

We've laughed
We've cried
We've shared
We've come together
On Zurich's Blue Sofa





Tell us your dreams

At Zurich, we believe in the power of your dreams. That's why we created 'The Blue Sofa': a safe space to spark conversations about what matters most: your dreams for yourself and the ones you love.



What are your dreams for yourself?

What are your dreams for the ones you love?



The idea behind this was very simple, and that was to take a big blue sofa around the UAE and simply talk to people, asking them only two questions: What their dreams were for themselves and for the ones they love.

The answers to this make a strong case for the need for financial protection so you can make your dreams come true for yourself and your loved ones.



The first stop

The Blue Sofa made its first stop with one of the region's most loved Emirati personalities, Mr. Khalid Al Ameri, who drew in the crowd and got the community to tell us their dreams. We hosted the first stop at Dubai Festival City Mall and it was so heartwarming to see how selfless their dreams are.

Watch now:



The Blue Sofa | Stop 1 | Khalid AlAmeri

Highlights from our first stop





The second stop

The Blue Sofa made its second stop at Deira City Center with one of the region's most beloved radio personalities, Priti Malik, who drew in the crowd with her charm and got the community excited to share their dreams with the world.

Watch now:



Your beautiful messages to the ones you love

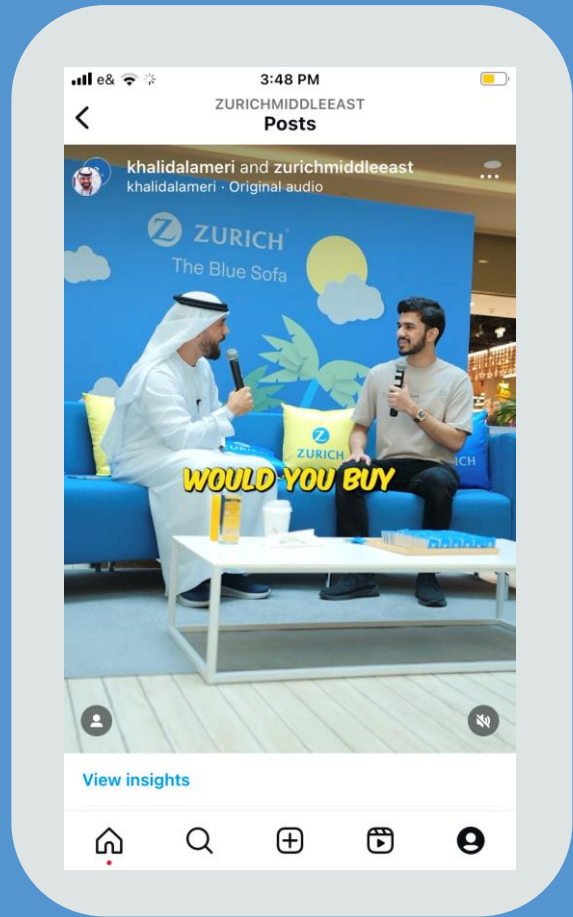




The third stop

The Blue Sofa made its third stop at Dubai Festival City mall with Mr. Khalid Al Ameri hosting once again.

We were joined by many people who were eager to share their heartwarming and selfless dreams with the world.



Highlights from our third stop



Join us on our journey across the UAE



Stop 1
May 22

- Khalid Al Ameri
- Dubai Festival City Mall



Stop 2
June 8

- Priti Malik
- Deira City Center



Stop 3
June 22

- Khalid Al Ameri
- Dubai Festival City Mall



Stop 4
Aug 4

- Khalid Al Ameri
- Nakheel Mall



Stop 5
Stay Tuned



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