9th EOY Retreat
Dubai and Abu Dhabi

24 November to 1 December 2018
Dubai, Abu Dhabi
Dear entrepreneurs,

On our 9th EOY Retreat from 24 November to 1 December 2018, we would like to welcome you on an outstanding journey through the business, entrepreneurial and urban landscape of Dubai and Abu Dhabi. You will gain in-depth insights into this amazingly grown economy and highly attractive new business models in the middle of the desert. Besides entrepreneurial encounters we focus on trusts and organizations that will show you the future development of this amazing economic ecosphere.

It’s of course no coincidence that the Formula 1 Grand Prix takes place on the first weekend of our trip. As always, we complete the big picture of business inspirations with cultural pearls as a desert safari, the Expo 2020 terrain and the Louvre Museum.

We look forward to seeing you there.

Heinrich Christen  
EOY Leader Switzerland/Liechtenstein

Michael Marbler  
EOY Leader Germany

Erich Lehner  
EOY Leader Austria
**Day 1 Saturday, 24 November 2018**

- **Arrival (independently)**
  Please arrange your own hotel booking and transfer

**Day 2 Sunday, 25 November 2018**

- **10:00 a.m.** Meet in the lobby of Four Seasons Resort Dubai
  Dress code: smart casual

- **10:30 a.m.** Visit Harradine Golf including a Golf Course Tour (Greenfee included)
  or Morning Desert Safari 4
  or Formula 1 Grand Prix - Abu Dhabi (extra cost)

- **05:00 p.m.** Free evening

**Day 3 Monday, 26 November 2018**

- **08:30 a.m.** Meet in the lobby of Four Seasons Resort Dubai
  Dress code: business casual
  Charter bus to EY Dubai

- **09:00 a.m.** Entrepreneurs in the UAE
  Panel Discussion moderated by Chris Watts
  Market overview by EY UAE
  Keynote INIT - Innovation in Traffic Systems

- **12:00 p.m.** Lunch with EY Dubai

- **01:30 p.m.** Charter bus to DigiRobotics

- **02:00 p.m.** Visit DigiRobotics (in IMPZ)

- **05:00 p.m.** Charter bus back to hotel

- **07:30 p.m.** Charter bus to Swiss Residence

- **08:00 p.m.** Welcome Dinner
  Swiss Consul General Residence
  Dress code: business casual
### Day 4 Tuesday, 27 November 2018

- **08:00 a.m.**  Meet in the lobby of Four Seasons Resort Dubai  
  Dress code: business casual  
  Charter bus to Al Nassma Chocolate LLC

- **09:00 a.m.**  Visit of Al Nassma Chocolate LLC Factory & Farm

- **11:30 a.m.**  Charter bus to Emirates Towers  
  Lunch

- **12:30 p.m.**  Charter bus to Bab Al Shams

- **02:00 p.m.**  Visit Dubai Future Foundation - Dubai Accelerators

- **04:30 p.m.**  Charter bus to Burj Khalifa

- **05:30 p.m.**  Visit to Burj Khalifa  
  Visiting the observation deck during sunset

- **07:00 p.m.**  Charter bus back to hotel

- **08:30 p.m.**  Dinner  
  COYA, Peruvian restaurant  
  Dress code: business casual

### Day 5 Wednesday, 28 November 2018

- **08:00 a.m.**  Meet in the lobby of Four Seasons Resort Dubai  
  Dress code: business casual  
  Charter bus to Dubai South

- **09:00 a.m.**  Visit Emirates Flight Training Academy

- **11:00 a.m.**  Visit of Apparel Group  
  including light lunch

- **01:30 p.m.**  Visit Expo 2020  
  Will only be visited if site is open

- **03:30 p.m.**  Charter bus to Bab Al Shams

- **04:30 p.m.**  Aperitive and Dinner  
  Bab Al Shams, classic arabic food  
  Dress code: business casual

- **07:00 p.m.**  Charter bus back to hotel
### Day 6 Thursday, 29 November 2018

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<th>Time</th>
<th>Activity</th>
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| 08:00 a.m. | Check-out and meet in the Lobby  
Transfer to Abu Dhabi  
Dress code: business casual |
| 10:00 a.m. | Visit to Masdar City  
including a visit to Siemens |
| 11:30 a.m. | Charter bus to Emirates Palace Hotel  
Check-in at Emirates Palace Hotel |
| 01:00 p.m. | Lunch with business entrepreneurs |
| 03:00 p.m. | Charter bus to the Louvre |
| 03:30 p.m. | Visit Louvre Museum on Saadiyat Island |
| 05:30 p.m. | Charter bus to Sheikh Zayed Grand Mosque |
| 06:00 p.m. | Visit Sheikh Zayed Grand Mosque |
| 08:00 p.m. | Charter bus to Emirates Palace |
| 08:30 p.m. | Farewell Dinner  
Mezli, emarati food  
Dress code: business casual |

### Day 7 Friday, 30 November 2018  
optional (extra cost)

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<th>Time</th>
<th>Activity</th>
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| 07:30 a.m. | Check-out  
Dress code: casual  
Transfer to Qasr Al Sarab Desert Resort |
| 09:00 a.m. | Qasr Al Sarab Desert Resort  
or  
Golfing Day in Abu Dhabi |

### Day 8 Saturday, 1 December 2018

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<th>Time</th>
<th>Activity</th>
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|           | Departure (independently)  
Please arrange your own transfer |
Harradine Golf
Harradine Golf has designed, constructed, remodeled and supervised the construction of more than 200 golf course projects in Europe, Africa, Asia and the Middle East. Peter Harradine is the Managing Director and the senior architect of Harradine Golf with overall responsibility and supervision of all Harradine projects. He will personally lead us through this world-class golf course, where the first grass championship in Mid-East was hosted. This golf course is ranked among the World’s Top 100 according to World Golf Magazine.

www.harradine-golf.com

INIT - Innovation in Traffic Systems
INIT, based in Karlsruhe, Germany, is the worldwide only supplier that covers the complete range of tasks which public transport companies face to provide their service. With their uniquely integrated system of hard- and software solutions, they offer maximum assistance in their complex work. Digitalisation, Mobility as a Service, Electromobility: These developments will pose numerous challenges for public transport companies in the coming years. INIT is at home with more than 25 subsidiaries and offices around the globe.

www.initse.com
DigiRobotics
Implementing robotic solutions and making industrial processes smarter and more advanced is the goal of DigiRobotics. The company was established in 2009 and provides solutions to their customers for the purpose of increasing production safety factors, and to create the perfect balance between reducing manpower and increasing production. DigiRobotics focuses not only on heavy industry projects, but also on other creative sectors such as education, transportation, media industries and robots in public areas.

www.digirobotics.com

Al Nassma Chocolate LLC Factory & Farm
Al Nassma Chocolate LLC is United Arab Emirates’ first and only manufacturer and retailer of camel milk chocolates. The company was founded in 2008, and manufactures its own chocolates from cocoa beans. The milk from which the chocolates are produced comes from camels at the Camelicious Farm in Umm Nahad, Dubai. The farm belongs to Emirates Industry for Camel Milk & Products (EICMP), and houses over 3’500 camels. Camelicious is the sole supplier of camel milk to Al Nassma.

www.camelicious.ae
Company Meetings

Dubai Future Foundation – Dubai Accelerators
The Foundation enhances the efforts to deploy the latest strategies and technologies in the government sector to transform Dubai into a future-oriented city and a global hub for advanced science and technology. The visit will also include an introduction to the Dubai Future Accelerators Program, which pairs the world’s most exciting technology companies with leading government organizations to create transformational solutions. In addition, the first 3D printed building will also be visited.

www.dubaifuture.gov.ae

Emirates Flight Training Academy
The Emirates Flight Training Academy, located near the Dubai World Central (DWC) airport in Dubai South, is designed to be one of the most advanced flight training facilities in the world. The facility will be spread over an area of 200 football fields and will include ground school classrooms, ground based simulators, a young and modern training aircraft fleet, a 1,800 m² dedicated runway, an independent air traffic control tower, and a maintenance center in addition to accommodation and recreational facilities for cadets.

www.emiratesflighttrainingacademy.com
Company Meetings

Apparel Group
Starting from just one store in 1999, to the opening of its 1750+ stores in 2018, Apparel Group has combined its resources to become a very successful retail conglomerate. With the aim to become a top global retailer, Apparel is all set to cross new barriers and create fresh benchmarks in the retail industry. The company has achieved mercurial growth in the last 15 years by introducing world class fashion labels from all around the globe, such as Nine West, Tommy Hilfiger, Kenneth Cole, Aldo, Charles & Keith, and Tim Hortons, to name a few.

www.appareluae.com

Expo 2020 (will only be visited if site is open)
Expo 2020 is the next world exposition which will take place in Dubai and is now in the planning phase. It will be a global destination for millions of people to share ideas, showcase innovation, encourage collaboration and celebrate human ingenuity. The Expo 2020 Dubai will be the first World Expo to take place in the Middle East and will last for six months (October 2020 – April 2021). The theme of the exposition is ‘Connecting Minds, Creating the Future’, with this being expressed into three sub-themes: Mobility, Sustainability, and Opportunity.

www.expo2020dubai.ae
Masdar City & Siemens
Masdar is a regional leader and a major international player in renewable energy and sustainable urban development. The company’s core project, Masdar City, is a highly sustainable eco-neighborhood, designed to reduce energy and water consumption, and features an integrated, smart transportation network to connect the community. The Siemens Middle East headquarters are also located at Masdar City, and is conceptually constructed as a “box-within-a-box”, making it the first LEED Platinum-certified office building in Abu Dhabi.

www.masdar.ae, www.middleeast siemens.com
On-Site Exploring

Desert Safari
Dubai lies directly in the Arabian Desert and therefore much of Dubai’s landscape is highlighted by sandy desert patterns. East of the city, the salt-crusted coastal plains give way to a north-south running line of dunes. Further east, the dunes grow larger and are tinged red. The participants of the safari will be picked up in the morning from where the tour will head straight to the desert where dune bashing can be enjoyed as well as other available desert activities such as Quad biking, camel riding or sand skiing (some activities may be at extra cost).

Louvre Museum on Saadiyat Island
Saadiyat Island is a tourism-cultural project for nature and Emirati heritage and culture. The Louvre Abu Dhabi, which is the result of an unprecedented initiative, laid the groundwork for a new type of cultural collaboration of unparalleled scope between the United Arab Emirates and France. The museum brings the Louvre name to Abu Dhabi and presents both ancient and contemporary works of historic, cultural, and sociological interest from around the world.

www.louvreabudhabi.ae
Sheikh Zayed Grand Mosque
Sheikh Zayed Grand Mosque is located in Abu Dhabi and is considered to be the key site for worship in the country. The Mosque is a direct representation of modern Islamic architecture and was created in order to communicate the late Sheikh’s faith and determination to promote diversity in the UAE. This architectural work of art is one the world’s largest mosques, with a capacity for an astonishing 40,000 worshippers. It features 82 domes, over a 1,000 columns, 24 carat gold gilded chandeliers and the world’s largest hand knotted carpet.

Qasr Al Sarab Desert Resort
The Rub’ al Khali is the largest contiguous sand desert in the world, encompassing most of the southern third of the Arabian Peninsula. It extends from central Saudi Arabia south towards Yemen and east to the United Arab Emirates and Oman. The Qasr Al Sarab Desert Resort by Anantara embraces the epic adventures of this evocative landscape. The excursion blends cultural passion with desert tranquility, and also reflects the region’s ancient cultural traditions by bringing the mysticism of this eminent location to life.

www.qasralsarab.anantara.com
Golfing in Abu Dhabi
With fabulous courses carved out of the desert and along spectacular coastlines, diversity of experiences characterize Abu Dhabi’s great golf offering. The playing possibilities are in a range of championship golf courses, sand golf courses and Links-type holes that boast spectacular architecture and lush scenery. Recognized as one of the most luxurious golfing facilities in the Middle East, the Abu Dhabi courses provide panoramic views of undulating terrain sprinkled with palm trees, ornamental vegetation and in-land saltwater lagoons.
Participation fee
The participation fee is EUR 2,750/CHF 3,000. The fee for the accompanying person is EUR 2,000/CHF 2,350. The participation fee covers the costs for lectures, meetings, company visits, access, bus transfers, lunches and dinners. Once we receive your written reservation, you will receive your confirmation and invoice.

Your payment has to be received by 31.7.2018 at the latest. Cancellations must be made in writing. No refund will be paid if you cancel after 30.8.2018.

Extended program
The participation of the Grand Prix is not included in this program. The VIP package will extra cost EUR 585/CHF 700.

The Golf Day with Peter Harradine is included. Greenfee on Friday, November 30 in Abu Dhabi is CHF 280.00. The Morning Desert Safari provides special cars and tours on request. In case of special wishes it might cause some extra costs. The basic program though is included.

For all extended program parts please use the attached form for reservation.

Hotels
The main destination in Dubai is the Four Seasons Resort. In Abu Dhabi it is the Emirates Palace. Please reserve your hotel room and airport transfers directly, using the attached form. We can offer special rates for you, reserving as “EOY Retreat guests”. As only a limited number of rooms are available, they will be allocated on a “first come, first served” basis and you are advised to book as soon as possible.

Visa
Citizens of Germany, Austria, Liechtenstein and Switzerland do not require a visa. You will get a 90 days tourism visa at arrival.

Travel
SWISS, our travel partner, is supporting our EOY Retreat as its official carrier with attractive rates. Business Class 5%-15% reduction. Contact SWISS City Ticket Office, paradeplatz@swiss.com, phone +41 44 564 60 60.
Please register by 30 June 2018 by contacting:

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