

DUBAI:

December 2007



Tony Buzan

HUGE AMBITIONS – for the fastest-growing city on earth

Tony flew into Dubai on Sunday 9th December 2007, to work, once again, in harness with his Buzan Partners in the United Arab Emirates, **Gautam Ganglani** and **The Right Selection Group**.

The following morning he was whisked off to the new and gigantic 'landmark' Raffles Hotel in the ultra-exclusive Wafi district – a stunning building entirely based around the concept of the Pharaohs.

There, for a special half day presentation, Tony addressed a key Dubai Quality Group, **Airmiles and Partners**. The afternoon was packed with media interviews and planning for the development of further programmes of Mental Literacy activities within the UAE and the Gulf.

KNOWLEDGE VILLAGE - Dubai's 'one-shop-stop' for education



While in Dubai, Tony was invited to head up a Power Learning course for children and teachers at the magnificent **Knowledge Village**. Founded in 2003 as a key element of Dubai's long-term economic strategy to develop the region's talent pool and accelerate its move into a knowledge-based economy, the DKV's picturesque 1Km long campus now hosts a thriving and creative 'knowledge' community.

Dubai — continued

The Buzan Organisation
24 The Grove
Harleyford Manor Estate
Henley Road
Marlow
Bucks SL7 2SN



Great fun was had by all, and during the two days some incredible Mind Maps were produced. *“Among them,” says Tony “Were, in my opinion, some of the most beautiful Mind Maps the world has ever seen – painstakingly created by a 12 year old girl by the name of Zoey”.*

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The Burj Al Arab in Dubai is the world's tallest hotel.

Towards the middle of December, a Special Annual Celebration Dinner was held at the Royal Trade Centre Club by **Gargash Insurance**, the dinner being designed as a 'Client Appreciation' event. Tony was the evening's speaker, focussing on Creativity and the development of Cognitive Skills, especially related to project management, team building and inter-business communications.

Next, Tony and Gautam had an extremely exciting and colourful meeting with Andy Hurt, the Managing Director of **Xerox** in the UAE. As you may well have read, last year (2007) Xerox announced the first dividends for its shareholders since 2001, combining this favourable trading position with extremely robust predictions for the next

three years.

One of the main reasons for this strong growth renewal has been Xerox's decision to invest in **COLOUR**. Andy, a keen Mind Mapper himself (as are his children) treated Tony and Gautam to a wonderful lunch at the Pier Restaurant, a fine seafood establishment overlooking the Burj Al Arab, the world famous 'Sail Hotel'.

During the discussion with Andy, plans were explored for forming a strong business relationship between Xerox and Buzan, with the emphasis on colour, colour research, the application of colour to all aspects of professional and other thinking - and the use of Tony and the Buzan Learning team as a 'Brains Trust for Colour'.