

## HOTEL 2000 Targets Projects in the Middle East

DUBAI, UAE — April 3-5, 2000 — A delegation of Canadian manufacturers and suppliers will be targeting a number of hotel projects in the Middle East by attending the HOTEL 2000 trade show to be held at the Dubai International Airport Convention Centre in the United Arab Emirates (UAE).

The Middle East, the world's fastest-growing tourist destination, is undergoing a major boom in hotel and leisure resort construction and expansion. According to the World Tourism Organization, the region's tourist revenues soared by 11 per cent and the number of visitors by 5 per cent in 1997.

With total annual visitors still under 15 million, potential for future growth is outstanding. Furthermore, as most of the major regional and international hotel groups have announced plans to

enter the market or expand their existing Middle East operations, the region now offers unrivaled prospects to Canada's tourism industry suppliers.

The UAE is now a major destination for both holiday makers and business visitors and the key development location in the Middle East. The number of hotels in Dubai alone has increased from 48 (5,000 rooms) in 1988 to 258 (17,000 rooms) in 1998. Other major markets in the area include Oman, Saudi Arabia, Qatar, Bahrain, Lebanon and Egypt.

Future projects in the Middle East include:

- 140 new luxury hotel and resort properties over the next three to five years and over 33,000 rooms.
- Dubai is the key development location for the major hotel chains, with plans for some

7,000 new luxury hotel rooms over the next five years.

- The developers of Dubai's prestigious Westside Marina have announced 20 luxury hotels to be built over the next 10 years.
- Saudi Arabia has plans to invest US\$2.6 billion in tourism.
- Oman is investing US\$485 million to develop its tourism infrastructure.
- Lebanon will spend over US\$1 billion over the next 10 years developing hotels.

This building bonanza has generated a substantial market for Canadian suppliers of materials and equipment already involved in Middle Eastern hotel properties, from hotel interiors to security systems, lighting to landscaping. It has also created an enormous market for specific hospitality equipment and products in the Middle East, currently valued at over US\$2.5 billion per annum.

Companies interested in joining the Canadian delegation to the area should contact the Project Director, HOTEL 2000, Canadian Showhouse Consortium, Suite 209, 2628 Granville Street, Vancouver, BC V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: [cpic@cosmospacific.bc.ca](mailto:cpic@cosmospacific.bc.ca), Internet: [www.direct.ca/cosmos/hotel2000.htm](http://www.direct.ca/cosmos/hotel2000.htm)

## Trade and Investment Convention 2000

— Continued from page 14

to obtain financial assistance under the Program for Export Market Development (PEMD). For details, contact your local International Trade Centre (ITC).

The Canadian Export Development encourages Canadian businesses to take a close look at the growing opportunities in the Caribbean market by participating in this exceptional event. Space is at a premium so confirmation will be made on a first-come, first-served basis.

For more information, contact Robert Grison, Director of Operations, CED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: [cced@sympatico.ca](mailto:cced@sympatico.ca)

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>