DWTC requirement

Dubai World Trade Centre (DWTC) hosts large-scale global events in Dubai and builds dedicated event platforms similar to the following to streamline registration, provide guidance, and offer comprehensive logistical information to attendees:

- GITEX: https://www.gitex.com
- Gulfood: https://www.gulfood.com

The upcoming requirement relates to the next **Gulfood event scheduled for January 2026**. DWTC intends to integrate an **AI-powered assistant** on the event website to enhance visitor and exhibitor engagement.

Visitor Experience

The AI assistant should:

- Identify visitor relevance by analyzing their company name and profile.
- Provide personalized suggestions on why the event is suitable for them and how it can benefit their business.
- Recommend relevant sessions/workshops and generate a **day-wise event planner**.
- Enable visitors to **schedule meetings with exhibitors**.
- Support the onboarding journey by guiding them through event registration.

Once registered, the visitor should receive:

- Nearby hotel recommendations. (This one & Visa one can be done at a later stage as well)
- Travel options between event locations (as Gulfood spans two venues).
- Transfer assistance between venues and related logistics updates.

Exhibitor Experience

For exhibitors, the AI tool should:

- Assess event relevance based on their company profile.
- Provide insights to support the decision to participate as an exhibitor.
- Display a list of confirmed exhibitors for **competitive benchmarking and analysis**.

Organiser (DWTC) View

Organisers should receive a comprehensive **analytics dashboard** containing:

- Visitor and exhibitor insights
- Registration metrics
- Interaction trends with the AI assistant

DWTC expects a demo showcasing all the above features as part of the proposed solution.

DWTC requirement

Category	Requirements
Visitors	- User enters company website and receives an auto-generated summary - Relevance scoring & benefit highlights - Recommended sessions/workshops Future enhancement: FAQs, visa & event logistics support
Exhibitors	- Search-based relevancy report for potential exhibitors - Sectors for demo: Dairy & Beverages - Option to connect with DWTC Sales - Meeting scheduler with sales team (Just an icon)
Organizers	- Dashboard for registrations & interest reports - Visibility into engagement metrics & key insights
AI Bot	Attempt integration for Monday demo (stretch goal)