

Open doors. Open minds.

Sheikh Mohammed bin Rashid Centre
for Cultural Understanding



الذباب مفتوحة. العقول متفتحة.
مركز الشيخ محمد بن راشد آل مكتوم
للتواصل الحضاري

2015

CULTURAL AWARENESS PROGRAMMES FOR YOUR ORGANISATION

The Sheikh Mohammed Centre for Cultural Understanding is a non-profit organisation dedicated to bringing cultures together to promote mutual understanding and respect under the banner of “Open doors. Open minds”.

In a country made up of over 200 nationalities, cultural understanding and awareness is crucial for both private and governmental organisations operating in the UAE. Our bespoke corporate programmes and activities can support your company by promoting open communication, enhancing staff performance and increasing general corporate productivity.

We are trusted by over 150 companies across the region to provide greater understanding of the UAE culture and encourage employee integration as well as developing communication channels between employee and client/customer.

What we offer



CULTURAL AWARENESS PRESENTATIONS AND WORKSHOPS

Our interactive formal presentations and workshops are led by one of our cultural presenters and are customised to reflect the company’s requirements. SMCCU can tailor the presentation or workshop to suit your business industry or a specific topic such as business etiquette, cultural sensitivity, employee interaction or succeeding in business in the UAE. The presenter will discuss your chosen topic, followed by an open opportunity to ask questions within a comfortable environment.

Cost: AED 6500 within Dubai / AED 8000 for other Emirates

Duration: 60-90 minutes

Location: Your office or venue of choice

Contact us for bookings and enquiries:

Tel: 04 353 6666 or email: smccu@cultures.ae



PRIVATE CULTURAL MEALS

Held at SMCCU, a traditional wind-tower house in the Al Fahidi District, our private cultural meals are an excellent opportunity to learn within an informal environment, over delicious Emirati cuisine. The topics of discussion are generated by questions from the participants and lead by one of our insightful cultural presenters. The programme is designed to be entertaining, educational and informative. Topics include Arabic culture, Islam and its impact on local culture, cultural values and sensitivities, important Arabic greetings and expressions as well as insightful anecdotes.

Cost: Breakfast AED 90 pp / Lunch AED 100 pp / Brunch AED 110 pp / Dinner AED 110 pp
(Minimum of 10 persons required for private booking.)

Duration: 90 minutes

Location: SMCCU, Al Fahidi District, Bur Dubai

Tel: 04 353 6666 or email: smccu@cultures.ae

what people say about us

“Thank you for the wonderful event and also the pre-event support provided from your whole team. It was definitely worthwhile to have all of our managers attend this event. We are including this as a part of our corporate induction for managers. So thank you to everyone involved in making this session so informative and exciting.”

Al Tayer Group

“The experience and knowledge we gained from SMCCU was astonishing. Many of our delegates learned so much, even delegates that are from the GCC itself.”

Praxis Global Research

“We would like to thank you for the wonderful tour and cultural lunch in SMCCU, Bastakiya with our new managers for Management Induction Program (MIP). Participants felt the hospitality of Arab culture and removed many stereotypes in the interactive session during lunch. Your speech was great and I am sure the participants got valuable inputs which can enhanced performance in their professional and personal life.

We hope to see you again in the upcoming sessions of MIP.

The participants gave the highest score of 4.9/5 for SMCCU. Well done.”

EmiratesNBD



PRIVATE HERITAGE TOUR

Provide your employees or clients the opportunity to step back in time and experience the atmosphere of the Al Fahidi District, one of the oldest traditional Emirati neighbourhoods set in Bur Dubai. Our knowledgeable cultural presenters will escort guests through the distinctive, narrow sikkas and stunning wind towers that adorn this historic district, before entering the Diwan Masjid. Guests then return to the SMCCU house for a cultural discovery Q&A session where they will be treated to Arabic tea, coffee and dates.

Cost: AED 80 pp (Minimum of 10)

Duration: 90 minutes

Location: SMCCU, Al Fahidi District, Bur Dubai

Tel: 04 353 6666 or email: smccu@cultures.ae



CREEKSIDE TOURS

Provide your employees or clients with a full excursion of the Souks and points of interest along the historic Dubai Creek. The tour begins with a walk through the Al Fahidi District, one of the oldest traditional Emirati neighbourhoods along the Creek, followed by a visit inside the Diwan Mosque. Then visit the Meena Bazaar before hopping on to a traditional Abra to travel across Dubai's Creek to the Gold and Spice Souks. Your journey ends back at the SMCCU house for a cultural discovery Q&A session where they will be treated to Arabic tea, coffee and dates.

Cost: AED 275 pp (Minimum of 10)

Duration: 120 minutes

Location: SMCCU, Al Fahidi District, Bur Dubai

Tel: 04 353 6666 or email: smccu@cultures.ae



ARABIC CLASSES

The Sheikh Mohammed Centre for Cultural Understanding has been teaching Spoken Gulf Arabic for over eight years and offers weekday or weekend schedules at our centre. We also provide private customised Arabic courses with content that is relevant to your business or industry.

Cost: Dependent on requirements

Duration: Dependent on requirements

Location: SMCCU, Al Fahidi District, Bur Dubai or office location

Tel: 04 353 6666 or email: smccu@cultures.ae



CULTURAL EVENTS

The SMCCU provides cultural activities tailored to the needs of your organisation. The event can be fun or educational and include traditional bands, henna, calligraphy, falconry, Bahkoor and Oud (perfume) preparation.

Contact us for bookings:

Sheikh Mohammed Centre for Cultural Understanding

Tel: 04 353 6666

smccu@cultures.ae

www.cultures.ae

Where we are

Sheikh Mohammed Centre for Cultural Understanding

House 26, Al Mussallah Road

Al Fahidi District, Bur Dubai

