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## Private sector offering unstinting support to the Global Village

Thirty-nine pavilions, a host of engaging events lined up in a colourful agenda, the Global Village, a member of Tatweer, is indeed an event of huge magnitude.



Each year, the participation of the private sector in making the Global Village a huge success has been extraordinary and the support continues as is evident from the recently announced list of Global Village sponsors.

'This rewarding taste of success has been consistently possible due to the zealous support offered to the event by the private sector. This year too the Global Village has the backing of industry leaders such as Emirates Bank, Americana, Dubai Refreshment Company - Pepsi, Aquafina, Baskin Robins and Emirates Telecommunications Corporation - Etisalat,' informs Abdul Redha Ali Bin Redha, CEO of the Global Village.

'Etisalat is the official and exclusive partner of the Global Village for the two-month period as also the sponsor of the media centre at the Global Village. There will thus be cultural and other entertainment activities bearing Etisalat's name. Besides, the musical fountains on the lake of the Global Village will carry the name, 'Etisalat's Lake,' in recognition of their unwavering support,' adds Ali Bin Redha.

Besides, Emirates Bank will have their ATM counters in various strategic points of the Global Village. Huge maps depicting the position of various facilities kept at each entrance highlight the location of these ATM counters too. Through the services of these ATM kiosks of Emirates Bank, withdrawing money and performing other simple ATM transactions will help the visitors with their banking needs.

In addition, food giants Americana and Pepsi - Aquafina will make their presence felt strongly in the Global Village with their product outlets. In addition, Pepsi will also contribute to the entertainment aspect of the Global Village with the Pepsi Sports Fiesta to be held at their designated area. This event will be held from 4pm to 12 midnight on dates announced by them.

Baskin Robbins that will be the exclusive ice-cream in the Global Village will provide 'Cool' delight. Children and adults who look forward to the gorgeous flavours of the ice-cream leader will savour the fare being available within the Global Village.

It is thus amply evident that private sector partnership is key to the success of the Global Village. The working together of such pivotal forces ensures that the eager visitors making a beeline to the Global Village in eager anticipation enjoy a good, quality event. Again it is this formula for success that has placed the Global Village on the world map, complementing Dubai - the sought

after tourist destination.

The Global Village, a member of 'Tatweer Group', opened its gates to visitors at Dubailand, located on Emirates Road, on December 13, 2006 and runs until February 9, 2007 from 4pm until midnight everyday from Sunday until Wednesday, and from 4 pm until 1am on Thursday, Friday and Saturday. Mondays are dedicated to families.

## Notes and Media Contacts

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