



Mubarak Hamad Al Shamsi
Director, Abu Dhabi Conventions & Exhibition Bureau

Mubarak Hamad Al Shamsi, a UAE national born and raised in Al Ain—the cultural heartland of Abu Dhabi—serves as the Director of the Abu Dhabi Conventions & Exhibition Bureau. With over 20 years in tourism and events, Al Shamsi has been instrumental in advancing Abu Dhabi's status as a premier business events destination.

Beginning his career in 2004 with the former Abu Dhabi Tourism Authority, Al Shamsi quickly established himself in various tourism sectors, particularly in event management and international market development. His leadership extended to the GCC market as Country Manager in Jeddah, Saudi Arabia, for three years.

Since his appointment as Director of the Abu Dhabi Conventions & Exhibition Bureau in 2014, Al Shamsi has played a pivotal role in driving growth within the business events sector in Abu Dhabi. His international contributions include serving as Chairperson of the ICCA Middle East Chapter in 2018. Currently, he holds the position of 1st Vice President on the ICCA International Board and serves as a board member of the IAEE MENA Chapter.

Al Shamsi holds a master's in general management from LUISS Guido Carli University in Rome, Italy, and a bachelor's in business administration from the University of Colorado, USA