



WORLD'S TOP BRANDS
INTERNATIONAL EXHIBITION

World's TOP Brands Exhibition

28 - 31 OCTOBER 2024

Festival Arena Dubai







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WORLD'S TOP BRANDS VISION

WTB vision is to curate a global boutique's showcase of the most innovative, influential, and iconic brands from around the world. Through our exhibition, we aim to inspire collaboration, celebrate creativity, and foster meaningful connections among industry leaders, entrepreneurs, and consumers alike. We envision a platform where groundbreaking ideas are shared, boundaries are pushed, and the future of commerce, technology, and society is shaped. Our goal is to create an immersive experience that transcends borders, cultures, and industries, leaving a lasting impact on all who participate and paving the way for a more interconnected and dynamic world.

We are proud to announce that a special place has been established for the world's leading brands at the Festival Arena. This venue serves as a bridge for the world's top brands to connect with each other, enhancing their quality and innovation. Their presence offers a unique opportunity for the exchange of experiences, ideas, and initiatives across various industries. For its inaugural event, focusing on the construction industry, materials, and major builders, with the participation of prominent architects, this exhibition will be one of the largest global events of ٢٠٢٤. It also provides an opportunity for emerging and prominent companies, or reputable firms that have recently started their international operations and exports from various countries, to align themselves with the world's top standards. By participating in this significant global event, they can establish their presence in the fields of branding, marketing, and long-term international collaborations and partnerships, as well as set up their production lines in different countries. Moreover, this event is an unparalleled opportunity to encourage strategic and commercial collaborations at an international level.

The presence of the world's top brands at this exhibition is an ideal opportunity for the exchange of perspectives, the enhancement of technical and cultural knowledge, and the strengthening of collaborative and commercial networks. This event allows companies to learn about the latest technologies, methods, and effective strategies, and to benefit from the experiences of other leading global brands.

The educational workshops held alongside this exhibition, featuring prominent figures from the scientific and technological world, are a special honor for the participating industries and companies. These workshops are recognized as leading educational hubs in the fields of innovation, technology development, and marketing strategies, helping companies and their personnel to consider the best approaches for their development and progress.

Consequently, attending this exhibition is an exceptional opportunity for development, growth, sales, collaboration, interaction, and increased brand recognition, as well as for enhancing knowledge and experience in the areas of branding and marketing. It invites everyone to actively collaborate and participate.

INTRODUCTION TO THE WTB EXHIBITION

WHY SHOULD WE PARTICIPATE IN WORLD'S TOP BRANDS

Acquaintance with the latest developments
in the construction industry's future

Participation in workshops with the presence
of prominent scientific and technological figures

Finding new and committed active customers
and representatives around the world

Presentation and display of the
latest products and services

Networking with industry professionals

Exchange and interactions, and signing memorandums
of understanding and commercial contracts

An unparalleled opportunity to be alongside
the world's leading brands

Establishing connections and collaborations
with major global companies

Enhancing the quality level of your
company in international markets

Familiarity with the latest technical knowledge
and technology in the construction industry

Elevating the level of recognition and networking
with prominent brands and architects worldwide

WHY DUBAI?

Dubai is one of the safest and most stable cities in the Middle East and the world for tourists from all over the globe. Considering regional developments and migration from various nationalities, even from European countries, America, Canada, Australia - where many people choose Dubai as their second country to escape heavy taxes and difficult lives, as well as most neighboring countries due to lack of security or social freedoms and economic stability - this has led to economic progress in the real estate sector. So much so that all construction companies in the city immediately announce sold out within the first hours after launching their latest products in the building industries, turning the city into a paradise for investors and builders. Today, Dubai has transformed its economy to focus on tourism from all over the world by building hotels and developing real estate. Jebel Ali Port, built in the 1970s, has the largest man-made port in the world but is also increasingly becoming a hub for service industries such as information technology and finance, with the new Dubai International Financial Centre (DIFC) under development. The UAE's non-oil trade over the past 10 years has amounted to over 16.14 trillion dirhams (AED, AED trillion US dollars). The UAE's gross domestic product increased from 407 billion dollars in 2021 to 440 billion dollars in 2022 and 467 billion dollars in 2023



When we study why Dubai, we realize that the construction industry in the United Arab Emirates, especially in the city of Dubai, is one of the most vital and thriving industries, playing a significant role in the city's economy. Given the rapid population growth and urban development, construction in Dubai has become one of the main economic sectors. On average, more than 2,000 construction projects are initiated annually in Dubai. With the increase in tourists and commercial attractions, the demand for residential, commercial, and recreational buildings in Dubai is on the rise. Among these projects are skyscrapers, commercial complexes, shopping centers, and luxury hotels, making the provision of quality and economical building services and materials one of the most important import and even production industries in the city of Dubai. This platform must expand with the recent regional and global developments, with the presence of reputable and quality brands. The large Avid Hilda holding, by organizing the **WORLDS TOP BRANDS** international exhibition, has provided this opportunity for major, emerging, and reputable foreign brands alongside major building constructors in the city of Dubai to form the utmost cooperation with positive work outputs among participants.

CHAPTER 1

CONSTRUCTION

International Competition

Dubai is recognized as one of the world's prominent centers in the construction industry and has intense competition among various companies and organizations to establish large and quality projects.

MAJOR INVESTMENTS

The construction industry in Dubai is one of the sectors that attract large domestic and foreign investments. For example, in 2023, the volume of foreign investments in the construction industry in Dubai reached more than 10 billion dollars.

Rapid Growth

According to new statistics, the number of construction projects in Dubai increases by an average of 20 percent annually, although for some reputable builders, it increases proportionally with the location.

EMPLOYMEN

The construction industry in Dubai is very important in terms of employment. This industry directly and indirectly employs people in various economic sectors and plays a fundamental role in economic and social development.

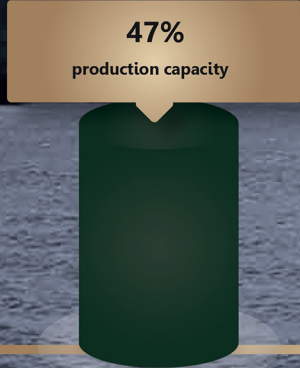
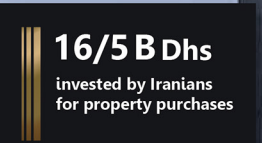
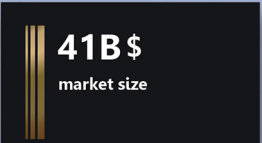
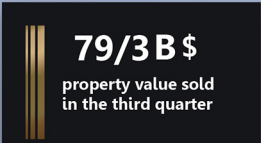
A Statistical Look at This Industry

Skyscrapers

Dubai, with over 400 skyscrapers, is one of the world leaders in constructing tall towers. These towers, in addition to creating beautiful landscapes, also provide residential, commercial, and recreational spaces.

Considering these statistics and information, it can be said that the construction industry in Dubai is of great importance and plays a significant role in the economic growth and development of this city and the entire region.

DUBAI FROM A STATISTICAL PERSPECTIVE IN THE CONSTRUCTION INDUSTRY



Dubai, with its rapid economic growth, has become one of the main centers of trade and tourism in the world. In recent years, Dubai's economic growth rate has increased significantly, and this city has become one of the favorite destinations for successful businesses and traders.

With its extraordinary infrastructure and outstanding facilities in the fields of tourism and trade, Dubai holds a special place in international trade and branding centers. This city, with its large and international events such as exhibitions, conferences, and sports events, has great appeal for major global brands.

On the other hand, the government of Dubai has also taken many actions to attract international investments and facilitate business activities, which have also helped attract companies and major global brands.

Overall, Dubai, as an international center of trade and tourism, provides ample opportunities for branding and globalization of brands, and it is recognized as a suitable environment for the growth and development of businesses.



EXHIBITION VENUE

DUBAI FESTIVAL CITY

The space available at the Dubai Festival venue has been carefully designed and executed by the Al-Futtaim company to be fully adjustable in a professional space for setting up exhibitions or performing very large concerts. This hall, with world-class standards, has been executed with more than **5000** square meters of interior space without any central columns, and at the end of it, a separate hall with an area of **1000** square meters has been provided for offering a restaurant, hospitality, and reception.

The Festival Arena is located in the Dubai Festival City area, which is easily accessible to other visitors using cars, taxis, and public transportation. The large Avid Hilda company has also made arrangements for the visitors' ceremonies to help make this exhibition even more magnificent.

Press Conference at Intercontinental Hotel

A special press conference for organizers, special supporters, and executive management of the WTB International Exhibition will be held on Thursday, May 8th, 2024, at 18:00. It will be attended by a group of senior television journalists and top global news agencies in the economic and social service, who, based on the fee received, will reflect the news of this exhibition on their networks or news websites at the specified time.





Broadcast Advertising Costs for WORLD'S TOP BRANDS International Exhibition



- Live broadcast of the latest news and developments at the exhibition venue and interviews with participants, visitors, and special guests
- Daily live coverage in the morning by morning show hosts and updates on the latest news from WTB exhibition participants
- Daily broadcast of advertisements on radio channels 20 times, totaling 80 times per day
- All radio services will be provided for 60 days and 8 working weeks by top network presenters

Television Network Advertising

to Attract Visitors After the primary advertising for participants in the WTB exhibition, it is necessary to encourage citizens of the United Arab Emirates and GCC countries to visit the exhibition. This will be achieved through advertisement broadcasts and news on local and international networks, especially Arabic-speaking networks such as DUBAITV, DUBAI1, Abu Dhabi, and MBC Arabia, for a period of one month.





Billboards and Environmental Advertising

Another part of the advertising for marketing this exhibition includes urban and extra-urban environmental advertising to make the name of this exhibition prominent and memorable. In this regard, four billboards will be placed throughout Dubai in very important locations of the city, and another section will be implemented in Abu Dhabi. All advertising will commence two months before the exhibition in key areas of Dubai and Abu Dhabi.



Social Media and Website

With a large media team and PHOTO PRODUCT equipment from Avin Photography Company, all teasers, videos, interviews, urban and public, as well as participation in other exhibitions, business owners' opinions, and public opinions, and advertisements will be designed, executed, and broadcasted through social media networks including YouTube, Instagram, Twitter, LinkedIn, Telegram, and on websites, Google Ads, and relevant websites related to the organization of international exhibitions.



INTRODUCING AVID HILDA

The international company Avid Hilda, active since **2021**, with **12** companies in various fields, focuses on providing expertise and various programs to support entrepreneurs, business owners, and individuals who intend to enter global job markets. This company, based in the United Arab Emirates, started its activities with more than **70** young elites from different countries.

The programs of this company are held in a luxurious and global manner, and most people in the United Arab Emirates, especially the city of Dubai, know this company for organizing luxury and large international events. The active teams in this company are the most specialized and committed elites in the field of international culture and media from different countries of the world, with most members of this group having more than **25** years of experience in various sectors, including brand management, marketing, strategy formulation, planning and management of national and international events, media management, advertising and social media, as well as designing web and applications related to these topics.

Among the achievements of this company is the creation of a major international brand in the modeling and fashion show industry under the name **UNIVERSAL COUTURE FASHION**, which has started in the field of design and fashion.

Partnership and organizer of the Man of the universe programs in **2023**, and the executor and organizer of the UC CASTING, the New Year's Eve celebration of **2024**, we have been the launcher of most major Emirati companies in the beautiful city of Dubai, and we also have plans to hold similar programs in the countries of Saudi Arabia and Switzerland.

Organizing the world's largest event of innovations and inventions in **2026** in the United Arab Emirates, the city of Dubai, is also one of the most important goals of this company, which is currently being planned by the large Avid Hilda group and has now been added to the calendar of the largest events in the city of Dubai.

Also, organizing the magnificent event of Yalda Night and the largest event and gathering of Iranians in Nowruz **1403** with the presence of top figures and prominent economic activists in international markets, as well as the presence of major and reputable global brands in other executive programs with the presence

of famous Iranian singers, has been in its activity resume.

Now, the large company Avid Hilda intends to bring together the largest companies from around the world by organizing the international exhibition **WORLD'S TOP BRANDS**, to take professional and principled steps for the growth and development of the brands of the participants in this international event in the international markets.



OUR GOALS

The large Avid Hilda holding will be the organizer of the "World's Top Brands" exhibition in Dubai. This international event has focused its first edition on the construction industry.

Networking and Gathering

Creating networking opportunities among companies, activists, and reputable global brands in the construction industry, to establish continuous connections and develop collaboration and growth opportunities

Company Development Assistance

Offering educational opportunities, consulting, and access to suitable resources to companies for development and business enhancement.

Smart Exhibition

Unveiling the latest technology and smart technical knowledge in the construction industry, including the use of artificial intelligence in energy management, security, and optimization of construction operations

Gathering Reputable Brands

Creating an opportunity for the presence of the world's top architects and reputable brands in one place, for the exchange of ideas, latest trends, and development of international collaborations

Educational Programs and Workshops

Conducting educational programs and specialized workshops in various areas of the construction industry, to enhance the knowledge and skills of industry activists.

International Platform Provision

Creating a meeting space and information exchange among the world's top and other brands, traders, and construction industry activists in the global economic lobby, Dubai, to enhance cooperation and create new business opportunities.

Specialized Exhibition

Providing a platform for showcasing features, technologies, and top products in the construction industry, focusing on innovations and best operational practices

Industry Development Support

Enhancing standards and quality in the construction industry through the provision of the latest technical knowledge, training, and consulting to companies and industry activists.

Attracting International Attention

Drawing international attention to the construction industry in Dubai and promoting urban mechanisms as one of the prominent centers for this industry in the region and the world.

Marketing and Sales Opportunities

Providing an opportunity for top global brands to introduce their products and services to new markets and increase sales

We hope to collaborate with you to turn this event into a great success and contribute to the prosperity and development of the construction industry in Dubai and the region.



STATEMENT FROM THE EXECUTIVE MANAGER

As the executive manager of the "World Top Brands" exhibition, it brings me immense pleasure to welcome you all to this remarkable event. It's an opportunity to witness the convergence of innovation, creativity, and excellence from leading brands across the globe.

I encourage each and every one of you to fully immerse yourselves in the experience, explore the latest trends, engage with industry pioneers, and discover the next big thing. Whether you're here to network, seek inspiration, or strike lucrative partnerships, "World Top Brands" promises to exceed your expectations.

Let's embark on this journey together, shaping the future of business and innovation. Thank you for being a part of this extraordinary event.

Best regards,

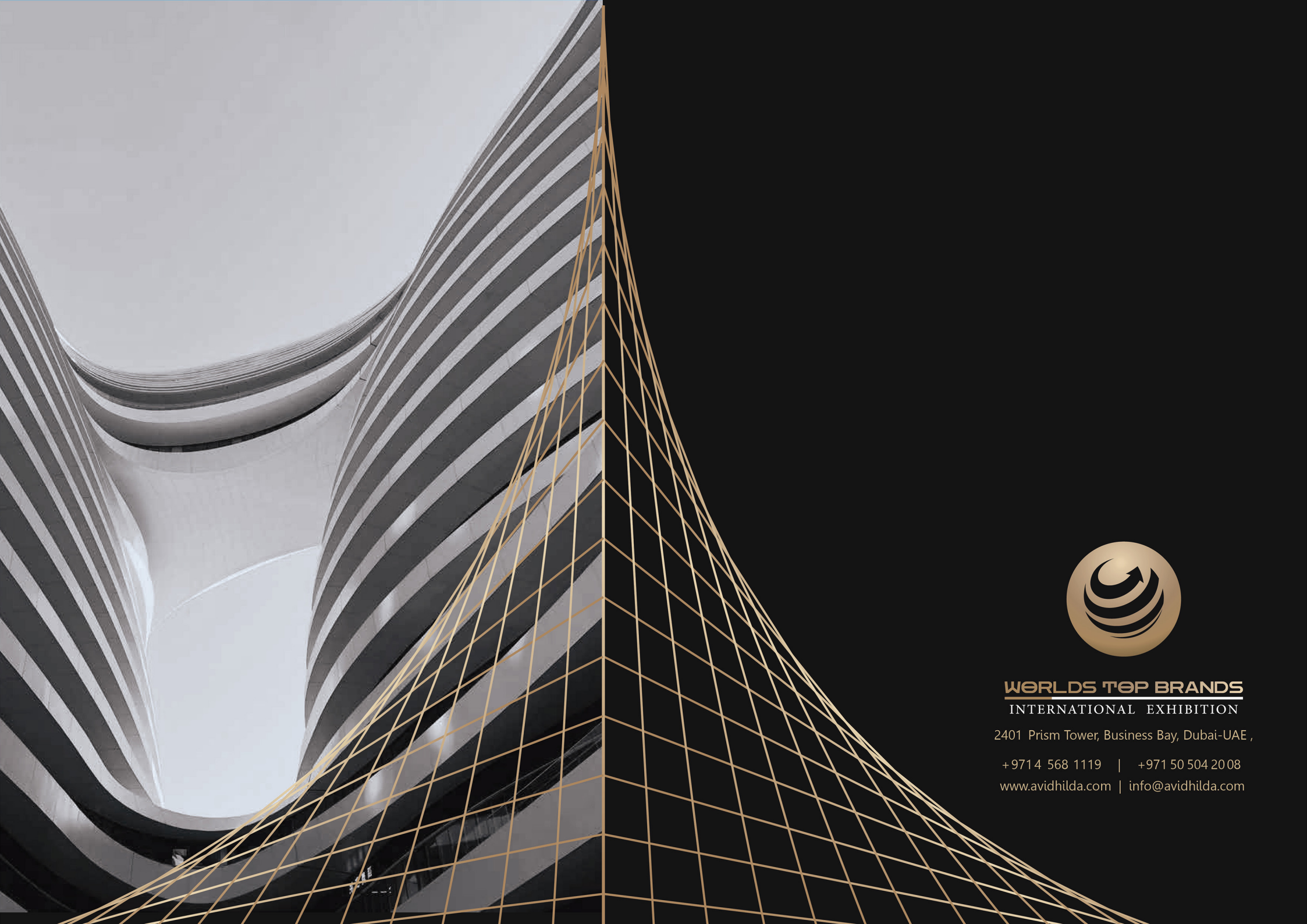
Sarvenaz Sharifi



STATEMENT FROM THE CEO OF AVID HILDA

The current global economic situation is facing a significant downturn in growth. The main reasons for the investment decline are disruptions caused by geopolitical tensions, high inflation rates, and increased interest rates, which have raised the cost of loans. Developing and weaker economies are particularly vulnerable to the impact of higher interest rates, as it leads to a reduction in priority investments and increased debt costs. These issues have heightened concerns about an imminent global economic recession, especially given the current geopolitical tensions, which is not a common phenomenon for most entrepreneurs and global business owners to experience two consecutive recessions in a decade. Therefore, the large Avid Hilda holding has established an independent council for professional exhibition policymaking at a reputable level with the theories of global economic experts and consultation from experts in this field. In Dubai, known as the global economic lobby, we aim to permanently and always, in every field, launch an economic event with the highest global standards with a limited but efficient and reputable number from around the world with a %100 commercial output for entrepreneurs and business owners in the form of 50 concise and useful booths.

Best regards,
Dr. Mostafa Forouzand



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