



## Coca-Cola Arena's Corporate Event Experience



**Dubai, UAE, 31 May 2024:** [Coca-Cola Arena](#), Dubai's home of live entertainment, is renowned for hosting sold-out concerts, family-friendly shows and world-class sporting events. The arena has also become the venue of choice for world-class brands to host their corporate events and invite some of the world's biggest names to engage and inspire their guests.

Aligned with the objectives outlined in the 'Dubai Economic Agenda D33', Coca-Cola Arena remains committed to enhancing Dubai's appeal as a global tourism and business destination in 2024 and beyond.

Since its inception in 2019, Coca-Cola Arena has hosted over 115 distinguished corporate events, including notable gatherings such as the **Global Freight Summit, Dubai Airshow Gala Dinner 2019** with headline act **OneRepublic**, and the groundbreaking **Indian Premier League (IPL) Auction 2024**. The first of its kind to be hosted outside of India, the IPL Auction 2024 captured a global audience of 22.8 million viewers in its live broadcast, witnessing a remarkable \$27.6 million in bids for esteemed cricketers. The event was attended by business tycoons like **Nita Ambani**, Indian entrepreneur and Bollywood actress **Preity Zinta**, and former Australian cricket captain **Ricky Ponting**.

Recently Coca-Cola Arena hosted a high-profile event for **Aldar Experts**, bringing together the global broker community with world renowned motivational speaker **Tony Robbins** followed by the much-anticipated, star-studded world premiere of 'Bad Boys: Ride Or Die'. Coca-Cola Arena rolled out the red carpet to welcome Hollywood actors **Will Smith** and **Martin Lawrence**, accompanied by film directors Adil El Arbi and Bilall Fallah who were also in attendance to unveil the fourth installment of the movie franchise.

Many of Coca-Cola Arena's corporate event attendees have included notable luminaries like **Pharell Williams, Jay Shetty, Sachin Tendulkar, Rohit Sharma, Sir Tim Berners-Lee, Nancy Ajram, Steve Wozniak** and **number of Head of States** who have taken to the arena stage captivating audiences during private events.



In 2023 alone, Coca-Cola Arena hosted 25 successful corporate events for brands such as **Azizi Developments, Dubai Properties, DAMAC Properties, American University** and **DP World**, among various others. Led by an expert and experienced team, the arena seamlessly transforms its versatile space to accommodate events of all types and sizes, including exhibitions and product launches.

“Corporate events now constitute a substantial 27% of Coca-Cola Arena's overall business, reflecting a growing demand for business-focused gatherings. With our flexible space, inhouse catering options and a capacity of 17,000 visitors, and state-of-the-art facilities, the arena continues to provide a world-class platform to meet this demand and align with Dubai’s vision of economic growth.” commented **Mark Jan-Kar, General Manager of Coca-Cola Arena.**

The arena’s dynamic automated seating design allows for flexibility and creative innovation, as showcased during the grand unveiling of the **Bugatti Residences by Binghatti**, where a Bugatti was driven into the center stage during the event.

The venue also provides state-of-the-art technology solutions for a wide range of events. With high-tech offerings like wireless headphone systems that ensure an immersive audio experience, the venue has successfully catered to major summits for globally recognised brands like **IBM, Schneider, and Dell.**

As Coca-Cola Arena approaches its momentous 5-year anniversary on 6<sup>th</sup> June 2024, proudly remaining at the forefront of event excellence, it continues to set new standards in event hosting, reinforcing its position as the venue of choice for world-class brands to host their corporate events in Dubai.

For more information and new announcements, visit [www.coca-cola-arena.com](http://www.coca-cola-arena.com) and follow Coca-Cola Arena on Instagram [@cocacolaarena](https://www.instagram.com/cocacolaarena).

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### **About Coca-Cola Arena**

Opened in June 2019, Coca-Cola Arena has revolutionised the live entertainment industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena’s unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai’s lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5- minute walk from the closest Dubai Metro Station. The region’s largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding entertainment portfolio and is managed by ASM Global, the world’s leading venue management and services company. Follow us on Instagram: [@CocaColaArena](https://www.instagram.com/CocaColaArena) and Facebook: [Coca-Cola Arena](https://www.facebook.com/Coca-Cola-Arena)