll even have the chance to create a small handicraft which you can keep as a souvenir.

We will have our dinner of traditional and international Arabic dishes on the main deck, enjoying views of the Arabian Gulf along the cornice.

Transfers between the hotel and the Abu Dhabi International Marine & Sports Club will be provided. The dress code for the evening is casual.

## Seminar programme

Monday 06 March  
16:00 – 18:00

Full details of the seminar sessions can be found in the Welcome Pack that you will be given at registration.

## Appointment sessions

Tuesday 07 and Wednesday 08 March  
09:00 – 17:15 and 09:00 – 13:05

All meeting appointments are arranged in advance through Marcom eSchedule Pro software. The meetings will be in Al Bateen ballroom, which is located on the ground floor of the hotel.

This workshop hall will be open from 17:00 on Monday 06 March for the set-up of tables. Each educator and exhibitor has a table and two chairs and their agent meetings will take place at this table. All promotional materials should fit either on/under the table.

On Tuesday and Wednesday, the hall will open at 08:45 with appointments commencing at 09:00

## Local information

### ATMs

ATMs are widespread. Cash can be obtained with a regular Maestro/Cirrus card, or with a Visa or MasterCard debit or credit card. Withdrawal fees may be high. The hotel has an ATM as well as currency exchange service.

### Bargaining

When offered a price – especially if the price is not listed, make sure you ask (sometimes several times) for the ‘best price’. Bargaining is expected and accepted both in souks and markets as well as in high-end shops.

### Business hours (general)

Weekend in Abu Dhabi is Friday and Saturday, and the first day back to work (for most companies) is Sunday. There are, however, certain offices that remain open on Saturday too.

Government offices are generally open from 7:00 to 15:00 or from 8:00 to 16:00 Sunday to Thursday. Some might end their working days at 17:00, if the staff take a full one-hour lunch break. Private companies normally operate between 9:00 and 17:00 and some also work on Saturday.

### Climate

The average temperature in March in Abu Dhabi is between 20 and 25 degrees. Rainfall is sporadic, falling mainly in winter (November to March) and averaging 12 cms per year in most of the emirate.

### Currency

Emirati Dirham (AED) is the official currency. It is divided into 100 fils. USD1 = AED 3.67

### Credit and debit cards

Most shops, hotels and restaurants in Abu Dhabi accept major credit and debit cards but is prudent to confirm acceptance with staff.

### Crime and personal safety

Abu Dhabi is a relatively safe city for tourists, but delegates should still pay the same care and attention to their personal safety as they would elsewhere. Keep an eye on personal belongings, particularly when in busy areas. For up-to-date advice on travel in UAE, see the Foreign Travel Advice website.

### Electricity

Abu Dhabi's electricity supply is 220/240 volts at 50 Hz. Sockets are for the three pin British style plug. Don't forget to bring an adaptor with you, if necessary.

## **Getting around**

Taxis are the best way to travel around town. They are reasonably priced and plentiful and can be flagged down at the roadside or booked by phone through the TransAD hotline 600 535353.

Street taxis are easily recognised. They are either silver with a yellow roof sign (newer taxis) or white and gold with a green roof sign (older taxis). Both old and new taxis are metered, yet many of the old taxis may negotiate the fare in advance. A tip is not expected but always welcome.

For more information or recommendations about tourist activities, talk to the hotel's concierge.

## **Language**

Arabic is the official language, although English is widely spoken and most road and shop signs and restaurant menus are in both languages.

## **Travel insurance**

As per UAE federal law and Abu Dhabi Government law, all visitors must have medical insurance cover. In case of emergency, treatment to stabilise the case is free. Other treatment must be covered by a cash payment or insurance card for covered individuals.

## **Time zone**

GMT +4 hour.

## **Tipping**

Tipping is common practice in UAE, and in some hotels there may be a service charge service charge (usually around 10%) and a tourism levy of 6% applied to your bill. These charges are often included in the menu prices and the menu will denote when they are.

## **Vaccinations**

- Courses or boosters usually advised: Hepatitis A.
- Other vaccines to consider: Diphtheria; Hepatitis B; Tetanus; Typhoid.
- No yellow fever vaccination certificate is required for this country.

## **Useful website**

Abu Dhabi's tourism authority website: <http://visitabudhabi.ae>

# Event organiser

## English UK

[www.englishuk.com](http://www.englishuk.com) | [www.studyworldfair.com](http://www.studyworldfair.com)

English UK is the world's leading language teaching association, with more than 450 accredited members located in the UK. It is a UK registered charity, with the key aim of advancing the education of international students in the English language.

Members are private language schools, educational trusts and charities, and language centres in further education colleges and universities. All our members are accredited under the Accreditation UK Scheme, which is managed by the British Council in partnership with English UK.

We are also the organisers of StudyWorld London – the must-attend trading event for those involved in UK international education and those who work with them.

If you have any questions about the fair or English UK, email [roz@englishuk.com](mailto:roz@englishuk.com) or come chat with us at this workshop.

# Event partner

The English UK Regional Fairs are supported by the British Council.

## British Council

[www.britishcouncil.org](http://www.britishcouncil.org) | [www.educationuk.org](http://www.educationuk.org)

The British Council is the UK's international organisation for cultural relations and educational opportunities. Our purpose is to build relationships between people in the UK and other countries – connecting the UK to the world and world to the UK.

Our goal is to increase the knowledge and use of the English language across the world, and to encourage more students to come to the UK to study English, learn about UK culture and people, and perhaps move on to Further and Higher Education in the UK.

Our quality assurance scheme, Accreditation UK, supports the teaching and learning of English, helping to strengthen UK English language teaching in a highly competitive international market and building lasting relationships with the UK for millions of learners. We greatly value the work that agents do to promote the UK as a destination to learn English.

We aim to support that work by providing agent training programmes, relevant information and marketing resources.

Come and visit our stand to find out more about the British Council's work in English language teaching.

