

# UNITED ARAB EMIRATES

WORLD CLASS CITIES OF THE  
21<sup>ST</sup> CENTURY







# Johanne Brunet

## ACADEMIA

### Education

- CPA, CGA – UBC
- MBA – HEC Montreal
- PhD – Warwick Business School UK

### Previous Campuses

- **Australia (Sport, Wine and Creativity)**
- **California (Entertainment and Wine)**
- **India-Emirates (Entertainment, IT, Finances, Infrastructures...)**

### Research

- Innovation, creativity, new product development
- International marketing
- Marketing strategy

### Teaching

- MBA
- Executive (Beirut, Montreal, Algeria, China...)
- EMBA

## PROFESSIONAL

### Medias

- Radio-Canada/CBC
- TV5 international
- Consultation

### Board of directors

- SAQ (Chair of the board)
- SQDC (Chair of the board)
- Groupe TCJ inc (Chair of the board)
- Letenda
- Polyexpert
- Théâtre du Rideau vert

Where  
are we  
going?

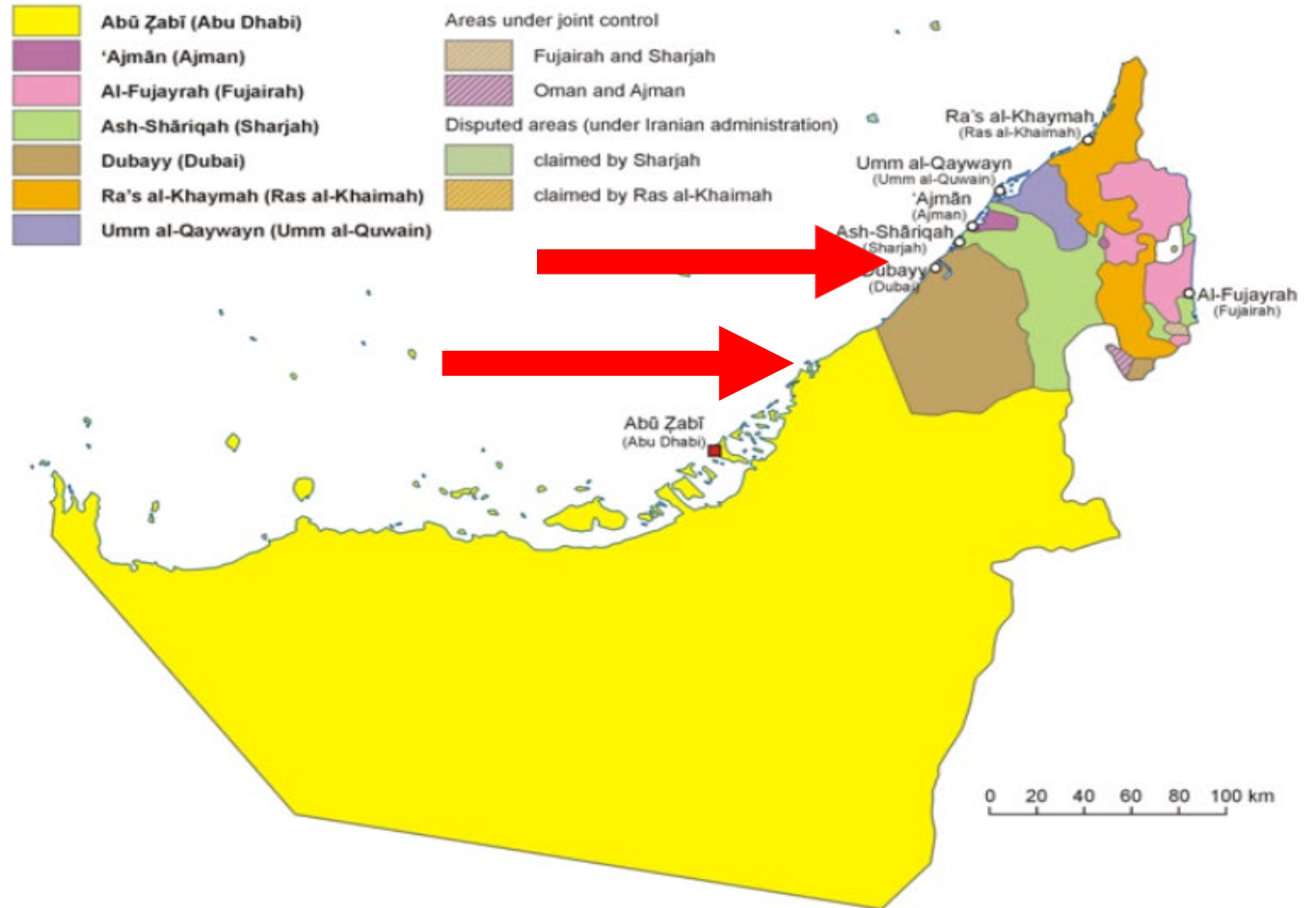


‘The strategic location of Dubai makes it possible for us to serve almost 90% of the world’s population with non-stop flights’ (CEO Emirates Airlines)

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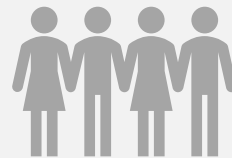
# THE SEVEN EMIRATES



# UAE Population 2023 (Key Statistics)



The population of UAE in 2023 is **10.17 Million**, a **0.89%** increase from 2022



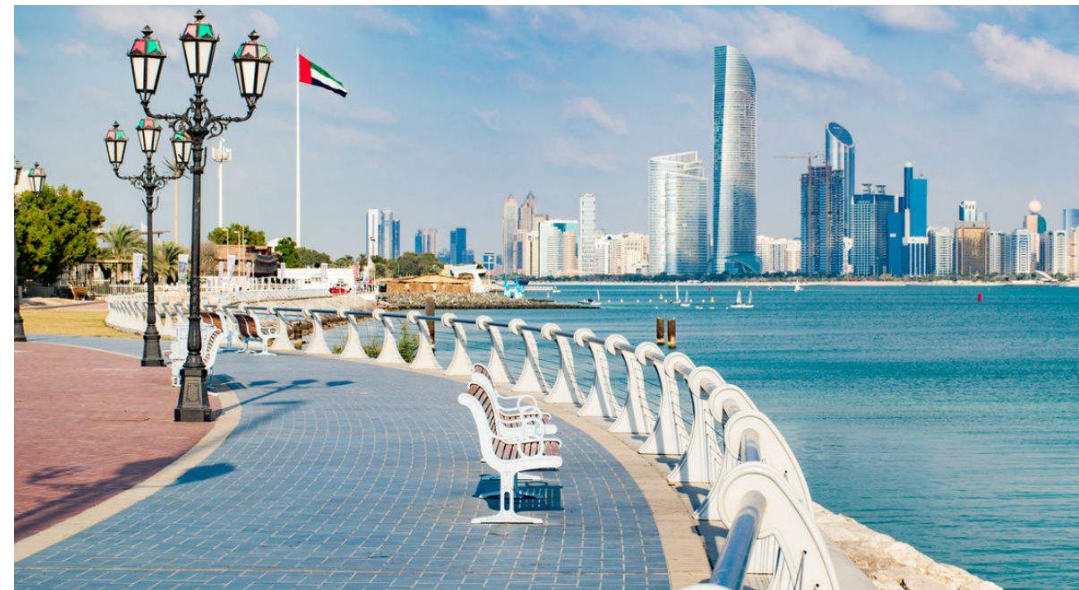
The population density of the UAE stands at **121.59 person Km<sup>2</sup>**, with most of the population residing in Abu Dhabi and Dubai

# Emirati Vs Expatriates

Nationality	Population	Percentage
Emirati	1.17 Million	11.48%
Expat	9.0 Million	88.52%



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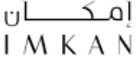













Abu Dhabi





Themes

Infrastructure	Financial Services	Entertainment	Tourism	And more!
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# Course Evaluation

- **Participation - 20%**
  - Be present and on time for meetings.
  - Participate in all preparation meetings.
  - Prepare a one-pager of one of the firms visited.
  - Manage the visit to that firm.
  - Be an active listener/asking questions.
  - Be a team player.
  - Be proactive.
- **Group projects (group of 4) - 30%**
  - Report, analysis of one of the themes.
- **Personal reflection on the Dubai and Abu Dhabi business environment, your experience and what you have learned - 50%**



# Timeline

**Predeparture activities:** May 4<sup>th</sup>

Presentation of Group Reports

- Conferences on the themes of the Campus

**Campus:** May 26<sup>th</sup> to June 9<sup>th</sup> 2024







# Safe travels are a priority

The pandemic, the precarious geopolitical situation and the increase in natural disasters are making international travel more complex.

We address these issues by:

- Choosing our destinations and itineraries to provide a safe and stable environment.
- Partnering with reliable providers and security experts to prepare and assist our travelers appropriately.



# The UAE is a safe travel destination

- Economic and political stability
- Religiously and culturally tolerant population
- Modern and efficient infrastructure





# Legacy Ventures



- An award-winning educational travel consultancy specializing in the design and organization of international immersion programs for business schools and their executives.
- A professional guide travelling with the group and an on-site travel manager.
- 4 programs already organized for HEC Montréal.





# SOS International



To better prepare and support its travelers, HEC Montréal now partners with SOS International, a pioneer and leader in the management of international health and safety risks.

- More than 500 partnerships with Grandes Écoles and Universities around the world, including more than 30 in Canada;
- 12,000 International SOS employees are present around the world and include 1,500 doctors, thousands of nurses and more than 200 security specialists who work day and night to protect employees;
- Present in 90 countries, at 1,000 locations, 90 offices, 64 clinics and 27 support centers open 24 hours a day. Support for students and staff in 99 languages.



# SOS International



Connect to the SOS International Portal to get access to health, safety, and travel advices

Emirats Arabes Unis (EAU)

1 alerte active 0 personnes actuellement sur place 0 bâtiments/sites

**Evaluations** [Afficher toutes les définitions de notation d'impact COVID](#)

COVID (Voyages): Faible COVID (Opérations locales): Faible

Risque médical: Faible Risque de sécurité: Faible

**Villes**

Abou Dabi- Risque Sécurité: Faible

Dubai- Risque Sécurité: Faible

Charjah- Risque Sécurité: Faible

**Médical** Sécurité Voyage Hôtels

**Vaccinations**  
Une preuve de vaccination contre la fièvre jaune est requise pour l'entrée de certains voyageurs  
Il n'existe aucun risque de fièvre jaune, mais l'entrée peut vous être refusée si vous arrivez d'un endroit où sévit cette maladie et que vous n'êtes pas en mesure de présenter une preuve de vaccination. Pour plus d'informations sur les exigences en matière de vaccination, consultez le guide adéquat. Vérifiez que tous les vaccins du calendrier vaccinal sont à jour. Des vaccinations supplémentaires peuvent être recommandées.

**Paludisme**  
Aucun risque

**Nourriture et eau**  
Habituellement sans risque  
L'eau du robinet est potable. La nourriture présente peu de risques.

**Soins médicaux**  
Bon  
Des soins de bonne qualité auprès de certains prestataires.

**Menaces pour la santé**  
Autres menaces pour la santé et comment les empêcher.

Passeport: CAN Vacciné COVID-19

Aller-retour

D'où partez-vous ?

Destination ?

Départ mar. avr. 18 Retour mar. avr. 25

**Voir les conditions**

optimisé par sherpa

26/04/2023 - 13/05/2023

Passeport: CAN

Vacciné COVID-19

épart: YUL > MUC > AE-DU

Retour

Montréal (YUL) : la plupart des voyageurs en provenance de ce pays ou de cette région peuvent se rendre dans ce pays ou cette région Dubaï via une correspondance à/en Munich (MUC), mais avec des restrictions.

Rechercher plutôt Non vacciné contre le COVID-19

**Exigences de visa**

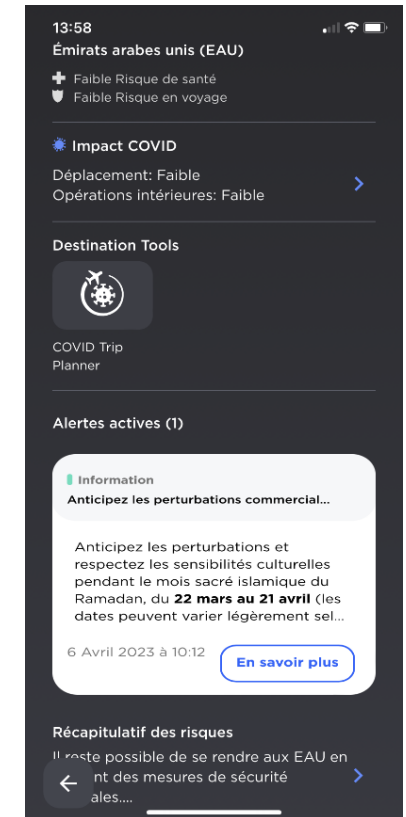
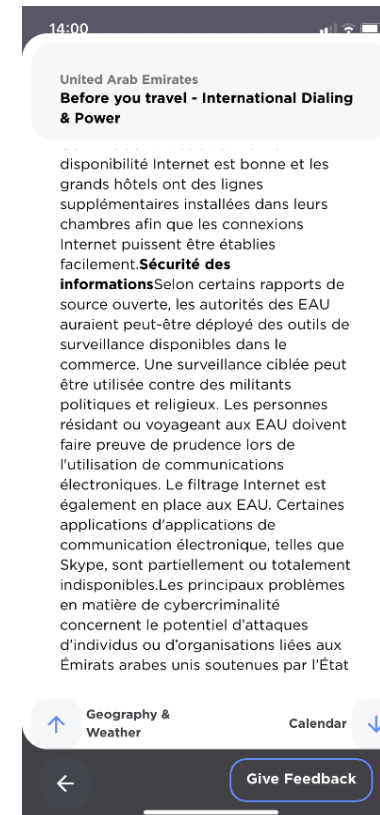
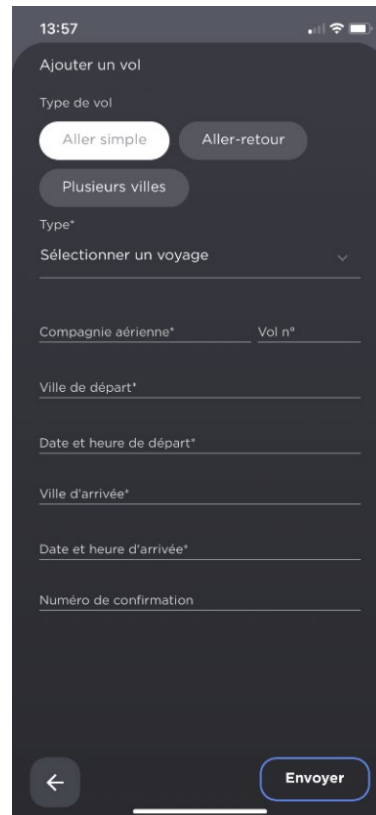
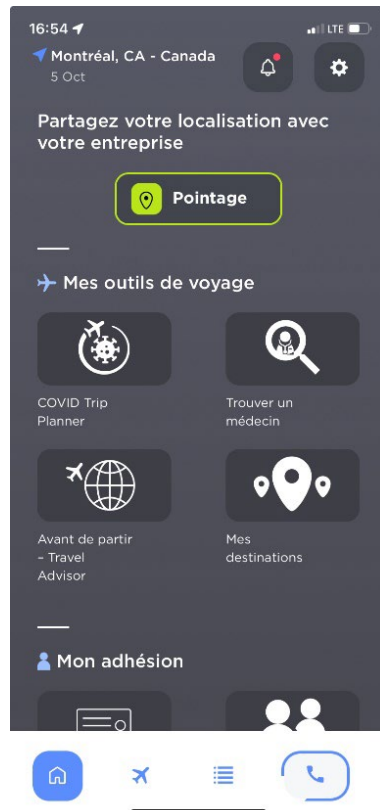
< Retour

Les voyageurs ont besoin d'un visa pour se rendre aux Émirats arabes unis pour les affaires ou le tourisme.

Les voyageurs peuvent obtenir un visa gratuit à leur arrivée aux Émirats arabes unis au point d'entrée, tel qu'un aéroport international ou un passage de frontière.

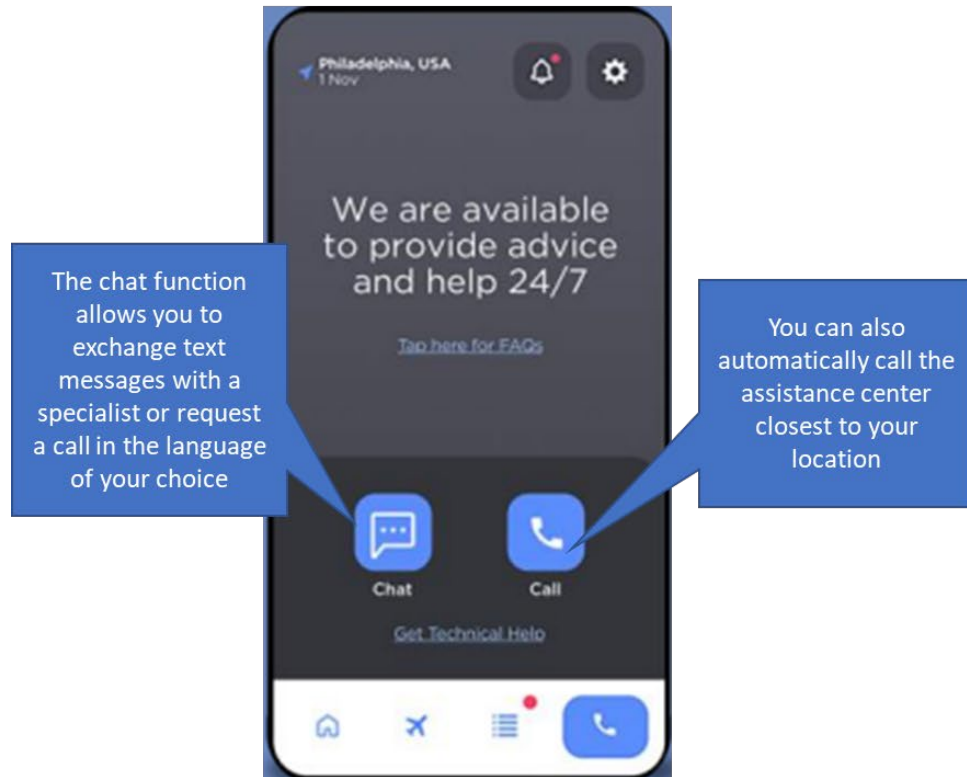
# SOS International

[Use the mobile app](#) to log-in your trip itinerary and receive automated alerts



# SOS International

Communicate with field experts to have personalised health and security information







# Logistics

## **HEC Montréal takes care of:**

- All academic and business activities
- Accommodation (13 nights incl. breakfast and WIFI)
- Local transport for group visits
- Local guide throughout the program
- Cultural activities
- Some meals

## **You take care of:**

- Your round-trip Montreal-Dubai plane ticket and travel insurance
- Your meals
- Your free time activities



# Hotels

- Double occupancy room (2 twin beds)
- Breakfast and WIFI are included



[Radisson Blu Dubai Waterfront 5\\*](#)  
[7 nights](#)



[Radisson Blu Abu Dhabi Corniche 5\\*](#)  
[6 nights](#)



# Tentative Budget

To be paid to HEC Montréal

Institutional fees	\$ 248
Travel fees (activities, hotel, a few meals)	\$ 3200 – 3400

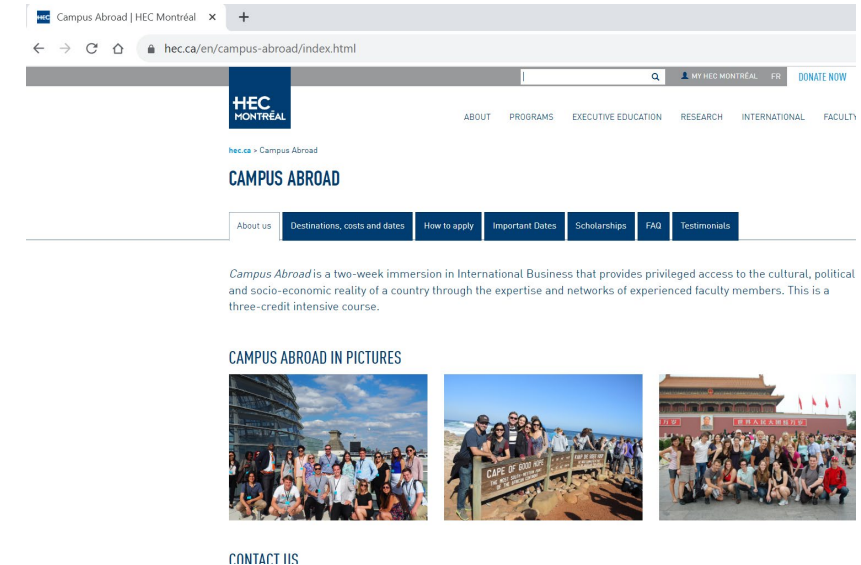
\* The student must also pay the tuition fees (3 credits) and the fees related to the course

Arranged by the students Plane ticket and insurances	Around \$ 1300
Grand Total	\$ 4800 – 5000



# How to apply?

- Prepare 2 documents:
  - One-pager CV
  - Motivation letter of a maximum of 500 words
- Go to our [website](https://hec.ca/en/campus-abroad/index.html) and complete the online form







# Scholarships

- **8 scholarships available**
- **Amount:** \$1000 for Campus United Arab Emirates
- **You can apply directly on the application form:**
  - Write a 300-word letter describing how you would make a good ambassador for HEC Montréal
  - Your GPA will also be taken into consideration





# Important dates

- Application deadline: **November 17, 2023 - 8:00 a.m.**
- Results of application: **December 11, 2023**
- Confirmation of participation : **December 18, 2023 - 8:00 a.m.**
- 1000\$ deposit (first payment): **January 5, 2024 - 8:00 a.m.**



# Questions?

