

KNOWLEDGE TRAIL to Dubai 5 – 12 March 2008 - PROGRAMME

Wednesday March 5

18.20 – 20.15 Göteborg – Frankfurt, LH 3055

21.15 – 06.10 Frankfurt – Dubai, LH 638

Thursday March 6

Mrs Sara Herrlin, CEO IMAGINE Dubai is responsible for the local arrangements in Dubai and will join us during the whole visit. She will meet up at the Airport and will give us an overview, as well as her personal view on Dubai during our trip to the hotel. We will also take the opportunity to visit the symbol of Dubai, Burj Al Arab, one of the few hotels in the world granted 7 stars.

13.00 Lunch at our hotel, **Oasis Tower Hotel (5 stars)** www.jebelali-international.com

Check in

16.00 – 17.30

Lars Waldenström, Architect, founder and CEO of lw Design Group.

Lars Waldenström has lived in Dubai more than 30 years. He is the architect behind many of the spectacular buildings and has a thorough knowledge of the fantastic growth of present Dubai. He will also inform us of future plans.

17.30 – 19.00

Knowledge Trail Conference including presentation of the delegates. Takes place at the Hotel.

20.00

Dinner at the famous Italian restaurant BICE at the Hotel Hilton, Jumeriah Beach.

Friday March 7

Friday is a free day in Dubai. We will, however, have a full programme:

Breakfast

10.00

We leave the Hotel to visit the Construction Company EMAAR and the spectacular “The Palm” and houses, hotels and offices built on an island shaped as a palm tree and “Burj Dubai”, presently the world’s tallest building.

Lunch

Mall of the Emirates, Dubai's largest shopping mall with SKI DUBAI, an indoor ski slope.

15.00

Meeting with Mr. Lars Säfverström, CEO, GAC, Gulf Agency Company.

GAC is a world leading supplier within shipping and logistics. Lars Säfverström will describe the shipping business and the fast growth of GAC.

Tour around the fast growing Harbour

20.00

Dinner at a private yacht or Bateaux Dubai

Saturday March 8

Abu Dhabi, the Capital of the United Arab Emirates

10.00 – 12.00

Meeting with the Swedish Ambassador, Mr. Bruno Beijer.

Personal invitation to the Residence of Ambassador Beijer, presentation of the region and contacts with Sweden together with Mr. Mats Paulson, CEO Swedish Trade Council, United Arab Emirates.

12.00

Lunch

13.00 – 14.00

Meeting with Ms. Arild Sjödin, Hotel Manager, Emirate Palace. Presentation of the hotel, meeting place for the leaders of the seven Emirates

15.00 – 16.00

Meeting with the Manager of the Cultural Foundation, the Ministry of Culture

16.00 – 17.00

Meeting with the Minister or representative of the Ministry of Education

Back to the hotel

19.00

Dinner at the One & Only Royal Mirage.

Sunday March 9

All day conference at Ritz Carlton.

10.00 – 11.00

Mr. Mats Paulson, CEO Swedish Trade Council, introduces speakers from DTCM, Department of Tourism and Commerce Marketing.

11.00 – 12.00

Speaker to be determined.

12.00 – 13.00

Lunch

14.30 – 15.30

Dubai as a financial centre, meeting with Mr. Per E Larsson, CEO, Dubai Stock Exchange.

15.30 – 16.30

Meeting with Mr. Abdul Latif Al Sayegh, CEO, Arabia Media Group.

16.30 – 17.30

Meeting with a representative from the Dubai Land Project – an Activity Centre for the Future.

Dinner at Shoo Fee Ma Fee, Madinat Jumeirah.

Monday March 10

10.00 – 13.00

Visit at Dubai Media City hosted by Mr. Abdul Latif Al Sayegh, CEO Arab Media Group and the Manager of DIFF Film Festival, Mr. Neil Stephenson.

Lunch at the hotel.

15.00

Desert excursion, conference and dinner.

Tuesday March 11

10.00 – 12.00

Visit to Dubai Hospital. Dr. Abdulrazzaq Ali Al Madani, Hospital Director, will present the Hospital.

Lunch at the hotel.

Group conference, reflections and summary.

Final dinner at Ritz Carlton.

24.00 Transfer to the Airport

Wednesday March 12

03.45 – 07.30 Dubai – Frankfurt Flight LH 635

12.35 – 14.10 Frankfurt – Gothenburg Flight LH 3042

Facts about the Trail

Time: March 5 – 12 2008

March 5	18.20 – 20.15	Gothenburg – Frankfurt, LH 3055
	21.15 – 06.10	Frankfurt – Dubai LH 638
March 12	23 03.45 – 07.30	Dubai – Frankfurt Flight LH 635
	12.35 – 14.10	Frankfurt – Gothenburg Flight LH 3042

Price: 24 700 SEK

Extra cost for single room 4.100 SEK

The price includes the whole program incl meals (no drinks), as follows:

Economy Class airfare with Luft Hansa, 5 nights at 5-star hotel, 5 breakfasts, 6 lunches, 6 dinners, desert tours, one day in Abu Dhabi, conference rooms, transports, guide, all study visits and tips to drivers and guides.

The price is subject to changes of the SEK/USD exchange rate

www.travelogue.se