



TradeMissions

Trade Mission Dubai, UAE Briefing Kit



Emergency Contacts

Dubai

Australian Embassy - United Arab Emirates

Al Muhairy Centre
14th Floor Al Muhairy Centre
Abu Dhabi
United Arab Emirates
T: 971 2 634 6100
F: 971 2 639 3525

Australian Consulate-General in Dubai - United Arab Emirates

134 - 138 First Floor
Emarat Atrium Building, Sheikh Zayed Road
Dubai
United Arab Emirates
T: 971 4 321 2444
F: 971 4 321 2677

Location

Having expanded along both banks of the Creek, Dubai's central business district is divided into two parts — Deira on the northern side and Bur Dubai to the south — connected by a tunnel and two bridges. Each has its share of fine mosques and busy souks, of public buildings, shopping malls, hotels, office towers, banks, hospitals, schools, apartments and villas.

Outside this core, the city extends to the neighbouring emirate of Sharjah to the north, while extending south and west in a long ribbon of development alongside the Gulf, through the districts of Satwa, Jumeirah and Umm Suqeim.

At first glance, the city presents a predominantly modern face, an ever-changing skyline of new developments, from striking glass and concrete towers to gracious modern buildings incorporating traditional Arabian architectural motifs and features. From the timeless tranquillity of the desert to the lively bustle of the souk, Dubai offers a kaleidoscope of attractions for visitors.

The emirate embraces a wide variety of scenery in a very small area. In a single day, the tourist can experience everything from rugged mountains and awe-inspiring sand dunes to sandy beaches and lush green parks, from dusty villages to luxurious residential districts and from ancient houses with wind towers to ultra-modern shopping malls.

The emirate is both a dynamic international business centre and a laid-back tourist escape; a city where the sophistication of the 21st century walks hand in hand with the simplicity of a bygone era.

The second largest of the seven emirates, which make up the United Arab Emirates, Dubai is located on the southern shore of the Arabian Gulf. It has an area of some 3,900 square kilometres.

Outside the city itself, the emirate is sparsely inhabited and characterised by desert vegetation.

Climate

The local climate is sub-tropical, with a very high seasonal temperature variation. In summer (March to October) it is very hot, with temperatures around the 40 degrees Celsius (105 degrees Fahrenheit) mark during the day. Winters are much more bearable with a drop to 10 degrees Celsius (50 degrees Fahrenheit) at times.

Time Difference

Sydney, Melbourne	2	5	8	11	14	17	20	23
Dubai, United Arab Emirates	19	22	1	4	7	10	13	16

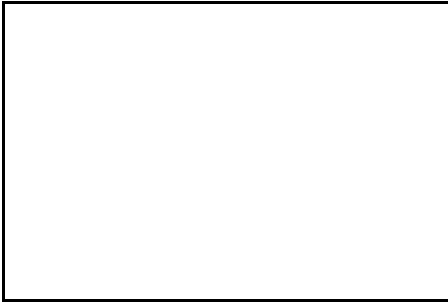
The UAE is four hours ahead of GMT. The time does not change during the summer.

Mobile Phones

Network accepted in the United Arab Emirates is GSM (Global Systems of Mobile Communication). Check with your network provider for international roaming availability.

Electricity

The electricity supply is 220/240 volts at 50 cycles.



Currency

Currency Exchange Rate

A dollar exchanges for about AED 0.350. Exchange rates may change at any time according to the market conditions.

Currency

The basic monetary unit of UAE is the Dirham (Dh). The paper currency comes in denominations of 500, 200, 100, 50, 10, 5 and coins in Dh 1 and fils 50, 25, 10 and 5. A Dirham is divided into 100 fils.

Traveller's Cheque

Most travellers' cheques can be cashed at hotels, some moneychangers and banks. You should enquire about the commission before exchanging your cheques. Banks usually charge about Dh10 per transaction.

Credit Card

Most internationally recognised credit cards (e.g. VISA, MasterCard, American Express, Diners) are accepted by car rental companies, larger shops, hotels and some restaurants, however you should carry some cash for general shopping and eating out at smaller establishments. Some small retailers, even if they do accept credit cards, may charge an additional 5 per cent for processing your payment with a credit card.

ATM

Your ATM card is probably the most convenient method of obtaining cash and ATM's are located at many local banks, however it would be wise to check beforehand with your own bank. Check also whether there is a transaction fee for cash withdrawal from ATM machines using a foreign bankcard. Cash machines at Emirates Bank International and Abu Dhabi Commercial Bank are on Global Access, Cirrus, Plus and some are on Switch.

Trading Hours

Opening hours in the United Arab Emirates are as follows:

- Businesses are open between 8.00am - 1.00pm and 4.00pm - 7.00pm, Saturday to Thursday. Some companies work a straight shift from 8.00am - 6.00pm. All offices are closed on Fridays. Very few retail establishments are open on Friday until after 4.00pm due to prayer time. In traditional areas small shops and businesses may close at prayer times every day.
- Government offices are open between 7.30am - 2.00pm, Saturday to Wednesday.
- Banks are generally open between 8.00am - 2.00pm.

Transportation from Dubai International Airport

Dubai airport is located 5km (3 miles) southeast of the city, about 10 minutes in light traffic, although the airport roads are very busy at peak traffic times.

Airport facilities include ATM, bureau de change, bank, post office, medical centre, pharmacy, cafes, restaurants, executive lounges, left-luggage, duty-free shopping, tourist information, car hire, internet access.

Taxi

Prepaid airport taxis must be booked in the arrival hall and charge a fixed Dh30 for destinations in the city centre. Public transport service is very efficient in and around Dubai. Dubai transport taxis are available 24 hours a day at the Arrivals Terminal and in the city. The metered taxi rate is Dh16 plus, 50 fils for 500 metres.

Bus service

Airport buses (20 minutes to city centre for Dh1) leave for the city every ten minutes between 6.00am and 10.00pm. Bus stations are located opposite both terminals. Bus no's 4, 11, 15, 33, 44 connect with Terminal 1 while bus no 2 connects with Terminal 2.

Transportation around Dubai

Buses

Bus information is available in printed booklet or pocket-sized format at any of the bus stations or the main office at Al Ramoul. Passengers can also obtain bus times, fares and connecting services on toll free phone 800 4848 between 6 AM and 10 PM, seven days a week. Adult fares are Dh1-3.50 depending on destination and these are paid to the driver upon boarding, so it is useful for travellers to have the exact change ready.

Abra

One of the most beautiful ways to travel across the Dubai creek is by abra (wooden boat). The Abra is a traditional means of water transport across the creek linking Deira and Bur Dubai districts. The journey time is about 5 minutes and they operate between 6.00am – 12.00am.

Taxis

Air-conditioned taxis can be hailed on the street or prebooked by telephone. Metered taxis, operated by the *Dubai Transport Corporation* (tel: (04) 234 1111), are distinguished by their cream colour and uniformed drivers. Occasionally, drivers do not have detailed knowledge about the city and may ask passengers for directions. For metered taxis, the pick-up fare is Dh3 (Dh3.50 between 2200 and 0600) and Dh4 for pre-booked metered taxis. The rate is then charged at Dh1.25 per kilometre. Fixed fares are applied to journeys outside the city boundaries. In non-metered taxis the fare is generally Dh5 for short journeys and Dh10-15 for longer journeys within the city. It is also possible to rent a taxi for 12 hours, for a fixed fee of Dh500. Tipping is not expected.

Business Etiquette

- Business cards in English are acceptable. However, it is a good idea for frequent visitors to the market or those wishing to do business with the government to have business cards in English and Arabic. (Remember not to hand them with your left hand as it is considered unclean)
- 'Small talk' is vital for the establishment of trust and must not be hurried or dispensed with. In introductory business conversations, talk often centres on the health and wellbeing of the other person, but never about his wife and female relatives.
- It is not unusual in the Arab custom of having a number of people in an office all discussing various matters at once. When invited into an office, you will be given a seat, refreshments and be engaged in introductory conversation, after which your host may break off conversation with you and deal with one of his other visitors before returning to you.
- Refreshments (eg. coffee, tea) should always be accepted. Coffee is offered to guests in order of their rank, if known to the host. It is customary to drink more than one cup of coffee or tea but not more than your host or others present. To decline a further serving, you shake the cup when handing it back to the server.
- Refrain from expressing extreme views as this may be seen as a sign of inflexibility.
- Rarely will your host initiate the business discussions. You will normally be expected to commence with a proposal. Keep descriptions short and to the point. Remember, a 'yes' does not necessarily confirm agreement – but can merely mean, 'yes, I hear you'.
- The exchange of gifts is common practice in business circles but items are usually limited to small corporate items such as pens and brochures.
- In business circles, standard dress for men is a business suit and tie. For evening functions, the formality of dress can vary from a sports coat to a business suit with tie. For casual occasions, trousers and a shirt are acceptable.
- Women should wear loose fitting garments, such as a long dress or loose fitting trousers and a baggy shirt. Dress conservatively and avoid wearing short skirts or revealing blouses. The head does not need to be covered.

Greeting someone in Dubai

- Usual practice is the use of "Sayed" (Mr) or "Sayeda" (Mrs) followed by the first name. The first name should always be prefixed with the honorific title, especially in business situations
- The Arabic handshake involves touching the heart with the palm of the right hand after each shake, although visitors should note that when greeting Arab women they should not offer their hand unless the woman extends hers first.
- It is also very important for visitors never to sit in such a way that their feet are pointing directly at someone else. Causing someone else to lose face, whether a client or colleague, is considered extremely offensive and any criticism or corrections should be kept for private discussions afterwards.

Gifts

Corporate gifts (ties, pens, etc.) are often exchanged after courtesy calls between senior managers. Ai Group has found that the following gifts are of good quality, they are well received around the world and are reasonably priced. You can purchase them from Potoroo, Shop V10, Southgate Landing, South Bank. For more information contact Jean on 03 9690 9859.

Pewter Kangaroo Chop Stick Rest	\$10.50	Red Gum Chop Sticks	\$9.50
Red Gum Business Card Holder	\$29.50	Small Red Gum Desk Box	\$29.50
Letter Knife with Red Gum Handle	\$19.50	Pewter Letter Knife Kangaroo/Platypus motif	\$29.95
Pewter Bottle Stopper with Aus Animal motif	\$27.50	Pewter Coaster with Aus Animal motif	\$15.95
Pewter Business Card/Letter Holder	\$25.00	Shot Glass with Pewter Aus Animal motif	\$22.50
Pewter Spoons Aus Animal motif	\$22.50	Miniature Pewter Figurines Aus Animal motif	\$10.50

Useful Phrases

English	Arabic Phonetics	English	Arabic Phonetics
God willing	In'sha'allah	What?	Matha?
Hello	Marhaba	Who?	Man?
Good morning	Sabah El Khair	Where?	Ayina?
Good evening	Masa El Khair	Why?	Lematha?
Greetings	Assalam'alaikoom	How much? (cost)	Bekam?
How are you?	Kaif al hal?	How many?	Kam?
Goodbye	Ma'assalama	Excuse me	Affwan
Please	Min Fadlak	Thank you	Shukran
Yes	Na'am	I don't know	Lusto Adree
No	La	Do you speak English?	Hal Tatkalam Al Engleaziah?

Dubai Tourist Sites

If you have some spare time you may want to visit some of the following places.

Bastakiya

The old Bastakiya district with its narrow lanes and tall wind-towers gives a tantalizing glimpse of old Dubai. Immediately to the east of Al Fahidi Fort is the largest concentration of traditional courtyard houses with wind towers. In the past, the city was famous for a mass of windtowers, which lined the Creek on either side. These were not merely decorative; they were the only means of cooling houses in the days before electricity.

Dubai Creek

Lined by dhows, the Creek offers a picturesque glimpse of Dubai's trading heritage. It can be crossed by abra (water taxi) and tour operators offer day or night cruises.

Grand Mosque

Situated on the Bur Dubai side of the Creek near the Ruler's Court, Grand Mosque was re-built in 1998 and now has, at 70 metres, the city's tallest minaret. It has 45 small domes in addition to nine large ones boasting stained glass panels, making it a distinguished landmark and important place of worship.

Al Boom Tourist Village

Adjacent to Creekside Park, the village consists of a 2000 seat banquet hall, a coffee shop, restaurant, amusement park, ornamental lake and a marina with five cruise boats. Its traditional architecture forms a stately city landmark. Located next to Wonderland Family Fun Park. It is open 7 days from 9.00am to 1.00am. Entertainment includes evening boat cruises with dinner served.

Dubai Museum

Al Fahidi Fort, which houses the Dubai Museum, is another imposing building. It once guarded the city's landlord approaches. Built around 1799, it has served variously as palace, garrison and prison.

It was renovated in 1970 for use as a museum, further restoration and the addition of galleries were completed in 1995. Colorful and evocative dioramas, complete with life-size figures and sound and lighting effects, vividly depict everyday life in pre-oil days. Galleries rescenes from the Creek, traditional Arab houses, mosques, the souk, date gardens, desert and marine life. One of the most spectacular exhibits portrays the underwater world of pearl diving, and is accompanied by sets of pearl merchants' weights, scales and sieves.

Also on display are artefacts such as fine copper, alabaster and pottery objects found in 3,000-4,000 year-old graves at Al Ghusais. The main fort is a fascinating military museum. The Dubai Museum is open daily from 8.30am - 8.30pm, except Friday's 3.00pm - 8.30pm.

Foods

What are some of the best dishes to enjoy while travelling in Dubai, UAE?

Dubai is an excellent place to sample all types of Gulf and Middle Eastern cuisine, including Iranian, Moroccan and Lebanese. Arabian food makes up an important part of most buffet spreads. Specialities include:

- Hoummus, a paste made from chickpeas and sesame seeds.
- Tabbouleh, chopped parsley, mint and crushed wheat.
- Ghuzi, a whole roast lamb on a bed of rice mixed with nuts.
- Wara enab, vine leaves stuffed with rice.
- Koussa mahshi, stuffed courgettes.

Local dishes include:

- Matchbous, spiced lamb with rice.
- Hareis, a rich delicacy of slow-cooked wheat and tender lamb.
- Seafood served with specially seasoned rice.

Dates are a feature of an Arabian meal. Delicious regional desserts include:

- Umm Ali (literally "Mother of Ali"), a type of bread pudding.
- Esh asaraya (meaning bread of the harem), a sweet kind of cheesecake with a cream topping.
- Mehalabiya is a pudding sprinkled with rosewater and pistachios.

Visitors especially enjoy fresh fish from the Arabian Gulf and the Indian Ocean - lobster, slipper lobster, crab, hamour, shrimp, tuna, king fish, pomfret, red snapper.

A traditional Middle Eastern snack is the shawarma - grilled shavings of lamb or chicken, mixed with salad and rolled inside a pocket of Arabic bread sold in many small outlets around the city.

There are also numerous juice bars where visitors can buy a fresh juice cocktail or a mango milkshake.

International Cuisine

Standards of international cuisine in Dubai are high and the choice is wide. Top class European restaurants in the city's hotels range from French to Italian, Spanish to Greek and British to German. Asia is equally well represented with many fine Chinese, Japanese, Thai, Filipino and Korean restaurants, as well as numerous outlets featuring cuisine from the Asian subcontinent. There are also several American and Mexican restaurants in the city, while international fast food chains are represented by such names as Kentucky Fried Chicken, Pizza Hut, Pizza Inn, Burger King, Shakey's Pizza, McDonald's, Wimpy and Hardees.

Medical Contact Details

New Dubai Hospital	2714444
Emirates Hospital	3496666
Rashid Hospital	3371111

References

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<http://www.dubaicityguide.com>

<http://www.dubaitourism.com>

<http://www.uaeinteract.com>

<http://www.utell.travel-guide.com>