

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant Abu Dhabi Tourism and Culture Authority - New York Branch	2. Registration No. 6134
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3. Name of Foreign Principal Abu Dhabi Tourism and Culture Authority	4. Principal Address of Foreign Principal PO Box 94000 Abu Dhabi UAE
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5. Indicate whether your foreign principal is one of the following:

Foreign government

Foreign political party

Foreign or domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other (<i>specify</i>) _____

Individual-State nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
New York Branch

b) Name and title of official with whom registrant deals
Kershing Goh, Country Manager USA

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

- | | |
|---|--|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A September 14, 2012	Name and Title Kershing Goh, Country Manager USA	Signature /s/ Kershing Goh	eSigned
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Washington, DC 20530

Exhibit B to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Abu Dhabi Tourism and Culture Authority - New York Branch	2. Registration No 0134
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3. Name of Foreign Principal

Abu Dhabi Tourism and Culture Authority

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The New York Branch of the Abu Dhabi Tourism & Culture Authority is measured by three key performance indicators. First, the New York Branch is expected to increase the number of stays of guest-visitors from the United States to Abu Dhabi. Next, the New York Branch shall work towards raising awareness of Abu Dhabi as a travel destination, and will be measured by the media value generated through press coverage. Finally, the New York Branch shall generate leads for business events with potential for promoting tourism to Abu Dhabi.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please see Attachment 1

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
September 14, 2012	Kershing Goh, Country Manager USA	/s/ Kershing Goh eSigned

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

Attachment 1

Activities the Registrant Engages in or Proposes to Engage in on behalf of the Foreign Principal

General Activities

The Registrant has three priorities for the year 2012. First, the Registrant shall improve product and distribution channels. The Registrant plans to develop partnerships with Tour Operators to create packages of trips for guest-visitors to Abu Dhabi with a minimum of 5-night stays. The Registrant also shall utilize key trade consortium platforms, including Virtuoso, Signature and Amex Network, to educate travel agents about destinations in Abu Dhabi. The Registrant will also motivate business through raising awareness of leisure product offerings in Abu Dhabi.

Second, the Registrant shall raise awareness of Abu Dhabi among target consumers. The Registrant will leverage key influences and third party endorsements to spread the word about Abu Dhabi, and will focus its efforts on key gateway cities, such as New York, Washington D.C., Chicago, Los Angeles and San Francisco. In doing so, the Registrant will capitalize on the proliferation of social media and digital media to reach its target audience.

Finally, the Registrant plans to build a pipeline for MICE (Meetings, Incentives, Conferencing, Exhibitions) events. The Registrant uses the ICCA (International Congress and Convention Association) database and will engage in cluster specific research, and plans to leverage MICE organizations, such as ASAE (American Society of Association Executives), MPI (Meeting Professionals International) and PCMA (Professional Convention Management Association), and communicate with the schedulers of international meetings.

Marketing Activities

The Registrant will participate in four key marketing activities for the year 2012. First, the Registrant will have a 3-city roadshow in Washington D.C., Chicago and San Francisco. This roadshow will be a collaborative effort with MICE organizations – ASAE in Washington D.C., Helmsbrischoe in San Francisco, and PCMA in Chicago. The Registrant will partner with the Abu Dhabi National Exhibitions Company and selected hotel partners to conduct sales calls and trade functions in key cities. The Registrant will also participate in AIBTM (The Americas Meetings and Event Exhibitions), IMEX (America's worldwide exhibition for incentive travel), ASAE International Conference, and PCMA.

Second, the Registrant will launch Abu Dhabi Tourism and Culture Authority in the United States with a multi-platform campaign to generate destination awareness and generate media attention. The key element of the launch campaign will be a Travelers Welcome – A Taste of Abu Dhabi's Hospitality. This will include an Abu Dhabi Oasis 'pop-up' in New York City for 5-7 days. Additionally, the Registrant will bring Abu Dhabi's hospitality to New York City, offering henna, coffee and dates, and a mini manarat exhibition. Also, the Registrant will initiate a digital and mobile campaign directing traffic to the Oasis using geo-targeting technology, and will offer a private VIP event for media and trade. The event will include cooking demonstrations with Emirati Chefs from Abu Dhabi at retail locales. At the event, the Registrant will offer promotional trip giveaways and sweepstakes in partnership with Etihad. The Registrant hopes to market to the New York City population with taxi-top advertisements featuring Abu Dhabi on 400 taxis.

Also, the Registrant will be partnering with Travel Consortium, which will grant access to 10,000 Virtuoso agents and 65,000 Virtuoso consumer databases. The Registrant will manage E-blasts, WebEx trainings, Virtuoso Life, and B2B engagements. The Registrant is targeting to train at least 500 agents by the end of 2012.

Finally, the Registrant will engage in co-op marketing with a core pool of USTOA Tour Operators. They will develop marketing campaigns highlighting the cultural richness of organized trips through 6 tour operators to Abu Dhabi with minimum 5-night stays. The registrant will bid for the USTOA out-of-country meetings, and aims to develop a minimum 5-night stay package.