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'Ramadan in Dubai' to focus on culture

Festivities, shopping and community events on agenda

DUBAI

Staff Report

The fourth 'Ramadan in Dubai' programme will transform the city into a hub of Islamic culture and learning.

The event will run from June 29 to July 27. It is organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM).

'Ramadan in Dubai' will feature special events like the Dubai International Holy Quran Award and the Ramadan Forum, and also offer families and children activities such as the Ramadan Night Market, Summer Camps, Modhesh World and Dubai Sports World.

The annual event has also galvanised the retail sector into coming up with special offers, deals and discounts aimed at capturing the attention of Ramadan shoppers.

"The various cultural and community-oriented activities of 'Ramadan in Dubai' will focus on the values such as compassion, giving and sharing, and strengthening of family bonds, as well as offering people from different cultural backgrounds a valuable insight into Emirati, Arabic and Islamic traditions," Laila Mohammad Suhail, CEO of DFRE, said.

The event is the second part of DFRE's 2014 summer calendar and a wider 'Summer is

SHOPPING Night market

The 11-day Ramadan night market will be open from 8pm to 2am at Dubai World Trade Centre from July 17.

Organised by Sumansa Exhibitions, the market will bring to bring together over 350 retailers from across the world. Stalls will sell everything from fashion accessories and cosmetics to health and beauty products, jewellery, and electronics. Admission and parking will be free.

— Staff Report

Dubai' campaign by DTCM to position Dubai as the summer destination of choice.

Other festivals and attractions in Dubai's summer line-up are Modhesh World at Dubai World Trade Centre, which runs until September 8; Eid in Dubai from July 28 to August 1 and Dubai Summer Surprises from August 2 to September 5.

Hamad Bin Mejren, Executive Director of Business Tourism for DTCM and General Coordinator for the 13th Ramadan Forum, said: "This is a great way to showcase how Dubai celebrates this joyous occasion. We aim to highlight the many cultural, social and spiritual events that we have to the wider audience. Let everyone enjoy the serenity of the month."

Bin Mejren also added that one of the main components of 'Ramadan in Dubai' is Ramadan Forum, which comprises events inspired by the values of Ramadan.