

# DREAMWORKS AND WARNER BROTHERS COMING TO UAE



United Arab Emirates is a rich country with booming tourism industry known also for its theme parks. One of the most famous is the entertainment megaplex being constructed by the company Tatweer, the Dubailand. It is supposed to become the world's largest tourism, leisure and entertainment complex. Tatweer is a subsidiary of Dubai Holding, which is a state owned holding company. Big companies come to invest here. According to an agreement with Tatweer, DreamWorks is to develop a theme park that will include themed restaurants, hotels and retail outlets in Dubai. This park is supposed to occupy approximately five million square feet and it should stand within the megaplex Dubailand.

Jeffrey Katzenberg, CEO of DreamWorks Animation, says they are thrilled to bring the first DreamWorks Animation theme park to Dubai. He also claims that they will create an exciting destination where families and tourists will enjoy the unique opportunity to interact with DreamWorks branded content. There will be the loved DreamWorks Animation characters like e.g. Shrek. The Hollywood studio also sees the investment as a good promotion for its brands. Roger Enrico from the DreamWorks Animation likes the opportunity to cooperate with Tatweer, which is a regional leader in the growing tourism, leisure and entertainment industry. He claims that the cooperation will help the Dubai's emergence as a premier global tourist destination

Another big player in the film production, Warner Brothers, will create a theme park in the UAE capital, Abu Dhabi. According to a deal between Warner Brothers, the Abu Dhabi Media Company and real estate developers ALDAR, a hotel, several multiplex cinemas and a joint film and computer game development will be set up. Other movie studio, Paramount, has signed a licensing deal for a series of Dubai-based parks and rides based on its famous movies like Mission Impossible, Top Gun and The Godfather.

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