Building on success

Case Study
CITYSCAPE GLOBAL 2014
The region’s largest property show, Cityscape Global, is a highly anticipated platform for local and international real estate project launches. Each year, a packed calendar of announcements, seminars and networking events allows guests to share valuable knowledge, exchange leads and meet peers on an international level.

Cityscape Global now attracts 25,000 visitors over three days, each with premium food and drink expectations, in line with the event’s high-profile positioning. To guarantee a world-class experience for an increasingly discerning international clientele, Cityscape Global partnered with Dubai World Trade Centre, which offers the region’s biggest and most experienced team of caterers.
1 million square feet total floor space

25,000 international visitors

280 global exhibitors

3 conferences
Cityscape Global 2014 was the largest event of its name to date. Having grown 22 per cent year-on-year, the property show played host to the main exhibition, three simultaneous conferences, six seminars, four workshops and one glittering awards ceremony.

Dubai World Trade Centre deployed complex resources to cater to a wide range of international visitors within the premium parameters of the Cityscape brand. By optimising its network of stand catering, trolley service, cafés and meeting rooms, the team guaranteed a seamless, full spectrum catering service.

‘During Cityscape Global, we deliver high-quality products to countless stands. We have grown our capabilities through our many years of delivering world-class hospitality.’

RAIMUND HÄMMERLE
Executive Chef, Event and Hospitality Service
Dubai World Trade Centre
23 months' planning

250 man hours

12 designers

24 daily menus
Recipe for success

Dubai World Trade Centre worked closely with Cityscape Global during the planning process to ensure all onsite food and beverage outlets were prepared for the heightened visitor demand during the show.

The team also liaised with individual stand exhibitors, including property developers, investors and government organisations to customise their menus. Dubai World Trade Centre offered bespoke services based around the various themes and colours associated with the real estate or hotel launches.

Food safety is also paramount at Dubai World Trade Centre. All catering teams adhere to stringent Hazard Analysis and Critical Control Point (HACCP) procedures. Products are ordered from HACCP-approved suppliers and food temperature is strictly controlled at all points of transportation and delivery.

‘It is crucial to understand the customer. We get into the psyche of their brand, find out who will be visiting their stand and tailor the catering solution to this particular exhibitor’

OLGA SHULTZ
Commercial Manager, Event and Hospitality Service Dubai World Trade Centre
126 chefs
60,000 meals
443 service and commercial staff
8 cuisines
Dubai World Trade Centre’s award-winning catering team made sure attendees were refreshed and fuelled throughout the event. A broad range of dishes ensured all tastes and dietary requirements were catered for, offering a selection of healthy and nutritionally balanced choices.

Variety of cuisine is matched with convenience, as Dubai World Trade Centre is proud to offer the widest variety of event catering outlets in the region. The centre’s broad food and beverage capability ensures all visitors and exhibitors have unparalleled access to a range of cuisines to suit their working style and their palate.

**Preparation**

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
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<tbody>
<tr>
<td>sandwiches</td>
<td>9,000kg</td>
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<tr>
<td>meat</td>
<td>1,400kg</td>
</tr>
<tr>
<td>salad</td>
<td>420kg</td>
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<tr>
<td>hot food</td>
<td>4,200kg</td>
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<tr>
<td>butter</td>
<td>250kg</td>
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**Total weight equivalent to 6,108 standard red bricks**

- 12 meeting rooms with catering
- 4 concourse outlets
- 5 express outlets
- 10 in-hall cafés/snack bars
- 12 trolley services
260 litres of tea

42% of stand catering is bespoke

900 litres of coffee

8,200 bottles of water
Dubai World Trade Centre Hospitality caters to the tastes of its diverse audiences through a multitude of world-class food and beverage choices.

Over and above bespoke stand catering, premium buffets and sit-down VIP dinners, Dubai World Trade Centre offers a wide variety of tailored cuisine options.

The concourse avenue hosts popular international concessions, as well as our healthy Loop café, to cater to the diverse tastes of discerning delegates.

As well as stand and buffet catering, a wide range of stationary kiosks and mobile trolleys serve hot and cold drinks and sweet and savoury snacks to exhibitors on-the-go as they circulate the exhibition halls.
Dubai World Trade Centre provided a high-quality, broad-spectrum food and beverage solution for Cityscape Global, ensuring all appetites were met with a range of tasty, wholesome and convenient dietary options. Both bespoke and public catering were well thought-out and executed, with the mix of nationalities analysed before the event to ensure every palate was satisfied.

By working in close partnership with Cityscape, and deploying resources tailored to client requirements, Dubai World Trade Centre played a critical role in supporting the lead generation, networking and corporate hospitality objectives of high-profile property developers, investors and key government stakeholders.

“There is a lot of interest in developments launched in Dubai. We ensure the catering is top-notch, to match the profile of the event”

OLGA SHULTZ
Commercial Manager, Event and Hospitality Service
Dubai World Trade Centre
3 days
10 seminars
1 awards ceremony
1 gala dinner
Built to last

By leveraging its full spectrum of catering options, Dubai World Trade Centre was able to provide a world-class food and beverage operation to complex requirements.

Our team served multiple groups across various channels, delivering a premium service to a discerning global community of real estate stakeholders.

From intimate VIP dinners to individualised stands and on-the-go nourishing snacks, Dubai World Trade Centre has the necessary experience and flexibility to cater to all groups, making each visitor’s experience a positive and fulfilling one.

By working in close partnership with our client, our on-the-ground team was able to further cement Cityscape Global’s profile as the world’s most prestigious real estate event.
Hospitality
BY DUBAI WORLD TRADE CENTRE