
Institute for International Research

Institute for International Research (IIR) believes passionately in the power of knowledge and skills to act as a lasting catalyst to organizational achievement. Established in 1973, IIR is now the world's largest Human Capital Company with a global network of 45 businesses and 116 operating units.

Every year, IIR works with hundreds of thousands of business executives providing them with knowledge and skills through training, conferences, seminars, e-Learning, blended solutions, exhibitions, consulting and mentoring. IIR owns the complete spectrum of an organisation's business knowledge and skills needs.

IIR's Exhibition companies provide market and product information; IIR's Conference and Training companies provide business ideas and proficiency; and IIR's Performance Improvement companies provide strategic direction through consulting and behaviour change through training, mentoring and reinforcement.

IIR Dubai:

Established in Dubai in 1993, IIR Dubai is the undisputable regional market leader in the conference and training sector and is currently second only to Dubai International Exhibition Centre in total exhibition space occupied.

Dubai Conferences & Training has experienced continuous growth since inception, development which is the result of regional economic growth, autonomous product development and the tailoring of successful IIR Group products to local market needs.

Dubai Exhibition's portfolio of events is comprised of nine major world-class exhibition titles and a number of smaller incubator events. The division's top events include: Arab Health, Middle East Electricity, Cityscape, Motexha, PALME and The Bride Show.

From an original team of just 12 employees, IIR Dubai has grown to a company of over 160 staff of 24 different nationalities who together produce and market more than 350 conference and training programs and 15 international exhibitions annually. IIR Dubai's 13 years of success in the Middle East looks set to continue, with more events, more innovation and most importantly, more satisfied customers.

THECONTENT|FACTORY

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