

# ACROSS STUDY TOUR DUBAI & ABU DHABI PROGRAM

## NOVEMBER 26TH - DUBAI:

### 09:00-10:30 - Get together hotel lobby

Welcome by your tour hosts. Reinhard Winiwarter, Rüdiger Pleus and Will Odwarka will give an introduction to the country and its people



IMAGE: DUBAI MALL

Dubai Mall

### 10:15-16:30 - Dubai Mall

11:15: Mall Tour - The Mall as a tourist Magnet and more

13:15: Lunch

14:45: Presentation - Dubai Mall development from the experts view

13:30: Exploration/free time

### 19:30- Souk al Bahar

Time Out Market: understanding one of the most successful F&B concepts

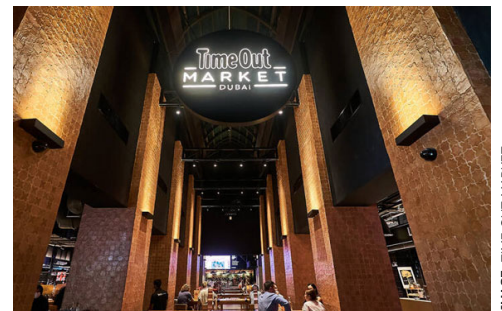


IMAGE: TIME OUT MARKET

Time Out Market Dubai

### 19:30- J1 Beach

Reflection and end of the first tour day

## NOVEMBER 27TH - ABU DHABI:

### 10:00 - Galleria Mall

Mixed Use project "arabian style"

### 12:30 - Reem Mall

One of Abu Dhabi's newest shopping malls



IMAGE: REEM MALL

Reem Mall

### 14:15 - YAS Mall

Go-to place for everything: living, shopping, entertainment and more

### 17:00 - Dubai Outlet Village

European style Outlet Center with a high entertainment component

### 20:00 - Dinner

Optional



IMAGE: DUBAI OUTLET VILLAGE

Dubai Outlet Village

# ACROSS STUDY TOUR DUBAI & ABU DHABI

## NOVEMBER 28TH - DUBAI:

### 10:00 - AlGhurair Mall

Revival of former stars - strategies to drive traffic and remain relevant

### 12:30 - Dubai Hills Mall

When a mall becomes a city: Visiting the city project around a shopping mall

### 14:15 - Mall of the Emirates

Meeting the trail blazers of retail

### 17:00 - Atlantis - The Royal

Visiting the world icon project of the world

### 20:00 - Farewell Dinner



IMAGE: ALGHURAIR MALL

*AlGhurair Mall*



IMAGE: DUBAI HILLS MALL

*Dubai Hills Mall*



IMAGE: MALL OF THE EMIRATES

*Mall of the Emirates*

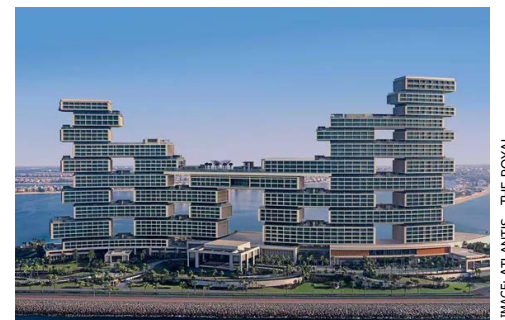


IMAGE: ATLANTIS - THE ROYAL

*Atlantis - The Royal*

**\*All times and locations are preliminary and subject to change without prior notice. The program will constantly be updated.**