

Open doors. Open minds. **للأبواب مفتوحة. للعقول متفتحة.**

Sheikh Mohammed  
Centre for Cultural Understanding



مركز الشيخ محمد بن راشد آل مكتوم  
للتواصل الحضاري

## 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.

### CULTURAL MEALS

Our cultural meals are hosted at the SMCCU in a traditional wind-tower house in the Al Fahidi neighbourhood, are an excellent opportunity to learn within an informal environment. The topics of discussion are generated by questions from the guests and lead by one of our 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 130 per person**  
**Lunch AED 150 per person**  
**Brunch AED 160 per person**  
**Dinner AED 160 per person**

**(Minimum of 10 persons required)**  
**Duration: 90 minutes**  
**Location: SMCCU, Al Fahidi District, Bur Dubai**

### FUALA (AFTERNOON TEA)

This program imitates the Emirati custom of welcoming guests with tea and Emirati pastries while enjoying a relaxing talk in the majlis. Guests will also visit the Mosque followed by a short walk around the historical Al Fahidi neighbourhood.

**Cost: AED 160 per person**  
**Minimum of 10 persons required)**  
**Duration: 90 minutes**  
**Location: SMCCU, Al Fahidi District, Bur Dubai**



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## 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 alleys (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 110 per person (Minimum of 10)**

**Duration: 90 minutes**

**Location: SMCCU, Al Fahidi District, Bur Dubai**

## CREEKSIDE TOUR

Provide your employees or clients with a full excursion of the Souks and points of interest along the historic Dubai Creek. The Tour includes Arabic coffee and dates, a small walk around re Al Fahidi historical neighbourhood along the creek, a visit to the many souks and an abra ride on a traditional water taxi crossing the Dubai Creek to Deira.

**Cost: AED 315 per person (Minimum of 10)**

**Duration: Approx. 180 minutes**

**Location: SMCCU, Al Fahidi District, Bur Dubai**

## CULTURAL AWARENESS PRESENTATIONS AND WORKSHOPS

Our interactive formal presentations and workshops are led by one of our cultural Presenters who are trained in cultural intelligence, and are customized to reflect the company's requirements. SMCCU can tailor the presentation or workshop to suit your industry or a specific topic such as on culture and lifestyle. The presenter will discuss your chosen topic, followed by an open opportunity to ask questions within a comfortable environment.

**Cost: AED 8,500 within Dubai**

**AED 10,000 other Emirates**

**Duration: 90-60 minutes**

**Location: Your office or choice of venue**

## CULTURAL EVENTS

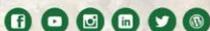
The SMCCU has a successful history of hosting cultural events and activities such as National Day and Ramadan. The events can be tailored to your organisations needs. The event can be fun or educational and include traditional bands, henna, calligraphy, falconry, Bahkoor and Oud (perfume) preparation, and traditional Emirati handicrafts such as date palm weaving.

**VALET PARKING FOR GUESTS NOW AVAILABLE!**

Sheikh Mohammed Centre for Cultural Understanding, House 26, Al Musallah Road  
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