



Keskiyön Savotta Vaattunkiköngäs 20.6.-21.6.2011

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Agenda



- Experience & Portfolio of Maktub Consulting Oy
- Middle East and tourism
 - Current situation in the area
 - Market
 - Some findings
- Things to discuss during Savotta

Experience

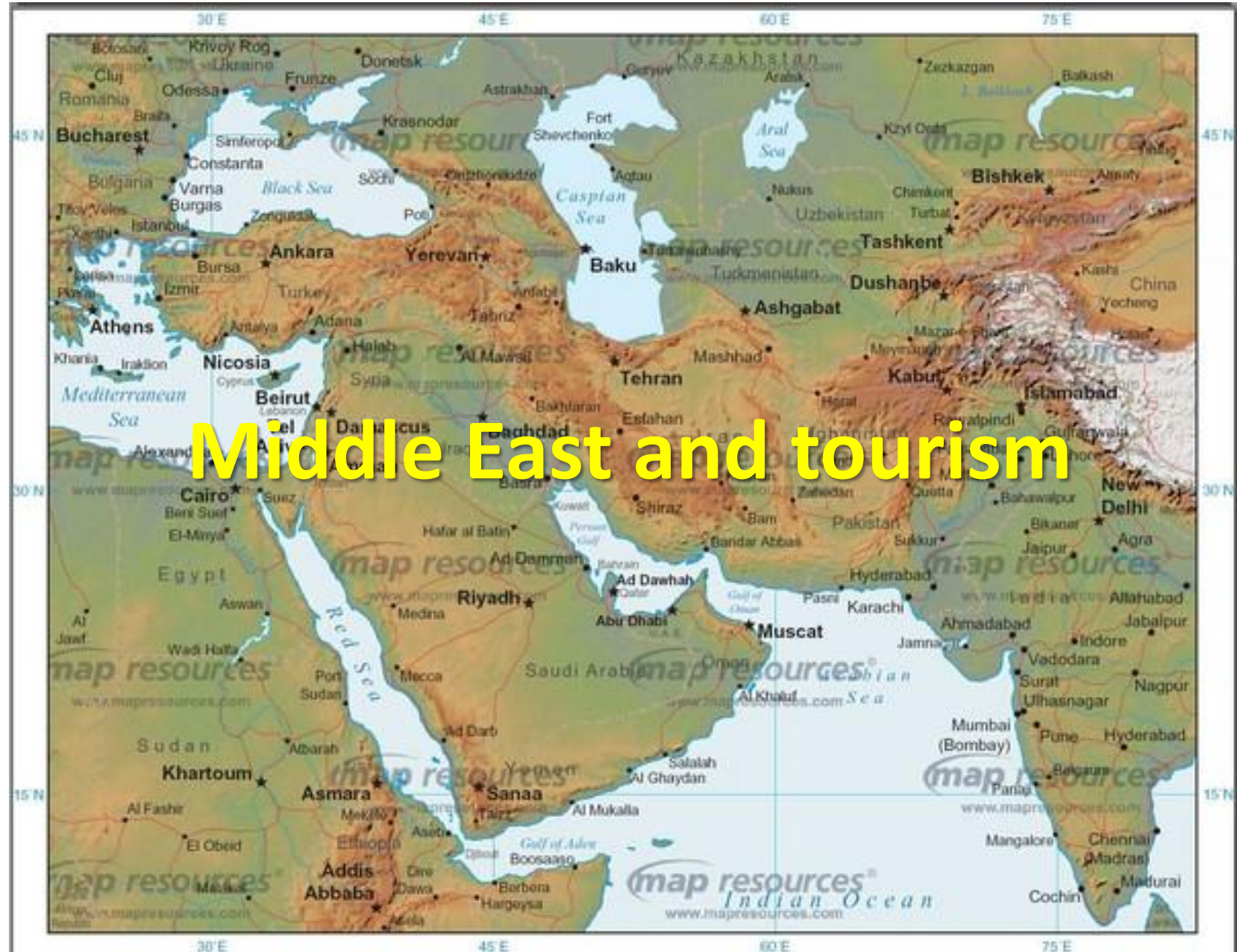


- In ICT for over 30 years
 - Intel
 - Digital Equipment Corp (VAX)
 - Nokia
- Experience in TETRA for almost 15 years
 - Nokia PMR
 - Maktub Consulting from 2007-
- Helping the SME expertise to make business in
 - Scandinavia
 - Baltics
 - Middle East and MENA
 - Africa

Portfolio



- TETRA training
 - TETRAsim, 4C Strategies and EmerGeo
- Situation awareness and crisis management
 - EmerGeo, 4C Strategies and TETRAsim
- TETRA Network coverage
 - Creowave
- TETRA, DMR, pager and analogue network interfacing
 - Elektro-Arola
- TETRA network subscriber management, dispatching and Role Oriented Communication, AVL
 - Mentura Group
 - Indagon
- GPS coverage
 - Roger GPS
- Homeland security and asset management
 - Trevoc



middle_east map



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Middle East and tourism



- Lebanon – the Paris of ME
- Egypt - >7% of GDP, 15M tourists
- Jordan - >3,5M tourists every year >3B\$ revenue
- Saudi – ~ 9M pilgrims to Mecca
- Bahrain >2M visitors, Lost Paradise of Dilmun, The largest stand alone waterpark in ME
- More words about Qatar and Oman
- Kuwait, Yemen, Iraq, Iran under development
- **Focus on this event in UAE**

KSA - Saudi



By Andy Sambidge Monday, 12 July 2010 6:47 AM

FACEBOOK TWITTER SHARE EMAIL PRINT

Saudi Arabia is looking into the possibility of hosting a stage of the World Rally Championships, one of the most popular motorsport events.



RALLYING CALL: The governor of Makkah is keen to bring the World Rally Championships to Saudi Arabia.

The Saudi province of Makkah, home to the holy city visited by Muslims on the hajj and umrah pilgrimages, has expressed an interest in hosting a rally event.

Following in the footsteps of Abu Dhabi and Bahrain, both of which are on the Formula 1 calendar, Prince Khalid Al Faisal Ibn Abdulaziz, the governor of Makkah Province, is keen to bid for the prestigious event, the official Saudi Press Agency (SPA) reported.

On Sunday, the governor received Meshal Al Sudairi, president of Saudi Arabian Motor Federation (SAMF) and Mohammed Al Omari, executive director of Tourism Department in the Province.

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- ▶ Yas Marina Circuit eyes MotoGP race

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Challenges: invitation visa, hotel capacity, culture differences

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Content

- 1 Standing fit
- 2 Highlights
- 4 Escaping the chill
- 6 The figures that count
- 8 World leaders in revPAR
- 12 Oman's challenge
- 14 Global players enlarge portfolios
- 16 Bright and sunny outlook

2

Min of Tourism Oman

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Beauty has an address ~ Oman

Objectives

To increase the level of employment of Omani nationals in the sector from the current 37% to 90% by the year 2010.

To achieve an average annual growth rate for the tourist income by about 7% for the period 2005-2010.

Brings substantial economic benefits to local communities and residents.

Conserves and protect the natural environment as well as assuring respect of customs, traditions and cultural heritage.

Creates community awareness, understanding and support for tourism development.

Promotes close cooperation between the government and the private sector.

To Increase Oman's Share of visitors to the GCC and increase its recognition as a high quality tourism destination in its own right.

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Qatar



Qatar

- Qatar has chalked out a master plan for the development of tourism in the country, which is expected to become a major destination in three to five years, Qatar Tourism Authority (QTA) chairman Ahmed Abdullah M al-Nuaimi said. “The plan includes developing sites across the country to cater to business tourists who would like to combine leisure with their trip”.
- “We are in the process of setting up the basic infrastructure necessary to support tourism and in three to five years we expect to see tangible results.”
- He highlighted the Lusail and Pearl-Qatar developments as examples Qatar undertakes and completes with plan.
- “Doha has already become an attractive spot for tourists, particularly for the people from the region”.
“The Museum of Islamic Art, Souq Wakif, the malls and a string of decent clubs have become major attractions drawing visitors to Qatar”.
According to al-Nuaimi, Doha will turn out to be **a major MICE (meetings, incentives, conferences and exhibitions)** destination with the completion of the Qatar National Convention Centre (QNCC) and the International Exhibition Centre, which are now being built. The QNCC, an ambitious \$1.2bn project developed by the Qatar Foundation, is scheduled to be ready by the second quarter of 2011.

UAE



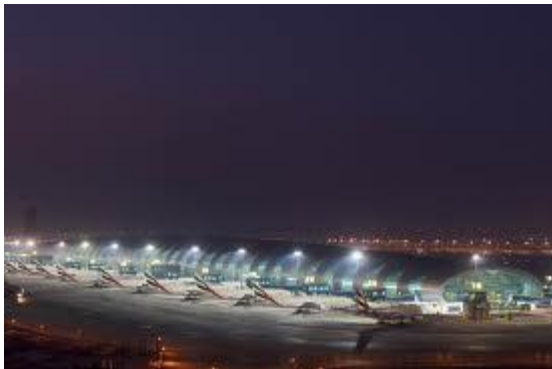
UAE

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DXB (Dubai Airport)



- Dubai Airport opened on 30 September 1960. By 1969 there were 9 airlines to 20 destinations, by 2004 there were 107 airlines to more than 160 destinations. As of June 2008 there are 120 airlines flying to 205 destinations.
- Terminal 1 connects to the new Sheikh Rashid Terminal (concourse) which opened in April 2000, and is used for most commercial flights to Dubai. Passenger capacity was increased to about 25 million passengers per year, which meant the new terminal was only good for 5 years before busting its gaskets.
- Terminal 2 is used mostly for business and charter flights.
- Terminal 3 (and concourse 2), originally expected to be completed in 2006 but not open until 14 October 2008, is dedicated to Emirates Airlines passengers. Total capacity of Dubai Airport up to 60 million passengers per year with the opening of T3.
- Another A380 specific facility (concourse 3), with longer ladders for the upstairs passengers, was expected to open in 2009 but that's been pushed back to 2011. This, together with the new terminal 3 and concourse 2, will increase capacity to 70-80 million passengers per year (various figures seen - April 2009 reports said 80m).



18/06/2011

Year	Passengers	Cargo (tonnes)	Year	Passengers	Cargo (tonnes)	Year	Passengers	Cargo (tonnes)	Year	Passengers	Cargo (tonnes)
1980	2.79 million	49.9k	1990	5.0 million	144k	2000	12.3 million	0.56m	2010	47.2 million	2.3m
1981	3.16 million	62.1k	1991	4.4 million	140k	2001	13.5 million	0.61m	2011	52.2 million	
1982	3.36 million	72.2k	1992	5.4 million	186k	2002	16 million	0.76m	2012		
1983	3.57 million	82.5k	1993	5.7 million	218k	2003	18 million	0.94m	2013		
1984	3.63 million	88.0k	1994	6.3 million	243k	2004	22 million	1.11m	2014		
1985	3.85 million	94.0k	1995	7.1 million	316k	2005	25 million	1.33m	2015		3.4m
1986	3.78 million	99.3k	1996	8.0 million	359k	2006	28 million	1.41m			
1987	4.31 million	117k	1997	9.1 million	414k	2007	34 million	1.67m			
1988	4.35 million	123k	1998	9.7 million	432k	2008	37.4 million	1.82m			
1989	4.56 million	131k	1999	10.8 million	475k	2009	40.9 million	1.93m			



Passenger capacity in Dubai



- Al Maktoum International Airport layout (2006 model)
- At the heart of this huge new community is the Al Maktoum International Airport, planned as the world's largest passenger and cargo hub, ten times larger than [Dubai International Airport](#) and [Dubai Cargo Village](#) combined.
- If completed as planned, the airport will have an annual cargo capacity of 12 million tons, and a passenger capacity of up to 160 million people per year— which would be more than [Hartsfield-Jackson Atlanta International Airport](#), which handled 90 million people in 2008, and is currently the world's busiest passenger airport.^[12]
- Designed for the future, Al Maktoum International Airport proposes to handle all next-generation aircraft, including the [Airbus A380](#) super-jumbo.^[13] Up to four aircraft will be able to land simultaneously, 24 hours a day, minimizing in-air queuing



Abu Dhabi International Airport



- Development work has also started on a new passenger terminal, to be situated between the two runways and known as the Midfield Terminal. Upon completion in 2012, the Midfield Terminal will take the airport's passenger capacity to more than 20 million per year.







The Higher National Security Council National Emergency and Crisis Management Authority

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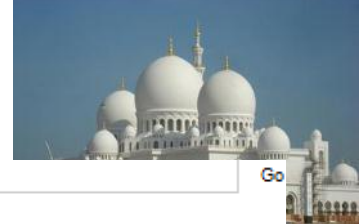
Crisis and Emergency Management Conference 2010 concluded today its 3-day agenda from 11 to 13 January 2010 at the Emirates Center for Strategic Studies and Researches. Participants...

The first campaign of Educational Institutes National Security and Safety project was launched under the slogan "Our Schools ... Security and Safety" which aims at raising awareness and improving performance during emergency and crisis situations ...

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Civil Defence



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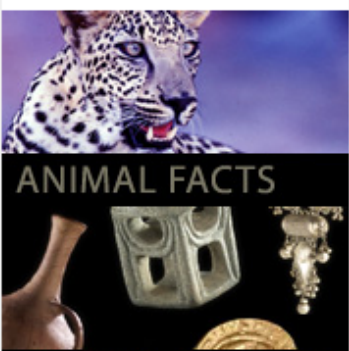
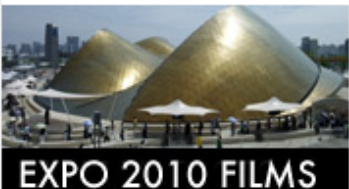
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Today's News Stories

Civil Defence teams visit over 86 thousand houses in world's massive home safety drive posted on 23/02/2011

In a massive home safety education drive, the first of its kind on global level in magnitude, the teams set up by the UAE Civil Defence visited over 86,000 households to create awareness among people on preventive measures. The campaign was rolled out earlier in December last year to educate citizens and residents in the UAE about the preventive behaviour through organised visits.

Major General Rashid Thani Almatrooshi, UAE's Civil Defence Acting Commander-in- chief announced that during the two months since the campaign was launched, the civil defence teams visited homes in various emirates and gave guidelines on home safety measures through short lectures and distribution of printed literature. The massive drive comes in line with the directives of His Highness Sheikh Khalifa Bin Zayed, the President of the State, and under the direct follow-up of his H.H Sheikh Saif Bin Zayed Al Nahyan, Deputy Prime and Minister of Interior and will continue until June this year. - Emirates News Agency, WAM

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[UAE rolls out world's massive home safety campaign](#) - 20 December 2010

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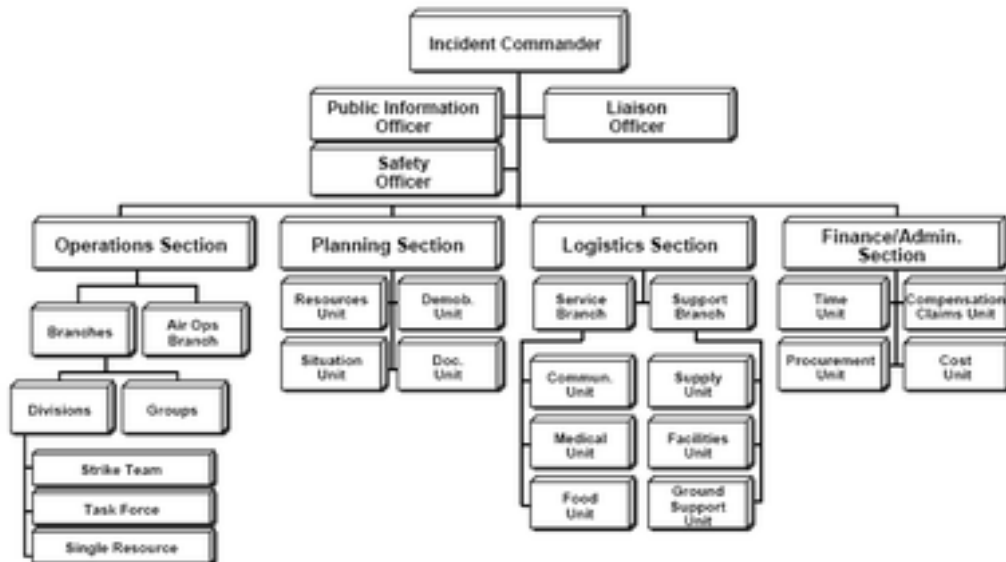
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Natural history of the UAE, covering all animals and plants recorded in the Emirates.



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Gold - silver - bronze command structure



A **gold - silver - bronze command structure** is used by [emergency services](#) of the [United Kingdom](#) to establish a [hierarchical framework](#) for the [command and control](#) of major incidents and [disasters](#).

- Platinum Control is government level ([COBR](#))^[1]
- Some practitioners use the term **strategic - tactical - operational command structure** instead, but the different categories are equivalent

The std. day in Dubai





Etusivu -
Oppimisympäristöt



Lisää aiheesta



Materiaalit



Ota yhteyttä ja osallistu



Yritystarinat

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Rakennussuunnittelun ja koulutusalan osaaminen pak... kansainvälisille markkinoille



Tamperelainen arkkitehtitoi...
keväällä 2009 kansainvälise...
kutsukilpailun Abu Dhabiss...
Prosessin aikana kasvoi ide...
jotka yhdistäisivät suomalai...
rakennussuunnittelun, tieto-...
ja opetusalan osaamisen.

Voittoisan ehdotuksen pohj...
koulutuskeskus Educode s...
laatinutta arkkitehti **Pyrä Lu**...
tilaratkaisujen valinnassa.

Ehdotus sai runsaasti kiitosta raatiin kuuluneilta kansainvälisiltä koulusuunnittelu...
"Toteutusvaiheessa halusimme saada mukaan mahdollisimman paljon suomalais...
osaamista", **Heikki Luminen** Lumiset Oy:stä kertoo.

Laajemman suomalaisviennin synnyttämiseksi aikaa oli tuolloin liian vähän. Abu...
kannustamana Lumiset ryhtyi kuitenkin kehittämään markkinoinnin, rakennus- ja...
koulutustuotevalmistajien ja opetusalan ammattilaisten kanssa suomalaista Pisa...
Finnish Education Group (FEG) alkaa myydä muutaman vuoden sisällä.

What should we, the Finns avoid?



- Internal competition
- EU
 - “Cucumber” directives and inspection activists
- Too tight and full schedules
 - Ask, ask, ask and
 - (Listen, listen, listen)
 - Build the schedule according to the local daily breaks and routines
- Security control at ports of embark
 - Procedures vs. smooth operations
- Strikes

What can we do?



- Understand
 - Culture
 - Process
 - Time
 - Face value
 - Who is who
 - Who does what
 - Relationships
 - Competition
- Invest and deliver
 - Relationship building
 - Product offering
 - Adding value
 - Increasing revenue
 - Solving problems
 - Concrete product
 - Market entry
 - Stamina
 - Time
 - Financials
 - Presence

What do we need invest to earn



- To create capabilities:
 - 5 man year
 - Cost 150 000€
 - Project coordination and management
 - 75 000€
 - Marketing
 - 75 000€
- Total 300-350 000€
- Result: > 2 programs
 - 60 credits
 - 240 credits
- Annual re-investments 100 000€
- Trainers (as average 4 persons)
 - 250 000€
- Course for 2x20 students
 - Lodgings 5 000€ /y/person
 - =>200 000€ year
- Course fee 10 000€/person
 - =>400 000€/year

What do we need invest to earn



Investments		1st year	2nd year	3rd year	4th year	5th year	6th year	Total
	Intitial investment	150 000 €	200 000 €		100 000 €		100 000 €	550 000 €
	Annual OPEX		75 000 €	250 000 €	350 000 €	350 000 €	350 000 €	1 375 000 €
	Sum	150 000 €	275 000 €	250 000 €	450 000 €	350 000 €	450 000 €	1 925 000 €
Revenues								
	Lodgings		100 000 €	200 000 €	200 000 €	200 000 €	200 000 €	900 000 €
	Course fees		50 000 €	400 000 €	400 000 €	400 000 €	400 000 €	1 650 000 €
	Sum		150 000 €	600 000 €	600 000 €	600 000 €	600 000 €	2 550 000 €
	TOTAL	- 150 000 €	- 125 000 €	350 000 €	150 000 €	250 000 €	150 000 €	625 000 €



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Situation awareness and crisis management



- Assess, Mitigate and Plan
- Response
- Beyond a Common Operating Picture
- Preparedness

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