



## **H.E. Helal Saeed Almarri - Director General of Dubai's Department of Tourism and Commerce Marketing**

Helal Saeed Almarri is the Director General of Dubai's Department of Tourism and Commerce Marketing (DTCM) - the principal authority responsible for strengthening Dubai's positioning as a world-leading tourism destination and commercial hub. Under this mandate, his role entails leading the planning, supervision and development of sustainable tourism as an economic enabler for Dubai through enhanced partnerships with industry, and active government and public participation.

Additionally, Almarri is responsible for reinforcing Dubai's growing global significance as the key business hub and networking platform for the Middle East, North Africa and South Asia.

He also heads the Dubai World Trade Centre (DWTC), which is the region's largest business and consumer event, exhibition and conference hosting and organizing group.

Helal Almarri was a Higher Committee Member for the successful Dubai Expo 2020 bid organisation and is the Chairman of Sheikh Hamdan Bin Mohammed Bin Rashid Sports Complex. He concurrently serves on the boards of government and UAE-based private sector entities including Dubai Chamber of Commerce and Industry, Dubai Events and Promotions Establishment, International Humanitarian City, ARAMEX and Taaleem Education among others.

Having previously been a consultant with McKinsey & Company and KPMG, his experience spans a diverse portfolio of industries across geographies. Helal Almarri holds an MBA from the London Business School, and is a Chartered Accountant from the Institute of Chartered Accountants in England and Wales.

\*\*\*