



ELECTRONIC PRESS KIT

Last update: Aug 01st 2016

Presentation

Born as blog and later evolved into a site and then a real portal, **DubaiBlog** is now the brand bringing websites and social pages about Dubai, UAE and GCC in general under one network. Founded in 2007 with a different name, the portal got the current name in 2009; our organization is focused on PR, Social Media and Web-Communication projects. The most important aspect is to support businessmen in having a correct communication while trading with Dubai, UAE and the Arab Culture. We help professionals, businessmen, and companies in:

- developing their advertising, communication strategy and mottos on websites, social media, email and other platforms, through the use of multimedia content and SEO techniques
- overseeing the creation of websites in English, Arabic, and other languages and monitoring the trends of visitors
- promote their brand on our web and social channels
- ensuring media coverage during events
- support our customers to develop / strengthen public relations in the area
- overseeing lead generation and Direct Email Marketing (DEM) strategies
- putting a positive spin on the promotion of products and services offered by our customers

Today, the portal aims to develop the Arab culture, to provide useful information for those who want to visit Dubai, UAE and GCC as tourist or business travelers: trip planning, business opportunities, exhibitions, events, tours, and much more.

Since we follow the communication for the Italian Market of VirtuZone, official agent of Creative Free Zone in Fujairah, we may also support businessmen and companies in setting up new entity in this particular Free Zone.

Websites directly owned, with language and main target

www.dubaiblog.it - ITALIAN people all over the world

www.dubayblog.com - ENGLISH speakers all over the world

www.dubayblog.ae - local ARAB community

www.dubaiblog.us - US audience

www.abudhabiblog.it - ITALIAN people all over the world

www.adudhabiblog.com - ENGLISH speakers all over the world

www.abudhabiblog.ae - local ARAB community

www.maltable.it - ITALIAN people all over the world

www.dubayjobs.com - ENGLISH website for jobseekers from all over the world

www.tobettravelagent.com - ENGLISH audience

www.marysamelemakeup.com - ENGLISH audience

www.freezonedubai.it - ITALIAN people all over the world

All the websites are hosted on different providers, in order to maximize the effect of a link building campaign using just those websites. We have chance to guest posts also on other websites realized for our customers in different languages.

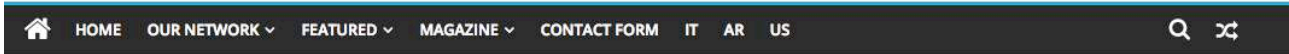
Some statistics from the main websites:



Some peaks: 20,000 visit in one day on an article talking about “Costa Concordia collision” (that was the key phrase ranked in Google) on tobettravelagent.com; 800 visit in one day for an article

talking about Expo 2020 Dubai: new job opportunities all over the Region less than 1 month after the publication of the website.

Monday, August 1, 2016 Wreck of the P311 submarine. Interview with Massimo Bondone, author of the discovery.



Health Medicine

Eat garlic and onions every day for optimum heart health, immunity, cancer prevention

May 22, 2016 Vito Stefano Brunetti 1013 Views 0 Comment health and consumption of vegetables, medicinal plants, natural medicines, properties of garlic and onions, useful vegetables

Facebook 749 Twitter Google+ LinkedIn Email WhatsApp 759

DISCOVER ALITALIA'S OFFERS FOR THE FLIGHT
MILAN > NAPLES

Eat garlic and onions every day for optimum heart health, immunity, cancer prevention. Garlic is a vegetable (*Allium sativum*) that belongs to the Allium class of bulb-shaped plants, which also includes onions, chives, leeks, and scallions.

Book your trip to Dubai



more than 700 Likes & Shares

Expo 2020 Dubai: new job opportunities all over the Region

March 23rd, 2013 | 76 Comments

Like 507 +1 13 Tweet 28 in Share 34

IoT Expo 2015 - Dubai

Answer to all your IoT needs.
Register for Free Access



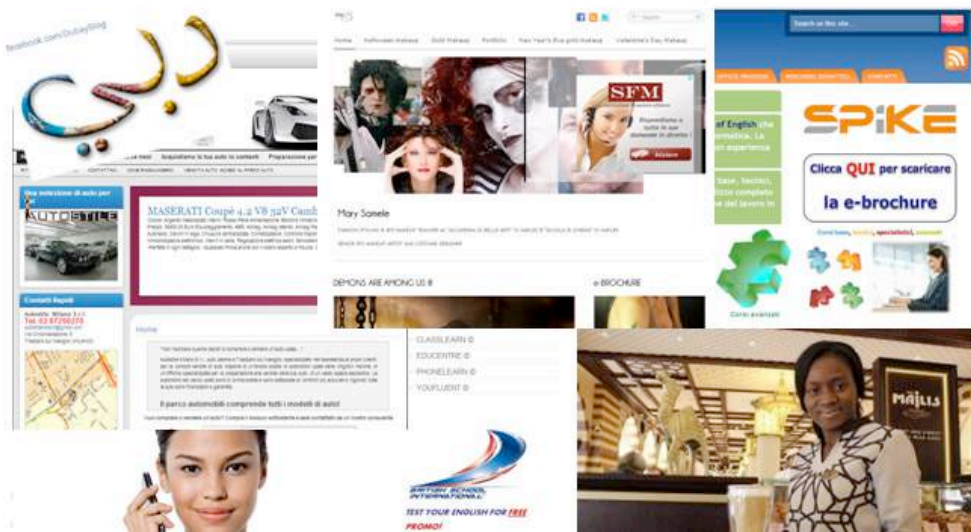
Dubai, UAE, is hosting city for the World Expo 2020, after competing against other 4 cities. The winner was announced in November 2013 following a vote by the 163 member nations of the Bureau

International des Expositions (BIE). If Dubai succeeds in its bid, Expo will represent a strong boost to economy and create thousands of jobs.

more than 800 visits on a single page in one day, more than 500 Likes



more than 700 Likes on this page taken for the Jordanian band Autostrad
(we were the only official media for the band during that concert)



some of the media marketing campaign we've managed, including the one for The Majlis
brand owned by the Al Maktoum Royal family

We work with



Digital media partner of:

- Middle East Film & Comic Con (for last 4 years)
- Dubai Tour 2014
- Desert Warrior Challenge (for last 3 years)
- Spartan Race (Arabia) 2015 / 2016
- SVA Tour Golf 2015

and many other events.

Official blogger during several Red Bull events.

Sponsored by Nikon for DSLR equipment, SEAC SUB for scuba equipment, NiMAR for underwater housing and lights. Nico de Corato is also contributor of many local magazines, included OutdoorUAE, Divers for the Environment, Arab Afro Trade.

Official digital media partner and blogger for the powerboat team **Nicolini Offshore** (XCAT Championship) and **Tommy Racing** (Class V1)



PRONTI VIA
MOLLO TUTTO
di Riccardo Ricci, redazione@millionaire.it

Chiedi al nostro esperto
Vorresti mollare tutto e trasferirti a Dubai? Chiedi consiglio al nostro esperto Nico De Corato, autore del blog Dubaiblog.it. Scrivi a: esperto@millionaire.it entro il 31 marzo, specificando "Dubai" nell'oggetto della e-mail.

Vado a DUBAI e non torno più

Alexander Bonner, scultore di grattacieli, pensa, mentre si fa un caffè a Dubai con un amico, se una delle torri più alte del mondo.

EMIRATI

DOVE PUNTARE LA BUSSOLA
Sharjah
Dubai
Abu Dhabi
Ajman

Numeri positivi
Appuntamento a Dubai al 2020, anno in cui la città ospiterà il World Expo (<http://expo2020.dubai.ae>), previsto un investimento di sei miliardi di euro, la creazione di quasi 300mila posti di lavoro e la presenza di 25 milioni di visitatori. «Poco dopo l'annuncio dell'assegnazione della manifestazione, l'economia ha ricominciato a volare», dice Nico De Corato, 37 anni, ingegnere che vive a Dubai e fondatore del sito Dubaiblog.it (admin@dubaiblog.it), portale di servizio per imprenditori e turisti. Parlano i numeri: Pil in crescita del 4,5%, inflazione inferiore al 2% e un tasso di disoccupazione inferiore al 5%. In preparazione per gli impegni futuri, la rinuncia per aggiungere subito alle attività locali è già iniziata: lo scorso gennaio le autorità locali hanno annunciato lavori di restauro alle costruzioni storiche cittadine, in parallelo ai numerosi altri progetti già in essere. Tra questi, il Guggenheim Abu Dhabi (<http://guggen.org/qa/1>) previsto per il 2017: un complesso di 10mila mq di cui 12mila dedicati a esposizioni d'arte, laboratori di restauro, arte e tecnologia.

Sharjah - Ras al-Khaima - Fujairah - Umm al-Qaywayn - Ajman sono gli altri emirati, che dal punto di vista economico, sono marginali, ed i loro mercati sono più deboli e dipendenti dai due maggiori. Intersapere il fatto molto meno chiaro, per lo più concentrato nel turismo e nella logistica e la conoscenza dell'area è pressoché indispensabile spiega De Corato.

La notizia più bella riguarda il Fisco
Negli Emirati non esistono imposte dirette, i pochi prelievi sono regolati da tasse percentuali. L'investimento necessario per avviare un'attività indipendente, completo di Visto e licenza, in genere non supera 10mila euro e richiede un mese di tempo. Attenzione, però: «In realtà ci sono tasse indirette. Per esempio quella sull'affitto della casa, in percentuale al suo valore. Oppure il pedaggio da pagare per chi va in auto costa circa un euro, ma ci sono diversi caselli. La conversione della patente d'auto costa 100 euro. L'accesso al VISA (circa 20 euro al mese, ndr) è caro. Vero però che altre voci sono più convenienti di quelle italiane: per esempio i mutui di acquisto casa-sottotelaia Alberto Galdero, italiano residente in loco (vedi box). Altre questioni

Buoi Khatifa, 824 metri, è il grattacielo più alto del mondo.
www.buoi.com/it

Our interview for the Italian magazine: **Millionaire**

The Mobile Show: Digital Media Partner and speaker about **Social Media Marketing in the Mobile World**



THE Mobile SHOW MIDDLE EAST

E-COMMERCE SHOW Middle East 2015

The Mobile Show Seminar Theatre Day 1 presented by Boost Communications

15:30 Social media marketing in the mobile world
Nico de Corato, web-administrator & founder, Dubai Blog

terrapiinn use your brain
DUBAI BLOG digital media partner

Partial social statistics

Facebook.com/DubaiBlog: Official FB page +10K Likes

Facebook.com/DubayBlog: Arabic FB page +24 Likes

Facebook.com/AmericansinUAE: 3K members

+ other minor FB pages in other languages

Instagram (dubaiblog): +36K Followers

Twitter (dubayblog): +4K Followers

Linkedin: +1,8K direct connection for the owner

Google+: +5K



Staff



Graduated in Telecommunication engineering with a Master Thesis about telemetry in motor sport competition, in 2004, **Nico de Corato** lands in Dubai for the first time in the same year, as person in charge for the timing system of the World Powerboat Championship Class 1. In 2007 he starts his freelance activity as business consultant for the Italian companies willing to approach the Emirati market and opens a first website about Dubai.



Nico de Corato – owner and founder admin@dubaiblognetwork.com

Daniel D. Brecht – American / English free lance contributor

Vito Stefano Brunetti - Italian free lance contributor

Roberto Fabio scoppa –Business Development Manager marketing@dubaiblognetwork.com

Massimo Ziino – Italian freelance contributor and photographer

Autoor Tawfiq – Arabic / English freelance contributor, translator: info@traduzionidubai.com

#WeLoveSport

Vertical Race @ Media One Hotel

GOT THE STAIR...MINA?

Vertical Race @ Media One Hotel

effect

GU

PS4

Coca-Cola

dinner

360

UBER

GUAVAPASS

munchbox

M1 RUN

UAE

Yulia Kononova: 1003

Nico De Corato: 1003

Sandiso Ntabeni: 1003

Mohsen Hankir-Abu Rayyan: 1003

Your receipt number is: 2016-R-314144-253280

You have been allocated the following running bib numbers:

#DubaiBlogTeam #M1Run

Mobile First Strategy

Customized Social Media Boot Camp

Invest in your knowledge to MAXIMIZE your ROI

#XmasEvent2015

#StaffAtWork

#Celebration