

Leaders in Luxury

MIDDLE EAST

The Middle East's Premier B2B Luxury Conference

**Practical strategies to steer your brand through the downturn,
remain relevant to your consumer and position yourself for future growth**

**2-5 November 2010,
Dubai, UAE**

www.leadersinluxuryme.com

Post Show Report 2009

"A wonderful platform to meet, understand, share, get to know and to be known by the key players in the Middle-East region"

*Guillaume Brochard,
CEO and Founder, **Qeelin***

"It is a good idea to repeat the edition in 2010 as the Middle East is very sensitive to luxury. It is even one of the most luxury educated places in the world. And it makes therefore sense to hold this event in the region"

*Jean-Claude Biver, CEO, **Hublot***



Brought to you by:

WBR 
WORLDWIDE BUSINESS RESEARCH

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Dear Partner,

It gives me great pleasure to give you the post show report for Leaders in Luxury Middle East 2009.

Event highlights included:

• **Leading luxury legends sharing their expertise and insights**

This year's Leaders in Luxury featured speakers from the most prestigious brands, many of whom flew especially to Dubai to share their unique experiences with conference attendees. Many had rarely spoken in the Middle East and indeed some of the luxury legends had never even spoken in the region before, only cementing Leaders in Luxury's reputation for bringing the most impressive speakers to Dubai.

• **Interactive and insightful Q&A Sessions**

Delegates had the opportunity to visit informal Q&A sessions enabling them to spend quality time with the leaders in luxury at the CEO Q&A sessions. This year we introduced informal Q&A panels enabling delegates to get up close and personal with the leaders that drive the luxury industry. This unique and once in a lifetime opportunity to spend quality time with key speakers was extremely well received.

• **Pre-conference summit day**

Hosted by MasterCard, the pre-conference summit day on regional hotspots and insights into the Middle East luxury consumer was a huge success. Held before the main conference, a select group of peers gathered to hear speakers discuss in specific detail how to reach out to today's luxury consumer. A refreshing format of roundtables, panels and presentation allowed attendees to gather in small discussion groups and really dig deep into the most critical issues they faced

• **Superior networking opportunities**

This year we integrated even more networking receptions & breaks to offer additional opportunities to network, discuss and do business. The structured networking session and social events allowed attendees to maximise the contacts they made during the course of the conference.

Over the next few pages we give you an insight into who attended, the issues discussed at the event, feedback from the event, and most importantly how you can participate in 2010.

I look forward to meeting you all again soon.

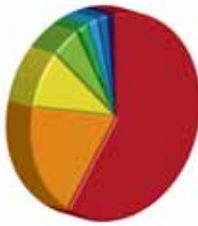
Kind Regards

Marie-Eve Cote
Executive Director – Leaders in Luxury Middle East



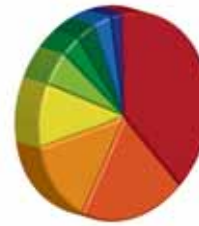
Seniority Breakdown of Attendees

Senior Management	45%
Regional Management	23%
Chairman/President	17%
C-Level	15%



Geographical Breakdown of Attendees

United Arab Emirates	60%
Europe	19%
Saudi Arabia	9%
Lebanon	5%
Kuwait	2%
Oman	2%
USA	2%
Asia	1%



Type of Company

Luxury Brand	36%
Distributor of Luxury Brand	18%
Private Wealth Management	13%
Real Estate, Shopping Mall Management	9%
Hotel and Leisure	5%
PR Agency	3%
Consultant	3%
Airports and Airlines	3%
Government, Association, Education	2%

Discover Who Attends Our Global Luxury Series:

A Testoni • Abu Dhabi Airports Company • Abu Dhabi Commercial Bank • Abyaar Real Estate Development • Ahmed Seddiqi & Sons LLC • Al Fahim Holdings • Al Rajhi Bank • Al Tayer Group • American Express • Arab National Bank • Armani Hotels & Resorts • Audi of America, Inc • Baccarat • Bank Al Bilad • Barakat Jewellery • Barclays Bank Plc • Bentley Motors Ltd. • Bin Hendi Enterprises • BNP Paribas • Booz Allen Hamilton • Bose Corporation • Brandista • Brooks Brothers • Bugatti Co. LLC • Burberry • Burjuman • Burooj International Co. • BUZ, MMC • Bvlgari • Carrera Y carrera • Cartier • Chalhoub Group • Chanel • Chopard & Cie SA • Christian Dior • Christofle • Citibank • Cole Haan • Commercial Bank Of Dubai • CondeNet • Damas LLC • Damiani Group • David Yurman • De Beers • De Beers Diamond Jewellers • De Grisogono • DFS Duty Free • Diamond Trading Company • Diana Vincent • DKNY Jeans • DNA • Dolce & Gabbana • Donna Karan • Dubai Convention Bureau • Dubai Exotic Limo • Dubai First • Dubai International Financial Centre • Dubai Shopping Festival Office • Essec MBA in International Luxury Brand Management • Estee Lauder • Etoile Group • Euro RSCG Dubai • FAO Schwarz • Fasateen Garments • Fitra International FZE • Flexjet • Forbes Magazine • Frette • Gem Diamonds • Georg Jensen • Georg Jensen A/S • Giorgio Armani Corporation • Gitanjali Gems Limited • H & C - (Kuwait) • Gucci Group • Harry Winston • Harvey Nichols • Hermès International • Hermes of Paris, Inc • Hotel Missoni • HSBC Bank Middle East Limited • Hublot SA • Illy Caffe USA • Jahaanara • Jashanmal • Jimmy Choo • Jordan Ahli Bank • Jumeirah Bab Al Shams • Jumeirah Group • La Prairie Group • Lexus • L'oreal • Louis Vuitton • Luxottica Middle East Fze • Luxury Selection • LVMH • Mabane Company S.A.K. • Mastercard Worldwide • Maritime & Mercantile International LLC • MCT FZE (Grp BDD) • Mercedes-Benz USA • Meydan City Corporation • MGM Grand • Moet & Chandon • Mohammad Al Habib Real Estate Company • Molton Brown USA • Montblanc • Montres Dewitt SA • National Bank Of Dubai • Neiman Marcus • Net-A-Porter • New Store • Niche 360 • Nordstrom • Nupur Incorporation sarl • Okku • Ollis • Omniyat Properties • Oscar de la Renta • Palm Marine • Parfums Christian Dior • Parfums Givenchy • Park Hyatt Dubai • PCD Orient • Philippe Charriol International • Platinum Yachts FZCO • Polo Ralph Lauren • Puig Middle East • Qeelin • Real Emirates • Richemont • Ritz-Carlton • S.T. Dupont • Saks Direct • SAKS Fifth Avenue • Samba • Sassy Solutions • Saudi Hollandi Bank • SEPT PR • Sisley • Sofitel Luxury Hotels • St. Regis Luxury Collection • Standard Chartered Bank • Swarovski • Swarovski Middle East • The Estee Lauder Companies • The Luxury Marketing Council Middle East • The Monarch Dubai • The Partners Luxury • Timebridge • Tony Ward Couture • Tony Ward Couture • Tumi • United International Business • Vacheron Constantin • Van Cleef & Arpels • Versace • Vertu • Villa Moda International • Vivre • Waterford Crystal • Yaquby Stores • Yves Saint Laurent Beaute • Zenith

2009 Sponsors

Official Payment Card Partner

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard Worldwide is a driving force at the heart of commerce, enabling global transactions and bringing insight into the payments process to make commerce faster, more secure, and more valuable to everyone involved.

Our goal at MasterCard is to provide our customers with the tools they need to make empowered decisions for consumers and for their long term success. The MasterCard consumer segmentation strategy is crucial to helping achieve this goal through a suite of payment solutions. MasterCard together with its customers works closely to develop innovative products and programs that appeal to various consumer segments, such as the affluent segment to empower them to live life to the fullest. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories.

For more information go to www.mastercard.ae

Strategic Partner

Abu Dhabi Airports Company (ADAC) was created in March 2006 to spearhead the redevelopment of the Emirate's aviation infrastructure. Wholly owned by the Government of Abu Dhabi, the company is based near its principal asset, Abu Dhabi International Airport, which acts as the gateway to the Emirate and the UAE. ADAC also operates Al Ain International Airport which is developing as a regional hub for low cost carriers and cargo, Al Bateen Executive Airport - the region's first dedicated private/corporate jet airport, and Sir Bani Yas Island and Delma Island Airports, both of which support the increasing tourism traffic to the luxury Desert Islands. With passengers transiting through Abu Dhabi International Airport alone expected to reach 20 million per annum by 2015, the ability to meet these capacity demands is a natural priority for ADAC. To support this goal, a large-scale development programme has been set in motion to transform Abu Dhabi's airports into world-class facilities.

Official Hospitality Partner

Park Hyatt Dubai is a luxury waterfront retreat adjacent to the world famous Dubai Creek Golf & Yacht Club. Park Hyatt Dubai is part of the exclusive Park Hyatt Hotels brand distinguished as boutique, luxury hotels designed to cater to discerning travelers. Arrive at Park Hyatt Dubai and find yourself surrounded by contemporary luxury. Imagine dramatic architecture and design where you are offered privacy, personalized service and peerless quality from original works of art to culinary arts. Understated elegance is the underlying philosophy at every Park Hyatt to provide you with sophisticated luxury. The architecture which surrounds you is a stunning display of contemporary design. World renowned architects and interior designers custom design each Park Hyatt to brilliantly combine modern style and timeless regional trademarks with grace and ease.

Associate Partner

Meydan City is the brainchild of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai and is the culmination of his vision to create not just the ultimate venue for horse racing, but also an integrated city that is sustainable, environmentally responsible and positions Dubai at the centre of the competitive global business stage.

Meydan City will feature the Meydan Free Zone and four distinct sub-districts - the Meydan Racecourse; where the Meydan Grandstand will take centre stage, Meydan Metropolis; a series of state-of-the-art business parks,

Meydan Horizons; a riverine city where business towers intermingle with luxury waterfront townhouses and Meydan Godolphin Parks; with its distinctive Godolphin Tower created in the image of a thoroughbred. However, the jewel in the crown for Meydan City is the iconic Meydan Grandstand and its racecourse which will be home to the magnificent 2010 Dubai World Cup.

Luxury Mall Partner

Panorama Mall remarkable location stands out as one of the project components parallel to the magnificent design in addition to its comprehensive services, where you find your preferable international luxury brands under one roof in addition to several entertainment and shopping activities. Muhammad Al-Habib Real Estate Company has dedicated a highly motivated team to operate and manage Panorama Mall, which makes it a more feasible investment opportunity. Panorama Mall location was selected on the intersection of two vital major roads across Riyadh commercial center, the renown Takhassusi Road which is considered as the most important commercial road in Riyadh city and Prince Mohammad Bin Abdul Aziz (Tahliya) which is considered as a modern entertainment street model and that combination makes Panorama mall a special gathering point in Riyadh where pleasure and demand meets.

Fashion Partner

Jahaanara is the Arabian Gulf's first luxury denim brand, and also its first to create jewelled jeans and garments. Translated literally from Persian, Jahaanara means 'Queen of the Universe', drawing its inspiration from the Mughal Empire, an Indo-Persian imperial power of 16th century. Each individual piece is intricately handcrafted by artisans to whom these traditional arts have been passed on by their fathers and forefathers, tracing back their roots to the era where they learnt the art of elaborate embellishments from the Mughals. The rarest of gems, semi-precious stones and precious crystals are used in this highly supervised process of creation. Headquartered in Muscat, Oman, clients for Jahaanara's prêt and bespoke services include royalty, celebrities and high-net worth individuals across the globe.

Official Beverage Partner

CHIVAS Regal is the product of a unique place, a proud lineage of whisky makers, and more than two centuries' of history. The Chivas Regal name dates back to 1909, though the story behind it actually begins much earlier, in 1801. Brothers James and John Chivas established a fine foods emporium in Aberdeen catering to the needs of the noble, including Queen Victoria during her frequent visits to nearby Balmoral Castle. Her Majesty was so impressed that she conferred a number of Royal Warrants on the brothers. The exceptional standards set by James and John Chivas were carried on by others and in 1909, the original Chivas Regal, a 25 year old blend, was created for the sophisticated palates of America's East Coast high society. There had never been a whisky like it and it became the world's first luxury whisky. Today, Chivas Regal is one of the most renowned and prestigious whiskies in the world; a byword for quality, sophistication and luxury wherever it is enjoyed.

Preferred Restaurant Partner

OKKU, the award-winning contemporary Japanese Restaurant and Lounge, serves up unique signature dishes created by celebrity super chefs who have cooked for the Hollywood A-list. OKKU brings cutting-edge service, style and design for an atmosphere that works perfectly for both intimate dining and late night lounge. Seating over 200 people in three distinctive areas OKKU cater to different experiences; the ultra chic bar, the mezzanine lounge which includes VIP dining rooms, and in the centre the main restaurant with a sushi bar. The lounge boasts an extensive cocktail menu, a mesmerizing 8-metre jellyquarium and a resident DJ all the way from Miami. KKU serves dinner and drinks on the first floor of The Monarch Dubai Hotel from 7pm with the lounge and bar open until 3am, seven days a week. Reservations 009714 501 8777 www.okkudubai.com

The Benefits of Sponsorship

A Unique Opportunity

Leaders in Luxury Middle East represents a unique opportunity for a limited number and select group of sponsoring organisations. Those firms sponsoring the event will be able to highlight their expertise and thought leadership in the field, and introduce their executives to an audience composed of potential customers and partners.

Through its status as the sector's leading business intelligence firm, as well as its extensive track record in organising and running successful conferences in the field, WBR has achieved a reputation with a conference that addresses key subjects in an objective and timely manner. Delegates expect a comprehensive and dispassionate assessment of trends, opportunities and issues that matter for their business. As a result sponsors benefit greatly from their contributions being received in the authoritative context supplied by such an environment.

There are many ways in which sponsors can become involved, offering numerous points of contact and interaction between sponsors and the audience. The event provides an effective and high-quality platform for business development with both existing and potential clients.

What Leaders in Luxury Middle East 2010 Offers...

Associate yourself with leaders

Leaders in Luxury has 2 year track record of attracting elite speakers and delegates. Being a sponsor at our events provides a powerful platform to firmly place your brand in the same league as leading brands that speak and attend our events. Whether you are already established and looking to re-affirm your position in the market or looking to reposition yourself as true luxury, sponsoring will cement your status as a luxury brand in the region.

Direct access to an elite audience: demonstrate capabilities and expertise to customers and prospects

The conference will provide sponsors with direct access to an elite audience of important decision makers. The conference is carefully structured and designed to provide sponsors with a valuable opportunity to showcase their capabilities and expertise and to develop valuable new business relationships.

Unmatched marketing coverage: delivering pre-event exposure and post event continuity

The Leaders in Luxury contact network and database is second to none in the field, ensuring that sponsors are able to leverage considerable marketing resource through their sponsorship. Depending on your needs, we will be able to produce and deliver tailored marketing initiatives in the run up to the conference that will highlight key messages, as well as post event exposure to reinforce relationships and visibility.

Long term partnership, flexibility & opportunity

In sponsoring you will be establishing a long-term relationship with Leaders in Luxury Middle East 2010 in which we will continue to put you together with decision makers and business opportunities long after the conference ends. Leaders in Luxury will collaborate closely with your team to ensure you exceed your new business development objectives. You have complete control to create any customised package for your sponsorship.



For more information please contact: Executive Director, Marie-Eve Cote,
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Sample Sponsorship Packages

Luxury brands do not believe in one size fits all and neither do we. Like the luxury brands that attend our conference, we believe that you need a tailored sponsorship package to enable you to achieve your unique objectives. There are wide range of sponsorship opportunities open to you and part of the process is an evaluation of your distinct needs, matching these needs to the sponsorship options available and creating an exclusive package for you. I have enclosed some ideas for you below to gain a clearer idea of what we can offer.

Speaking Opportunity

You will have the opportunity to address the full audience during the conference for Leaders in Luxury Middle East. Depending on your needs and objectives, your presentation will be part of the main conference for maximum impact, during the pre-conference summit to address a pre qualified audience and provided them with a targeted message or during a panel discussion as a moderator or a panelist position as a key thought leader.

Taking up this option is a great way to show thought leadership, present case-studies and position your CEO with leading speakers.

Panel Sponsor

You will have the opportunity to either moderate or join as a participant on a 45-60 minute panels. Panels need less preparation time as they don't require a formal presentation, but still allows you to address the audience. You will be positioned as a key thought leader along with other panelists.

Interactive Roundtable Sponsor

You will have the opportunity to host a roundtable. Roundtable hosting slots are available during the main conference and summit day. You will have access to an elite group of approximately 25 delegates that choose to join your table. This is the ultimate "up close and personal" package where you will have intimate networking time. Plus you will have the added benefit of being able to get direct feedback on what are major challenges your clients face which you can then use to develop future strategies and offerings.

Networking Suite Package

You will have a 3m by 2m networking suite in the hospitality zone. All networking breaks and cocktail receptions are held in the hospitality zone maximizing exposure for your suite. As an addition to a speaking role sponsorship it provides a focal point for attendees to find out more about your services and a dedicated meeting area. As a stand-alone package it provides an exclusive area in the high traffic hospitality zone to showcase your services.

Networking & Dynamic Sponsorship Opportunities

These are a number of dynamic sponsorship options that we have available at Leaders in Luxury Middle East 2010. Maybe take advantage of some of our high profile branding opportunities by sponsoring the gala cocktail reception or sponsored lanyards for the delegate badges. These are very effective ways to ensure that your brand is "front of mind" at the conference. We also have space for a small number of ads in the official Leaders in Luxury brochure.

Other sponsorship opportunities include:

- Gala Networking Reception Sponsor:
- "VIP" Breakfast Sponsor
- Luxury Networking Card Exchange Sponsor:
- RealTime Polling Session
- Fashion Show

Additional Sponsorship Benefits:

All sponsorship packages can also be tailored further with these additional marketing and brand opportunities. I will discuss further with you what best suits your needs and some highlights include:

- **High profile promotion as a sponsor of Leaders in Luxury** on all our in house marketing materials which include mailings, emails and web. Additionally, you will be promoted via our marketing partners and press releases increasing the mileage and return on your investment.
- **Access to a full delegate list**, with contact details, two weeks before the event takes place. This allows you to premarket to the attendees and to contact people in advance and arrange meetings with them. This is of course only available to sponsors.
- **A customised mailing** for up to 500 people on your letterhead telling them about your role at Leaders in Luxury Middle East 2010. This is paid for and organized by us. This is a very powerful profile-raising tool.
- **An insert in to the delegates documentation pack**. This is handed out to all delegates on the morning of Conference. This ensures that everyone at the event has your contact details and corporate information.
- **Your logo on the Leaders in Luxury Middle East 2010** website with a link through to your site. The website receives significant traffic in the run up to the event and is a very high value publicity vehicle for your business.
- **A full and final delegate list after the event**. This is for you to follow up with people, and again is only available to our sponsors.

Historical and prospective media partners:

Historically partners for the event have included magazines, newsletters, websites and associations such as:

- The Luxury Marketing Council
- The Wall Street Journal Asia
- Hong Kong Tatler
- Luxury Insider
- The Luxury Society
- ESSEC
- Asia Spa
- Asia Pacific Boating
- Harpers Bazaar
- Zawya
- Executive Magazine
- Gulf Marketing Review
- Luxe.tv
- Walpole Group
- The Luxury Network
- The Luxury Institute
- Luxury Briefing
- Ledbury Research

Marketing

Pre-event marketing:

With the marketing communications campaign already begun, Leaders in Luxury Middle East 2010 will have maximum exposure throughout the luxury market place, and secure Leaders in Luxury as the leading B2B Luxury conference. As a sponsor or exhibitor of Leaders in Luxury you will benefit from increased visibility to a massive target market pre-event and the biggest meeting of senior principals from leading luxury brands in Middle East at the event.

Below the line Marketing Campaign:

- **5 mailings**

WBR has a first rate in-house database with over 15,000 CEO Level and Marketing names across Middle East.

The mailings will include a A4 Glossy brochure being sent to our entire Luxury Database.

Other mailing pieces include postcards, newsletters and personalized letters.

- **20 email broadcasts**

Emails will be sent to entire database notifying our target audience of special offer deadlines, when new partners come on board and exciting new developments in the conference programme.

We also send out emails on behalf of our clients. These emails include advertising services to the Leaders in Luxury database, offering past delegates special trial offers or to invite people they would like to see at the event. We also

expand our audience reach by sending e-mails through media partners.

- **2 newsletters**

This provides readers with up-to-date industry news, feedback from our industry leading speakers, new developments on the programme such as new sponsors or partners.

It also gives sponsors the chance to submit an article or press release.

Online and Interactive Campaign:

In addition to this, we will be coordinating a significant online presence through media partners, our own in-house e-marketing campaign and a sizable investment into search engine marketing. Thus driving key members of the luxury community to the Leaders in Luxury website. Leaders in Luxury Middle East 2010 is already receiving over tens of thousands of hits per week, giving you huge potential traffic for your own website.

Telemarketing and Direct Sales Campaign:

We have an in-house telemarketing team who over 24 weeks will make around 42,000 calls and 6,000 pitches. The Leaders in Luxury team have years of experience working with the luxury market and have developed over time, great relationships with key clients. You can tell us exactly who you want to meet at the event, and we can leverage the marketing resource free of charge to invite your key clients to attend the event.



Leaders in Luxury Middle East offers an unmatched platform for organizations to identify and exploit business opportunities with principals, distributors and retailers from the entire region.

For further information on sponsorship and exhibition opportunities at

Leaders in Luxury Middle East 2009, please contact Executive Director, Marie-Eve Cote, Phone: +971 (0) 4 3602901, Email: marie-eve.cote@wbr.ae