



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MCI Opens an Office in Dubai, UAE

As announced today in conjunction with the fifth ESNEP (European SITE Networking and Education Program) in Dubai, MCI, Europe's leading Events, Communications and Association Management Company, expands its global reach. With a significant presence in large European economical hubs, MCI opens a regional office in Dubai, UAE. After the opening of a wholly owned office in Singapore and a strategic alliance in the American market, MCI clients can now rely on integrated service consulting and delivery in the Middle East region.

Strategically located on the crossroads of Africa and the Middle East, MCI's Dubai operation is set to take advantage of its location, and attract/serve its major clients' EMEA meetings and events. MCI – Dubai Office is to be quickly followed by expansions in other nearby cities in the Middle East.

Heading MCI – Dubai Office is prominent personality in the Middle Eastern MICE-industry, Mrs. Sumaira Isaacs as Managing Director. She will be reporting to MCI HQ Office based Sébastien Tondeur - CEO of the Corporate Division.

Sumaira, who also serves as Vice President on the International Board of Directors of SITE (Society of Incentive Travel Executives, www.site-intl.org), brings with her a solid understanding and track record within the MICE sector. The MCI – Dubai Office team is being complemented with an events director, a creative director and an operations director and will boost at least 7 to 8 staff within the first 6 months of operation.

Says Sumaira Isaacs: "Dubai has seen a phenomenal growth in the past 5 years in the Meetings industry and its future growth is guaranteed as well. However, there was a need in the market for a cutting edge communications, events, and association management agency to come and take things to the next level. Therefore, MCI's Dubai Office is perfectly timed to take advantage of this phenomenon".

Roger Tondeur, MCI's President confirmed: "The Dubai opening fits perfectly in our 5 years strategic plan to be present in the major business hubs around the globe. I am personally thrilled that such an experienced personality as Sumaira will lead the Middle Eastern operations for MCI".

About MCI

Founded in 1987 and with offices in Barcelona, Berlin, Brussels, Geneva, Lyon, Madrid, Paris, Petersfield/London, Singapore, Stuttgart, Zurich and now Dubai, MCI is the foremost pan-European Association, Communication and Event Management company. MCI are thought-leaders in building community around brands, products and services for companies and institutions. MCI's turnover by year-end 2005, was 89,4 M€ (CHF 138,6 M) and by end March 2006, it employed 383 people. MCI and SmithBucklin created the Global Partnership. For more information please visit: www.mci-group.com.

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