



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

“WHY UAE”

A TOOL TO PROMOTE TRADE AND INVESTMENT IN THE UAE

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WHAT: THE UAE (1/2)



GDP (2020):
\$358.9 billion



Human Development Index:
0.890 (31st globally)
(Benchmarks: Greece – 0.888; France – 0.901)



GDP Per Capita:
\$38,661 (25th globally)
(Benchmarks: UK - \$40,394; Hong Kong - \$46,657)



Largest Cities:
Abu Dhabi, Dubai, Sharjah

WHAT: THE UAE (2/2)

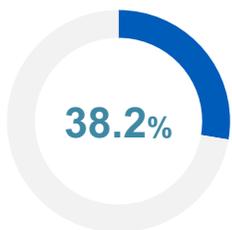
POPULATION

9.86 MILLION

Over 200 Nationalities!



Indians



Emiratis



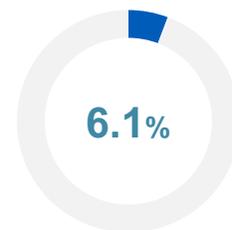
Egyptians



Pakistanis



Filipinos



Lebanese



Other



WHAT: ABU DHABI (1/2)

- UAE's Capital City, with 1.8 million people
- Best Known for:



6th largest oil and gas deposits in the world



Key investment projects locally and globally; >\$1 trillion sovereign wealth funds



WHAT: ABU DHABI (2/2)

- Is also the **name of emirate (region)**, with 2.9 million people
- **Known for:**



Filming location for *Star Wars*,
Mission: Impossible, and *Fast and Furious* franchises



World's first Abrahamic Family House: joint mosque + church + synagogue development



Cleveland Clinic Abu Dhabi and other regional medical facilities



Global partnerships with museums and universities, such as the Louvre and NYU



WHAT: DUBAI (1/2)

- UAE's most populous city, with 3.3 million people
- Known for:



Superlative architecture, tourism, and real estate projects

- Burj Khalifa – world's #1 tallest building at 828m



Massive airports and maritime ports

- DXB – world's #1 busiest international airport with 90m passengers annually
- Jebel Ali – world's #9 busiest maritime port with container traffic of 15 mn in 2018



WHAT: DUBAI (2/2)

- Known for:



Global business and technology hub



Luxury beach resort destinations

Dubai is #4 most visited city for overnight tourists, ahead of Singapore, New York City, and Istanbul



Host of World Expo in 2021

Attracted 11 million visitors (until Feb 2022); projected to attract >20 million visitors



Dubai Academic City

University town housing 27 different institutions and 27,500 students



WHAT: OTHER KEY UAE CITIES



Sharjah (1.3 million)

Known for:

- Home to several heritage museums
- Collections of Arab art, Islamic culture capital
- First airport in UAE
- Key center of higher education within country (e.g. Sharjah University City)

WHAT: OTHER KEY UAE CITIES



Fujairah (97,000)

Known for:

- Main UAE city on Indian Ocean coast
- Oil pipelines bypassing Strait of Hormuz
- Pristine coral reefs and mountains

WHAT: OTHER KEY UAE CITIES



Ras Al Khaimah (116,00)

Known for:

- Manufacturing and heavy industry hub
- UAE's highest peak, Jebel Jais
- 1000+ archaeological sites
- Flourishing tourism sector
- Ceramics hub of UAE, with RAK Ceramics as a global leader (one of the largest ceramics manufacturers in the world)

WHAT: OTHER KEY UAE CITIES



Ajman (~450,000)

Known for:

- Dhow construction yards
- Masfout historical mountainous destination on Oman border
- Oldest wind tower in UAE

WHAT: OTHER KEY UAE CITIES



Umm Al Quwain (44,000)

Known for:

- Seafood exports to Middle East and Europe
- Rich mangrove forests
- Diverse nature, biodiversity and vitality

WHERE: IS THE UAE?



At the center of a large and diverse market: the Middle East, East Africa, Southern Asia, and Central Asia



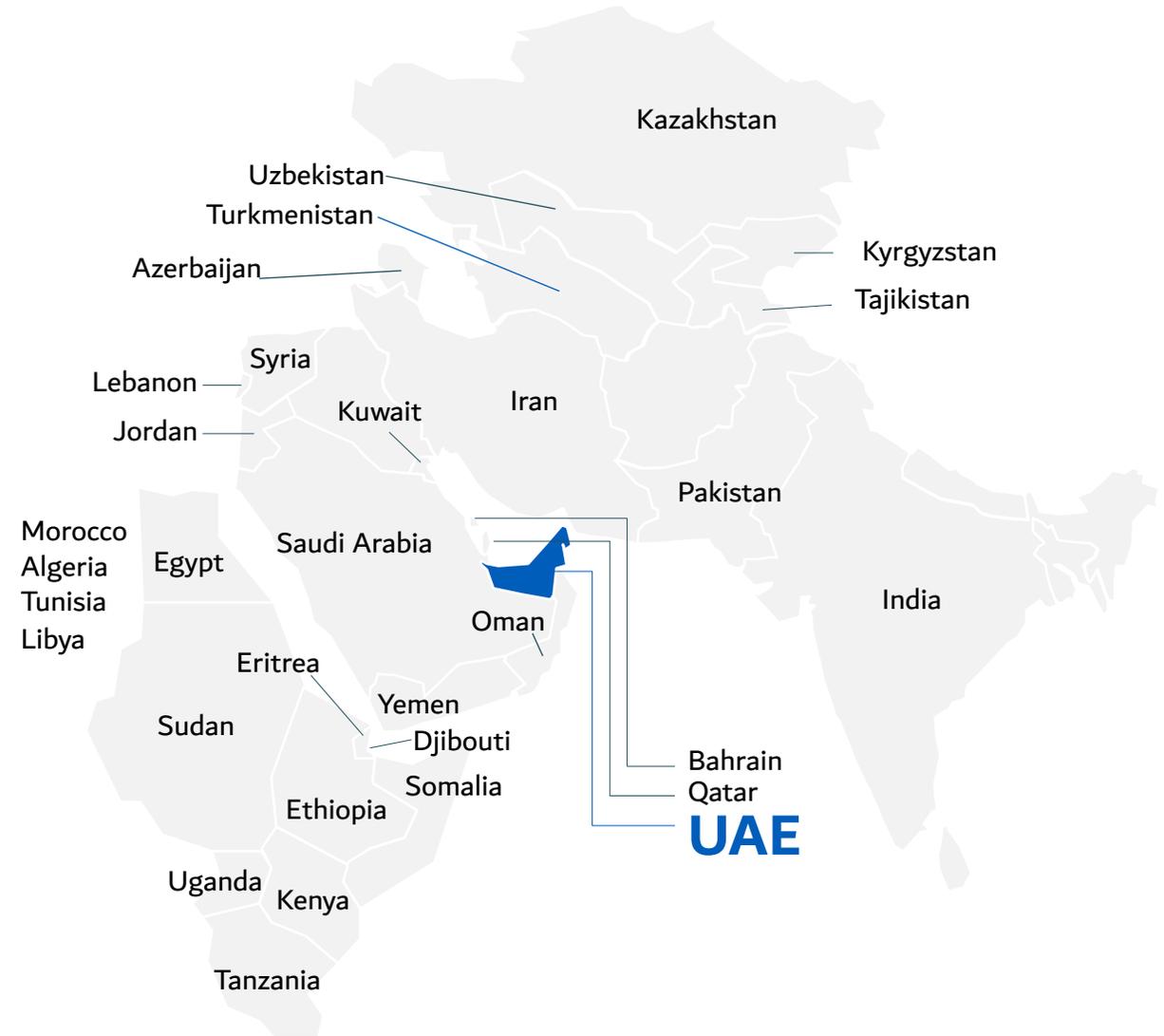
4 billion people – 50% of global population – live within an 8-hour flight



Ideal midpoint location between Europe and Asia, or Asia and Africa, or Africa and Europe



Has deep water ports in both the Arabian Gulf and Indian Ocean



WHO: LIVES IN THE UAE? (1/2)

All nationalities, all religions, all social classes



White collar professionals managing the largest business hub in the Middle East, Africa, and South Asia. They make up about **40% of the total workforce** in the UAE



Middle class workers coming for higher wages and faster career growth



Entrepreneurs operating successful international companies based in UAE
UAE is home to 10 billionaires and over 50,000 millionaires

WHO: LIVES IN THE UAE? (2/2)



International students seeking better education opportunities
UAE is home to over 140,000 university students



Aspiring youth from all Arab nations:
the UAE is ranked as the #1 preferred job destination (Arab Youth Survey 2020),
ahead of USA and UK



WHO: OPERATES IN THE UAE?

Key Sectors



Oil and Gas Production – 6th highest globally

- **Oil Reserves:** ~105 billion barrels
- **Gas Reserves:** ~6,100 cubic kilometers



Trade

- **\$632 Billion in annual trade (2019)** – on par with Western Europe
- 6th largest **oil and gold exporter** in the world



Dynamic petrochemical industry

- Manufacturing everything from ammonia and fertilizer to food packaging and experimental polymers
- Largest bottled water factory in Middle East



Travel & Tourism

- **Share of GDP: 11.6%**
- Home to more than **1100 hotels**
- **22 million tourists** in 2019 - 24th in the world



Financial Services Sector

- **52 local and foreign banks** operate in UAE
- **8.6% of GDP**
- 2 international financial centers - DIFC & ADGM
- Developed capital markets (market cap of \$244bn in 2019)



Transport

- **2 major international airlines**, Emirates and Etihad Airlines, connecting UAE to 150 cities
- **2.4% of all ocean container trade transits through UAE**

WHO: OPERATES IN THE UAE?

Emerging Sectors

Fintech



UAE is leading the MENA Fintech market reaching market size of USD 2.5B

Space



Global CAGR of 5.6% until 2026, 1.4% of UAE GDP allocated to Space industry

ICT



Advanced ICT market, ranked 4th globally in computers per household

Healthcare & Life Sciences



Healthcare spending is projected to account for 4.6% of the country's GDP by 2026

Renewable Energy



UAE has plans to generate most of its electrical energy by 2050 from solar sources

Entertainment, streaming and gaming



UAE expects to be 100% 5G by 2025 acting as a catalyst for gaming and streaming companies

WHO: OPERATES IN THE UAE?

Global Staples, Regional Upstarts

Hundreds of brands you've heard of operate in the UAE, including:



HQ Hub for Middle East and Africa

Dubai was well ahead of the next favored city, Johannesburg, South Africa, according to the analysis of the 500 largest companies by revenue, as compiled annually by *Fortune magazine*



WHO: OPERATES IN THE UAE?

There's also hundreds of up-and-coming brands started in the UAE you've maybe never heard of, including:



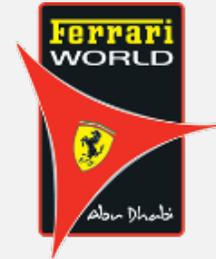
What is it: Hypermarkets
Operates in: 28 countries
Annual Revenue: \$7.4 billion (2020)



What is it: Home improvement and building materials
Operates in: 10 countries
Annual Revenue: \$1.3 billion (2019)



What is it: School operations
Operates in: 9 countries
Annual Revenue: \$926 million (2017)



What is it: indoor theme park
Operates in: 3 countries
Annual Sales: \$650 million (2019)

WHO: OPERATES IN THE UAE?

And of course, there's **highly successful local brands that are now global icons**, including:



of subscribers : >155.4 million across 16 countries
Annual Revenue: AED 51.7 billion in 2020



of marine and inland terminals: 78 across 40 countries
Annual Revenue: \$8.5 billion (2020)



of destinations: >160 across 85 countries
Annual Revenue: \$92 billion (2019)



of shopping mall customers: 1.6 billion across 27 destinations
Annual Revenue: \$10.6 billion (2016)



of countries served: 36
Annual Revenue: \$6.8 billion (2018)

WHO: OPERATES IN THE UAE?

“Scale Up Nation”

The UAE is where Middle Eastern startups come seeking funding, growth, and scaling

3 homegrown tech unicorns thus far

Other companies have become global companies from the UAE

Souq.com (Ecommerce)
sold to Amazon in 2017

Careem (Ride Hailing)
sold to Uber in 2020

EMPG (Classifieds) reached unicorn status in 2020

like **Aramex** (logistics)



SOUQ
an amazon company



Careem



EMPG
EMERGING MARKETS
PROPERTY GROUP



aramex
delivery unlimited

Operates in: 4 countries

Operates in: 14 countries

Operates in: 18 countries

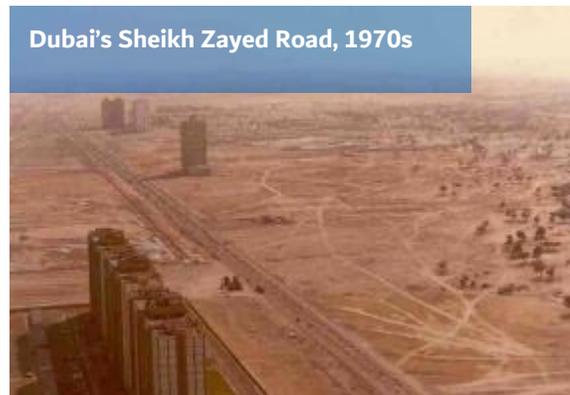
Operates in: 58 countries

WHEN: DID THE UAE RISE? (1/3)



1970s

2010s



WHEN: DID THE UAE RISE? (2/3)

Modern history of the country in brief:



1958

Oil first discovered in Abu Dhabi

1971

sheikhdoms unified into United Arab Emirates



1970s

Country begins decades-long construction boom

WHEN: DID THE UAE RISE? (3/3)

Modern history of the country in brief:



1980s

Ports and airports
skyrocket up global
rankings

1990s

Popularity explodes as
luxury tourism destination

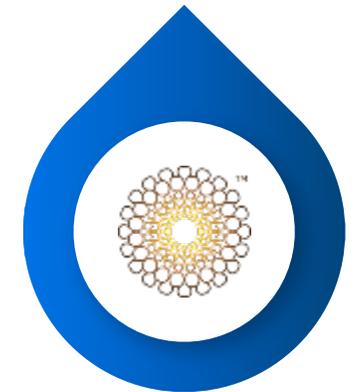


2000s

Country transforms into
post-oil capital of Middle
East, with rapidly growing
knowledge economy

2010s

Country on global stage,
hosts World Expo in 2021,
sends a mission to Mars



“WHY: UAE”

The UAE is a lodestar nation in...



Trade



Aerospace



Business



Tourism



Livability



Sustainability



Emerging technologies

... And more!

“WHY: UAE”

UAE Is Open For Investment, With Increasingly Attractive Conditions

UAE Government measures to motivate FDI

- **All seven Emirates** have **adopted measures** to create a more **favorable environment for foreign investors**
- The strategic plan (Vision 2021) promoted by the **government is aimed to favor FDI**
- Government of **Abu Dhabi** is **improving business climate** deploying Abu Dhabi Economic Vision 2030 to attract FDI in the non-oil sectors
- The Ministry of Economy has a dedicated wing to attract FDI to the UAE. In addition, individual emirates also have entities promoting FDI at the emirate level (Invest in Dubai, Invest in Sharjah, Abu Dhabi Investment Office)
- **In 2021 The UAE allowed 100% foreign ownership for companies in most sectors**

Country strengths

No direct taxation of individuals

Good-quality business climate

Dynamic and diversified economy

Solid and profitable banking sector with a powerful sovereign fund and favorable regulations for foreign investments

Competitive cost of talent

Access to low-cost energy

No foreign exchange control or constraints related to repatriation of funds

Long-term political stability and leadership’s focus on excellence and innovation

Very rich hydrocarbon resources

Geographical location of the country; potential platform to access the GCC, Iran, Asia and the Middle East

State of the art transport and logistics infrastructure

Availability of skilled talent

“WHY: UAE”



Economic Stability

- The 25th * Most Competitive Economy Globally, and works to enhance this status by diversifying its national income
- The UAE has a **strategic location, strong financial reserves, large sovereign wealth and healthy international relations**
- There has been consistent government spending, a progressive policy of economic diversification, multi-specialty free zones and increased FDI



Open Economy

- The UAE encourages **private sector growth and competition**, enforces regulations and has strong ties with regional and international trade associations
- Member of the World Trade Organization (WTO) and the Greater Arab Free-Trade Area (GAFTA)
- Concluded Free Trade Agreements with the European Free Trade Association (EFTA), Singapore, EU, Japan, China, India, Pakistan, Turkey, Australia, and South America (via GCC)



Political Stability

- The UAE has had **long-term political stability, with an open diplomatic policy worldwide**
- >100 dynamic diplomatic missions abroad, and <200 foreign diplomatic missions in the country
- Member of Gulf Cooperation Council (GCC), Arab League and the UN and its agencies
- The **3rd most peaceful country in the region** according to the Global Peace Index 2020 **

* World Economic Forum 2019

** Updated to 2020 numbers

“WHY: UAE”



Social Stability

- **The UAE is a safe place to live and invest in**
- Tolerance and respect to diverse culture are evident in the UAE
- Ranked 21st * globally in the general index of the World Happiness Report 2019
- Ranked 21st globally in the quality of Life Index by Numbeo.com 2018
- Dubai and Abu Dhabi are the top 2 cities in the region for Quality of Life (as measured by the EIU)



Ease of Doing Business

- Excellent infrastructural facilities (ranked top 3 in the world by the World Economic Forum)
- Foreign investors and entrepreneurs can establish and fully own onshore companies
- The UAE was ranked 16th globally, as per the World Bank’s Ease of Doing Business Report in 2020
 - ❖ Ranked 1st globally in ‘paying taxes’ and ‘getting electricity’
 - ❖ Ranked 2nd globally in ‘dealing with construction permits’
 - ❖ Ranked 10th globally in ‘registering property’ and ‘protecting \ minority investors



Variety of business premises

- The UAE extends the flexibility to do business anywhere in the country
- Choices and locations include Free Zones, industrial centers and commercial buildings
- There are **more than 40 specialized Free Zones in the UAE**

** Updated to 2019 numbers*

“WHY: UAE”



Skillful Talent & Labor

- The UAE’s talent and labor force is **skillful, multi-cultural and diverse**
- Arabic and English are the main languages, and other major languages are also widely used
- Newly launched visa system attracting qualified workforce in health, scientific, research, technological and cultural sectors, and providing the opportunity for expats to project themselves in the future and think of the UAE as their home
- The UAE is seeking to be the **first incubator of highly skilled professionals and talented human capital in dynamic, economic sectors**



Investment Incentives

- Up to 100% foreign ownership
- 100% profit repatriation
- **Competitive financing costs, high levels of liquidity and strong banking system**
- No foreign exchange controls
- Strong appreciation and fully convertible currency
- **Low inflation**
- Low customs tariffs between 0 and 5% for almost all goods
- Incentive programs for SME’s and Entrepreneurs



Favorable Business Regulations

- The UAE signed major business and international treaties and has its own laws on preventing money laundering and movement of illicit goods, and regulating import and export
- Member of the World Intellectual Property Organization (WIPO), the UAE protects intellectual property rights, trademarks and has anti-piracy laws in place

“WHY: UAE”



Taxation

- The UAE has no personal income tax
- The UAE continually works to grow its network of agreements on exchanging tax information and avoiding double taxation
- By February 2018, the UAE signed 114 Double Taxation Agreements in place with nations across five continents, including most UAE trading partners



Investment Protection

- Signed approximately **106 agreements** for the protection and promotion of investments, and **138 agreements** on avoidance of double taxation with various countries
- A Companies Law (# 32 of 2021) aims to **facilitate the growth of FDI via full ownership of businesses in all economic sectors (exception of strategic impact activities)**
- Foreign businesses do not require a service agent



Government's Progressive & Pro-Business Stance

- First government in the region to introduce 100% business ownership for foreigners
- First and only country in the region (GCC) to align weekend with the majority of global business hubs
- Ranked # 1 in the world for Covid Resilience and keeping infections low, while keeping businesses and travel open
- One of the most competitive corporate tax regimes in the world (to be introduced in 2023)

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TRADE



\$632 Billion in annual trade (2019) – on par with Western Europe



12th busiest container port in the world
2.2% of all ocean container trade transits through UAE; 68% of all Middle East ocean container trade transits through the UAE



6th largest oil exporter in the world
But it's only 12% of exports – the lowest in OPEC



6th largest gold exporter in the world



Major consumer market in region



60% of all China exports to Europe, Africa, Middle East flows through UAE



#1 destination for US and EU exports to MENA region



3rd Largest re-export market in the world, re-exporting US\$ 142 billion in 2021

AEROSPACE



134 million passengers on 883,000 flights pass through UAE airports annually

- **That's more than London Heathrow, New York JFK, and Tokyo Narita combined**



#1 largest cargo airline in the world
(Emirates Sky Cargo)



#1 busiest airport for international passengers

(Dubai International Airport)



6th country to successfully send a spacecraft to another planet

– 2020's Hope probe to Mars

- **Average age of Emirati scientists on project was only 27!**
- **Photograph to left was taken from Hope**

BUSINESS



#16 globally in Ease of Doing Business Report
(#1 in region)



#25 globally in WEF's Global Competitiveness Report
(#1 in region)



#11 globally in Logistics Performance Index
(#1 in region)



Homegrown tech unicorns as of 2021
(#1 in region)

- **Careem, Souq.com, and EMPG**



Ranks 15th globally for FDI inflow with > \$19 billion in FDI inflow received annually (2020)



>20 startup accelerators & incubators & >100 VC funds

UAE historically attracts up to 50% of total funding in MENA region invested in technology startups



Outward investment numbers from 2021 shared by MOE team

GLOBAL INVESTMENTS

Amongst the **top 15 globally in outward investment**, with more than \$226 billion invested (total FDI outward stock in 2021), making the UAE the largest global investor from the region (with an investment outflow of >US\$ 22 billion in 2021)

#2 globally in financial assets from sovereign wealth funds

Gives UAE potentially 6-8 years of backup funding

Key investment sectors:

Aerospace, infrastructure, real estate, energy, and petrochemicals

1 of only 3 countries to have >\$1 trillion invested via sovereign wealth funds (alongside China and Norway). Main funds include:

ADIA - \$829 billion AUM

ICD - \$240 billion AUM

Mubadala - \$243 billion AUM

ADQ - \$110 billion AUM



of countries: Mubadala alone invests in 50+

TOURISM

Over 21.5 million tourists arrivals annually (**#1 in region**)

Dubai is the **4th most popular city destination** for overnight travelers globally

Outranks Singapore, New York City, and Istanbul

Dubai is also **#1 globally in overnight visitor spending**, at \$31 billion annually

Major hub for annual sporting events, including...

Formula 1's Abu Dhabi Grand Prix

Dubai World Cup, the world's richest horse race

UAE Tour, the opening segment of global cycling race series

Mubadala World Tennis Championships

Numerous cultural and leisure events, including...

Sharjah International Book Fair, Dubai Shopping Festival

Over 183,000 hotel rooms available

Second highest hotel occupancy rate globally



LIVABILITY (1/4)



**#21 globally in UN's World Happiness Report
(#1 in region)**



Opportunities for singles, families, and retirees...

Children's playgrounds, bars, gyms, hiking, world cuisines, entertainment venues, kayaking, scuba diving, desert camping, and more! In 2020 Dubai was named one of the top 5 cities in the world to find job



**#18 globally in UNDP's Gender Inequality Index
(#1 in region)**



LIVABILITY – SAFETY (2/4)



#3 safest country globally

Abu Dhabi #1 safest city with lowest crime rate

#4 globally in “feeling safe to walk alone at night”

Behind Norway, Singapore, and Turkmenistan

#12 globally in infrastructure quality (#1 in region)

Tolerant and respectful place to live

Religiously and ethnically diverse country, with many places of worship and enclave communities

First country on Arabian Peninsula in history to welcome the Pope

First joint mosque-church-synagogue development

LIVABILITY – HEALTHCARE (3/4)

#10 globally in healthcare efficiency (#1 in region)

Dubai Healthcare City and SEHA network are key hubs

#1 lowest COVID-19 fatality rate globally

(Dec 2020)

**#1 globally in number of accredited health facilities,
including hospitals**

Dubai is ranked #6, and Abu Dhabi #9, globally, as medical
tourism destinations

#22 globally in healthcare innovation (#1 in region)



LIVABILITY – EDUCATION (4/4)



50+ different international curriculums for students

K-12 programs based on systems from the UK, USA, India, Switzerland, Australia, Germany, Japan, China, Russia, Spain, Lebanon, Philippines, and many more...

(can easily transfer school credits from home country or to universities abroad)

#16 globally in quality of primary education

#12 globally in quality of higher education

#8 globally in quality in teaching

SUSTAINABILITY



The UAE accounts for 68% of the Middle East's installed renewable energy capacity



- Operates some of the largest and cheapest solar parks in the world

Launched the region's first low carbon community – Masdar City



- Home to the NGO International Renewable Energy Agency (IRENA)
- Launched the first Green REIT in the UAE
- Launched Hydrogen Leadership Roadmap
 - Hosts Catalyst - the region's first sustainability focused start-up accelerator

More than 1000 hydroponic farms (and counting)



- Also building the world's largest vertical farm

EMERGING TECHNOLOGIES (1/2)

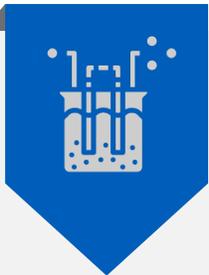


4th globally to launch commercial 5G services

Also has the #1 fastest mobile internet network globally



Opened world's first 3D-printed office building



World's first hydrogen-powered flying boat to be made in Dubai - inaugural flight in 2023



EMERGING TECHNOLOGIES (2/2)



Tested world's first autonomous flying taxis



1st country to appoint Minister of Artificial Intelligence

Opened world's first AI University in 2021



All Dubai government transactions to go paper free in 2021



FUTURE ASPIRATIONS

