18th IRF World Meeting & Exhibition
Roads to Tomorrow
Dubai, UAE
07-10 November 2021

Spouse Tour – Program
7th – 9th Nov 2021

Enquiries & Bookings: IRF2021dubai@dwtc.com
18th IRF World Meeting & Exhibition
Roads to Tomorrow

November 7-10, 2021, Dubai World Trade Centre, United Arab Emirates
CULTURAL IMMERSION

Find out about the Emirati culture by immersing yourself into this experience of traditional Dubai. We start with an introduction of the culture with Open Doors. Open Minds. Guests experience a traditional breakfast with their Emirati hosts followed by a trip through the old part of Dubai. We cross the creek by Abra & visit the Spice/Gold Souq.

08:30

Depart from the Convention Centre and head to Dubai Creek Al Fahidi District towards The Sheikh Mohammed Centre for Cultural Understanding (SMCCU).

Located in a traditional wind tower house in the heart of the historic Al Fahidi/Al Bastakiya District, the centre offers a range of enrichment activities.

Operating under the centre’s philosophy and motto “Open Doors. Open Minds,” the SMCCU strives to raise awareness and demystify the local culture, customs and religion of the United Arab Emirates.

With an overall objective to improve cross-cultural understanding and communication between locals and guests, visiting and residing across the UAE, we invite you to learn more about the local culture in Dubai.

Enjoy a cultural awareness program that includes a walk around the historical area, visit of Diwan Mosque an extensive Emirati breakfast in the traditional manner of the Emiratis and find out all you wanted to know about the locals of the UAE.
11:00
Arrive at the Abra station for a ride across the creek to the Spice and Gold Souk. Dubai and gold go together – indeed, this souk is the reason many people come to Dubai.

Cross Dubai’s creek in an Abra, a traditional boat made of wood, that used to be the main form of transport between the two sides of the city before the two main bridges or the Shindaga tunnel were constructed.

Souk is the Arabic word, which stands for the market or place where any kind of goods are bought or exchanged. Originally, boats or dhows from the neighboring countries as well as India, Ceylon, China and the Far East unloaded their wares at the souks. Traders from around the world brought with them a variety of merchandise and “haggled” over the sales and purchases. Dubai souks are bright, colorful, noisy and fascinating like any other market place.

You head towards the Dubai spice souk which is located just next to the gold souk. The colorful array of spices and their heady aroma is tantalizing.

Here you will find spices of all varieties: cardamom, cinnamon, saffron, turmeric, chili, curry, cloves and lots more. And that’s not all; you will also find basmati rice, dates, dry fruits and nuts of endless varieties, different sorts of tea, tobacco, seductive perfumes, pottery as well as baskets. As you move on from one shop to another, you will be enveloped by these sensory delights.

Haggling about the price is like a tradition. Take your time. The initial un-sureness in bargaining gets lost pretty quickly, and you will really enjoy “haggling” about your favorite piece.

13:30
After time at the souks we head towards Palm Jumeirah for afternoon tea at The Waldorf Astoria at the Palm Jumeirah.

High Tea – is what comes to mind when people think of English tea ceremonies. The ladies of leisure enjoy one of Dubai’s most sought after pastimes at this stunning elegant property on the Palm Jumeirah. High tea at the Waldorf Astoria will guarantee an afternoon in Dubai well spent. Enjoy a selection of tea, coffee, sandwiches, pastries and cakes served with a choice of the hotel’s delicious homemade jams and the mouth-watering Devonshire clotted cream.

16:30
End of tea and head back to the Convention Centre.
Monday, 8th November 2021

MODERN ART & CULTURE SCENE

Today we dive into the modern art and culture scene along with some of the modern pastimes of the region.

09:00

MODERN ART & CULTURE SCENE
(Dress code: casual and relaxed)

Meeting at the Convention Centre and depart by coach to the 25 Hours Hotel. 25 Hours is a modern contemporary hotel offering an inclusive, relaxed atmosphere throughout the hotel. The hotel has incorporated curated art pieces into the decor and hosts spaces that encourage various forms of art. One such space is the pottery room where guests are encouraged to get their hands dirty using one of the traditional art forms of the Arab region.

After a short tour of the property and a 90 minute pottery session we head on to one of the typical modern pastimes of the region. Shopping!
Arrive at Dubai Mall, the world’s largest shopping and entertainment destination.

We head straight to a visit to At the Top, Burj Khalifa’s observation deck. Located on level 124, it provides unparalleled bird-eye views of Dubai. The journey begins in the lower ground level of the Dubai Mall and lasts approximately 60 minutes, allowing ample time for you to relax and enjoy Dubai’s skyline at your leisure.

Once we complete the visit the spouses will be given a bit of time to shop at Dubai Mall or just spend some time discovering the impressive features of this mall.

Meet at the designated area and head to Souk Al Bahar for a delicious afternoon trying out traditional Lebanese cuisine at Abd El Wahab. With a table reserved for this group on the terrace overlooking the Burj Khalifa a family style menu with shared dishes is a typical scrumptious yet lazy Levantine lunch.

Return to the Convention Centre to freshen up for the gala dinner.
09:00
(Dress code: casual and relaxed)
Meet at the Convention Centre and depart by coach to the spa.

Arrive at the Spa to start your treatments as per the time slot booked.

During the treatment slots we will arrange a short class that teaches you how to create your own chemical-free, skincare products to reduce waste and control the chemicals that you absorb into your body. From Chemical-free deodorant, detox hair & face mask to evening face scrubs you learn what product combinations work well for your skin/hair types.

Spa bookings will be made as per treatments and time slots available at the selected spa. Your lifestyle experience in Dubai is incomplete without a trip to one of our serene luxurious spas. Spoil yourself with a complete treatment or even just a massage to relax you after a visit of our city.
18TH IRF WORLD MEETING & EXHIBITION
ROADS TO TOMORROW

November 7-10, 2021, Dubai World Trade Centre, United Arab Emirates