

FOI: 0508-15 – Falcon and FCO Correspondence

Correspondence between Edward Hobart, HM Consul General, Dubai and Falcon Associates

From: Edward Hobart (Sensitive)
Sent: 25 May 2015 08:25
To: [redacted]@falconandassociates.ae'
Subject: A CV

[redacted]

Hope all is well.

I've been doing some work with [redacted] both through the Oxbridge Society (don't tell CDA) and Embassy. He's an Arabic speaking, British PR guy by background (Bell Pottinger, Hill and Knowlton, etc) who is currently looking for a job that would keep him in Dubai. I've attached his CV and he said the following in a message to me:

[redacted]

I know that you are not the first person in Falcon who will have got his CV, and I've got absolutely no problem if you don't respond on this at all, but you never know, sometimes these things can pop onto one's desk at an ideal time!

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai | [redacted]

From: Edward Hobart (Sensitive)
Sent: 20 May 2015 15:26
To: [redacted]@falconandassociates.ae;

Subject: Suggestions for Long Weekend 2016

[redacted],

I think you are the right people for this.

Excuse me for being forward, but I think you've asked previously about prospective invitees to the World Cup Long Weekend. I've come across a couple of top UK executives, with significant Dubai and racing interests who I think would be great candidates.

[redacted]

Both also own race horses.

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

From: Edward Hobart (Sensitive)

Sent: 09 February 2015 10:07

To: [redacted]

Subject: RE: University of Liverpool, Thoroughbred Management and China

Thanks Emily. Ed

From: [redacted]@falconandassociates.ae]

Sent: 09 February 2015 09:57

To: [redacted]@gmail.com; Edward Hobart (Sensitive)

Cc: [redacted]@liverpool.ac.uk;

Subject: RE: University of Liverpool, Thoroughbred Management and China

Ed

Thank you for thinking of us and providing an overview of both initiatives – very interesting.

[redacted]

Apologies we haven't come back to you sooner with feedback, we're looking into this internally and connecting with the relevant team members. I'll be back in touch shortly. In the meantime, please do arrange for the MBA presentation to be sent across, we don't have a copy of this.

Kind regards

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted] @gmail.com

Sent: 08 February 2015 18:27

To: [redacted]

Cc: [redacted]

Subject: Re: University of Liverpool, Thoroughbred Management and China

[redacted]

From: [redacted]

Sent: Monday, 19 January 2015 10:00

To: [redacted]@falconandassociates.ae

Cc: [redacted]@fco.gov.uk; [redacted]@falconandassociates.ae; [redacted]@liverpool.ac.uk; [redacted]@gmail.com

Subject: University of Liverpool, Thoroughbred Management and China

[redacted]

I had a very interesting meeting with [redacted] the University of Liverpool, [redacted]. ([redacted] actually a businessman based in Dubai.) There were two Liverpool initiatives which immediately made me think of Falcon, and [redacted] suggested that you were probably the best point of contact.

The first is that Liverpool are about to launch a new MBA with a specialism in Thoroughbred Management; I think a world first. They have a big MBA programme currently, including lots of distance learning, and a highly respected school of Veterinary Science. The second is Liverpool's close relationship with China where they have I think the only joint venture University, Xi'an Jiaotong - Liverpool University, outside Shanghai, which has been going for around a decade, see [here](#). Through their relationships in China, Liverpool also played a leading role in bringing academic elements into the UK Expo Pavilion in Shanghai.

Liverpool were visiting Dubai in order to both promote the University to prospective students and to discuss how they might deploy some of the Universities resources and expertise to creating some effective partnerships in the region. They were clear that they were in the business of creating international strategic partnerships, as they have done successfully in China. I think there could be prospects of doing this with Dubai given mutual interests, including in horse racing and China!

If you think that there may be a worthwhile discussion then [redacted] is based here as I mentioned and [redacted] is due to return to Dubai shortly after Easter. If there are other Dubai entities that might be better placed then please do let us know.

Yours,

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

All well thanks. And thanks for sending [redacted] details. Ed

From: [redacted] [redacted]@falconandassociates.ae]
Sent: 21 January 2015 10:30
To: Edward Hobart (Sensitive)
Subject: RE: Liverpool FC

Yes, and she knows [redacted] well, our [redacted].

Will prompt internally.

Hope you are well.

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]
Sent: 21 January 2015 10:28
To: [redacted]
Subject: FW: Liverpool FC

[redacted] – Did you see [redacted] from LFC when she was here last year? Any potential to connect with Falcon? A China connection again through their fan base.

Ed

From: Edward Hobart (Sensitive)
Sent: 21 January 2015 10:27
To: [redacted]@dubaitourism.ae'; [redacted]@dubaitourism.ae'
Subject: Liverpool FC

[redacted],

It was a pleasure to meet you both at lunch with **[redacted]** and **[redacted]** last week. I mentioned to **[redacted]** that **[redacted]** Liverpool Football Club was planning to visit Dubai between 1 and 4 February. LFC are interested in discussing collaboration with Dubai, including with regard to Expo 2020 and how the event will be promoted globally.

[redacted] suggested that someone in DTCM who might be appropriate, who I think was called Hamad. I think a meeting with DTCM would be useful and would be grateful for your advice on who to connect LFC with.

Here's a bit of background provided by the club:

Liverpool FC has the third largest global following of all EPL Clubs with 771 million fans around the world (Repucom research 2014). We offer a global marketing platform capable of connecting fans to Expo 2020 from markets as diverse as China, India, SE Asia and Africa.

We have revolutionised our digital & social media channels and now have 48 different social media channels communicating in over 20 languages, reaching 302 million fans every month. This means we can serve relevant content to Expo 2020's target audience in different territories around the world- creating positive news stories, increasing recognition and prompting engagement in the Expo 2020 Programme.

Our CRM system holds quality data files on 3.4 million fans and we have the capability to geo-serve intelligent promotions which are breaking the typical redemption rates that our sponsors have previously experienced.

Liverpool FC can deliver social value too- we are a socially responsible business and we strive to work with partners to make a difference in the communities that we operate in together. This means we will bring our sporting and business talent into the region to support the partnership.

We therefore think we can help Dubai reach their target of 20 million tourists by 2020, by delivering mass global awareness, and smart digital/data driven strategies to encourage fans to book their trip!

*Billy Hogan is also the only board member of the business that is directly connected to our ownership group **[redacted]** visited late in 2014 and saw HH Sheikh Ahmed bin Saeed.*

Thanks for your help,

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

From: Edward Hobart (Sensitive)
Sent: 04 December 2014 23:12
To: [redacted]
Subject: RE: Badminton - Buy your tickets NOW for a family event that's very hard to beat!

Yep – can publish in our internal bulletin. Ed

From:[redacted]@falconandassociates.ae]
Sent: 04 December 2014 13:54
To: Edward Hobart (Sensitive)
Subject: Badminton - Buy your tickets NOW for a family event that's very hard to beat!

Hi Ed

This isn't spam!

But wondered if there is somewhere you would be able to post this on a UK Embassy site or some such for UK people here. We have the mighty Chris and Gabbie Adcock playing in the Mixed Doubles so hopefully we might get some British interest.

A

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: BWF Destination Dubai World Superseries Finals
[mailto:info=destinationdubai.ae@mail82.atl91.mcsv.net] **On Behalf Of** infodestinationdubai
Sent: Sunday, November 30, 2014 1:05 PM
To: [redacted]
Subject: Buy your tickets NOW for a family event that's very hard to beat!

From: Edward Hobart (Sensitive)
Sent: 10 December 2014 18:27
To: [redacted]
Subject: RE: connecting

[redacted]

It was great to meet you thanks to Falcon (always creating partnerships!). I look forward to working with you and your team in the future and continuing our support for Expo – maybe all the way to 2025 in London!

Full contact details below.

Yours,

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

From: [redacted]@mos.gov.ae]
Sent: 09 December 2014 20:43
To: [redacted]; Edward Hobart (Sensitive)
Subject: RE: connecting

Dear [redacted], Thank you for a wonderful lunch and congratulations again on the 5 years!

Dear Ed, It was a pleasure to meet you and I look forward to connecting again soon.

Wishing you both a very Happy Holiday Season and all the best for the New Year if we don't speak before then.

All the Best,
[redacted]

From: [redacted]@falconandassociates.ae]
Sent: Tuesday, December 09, 2014 9:41 AM
To: [redacted]; Edward.Hobart@fco.gov.uk
Subject: connecting

Dear [redacted], Dear Ed

Lovely to have a little time together over lunch yesterday. Thank you for taking the time to come over. We finished the day in the wee hours after a fun gathering of 100 or so on the terrace last night!

As promised, this is an email to connect you both for any future discussion on creative industries et al.

Over to you.

Thanks again

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: Edward Hobart (Sensitive)

Sent: 04 December 2014 14:54

To: [redacted]@falconandassociates.ae'; [redacted]@falconandassociates.ae'

Cc: Wendy McMinn (Sensitive)

Subject: Re: Invitation

[redacted] - I'd be honoured to join you for lunch on Monday.

Ed

HM Consul General

Dubai

From: [redacted]@falconandassociates.ae]

Sent: Thursday, December 04, 2014 10:25 AM

To: Edward Hobart (Sensitive)

Subject: Invitation

Dear Edward,

On the occasion of Falcon and Associates' fifth anniversary, we would like to extend a warm invitation to you to join us for a celebratory lunch to be held at Falcon's offices on Monday 8th December, 2014 from 12:30pm until 2:30pm.

The lunch will be a select gathering of friends and partners and is our opportunity to say thank you for all of your support, to take a moment to celebrate our collective achievements and to pay tribute to the

vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

We will also be hosting an evening reception for members of your team with whom we have worked closely over the last five years and who we look forward to continuing to work with on many future opportunities.

Please confirm your attendance by contacting **[redacted]** (Please click [here](#) for location map)

Kind regards,

[redacted]

Executive Chairman

Executive Vice Chairman

From: Edward Hobart (Sensitive)
Sent: 28 November 2014 22:10
To: **[redacted]**
Subject: RE: Festival of Hope

[redacted]

Is the contact I was passed.

Ed

From: **[redacted]**
Sent: 28 November 2014 19:12
To: Edward Hobart (Sensitive)
Subject: Re: Festival of Hope

Ed

Thanks. Right person for this is **[redacted]**. At DTCM. Happy to connect him.

And thanks v much for last night - great bash.

[redacted]

Falcon and Associates FZ-LLC
PO Box 214432, Dubai, UAE

From: [redacted]

Sent: Friday, 28 November 2014 15:19

To: [redacted]

Subject: Festival of Hope

[redacted] good to see you last night, looked as if you'd had a good week. I mentioned this Festival of Hope event (<http://www.thefestivalofhope.org/>), here's an extract of a mail I was forwarded:

"a follow-on 30 year anniversary concert of Live Aid in 1985 with many of the same producers, 5 live venues in 5 countries instead of two countries in '85 (US and London) in one day as was Live Aid. The purpose of the concert event is to raise \$1 billion USD for worldwide charities by reaching 4 billion people over 3 days. So far we have lined up Dallas in the US; London in EU; and Rio in South America.and a venue in the Middle East from a short list of Doha, Abu Dhabi, and Dubai."

There's an American [redacted] involved who is apparently visiting the region next week (poor timing) to look at options. I pass it on with absolutely no recommendation or endorsement and in the knowledge that their website suggests Doha as the host in this region. I expect if they can't get hold of the right people here then they aren't starting off very well, but if by any chance you or colleagues do want to be connected then let me know and I will pass on a contact from your side.

Ed

From: Edward Hobart (Sensitive)

Sent: 15 November 2014 15:51

To: [redacted]

Cc: [redacted]

Subject: RE: List etc

[redacted] – We've got 15th in the diary.

Ed

From: [redacted] @falconandassociates.ae]
Sent: 13 November 2014 11:29
To: Edward Hobart (Sensitive)
Cc: [redacted]
Subject: List etc

Hi Ed

Will get you the list for 27th, plus some Falcon people if that is ok. Also will get an invite for you to the conference – should be good. See latest agenda attached.

Also, we are going to have a Gala Dinner on 15th December at the new Four Seasons Hotel for our Badminton World Finals (which start on 17th Dec). All the players will attend (two Brits in the mixed doubles pairings probably – hubbie and wife – a top Daily Mail article here - <http://www.dailymail.co.uk/sport/othersports/article-2576707/Badminton-couple-Chris-Adcock-wife-Gabby-going-gold-Glasgow.html>). Will get an invite over to you, but great if you and Suzie could make it.

See you soon.

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: Edward Hobart (Sensitive)
Sent: 16 November 2014 09:13
To: [redacted]
[redacted]
Subject: RE: Host Cities Conference

Thanks [redacted]. Could you pass contact details to [redacted].

Ed

From: [redacted]
Sent: 16 November 2014 09:08
To: Edward Hobart (Sensitive)

Cc: [redacted]

Subject: RE: Host Cities Conference

I would say the following could be relevant as non-Brits. Do you want their details?

Was the other list OK?

[redacted]	Company
[redacted]	[redacted] "Million Dollar Arm" – Disney film
[redacted]	NGU Consultants, Canadian IOC Member
[redacted]	South African Football Association (SAFA) –CEO of SA World Cup 2010
[redacted]	Disney Feature Film Million Dollar Arm
[redacted]	All India Football Federation
[redacted]	Dubai Expo 2020
[redacted]	Disney Feature Film Million Dollar Arm
[redacted]	Member Of The Conference Programme Committee, IOC adviser (Australian)
[redacted]	IPL Governing Council
[redacted]	Auckland Tourism, Events & Economic Development Ltd
[redacted]	Japanese Olympic Committee

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]

Sent: 15 November 2014 15:49

To: [redacted]
Cc: [redacted]
Subject: RE: Host Cities Conference

[redacted] – thanks very much. If there is anyone that stand out from the non-Brits? We should have Emirati sports administration leaders well covered (though not that many likely to attend). We're getting quite a good response so far, so I am not sure of overall availability, but we could take a rain check on that (to use a sporting phrase).

Ed

From: [redacted]
Sent: 13 November 2014 18:12
To: Edward Hobart (Sensitive)
Cc: [redacted]
Subject: FW: Host Cities Conference

Sorry – slightly updated list attached.

Ignore the previous one.

A

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]
Sent: 13 November 2014 18:05
To: 'Edward.Hobart@fco.gov.uk'
Cc: [redacted]
Subject: RE: Host Cities Conference

Hi Ed

Here you go. Do you want any non-UK people from the conference?

Have also included quite a few relevant people from Falcon. Hope ok.

A

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]

Sent: 12 November 2014 22:47

To: [redacted]

Cc: [redacted]

Subject: RE: Host Cities Conference

[redacted] – We are now doing a reasonably good sized RWC reception on 27th. Would it be possible to invite the UK speakers you highlighted. Via your team if you can't pass on emails directly.

Ed

From: [redacted]

Sent: 26 October 2014 17:24

To: Edward Hobart (Sensitive)

Cc: [redacted]

Subject: RE: Host Cities Conference

Hi Ed

I've put an asterisk against the British speakers at the Host Cities Conference. About 24 or so.

Let me know if you want to do anything about meeting them etc.

A

[redacted]

PO Box 214432, Dubai, UAE

From: [redacted]
Sent: 14 October 2014 16:44
To: [redacted]
Cc: [redacted]
Subject: RE: Host Cities Conference

[redacted],

Thanks. This looks like something we should certainly consider. It would be great to get a list of Brit Experts. There are very clear synergies with our target to promote British expertise for delivering Expo. I'm copying [redacted] who is our lead on that.

Please do raise the RWC Trophy tour with [redacted]. The planning feels a bit hand to mouth; we could make a bigger impact with a bit more prep in advance. My particular interest is in hosting a decent event at the Residence here. I think I could get 500+ people who are prime targets for the sponsors and RWC provided I can secure the sponsorship. But my RWC contact can't confirm that I can approach the existing tour sponsors (Land Rover and DHL), or other sponsors (even other RWC sponsors such as Emirates). I'd also be happy to help them navigate the rugby scene here to get the most out of the tour.

As you suggest, there could also be a link up with some of your invitees and the RWC tour. Including any event at the Residence if we do it on 27 November.

Thanks for a very nice dinner on Friday – [redacted]. See you around soon.

Ed

From: [redacted]
Sent: 14 October 2014 16:24
To: Edward Hobart (Sensitive)
Subject: Host Cities Conference

Hi Ed

Attached is the info on Host Cities, plus see www.host-cities.com. There will be lots of Brit experts coming – 26 and 27 November. Do you want me to get a list for you? Do you want to host any of them in any way, or meet any of them?

Would also be great to combine with Rugby World Cup trophy, if we can. Happy to talk to [redacted] about that on Friday.

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]

To: [redacted]

Cc: [redacted], "Edward Hobart" [redacted]

Sent: Sunday, 19 October, 2014 8:52:33 AM

Subject: Re: Introduction

Dear [redacted]

Following on from Ed's kind introductory email, it would be great if we could talk to you about our badminton schools programme for the BWF Destination Dubai World Superseries Final which is coming to Dubai in December for the next 4 years. See www.destinationdubai.ae.

I have copied my colleague, [redacted], who is helping to co-ordinate the schools elements. Would it be ok for her to arrange to meet/speak to explain more?

Kind regards

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]

Sent: Saturday, 18 October 2014 18:29

To: [redacted]

Cc: [redacted]

Subject: Introduction

[redacted],

May I introduce [redacted] from Falcon and Associates. Falcon are kind of Dubai's PR arm – or one of them – they led much of the Expo bid work, they also have a big sports focus. [redacted], but

amongst other things he is currently particularly plugging badminton and better use of the Sheikh Hamden sports complex. I think he could have some interesting ideas for engaging with DESC and DESS so I promised to introduce you by email.

Did I hear that **[redacted]** got the dreaded **[redacted]** lergy yesterday? I hope she's better.

Yours,

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

From: **[redacted]**

Sent: 14 October 2014 14:35

To: **[redacted]**

Cc: **[redacted]**

Subject: Falcon and Associates/UK Sport

[redacted],

Nice to meet you last week. I said I'd introduce you to Falcon and Associates. **[redacted]** is probably best to describe what they do/are, but it is somewhere between Dubai's PR company and a sports/events strategic consultancy with a delivery arm! Well in my mind anyway.

Al is kind of COO and has a background in UK sport (2012 bid onwards). His current baby is badminton, also of interest to you. But I think there could be wider benefits in linking you up.

[redacted] UK Sport and was here last week on the IAAF London World Championship legacy project I mentioned.

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

To: [redacted]
Subject: RE: Mobile

[redacted]

Would you like me to introduce you by email?

Ed

From: Edward Hobart (Sensitive)
Sent: 18 October 2014 16:45
To: [redacted]
Subject: RE: Mobile

[redacted],

Thanks for raising. Yes, same story.

I get that they are tied with the sponsors, and I am not exactly sure what the sponsors objectives are so my ideas may not be right, but I've been trying to establish what they are after since February and have no direct route. What I do know is that I have one of the best and cheapest locations in Dubai, which is also pretty flexible.

[redacted]

We could charge, but that becomes a lot more complex and I am not sure we have the draw. What I am imagining is some kind of sales platform for JLR. Anyway, I will speak to JLR again locally (who didn't know anything about the tour until I told them) and who were initially interested.

Would be very good to learn more about your host city British experts.

BTW Don't have an email address [redacted] to hand, but will try to find out.

Ed

From: [redacted] @falconandassociates.ae]
Sent: 18 October 2014 14:56
To: Edward Hobart (Sensitive)
Subject: Re: Mobile

Spoke to [redacted].

Understand they are constrained by their existing sponsors, DHL and Land Rover. They can't go outside these, which is very normal I'm afraid for this sort of thing.

England 2015 happy to do something, but don't have the money. So whatever you want to do would have to be funded through the existing sponsors or by you. Don't suppose you want to charge people to come to the Residence?

Make sense and same story you have had?

Separately I will highlight next week for you British expertise coming to Host Cities on 25, 26 and 27 Nov. A good 30-40 people. Want to do anything with them? A lot will have direct Expo relevance and I'm sure would love to hear more about your take on opportunities for Brit companies (especially relevant if London bids for 2025).

A

[redacted]

Falcon and Associates FZ-LLC
PO Box 214432, Dubai, UAE

From: [redacted]

Sent: Friday, 17 October 2014 11:01

To: [redacted]

Subject: Re: Mobile

[redacted]

Ed

HM Consul General
British Embassy, Dubai

From: [redacted] @falconandassociates.ae]

Sent: Friday, October 17, 2014 08:02 AM

To: Edward Hobart (Sensitive)

Subject: Mobile

Hi Ed

What is your number in case I need to call you when I'm with [redacted] later?

A

[redacted]

Falcon and Associates FZ-LLC
PO Box 214432, Dubai, UAE

From: Edward Hobart (Sensitive)

Sent: 16 September 2014 23:17

To: [redacted]

Subject: RE: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

It's every second question I get at the moment; seems a bit unreal, and whatever the vote there will be implications.

I may be behind the curve on [redacted].

Ed

From: [redacted] @falconandassociates.ae]

Sent: 16 September 2014 23:15

To: Edward Hobart (Sensitive)

Subject: Re: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

No problem. When I was asked to do a conf call with them [redacted] at DTCM didn't mention it wasn't public but I'm always cautious/weary with these things!

Imagine you are on tentahooks (spelling?!) for Thurs. Eek!

[redacted]

From: [redacted]

Sent: Tuesday, 16 September 2014 23:10

To: [redacted]

Subject: RE: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

I should have said the [redacted] contract isn't public knowledge I don't think, though they were notified some time back. Ed

From: Edward Hobart (Sensitive)

Sent: 09 September 2014 23:12

To: [redacted] @falconandassociates.ae'

Subject: Re: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee
OFFICIAL

[redacted]

Yes, I think that's right. [redacted]. He was also friends with my cousin from Oxford. I'll be at the Badr bash.

Ed

HM Consul General

British Embassy, Dubai

From: [redacted]

Sent: Tuesday, September 09, 2014 08:02 PM

To: Edward Hobart (Sensitive)

Subject: Re: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

Small world! I think - though I may be totally mistaken - that must have been [redacted] (glamping).

I did a conf call with the [redacted] guys a few weeks back - oddly them in Dubai me in London. It's great to see the line up of companies.

Look forward to seeing you soon at BBG, Oxbridge or other bash!

[redacted]

From: [redacted]

Sent: Tuesday, 9 September 2014 22:11

To: [redacted]

Subject: RE: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

Thanks for sharing. We don't have anything quite so public or formal, but we are just getting on and doing stuff with [redacted] and team.

Expo 2020 is what we call a High Value Opportunity, which means UKTI have a team that is particularly focussed on promoting opportunities across the supply chain and which draws in relevant sector experts. We've got some strong bids in (including Mace alongside CH2M Hill – who in turn used to be Halcrow – on programme management - and Atkins on client side assurance). Arup are the masterplanners (with HOK). I hope you may have met – or may meet soon – McCann who won some of the comms work out of their UK office. We will soon have a working group that will pull together key UK companies interested in or participating in Expo. But this will be UK side, rather than joint. But we do have plenty of interaction with the DTCM/DWTC side. And of course we've got Export Finance on the table too.

At the moment what we are doing doesn't look at our actual participation; we're focussed on Milan and then will look at Dubai after the that and the UK election.

I'll share this with our team. I can see that the structure could be attractive from a local perspective, but in the end it will need substance and energy. We'll ask the UAE side whether it would be valuable and line up the BBG if they think it would be.

I heard a rumour today that San Francisco might bid for 2025, which might bring the US back into the BEI.

Hope you had a good summer. [redacted] found herself glamping in rainy Sussex next to one of your team!

Ed

From: [redacted] @falconandassociates.ae]

Sent: 09 September 2014 20:25

To: Edward Hobart (Sensitive)

Subject: FW: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

Importance: High

Hi.

Thought you might find this of interest – if you haven't already received. Is there a similar set up with/for the UK?

From: [redacted]

Sent: 09 September 2014 16:25

To: [redacted]

Subject: Council Update: Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

Importance: High



Council Update

Establishment of the U.S.-U.A.E. World Expo 2020 Standing Committee

9 September 2014

The U.S.-U.A.E. Business Council, in cooperation with American and Emirati industry partners, hereby establishes a 'Standing Committee' to interface with U.S. and U.A.E. government authorities and to advocate for opportunities and partnerships between American and Emirati entities hoping to participate in the [World Expo 2020 in Dubai, United Arab Emirates](#). The Committee is open to participation by all interested U.S. and U.A.E. entities and its activities will be guided by a Board of Advisors.



World Expo 2020: Standing Committee

"Connecting Minds, Creating the Future"

Organization:

Chair – The U.S.-U.A.E. Business Council

Board of Advisors – AmCham Abu Dhabi & The American Business Council



of Dubai & the Northern Emirates

Bechtel, CH2M Hill, GE, Honeywell, Parsons

Mission:

To establish an advocacy group and information-sharing platform for U.S. and U.A.E. stakeholders interested in supporting and promoting key Expo 2020 infrastructure requirements, economic diversification goals, themes, and country pavilion development.

Objectives:

-  To advocate with the U.S. Government for a viable and efficient bidding and vetting process for choosing an American company to manage the U.S. Country Pavilion at Expo 2020
-  To help promulgate the regulatory framework established by Expo 2020 organizers for governing the international involvement of industry stakeholders
-  To serve as a clearing-house for business information and platform for high-level discussion regarding opportunities for commercial partnership
-  To mitigate challenges and enhance business community awareness regarding the Dubai Expo 2020 Higher Committee's implementation plan

For more information, contact info@usuaebusiness.org or call +1 202 863 7285

Committed to expanding trade and commercial opportunities between the U.S. and U.A.E.®

From: Edward Hobart (Sensitive)
Sent: 13 July 2014 23:11
To: [redacted] @falconandassociates.ae'
Subject: Re: Contact at the British Embassy OFFICIAL

[redacted]

No prob.
HM Consul General
British Embassy, Dubai

From: [redacted] @falconandassociates.ae]
Sent: Sunday, July 13, 2014 08:05 PM
To: Edward Hobart (Sensitive)
Subject: RE: Contact at the British Embassy

Can't recall if I thanked you properly for this?! If I didn't, thank you! (belatedly!)

[redacted]

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]
Sent: 10 July 2014 15:07
To: [redacted]
Subject: FW: Contact at the British Embassy

[redacted]

See below. The visas will be ready on Sunday (afternoon I think).

The target time for visa applications is 15 working days, though UK Visas and Immigration are usually a little shorter than this. For reference there is a priority service, which costs more, which provides decisions in about 48 hours.

Ed

From: [redacted]
Sent: 10 July 2014 14:29
To: Edward Hobart (Sensitive)
Subject: RE: Contact at the British Embassy

Ed,

All have been processed but not printed.

Back at the VAC on Sunday for collection.

[redacted]

From: [redacted]
Sent: 10 July 2014 12:46
To: Edward Hobart (Sensitive)
Subject: Fw: Contact at the British Embassy

Thank you in advance for any help!

From: [redacted]
Sent: Thursday, July 10, 2014 12:34 PM
To: [redacted]
Subject: FW: Contact at the British Embassy

Dear [redacted]

I am very sorry for giving you this trouble. Below are the details

Below are the visa reference numbers

[redacted]

Below is the message from the UK embassy [redacted] This was received yesterday morning at 04.59am and until now the visa application [redacted] has not contacted us. We went to the VFS yesterday and they had no information on the passport. We going today to check again.

Thank you for contacting the United Kingdom Visa and Immigrations international enquiry service. I can tell you that a decision has been made on your application, please wait for the visa application centre to contact you for collection. If you had choose courier service, your passport will post back to you in this way.

We hope that this has answered your query. For any further details, or should you need to contact us again please refer to our website at <https://ukvi-international.faq-help.com/>

Kind regards,
GuoLing
United Kingdom Visas and Immigration International Enquiry Service

Thank you once again

Regards

[redacted]

From: [redacted] @falconandassociates.ae]

Sent: 19 November 2013 18:08

To: [redacted]; Edward Hobart (Restricted)

Cc: [redacted];

Subject: RE: Expo Scenarios and UK PR

Dear [redacted],

Lovely to speak and thank you for your time on the call today.

As mentioned, we have received the following estimate from [redacted] on the Expo team with regard to potential opportunities for British business:

We estimate that of our anticipated capital costs for planning, designing and constructing the Expo, the opportunities for British businesses could extend to approximately AED 7.3 billion.

This figure includes both construction and services/consultancy opportunities relating to the buildings and pavilions. There is unlikely to be opportunities on the infrastructure side of things as, due to their nature, the construction of these elements would probably be more local.

This would equate to roughly 1.2 billion GBP.

We look forward to receiving the draft statement. In the event of a successful vote, [redacted] will be speaking to high level media contacts to raise awareness of the potential impact. We would inform you ahead of time who he will be speaking to and, with your agreement, would like to have Ed's statement to hand to be used for comment.

I hope that works for you.

All the best,

[redacted]

From: [redacted]
Sent: 17 November 2013 12:45
To: [redacted]
Cc: [redacted]
Subject: RE: Expo Scenarios and UK PR

Hi [redacted],

Of course – no worries at all. I'll send you a meeting invite for 1pm; feel free to change the time if required.

Speak to you then.

Best,

[redacted]

From: [redacted]
Sent: 17 November 2013 12:40
To: [redacted] Edward Hobart (Restricted)
Cc: [redacted]
Subject: RE: Expo Scenarios and UK PR

Hello [redacted],

Thank you for your help. Would a call work instead of a meeting? It is our last day in Dubai before leaving to Paris ahead of the vote so that afternoon will be quite busy.

My best,

[redacted]

From: [redacted]
Sent: 17 November 2013 12:31
To: [redacted]
Cc: [redacted]
Subject: RE: Expo Scenarios and UK PR

Hi [redacted],

I hope you had a good weekend. Tuesday afternoon works well for me. Happy to come to your offices or you are very welcome at the Embassy. I can do 1pm or 2pm; let me know if either suit you.

Very best,

[redacted]

[redacted], Middle East & North Africa

UK Trade & Investment | British Embassy Dubai | PO Box 65, Dubai, UAE |

From: [redacted]

Sent: 17 November 2013 11:54

To: Edward Hobart (Restricted); [redacted]

Cc: [redacted]

Subject: RE: Expo Scenarios and UK PR

Dear Ed,

Good luck this week! We have seen lots of coverage already.

Thank you for all the below and the outline of your approach post bid. [redacted] is calculating a figure that we will be able to cite for the potential scale of business for the UK should we win the Expo.

Would a call on Tuesday afternoon work for [redacted]? It shouldn't take more than 15 minutes to explain what we would be looking for to help position Dubai's strengths and the opportunity Expo would bring to the UK media.

All the best,

[redacted]

Falcon and Associates FZ-LLC
PO Box 214432, Dubai, UAE

From: [redacted]

Sent: 14 November 2013 08:56

To: [redacted]

Cc: [redacted]

Subject: Expo Scenarios and UK PR

[redacted],

We're only planning for one scenario!

Thanks for calling earlier in the week to enquire about the impact of a Dubai win for the UK. We'd really like to be part of your plans for post-vote PR. I don't think we are in a position to say what the total opportunity is for UK firms, [redacted] would be better to provide some scale on the value of development. But we are certainly planning to run a campaign in response to a successful Dubai bid to ensure that British business is aware of the opportunity and to bring them to the market, demonstrating the offer we have across a range of sectors. This would be what we call a High Value Opportunity (HVO), we would probably have a specialist working alongside UKTI in-country to identify the details of the opportunity, help secure Export Credits, bring in trade missions and match make. We see opportunities from the consultancy side (planning, design, architecture), to construction, operations, security, event management. Expo will provide a GREAT opportunity to deploy the skills and lessons learnt during the London Olympics (and of course Commonwealth Games in Glasgow next year, etc). The Expo HVO also has a strong read across to the HVO we have on airport development in the UAE and also on rail (metro extension). There are a few existing UK commercial links to the Expo; Arup are working on the master plan, and we have a US\$500m Export Credit facility nearing agreement with DWTC for the extension of their exhibition site on the Shiekh Zayed Road.

We are all tremendously tied up with the Airshow at the Embassy. But we should have some time to engage on this around Monday/Tuesday. I've asked [redacted] to lead as she's our regional marketing lead for UKTI.

Fingers crossed,

Ed

Edward Hobart | HM Consul General | British Embassy | P.O. Box 65 | Dubai |

Correspondence between Ian Gibbons, Deputy Consul General and Director UKTI, Dubai and Falcon Associates

From: Ian Gibbons (Sensitive)
Sent: 18 December 2014 09:27
To: [redacted]
Subject: BWF Destination Dubai World Superseries Finals
Importance: High

Dear [redacted],

Thanks you very much for arranging to send tickets for the finals. These were delivered to the Embassy late yesterday afternoon. Unfortunately I am unable to attend the finals but wanted to ask if it would be acceptable if I offered the tickets to colleagues here at the British Embassy?

Many thanks,

Best regards,

Ian

Ian Gibbons | Deputy Consul General & Director of Trade & Investment |

British Embassy Dubai | PO Box 65, Dubai, UAE |

From: [redacted]
Sent: 11 December 2014 22:55
To: Ian Gibbons (Sensitive)
Subject: RE: Falcon 5 year anniversary reception

It was great to see you. Thank you for making the time. I dashed out as a colleague I wanted to say a quick hello to was just leaving. I came back but must have missed you in the process –sorry! Good to have caught up a little at least. Have a lovely Christmas and New Year, hopefully here in the warm?

[redacted]

Falcon and Associates FZ-LLC

PO Box 214432, Dubai, UAE

From: [redacted]
Sent: 10 December 2014 12:39

To: [redacted]

Subject: Falcon 5 year anniversary reception

Dear [redacted],

Many thanks for the invitation to Monday's reception. As ever excellently organised with a great and wonderfully diverse crowd. And it was very good to see [redacted] again.

I think you had to dash at the end so I didn't get the chance to say thank you on the night. But thank you now.

Kind regards,

Ian

Ian Gibbons | Deputy Consul General & Director of Trade & Investment |

British Embassy Dubai | PO Box 65, Dubai, UAE

From: Ian Gibbons (Sensitive)

Sent: 24 August 2014 08:06

To: [redacted]

Subject: Daily Falcon newsalerts

Hi [redacted],

I hope you've had a good summer and were able to get away for a bit. A busy few months for all ahead I think...

I've been sending Philip Parham (our new Ambassador) the odd snippet from your excellent newsfeed. Philip has asked whether it would be possible for him to be added to your distribution list? He's at philip.parham@fco.gov.uk.

Best,

Ian

-----Original Message-----

From: [redacted]

Sent: 03 April 2014 20:43

To: Ian Gibbons (Sensitive)

Subject: RE: Dubai World Cup: an outstanding weekend [redacted]

Our pleasure. Thanks for the note and the feedback.

-----Original Message-----

From: **[redacted]**

Sent: Thursday, April 03, 2014 10:44 AM

To: **[redacted]**

Subject: Dubai World Cup: an outstanding weekend **[redacted]**

Dear **[redacted]**,

Thank you and your team for a first class weekend. The organisation, as ever, was so impressive. Having attended all the events I can honestly say that each one provided a new perspective but in a complimentary way. The guests were wowed and all, I'm sure, left with very positive impressions of Dubai and it's amazing successes and plans for the future.

Thank you again for the invitation.

Best regards,

Ian

-----Original Message-----

From: Ian Gibbons (Sensitive)

Sent: 03 April 2014 10:42

To: **[redacted]**

Subject: Re: OFFICIAL

[redacted]

Hi,

Good to know we're not alone!

I have the hard copy and will pass on. Yes, saw that Dubai had overtaken Heathrow....perhaps that will inspire movement on the third runway!

Talking of emails...have now seen that my thank you note to you is nestling nicely in my folder! Apologies for delay in sending...coming your way now.

Ian

----- Original Message -----

From: **[redacted]**

Sent: Thursday, April 03, 2014 07:31 AM

To: Ian Gibbons (Sensitive)

Subject: Re: **[redacted]**

No need to apologise! Our database at Falcon is a nightmare - we were only discussing it yesterday, so I know how these things can be!

I'd love to see the Telegraph piece - had missed that one. If you are able to bring the hard copy back easily with you that would be great.

Enjoy the UK. I saw in our news briefing today that Dubai airport has taken Heathrow's top spot!

----- Original Message -----

From: **[redacted]**

Sent: Thursday, April 03, 2014 10:19 AM

To: **[redacted]**

Subject: Re: OFFICIAL

[redacted]

Hi **[redacted]**

I am very sorry to hear this and can only apologise. Something has clearly misfired on the system. I will touch base with office now and ensure that yours is re-issued.

I'm currently in London - only mentioning that as there was a really good supplement in yesterday's Telegraph featuring Dubai. I have it if you have trouble accessing.

Best,

Ian

----- Original Message -----

From: **[redacted]**

Sent: Thursday, April 03, 2014 07:14 AM

To: Ian Gibbons (Sensitive)

Subject:

Good morning Ian

Lovely to see you at the weekend.

I'm wondering if perhaps your mail systems have the wrong email address for me - only because **[redacted]** received your lovely invitation for the Queen's bd party, but I didn't receive the email.

Sorry to bother you which something so tedious!

Anyway, since you mentioned the event, I've pencilled it in. But perhaps you could check if/how I feature in your database?!

Thanks :-)

[redacted]

-----Original Message-----

From: Ian Gibbons (Restricted)

Sent: 05 January 2014 13:43

To: Edward Hobart (Restricted); **[redacted]**

Subject: RE: **[redacted]**

Happy New Year **[redacted]**,

Hope all's well with you and that you enjoyed a good break.

Happy to discuss **[redacted]** visit (esp. in relation to the **[redacted]** lunch). As ever with such visits it's been a moving feast (no pun intended)!

Best,

Ian

-----Original Message-----

From: Edward Hobart (Restricted)

Sent: 28 December 2013 04:57

To: **[redacted]**

Cc: Ian Gibbons (Restricted)
Subject: **[redacted]**

[redacted]

[redacted],

Happy Christmas!

I saw your note to HMT regarding **[redacted]**. It is certainly in our plans for him to do some Expo outreach on one of his next UAE trips; I expect early Jan won't work though.

However, **[redacted]** He is currently due to see **[redacted]** (plus others **[redacted]** might want to join) and **[redacted]** (and **[redacted]**). You are probably aware, but just in case...

I'm away, but Ian's in charge.

Ed
HM Consul General
British Embassy, Dubai