

## **About Dubai**

In recent times, Dubai has witnessed an incredible growth with a show of innovation and regeneration with developments that have made headlines the world over.

As far as vision and enterprise are concerned, it would be accurate to say that the Emirate has attracted the attention of the globe with its landmark building projects and plans for the future.

These developments & infrastructural investments have established Dubai as the world's leading commercial, trading and tourism destination and confirm its place as a dynamic, business-friendly Emirate with an outstanding track record of executing major projects.

Dubai continues to look forward, by constantly developing new innovative projects that are aligned with its leaders' vision of making the country a destination of choice for business and tourism from around the world.

### **Captivating Contrasts**

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.

But these contrasts give Dubai its unique flavour and personality; a cosmopolitan society with an international lifestyle, yet with a culture deeply rooted in the Islamic traditions of Arabia.

Since earliest times, Dubai has been a meeting place, bringing together the Bedouin of the desert interior with the pearl-diver, the merchant of the city with the sea-going fisherman.

### **Dubai City**

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.

### **Climate**

The UAE has a sub-tropical, arid climate. Rainfall is infrequent and irregular. Falling mainly in winter, it amounts to some 13 centimetres a year. Temperatures range from a low of about 10 degrees Celsius to a high of 48 degrees Celsius. The mean daily maximum is 24 degrees in January rising to 41 degrees in July.

(Information provided by DTCM – Department of Tourism and Commerce Marketing)

