



English / The Chartered Institute of Marketing participates in the Marketing & Sales Show 2019 in UAE / الرئيسية 🏠

English أخبار اقتصاد ثقافة

The Chartered Institute of Marketing participates in the Marketing & Sales Show 2019 in UAE

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Sallam Sallam

The Chartered Institute of Marketing (CIM) has been working within the United Arab Emirates for several years as part of a long-term plan to represent, support and develop the marketing profession in the region. The results are clear, with the region now the UK's 12th biggest export market and, for many businesses, a key entrance point to access wider opportunities across the Middle East. CIM's recent Export Ready report, in association with PwC, found that the UAE is now one of the top five most attractive markets for UK business.* CIM is an Official Supporting Partner of the Marketing & Sales Show 26-27 November 2019, Raj Achan the Chartered Institute of Marketing's Ambassador in the UAE said "We anticipate that our participation at the event will offer us the chance to meet with key industry decision makers, and enables us to exchange insights on the local UAE marketing needs, the trends, as well as the opportunities and challenges ahead. This event is an optimal platform to highlight our competitive edge and the tremendous work we have been executing in the field of marketing." CIM has also been a champion for female entrepreneurship in the Middle East, which is on the increase, with 33% of women-run enterprises in the UAE generating revenue in excess of \$100,000, compared to just 13% in the US. The UAE is an important region for CIM, where it is building an educational base, comprised of relationships with more than 30 universities, as part of a growing University Partners and Graduate Gateway scheme. CIM currently has four Graduate

Gateway universities in Dubai, with a further three in other GCC countries (including Bahrain and Saudi Arabia). The CIM range of services includes training courses, including bespoke training solutions for in-house delivery. This is based on detailed training needs analysis and the unique Professional Marketing Competencies. Other short courses are delivered at the CIM's head office, near London, UK, where delegates attend from around the world. CIM also accredits short training courses already designed by third party training organisations, providing formal recognition of the quality and relevance of the course content, encouraging delegate participation. Chris Daly, CEO of CIM, said: "We have built a strong connection with the senior marketers of the future, equipping them with the skills to meet the increasing demands of the UAE market and challenges they face at any stage of their career. We are planning a series of capability driven events during 2020, which will allow marketers to engage with CIM through a continuous professional development (CPD) programme." CIM is the world's leading professional marketing body and career partner for marketers, driving the importance of marketing advantage for business growth. CIM provides a range of services, supporting both individuals and organisations focused on improving marketing capability. CIM's unique Professional Marketing Competencies ensure marketers are up to date on skills such as measuring business performance, innovation and digital marketing



سلام



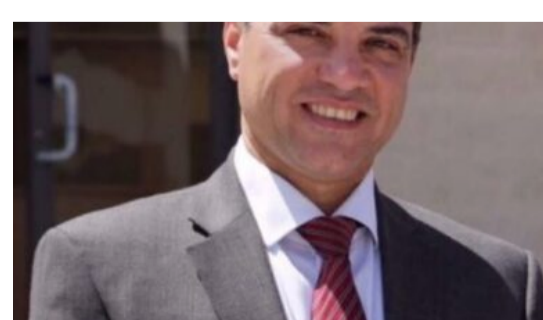
مقالات ذات صلة



بدء تصفيات الدورة السابعة من "جائزة المتوصف التراثية الثقافية"
17 مايو 2021



تعاونية الاتحاد تستقبل وفداً من شركة يونيفير
16 ديسمبر 2021



الجامعة البريطانية في دبي تحصل على اعتماد المعهد القانوني للمحكمين لبرنامج ماجستير البناء وفص النزاعات
9 فبراير 2021



صنعت في مصر لتنتقل حول العالم: دارا خسروشاهي، الرئيس التنفيذي لشركة أوبر يطلق أول "أوبر باص" في القاهرة
5 ديسمبر 2018



تقرير بوسطن كونسلتينج جروب: العام 2019 شهد ذروة الطلب على الوقود الأحفوري
28 يونيو 2020