



HERO WORLD SERIES: THE SKY IS THE LIMIT! BORN A WINNER: HERO DUBAI RECOGNISED AT THE BEA WORLD AWARDS 2019

HERO World Series obtained a special mention for the launch of its HERO Dubai edition at the BEA WORLD 2019, the international festival for the Best Event Awards. HERO World Series was nominated by GroupM, HERO'S Advisor in this initiative, for the 'Use of Technology' category. This result is the fruit of our long-standing experience: ten editions of the event born as HERO Südtirol Dolomites which has now turned into an international circuit with the creation of the HERO World Series. During the same week, HERO Südtirol Dolomites already conquered the third place at BEA Italy, an award reserved for the best Italian sporting event of 2019.

Hashtag: #hero #heroworldseries #herodolomites #herodubai #xdubai #beaitaly #beaworld

For the last fourteen years, the who's who of creativity and events has been meeting at the end of November in Milan for the Bea Festival for the **Best Event Awards**, the first award ceremony of its kind dedicated to the international events industry, open to creative agencies and companies from all over the world. The initiative has the aim of enhancing the idea that 'events' are an innovative means of communication within the vaster world of traditional media.



A framework which allowed us to put forth the name of **HERO Dubai up for consideration**: the event is the first race in the **HERO World Series 2020** which will start on **7 February 2020 in Hatta**, in Dubai's hinterland. The mountain bike competition will see the light in two months – **XDubai** was so inspired by **HERO Südtirol Dolomites** that it decided to bring this international UCI mountain bike race to its country.



A promotional video was shot for the launch of the HERO World Series in Dubai: in it, **you can see two JetMan flying over the breathtaking Dolomites** and then whooshing away to Dubai's desert. The promotional video was filmed by ten cameramen... on a good three helicopters!

It was precisely this creative idea and its implementation as a communicative tool that allowed HERO Dubai to receive a **special mention in the 'Use of Technology' category at the BEA World:** the JetMan – a patented technology owned by XDubai – as well as the actual footage of its flight highlight the apex of decades of innovation and technological advances. Highly innovative content boasting cutting-edge technology which was rewarded by a special mention for HERO World Series during the festival dedicated to the international event industry, inviting **Javad Khoramifar, XDubai's General Manager**, on the stage for this recognition.



From left, Salvatore Sagone, President of BEA Festival, and Javad Khoramifar, General Manager XDubai

'The Jetman is a proprietary technology owned by XDubai and the fruit of 25 years of innovation. It represents the future of human flight,' said the company's Manager. 'The connection between Dolomites and Dubai, born two years ago, has the objective to bring mountain biking to the Arab countries via unique and innovative promotional activities.'

The partnership between the HERO and XDubai takes centre stage even vis- à-vis the 2020 World Expo in Dubai which will take place in the United Arab Emirates. Its motto *'connecting minds, creating the future'* ideally represents the marriage of ideas and technologies in the service of a common future. This special mention comes in the wake of another prize received last Wednesday at the Bea Italy: the HERO Südtirol Dolomites placed third as best sporting event of 2019.

Genni Tschurtschenthaler, Managing Director of the HERO Südtirol Dolomites claims that, 'I am very happy about this award. It represents the fruit of all the hard work carried out by the entire team to organise the event in the last ten years.' The event brings home a two-fold victory obtained thanks to the contribution of GroupM in its role as HERO World Series Advisor.

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