Decree No. (25) of 2013

Concerning the

Events eLicensing and eTicketing System in the Emirate of Dubai

We, Mohammed bin Rashid Al Maktoum, Ruler of Dubai,

After perusal of:

Law No. (1) of 1997 Establishing the Department of Tourism and Commerce Marketing and its amendments;

Law No. (3) of 2003 Establishing the Executive Council of the Emirate of Dubai;

Law No. (9) of 2004 Concerning the Dubai International Financial Centre and its amendments;

Law No. (32) of 2008 Establishing the Government of Dubai Legal Affairs Department;

Law No. (14) of 2009 Concerning Tariffs of Government Services in the Emirate of Dubai;

Law No. (35) of 2009 Concerning Management of the Public Funds of the Government of Dubai and its amendments;

Decree No. (22) of 2009 Concerning Special Development Zones in the Emirate of Dubai; and

The legislation regulating free zones in the Emirate of Dubai,

Do hereby issue this Decree.

Title of the Decree

Article (1)

This Decree will be cited as "Decree No. (25) of 2013 Concerning the Event eLicensing and eTicketing System in the Emirate of Dubai."

Definitions

Article (2)

The following words and expressions, wherever mentioned in this Decree, will have the meaning indicated opposite each of them unless the context implies otherwise:

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1Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict the Arabic text will prevail.
Emirate: The Emirate of Dubai.


Executive Council: The Executive Council of the Emirate.

Department: The Department of Tourism and Commerce Marketing.

Concerned Government Entity: Any entity affiliated to the Government and authorised pursuant to its own legislation to license or to supervise the holding of Events in the Emirate, including the entities managing free zones and special development zones.

Director General: The Director General of the Department.

Events: Any event organised in the Emirate on a permanent or temporary basis for an entertainment, marketing, sports, arts, cultural, educational, tourist, health, religious or any other purpose, whether such event takes the form of a conference, festival, exhibition, concert, theatrical or literary event, contest or any other form regardless of the venue in which it is held.

Establishment: Any legal person licensed to hold, organise and manage Events or which has a venue licensed to hold Events in the Emirate.

eLicensing System: An electronic system which issues licenses for Events and records relevant data and information including the timings, venues and associated activities of such Events.

eTicketing System: An electronic system through which Event tickets will be marketed and distributed.

System: Includes the eLicensing System and the eTicketing System.

Subscriber: Any public or private entity subscribed to either the eLicensing System, the eTicketing System or to both.

Tickets: Any free or paid paper-based or electronic pass which entitles its bearer to attend an Event at its designated venue.

Dubai Calendar: The calendar prepared by the Department for Events that will be held in the Emirate.

Electronic Connection: Connection of the System to one or more Subscribers’ computers for the purpose of organising the marketing and distribution of Tickets and documenting data and information relating to the
Events stored in those computers in order to exchange them with the Department and Concerned Government Entities.

Scope of Application
Article (3)

This Decree will apply to:
1. all areas within the Emirate, including special development zones and free zones including Dubai International Financial Centre;
2. all entities holding, organising or managing Events in the Emirate or having a venue licensed to hold Events in the Emirate; and
3. all Events organised or held in the Emirate.

Objectives of the Decree
Article (4)

This Decree aims to:
1. support and develop the Events sector in increasing tourist activity in the Emirate and achieving the economic development plans of the Emirate;
2. enhance the partnership between public and private sectors in developing the Events sector in the Emirate;
3. streamline the Event licensing process in the Emirate;
4. contribute to introducing the Events organised in the Emirate to the public through a unified portal and through exploring multiple distribution channels to market Tickets at the local, regional and international levels; and
5. support the Dubai Calendar by connecting it to the System and listing all Events in the System.

Functions of the Department
Article (5)

a. For the purpose of achieving the objectives referred to in Article (4) of this Decree, the Department will, in coordination with the Concerned Government Entities:
1. study the legislation, regulations, and procedures relating to licensing Events in the Emirate and make proposals with respect to updating the legislation, regulations, and procedures, as required;
2. set the policies, programmes and systems required for organising and licensing Events in the Emirate;


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3. create an electronic database for legislation, policies, regulations, and procedures relating to licensing Events in the Emirate;

4. set a standard classification system for Events in the Emirate and standard processes and procedures for issuing the licences required for organising such Events;

5. create an electronic database for the Events that will be organised in the Emirate, including timings, venues and associated activities;

6. prepare the eLicensing System and supervise its operation, maintenance, management and development in all its regulatory, administrative and financial aspects;

7. prepare the eTicketing System and supervise its operation, maintenance, management and development in all its regulatory, administrative and financial aspects;

8. organise the Electronic Connection between the Department, the Subscriber and the Concerned Government Entities;

9. collect the fee for the marketing and distribution of Event Tickets and distribute such proceeds to Subscribers in accordance with the legislation applicable in the Emirate and the relevant method adopted by the Department;

10. in coordination and cooperation with the Subscribers and Concerned Government Entities, develop the processes relating to the System;

11. compile statistics and information relating to the Events held in the Emirate through the eLicensing System;

12. perform any other duties required for the achievement of the objectives of this Decree.

b. Pursuant to a contract concluded for this purpose in which the term of the contract and the rights and obligations of the parties are determined, the Department may authorise one or more companies to perform any of the duties referred to in paragraph (a) of this Article.

**Obligations of Concerned Government Entities**

**Article (6)**

Concerned Government Entities must:

1. not take any actions relating to licensing Events in the Emirate other than through the e-Licensing System;

2. provide the Department with the data and information required to perform the duties assigned to the Department pursuant to this Decree, including information relating to the classification of Events and the licensing conditions and requirements of such Events; and

3. provide Electronic Connection with the System as required by the Department.

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System Set-up
Article (7)

a. The Department will set up two (2) electronic systems, one for licensing Events organised in the Emirate, and the other for marketing, distributing and issuing Tickets.

b. Concerned Government Entities will be connected to the eLicensing System and Subscribers will be connected to the eTicketing System through the Electronic Connection.

Subscription to the System
Article (8)

a. Any public or private entity organising an Event or having a venue licensed to hold Events in the Emirate must subscribe to the eLicensing System and install the equipment and systems required to operate such system.

b. Any public or private entity holding an Event or having a venue licensed to hold Events in the Emirate must subscribe to the eTicketing System and install the equipment and systems required to operate such system.

c. The Director General may, subject to the relevant rules and conditions adopted by the Department, exempt any public or private entity from subscription to the eLicensing System or to the eTicketing System, and may exempt the information of any Event from being entered in the System.

d. The Department will train the Subscribers to use the System for a fee to be determined pursuant to a resolution issued by the Chairman of the Executive Council.

e. No Establishment may be licensed, and no licence of an Establishment may be renewed unless such Establishment subscribes to the eLicensing System, the eTicketing System or to both.

Term of Subscription to the System
Article (9)

a. The term of subscription to the System will be for a period of one year renewable for the same period subject to the relevant conditions adopted by the Department.

Obligations of the Subscriber
Article (10)

A Subscriber must:

1. install, operate and subscribe to the System and enter the information relating to the activities and Events organised by it and the data required by the Department in accordance with the relevant classification adopted by the Department;

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2. pay the costs required for completing the Electronic Connection to the System and for any changes to the System; and
3. issue and distribute Tickets through the System.

**Connecting the System with other Systems**

**Article (11)**

No Subscriber may connect the computer, nor its peripherals, which is connected to the System to any other system or programme without obtaining the prior approval of the Department.

**Fees**

**Article (12)**

a. The Department will charge an annual fee for subscription to the System, as determined pursuant to a resolution issued by the Chairman of the Executive Council.

b. The Department will charge one of the following two (2) fees for issuing Tickets to Event-goers:

   1. ten percent (10%) of the actual or estimated value of a paid Ticket; or
   2. up to ten (10) Dirhams per Event-goer in case of a free Ticket. Such fee will be determined subject to the relevant rules and conditions adopted by the Director General.

**Penalties**

**Article (13)**

a. Without prejudice to any stricter penalty stipulated in any other legislation, any person who violates the provisions of this Decree and the resolutions issued in pursuance thereof will be punished by a fine of not less than one hundred Dirhams (AED 100) and not more than twenty thousand Dirhams (AED 20,000). Upon repetition of the same violation within (1) year from the date of the previous violation, the amount of the fine will be doubled, provided that the fine does not exceed one hundred thousand Dirhams (AED 100,000). The Chairman of the Executive Council will determine, by a resolution issued by him in this regard, the prohibited acts and the fines to be imposed on the perpetrators of those acts.

b. In addition to the penalty of a fine referred to in paragraph (a) of this Article, the Department may take one or more of the following actions and measures against the violating Establishment:

   1. suspending the activities of the Establishment for a period not exceeding six (6) months; and/or
   2. cancelling the trade licence of the Establishment.

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Fees Collection  
Article (14)  

Imposing the penalties referred to in Article (13) of this Decree will not preclude the collection of the fees determined under this Decree.

Law Enforcement Officers  
Article (15)  

Employees of the Department nominated pursuant to a resolution of the Director General issued in coordination with the Director General of the Government of Dubai Legal Affairs Department, will have the capacity of law enforcement officers to record the acts committed in breach of the provisions of this Decree and the resolutions issued in pursuance thereof. For this purpose, they may issue the required violation reports and seek the assistance of police personnel.

Grievance  
Article (16)  

Any affected party may submit a written grievance to the Director General against the decisions, procedures and measures taken against him in accordance with the provisions of this Decree and the resolutions issued in pursuance thereof, within fifteen (15) days of being notified of such decision, procedure or measure. The grievance will be determined within thirty (30) days from its submission by a committee formed by the Director General for this purpose and the decision on the grievance will be final.

Compliance  
Article (17)  

Any entity which organises or holds Events, or which markets or distributes Tickets in the Emirate as of the effective date of this Decree must comply with its provisions within a maximum of six (6) months from the effective date of the Decree.

Seeking Assistance from Government Entities  
Article (18)  

For the purpose of implementing the provisions of this Decree, the Department may seek assistance from Government entities in the Emirate, including police personnel. Upon request, such entities will provide prompt support and assistance.

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Payment of Fees and Fines
Article (19)

The amount of fees and fines collected pursuant to this Decree and the resolutions issued in
pursuance thereof will be paid to the Public Treasury of the Government of Dubai. These
proceeds will be allocated for the implementation of the projects, plans and programmes of
the Department.

Issuing Implementing Resolutions
Article (20)

The Director General will issue the resolutions required for the implementation of the
provisions of this Decree.

Repeals
Article (21)

Any provision in any other legislation will be repealed to the extent that it contradicts the
provisions of this Decree.

Commencement and Publication
Article (22)

This Decree will be published in the Official Gazette and will come into force on the day on
which it is published.

[Signed]

Mohammed bin Rashid Al Maktoum
Ruler of Dubai

Issued in Dubai on 11 August 2013
Corresponding to 4 Shawwal 1434 A.H.

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