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United Arab Emirates overview

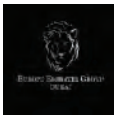
The United Arab Emirates (UAE), a federation of seven individual Emirates, is the UK's largest civil export market in the Middle East and our third largest market outside Europe – only China and the US were larger in 2017.

It is a major regional hub and the commercial capital for the Middle East, North Africa and beyond, with one of the most liberal trade regimes in the Gulf.

There are a number of reasons to choose the UAE as an export destination: English is widely spoken, it has a large expatriate population, no taxation on personal income and capital gains, it is a good base to use as a bridge into other Gulf markets with low import duties, and it is an important market for re-export to other countries. There are also strong cultural and historical ties as many Emiratis have studied in the UK, have UK homes and visit regularly.

Despite the global economic downturn, the UAE economy continues to grow and the overall economic outlook is positive. The UAE's reserves of oil and natural gas both rank in the top ten largest in the world. The country holds almost 6% of the world's proven oil reserves. Production is currently about 3.1 million barrels per day (bpd), and is mostly exported. The government intends to reach 3.7 million bpd by 2020 through the redevelopment and expansion of existing wells, and the development of marginal oil reserves, both onshore and offshore.

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UNITED ARAB EMIRATES MINISTRY OF ECONOMY



Foreword from H.E. Sultan Bin Saeed Al Mansoori, the Minister of Economy

I am delighted to welcome you to this guide to 'Doing Business in the UAE,' which provides essential information, guidance and support for UK companies considering entering the UAE market.

The UAE – the UK's largest export market in the Middle East and North Africa (MENA) – enjoys a strategic position that allows it to present unlimited opportunities across a wide range of sectors. The country's wise leadership launched the UAE National Innovation Strategy at the end of 2014, aiming to make the UAE the most innovative nation in the world by 2021. In fact, as this guide will indicate, the UAE is now a hotbed of innovation brimming with new ideas.

The World Economic Forum judged the UAE first in the world for the quality of its roads, low inflation and the absence of organised crime. Furthermore, it receives favourable scores for its stable macro-economic environment, its overall infrastructure, the effectiveness of its government institutions and its ease of access to finance.

Today, the UAE is the de-facto financial centre between Singapore and London, and the host to the world's largest man-made port and some of the world's busiest airports. It also serves as the home to the world's first free zone dedicated to biotechnology and research and has the world's first capital connected with a fibre network. Our unrivalled infrastructure, accommodating internationally-benchmarked laws and regulations, cutting-edge technological environment, the openness embedded in our culture and the amazing lifestyle that you and your family can enjoy, and above all, our determination to aim higher, continue to make the UAE the location of choice for the most renowned multinational companies, international investors and well-qualified professionals.

'Being amongst the best nations in the world' is a promise that was made by our leaders – not only to the citizens of the UAE – but to the investors, businessmen, employees and families who choose to work and live here. After 46 years of hard and diligent work since the creation of the UAE, I stand proud of our achievements. I am also proud and confident of the unique and well-structured value proposition that we today present to the international business community.

It is my hope that this guide encourages you to explore and challenge the wealth of opportunities that await you and your organisation in the UAE. It is to share this ambition and to take part in this success story that I invite you all.

H.E. Sultan Bin Saeed Al Mansoori, the Minister of Economy
United Arab Emirates

<http://www.economy.gov.ae/english/Ministry/Pages/MinisterBiography.aspx>



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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

This new Doing Business in the United Arab Emirates Guide introduces one of the world's strongest economies and a market with a key strategic location for a broad range of sectors. With Dubai and Abu Dhabi among the biggest business destinations in the world, the UAE has become a global hub for innovation and a home to many international businesses.

Lucrative oil exports have funded the country's social and economic transformation since the 1960s, yet there is much more to the UAE's success. The UAE has made the most of its location at the centre of the Gulf countries, Indian subcontinent, Commonwealth of Independent States (CIS) and Africa, helping it get to 21 in the World Bank's Doing Business rankings.

UK trade relations with the UAE have been shaped by the EU-GCC Cooperation Agreement and the two blocs meet on an annual basis to discuss trade among other topics. A new dialogue on trade and investment was launched in May 2017 as a sign of strengthening bonds between the European Union and the Gulf Cooperation Council (GCC).

The GCC, which has formed its own customs union, was the EU's fourth largest export market in 2017 with exports to the region largely focused around industrial products like power generation plants, electrical machinery, mechanical appliances and transport. The UAE is the UK's largest export market in the Middle East and Africa with a healthy trade in capital goods, machinery and electronics. The UAE's biggest import from the UK is consumer goods.

The seven Emirates within the UAE are now home to just under 10 million people. The population is largely young, high-income and urban, with a large number of expatriates from over 150 countries. Indeed, such is the financial power of Dubai and Abu Dhabi, the number of UK expatriates working in the financial services and other large corporates in the UAE should be sufficient reason for the UAE to be a prime market for our exporters.

There are challenges selling into the UAE and it's important that exporters are diligent with their export documentation when sending goods there. The Institute of Export & International Trade's customs compliance courses and qualifications are designed to help you sell to markets like the UAE without making costly mistakes. Feel free to get in touch if you're looking for support in exporting to the UAE and we wish you luck with it!

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

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Howard Kerr, Chief Executive, BSI

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Sample spider diagram output from BSI's Organizational Resilience benchmark tool

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DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

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With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

www.contactus.trade.gov.uk/office-finder/

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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

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The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

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5D – Control data: The budget, schedule, and quantities information provides better forecasting and visibility of the impact of change, to baseline and projected cost

6D – Geo-spatial: The inclusion of external geospatial data in the model drives better sustainability in design, construction and operations

7D – Asset life cycle: The digital assets generated by all dimensions become the digital twins used during the ongoing operations, driving increased safety and productivity, and lower operating costs

ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in the United Arab Emirates Guide** is to provide you with basic knowledge about the United Arab Emirates; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in the United Arab Emirates. Full contact details are available in this guide.

To help your business succeed in the United Arab Emirates we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- website: www.UAE.DoingBusinessGuide.co.uk
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- PDF download/e-flipbook (available on the guide website)

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- Essential contact details
- Listings with links to up-and-coming trade shows
- Links to the Department for International Trade (DIT) support services.

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The United Arab Emirates (UAE), a federation of seven individual Emirates, is the UK's largest civil export market in the Middle East and our third largest market outside Europe – only China and the US were larger in 2017.





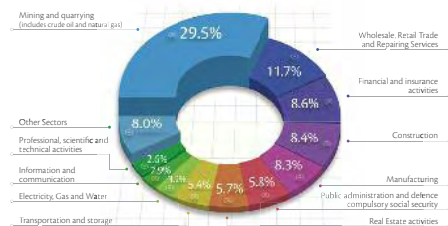


GDP

Oil and Non-Oil Sectors Contribution to UAE Real GDP, in Percentage, 2017



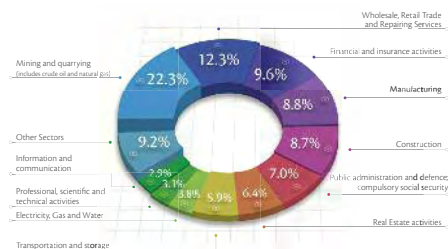
UAE Real GDP by Sector, in Percentage, 2017



Oil and Non-Oil Sectors Contribution to UAE current GDP, in Percentage, 2015-2017

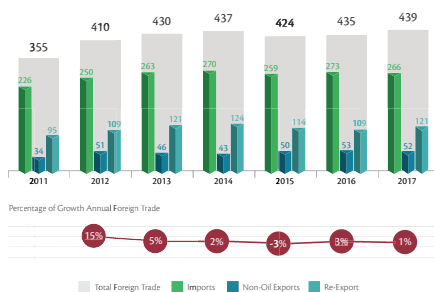


UAE Current GDP by Sector, in Percentage, 2017

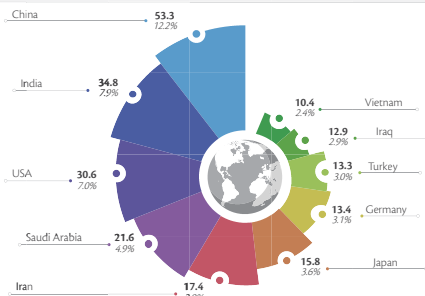


TRADE

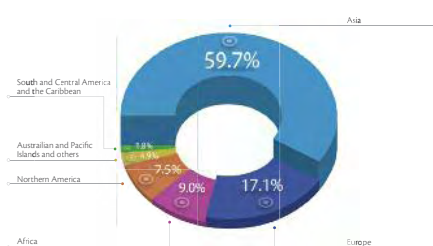
Volume of Non-Oil Foreign Trade
(Billion USD 2011-2017, Including Free Zones & Warehouse (2016-2017))



Top Countries by the Volume and Percentage of UAE Non-Oil Foreign Trade, Including Free Zones, in USD billions, 2017



UAE Non-Oil Foreign Trade Partners
(Percentage of UAE Non-Oil Foreign Trade by Continents, Including Free Zones, 2017)

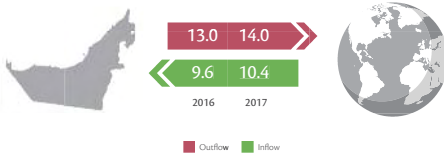


UAE ECONOMY DASHBOARD



INVESTMENT

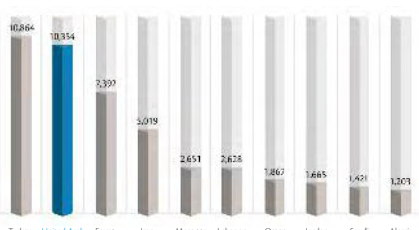
UAE FDI Inflow and Outflow (Billion USD, 2016-2017)



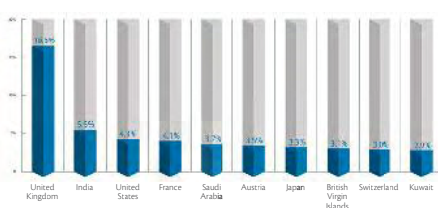
Top 10 Inflows by Economic Activities, as Percentage of Total UAE FDI, 2016



Top 10 FDI Inflows in MENA in USD Million, 2017



Top 10 Inflows, by Country, as Percentage of Total UAE FDI, 2016



Competitiveness



IMD World Competitiveness Ranking - 2018 **7th**



2nd • Business efficiency



4th • Government efficiency



3rd • Economic performance



36th • Infrastructure



Global Competitiveness Index - 2017 - 2018 **17th**



1st • Efficiency of Government Spending Index
• Government Procurement of Advanced Technology Products Index
• Effect of Taxation on Incentives to Invest Index



3rd • Availability of Scientists and Engineers Index
• Protection of Minority Shareholders' Interests Index
• Goods Market Efficiency Index



2nd • Public Trust in Politicians Index
• Transparency in Decisions of Government Officials Index
• Burden of Government Regulation Index
• Country Capacity to Attract Talent Index



4th • Quality of Overall Infrastructure Index
• ICT and Technology Transfer Index



9th • Strength of Investor Protection Index



Ease of Doing Business Index - 2018 **21st**



1st • Paying Taxes Index
• Getting Electricity Index



10th • Processing Minority Investors Index
• Registering Property Index



2nd • Dealing with Construction Permits Index



12th • Enforcing Contracts Index



Enabling Trade Index - 2016 **23rd**



1st • Quality of Roads Index



3rd • Quality of Port Infrastructure Index
• Available Airline Seats (kilometers) Millions Index



2nd • Quality of Air Transport Infrastructure Index
• Customs Services Index
• Efficiency and Accountability of Public Institutions Index
• Physical Security Index
• Availability and Quality of Transport Infrastructure Index



6th • Time Predictability of Import Procedures Index



7th • Ease and Affordability of Shipment Index
• ICT Use for bio-to-bio Transactions Index



Travel and Tourism Competitiveness Index - 2017 **29th**



2nd • Safety and Security Index



5th • Business Environment Index



3rd • Air Transport Infrastructure Index



Global Innovation Index - 2017 **35th**



2nd • Score of Cluster Development Index



13th • Government's Online Service Index
• Logistics Performance Index



9th • Ease of Processing Minority Investors Index

Arab World Ranking

1st



1st • in all main indices above



Logistics Performance Index 2016 **13th**



1st • in MENA

Why the UAE?

Summary

Area:

83,600 km²

Population (2017):

9.139 million

Capital city:

Abu Dhabi

Official language:

Arabic (English is very widely spoken)

Currency:

UAE Dirham (AED)

Real GDP (2017):

US \$387 billion

Real non-oil GDP (2017):

US \$273 billion

Real annual GDP growth (2017):

0.8%

Real annual non-oil GDP growth (2017):

2.5%

GDP per capita (2017):

US \$42,000

Annual inflation rate (2017):

1.97%

Current account balance (2017):

6.9% of GDP/US \$26.4 billion

Imports of goods from UK:

US \$6.782 billion

Non-oil exports of goods to UK (2017):

US \$515 million

Re-export of goods to UK (2017):

US \$3.309 billion

*[Source – FCSA UAE, CentralBank uae,
MINISTRY OF ECONOMY UAE, June 2018]*



General overview

The United Arab Emirates (UAE), a federation of seven individual Emirates, is the UK's largest civil export market in the Middle East and our third largest market outside Europe – only China and the US were larger in 2017.

It is a major regional hub and the commercial capital for the Middle East, North Africa and beyond, with one of the most liberal trade regimes in the Gulf. There are a number of reasons to choose the UAE as an export destination:

- English is widely spoken
- large expatriate population
- strong cultural and historical ties as many Emiratis have studied in the UK, have UK homes and visit regularly
- no taxation on personal income and capital gains
- important market for re-export to other countries
- good base to use as a bridge into other gulf markets
- low import duties

Contact a Department for International Trade (DIT) export adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation if you are interested in exporting to the UAE.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies, see: [https://www.gov.uk/government/organisations/uk-export-](https://www.gov.uk/government/organisations/uk-export-finance)

finance. You can also check the current UKEF cover position for the UAE at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#united-arab-emirates-uae>.

[Source – DIT/ UKEF/gov.uk]

Geography

The United Arab Emirates (UAE) is a country located in the Arabian Gulf, bordered by Saudi Arabia and Oman. As it is located in the centre of the Gulf countries, Indian subcontinent, Commonwealth of Independent States (CIS) and Africa, the UAE enjoys a strategic position that allows it to present unlimited opportunities across a wide range of sectors. The UAE is now a hotbed of innovation brimming with new ideas.

The UAE's surface area is 83,600 km², with diverse geographical terrains ranging from plains to mountains and from deserts to beaches. However, in spite of its limited area, it is this diversified landscape and strategic location which give the UAE a distinguished competitive advantage. The country has a significant coastline on the Gulf of Oman to the east and the Arabian Gulf to the west and northwest. Oil and natural gas are the primary natural resources in the UAE, and petroleum production is the most important industry. The UAE is also located next to the southern lines of the Strait of Hormuz, an essential passage for more than 40% of the world's crude oil. It is for these same reasons that the UAE's ports and airports today are ranked among the top choices for major carriers when planning their routes from the east to the west.

Doing Business in the United Arab Emirates

Government overview

Political situation

The United Arab Emirates is a federation of seven Emirates: Abu Dhabi, Dubai, Sharjah, Ras Al Khaimah, Fujairah, Umm al-Qaiwain and Ajman. The federation was formed and became independent in 1971. HH Sheikh Zayed bin Sultan Al Nahyan, the Ruler of Abu Dhabi, was its first President. He was succeeded in both roles by his son HH Sheikh Khalifa bin Zayed al Nahyan in 2004. HH Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai, is Vice-President and Prime Minister of the UAE. HH Sheikh Mohammed bin Zayed Al Nahyan is Crown Prince of Abu Dhabi.

The Federal Supreme Council (consisting of the Rulers of the seven Emirates) and the Council of Ministers constitute the executive of the UAE Government. The President and the Vice President/Prime Minister are chosen by the Rulers. The Federal Supreme Council ratifies legislation, and the appointment of Ministers and Judges of the Federal Supreme Court.

The Federal National Council performs a consultative role – considering draft legislation, proposing amendments, questioning Ministers and scrutinising the executive. It consists of 40 members drawn from across the Emirates roughly in proportion to population. Half of the members from each Emirate are appointed by its Ruler. The other half are elected by voters from each Emirate.

Each Emirate enjoys a considerable degree of autonomy under its own Ruler. Abu Dhabi is the largest Emirate (87% of the overall land mass and 38% of the population) and, it is the political capital. Dubai is the second largest Emirate (30% of the population).

Islam is the official religion of the UAE, but the constitution guarantees religious freedom, which is upheld. Arabic is the official language, but English is widely used.

The UAE's population is estimated at around 9.139 million, of whom around 15% are nationals while the rest are expatriates (including over 120,000 UK nationals).

The UAE is a member of a number of multilateral organisations, including the League of Arab States, the Gulf Cooperation Council (GCC), the Organisation of the Islamic Cooperation (OIC), and the Organization of the Petroleum Exporting Countries (OPEC).

Women participate meaningfully in all facets of civil and political life. In December 2012, it became compulsory to include women on the boards of corporations and government agencies. Four of the 22 members of the Council of Ministers are women. Nine of the 32 Cabinet Members are women (2017).

[Source – FCO Overseas Business Risk/gov.uk]

Economic overview

Investors generally see the UAE as a safe haven in the region. Credit default swap (CDS) spreads in Abu Dhabi and Dubai have dramatically narrowed since the beginning of 2010, signifying increasing investor confidence.

The UAE is the 2nd largest Gulf economy, and the 30th largest in the world with the 20th highest GDP per capita (US \$42,000).

It has ample financial buffers but low oil prices have slowed economic growth real GDP 0.8% in 2017, 3.0% in 2016, and (IMF) 2.0% in 2018.

The overall outlook from April 2018 remains positive: real GDP growth is forecast to increase to 3.1% by 2021. The UAE is 21st in the World Bank's 2017-18 Ease of Doing Business Index, ahead of the Netherlands and France. See: <http://www.doingbusiness.org/rankings>.

It has made more progress than others in the region in diversifying its economy. Dubai in particular has built an economy on trade, travel, tourism and real estate. Dubai property prices have adjusted gently downwards over the last year.

The UAE has turned fiscal constraint into opportunity for economic reform. Abu Dhabi has increased electricity and water tariffs twice in 12 months. Retail fuel prices are no longer fixed at artificially-low levels, and are adjusted monthly in relation to oil prices. The UAE introduced VAT at 5% (with some limited exceptions) on 1st January 2018.

New taxes have been added to hotel charges, and to expatriates' utility bills. Resident expatriates now pay a municipality tax related to rental values.

Several mergers and rationalisations have already taken place: First Gulf Bank with National Bank of Abu Dhabi, creating the "First Abu Dhabi Bank (NBAD)" – now the UAE's largest bank and one of the largest in the MENA region with total assets in excess of AED 670 billion (US \$180 billion) [Source – NBAD]; Mubadala with International Petroleum Investment Company (IPIC), creating the "Mubadala Investment Company" – bringing together two of the Emirate's most significant investment companies into one global investment powerhouse [Source – Mubadala]; and the Petroleum Institute with Khalifa University and Masdar Institute, creating the "Khalifa University of Science and Technology

(Kustar)" – aimed at strengthening scientific research and promoting world-class academic research locally [Source – Kustar]. The Abu Dhabi National Oil Company is undergoing a major process of integration and rationalisation under the new leadership of Sultan al Jaber.

The UAE's oil and natural gas reserves both rank in the top ten globally. The country holds almost 6% of the world's proven oil reserves. Production is currently about 3.1 million barrels per day (bpd), and is mostly exported. The government intends to reach 3.7 million bpd by 2020 through the redevelopment and expansion of existing wells, and the development of marginal oil reserves, both onshore and offshore.

Despite the economy's heavy reliance on hydrocarbons, it is still relatively well-insulated from oil price volatility, given the substantial external reserves built up during the recent years of high oil prices.

Oil prices in the region of US \$40 to US \$50 per barrel meant some cutbacks in government expenditure, including in infrastructure spending.

The UAE's gas reserves are the 7th largest in the world, and it is the 16th largest producer. Abu Dhabi is constructing a 5.6GW nuclear power station, and the UAE has set itself a target of 30% clean energy by 2030. Abu Dhabi has set itself a renewable target of 7% by 2020.

Over the past two decades, the UAE's diversification strategy has developed several non-oil sectors. Non-oil sectors contribute close to 70% of GDP. While hydrocarbons continue to provide the largest single source of income for Abu Dhabi, Dubai's hydrocarbon reserves are far more limited, and its economy more diverse – based on a vision of Dubai as a global business, logistics, media and

Doing Business in the United Arab Emirates

leisure hub, but the Abu Dhabi Economic Vision 2030 sets a target for non-oil sectors to contribute 64% of Abu Dhabi's GDP by 2030.

There are a number of sovereign UAE investors – notably the world's second-largest sovereign wealth fund, the Abu Dhabi Investment Authority (ADIA), whose assets are estimated at US \$800 billion.

[Source – FCO Overseas Business Risk/gov.uk]

Industries importing into the UAE

The top industries importing into the UAE are:

- power generating equipment & mechanical appliances
- jewellery and precious metals
- road vehicles
- electrical machinery
- precision instruments
- luxury goods
- premium food

The International Trade Centre (ITC) ranks the value of the UAE's top services imports.

[Source – ITC]

Growth potential

Despite the global economic downturn, the UAE economy continues to grow and the overall economic outlook is positive.

The UAE's reserves of oil and natural gas both rank in the top ten largest in the world.

The UAE has diversified its economy. Non-oil sectors now make up approximately 70% of GDP. This will help to make the country's revenue sources more balanced and create a sustainable economy that can withstand long-term oil price volatility.

Dubai EXPO 2020

The award of EXPO 2020 to Dubai is forecast to boost the economy by US \$23 billion – see: <https://www.expo2020dubai.com/en/> for further information. This is resulting in opportunities across many sectors, particularly in hospitality and construction.

Other positive factors for growth include:

- the UAE's well-established infrastructure
- strong banking system
- stable political system
- the number of free trade zones that can allow 100% foreign ownership and a nil-taxation regime
- ongoing and new developments including Sadiyaat Island in Abu Dhabi, Mohammed Bin Rashid City in Dubai plus other projects in Sharjah, Ras Al Khaimah, Fujairah, Umm al-Qaiwain and Ajman

The Gulf region has enjoyed continued growth. This has been driven by rising public sector spending, especially on physical and social infrastructure, as well as buoyant private sector activity.

The UAE's proximity to other Gulf markets acts as an entry route to other Gulf Cooperation Council (GCC) countries. See: <http://www.gcc-sg.org/en-us/Pages/default.aspx> for more information on the GCC.

Free trade agreements (FTAs)

The GCC currently only has a few free trade agreements in place, including those with the Greater Arab Free Trade Area (GAFTA), the European Free Trade Area (EFTA) and Singapore. A free trade agreement with New Zealand has also been concluded, and needs to be legally verified, signed and then ratified by both parties before the agreement comes into force.

Discussions are continuing with several other countries such as India and the European Union (EU).

[Source – MINISTRY OF ECONOMY UAE, New Zealand Foreign Affairs & Trade]

UK and UAE trade

The UAE is the UK's largest export market in the GCC, the 11th largest market in the world, and 3rd largest market outside Europe – only the US and China were larger in 2017. The UAE-UK Business Council agreed a target of £25 billion in annual bilateral trade by 2020.

The UK's main exports to the UAE include:

1. power generating machinery and equipment
2. road vehicles
3. miscellaneous manufactures
4. telecommunications and sound recording and reproducing equipment
5. professional and scientific instruments and apparatus
6. general industrial material

7. electrical machinery and appliances
8. medicines and pharmaceuticals
9. non-metallic mineral manufactures
10. essential oils and perfume materials

DIT has designated more high value campaigns here than in any market other than the US, China and India. These high value opportunities (HVOs) for UK companies are in a range of sectors, including infrastructure (airports and aerospace), healthcare, nuclear, oil and gas, education and rail.

The UAE's fiscal squeeze increases the importance of UK Export Finance. The UAE is a significant source of investment in the UK – for example £1.5 billion from Dubai Ports World in the London Gateway, and £1 billion in offshore wind from Masdar. Since the EU referendum, the Abu Dhabi Investment Authority has announced new investments of £751 million in the UK – a 16.7% stake in UK gas distribution company SGN for £621 million, and two shopping centres in Slough for £130 million – an important vote of confidence in post-referendum UK.

Over 5,000 UK-registered firms operate in the UAE, including BP, Shell, Rolls Royce, BAE Systems, Mott McDonald, SERCO, Standard Chartered, HSBC and Fortnum and Mason, and 859 commercial agencies and 14,245 British brands have invested in the UAE. The UAE is an important entry port for a £150 billion regional market with a significant percentage of UK exports to the UAE being re-exported, particularly to Iran and Saudi Arabia.

The majority of the UAE population is made up of expatriates, with around 120,000 UK residents. Over 13 million people visit the UAE each year, of which one million are from the UK.



FOREIGN DIRECT INVESTMENT FLOWS 2017

GLOBAL RANK

30th

The UAE rank in foreign direct investment inflows globally, improved 5 ranks from year 2016.

21st

The UAE rank in the foreign direct investment outflows globally improved 2 ranks from year 2016.

VOLUME OF FDI FLOWS

10.354

USD Billion

The volume of foreign direct investment inflows, with an increase of USD 750 million from year 2016.

13.956

USD Billion

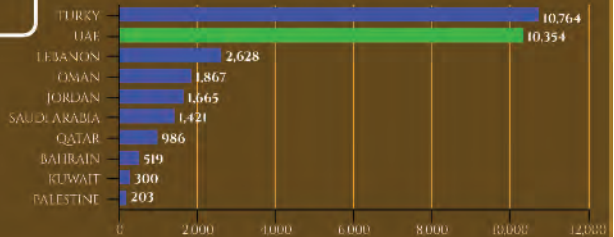
The volume of foreign direct investment outflows, with an increase of USD 992 million from year 2016.

WEST ASIA REGION RANK

2nd

The UAE rank in foreign direct investment inflows according to West Asia Region.

TOP 10 COUNTRIES BY WEST ASIA REGION
USD Million

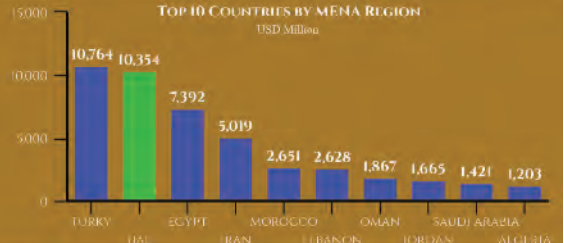


MENA REGION RANK

2nd

The UAE Rank in foreign direct investment inflows according to MENA Region.

TOP 10 COUNTRIES BY MENA REGION
USD Million

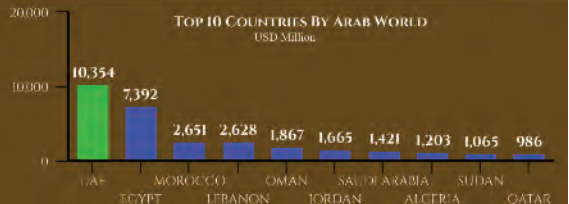


ARAB WORLD RANK

1st

The UAE Rank in foreign direct investment inflows according to Arab World.

TOP 10 COUNTRIES BY ARAB WORLD
USD Million



Incentives for UK businesses

Incentives for UK businesses exporting to the UAE include:

- diverse economy continually growing and expanding
- proximity to other Gulf markets – acts as an entry route to other Gulf Cooperation Council (GCC) countries
- important market for re-export into other countries
- no taxation on personal income and capital gains
- English is widely spoken and accepted as the language of business

Strengths of the UAE

Strengths of the UAE market include:

- its strategic geographical location – Dubai is regarded as a regional hub and commercial capital for the Middle East, North Africa and beyond
- UAE is the UK's largest export market in the region
- large expatriate population
- one of the most liberal trade regimes in the Gulf attracting capital from across the region

[Source – DIT/gov.uk]

In addition:

- The UAE ranks 21st out of 190 countries in the World Bank's 2018 Ease of Doing Business Index. See: <http://www.doingbusiness.org/data/exploreeconomies/united-arab-emirates>
- The UAE ranks 17th out of 137 in the World Economic Forum's 2017-18 Global Competitiveness Index. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/countryeconomy-profiles/#economy=ARE>
- The UAE is ranked 21st out of 180 countries in the latest Transparency International 2017 Corruption Perceptions Index (the UK ranks 8th): https://www.transparency.org/news/feature/corruption_perceptions_index_2017

Contact a DIT export adviser at: www.contactus.trade.gov.uk/enquiry/topic for a free consultation if you are interested in exporting to the UAE.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for the UAE. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#united-arab-emirates-uae>.

[Source – DIT/UKEF/gov.uk]



Start-up Recruitment and Manpower Planning in the UAE

Local and international talent Search.

Interim experts

Visa and Payroll solutions with
Medical insurance

UAE on-boarding and orientation

There is little doubt that the UAE provides both new and established companies with significant commercial opportunities in a congenial, flexible and safe country. But finding the right staff, securing their services and employing them in a legal and compliant manner can be quite a challenge for the uninitiated.

Over the last 25 years the UAE has successfully embarked on the most ambitious of 'genesis' projects as it diversifies away from its hydrocarbon economy.

Uniquely in the region the leadership has complimented its business diversity by committing to significant infrastructure programs. This means that the UAE is leading the region in terms of roads, infrastructure, schools, housing, tourism, entertainment, restaurants and retail. In fact everything a nation needs to attract and accommodate new enterprises and their staff. The UAE is also pioneering in its use of digital and disruptive technologies as it develops its 'smart nation' strategies.

But with the unprecedented growth of the UAE there is constant change, transformation and a continual evolution of systems, processes, laws and legislation. The whole of the UAE is like a fast moving start-up. Things change very quickly and companies need to be very agile in order to adapt and thrive. This is particularly evident around recruitment, employment laws, and the successful assimilation of new staff into the multicultural working environment. Finding the right staff who will thrive in the UAE and securing their services in an efficient and compliant manner is critical to the success of any enterprise. Failure to do so can be extremely costly and waste considerable time and resource.





RP International

RP International has been a trusted recruitment partner to new and established organizations in the UAE for almost 2 decades and established its dedicated regional offices in Dubai in 2001.

The services we offer are;

1. Executive search for local, regional and international senior management and CxO.
2. Middle Management and Subject Matter Expert recruitment.
3. Interim experts and management for projects and flexible resource.
4. Outsourced Visa and Payroll solutions for clients own staff.
5. On-boarding and orientation in the UAE

Originally RP followed the deregulating Telecoms and Finance markets into the Middle East recruiting Change, Transformation, Strategy, Management and Technology experts.

Our recruitment assignments started with finding ex-pat industry and subject matter experts, CxO and senior management. These days as the national and regional expertise has developed much of our work is finding local experts as well as ex-pats with deep regional experience.

In recent years all sectors like Banking, Healthcare, Energy, Oil and Gas, Telecoms, Media, IT and Government have started to embrace disruptive, digital and IOT platforms with which to sell and deliver their products and services. The race is on in the Middle East to see who can be the best at customer experience, customer acquisition, up-selling to existing customers and maximizing customer retention. With little legacy technology infrastructure the UAE is developing new digital solutions and strategies for business faster than most.

Hiring critical staff who can harness and augment these new technological and on-line strategies has been key to the success of all organizations in the UAE. As such RP has been instrumental in hiring the leadership and experts across IT, Networks, HR, Marketing, Strategy, Finance and Security.

www.rpint.com



Clients

Our clients in the region have included worldwide brands like Emirates Airline, British Telecom, AXA Insurance, HP, IBM, Accenture, Vodafone, Virgin, HSBC and American Express. RP has also recruited leadership and subject matter experts for the leading local organizations across banking, government, security, transport and logistics, healthcare, telecoms and media.

Recruitment Projects

Our recruitment capacity is flexible and extremely specialist. Clients have retained our services to hire CxOs of multi-billion dollar regional corporations. Equally RP was engaged on an 18 month program to work as the in-house recruitment team to hire 375 local and ex-pat experts for the launch of a new telecoms operator.

The UAE and the Middle East is unique in its charm and indeed its challenges. The working environments, management styles, talent pools and levels of experience are not as consistent as in more developed markets. RP adds considerable value by having an in-depth knowledge of the recruitment landscape. We are able to quickly discern between the regional candidates who have demonstrable track records and those whose careers have been lack lustre. We are also able to find vet ex-pat expertise to find those who would be most suited to life in the Middle East.

Our recruitment strategies begin by examining the local markets to find the right skills with regional and cultural experience. Only after this do we use our other global offices to expand our searched to a wider international catchment.

All candidates are thoroughly interviewed and referenced and we can work with clients to give advice on prevailing remuneration schemes, bonus and benefits.

Visa, work permit, residency and payroll compliance

In a region where ex-pats make up over 90% of the work force the UAE and the rest of the GCC place great emphasis on fair and transparent staff augmentation. Therefore the region has adopted strict regulations with regard to employment, insurance and welfare. This can be quite cumbersome and onerous for any company entering the region for the first time or ramping up existing manpower

for projects. Uniquely RP is fully licensed to issue its own visas, residency and payroll solutions to help any companies who for various reasons do not want to or cannot employ and remunerate their own staff directly. RP can take care of all visa, residency, medical, payroll and welfare compliance. This service can include being the friendly and trusted local contact to help individuals and families assimilate into both social and work life as quickly as possible in total compliance with local regulations.

Hiring key individuals for any firm can be a costly and time consuming process. Hiring the wrong person or prematurely losing critical hires through mismanaged on-boarding can be even more detrimental. RP can deploy its 20 years of recruitment experience in the region to make sure that all hires have the best chance of succeeding and thriving in the region.

Our team

RP Dubai has a multicultural team comprising recruitment experts from Europe, The Americas, Africa, Asia and regional professionals. Between them they speak over 15 languages including English, Spanish, Arabic, Farsi, Hindi, Afrikaans, Tagalog, French, German, Italian, Dutch, Chinese and Portuguese. The average tenure with RP and the Middle East is 7 years and the average experience in recruitment is 10 years. The CEO Julian Frankum is a founder of the organization with over 15 years' experience working in the region and features on radio and leading regional news papers for his views and comment on regional recruitment trends across industries (<https://www.khaleejtimes.com/supplements/recruitment-organisation-driving-regional-change-and-transformation>).



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www.rpint.com



View from Dubai Metro, Sheikh Zayed Road, Residential and Business Skyscrapers

UNITED ARAB EMIRATES

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales.



HELP AVAILABLE FOR YOU

Help available for you

Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services> for further information.

In addition, the British Centres for Business (BCB) is a business-to-business professional services company established with the mandate to provide operational support and market entry services in the UAE to British companies.

They work alongside the British Government to deliver on-demand trade services, providing practical assistance, guidance and orientation for UK exporters and, through their unique incubators in Abu Dhabi and Dubai, direct market-entry support.

The BCB can also help UK companies operating in the retail, food and drink, creative and ICT sectors to develop. It can facilitate introductions and meetings, identify opportunities and provide local insight, data and market intelligence.

See: <https://bcbuae.com/> for further information.

The following details are a selection of support services for you:

Support from the Department for International Trade (DIT)

Business opportunities

If you are a UK-registered company you can benefit from a unique new five-year programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas. You can:

- find major online marketplaces in other countries
- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government



E-Exporting Programme

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: www.contactus.trade.gov.uk/office-finder
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>

- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#expertise>
- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find a buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshaw Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more-detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.trade.gov.uk/>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan.

These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance

your knowledge. To see upcoming DIT webinars, please visit: <https://www.events.trade.gov.uk/> and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as the UAE. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with UAE customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in the UAE

- support to participate in trade fairs in the UAE
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in the UAE
- advice on forming international joint ventures and partnerships
- exploratory visits to the UAE
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation, or see further details at: www.gov.uk/government/organisations/department-for-international-trade/about-our-services.

In-market support

If you already export, and have decided the UAE is part of your business strategy, you are advised to contact the DIT team in the UAE prior to your visit, to discuss your objectives and what help you may need. See: <https://www.gov.uk/government/world/organisations/department-for-international-trade-united-arab-emirates#contact-us> for more information and advice on opportunities for doing business in the UAE.

They can provide a range of UAE-specific services for you, including the provision

of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in the UAE, or to promote your company and your products/services.

[Source – DIT/gov.uk]

Support from the Institute of Export & International Trade

Business opportunities

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline.

Open to Export is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Sign up today to take your next steps in international trade

Register for free on www.opentoexport.com for updates on our content and webinars, and to start your Export Action Plan.

Powered By

- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>.
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>.
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp.
- Inclusion in surveys to research the attitudes and changes to world trade.

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]



The Business Gateway to Tax Free Operations

Dubai Company Formation

Here at Europe Emirates Group, we provide top quality company incorporation services to individuals and companies looking to set up in Dubai and the UAE. Our business solutions are tailor made to suit the needs of each business owner and are delivered by strategic specialist advisors who offer on-the-ground knowledge and responsive advice.

With offerings such as tax free operations, free zone locations, quick bank account set up and 100 percent business ownership - Dubai remains a vibrant economic hub that renders returns for businesses alike. Having witnessed this dynamic nature and commercial benefit the Emirate has to offer, EEG hones in on company formation in Dubai, providing commercial and bureaucratic support to clients.

Driving forward your business needs in Dubai.

Free Zone

Dubai Company Formation

With over 40 free zones that contribute to the economy, the UAE offers unparalleled trading benefits to business owners.

Creating thousands of job opportunities, driving economic diversification and supporting the transfer of knowledge, technology and industry specific skills, UAE free zones remain a magnet for foreign investment.

As leaders in company formation, Europe Emirates Group provides expert advice in setting up in free zones in the UAE.

Offshore

Dubai Company Formation

Providing operational freedom, the option to purchase real estate in approved areas, low set up costs and complete confidentiality, offshore set up is a key opportunity for global entrepreneurs to drive their business forward. In addition, business owners reap the benefits of being exempt from taxes on corporate profits and personal income.

Europe Emirates Group provides A-Z support when setting up your offshore company in Dubai.

Trade and Invest Beyond National Borders



Worldwide Company Formation

Europe Emirates Group provides professional corporate set-up solutions in over 60 low tax and tax-free jurisdictions. A firm considered to be the gold standard in worldwide company formation, we offer incorporation services supported by legal and financial consultancy and cross border transactional advice to those looking to establish a business presence. In addition to regions in Europe and the US, Europe Emirates Group provides offshore business incorporation services in locations such as Hong Kong, Singapore, Turkey, Georgia, Belize, British Virgin Islands and Seychelles.

In addition to our customer orientated approach and global mindset, we bring years of experience and expertise to the table, providing you with all of the information, support and regional based knowledge that's essential to the incorporation of successful and sustainable offshore trading structures.

*Expanding your business
horizons to international
markets.*

Our Services

- Banking & Financial Services
- Citizenship
- Company Management Services
- Family Office Services
- Specialist Business Plans
- Specialist Marketing Plans
- Virtual Offices & Business Services
- Wills & Probate
- Yacht Registration



EUROPE EMIRATES GROUP
DUBAI

Service Excellence Without Boundaries

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www.uae-eu.com | info.uae-eu.com

UNITED ARAB EMIRATES

UAE laws and customs are very different to those in the UK. There may be serious penalties for doing something that might not be illegal in the UK. You are strongly advised to familiarise yourself with, and respect local laws and customs.





Doing Business in the United Arab Emirates

Getting here and advice about your stay

Entry requirements for the UAE

You should consider checking with your transport provider or travel company to make sure your passport and other travel documents meet their requirements.

Visas

If you are a British citizen you can get a visitor's visa on arrival in the UAE. In the past, this visa has allowed the visitor to stay in the UAE for up to 30 days. The visa has terminated automatically on departure and a new visa issued on arrival each time the same visitor returns to the UAE.

That approach continues to be applied in most cases, but in some cases British citizens (and visitors of some other nationalities) who have left the UAE and returned again within the 30 day period of stay granted at the time of the first arrival, have not received a new visa. Instead their stay has been limited to the initial 30 day period.

The British Embassy has sought, but not yet received, the UAE Authorities' clarification of the status and application of this different approach.

If you have any questions on the validity or expiry of your visa, contact UAE Immigration directly in Abu Dhabi on 02-4024 500 or Dubai on 04-3980 000. If you are residing outside the UAE, contact the nearest UAE Embassy for advice.

If you hold any other type of British nationality (e.g., British Overseas Citizen

or British National Overseas) you will need to get a visa from the nearest UAE Embassy before you arrive in the UAE.

Living and working in the UAE


If you have entered the UAE on a visit visa and you wish to work then you should get a probationary work permit, valid for up to three months, from the Ministry of Labour. If you do not get this permit and are caught working while on a Visit Visa, you risk being jailed or fined and deported.

For further information, including on how to stay in the UAE for longer than 60 days, visit the website of the UAE Embassy in London at: <http://www.uae-embassy.ae/Embassies/uk/Content/591>, or the Dubai Naturalization and Residency Department at: <http://www.dubaicity.com/naturalization-residency-department-dnrd/>.

If you apply for a residence visa, you will have to take a blood test. Those testing positive for HIV or hepatitis are detained and then deported. There is no appeal process.

UAE employers may ask foreign employees to deposit their passports with the company as part of the terms and conditions of employment. While this is not an unusual practice, it is illegal under UAE Labour Law.

You should cancel your work visa before leaving the country permanently. If you do not do this, you risk being reported as an absconder and could be arrested if you return to the UAE, even if you are in transit to another country. Failure to repay debts or resolve any outstanding cases against you may also result in your arrest on return or transit through the UAE.



If you have any doubt about your status before returning to the country you should seek advice from a local lawyer.

Passport validity

Your passport should be valid for a minimum period of six months from the date of entry into the UAE. If you hold a residence permit, your passport must be valid for at least three months in order to travel into the country.

UK Emergency Travel Documents (ETDs)

UK Emergency Travel Documents (ETDs) are not valid for entry into the UAE. However, ETDs are accepted for airside transit and exit from the UAE.

Medication

Some prescribed and over-the-counter medicines that are available in the UK are considered controlled substances in the UAE and cannot be brought into the country without prior permission from the UAE Ministry of Health. If you arrive in the UAE without this permission and the required documentation, the medication will not be allowed into the UAE and you may be prosecuted under UAE law.

For further information and specific queries, contact the UAE Embassy in London at: <http://www.uae-embassy.ae/Embassies/uk/Content/591> to check whether your medication is on the controlled list. You can find a list of registered and controlled medicines and details on import regulations on the UAE interact website at: <http://www.uaeinteract.com/>.

Exit requirements

Visitors must have legal status in the UAE when they depart. If you are subject to a travel ban, involved in legal proceedings, have unpaid debt or are a child subject to a custody dispute, you may be prevented from leaving the country.

[Source – FCO Travel Advice/gov.uk]

Local laws and customs

UAE laws and customs are very different to those in the UK. Be aware of your actions to ensure that they do not offend, especially during the holy month of Ramadan or if you intend to visit religious areas. There may be serious penalties for doing something that might not be illegal in the UK. You are strongly advised to familiarise yourself with, and respect local laws and customs.

See the FCO's guidance on travelling during Ramadan at: <https://www.gov.uk/guidance/travelling-during-ramadan>, and you can read more about living in the UAE at: <https://www.gov.uk/guidance/living-in-the-united-arab-emirates#social-ethics-and-traditions-in-uae>.

Importing goods

Importing pork products and pornography into the UAE is illegal. Videos, books, and magazines may be subject to scrutiny and may be censored.

Drugs

There is zero tolerance for drugs-related offences. The penalties for trafficking, smuggling and possession of drugs (even residual amounts) are severe. Sentences for drug trafficking can include the death penalty and possession of even the smallest amount of illegal drugs can lead to a minimum four-year jail sentence. The Emirati authorities count the presence of drugs in the blood stream as possession. Some herbal highs, like Spice, are illegal in the UAE.

Many people stop off in UAE airports on their way to other destinations. UAE airports have excellent technology and security, so transiting passengers carrying even residual amounts of drugs may be arrested.

Hotels

It is normal practice for hotels to take a photocopy of your passport or Emirates ID. You cannot stay in a hotel if you are under 18 years old and not accompanied by an adult.

Photography/social media

Photography of certain government buildings and military installations is not allowed. Do not photograph people without their permission. Men have been arrested for photographing women on beaches. Hobbies like bird watching and plane spotting may be misunderstood – particularly near military sites, government buildings and airports.

Posting material (including videos and photographs) online that is critical of the UAE Government, companies or individuals, or related to incidents in the UAE, or appearing to abuse/ridicule/criticise the country or its authorities,

or that is culturally insensitive, may be considered a crime punishable under UAE law.

Fundraising/charitable acts

If you are considering undertaking or promoting fundraising or other acts of charity in (or while passing through) the UAE, bear in mind that these activities, including where conducted online and via social media, are heavily regulated. You should be fully aware of the legal requirements and seek professional advice as necessary. Non-compliance can incur criminal penalties, including heavy fines and/or imprisonment.

Buying property

If you want to buy property in the UAE, you should seek appropriate professional advice, as you would in the UK. A list of lawyers for Abu Dhabi and Dubai is available at: <https://www.gov.uk/government/publications/ united-arab-emirates-list-of-lawyers>.

Financial crime

Financial crimes, including fraud, bouncing cheques (including post-dated and 'security cheques') and the non-payment of bills (including hotel bills) can often result in imprisonment and/or a fine. Bank accounts and other assets can also be frozen.

Bail is generally not available to non-residents of the UAE who are arrested for financial crimes. Those convicted will not generally be released from jail until the debt is paid or waived and they may even remain in jail after a debt has been paid if there is an outstanding sentence to be served.

Weapons and related equipment

Weapons, ammunition, body protection and related equipment (like cleaning kits, gun belts, etc.), however small the quantity and whatever the purpose, all require permission before entering or transiting the UAE.

Technical equipment

Equipment like satellite phones, listening or recording devices, radio transmitters, powerful cameras or binoculars, may require a licence for use in the UAE. Seek advice from the UAE Embassy in London.

[Source – FCO Travel Advice/gov.uk]

Safety and security

Crime

Over 1.5 million British visitors travel to the UAE every year and more than 120,000 British nationals are resident there. The vast majority of visits are trouble-free, but you should take sensible precautions to protect yourself and your belongings. Do not accept lifts from strangers. Use only licensed taxis or other recognised forms of public transport.

Personal attacks, including sexual assault and rape, are relatively rare, but do happen. UAE law places a high burden of proof on the victim to demonstrate that the sexual relations were not consensual, especially when the victim had consumed alcohol or where the alleged attacker was known to the victim. If the sexual relations are determined to have been consensual, both parties may face prosecution for the offence of sex outside marriage.

Female visitors and residents should take care when walking or travelling alone, and should use a reputable taxi company, particularly at night. Drink spiking can occur. Do not accept drinks from strangers or leave drinks unattended.

Beach safety

Rip currents can occur at any beach, and can sweep even the strongest swimmer out to sea. Always comply with warning signs, especially red flags, and only swim from approved beaches.

Road travel

If you are visiting the UAE, you can drive a rental car using your UK driving licence. If you intend to drive a private vehicle as a visitor, you should check that you are covered under the vehicle's insurance.

If you are applying for residence in the UAE, you can use your UK licence until your residence permit is issued, after which you will need to immediately get a UAE driving licence from the traffic department.

Driving standards in the UAE are not always as disciplined as in the UK and there is a high rate of traffic accidents. The World Health Organization has reported that UAE road users are almost seven times more likely to be killed than their UK counterparts and that the UAE has one of the highest rates of road deaths. Speeding is common.

It is a criminal offence in the UAE to drink and drive, no matter how small the amount. Your insurance is also likely to be invalidated in the event of an accident. Offensive gestures and bad language used at other drivers can lead to fines, a jail sentence, and possibly deportation.

Flashing your lights in the UAE can mean a driver is coming through, rather than giving way.

If you have an accident you should follow the rules of the Emirate in which you are travelling.

In Abu Dhabi, if no one has been hurt and vehicle damage is minor, drivers should move vehicles to the side of the road to avoid blocking traffic; otherwise, the vehicles should not be moved. In Dubai, you should only move your vehicle if it is causing an obstruction to other motorists. In the other Emirates, you may only move your car if the accident is minor and both parties agree on who is responsible for it. In all cases, call the police. It is an offence to leave the scene of an accident before the police have arrived.

Excursions to the desert can be dangerous unless you are in a properly equipped 4 x 4 vehicle. Always travel in convoy with other cars, take a supply of water and a mobile telephone, and leave a copy of your travel plans with friends or relatives.

Pedestrians should take great care. Only cross roads using designated pedestrian crossings, failure to comply can lead to prosecution.

Sea travel

Many areas of the Gulf are highly sensitive, including near maritime boundaries and the islands of Abu Musa and the Tunbs in the southern Gulf. Vessels entering these areas have been detained and inspected. Mariners should make careful enquiries before entering these waters.

You should consider how regional tensions may affect your route. Vessels operating in the Gulf of Oman, Northern Arabian Sea, Gulf of Aden and Bab El Mandeb regions may be at increased risk of maritime attack.

Be careful when travelling by tourist boat. The safety of these vessels may not be up to UK standards. Make sure life jackets are available for all passengers.

Political situation

Despite the regional instability, the UAE does prove to be an oasis for stability and tolerance. However, events in the Middle East, including Iraq and the Middle East Peace Process, can affect local public opinion. Follow news reports and be alert to local and regional developments which might trigger public disturbances.

[Source – FCO Travel Advice/gov.uk]

Health

Visit your health professional at least four-to-six weeks before your trip to check whether you need any vaccinations or other preventive measures.

Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealth-Pro website: <https://travelhealthpro.org.uk/countries> and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>.

Healthcare facilities in the UAE are generally comparable with those in the UK, but visitors may be prevented from using them without travel insurance or without the means to settle any medical fees. Make sure you have adequate travel health insurance and accessible funds to cover the cost of any medical treatment abroad and repatriation.

If you need emergency medical assistance during your trip, dial 999 and ask for an ambulance. You should contact your insurance/medical assistance company promptly if you are referred to a medical facility for treatment.

[Source – FCO Travel Advice/gov.uk]

FCO travel advice

If you are travelling to the UAE for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visits overseas and to stay safe and secure while you are there.

For advice please visit the FCO travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/united-arab-emirates/travel-advice-help-and-support>.

Travel insurance

Take out comprehensive travel and medical insurance before you travel. See the FCO Foreign Travel Insurance guidance at: <https://www.gov.uk/guidance/foreign-travel-insurance>.



UNITED ARAB EMIRATES

Dubai has the largest and most sophisticated financial services industry in the region. Abu Dhabi and Dubai are growth markets in their own right and are hosts to companies from the UK's financial services industry. There are effectively two financial services markets in the UAE – onshore and offshore.





set up your business in Dubai's leading freezone

For world-class businesses looking to expand into the Middle East and beyond, Dubai Airport Freezone (DAFZA) offers the freedom for optimum business performance. From ease of set up to world-class expertise and zero operational hassles, DAFZA has it all. Rated as one of the world's best, with quality services, seamless infrastructure and facilities, and personalised attention, DAFZA is where your business is free to perform at its best.

Feel free to contact us: Tel: +971 4 202 7000
Email: sales@dafz.ae | www.dafz.ae

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**DUBAI
IRPC
FREE** Dubai
Airport
Freezone
Free to grow



Sector-specific opportunities

Research

You should carry out as much market research and planning as possible before exporting to the UAE, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

DIT's trade specialists can help you identify local representatives for your products in the UAE. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

DIT provides free international export sales leads from its worldwide network. Find export opportunities in the UAE at: <https://opportunities.export.great.gov.uk/>.

Government tenders in the UAE

Government tenders are accompanied by a bid bond, an unconditional and irrevocable letter of guarantee issued from a local bank. This is typically in the form of an unconditional bank guarantee for between 5-15% of the value of the bid.

Prior registration with the respective government entity is often a requirement to be eligible to bid. You may be required to have a local agent, and provide bid and performance bonds. By the time a contract is ready to be signed you will probably need to have a local presence.

Government procurement places heavy emphasis on selection of the lowest bidder, as long as the lowest price bidder is compliant with all technical and vending specifications.

The Dubai Expo 2020 – the next world expo – expects to be visited 25 million times, with 70% of all visitors expected to come from outside the UAE. Contact the Expo 2020 Helpdesk to learn about upcoming public procurement opportunities, at: <https://esource.expo2020dubai.ae/esop/uae-e20-host/public/web/login.jst> at Dubai Expo 2020.

The UAE has many other opportunities in addition to Dubai Expo. Check out the Ministry of Finance portal at: <https://www.mof.gov.ae/en/Pages/default.aspx>.

[Source – DIT/gov.uk]

Airports and aerospace

The Middle East is a thriving market for aviation and airport developments.

Aviation is the lifeline for Dubai's growth and presently constitutes 27% of Dubai's GDP. The three Gulf carriers are the top-three fastest-growing airlines globally. There is an ever-growing demand for innovative and cutting-edge products and services. This offers immense potential for aviation companies across the board.

The UAE's airport developments constitute a high value opportunity (HVO) for DIT in the UAE. Huge opportunities exist around airport developments at Al Maktoum International Airport (AMIA) and Abu Dhabi International Airport (Phase 2).

Doing Business in the United Arab Emirates

AMIA is a projected build for 220 million passengers annually. UAEF issued a US \$2 billion letter of interest for AMIA in July 2014.

There are £5-10 billion of potential contracts on offer to UK primes and supply chain over the next decade.

Airbus and Rolls Royce have very close relationships with Emirates and Etihad Airways, as well as successful partnerships with Strata and AMMROC.

Strata was established in 2009 to meet the demands of the 21st century aerospace industry, created through the formation of strategic partnerships with world-class aircraft manufacturers, such as Airbus, Boeing and Leonardo S.p.A. Aero-structures Division. The company has evolved to become a tier one supplier to FACC AG, SAAB and S.A.B.C.A.

[Source – Mubadala]

Contact Trade and Investment Adviser: rashid.khawaja@fco.gov.uk for more information on airports and aerospace.

[Source – DIT/gov.uk]

Defence and security

The UAE has a large defence and security budget. Defence procurement is led by the Emirates Defence Industries Council (EDIC) at: <http://www.edic.ae/> who favour working with international primes for large contracts. Contract negotiations can be lengthy and complicated, with an offset threshold of US \$10 million. Opportunities

for small and medium enterprises (SMEs) can be found within these bigger supply chains.

Abu Dhabi's Vision 2030 to diversify the UAE economy has led to an increase in activity in the aerospace, (defence) manufacturing and space sectors. These all offer opportunities for UK defence companies.

DIT provides ongoing support to SMEs working in the security sector in the form of interface with local law enforcement agencies and large contract opportunities such as high value opportunities (HVOs). Cyber security is an area of concern to local industry and government departments. DIT is in the process of scoping opportunities that can be targeted by UK PLC's.

The UK Export Control Joint Unit (ECJU) issues licences for the export of strategic goods. You must check your goods are meeting legal requirements for export. See: <https://www.gov.uk/government/organisations/export-control-organisation> for more information.

Contact First Secretary of Defence and Security: john.devine@fco.gsi.gov.uk for defence, or Trade and Investment Adviser: adil.khan@fco.gov.uk for security information.

[Source – DIT/gov.uk]

Education and training

Education is one of the UAE Government's top priorities. It is keen to build a knowledge

-based economy and position itself as the academic hub in the region.

British curriculum schools are in demand. DIT is working with the UAE authorities to bring new and quality British schools to the UAE. UK universities in Dubai hold the highest proportion of postgraduate students and ten UK universities are represented in the UAE.

The UK has worked with UAE authorities for UAE-wide recognition of UK Further Education (FE) and Higher Education (HE) qualifications. Progress has been made with mutual recognition of FE and professional qualifications. New licensing authorities have been established for technical and vocational education and training (TVET) providers:

- Qualifications and Awards in Dubai (QAD) for Dubai
- Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET) for Abu Dhabi and the Northern Emirates

Mapping of UK and UAE qualifications will open up opportunities for quality UK TVET institutions to do business in the UAE and the rest of the GCC.

Other opportunities include collaboration in developing:

- curriculum setting and capacity building
- qualified and skilled teachers and teacher training, particularly in Arabic
- leadership training and capability/professional development
- innovative ideas to help equip UAE youth with skills in research and discovery methodologies

Contact Trade and Investment Adviser: sunita.mirchandani@fco.gov.uk for more information on education and training opportunities across the UAE.

Check also the UAE Ministry of Education site at: <https://www.moe.gov.ae/En/Pages/Home.aspx> for the latest education initiatives and opportunities across all Emirates of the UAE.

[Source – DIT/gov.uk]

Energy

Oil and gas

The UAE has the world's 7th largest reserves of both oil and gas. Production is currently around 2.79 million barrels per day (bpd), with targets of 3.5 million bpd. This makes Enhanced Oil Recovery (EOR) techniques and technology very relevant to the UAE.

The UAE has both onshore and offshore oil reserves, which are operated under concessions. The Abu Dhabi National Oil Company (ADNOC) and its 15 subsidiaries manage the oil and gas supply chain: <https://www.adnoc.ae/>.

The Upper Zakum offshore oil field is in the process of a large expansion project. Refinery projects continue to see investment as lower oil prices encourage the market to get smarter and more efficient.

Abu Dhabi National Oil Company (Adnoc) is investing AED 400 billion over the next five years in exploration, development and production of oil and gas and petrochemicals projects to enhance growth opportunities.

Doing Business in the United Arab Emirates

The country's crude oil is mainly shipped by a fleet of oil tankers and exported primarily to Japan, Thailand, and South Korea. Abu Dhabi National Tanker Co. (ADNATCO) is the sole company responsible for transporting the UAE's oil to the world. National Gas Shipping Company Ltd. (NGSC) was also established to transport liquefied natural gas (LNG) on behalf of Abu Dhabi Gas Liquefaction Company (ADGAS).

Even though economic, environmental, and safety considerations have necessitated the increasing need for diversifying energy sources, oil remains the most cost-effective demanded source for energy for most countries, and several Emirates have launched programmes to bolster energy efficiency and encourage energy conservation, reflecting the growing public awareness of the need to reduce carbon emissions. Some of these directly involve the oil and gas sector.

The UAE provides numerous opportunities for international oil and gas companies to operate on both downstream and upstream operations, including innovation and environment protection etc. Some of the major international companies working in the country include British Petroleum, Shell, Total, ExxonMobil, REX oil, Schlumberger and Parlex. See: <http://www.moei.gov.ae/en/home.aspx> for the latest details.

The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) on 12th -15th November 2018 is one of the world's largest oil and gas exhibitions.

It offers UK companies the chance to develop new business opportunities as the UAE Government and international oil companies will be present. See: <https://www.adipec.com/> for further information.

Nuclear

Four nuclear reactors are scheduled to commence operation by 2020.

This will be the first nuclear power in the UAE provided with local stakeholders:

- Federal Authority for Nuclear Regulation (FANR): <https://fanr.gov.ae/en/Pages/default.aspx>
- Emirates Nuclear Energy Corporation (ENEC): <https://www.enec.gov.ae/>
- Khalifa University who are training nuclear engineers: <http://www.kustar.ac.ae/>

As these plants are commissioned there are likely to be numerous supply chain opportunities. Experience in working with APR 1400 models or similar reactors would be an advantage.

Renewables

Current UAE energy capacity can only meet half of the demand by 2030. For this reason, tapping into new sources of energy has become an economic necessity in order to cope with the increasing population and economic expansion. The UAE today is focusing on renewable energy for several reasons: the long duration of sun exposure and the frequent winds and storms, the high percentage of greenhouse gases

produced from oil and gas extractions, and the high quantity of oil and natural gas readily available to produce electricity. The UAE's innovative energy strategy aims to diversify the sources of energy generation and secure the UAE's prestigious position in the future.

The renewable market in the UAE is therefore growing rapidly with public targets set and local businesses participating actively in this evolution. There are many projects being led by MASDAR and Dubai Water and electricity authority. One initiative is the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world based on the Independent Power Producer model. The project supports the Dubai Clean Energy Strategy 2050, to transform Dubai into an international hub for clean energy and green economy, by providing 7% of Dubai's total power output from clean resources by 2020, 25% by 2030, and 75% by 2050.

See also the MASDAR site at: <http://www.masdar.ae/> and the Dubai Electricity and Water Authority (DEWA) site at: <https://www.dewa.gov.ae/en> for details on further renewable projects in the UAE.

Sustainability

Environmental sustainability is highlighted as one of four priority areas in the UAE's published targets and also in Abu Dhabi's 2030 Economic Vision: <https://government.ae/en/about-the-uae/strategies-initiatives-and-awards/local-governments-strategies-and-plans/abu-dhabi-economic-vision-2030>.

There is a current drive to manage energy usage. Campaigns and products which reduce usage could be well-placed to do well in the UAE. Please refer to opportunities and efforts on this sector, for example by the Abu Dhabi Environment Agency at: <https://www.ead.ae/SitePages/home.aspx> and the Dubai Municipality Beaa in Sharjah, at: <https://www.dm.gov.ae/wps/portal/home>.

Power

The UAE has vast power supply demand which is predominantly serviced by gas power stations.

Waste-to-power is under some consideration with high waste-per-person rates giving this scope for exploration.

Sharjah is building a waste-to-energy plant. When finished, it will be the largest gasification waste-to-energy plant in the world. The project received UK Export Finance (UKEF) funding.

There are a number of power projects across the UAE – some of them mega projects – including:

- construction (Jan 2018) of Abu Dhabi's largest solar power project, a collaborative effort between the Abu Dhabi Water and Electricity Authority (ADWEA) and private firms. See: <https://www.abudhabi.ae/portal/public/en/departments/adwea>
- expressions of interest for a developer for a 200 million gallons a day (909,000 m³/d) mega desalination project (Jan 2018). See: <https://www.abudhabi.ae/portal/public/en/departments/adwea>
- the Mohammed bin Rashid Al Maktoum Solar Park, with a total planned capacity of 5,000 megawatts (MW) by 2030 at a total investment of AED 50 billion. See the Dubai Electricity and Water Authority (DEWA) site at: <https://www.dewa.gov.ae/en>
- building of seven water development projects to be completed in 2018, worth a total of US \$86 million (AED 315 million) in Ajman. See the UAE Federal Electricity and Water Authority (FEWA) site at: <http://www.fewa.gov.ae/en/Pages/default.aspx>

King's College Hospital London

BRINGING OVER 170 YEARS OF EXPERIENCE AND CARE TO THE UAE



King's is a world-renowned teaching hospital in London with over 175 years' experience, that we are bringing to the UAE. In writing the next chapter in the King's legacy we are excited to be expanding our UAE footprint with the opening of our very first Dubai based facility therefore, continuing the natural links between the United Kingdom and the Emirates.

Our state-of-the-art Jumeirah Medical Centre adds to our flagship Abu Dhabi Medical and Surgical Centre that is already operational. We will also be further expanding our footprint and UAE commitment in May next year with another Dubai Medical Centre located in the Marina, and then our 100 bed general hospital in Dubai Hills which we are launching in Q1 2019. Phase II is planned for 2020 and will add another 100 beds to the hospital, with a further two medical

centres enhancing our primary, secondary and tertiary care network of facilities.

Ties between King's College Hospital London and the UAE originate from 1979, when a sizable donation from the late great, His Highness Sheikh Zayed Bin Sultan Al Nahyan, former President of the UAE, helped establish King's liver research centre. That centre is now amongst the top three liver specialist centres in the world. In a demonstration of commitment to this unique relationship, Prof. Nigel Heaton who heads up our liver centre in London will be in the UAE every few months visiting local patients and giving them renewed life opportunities in the form of liver transplants pre-operation work ups and eventually, liver transplant operations, available from 2019 onwards. Something not readily available here currently.

WHAT MAKES KING'S STAND OUT?

There are really three main areas that set us apart which are:

1. Our world leading expertise that we are bringing here – residents will now have access to a pool of some of the UK's top clinicians, locally through King's. By bringing world leading experts in their field to the UAE every 4-6 weeks, we are able to offer patients cutting-edge treatment and procedures in high prevalence areas. Just to give you an example the first three visiting experts in 2017, we have:

Dr. Marco Sinisi – a world expert in peripheral neurology and pioneer in peripheral nerve injury. He will be ready to perform procedures in the UAE from December 2017. What's interesting is that 70% of his procedures in the UK are Road Traffic Accidents (RTAs), so given that RTA's and related injury increases in the UAE every year we anticipate his skills will be very welcomed.

Prof. Nigel Heaton – a world leader in liver transplantation medicine, who we are very excited to announce will be offering paediatrics liver transplantations locally from 2019 onwards.

Dr. Bu Hayee – the pioneer of new endoscopic techniques that can be used to treat diabetes. Again, given that nearly one million people in the UAE have diabetes we anticipate this will be very well received.

Just to put that into perspective, this means that by bringing King's world leading expertise to the UAE means even the most complex of medical care and procedures is closer to home and reduces the need for medical travel for patients. And for the economy we will help the UAE reduce outbound medical tourism revenue, keeping it in the UAE, as well as attracting inbound medical tourism thanks to the unique and in some cases, Dubai first type surgeries we will offer:

2. The enhanced patient experience we are offering – and by that we mean our patients, and their family, will receive the best of British care, treated with the upmost dignity, respect and confidence. They truly are our number one priority

3. Our evidence-based transparent healthcare approach or in simple terms, a focus on leveraging scientific data to support your medical care. It is about treating what is required and not more than that. Our doctors are measured by the quality of care they provide, not on the quantity of what they do. This means no over prescribing, no unnecessary over testing and what's great about this is that our approach lends a greater chance of successful outcomes, fewer cases of complication and corrective procedures.

OUR COMMITMENT TO UAE HEALTHCARE

We are 100% committed to helping the UAE achieve its healthcare Vision 2021 of achieving a world class healthcare system. King's has made significant investment and commitment to the UAE since 2014 ultimately working toward helping the UAE to reduce its prevalence and/ or death in specific areas, CVD, cancer, diabetes and neurology. King's continues to invest with our total phase one project cost estimated at c. USD200 million in building a world leading primary and tertiary healthcare network.

We are already contributing to the development of clinical skills in the UAE through our London Neuroscience Academy Programme. Our aim is to become a leading teaching hospital in the UAE within the next 5 years. We are also developing a postgraduate training system with King's College London Medical School and the Royal College of Surgeons that will be in place by Q1 2019.



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Doing Business in the United Arab Emirates

- building of two new seawater desalination plants in the Northern Emirate of Umm Al Quwain. See the UAE Federal Electricity and Water Authority (FEWA) site at: <http://www.fewa.gov.ae/en/Pages/default.aspx>
- increasing the capacity of the Ghalilah plant from 15 million to 45 million gallons per day and construction of a desalination plant in Al Zawra, Ajman, with a total capacity of 30 million gallons per day. See the UAE Federal Electricity and Water Authority (FEWA) site at: <http://www.fewa.gov.ae/en/Pages/default.aspx>

Contact Trade and Investment Adviser: lisa.phillipps@fco.gsi.gov.uk for more information on energy opportunities.

[Source – DIT/gov.uk]

Environment and water

The UAE is looking for innovative economic solutions in this sector.

Sustainable environment is a major agenda item in the UAE's 2021 Vision.

There are stringent targets for improving air quality, treatment of all waste generated and conservation of water.

The market for water and wastewater treatment equipment in the UAE is estimated to be £400 million and is expected to reach £725 million by 2020. Waste generation was expected to have increased from 6.57 million tonnes in 2010 to 8.36 million tonnes by the beginning of 2018.

Revenues in the waste management sector were expected to have grown from £95 million in 2013 to £365 million by 2017. Currently 80 to 90% of waste in the UAE goes to landfill and 22% of GCC waste is generated in the UAE.

Contact Trade and Investment Adviser: adil.khan@fco.gov.uk for more information on opportunities in the environment and water sectors.

[Source – DIT/gov.uk]

Financial and professional services

Dubai has the largest and most sophisticated financial services industry in the region. Abu Dhabi and Dubai are growth markets in their own right and are hosts to companies from the UK's financial services industry. There are effectively two financial services markets in the UAE – onshore and offshore.

In Dubai there is the offshore free zone of the Dubai International Financial Centre (DIFC): <https://www.difc.ae/>. This is regulated by the Dubai Financial Services Authority (DFSA): <http://www.dfsa.ae/> on Anglo-Saxon lines and with access to English common law in the form of the DIFC Courts. It focuses on banking, capital markets, asset management and fund registration; insurance and reinsurance; Islamic finance and professional service providers.

The world outside the DFSA, regulated by federal authorities, is the second market. British companies are extremely active in both.

A new financial free zone for Abu Dhabi on Al Maryah Island, Abu Dhabi Global Market (ADGM) is the Emirate's fifth free zone. ADGM is a broad-based international financial centre for local, regional and international institutions in collaboration with other international financial centres, global institutions and regulators, developing and supporting member institutions with the regulatory framework, legal jurisdiction and attractive business environment they need for sustainable business growth. It concentrates on private banking, wealth management and asset management. The emergence of ADGM is a major part of the capital's 2030 economic vision. See the ADGM site at: <https://www.adgm.com/about-adgm/about-adgm/> for further information.

Contact Financial Services Co-ordinator: david.kaye@fco.gov.uk for more information on financial and professional services opportunities.

[Source – DIT/gov.uk]

Healthcare

The UAE's healthcare sector is developing due to:

- steady population growth
- high per-capita income
- increased health awareness
- rising prevalence in lifestyle diseases

The UK already holds a prominent position in the market with world class UK NHS brands such as Imperial College, Moorfields, Kings College and The Maudsley delivering high-quality clinical services.

The increase in new-build hospitals and medical centres offers opportunities for:

- filling gaps in provision e.g. oncology, paediatrics, mental health, primary care, trauma, emergency services and long term rehabilitation
- high-quality equipment supply
- healthcare facilities management
- infrastructure, construction
- digital health solutions
- delivering high-quality training and education programmes for medical staff

Contact Trade and Investment Adviser: sally.heath@fco.gov.uk for more information on healthcare opportunities.

[Source – DIT/gov.uk]

Infrastructure and construction

The UAE's rapid growth, urbanisation and young population are fuelling demand across the leisure, infrastructure, real estate and utilities sectors. Its infrastructure plans are huge, underpinned by the UAE's Vision 2021. See: <https://uaecabinet.ae/en/national-agenda>.

The UAE is not only a market in its own right, but an important bridge to markets in the wider Middle East.

The main trends include:

- high levels of investment on social infrastructure to service the growing population
- investment in economic diversification
- tourism and event driven construction

Major projects planned or underway over the next few years include:

- Abu Dhabi International Airport Extension:
<http://www.abudhabiairport.ae/english/>
- Saadiyat Island Development:
<http://www.saadiyat.ae/>
- Etihad Rail Project:
<http://www.etihadrail.ae/>
- Khalifa Industrial Zone (KIZAD):
<http://kizad.com/en>
- Dubai Theme Parks: <https://www.dubaiparksandresorts.com/en>
- Bluewaters/Citywalk projects (MERAAS): <http://www.meraas.com/#>
- Dubai South (previously World Central) Airport – home of Expo 2020:
<https://www.dubaisouth.ae/>
- Dubai Modern Art Museum and Opera House District:
<http://www.dubaiopera.com/>
- Dubai Metro Extension to Expo 2020 site, water canal project and Union Museum: <https://expo2020dubai.ae/en>

Contact Trade and Investment Adviser:
ivan.venantius@fco.gov.uk for more information on infrastructure and construction opportunities.

[Source – DIT/gov.uk]

Rail sector

The UAE is the region's most advanced market in terms of rail schemes. In order to reduce the dependency on emissions-producing vehicles, Dubai started building its Metro in 2005. In 2015 there were 49 stations operating over 75 km, with a further 26 stations over 96 km in production or proposed.

The metro system is one of the most advanced urban rail systems in the world and is a catalyst for tourism, financial and economic growth. Work is currently under way (2018) on Route 2020, a 15 km-long extension of the Dubai metro system that links Al Maktoum International Airport and the Dubai Expo 2020 site with the Red Line at Nakheel Harbour and Towers Station.

The Dubai Tram system is the first tramway project outside Europe to be powered by a ground-based electric supply, and runs for 14.6 km (9 miles) along Al Sufouh Road from Dubai Marina to the Palm Jumeirah and Al Sufouh area. Phase 1 opened in 2014 and work on the design of Phase 2 is planned to start later this year (2018).

Abu Dhabi also has set up its plans to develop its metro, covering 131 km and connecting major areas of the Emirate. Contracts were awarded in 2015, and Phase One of the network (60 km) was completed by 2017, with a further 70 km in later phases.

Abu Dhabi's Etihad Railway, fast-tracked procurement of the Gulf's most significant transport project with the first section of the US \$11 billion federal rail network completed

in 2013. Etihad Rail will link all the northern Emirates with Dubai and Abu Dhabi Railway. When complete, the 1,200 km network will extend across the United Arab Emirates from the border of Saudi Arabia to the border of Oman. The network will run from Ghweifat to Abu Dhabi, Dubai and the northern Emirates with major connecting points in between, including Al Ain and Madinat Zayed.

Etihad Rail will have an extensive national network with freight terminals, distribution centres and depots located close to major transport hubs, warehouses, and storage facilities across the UAE, which will add to the UAE's competitive edge, create job opportunities and serve as a magnet for foreign investment.

The 537 km national railway will significantly reduce traffic on the heavily congested roads connecting the Emirates.

It will ultimately unite with a trans-GCC network that will connect all six member-states. The first phase of the UAE's rail network would see double track railway built from Ruwais in Abu Dhabi to Fujairah. Eventually, there will be about 900 km of track running from the coast to the Saudi border. The regional mega-project is estimated at around US \$14 billion, with the first stage of construction completed in 2016.

[Source – UAE Government]





We embrace your vision as our own.

Your challenges are transforming the way you do business. We understand that your needs are changing rapidly and that you need a partner who is proactive in identifying the larger, longer term issues affecting your business.

A partner who listens carefully and is agile and innovative in their approach. A partner who sees the potential of emerging technologies and can deliver value in ways that are most meaningful and relevant for today.

We embrace our clients' vision as our own to help them adapt to a dynamic world. We bring our best thinking and teams to solve your toughest challenges. To help you transform the world. **Welcome to a new era. Together we can build positive change.**

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Hatch Advisory

To assess, identify and mitigate risks as well as enable opportunities for our clients, Hatch Advisory works with our clients to ensure project objectives meet or exceed expectations. We have added value to our clients on a wide range of projects across the metals, energy and infrastructure sectors with sound advice based on our blend of technical, social & environmental, as well as business case analysis expertise. We have four main advisory value propositions and work with our technical experts from every sector and region globally to provide the following:

Investment & Business Planning (IBP): Transaction advisory to financial institutions, strategic investors, or owners/operators typically during the due diligence and project execution phases of their prospective investment into metals and mining, infrastructure, and energy assets and businesses. In addition, we act as a lender's engineer and are tasked with both project technical, permitting/social and economic reviews and provide subsequent monitoring for banks that have financed a project. Further, we provide operating cost estimation, financial modeling and analysis, and enterprise risks management services on advisory projects.

Business Improvement (BI): We work to support our clients in achieving the full potential of their existing assets. We offer advisory services to dramatically improve the value and associated business case of large capital projects using our Project Value Improvement methodology, and we provide advisory services in the areas of asset management, energy optimization and management, discrete event simulation and RAM modeling, and change management.

Operations Readiness, Commissioning and Ramp-Up (OCR): We work with our clients' projects and operations teams in an integrated fashion to rapidly transition their new facilities from the construction phase through commissioning and ramp-up into stable and sustainable business that achieves or exceeds the stated nameplate capacity. The high degree operational readiness required to secure the ramp-up value is achieved by developing execution plans supported by functional implementation across all relevant areas including asset management, change management, and operational leadership.

Market Studies & Strategy (MSS): We support our clients across all sectors with their most important strategic decisions, including market studies, operational strategy reviews, site selection studies, and product strategies (including value-in-use). In addition, we support strategic decisions for public sector infrastructure clients ranging from revenue verifications (i.e. use for public use infrastructure) to city planning.

UNITED ARAB EMIRATES

The UAE is a diverse country with seven different Emirates. Each region is likely to have different industry clusters. Good local research is needed and you should consider regional plans and market-entry requirements using both desk research and market visits.





Doing Business in the United Arab Emirates

Preparing to export

Consultation and bespoke research

Visit: <https://www.great.gov.uk/> for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Researching the UAE market

The UAE is a diverse country with seven different Emirates. Each region is likely to have different industry clusters. Good local research is needed and you should consider regional plans and market-entry requirements using both desk research and market visits.

You need to determine whether:

- there is a market for your product or service
- your pricing is competitive
- to adapt your business model

The questions listed here should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal UAE strategy, although this may not be necessary or appropriate for all companies:

Your aims:

- Do you wish to buy from the UAE, sell to the UAE or both?
- Do you wish to establish your own company presence in the UAE (for

example through a corporate or non-corporate entity, direct sales, appointing a local agent, online selling, licensing or franchising)?

- Do you need to be involved in the UAE at all?
- Do you see the UAE as part of a wider plan including e.g. other Middle Eastern markets now or in the future?

Your company:

- Can you carry out a detailed SWOT analysis of your company?
- What are the unique selling points for your product or service?
- Do you know if there is a market for your product or service in the UAE?
- Do you know if you can be competitive in the UAE?
- Are your competitors already in the UAE? If so, what are they doing?
- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know where in the UAE you should start?
- Do you know how to locate and screen potential partners, agents or distributors?

- Have you carried out any UAE-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.

Talking to other people in your industry and regularly visiting the UAE will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.

There is also some useful guidance on developing a marketing strategy, customer segmentation, competitor and SWOT analysis etc. on the <https://www.great.gov.uk/> site – and the IOE&IT can help too.

There may be trade shows held in the UAE each year, which could be useful to test product viability in the market. The Department for International Trade (DIT) Tradeshow Access Programme at: <https://www.gov.uk/guidance/tradeshow-access-programme> provides funding in the form of grants for eligible businesses to attend overseas trade shows.

The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://events.trade.gov.uk/> to find upcoming events and missions.

Find out more about marketing your goods and services for the UAE at: <https://www.great.gov.uk/>.

Contact the DIT team in the UAE at: <https://www.gov.uk/government/world/organisations/department-for-international-trade-united-arab-emirates#contact-us> for events and company launches at British Embassy locations.

Start-up considerations

Visit: <https://www.great.gov.uk/> which has guidance for new, occasional and frequent exporters, as well as tools and sources of other information to meet your exporting needs.

As a federal country comprising seven separate Emirates, different regions have different needs and regulations. Therefore regional plans and good local research are needed.

You will need to determine whether:

- there is a market for your product or service
- your pricing is competitive
- you need to localise your product
- to adapt your business model
- your brand/trademark will work in an Arab market, taking into account cultural/religious considerations
- to network with an active British business group in the UAE

Contact the British Centres for Business (BCB) (<http://www.bcbuae.com/>) for market research.

Doing Business in the United Arab Emirates

There are a significant number of trade shows held in the UAE each year – these are useful to test product viability in the market. The Department for International Trade (DIT) Tradeshow Access Programme (<https://www.gov.uk/guidance/tradeshow-access-programme>) provides funding in the form of grants for eligible businesses to attend overseas trade shows. The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal (<https://events.trade.gov.uk/>) to find upcoming events and missions in the UAE.

The BCB can help you find the right people and organisations for your company to be talking to commercially. See: www.bcbuae.com.

Contact the DIT team in the UAE at: <https://www.gov.uk/government/world/organisations/department-for-international-trade-United-Arab-Emirates#contact-us> for help or support to start exporting to the UAE.

Getting started in the UAE

UK companies setting up in the UAE should seek professional legal advice: <https://www.gov.uk/government/publications/united-arab-emirates-list-of-lawyers>.

Due diligence is important before any contracts are signed. Contracts must be in both English and Arabic – Arabic will be the one referred to in any dispute in courts. This is important as it is difficult to terminate a contract. The contract should therefore be specific, and include performance measures.

Main options for conducting business in the UAE are:

- establishment of a local company or other commercial entity
- establishment of a branch office
- appointment of a commercial agent or distributor

Direct exports to the UAE

Direct selling to established importers and traders is the best route for businesses with low trade volumes to test the market. Direct exports means you supply your products direct to the customer. You handle all the logistics of marketing, selling, sending overseas and getting paid.

However, direct marketing (DM) by overseas companies to UAE consumers is not common, as transactions have to be carried out with local importers and agents already established in the UAE.

Overseas companies in UAE free zones may undertake DM themselves through online and media advertisements, subject to free zone regulations. Also foreign companies participating in local trade shows can undertake DM to promote their products at the event. See: <https://government.ae/en/information-and-services/business/starting-a-business-in-a-free-zone>.

Commercial agents and distributors

If you just intend to export goods or services to the UAE, you may want to appoint an agent, distributor or franchisee, which must be either a UAE national or a company entirely owned by UAE nationals.

You should look closely at their:

- local business reputation
- financial resources
- regional coverage
- marketing ability

It may be necessary to appoint a series of agents or distributors to cover different Emirates in the UAE.

DIT's trade specialists (<https://www.gov.uk/overseas-customers-export-opportunities>) can help you identify local representatives for your products in the UAE.

Setting up a business entity in the UAE

To register a company in the UAE and submit a registration application, you must obtain approval from the Licensing Section of the Dubai Department of Economic Development (DED): <http://www.dubaided.ae/English/Pages/default.aspx>.

When establishing a local company or other commercial entity, foreign ownership is generally limited to 49%, with the remaining 51% to be held by UAE nationals. There are five forms of recognised commercial entity:

- general partnership
- limited partnership
- public joint stock company
- limited liability company (LLC)
- private joint stock company

Branch offices in the UAE

The UAE allows foreign companies to establish a branch office. Although activities permitted vary from Emirate-to-Emirate, generally a broad range of commercial activities can be undertaken.

If you are establishing a branch office, you need consent from the Ministry of Economy and a bank guarantee deposit of AED 50,000. The branch office has to be sponsored by a UAE national or a locally-registered company entirely owned by UAE nationals. A formal national agency agreement is needed where the national agent sponsors and assists the foreign company in return for a fee.

In certain businesses, you need to get the permission of a particular authority, for example the Central Bank regarding finance, or the Municipality in Dubai regarding engineering and construction.

Contact BCB to find out about incubator services for company set-up:
<http://www.bcbuae.com/>.

UAE free zones

There are many UAE free zones, which offer a wide variety of benefits to businesses and a degree of flexibility including:

- 100% foreign ownership through branches, single or multiple shareholder companies – known as Free Zone Enterprises (FZEs), Free Zone Companies (FZCOs) or Free Zone Limited Liability Companies (FZ-LLC)
- no national agent required for branch offices of foreign companies
- no customs duties on imports and re-exports (except re-exports into onshore UAE)

Presenting DAFZA Industrial Park freedom to expand

Flexible warehousing solutions to expand your business.

DAFZA Industrial Park - the new industrial freezone from DAFZA is designed to match your company's ambition to grow. Located strategically in close proximity to DAFZA's existing facilities near Dubai International Airport, its innovative warehousing model gives you the flexibility to expand. DAFZA Industrial Park is backed by the established and recognised DAFZA brand of world-class infrastructure, seamless setting-up and premium experience.

State-of-the-art industrial units

Flexible, modern units from 312 m² with up to 50% of floor area for mezzanine

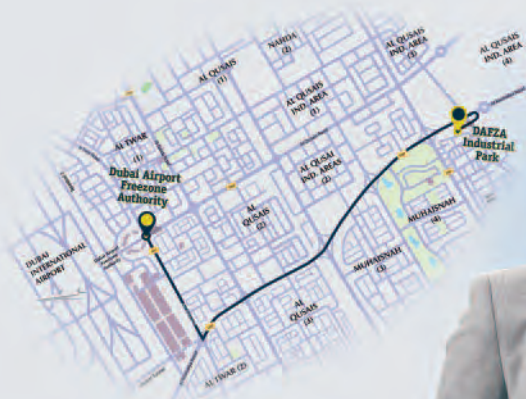
Ultra-fast operational efficiency

Innovative multi-client warehousing model

Ideal as logistics, warehousing and distribution facilities for Cold Storage, Electronics, Fashion & Luxury Goods

Power availability to suit any business size

DAFZA's world-class expertise and zero operational hassles



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- special assistance in getting work permits for staff
- guaranteed exemptions from corporate taxes

See: <https://government.ae/en/information-and-services/business/starting-a-business-in-a-free-zone> for more information on the benefits of starting a business in a UAE free zone.

Selling online to the UAE

Find out about DIT's E-Exporting programme (<https://www.gov.uk/guidance/e-exporting>), which can help you export your products to the UAE.

Check out online marketplaces in the UAE (<https://selling-online-overseas.export.great.gov.uk>) where DIT has negotiated listings at better-than-commercial rates.

Licensing or franchising in the UAE

Franchising is a growing area in the UAE. However, you should take advice from a local legal franchise expert who understands the UAE Commercial Agencies Law and other requirements. You should also ensure you carry out due diligence when selecting a franchisee, take appropriate IP protection and be conscious of Islamic dietary laws (halal meat/cosmetic products, prohibition of pork and alcohol content, etc.) as well as local dress and customs.

Visit the international section of the British Franchise Association at: <http://www.thebfa.org/international> for more information on franchising.

[Source – DIT/ gov.uk]

Getting finance to fulfil an export contract in the UAE

Overall, the UAE ranks 21st out of 190 economies in the World Bank's 2018 Doing Business Rankings, although 90th for ease of getting credit. See: <http://www.doingbusiness.org/data/exploreeconomies/united-arab-emirates>.

Schemes are available to UK companies selling products and services to the UAE to make it easier to fulfil an export contract and grow your business. Contact your bank or specialist financial organisations for assistance.

UK Export Finance (UKEF) has significant risk capacity to support exports to the UAE, see: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#united-arab-emirates-uae>. You can contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your finance options.

Transferring money from the UAE

The process to transfer money is quite easy – all you need is a bank account. Electronic transfers are simple but you must not take more than AED 100,000 out of the country.

There are no restrictions on profit transfer or capital repatriation.

[Source – DIT/ gov.uk]

UNITED ARAB EMIRATES

If you intend to trade or invest in the UAE, you need the correct authorisations and licences. Each Emirate may also have additional requirements. You must have a licence to supply anything on the UK strategic export control lists to the UAE.





DHL FACILITATING TRADE BETWEEN UK AND UAE

Founded in Dubai over 40 years ago, DHL (UAE) has grown from 15 employees to over 1000 employees and now enjoys the largest market share of the transport and logistics sector within the emirates.

Predictions forecast that by 2020 British retailers will earn £28 billion from global online sales, a 600% growth since 2012 and DHL are an integral part in achieving this, especially in the UAE and the wider GCC.

Thousands of UK companies are already doing business across all seven emirates of the UAE with the support of DHL. Their vast local network and knowledge will help you understand trading and cultural differences making UK to UAE trade very simple.

DHL have recently furthered their ongoing commitment to the UAE's growth and development by expanding their regional hub within Dubai International Airport. The newly enlarged facility at terminal 2 with a span of 13,100 square metres and will help serve 70,000 customers across the Middle East and North Africa region, managing approximately 5,000 shipments per hour, which is double of the previous capacity.

Currently, the UAE is witnessing a major boom in e-commerce and attracting investment from the world's biggest online retailers as well as establishing and growing some local powerful e-commerce brands. Such trade has seen double digit quarterly growth for DHL and the new hub extension is now a major asset to maximising local UAE trade.

If you are taking part of the increase in UAE e-commerce, DHL are dedicated to going beyond your expectations and can help you understand each step of your trading journey, help you choose the right shipping service, take care of all local customs handling and also offer full online visibility of your shipment status at all times.

As the market leader in the United Arab Emirates and wider MENA region, DHL Express offers a wide and unrivalled variety of shipping services and solutions that ensures speed and efficiency across the DHL network. Global businesses setting up operations in the UAE & Middle East will commercially benefit from the vast experience and knowledge of the region when partnering with DHL.

DHL keeps the world in motion.

For more information please contact
Marlon Cunanan
Marlon.cunanan@dhl.com





How to do business in the UAE

Legal considerations

The two main sources of law are the Sharia (Islamic) law and civil law. In some Emirates, commercial disputes can be judged by Sharia courts. Sharia law can be used based on the contract – please refer to the Ministry of Justice portal at: <https://moj.gov.ae/web/ejusticesite/home>.

Arbitration is not much used in the UAE.

You need to comply with the federal laws governing business activity including the:

- Commercial Companies Law (CCL)
- Companies Laws (MOE)
- Commercial Register Law
- Commercial Agencies Law
- Civil and Commercial Codes

If you intend to trade or invest in the UAE, you need the correct authorisations and licences. Each Emirate may also have additional requirements.

Export licences for the UAE

You must have a licence to supply anything on the UK strategic export control lists to the UAE.

You can find out more about getting a licence to export military or dual use goods, services or technology to the UAE at: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>.

To find out which products will need certification or licensing before they can be exported to the UAE, see: <https://www.gov.uk/starting-to-export/licences>.

Import restrictions

The UAE does prohibit and restrict the importation of specified products. The Federal Customs Authority has details of prohibited and restricted goods for the whole of the UAE at: <https://www.fca.gov.ae/en/Home/Pages/default.aspx>.

The restrictions and prohibitions of goods are determined in accordance with GCC Customs Tariff Codes. However, if you want to re-export within other GCC markets, you should take note of the individual member states' lists, as they are not harmonised.

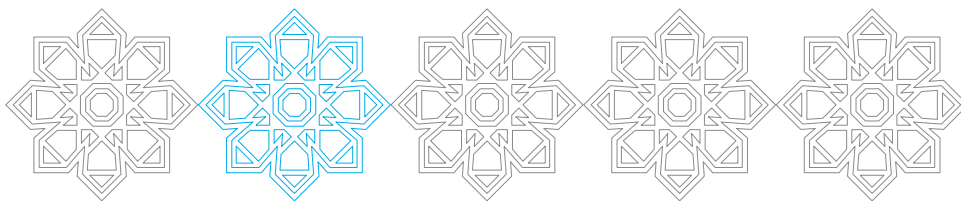
Law on marketing and selling

The UAE National Media Council licenses all publications. You are strongly urged to consider cultural sensitivities in any promotional activity.

Standards and technical regulations

The Emirates Authority for Standardization and Metrology (ESMA) is the sole UAE standards authority.

Contact ESMA for product registration (ECAS), obtaining a quality mark (EQM), Halal accreditation and lists of all certified products. See: <http://www.esma.gov.ae/en-us/> for more information.



Public Company Takeovers in the UAE: The New Regulations



Campbell Steedman
Winston & Strawn LLP
Managing Partner, Middle East

In mid-July 2017, the Emirates Securities and Commodities Authority (SCA) issued new rules introducing a codified takeover regime in the UAE for the first time. Taking effect on 1st August 2017, the regime introduces a codified takeover regime which creates a framework for implementing tender offers, and which could stimulate fresh interest in public company takeovers.

Takeover activity in respect of listed companies in the UAE has, historically, been rare – primarily through a combination of there being relatively few listed companies, majority shareholdings being closely held by dominant shareholders, and the legal framework for public company takeovers being incomplete. As such, the few mergers which have been effected (most recently, the merger of National Bank of Abu Dhabi and First Gulf Bank, have generally been effected by statutory mergers – effected pursuant to the statutory merger process set out in the Commercial Companies Law of 2015

The new takeover regime applies to the acquisition of shares in public joint stock companies (PJSC) listed on the Dubai Financial Market and Abu Dhabi Stock Exchange, although the SCA retains broad powers to exempt certain types of transactions or investors from the regime, including acquisitions undertaken:

- by federal or local government;
- by a “strategic partner” (in certain circumstances);
- in the context of restructuring companies in financial difficulty; and
- otherwise as exempted by the SCA in such other cases as it may deem necessary, if in the public interest.

Historically, tender offers for shares in public companies have been possible but, in the absence of a codified regime, it has been necessary for bespoke arrangements to be agreed with the regulators on a case-by-case basis. The new rules will operate alongside the existing statutory merger provisions, which will continue to govern traditional “mergers”.

The New Regulations

The new regulations contemplate three types of offer which a person, or group of associated/ related parties, can make or will be required to do so:

- mandatory offers – the new regulations having introduced a mandatory bid threshold of 30% (plus one share) – a reduction from the previous 50% (or more);
 - voluntary offers; and
 - partial offers.
-

The regulations provide for a traditional takeover regime and include a number of typically expected provisions, including:

- equality of treatment of shareholders and competing bidders, and ensuring sufficiency of disclosure to enable informed decision making (the target board is prohibited from acting in a manner that denies the target shareholders the opportunity to assess or respond to a tender offer);
 - strict confidentiality obligations and announcement triggers;
 - dealing restrictions;
 - offer timelines;
 - minimum price requirements;
 - “squeeze-out” and “sell-out” procedures in respect of minority shares (previously lacking in the previous merger regime);
 - provisions addressing conduct of due diligence on the target;
 - fairness opinions in respect of the value of the target;
 - cash confirmations; and
 - lock-out provisions.
-

Notwithstanding the enhanced regime created by the new regulations, there remain some continuing areas of ambiguity under the new regulations. Of particular concern remains the:

- interaction of the new mandatory offer threshold with foreign ownership restrictions (where foreigners are restricted from owning over 49% of the capital of a UAE entity);
 - interaction between the regulations and the SCA's Disclosure and Transparency Regulations; and
 - timing on the bid process of obtaining consents from other regulatory authorities.
-

In relation to the foreign ownership restrictions, there is a possible work around using DIFC trusts, but structuring is dependent on the support of the SCA, which remains central to the takeover process. However, the general consensus is that, notwithstanding the potential hurdles, the introduction of a takeover regime in this manner is a positive development which may facilitate more transparent opportunities for inorganic growth by UAE public companies, together with acquisition opportunities for investors seeking to enter the public company market in the UAE.

For further information, please contact:

Campbell Steedman

csteadman@winston.com

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/>.

Packaging

Your goods should be appropriately packed for the UAE. Consider cultural norms and values when designing and developing product packaging for an Arab market.

Packages may receive heavy handling and be left in the open air for longer than anticipated, so you must take into account the UAE's climate.

Labelling requirements

Labelling in Arabic is required on all consumer products. Labels need to provide information including details of the manufacturer, product information, and standard quality disclosures.

There are some products which must be clearly marked, stamped, branded or labelled so as to indicate the country of origin. Additionally, many food products may also have to comply with hygiene and ingredients regulations, for example alcohol and pork may not enter in the composition of food products.

All imported meats require a health certificate issued by the country of export and a "halal" slaughter certificate issued by an approved Islamic centre in the UAE. Please refer to the Emirates Authority for Standardization and Metrology (ESMA) for information on HALAL certification, at: <http://www.esma.gov.ae/en-us>.

The UAE enforces a shelf-life standard for 100 food products, for which production and expiry dates must be printed on the original label or container (dates cannot be added after the fact via a sticker). The supplier must therefore work closely with the importer to ensure compliance.

You should check with The Gulf Standardization Organization (GSO) at: <https://www.gso.org.sa/en/>, for further information on health certificates, shelf-life standards and other labelling requirements.

Protecting your Intellectual Property (IP)

The IP framework is clear in the UAE and rights are protected. Please refer to the Ministry of Economy (MOE) site at: <http://www.economy.gov.ae/english/Ministry/MinistrySectors/Pages/CopyRightSector.aspx> for further information.

The two main challenges IPR holders face in the UAE are in the areas of royalty payments for copyrighted music, and counterfeit goods.

Enforcement can take several forms, and specialist legal advice is recommended. Also you can check the GCC Patents Office website at: <http://www.gccpo.org/DefaultEn.aspx> for more information.

You should consider how to obtain patent and trademark protection before introducing your products or services to the UAE. Refer to the information provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/browse/business/exports>.

[Source – DIT/ gov.uk]

Taxation

The UK and the UAE have signed a double taxation agreement: <https://www.gov.uk/government/publications/united-arab-emirates-tax-treaties>, ensuring the same income is not taxed in more than one country. The agreement entered into force in December 2016, and took effect:

- with regard to taxes withheld at source, in respect of amounts paid or credited on or after 1st January 2017
- with regard to other taxes, in respect of taxable years (and in the case of United Kingdom corporation tax, financial years) beginning on or after 1st January 2017

Contact the DIT team in the UAE at: <https://www.gov.uk/government/world/organisations/departments-for-international-trade-united-arab-emirates#contact-us> to help find tax advisers before entering into agreements in the UAE.

Value added tax (VAT)

VAT has been implemented in the UAE from 1st January 2018 at a rate of 5%. However, 100 food items, health, education, social services and bicycles are exempt.

If you are registered for VAT you can zero-rate the VAT on most goods you export to the UAE. You will need to get evidence of the export within three months from the time of sale.

Find more information on VAT in non-EU markets and zero-rating conditions at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

[Source – DIT/gov.uk]

Excise tax

Excise tax is a form of indirect tax levied on specific goods. These goods are typically those that are harmful to human health or the environment. The intent of the tax is to reduce consumption of these commodities while also raising revenues for the government that can be spent on beneficial public services.

In the UAE, excise tax applies to the following goods:

- tobacco products
- carbonated drinks (note that this excludes sparkling water)
- energy drinks

End consumers of these products will generally pay a higher retail price once excise tax is implemented.

All businesses that import, produce or store excisable goods must consider if they need to be registered with the Federal Tax Authority and are accountable for filing and paying excise tax. Please refer to 'getting ready for excise tax' at: <https://www.tax.gov.ae/getting-ready-for-excise.aspx> for further details.

[Source – UAE Federal Tax Authority (FTA)]

Customs and documentation

Complying with HMRC regulations to export to the UAE

You must make export declarations to HMRC through the National Export System (NES) (<https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>) to export your goods to the UAE.

You must classify your goods as part of the declaration, including a commodity code and a Customs Procedure Code (CPC).

Commodity codes and other measures applying to exports can be found in the UK Trade Tariff at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts> for more help.

You must declare any goods that you take with you in your baggage to sell outside the EU, at: <https://www.gov.uk/take-goods-sell-abroad>.

Temporary export of goods

You can use an ATA (Admission Temporaire/Temporary Admission) Carnet (<https://www.gov.uk/taking-goods-out-uk-temporarily>) to simplify the customs procedures needed to temporarily take goods into the UAE for International Trade Fairs only.

You need an export licence to temporarily take dual use goods to the UAE.

Use the SPIRE system at: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/> login to apply for a temporary export licence.

Customs

A UAE Certificate of Origin is needed for all exports to clear customs. Certificates of Origin must be provided by the original exporter and recognised by an authorised representative in the UK.

The UAE generally levies customs duties on imported goods at the rate of 5%. Higher rates of duty apply to alcohol and tobacco. Some categories of goods are exempt, such as certain agricultural products, printed material and pharmaceuticals. Exemptions may also be granted for goods imported for industrial or manufacturing purposes.

Where goods are imported into a UAE free zone, customs duties are not payable.

As a member of the GCC, the UAE applies the GCC common external tariff. This has four rates – zero, 5% (the general tariff rate), 50% on alcohol and 100% on tobacco.

For more information on UAE tariffs, see the UAE Federal Customs Authority at: <https://www.fca.gov.ae/en/Home/Pages/default.aspx>.

Goods can only be imported into the UAE by a company that is registered in the UAE, and the goods must be relevant to the licenced business activity of the business.

Prohibited items include:

- goods manufactured in Israel cannot be imported into the UAE
- pornographic material, ivory/rhino horns, cannabis, alcoholic beverages, firearms, fireworks, narcotics and opium are also strictly prohibited
- all printed matter, films and tapes

Dubai Customs has a complete list of prohibited items and goods for permit requirements at: <https://www.dubaicustoms.gov.ae/en/Pages/default.aspx>.

You can find more about import tariffs in the Market Access Database at: <http://madb.europa.eu/madb/indexPubli.htm>.

See also the UAE Federal Customs Authority (FCA) site at: <https://www.fca.gov.ae/en/Home/Pages/default.aspx>.

Documentation

The documents needed for the import and export of goods to and from the UAE are:

- invoices – initiated by the supplier
- Certificate of Origin stating the country of origin, and approved by the Chamber of Commerce in the country of origin
- bills of lading or air waybill

In addition, the following certificates are required for food products:

- health certificate issued by government agency in the exporting country
- Halal slaughter certificate for meat and poultry products

Shipment of all other goods to the UAE requires “legalisation” of documents. A list of lawyers in the UAE is available at: <https://www.gov.uk/government/publications/united-arab-emirates-list-of-lawyers>.

[Source – DIT/ gov.uk]

Shipping your goods to the UAE

If you are not knowledgeable about international shipping procedures you can use a freight forwarder to move your goods. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in the UAE.

Find freight forwarding companies to help you transport your goods to the UAE via the British International Freight Association (BIFA) at: <http://www.bifa.org/home> or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Posting goods

You can find out about sending goods by post to the UAE at: <http://www.royalmail.com/united-arab-emirates>.

Shipping dangerous goods

Special rules apply if you are shipping dangerous goods to the UAE. See: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.

Terms of delivery

Your contract should include agreement on terms of delivery using Incoterms: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

UK Export Finance

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK’s export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF’s cover policy and indicators for the UAE at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#united-arab-emirates-uae>.

[Source – DIT/UKEF/gov.uk]



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What are the challenges?

Challenges and risks of doing business in the UAE

The UAE does not present major challenges to UK companies wanting to develop trade. However, competition for business is fierce from high-growth Asian economies as well as from the more-traditional competitors in Europe and North America.

Each of the seven Emirates retains control of regulatory powers, including commercial activities such as issuing of trade licences. The interaction of federal laws, individual Emirate laws and free zone laws can be complex and confusing.

Other challenges include:

- restrictions on company ownership by non-GCC nationals (a national sponsor must retain 51% ownership)
- a lack of a competent legal and regulatory framework to enforce market discipline, reduce red tape and improve accountability
- contract enforcement could be an issue as the UAE is not party to the Vienna Convention
- terminating a non-performing agent or distributor is extremely difficult in the UAE, so you need to get the contract right

- an increasing obligation to hire UAE nationals
- government procurement places heavy emphasis on selection of the lowest bidder
- contracts are in Arabic – they can be in any other language as long as they are translated via a legal translator

You should ensure you take the necessary steps to comply with the requirements of the UK Bribery Act: <https://www.gov.uk/government/publications/bribery-act-2010-guidance>.

Read the Foreign and Commonwealth Office's (FCO) Overseas Business Risk report for the UAE at: <https://www.gov.uk/government/publications/overseas-business-risk-united-arab-emirates>.

[Source – DIT/FCO/gov.uk]

Overseas business risk

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to commit bribery anywhere in the world. This is similarly the case in UAE law.

In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national nor resident in the UK nor a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

According to Transparency International's latest 2017 Corruption Perceptions Index, the UAE ranks 21st out of 180 countries: https://www.transparency.org/news/feature/corruption_perceptions_index_2017.

The UAE ratified the United Nations Convention Against Corruption (UNCAC) in February 2006. The UAE has not yet passed legislation to implement UNCAC, but has prepared a draft anti-corruption law. The UAE is not a signatory to the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions.

The Federal Penal Code of 1987 is the main federal law which regulates anti-bribery practices in the UAE. Articles 234 to 239 of the Penal Code contain provisions which criminalise the acceptance of bribes by both public and private sector employees, and the bribery or attempted bribery of public sector officials. It should be noted that there is no provision in the Federal Penal Code which makes it an offence to offer a bribe to an employee within the private sector.

See the UAE State Audit Institution (SAI) site at: <http://saiuae.gov.ae/en> and also the UK Business Anti Corruption portal page for the UAE at: <http://www.business-anti-corruption.com/country-profiles/united-arab-emirates> for relevant information and advice.

Protective security advice

The Centre for the Protection of National Infrastructure also provides protective security advice to businesses. See: <https://www.cpni.gov.uk/>.

Government support

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance at: <https://www.gov.uk/government/organisations/uk-export-finance> – the UK's export credit agency. For up-to-date country-specific information on the support available see: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#united-arab-emirates-uae>.

[Source – FCO Overseas Business Risk/gov.uk]

Getting paid in the UAE

Commercial Letters of Credit (LCs) are commonly used in the UAE as a means of payment in overseas trade.

The UAE has a dual banking system, with conventional western banks as well as Islamic banking based on Sharia law, which prohibits the payment of interest in favour of profit-sharing.

You may wish to talk to a specialist about finance, including how to get paid in the UAE. This could be a bank, an accountant or you can contact the DIT team in the UAE at: <https://www.gov.uk/government/world/organisations/departments-for-international-trade-united-arab-emirates#contact-us> to help find a financial adviser in the UAE.

You will need to work out how you are going to get paid before you sign a contract, and include wording on how you should resolve a dispute – for example, whether you go to arbitration.

Your contract should specify the terms for payment. If there is any dispute you will need to go through the UAE legal system for resolution.

Payment risks in the UAE

UKEF helps UK companies to get paid by insuring against buyer default.

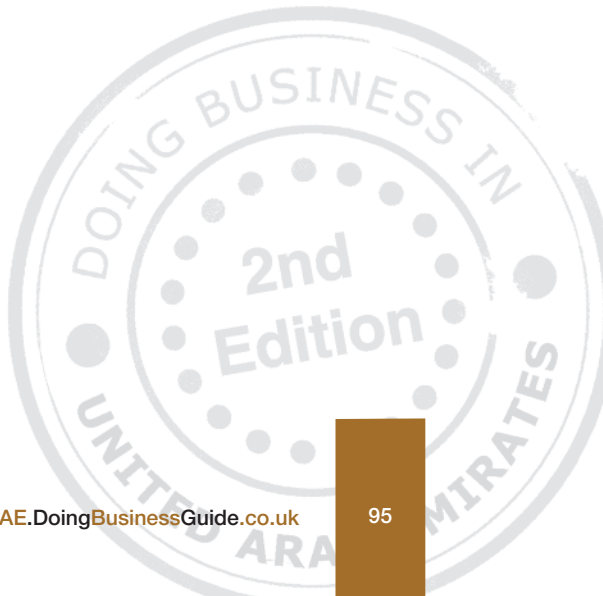
Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

Currency risks when exporting to the UAE

If you have not fixed your exchange rate you have not fixed your price.

You should consider whether the best option for you is to agree terms in Sterling, US Dollars or AED (Dirham) in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

The Emirati Dirham has been pegged to the US Dollar at AED 3.671 = USD 1 since 1980.



The **BSI Kitemark**TM

How it can influence consumer choice and pricing.



How is BSI Kitemark valued?

- Consumers associate the **BSI Kitemark with rigour**
- Consumers know that products and services displaying the BSI Kitemark are **tried and tested**
- Consumers **trust products and services** displaying the BSI Kitemark
- Consumers are **willing to pay significantly more** for products and services with the BSI Kitemark
- Consumers perceive the BSI Kitemark is better for being a **British mark of quality** rather than European
- 58% of consumers say BSI Kitemark is a **believable indication of quality**

What supports this?



67%
of consumers
have awareness
of BSI Kitemark



BSI Kitemark
could command
price premiums
up to

26%



60%

of consumers **willing to pay more** for a product displaying a BSI Kitemark

Safety reassurance for:



Proof of
trustworthiness
when selling
online



Products involving
personal **physical**
contact



Products
whose failure
would be
dangerous

Trust | Safety | Protection

British standards:

80%
say important



European standards:

58%
say important



52% of consumers perceive **BSI Kitemark as better** and more trustworthy for being a **British mark of quality** rather than a European one

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About the **BSI Kitemark™**

The BSI Kitemark is a registered trade mark owned and operated by BSI. With UKAS accreditation, benefits include risk reduction, increased customer satisfaction and access to new customers around the world. Originally used solely in the UK, the BSI Kitemark is now recognized throughout the world as a mark of quality and safety which offers true value to consumers, businesses and procurement practices.

The BSI Kitemark originated as the British Standards Mark in 1903 for use on tramway rails when standardization reduced the number of rail sizes from 75 to five. Today the BSI Kitemark can be seen on hundreds of products from manhole covers to condoms, from security locks to fire extinguishers and riding helmets.

Having a BSI Kitemark associated with a product or service confirms that it conforms to a particular standard. BSI has developed a whole range of BSI Kitemark schemes that cover a variety of products and consumer services, including window installation, garage services, secure digital transactions, furniture removals and electrical installation work.

Manufacturers with the BSI Kitemark are in an elite club of some of the world's best companies and brands. There are currently more than 2,500 BSI Kitemark licences, held by, amongst others, Anglian Home Improvements, Chubb Security & Fire Protection, Everest, Hygena, Tarmac and Valor, to name but a few.

Each BSI Kitemark scheme involves an initial assessment of conformity to the relevant standard and an assessment of the quality management system operated by the supplier. In addition, each BSI Kitemark Licensee is subject to a programme of on-going surveillance. This includes routine testing of the product or service, assessment of production quality controls and, where appropriate, mystery shopping.

About **BSI**

BSI is the business standards company that helps organizations all over the world make excellence a habit. For more than a century we have been challenging mediocrity and complacency to help embed excellence into the way people and products work. That means showing businesses how to improve performance, reduce risk and achieve sustainable growth. As a global leader in helping organizations improve, our clients range from high profile brands to small, local companies in 172 countries worldwide.



...making excellence a habit.™



UNITED ARAB EMIRATES

English is widely spoken throughout the country. Although it is common for written correspondence to be in English, Arabic is often preferred within some public sector organisations. It is preferable to have one side of your business card printed in Arabic.



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Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Plan to win - start your Export Action Plan today

Register for free on www.opentoexport.com
to start your plan and enter the competition

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Business etiquette, language & culture

Overview

The UAE has a diverse and multi-cultural society, and 80% of the UAE population are expatriates. As a result the UAE is regarded as relatively liberal within the region and provides schools, cultural centres and restaurants catering for international cultures.

The UAE is a Muslim country. You should respect and be aware of local traditions and sensitivities and always behave and dress modestly, particularly when visiting religious sites. However, although the national culture revolves around the religion of Islam, other religions are also respected and churches and temples can be found alongside mosques.

The Islamic dress code is not compulsory. Most UAE Emirati males wear a kandura, an ankle length white shirt and most Emirati women wear an abaya, a black flowing-over garment covering most of the body.

Language

Arabic is the most commonly spoken language, followed by English, French, Russian, Hindi and more. Almost all official documents, forms, laws and decrees are in Arabic. Therefore, it helps to have a working knowledge of the language.

English is widely spoken throughout the country. Although it is common for written correspondence to be in English, Arabic is often preferred within some public sector organisations. It is preferable to have one side of your business card printed in Arabic. During meetings you should:

- exchange business cards immediately after introductions, presenting with both hands or with the right
- do not offer anything with your left hand, nor receive anything with your left hand
- keep cards on the table, do not put them away immediately

Meetings and presentations

Personal relationships are key to doing business in the UAE. UK exporters are encouraged to have a face-to-face business dialogue with their UAE counterparts. It is essential to obtain legal, financial and taxation advice, along with undertaking necessary research, all of which are critical when considering new markets.

As in other countries, more than anything it is important to target the right person in your contacts, the decision-maker. It is also preferable to establish new business contacts via an introduction by mutual contact, exhibitions, networking receptions or through the Embassy in the form of an Overseas Market Introduction Service (OMIS). Through an OMIS, the Embassy in the UAE can provide a programme-arranging service, whereby your company would be introduced to the most appropriate contact and an appointment can be confirmed on your behalf.

Face-to-face meetings are preferred as phone or emails are sometimes seen as impersonal. Appointments should be made no more than two weeks in advance and confirmed a few days before the actual meeting as priorities may change.

The working week within the private sector is Sunday-Thursday from 9am-5pm and within the public sector Sunday-Thursday from 7:30am-2:30pm (some offices are open until 4pm).

There are many exhibitions that take place in the UAE with some of the largest regional events held in Abu Dhabi and Dubai. This is a good opportunity for companies to meet potential partners, distributors and clients.

Negotiations

Personal contact with potential and existing partners/clients and regular visits to the market are of the utmost importance and it is natural for the business relationship to be built with time. It is advised that you consult a lawyer prior to signing an

agreement in the UAE. A list of lawyers is available from the British Embassy. See the 'Resources' section for details.

Understanding the unwritten rules to gain the competitive edge

The working week traditionally starts on Sunday and ends on Thursday. Friday and Saturday are the official days of rest, though in some cases, people will work Saturday.

Meetings should be scheduled in advance with extra time allocated in case it should go on longer or start later than anticipated.

The customary greeting is "As-salam alaikum" (peace be upon you), to which the reply is "Wa alaikum as-salam" (and upon you be peace). When entering a meeting, general introductions will begin with a handshake. You should greet each of your Emirati counterparts individually. Avoid shaking hands with a woman unless they extend their hand first.

When you are in the UAE, especially on business, coffee, as well as tea, will often be offered to you in offices and at Arab's homes. Offering coffee is symbolic of hospitality.

Cultural considerations

The UAE is a considerably modern country in relation to the rest of the Middle East region. As such, many traditional attitudes and business practices are evolving towards a more westernised approach. Nevertheless, it is still important to be aware and respectful of some of the differences that might exist.

UAE public holidays

Visit: <https://government.ae/en/information-and-services/public-holidays-and-religious-affairs/public-holidays>

2018

Date:	Holiday:	Comments:
Tuesday 21 st August	Arafat (Haj) Day	National holiday
Wednesday 22 nd August	Eid-al-Adha (Feast of Sacrifice)	National holiday
Thursday 23 rd August	Eid-al-Adha Holiday 1	National holiday
Friday 24 th August	Eid-al-Adha Holiday 2	National holiday
Wednesday 12 th September	Al-Hijra (Islamic New Year)	National holiday
Wednesday 21 st November	Prophet Mohamed Birthday	National holiday
Friday 30 th November	Commemoration Day	National holiday
Sunday 2 nd December	National Day	National holiday
Monday 3 rd December	National Day	National holiday
Monday 31 st December	New Year's Eve	Observance

2019

Date:	Holiday:	Comments:
Tuesday 1 st January	New Year's Day	National holiday
Wednesday 3 rd April	Israa & Mi'raj Night	National holiday
Wednesday 5 th June	Eid-al-Fitr (end of Ramadan)	National holiday

(NB some dates subject to change)

> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced



language services

Protecting your Reputation
Worldwide™

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

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UNITED ARAB EMIRATES

There are many exhibitions that take place in the UAE with some of the largest regional events held in Dubai and Abu Dhabi. This is a good opportunity for companies to meet potential partners, distributors and clients.



INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House
Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade
Adviser
- Level 4 Advanced Certificate in
International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs
Compliance and Regulations
- Level 6 Foundation Degree jointly
delivered with *** Anglia Ruskin
University
**Higher Apprenticeship in
International Trade - the first
so far.**

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

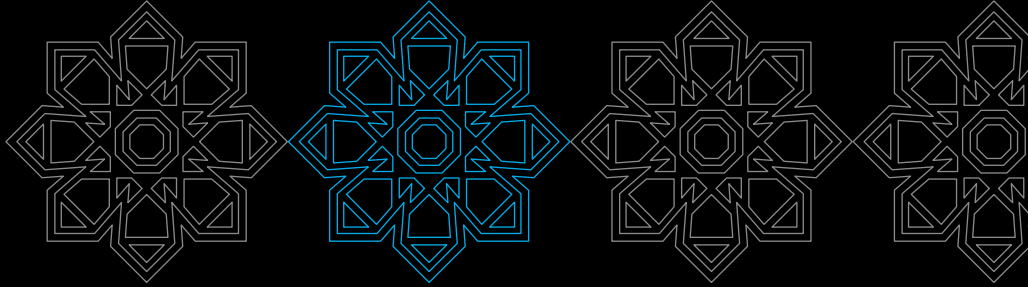
MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year



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**UNITED ARAB EMIRATES
MINISTRY OF ECONOMY**

If you have a specific export enquiry about the market in the UAE which is not answered by the information on this report, you may contact:

The United Arab Emirates Ministry of Economy

H.Q. Abu Dhabi. PO Box 901

Tel: (00) +97126131111 • Call centre: 8001222

UAE Ministry of Economy

Dubai

PO Box 3625

Tel: (00) +97143141555

UAE Ministry of Economy

Sharjah

PO Box 3803

Tel: (00) +97165281222

UAE Ministry of Economy

Ajman

PO Box 556

Tel: (00) +97167471333

UAE Ministry of Economy

Umm Al Quwain

PO Box 4848

Tel: (00) +97167664416

UAE Ministry of Economy

Al Fujira

PO Box 667

Tel: (00) +97192233330

UAE Ministry of Economy

Ras Al-Khaima (RAK)

PO Box 865

Tel: (00) +97172278000

UAE Ministry of Economy

Al Ain

PO Box 16036

Tel: (00) +97137655268

Please visit the UAE Ministry of Economy website at:
www.economy.gov.ae/English/Pages/Default.aspx



The Institute of Export & International Trade

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Website: www.export.org.uk



British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

<https://www.britishexpertise.org/>



UK Export Finance

UK Export Finance is the UK's export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit: <https://www.gov.uk/government/organisations/uk-export-finance>

New business enquiries:

Telephone: +44 (0)20 7271 8010

Email: customer.service@ukexportfinance.gov.uk



Department for International Trade (DIT):

If you have a specific enquiry about the UAE market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk

Enquiries: +44 (0)20 7215 5000

Otherwise contact DIT in the UAE for more information and advice on opportunities for doing business in the market:

Department for International Trade Dubai

British Embassy

PO Box 65

United Arab Emirates

Email: dit.uae@fco.gov.uk

General enquiries: +971 (4) 309 4404

Department for International Trade Abu Dhabi

British Embassy

PO Box 248

Abu Dhabi, United Arab Emirates

Email: dit.uae@fco.gov.uk

General enquiries: +971 (2) 610 1111



International Market Advisor

IMA Ltd

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Email: info@ima.uk.com

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www.DoingBusinessGuides.com

Media enquiries

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<https://www.linkedin.com/company/1527868?trk=prof-exp-company-name>

Google+:

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Instagram:

<https://www.instagram.com/alwathbainsurance/>

Language Services



AST Language Services Ltd

Unit 8, Ayr Street,
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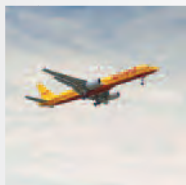


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Marlon.cunanan@dhl.com





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Phone: +44 345 080 9000

Email: certification.sales@bsigroup.com

Address:

BSI

Kitemark Court

Davy Avenue, Knowlhill

Milton Keynes, MK5 8PP

United Kingdom

Product testing and certification, Kitemark™ and CE marking:

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For information and support with product testing and certification, Kitemark and CE marking please contact us in one of the following ways:

Phone: +44 345 0765 606

Email: product.certification@bsigroup.com

Medical device services:

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For information and support with medical devices please contact us in one of the following ways:

Phone: +44 345 080 9000

Email: eu.medicaldevices@bsigroup.com

Cybersecurity and Information

Resilience: +44 345 222 1711

Phone: +44 345 222 1711

Email: cyber@bsigroup.com

Training: +44 345 086 9000

For information and support with training please contact us in one of the following ways:

Phone: +44 345 086 9000

Email: training@bsigroup.com

For all training, management system and product certification enquiries for organisations within Middle East and Africa please contact:

BSI Middle East and Africa

Phone: +971 4 3364917

Email: bsi.me@bsigroup.com

208 Sultan Business Centre

P. O. Box 26444

Dubai, United Arab Emirates

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www.logistics.dhl/ae-en/home/contact-us.html

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Feel free to contact us:

Tel: +971 4 202 7000
Email: SalesSec@dafz.ae

Website: www.dafz.ae

Company Formation / UAE Business Start-up Services



Europe Emirates Group

2404 Platinum Tower (Cluster I)
Jumeirah Lakes Towers
P.O. Box 73310, Dubai, U.A.E

Telephone: +9714 311 6547
Fax: +9714 332 8810
Email: info@uae-eu.com

Website: www.uae-eu.com
Contact name: Adrian Oton

Project Management / Design Engineering


Hatch**London Office**

Portland House
Bressenden Place
London SW1E 5BH

Telephone: +44 (0) 20 7906 5100

ext: 238035

Contact name: Simon Malin

Website: hatch.com

Bank / Financial Services

**HSBC Bank Middle East Limited**

Siju Nair, UAE Country Head –
International Subsidiary Banking

Tel: +971 4 423 6858

Email: sijunair@hsbc.com

Education / School Services

**International Schools Partnership**

101 Wigmore Street
London W1U 1QU United Kingdom

Telephone: +44 (0)20 3867 7000

Email: info@internationalschoolspartner-
ship.com

Website: <https://www.international-schoolspartnership.com/>

Contact Name: Piers Frazier, Group
Director of Communications & HR

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United Arab Emirates
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Contact Person: Mr. Craig Campbell

Website: www.ocsemirates.com

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Website address: www.rpint.com

Contact name: Julian Frankum - CEO, MEA

Real Estate

**Waha Land L.L.C.**

Al Dhafra
Abu Dhabi
United Arab Emirates

Telephone: 00 971 02 509 7000
Email: info@wahaland.ae

Website: Almarkaz.ae

Contact Name: Mr Neil Morgan
nmorgan@wahaland.ae

Law

**Winston & Strawn LLP**

Burj Daman, Level 10
Al Sa'ada Street
Dubai International Financial Centre
PO Box 507024
Dubai, United Arab Emirates

Tel: +971 4 424 2300
Fax: +971 4 424 2350
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Useful links

Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/foreign-travel-advice/united-arab-emirates>

Culture and communications:

ICC – The international language association:

<http://www.icc-languages.eu/>

Customs and regulations:

HM Revenue & Customs:

www.gov.uk/government/organisations/hm-revenue-customs

Economic information:

The Economist:

<http://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

Export control:

Export Control Joint Unit:

<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

Export finance and insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:

Intellectual Property Office:

www.gov.uk/government/organisations/intellectual-property-office

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

Standards and technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>



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UAE Federal Competitiveness and Statistics Authority:
<http://fcsa.gov.ae/en-us>

Trade shows:

Abu Dhabi National Exhibitions Centre (ADNEC):
<http://www.adnec.ae/>

British Expertise Events:
<https://www.britishexpertise.org/events/>

Dubai World Trade Centre:
<http://www.dwtc.com/en/pages/default>

EventsEye.com online database:
www.eventseye.com

Expo Centre Sharjah:
<http://www.expocentresharjah.org/>

DIT Events Portal:
<https://www.events.trade.gov.uk/>

Travel advice:

FCO Travel:
www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

Healthcare abroad:

Travel health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>

International trade:

British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
<https://www.britishexpertise.org/>

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:
<https://www.gov.uk/guidance/e-exporting>

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Export Britain:
<http://exportbritain.org.uk/>

Exporting is GREAT:
<https://www.great.gov.uk/>

Foreign & Commonwealth Office (FCO):
www.gov.uk/government/organisations/foreign-commonwealth-office

Institute of Directors (IoD):
www.iod.com

Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas business risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/rankings>

World Economic Forum Global Competitiveness Report:
<https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018>

UAE websites:

Abu Dhabi Department of Economic Development (DED):
<https://ded.abudhabi.ae/en>

Abu Dhabi Education Council (ADEC):
<https://www.adek.abudhabi.ae/en/pages/default.aspx>

Abu Dhabi Environment Agency:
<https://www.ead.ae/SitePages/home.aspx>

Abu Dhabi Global Market (ADGM):
<https://www.adgm.com/about-adgm/about-adgm/>

Abu Dhabi International Airport Extension:
<http://www.abudhabiairport.ae/english/>

Abu Dhabi National Exhibitions Centre (ADNEC):
<http://www.adnec.ae/>

Abu Dhabi National Oil Company (ADNOC):
<https://www.adnoc.ae/>

Abu Dhabi Water and Electricity Authority (ADWEA):
<https://www.abudhabi.ae/portal/public/en/departments/adwea>

Bluewaters / Citywalk projects (MERAAS):
<http://www.meraas.com/#>

Dubai Customs:

<https://www.dubaicustoms.gov.ae/en/Pages/default.aspx>

Dubai Department of Economic Development:

<http://www.consumerrights.ae/en/Pages/default.aspx>

Dubai Electricity and Water Authority (DEWA):

<https://www.dewa.gov.ae/en>

Dubai Expo 2020:

<https://expo2020dubai.ae/en>

Dubai FDI:

<http://www.dubaifdi.gov.ae/English/Pages/default.aspx>

Dubai Financial Services Authority (DFSA):

<http://www.dfsa.ae/>

Dubai Knowledge and Human Development Authority (KHDA):

<http://www.khda.gov.ae/en/>

Dubai Naturalisation and Residency Department:

<http://www.dubaicity.com/naturalization-residency-department-dnrd/>

Dubai International Financial Centre (DIFC):

<https://www.difc.ae/>

Dubai Modern Art Museum and Opera House District:

<http://www.dubaiopera.com/>

Dubai Parks and Resorts:

<https://www.dubaiparksandresorts.com/en>

Dubai South (previously World Central) Airport:

<https://www.dubaisouth.ae/>

Dubai World Trade Centre:

<http://www.dwtc.com/en/pages/default>

Emirates Authority for Standardization and Metrology (ESMA):

<http://www.esma.gov.ae/en-us/>

Emirates Defence Industries Council (EDIC):

<http://www.edic.ae/>

Emirates Nuclear Energy Corporation:

<https://www.enec.gov.ae/>

Etihad Rail:

<http://www.etihadrail.ae/>

Expo Centre Sharjah:

<http://www.expocentresharjah.org/>

Federal Authority for Nuclear Regulation (FANR):

<https://fanr.gov.ae/en/Pages/default.aspx>

GCC Patents Office:

<http://www.gccpo.org/DefaultEn.aspx>

Gulf Standardization Organization (GSO):

<https://www.gso.org.sa/en/>

Khalifa University:

<http://www.kustar.ac.ae/>

Khalifa Industrial Zone (KIZAD):

<http://kizad.com/en>

Mubadala Development Company:

<https://www.mubadala.com/>

Saadiyat Island Development:

<http://www.saadiyat.ae/>

Shrooq Business Management LLC:

<http://shrooq.ae/>

UAE Embassy in London:

<http://www.uae-embassy.ae/Embassies/uk/Content/591>

UAE Federal Competitiveness and Statistics Authority:

<http://fcsa.gov.ae/en-us>

UAE Federal Customs Authority (FCA):

<https://www.fca.gov.ae/en/Home/Pages/default.aspx>

UAE Federal Electricity and Water Authority (FEWA):

<http://www.fewa.gov.ae/en/Pages/default.aspx>

UAE Ministry of Economy (MOE):

<http://www.economy.gov.ae/English/pages/default.aspx>

UAE Ministry of Education (MOE):

<https://www.moe.gov.ae/en/pages/home.aspx>

UAE Ministry of Energy and Industry (MOEI):

<http://www.moei.gov.ae/en/home.aspx>

UAE Ministry of Finance (MOF):

<https://www.mof.gov.ae/En/pages/default.aspx>

UAE Ministry of Foreign Affairs and International Cooperation (MOFA):

<https://www.mofa.gov.ae/EN/Pages/default.aspx>

UAE Ministry of Health and Prevention (MOHAP):

<http://www.moh.gov.ae/en/Pages/default.aspx>

UAE Ministry of Human Resources (MOHRE):

<http://www.mohre.gov.ae/en/home.aspx>

UAE Ministry of Infrastructure Development (MOID):

<https://www.moid.gov.ae/en-us/Pages/Contact-Us.aspx>

UAE Ministry of Interior (MOI):

<https://www.moi.gov.ae/ar/default.aspx>

UAE Ministry of Justice (MOJ):

<https://moj.gov.ae/web/ejusticesite/home>

UAE State Audit Institution (SAI):

<http://saiuae.gov.ae/en>

UAE Travel and Tourism:

<https://government.ae/en/information-and-services/visiting-and-exploring-the-uae/travel-and-tourism>

UAE Vision 2021:

<https://uaecabinet.ae/en/national-agenda>

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Going Global runs annually every May at the ExCeL London. For the dates of the next event, please visit www.goinggloballive.co.uk

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A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshows Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/tradeshows-access-programme>.

IOE&IT's events:
www.export.org.uk/events/event_list.asp

10 Times (formerly
BizTradeShows.com):
<https://10times.com/unitedarabemirates>

British Expertise Events:
<https://www.britishexpertise.org/events/>

EventsEye.com online database:
www.eventseye.com

DIT online events search facility:
www.events.trade.gov.uk



ABOUT US

Launched in 2007, Start Up Overseas has become the definitive online resource for companies who are looking to expand internationally, export products or set up overseas operations.

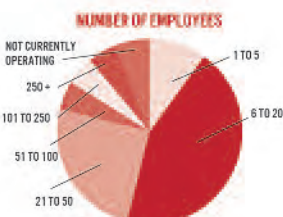
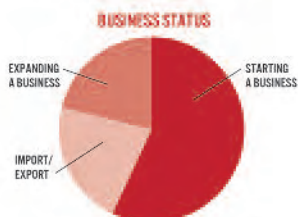
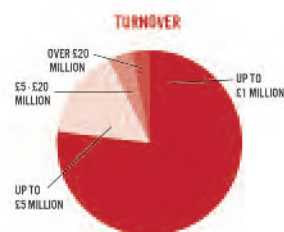
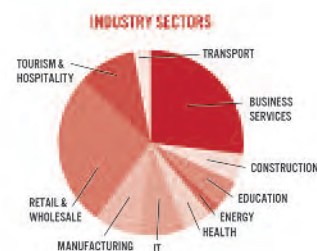
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- **Business Directory** – A helpful directory giving you the tools and contacts to run your business overseas.
- **Ask the Expert** – Experts are waiting to answer your questions
- **Start Up Overseas Forum** – Join our virtual community. Share knowledge & advice with people facing similar issues to you.
- **Editors News** – Subscribe to our free newsletter, and keep completely up to date with all the developments in international trade.



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Accounting Advantage experience with Startupoverseas has been positive, since we have been able to help people to see Portugal as a potential market, and develop their business.

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Claudia de Oliveira
Azevedo Accounting Advantage

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Nadia Rinawi RAK Free Trade Zone

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To contact the editorial team: caroline@startupoverseas.co.uk

If you have any general questions email using the above details or call us on: +44 (0)117 907 3520. See more at: www.startupoverseas.co.uk/aboutus

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2. ASH SHĀRIQAH (SHARJAH)
3. RA'S AL KHAYMAH (RAS AL KHAIMAH)
4. AL FUJAYRAH (FUJAIRAH)

0 25 50 75 Kilometers
0 25 50 75 Miles



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Doing Business in the United Arab Emirates Guide **Quick Facts**

Location: Middle East, bordering the Gulf of Oman and the Persian Gulf, between Oman and Saudi Arabia

Area: 83,600 km²

Population (2017): 9.139 million

Capital city: Abu Dhabi

GDP per capita (2017): US \$42,000

Languages: Arabic (official), Persian, English, Hindi, Urdu

Religion: Muslim (official) 76%, Christian 9%, other (primarily Hindu and Buddhist, less than 5% of the population consists of Parsi, Baha'i, Druze, Sikh, Ahmadi, Ismaili, Dawoodi Bohra Muslim, and Jewish) 15%

Government: federation of monarchies

Legal system: mixed legal system of Islamic law and civil law

Currency: UAE Dirham (AED)

Climate: desert; cooler in eastern mountains

Natural resources: petroleum, natural gas

Natural hazards: frequent sand and dust storms

Time difference: UTC+4

Internet country code: .ae

National holiday: Independence Day (National Day), 2nd December (1971)

National symbols: golden falcon; national colours: green, white, black, red

[Source: FCO Economics Unit, CIA World Factbook, FCSA UAE, CentralBank uae, MINISTRY OF ECONOMY UAE (June 2018)]



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