

SUMMIT

Karina Lance, Associate Vice President, Dubai Business Events

Karina Lance is **Associate Vice President at Dubai Business Events**, the official convention bureau of the Government of Dubai and part of the Department of Economy and Tourism. With over 20 years of international sales, destination marketing, and business events experience across Europe, North America, Asia, and the Middle East, she oversees Dubai's global business events strategy and a network of 12 overseas offices.

Karina plays a key role in attracting major international congresses and corporate events to Dubai and serves on the executive boards of the **BestCities Global Alliance** and the **Dubai Association Centre**, supporting the emirate's positioning as a leading global MICE destination.