



AIM Congress Dubai for institutional, corporate and individual investors as well as for investment promotion authorities

April 2014

The Annual Investment Meeting 2014 (AIM) is an initiative from the UAE Ministry of Economy to be held in Dubai, United Arab Emirates from 8 - 10 April 2014 at the Dubai International Convention and Exhibition Center.

AIM is the region's first emerging markets FDI-focused event to offer a perfect blend of trade fair and intellectual features aimed at enriching institutional, corporate and individual investors attending with a comprehensive set of guidelines for their future investment decisions in high growth regions. Established as the new staple for foreign trade and FDI, AIM attracts a mix of high profile government officials, private asset owners and project promoters from all across the globe.

PM&P will contribute to the 2014 event as a knowledge partner hosting a session in the conference on "How to market Emerging and Frontier Markets for FDI". This plenary session will examine the importance of marketing for a country and how to run successful events to attract FDI in general and in specific sectors. Selected case studies will be made of countries, types of events on different sectors including partnerships at the national/regional or global level.

For further details and registration see www.aimcongress.com