



**Shanghai**  
City of Design

مؤسسة دبي لتنمية الصادرات  
**DUBAI EXPORTS**  
إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي  
An Agency of the Department of Economic Development - Government of Dubai

## Shanghai–Dubai Design Dialogue

**Monday, 14 March, 2016**

**Al Wasl Ballroom, Dusit Hotel,  
Shaikh Zayed Road, Dubai**

**Monday 14 March 2016**

**08.30-09.00** Tea and coffee

**09.00** Opening session

**Morning Roundtable Discussion:**

Dubai - Shanghai Collaboration in the creative design sector

**Moderator: Dr Ashraf Mahate,**

Head of Export Market Intelligence, Dubai Exports

Eng. Saed AlAwadi, CEO, Dubai Exports, Department of Economic Development  
Government of Dubai

Mr. CHEN Yuehua, Counsel, Shanghai Municipal Government

**09.20** Presentations:

- **Ms. Carolina Quintana**, Creative Economy Programme, UNCTAD  
The global scene in the creative industry, highlights on the design sector
- **Ms. Alia Khan**, Chairwomen, Islamic Fashion Design Council
- **Mr. Rue Kothari**, Art Dubai Group
- **Mr. LIU Boying**, Director, Secretary General Shanghai UNESCO  
Creative City Promotion Office

**11.30** Presentations

- Lessons learnt from Dubai and Shanghai
- How can Dubai and Shanghai develop greater collaboration in the creative design sector

**12.00-13.30** Networking lunch