EDA RESEARCH

UNITED ARAB EMIRATES

* **Dubai shopping festival – 15th dec-29th jan 2022 Dec WK02 2022-Feb WK01 2023**
* **Dubai marathon – 10th December Dec WK01 2022**
* **Black Friday – 25th November 2021 Nov WK04 2021**
* UAE Awafi Festival – 11 jan -27 jan
* **Emirates World Series Horse Race- 26th march**
* Dubai international jazz festival – (19-27) feb 2022 **Feb WK03 2022-Feb WK05 2022**

**Saudi Arabia**

* **Haya Jeddah shopping festival – 26 jan**
* Unification of the kingdom day – 23 September
* Janiyah national festival – November-December
* Riyadh spring festival

Qatar

* Toy festival -15 jul-5 aug
* Qatar international art festival – 24 jan -4th feb
* European jazz festival – 9th -11th nov
* Music festival – 14-15th June
* Fifa world cup 2022

Oman

* USA-dubai/trade exhibition – 11 December
* Seamless middle east – 14th -15th may

### Salalah Tourism Festival in Salalah, Dhofar Governorate- mid July to august

### The Muscat Festival

Kuwait

* September equinox – 23 September
* The prophet birthday
* December solistic

Bahrain festivals

* National Day of Bahrain – 16 December
* BNP jess fess- 2 nov
* Autumn fair – 21 dec
* Sharqiyah season festival – 26 mar

Most important festival in Islamic calendar

* EID-AL-FITR (Apr WK02 2021- May WK02 2021) ,

Marks end of Ramadan (10th month in the Islamic lunar calendar)

Dates – 21st April 2023, may 13th 2021, may 2nd 2022

* EID -AL-ADHA- (Jul WK03 2021)

Occurs later in the following haji

Lasts 4 days

12th and final month of Islamic lunar calendar

Dates- 28th June 2023, 10th July 2022, 21st July 2021

Note -- 39% increase in spending on Al-Fitr gifts 2023 versus last year.

49% of consumers expect brands to offer deals and special promotions during Ramadan.

Footwear manufacturers and retailers are looking to rake in Tk 3,000 crore in sales this Eid-ul-Fitr as sandals and shoes are high on the shopping lists of customers from all walks of life.