

Karina Soraya Lance

Associate Vice President - Dubai Business Events

Dubai Department of Economy and Tourism

European, Asian or Arab?One always wonder where Ms. Karina Soraya Lance is from when meeting her for the first time, as her adaptability to any environment always triggers curiosity.

With a master in International Relations and Asia Pacific Studies, Karina was one of the few students who started learning Mandarin Chinese in the late 90's to successfully punctuate her studies with a research on the economic and political implications of China, today's power house, in the World Trade Organization.

Karina is a seasoned Sales and Marketing professional currently spear heading Dubai Business Events strategy and on the ground operation: Dubai Business Events is the official convention bureau of Dubai ; the MICE division of the Government of Dubai Department of Economy and Tourism.

In her capacity, she manages a network of 12 overseas offices located across North America, Europe and Asia and provides leadership in overall business events commercial strategy.

Since 2023, she has been an Executive board member of the Best Cities Global Alliance as well as The Dubai Association Centre (DAC), providing strategic guidance in the field of association and corporate development.

Through her network of contacts in Europe and North America, she has been assisting various UAE and region-based entities, whether private or public, to bid for International Congresses to take place in Dubai.

Thanks to her academic and professional work in Asia, she has gained a deep understanding of the corporate development ecosystem in the emerging markets of India, South East Asia and Greater China. Since then, she has joined the SITE Arabia executive committee in providing leadership in education and business development in the corporate incentive segment .

Karina brings with her over 20 years of Strategic Sales and Marketing experience that took her from France, North America, China and the UAE, Middle East.

Karina has developed expertise in Business Tourism strategy development, International Sales, destination marketing, multicultural team and set up management, in-market marketing strategy, Conference Meeting planning execution etc...

Enjoying the fine things in life, insatiable traveler and avid dancer, what is Karina's trademark? Her distinctive joyful laugh and her energetic outlook adds upbeat to all the projects she undertakes.

