

PRESS RELEASE

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Bureau Veritas names Dubai World Trade Centre first convention and exhibition centre in the Middle East to receive SafeGuard Label

Dubai, United Arab Emirates – Bureau Veritas, a world leader in testing, inspection and certification (TIC) services, is delighted to announce that Dubai World Trade Centre (DWTC) has become the first convention and exhibition centre in the Middle East to receive its SafeGuard Label. The certification signals that DWTC is complying with the highest possible global standards to ensure the safety and wellbeing of its visitors.

The Bureau Veritas SafeGuard Label certification provides an independent assessment of preventive measures associated with the processes, systems and controls that have been implemented regarding health, safety and hygiene prior to reopening a premises.

DWTC follows the regulations issued by the Government of Dubai to safely conduct events, including a range of capacity and social distancing restrictions and frequent sanitisation of the venue. DWTC continues to follow updates provided by the relevant Government and health authorities in order to ensure the wellbeing and safety of visitors, while The Bureau Veritas SafeGuard Label reinforces its commitment to delivering responsibly hosted conventions, exhibitions, conferences and events.

The checklists used for the SafeGuard Label were developed by health, safety and hygiene experts based on globally recognised best practices and recommendations to control contact between visitors, enforce cleaning frequency and disinfection, as well as ensuring compliance with regulations. The Label ensures procedures are in place for the safe resumption of business operations in line with local and international regulations, with detailed audits carried out to ensure that safety measures are implemented across venues efficiently, with the SafeGuard label awarded only when all of its requirements are met.



The SafeGuard label forms part of Restart your Business with BV, a suite of solutions to meet the needs of all sectors of the economy as they reopen for business. The program addresses the specific risks to all places where people live and work by training teams effectively on hygiene good practices and assuring that protective measures are properly set up and implemented transparently.

DWTC's attainment of the SafeGuard Label signals that it has implemented the highest international safety standards, accelerating the momentum Dubai has been building to reopen various economic sectors and welcome international business travellers.

Mahir Julfar, Executive Vice President, Venue Services Management, Dubai World Trade Centre, said: "The Bureau Veritas SafeGuard Label certification reflects DWTC's compliance with the highest global hygiene standards. DWTC offers best-in-class health and safety standards to all its staff, residents and visitors to the venue, and has successfully begun welcoming visitors to its responsibly hosted events and conferences. DWTC is committed to delivering international best-in-class health and safety standards for events hosted at its Dubai International Convention and Exhibition Centre (DICEC), and along with DWTC's own 'Venue Safe' standards, the Label ensures strict adherence to all safety and hygiene measures to complement the return of organised events."

Marcel Hochar, Senior Vice President, Middle East and Central Asia, Bureau Veritas, said: "Since 1828, Bureau Veritas' mission has been to shape a world of trust. Our development of the Safeguard Label demonstrates our ability to address new expectations in terms of health and safety and to adapt to the challenges associated with the COVID-19 pandemic. We are very proud to support Dubai World Trade Centre - the first convention and exhibition centre in the Middle East region to have been awarded the Label - in their efforts to welcome guests in a safe, controlled environment."

The Bureau Veritas SafeGuard the Label has a dedicated website which shows all global entities that have been audited by Bureau Veritas regarding preventive measures in place: <https://restartwith.bureauveritas.com/pages/home>.

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For more information on "SAFEGUARD Label", please contact:
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About Bureau Veritas

Bureau Veritas is a world-leading provider in testing, inspection and certification. Created in 1828, the Group has more than 78,000 employees located in more than 1,500 offices and laboratories around the globe. Bureau Veritas helps its clients to improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility.

Bureau Veritas has been present in the Middle East since more than 50 years and has currently more than 4,000 employees in the region located in more than 50 offices and laboratories in 18 countries.

For more information, visit <https://middle-east.bureauveritas.com>, and follow us on [LinkedIn](#).

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