

# HOW TO EXPORT GUIDE



# UNITED ARAB EMIRATES

MINISTÉRIO DAS  
RELAÇÕES  
EXTERIORES





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# INTRODUCTION

The United Arab Emirates (UAE) is a federation consisting of seven emirates: Abu Dhabi; Ajman; Dubai; Fujairah; Ras Al-Khaimah; Sharjah; and Umm al-Quwain. Abu Dhabi and Dubai are considered the two main emirates, as they make the highest contribution to the country's gross domestic product (GDP) and host the highest share of the country's population (75.8%, 2021). According to the World Bank, the country's GDP reached USD415.0 billion in 2021, with per capita GDP of USD44,095 (sixth highest globally). Beyond the UAE's economic data and its high living indexes, such as Human Development Index (31st globally) and literacy rates (95.5% for 15 years and older), the country's need for external workforce is intense, which makes the state attractive for expats. Immigrants account for 88.5% of the total population of Abu Dhabi and Dubai.

As per other countries in the Middle East, the oil and gas sector contributes heavily to the UAE's economy. In 2021, this sector accounted for 27.4% of the country's total gross added value. The country is a member of various international organizations, including the Organization of the Petroleum Exporting Countries (OPEC) and World Trade Organization (WTO). Within the Middle East, the UAE is a member of the Gulf Economic Council (GCC), which is a union between seven member countries in the gulf region aimed at leveraging cultural cooperation and trade integration between its member states. As a group, the GCC has several free trade agreements in force and under negotiation, such as the GCC-Singapore Free Trade Agreement (GSFTA), and a trade agreement with the Southern Common Market (MERCOSUR) currently being negotiated.

To diversify its economy away from the oil and gas sector, the UAE aims to attract foreign investment, expand tourism, and promote small and medium-sized enterprises (SMEs) among others. As a result, the country's long-incorporated free zones, where foreign ownership is permitted at 100%, continue to have a positive impact on the economy. According to 2018 figures from the Dubai Free Zones Council,<sup>1</sup> free zones account for 31.9% of Dubai's GDP. Additionally, in order to promote foreign investment, the country applied some legislative changes to its Commercial Companies Law, now allowing 100% foreign ownership in most of the companies established onshore, except in a few sectors that are considered to have a "strategic impact", such as communications, insurance, military activities, and security and defense.

The UAE is an important trading country as it ranks 17th in terms of world exports and 18th in world imports. To enhance its trading position, and as part of the GCC's Common External Tariff, the state applies a 5% tariff on over 85% of its tariff lines (based on the goods list using Harmonized System (HS) 8-digit codes). Those tariffs make the country an important re-export hub, with re-exports reaching 35.6% of imported goods in 2021.

In 2021, China (14.9%), India (6.0%), and the USA (4.9%) were the UAE's main trading partners in terms of traded value in USD. Brazil ranked 26th, with imports from Brazil accounting for less than 1% of the state's total imports (by traded value in USD<sup>2</sup>). More than 70% of Brazilian goods exported to the UAE in 2021 were within three commodities groups in terms of two-digit HS codes. Those were HS-02 (meat and edible meat offal - 40.3%), HS-71 (gold, pearls, and precious and semi-precious stones - 19.5%), and HS-17 (sugars and sugar confectionery - 11.0%). Brazilian entities enjoy an important share of the UAE's imports relating to meat (HS-02), where 42.4% of imports to the UAE in this category in 2021 were sourced from Brazil.

The UAE's local currency, the Emirati Dirham (AED), has been pegged to the United States Dollar (USD) since 1997 at a rate of USD1 equals AED3.6725.

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<sup>1</sup> Europe Emirates Group. The Effect of Free Zones on Dubai and the UAE's Economy. <https://uae-eu.com/blog/the-effect-of-free-zones-on-dubais-economy.html> - Latest data available.

<sup>2</sup> When not specified in the report, trade references are based in trade value (in USD - FOB) calculations.

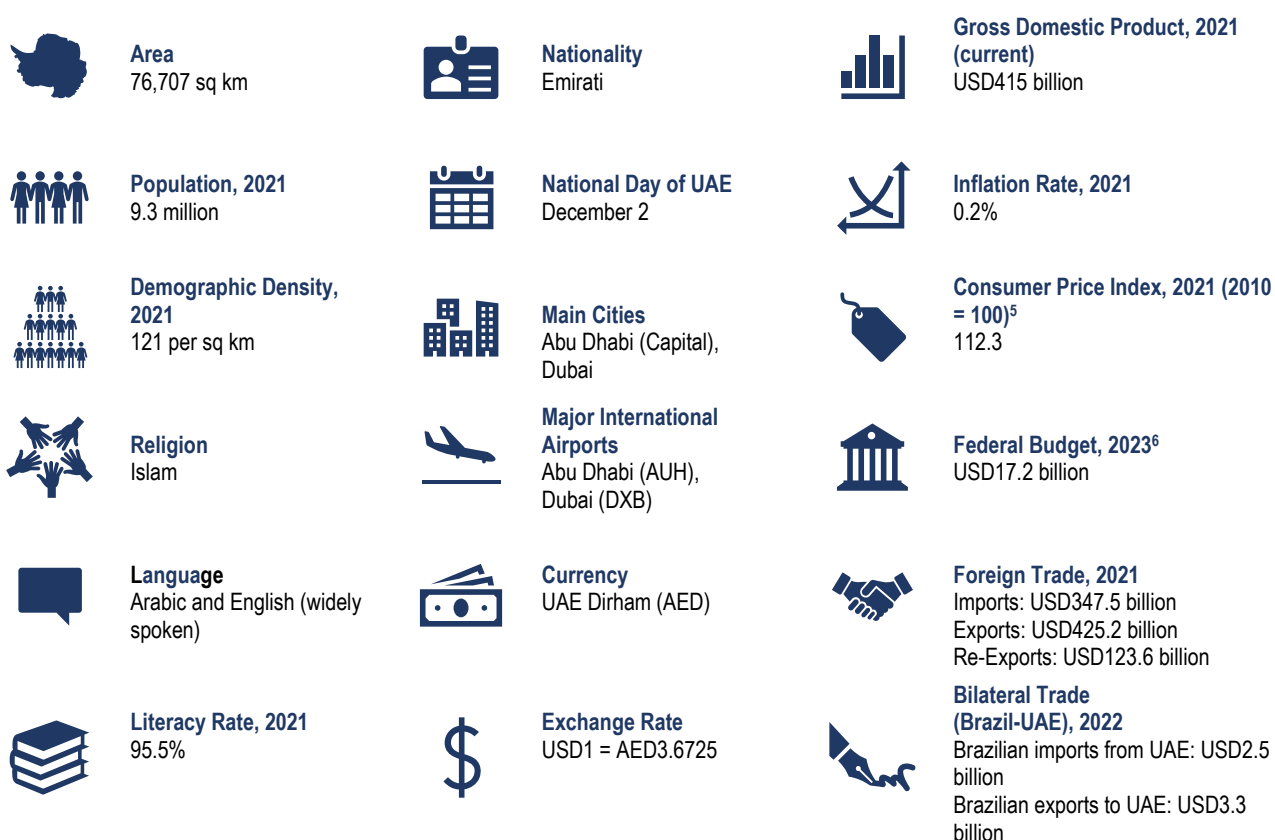
# 1. General Characteristics

## 1.1. Background and history

The United Arab Emirates (“UAE” or also known as “Emirates”), a constitutional federation formed in 1971, is characterized by a rich cultural heritage and long tradition of trade and commerce. Over many centuries, the area that is now the UAE has been influenced by various empires and dynasties, including the Islamic caliphates, the Portuguese, Umayyads, Ottomans, and the British.

Prior to the formation of the UAE, the seven emirates that comprised the Trucial States were under British rule for around 75 years. In 1968, the British announced their intention to withdraw from the Gulf and completed their departure in November 1971. In December the same year, the seven emirates, Abu Dhabi, Dubai, Sharjah, Ajman, Umm al-Quwain, Ras Al-Khaimah, and Fujairah united to form the modern-day UAE. The country has since undergone rapid economic and social development, becoming a significant global hub for finance, tourism, and energy.<sup>3</sup>

Figure 1: UAE Basic Data<sup>4</sup>



<sup>3</sup> UAE Government. <https://u.ae/en/more/history-of-the-uae>

<sup>4</sup> Sources not cited are according to cited data across the report.

<sup>5</sup> Euromonitor International - Economies and Consumers 2022. The index of consumer prices measures changes over time in the general level of prices of goods and services that a reference population acquires, uses or pays for consumption. A consumer price index is estimated as a series of summary measures of the period-to-period proportional change in the prices of a fixed set of consumer goods and services of constant quantity and characteristics, acquired, used or paid for by the reference population.

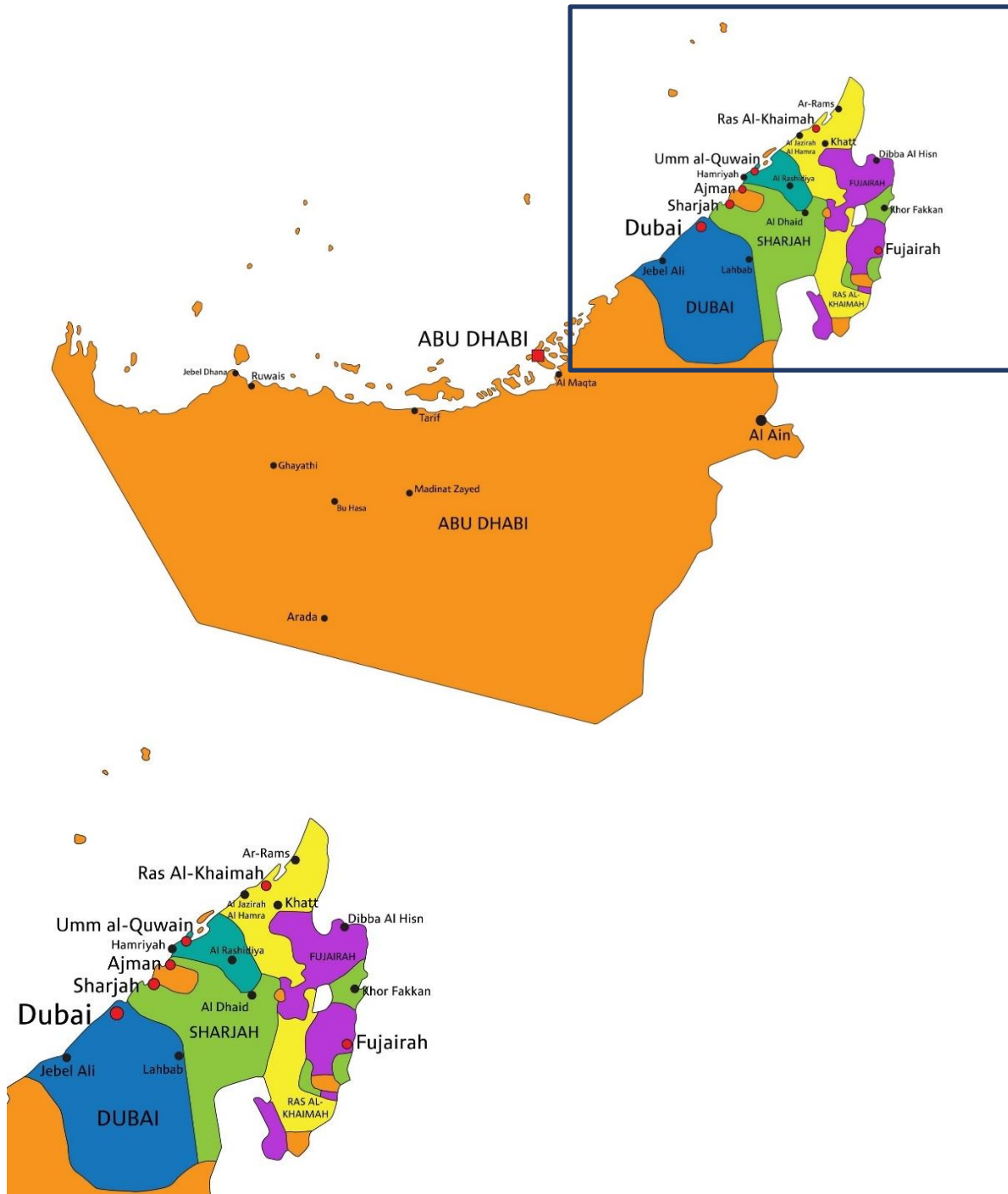
<sup>6</sup> UAE Government. <https://mof.gov.ae/uae-approves-federal-general-budget-2023-2026-with-total-estimated-expenditures-of-aed-252-3-billion-2/>

## 1.2. Geography and climate

### Geography

Bordered by Oman and Saudi Arabia, the UAE is located at the eastern end of the Arabian Peninsula. The country has maritime borders with the Arabian Gulf, Qatar, and Iran. Due to its strategic location, the country is well connected to regional and international markets.

Figure 2: UAE Map<sup>7</sup>



<sup>7</sup> World Atlas. <https://www.worldatlas.com/maps/united-arab-emirates>



The UAE consists of seven emirates: Abu Dhabi; Ajman; Dubai; Fujairah; Ras Al-Khaimah; Sharjah; and Umm al-Quwain. While Abu Dhabi is the nation's capital and the largest emirate by land, occupying 87% of the national landmass territory, Dubai is the most populous emirate<sup>8,9</sup> (41.3% of the total UAE population<sup>10</sup>). The top three emirates in terms of GDP are Abu Dhabi, Dubai, and Sharjah.

Table 1: Main Cities' Distance from Abu Dhabi<sup>11</sup>

Emirate	Minimum Distance from Abu Dhabi by Road
Dubai	139 km
Sharjah	164 km
Ajman	181 km
Umm al-Quwain	207 km
Ras Al-Khaimah	249 km
Fujairah	254 km

Table 2: Territory Landmass by Emirate<sup>12</sup>

Emirate	Territory Landmass
Abu Dhabi	67,340 sq km
Dubai	4,114 sq km
Sharjah	2,590 sq km
Ras Al-Khaimah	1,684 sq km
Fujairah	1,450 sq km
Umm al-Quwain	720 sq km
Ajman	259 sq km

The country's official language is Arabic, but English is a commonly spoken and written language, including on road signs and public transportation.<sup>13</sup> The UAE's official religion is Islam, however freedom of worship is allowed by virtue of the state's policy of tolerance, co-existence, and religious inclusion.<sup>14</sup> Christianity, for example, is practiced by 12.6% of the UAE's population.<sup>15</sup> The UAE is approximately 76,707 sq km of land, including islands in the Arabian Gulf. The UAE's coastline is 1,318 km long and the country has 27,624 sq km of territorial water.<sup>16</sup> The shortest distance in the state is between the emirates of Dubai and Sharjah with an approximate distance of 28 km, while the farthest distance is between Abu Dhabi and Ghalilah in Ras Al-Khaimah at 279 km.

## **Climate**

Six of the seven emirates are located along the Arabian Gulf, while Fujairah is on the eastern coast of the peninsula with direct access to the Gulf of Oman. The climate is subtropical-arid with two main seasons of hot summers and warm winters separated by two transitional periods. The summer months of July and August are characterized by high temperatures with an average high around 41.8°C and overnight low around 29.7°C. The emirate of Abu Dhabi has the highest average seasonal temperature and the emirate of Fujairah has the lowest one. The winter months of January and February are warm with an average high of 23°C and overnight low of 14°C. The mean annual temperature in the country is 28.2°C.

<sup>8</sup> <https://www.mediaoffice.ae/general-information/geographic-location-climate>

<sup>9</sup> The United Arab Emirates Government Portal (2022). About Abu Dhabi <https://u.ae/en/about-the-uae/the-seven-emirates/abu-dhabi>

<sup>10</sup> Based on data and sources of Population subsection.

<sup>11</sup> Distances, by road, extracted from Google Maps tool.

<sup>12</sup> The United Arab Emirates Government Portal (2022). The Seven Emirates <https://u.ae/en/about-the-uae/the-seven-emirates>

<sup>13</sup> Visit Dubai. <https://www.visitdubai.com/en/articles/spoken-languages-in-dubai>

<sup>14</sup> The United Arab Emirates Government Portal (2022). Fact Sheet <https://u.ae/en/about-the-uae/fact-sheet>

<sup>15</sup> The United Arab Emirates Government Portal. <https://www.uae-embassy.org/discover-uae/society/religious-inclusion>

<sup>16</sup> The United Arab Emirates Government Portal (2022). Fact Sheet <https://u.ae/en/about-the-uae/fact-sheet>

Rainfall is scarce and occasional. Most of the rainfall occurs in the winter months of January, February, and March. According to the World Bank Group, average rainfall per year is 59.6 mm, with mountainous areas reaching 350 mm/year. The UAE is prone to occasional dust storms, known as shamal winds.<sup>17</sup>

## Natural Resources

The UAE's primary natural resources are petroleum and natural gas. The Abu Dhabi emirate has more than 90% of the country's crude oil reserves. As of 2021, the UAE was among the world's 10 largest oil producers. In addition to petroleum and natural gas, the country has deposits of sand and rocks, which are mainly used for construction. Limestone, marl, sand, and gypsum are used in the manufacture of cement, and small-scale mining of chromite occurs in Fujairah. Ras Al-Khaimah has important ceramic factories, with raw inputs sourced from the region's mountains.<sup>18</sup> Natural freshwater is limited and the country obtains most of its water from desalination plants.<sup>19</sup>

## Environmental Issues

Some of the main environmental issues that the country faces are: limited water supply (which the government responds to with water desalination); desertification; air and coastal pollution (due to population growth emissions from fuel combustion, oil spills, and other human activities); invasive species (due to illicit trade of wild species); carbon footprint (related to the energy required to import goods that cannot be produced in the country); overfishing; and waste generation (which is among the world's highest per capita).<sup>20,21</sup>

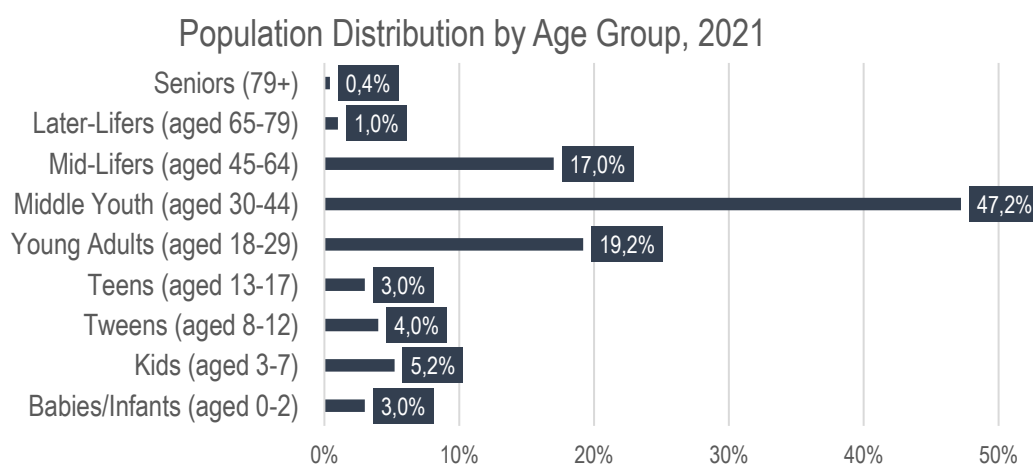
# 1.3. Population, urban centers, and indicators

## 1.3.1. Population

### Population Size, Growth, Distribution, and Fertility Rate

In 2021, the country's population reached 9.3 million, with males representing 73% of the population (6.5 million) and females representing 27% (2.8 million). The median age was 33.2 years old, with life expectancy around 77.7 years.<sup>22</sup> In the UAE, males outnumber females as many immigrant men come to the country and work to provide for their families abroad. Expats made up 87.5% (8.1 million) of the population in 2021.

Chart 1: UAE 2021 Population Distribution by Age Group<sup>23</sup>



<sup>17</sup> World Bank Group (2021). Climatology <https://climateknowledgeportal.worldbank.org/country/united-arab-emirates/climate-data-historical>

<sup>18</sup> Rak Ceramics. 2021. <https://corporate.rakceramics.com/wp-content/uploads/2022/03/RAK-Ceramics-2021-Sustainability-Report.pdf>

<sup>19</sup> <https://fanack.com/united-arab-emirates/geography-of-uae/>

<sup>20</sup> <https://u.ae/en/information-and-services/environment-and-energy/environmental-challenges-in-the-uae>

<sup>21</sup> <https://fanack.com/united-arab-emirates/geography-of-uae/>

<sup>22</sup> Euromonitor International (2022). United Arab Emirates in 2040: The Future Demographic.

<sup>23</sup> Euromonitor International (2022). United Arab Emirates in 2040: The Future Demographic.

In 2021, middle youth (aged 30-44 years) accounted for approximately 47% of the population, with young adults (aged 18-29 years) accounting for around 19% and mid-lifers (aged 45-64 years) around 17%. The population is expected to continue increasing by 0.6% in 2022, with an 11% increase by 2040 driven by natural expansion. However, population growth will be slower than previous years due to net negative migration rates. Population growth is also expected to be slower, with the country's fertility rate falling. It stands at around 1.4 births per female, compared to 2.4 in 2004, due to high living costs, increasing female education, and rising female employment rate.<sup>24</sup>

Dubai is the most populous emirate. Dubai's economy is dependent on trade, services, and finance rather than oil, and is the location of various multinational head offices. This is further supported by relaxed rules, and easy and well-connected public transportation on the back of developed metro and bus facilities.

Abu Dhabi, the capital, is the second most populous city and the emirate is the country's center of political and hydrocarbon-related activities.

Sharjah is the third most populous emirate since it is closer to Dubai and is more affordable for families and individuals in terms of cost of living, including rent. As a result, many residents commute daily from Sharjah to work in Dubai.

Employment data revealed differences between the positions of Emirati and non-Emirati women and men. More than 40% of non-Emirati women are employed by private entities compared to 0.1% of Emirati women. Additionally, Emirati nationals (around 75% of them) are more likely to work in a federal or local government capacity than be employed in the private sector. The government is working on integrating more Emirati nationals in the private sector and, in September 2021, it introduced the target of having 10% of private sector jobs filled by nationals.<sup>25</sup>

## Population by Emirate

Table 3: Population by Emirate, Gender, and Nationals/Expats<sup>26</sup>

Emirate	Male	Female	Total	UAE nationals	Expats
Dubai <sup>27,28</sup>	2,400,100	1,078,200	3,478,300	278,785	3,199,515
Abu Dhabi <sup>29</sup>	1,857,618	1,050,555	2,908,173	551,535	2,356,638
Sharjah <sup>30</sup>	N/A	N/A	1,171,097	N/A	N/A
Ajman <sup>31</sup>	345,000	N/A	504,846	N/A	N/A
Ras Al-Khaimah <sup>32</sup>	N/A	N/A	345,000	127,000	218,000
Umm al-Quwain <sup>33</sup>	8,671	8,811	17,482	N/A	N/A

## Ethnic Groups

The UAE is highly reliant on the expat population and foreign workers. There are more than 200 nationalities working and living in the country, and expatriates made up 88.5% of the total population in 2021.

<sup>24</sup> Euromonitor International (2022). United Arab Emirates in 2040: The Future Demographic.

<sup>25</sup> <https://www.thenationalnews.com/uae/government/2021/09/12/uae-private-sector-given-five-years-to-make-10-of-workforce-emirati/>

<sup>26</sup> The United Arab Emirates Government Portal (2022). Euromonitor International notes that this is the latest official population census by emirate. The data was collected in different years. "N/A" - Information is not available for all emirates.

<sup>27</sup> Data updated in 2021 [https://www.dsc.gov.ae/Report/DSC\\_SYB\\_2021\\_01\\_01.pdf](https://www.dsc.gov.ae/Report/DSC_SYB_2021_01_01.pdf)

<sup>28</sup> Dubai Statistics Center [https://www.dsc.gov.ae/Report/DSC\\_SYB\\_2021\\_01\\_03.pdf](https://www.dsc.gov.ae/Report/DSC_SYB_2021_01_03.pdf)

<sup>29</sup> Data updated in 2016 <https://u.ae/en/about-the-uae/the-seven-emirates/abu-dhabi> - Latest data available.

<sup>30</sup> Data updated in 2012 <https://u.ae/en/about-the-uae/the-seven-emirates/sharjah> - Latest data available.

<sup>31</sup> Data updated in 2017 <https://u.ae/en/about-the-uae/the-seven-emirates/ajman> - Latest data available.

<sup>32</sup> Data updated in 2015 <https://u.ae/en/about-the-uae/the-seven-emirates/ras-al-khaimah> - Latest data available.

<sup>33</sup> Data updated in 2010 <https://u.ae/en/about-the-uae/the-seven-emirates/umm-al-quwain> - Latest data available.

Table 4: Expat Population in the UAE, 2021<sup>34</sup>

Ethnicity	Population (million)	Share
India	2.75	27.5%
Pakistan	1.27	12.7%
Bangladesh	0.74	7.4%
Philippines	0.56	5.6%
Iran	0.48	4.8%
Egypt	0.42	4.2%
Nepal	0.32	3.2%
Sri Lanka	0.32	3.2%
China	0.21	2.1%
Other countries	1.79	17.9%

### **Human Development Index (HDI) and Income per Capita**

According to the Ministry of Cabinet Affairs of the UAE, the country ranked first in the Arab World on the Human Development Index (HDI) and 31st globally out of 189 countries. The report was published by the United Nations Development Programme (UNDP) in 2020 and sets the UAE's HDI at 0.890, considered a high level.<sup>35</sup>

The HDI comprises life expectancy, education such as literacy rate and gross enrollment ratio, and per capita income statistics. The UAE's high HDI level correlates with its high per capita GDP, which is around six times that of Brazil. International Monetary Fund (IMF) information reveals that the country's GDP per capita at current prices in 2022 is USD47,800. In 2021, the country's GDP per capita was USD41,200.<sup>36</sup> The local labor law does not stipulate a minimum wage but states that the wage should cover employees' basic needs.<sup>37</sup>

### **Education Level**

In 2021, and based on the United Nations Educational, Scientific and Cultural Organization (UNESCO) data, the average literacy rate was 95.5% for the population above 15 years old.

Based on the Federal Competitiveness and Statistics Centre of the UAE, 64% of the educational institutions in the country in 2019-2020 were private.<sup>38</sup> As of 2019, there were 209 private schools in Dubai, with school fees ranging from USD3,463 (AED12,723) to USD17,449 (AED64,093) per year.<sup>39</sup> School is mandatory for nationals and expats aged six to 18 years. Public schools are free for nationals but not for expats. Many schools follow the British education system,<sup>40</sup> but due to the high number of Asian nationals, there are schools that follow the Indian and Pakistani education systems and also the US and French education systems.

<sup>34</sup> Global Media Insight. 2021. <https://www.globalmediainsight.com/blog/uae-population-statistics/>

<sup>35</sup> United Arab Emirates, Ministry of Cabinet Affairs (2020). <https://www.moca.gov.ae/en/media/news/uae-ranks-first-among-arab-countries-on-human-development-index-2020> - Latest data available.

<sup>36</sup> International Monetary Fund (2022). GDP per Capita, Current Prices. <https://www.imf.org/external/datamapper/NGDPDPC@WEO/OEMDC/ADVEC/WEOWORLD/ARE>

<sup>37</sup> The Government of UAE (2022) Minimum Wages <https://u.ae/en/information-and-services/jobs/payment-of-wages/minimum-wages>

<sup>38</sup> Federal Competitiveness and Statistics Centre (2020). <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Demography%20and%20Social&folder=Demography%20and%20Social/Education/General%20Education> - Latest data available.

<sup>39</sup> Federal Competitiveness and Statistics Centre (2020). <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Demography%20and%20Social&folder=Demography%20and%20Social/Education/General%20Education> - Latest data available.

<sup>40</sup> Internations, A Guide to Education and Schools in the UAE <https://www.internations.org/uae-expats/guide/education>

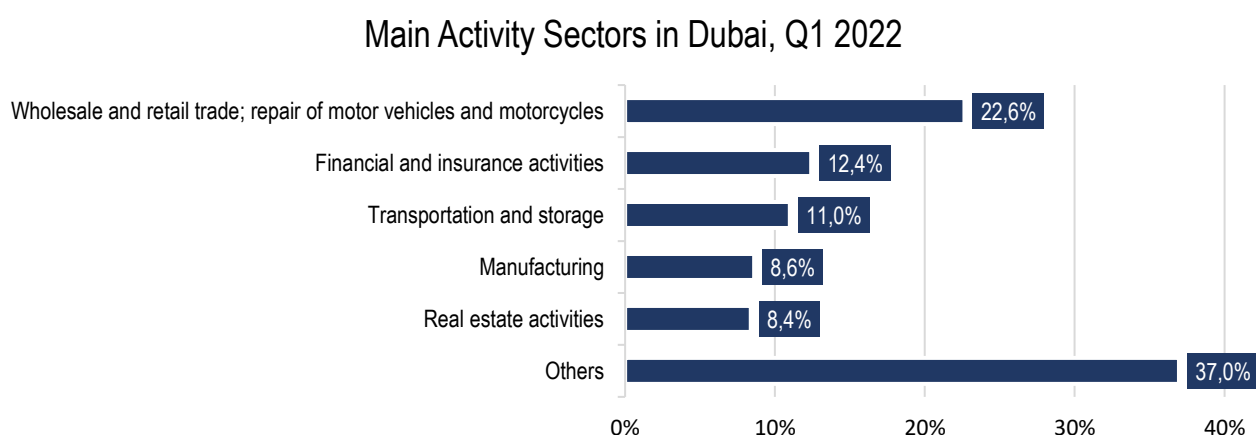
### 1.3.2. Main urban centers

The UAE has a highly urbanized share with 87% living in urban cities, according to 2019 statistics.<sup>41</sup> Based on Dubai Statistics Center, the population of Dubai in 2021 was around 3.5 million,<sup>42</sup> which indicates that Dubai concentrated around 41% of the overall population followed by Abu Dhabi (35%). Combined Abu Dhabi and Dubai account for over 85% of the country's gross domestic product (GDP).

### Dubai's Top Economic Activities' Contribution to GDP

Based on the latest report published by Dubai Statistics Center, the top five economic activities that contributed to the GDP of Dubai in the first quarter of 2022 (Q1 2022) were:

Chart 2: Main Activity Sectors in Dubai as per GDP Contribution<sup>43</sup>



The top five economic sectors, in Dubai, in terms of growth rate in 2021-2022 were:

- 1) Accommodation and food services (38.2% growth)
- 2) Real estate activities (20.1%)
- 3) Arts, entertainment, and recreation (9.5%)
- 4) Other service activities (8.7%)
- 5) Transportation and storage (8.3%)

Accommodation and food services posted the highest percentage growth as tourism is increasingly expanding in the country coupled with high tourist inflows following the removal of COVID-19 restrictions in 2022.

### Abu Dhabi's Revenue is Driven by the Oil and Gas Sector while Dubai and Sharjah's Revenue is Driven by Other Sectors

Abu Dhabi's main revenue generator comes from extractive activities, such as oil extraction, mining and quarrying. However, only 1% of Dubai's GDP and 3% of Sharjah's GDP was derived from the oil sector.<sup>44</sup> According to the Statistics Centre of Abu Dhabi (SCAD), Abu Dhabi's GDP showed 11.2% growth in the first half of 2022 compared to the same period in 2021. This growth is the highest in six years within the same period. Real GDP value (at constant prices) in Abu Dhabi was more than USD147.8 billion (AED543 billion), with USD7.7 billion (AED28.4 billion) coming from the non-oil sector (5.2%). According to the World Bank's GDP database, Abu Dhabi's GDP is equivalent to the sum of the GDPs for Ecuador and Bolivia.<sup>45</sup>

<sup>41</sup> [https://relief.unboundmedicine.com/relief/view/The-World-Factbook/563004/all/United\\_Arab\\_Emirates\\_-\\_Latest\\_data\\_available](https://relief.unboundmedicine.com/relief/view/The-World-Factbook/563004/all/United_Arab_Emirates_-_Latest_data_available)

<sup>42</sup> <https://www.dsc.gov.ae/en-us/Themes/Pages/Population-and-Vital-Statistics.aspx?Theme=42>, Population by Gender, 2021

<sup>43</sup> Dubai Statistics Center (2022). National Accounts <https://www.dsc.gov.ae/en-us/Themes/Pages/National-Accounts.aspx?Theme=24>

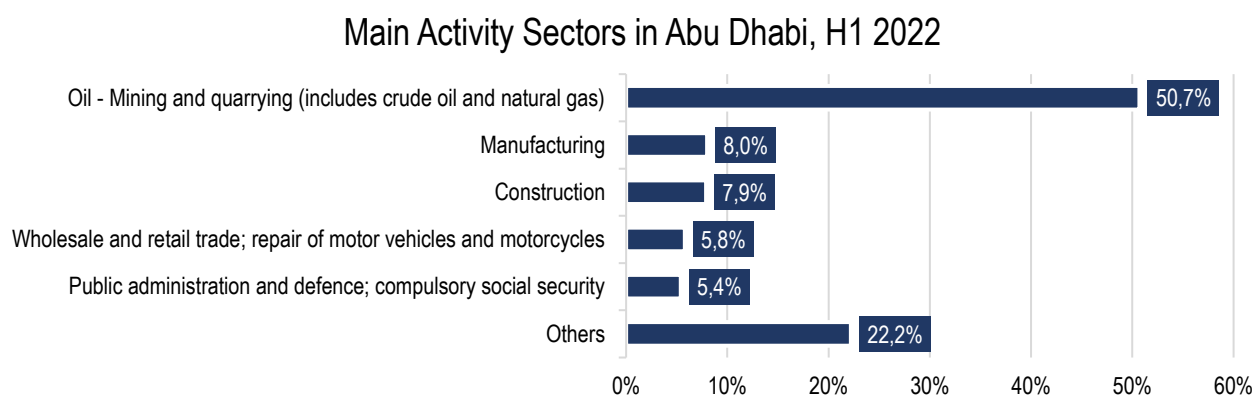
<sup>44</sup> [https://www.wto.org/english/tratop\\_e/trp\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/trp_e/s423_e.pdf), Trade Policy Review, United Arab Emirates, February 15, 2022.

<sup>45</sup> World Bank GDP. <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?>

## **Abu Dhabi's Top Economic Activities' Contribution to GDP**

The top contributors to Abu Dhabi's GDP in the first half of 2022 (H1 2022) were:

Chart 3: Main Activity Sectors in Abu Dhabi as per GDP Contribution<sup>46</sup>



## **1.4. Communications and transport infrastructure**

### **1.4.1. Communications**

The telecommunications sector is dominated by two majority state-owned companies, Etisalat and Du. Information, communications, and technology (ICT) spending in the UAE is estimated to post a CAGR<sup>47</sup> of 8% over 2019-2024 to reach USD23 billion in 2023. The ICT sector witnessed GDP growth of 2.2% in 2020.<sup>48</sup>

The Telecommunications and Digital Government Regulatory Authority (TDRA) reported that the average number of broadband internet subscriptions in the UAE grew from 3,024,197 in 2020 to 3,374,396 in 2021 to 3,703,726 between January and June 2022.<sup>49</sup> The number of fixed lines saw a slight increase between 2019 (2,123,529) and 2020 (2,128,408) but decreased to 1,842,756 in 2021. As of June 2022, the country had around 18,714,169 active mobile subscriptions, the majority pre-paid, representing a mobile penetration rate of 203 per 100 inhabitants. The number of active subscriptions decreased between 2020 and 2021 during the COVID-19 pandemic but showed an increase in 2022.

### **UAE Ranked as Having One of the Most Affordable Mobile and Fixed Broadband Subscription Rates Across the World**

According to 2021 data from the International Telecommunication Union (ITU), an agency of the United Nations responsible for matters related to information and communication technologies, the UAE ranked among the most affordable mobile broadband subscription rates across the world. This mobile broadband subscription offer includes traditional voice communications, SMS messaging, and internet access. The UAE was also one of the top five countries that had the lowest prices for 5 GB of fixed broadband.<sup>50</sup>

<sup>46</sup> Abu Dhabi Statistics Center (2022). Gross Domestic Product Second Quarter <https://www.scad.gov.ae/en/pages/GeneralPublications.aspx>

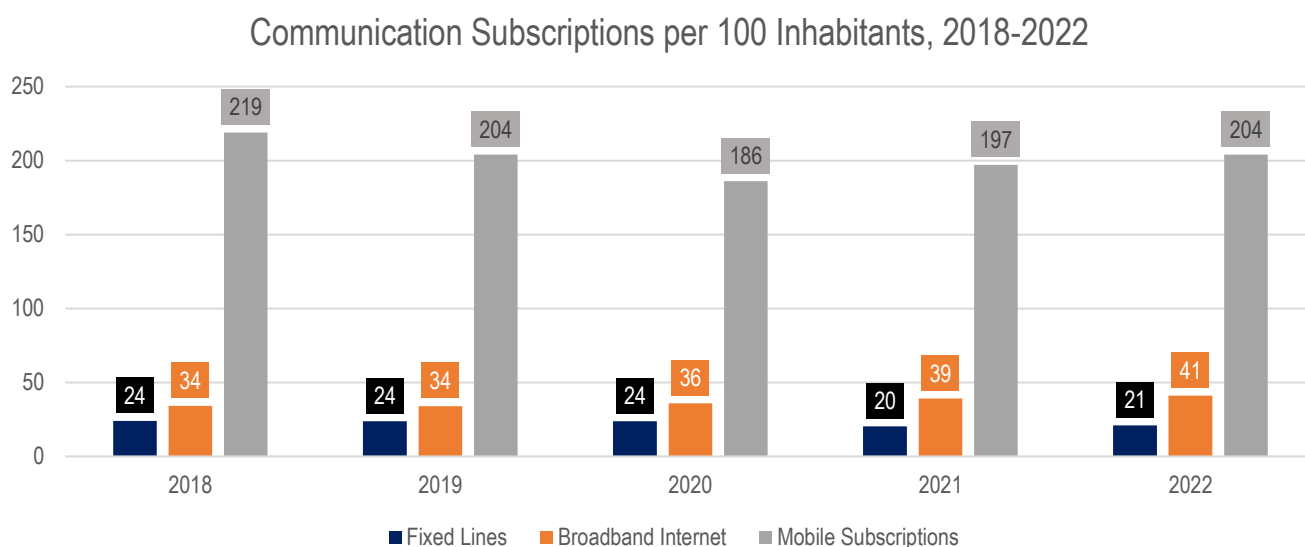
<sup>47</sup> CAGR is a measure of the average annual growth rate of a specific metric over a specified period of time, taking into account the compounding effect and assuming that the growth has been compounded at a constant rate. For example, if particular expenditure is expected to grow at an 8% CAGR during 2019 to 2024, that means that the spending is expected to grow 8% per year, on average, independently from different yearly growth rates.

<sup>48</sup> <https://www.moec.gov.ae/documents/2012/1/0/2022+02+21+ICT+Heatmap+in+English.pdf/4925258a-fe97-e1f8-6f95-3ec81dac3094?t=1647858353474>

<sup>49</sup> <https://tdra.gov.ae/en/open-data>, Telecommunication and Digital Government Regulatory Authority, Broadband Subscriptions, Published August 16, 2022.

<sup>50</sup> [https://www.itu.int/en/ITU-D/Statistics/Documents/publications/prices2021/ITU\\_A4AI\\_Price\\_Brief\\_2021.pdf](https://www.itu.int/en/ITU-D/Statistics/Documents/publications/prices2021/ITU_A4AI_Price_Brief_2021.pdf)

Chart 4: Communication Subscription Penetration in the UAE<sup>51</sup>



### 1.4.2. Internal transport infrastructure

The maritime and land transportation sector in the UAE is regulated by the Ministry of Energy and Infrastructure (MOEI). Based on Euromonitor International data, the UAE ranked fourth out of 152 countries globally and first out of 52 in the region in the Logistics Performance Index 2021. The country's ranking jumped from 24th position in 2015 to fourth in 2021. This improvement is due to the well-established transport infrastructure, top-quality logistics, and simple procedures.

In 2020, MOEI merged with the Federal Transport Authority. MOEI is responsible for the coordination of policies and the regulation of transportation between the seven emirates and to/from the rest of the world. Additionally, each emirate has an autonomous infrastructure and transport services authority that manages its transportation. The Department of Municipalities and Transport manages urban planning and land, air, and sea transportation networks in Abu Dhabi, while in Dubai different authorities manage transportation depending on whether the transportation is by land, air, or sea. The Dubai Roads and Transport Authority and the Port, Customs, and Free Zone Corporation regulate land and maritime transport, while the Dubai Civil Aviation Authority (DCAA) and Dubai Airports regulate air transportation.<sup>52</sup>

### Land Transport

Based on the Global Competitiveness Report published by the World Economic Forum, the UAE ranked seventh out of 141 countries in terms of the quality of road structure and 23rd out of 141 countries regarding road connectivity. This is important for any land transport or freight forwarding services to develop and be maintained.<sup>53</sup> The UAE has seven main roads that connect the seven emirates together. The longest road is the E11 which is 558 km long and stretches from Abu Dhabi to Ras Al-Khaimah.<sup>54</sup>

<sup>51</sup> Telecommunication and Digital Government Regulatory Authority, Fixed Lines, Published August 16, 2022; Broadband Subscriptions, Published August 16, 2022; and Mobile Subscription Published February 16, 2022.

<sup>52</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tp\\_r\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tp_r_e/s423_e.pdf)

<sup>53</sup> World Economic Forum (2019). The Global Competitiveness Report. [https://www3.weforum.org/docs/WEF\\_TheGlobalCompetitivenessReport2019.pdf](https://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf)

<sup>54</sup> The Government of UAE website, Roadways <https://u.ae/en/information-and-services/transportation/roadways>

Warehousing space in Dubai includes Jebel Ali Free Zone Authority, Al Qouz, Dubai Investment Park, Ras Al Khor, Dubai Airport Free Zone Industrial Park, and Dubai Internet City. Warehousing space in Sharjah includes Emirates Industrial City, and Industrial area,<sup>55</sup> while in Abu Dhabi it includes in Khalifa Industrial Zone Abu Dhabi (KIZAD), Al Markaz Industrial Development, and Mussafah Industrial Area.<sup>56</sup>

Data from the Ministry of Economy revealed that the value of the freight and logistics sector in the UAE in 2020 was USD19.7 billion, with a forecast CAGR of 8.4% over 2021-2026 to reach USD31.4 billion in 2026. The transportation and storage sector contributed 5.1% of the country's GDP in 2021 compared to 4.5% in 2020. According to the Logistics Performance Index published in 2018, the UAE ranked 11th ahead of leading economies including Hong Kong and the USA, and ahead of other Middle Eastern countries including Saudi Arabia and Oman. Jebel Ali Port was the 11th largest container port in the world, with a volume of 13.5 million twenty-foot equivalent unit (TEU) containers, a measure used to indicate how many standard small containers were moved in that port, in 2020.<sup>57</sup>

### **Railway System Development in the UAE**

Etihad Rail, an entity owned by the government of Abu Dhabi (70%) and the federal government of the UAE (30%), is the sole developer and operator of federal railways within the state. Land transport is managed by the Ministry of Energy and Infrastructure (MOEI), which grants licenses to transport goods or passengers between the emirates or internationally.

The UAE government plans an investment of USD13.6 billion (AED50 billion) in the UAE Railway Program as part of the "Projects of the 50", which are developments and economic projects aimed to enhance investment in the country. "Projects of the 50" was launched in 2021 and is a 50-year initiative. Based on the UAE government's information, the investments will be geared toward three main projects:<sup>58</sup>

- **Rail Freight:** A 1,200 km-long railway infrastructure is being built in the UAE by Etihad Rail. The railway infrastructure will connect the country with Saudi Arabia, Qatar, Kuwait, Bahrain, and Oman, and is expected to be in full extension ready by 2024. This will facilitate the transportation of goods and passengers, and is forecast to serve approximately 16 million passengers and 50 million tons of freight. It is planned to connect with the source plants of raw materials, industrial areas, ports, and major population centers.<sup>59</sup> Etihad Rail's freight services were launched in February 2023.<sup>60</sup>
- **Rail Passenger Services:** It aims to connect 11 cities of the UAE and will cut travel from Abu Dhabi to Dubai to just 12 minutes rather than an hour or longer. This is being developed by US-based Virgin Hyperloop and Dubai government-owned DP World. Its cost is around USD5.9 billion.<sup>61</sup>
- **Integrated Transportation Service:** A light rail network that will be connected to the passenger rail system for the facilitation of transportation inside the UAE.

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<sup>55</sup> Bayut Real Estate website.

<sup>56</sup> Property Finder.

<sup>57</sup> Ministry of Economy (2021). Investing in Logistics in the UAE.

<https://www.moec.gov.ae/documents/20121/1121099/Logistics+Investment+Heatmap+%282%29.pdf/fd1ee021-917b-b09f-e254-ef9d86769c43?t=1646194073616>

<sup>58</sup> The Government of UAE website, The UAE Railway Program <https://u.ae/en/about-the-uae/initiatives-of-the-next-50/projects-of-the-50/the-uae-railway-programme>

<sup>59</sup> Railway Technology (2022). Etihad Rail, United Arab Emirates <https://www.railway-technology.com/projects/etihad-rail/>

<sup>60</sup> Etihad Rail (2023). <https://www.etihadrail.ae/>

<sup>61</sup> International Construction (2022). UAE plans USD23bn of infrastructure investment <https://www.international-construction.com/news/uae-plans-us-23bn-of-infrastructure-investment/8022209.article>



## Public Transport Enhancement

The UAE is also highly involved in the development and usage of autonomous transportation, boosting the use of public and shared transportation, and ensuring the sustained use of the country's environmental resources. By 2025, the UAE's largest city, Dubai, aims to have 25% of all its journeys managed by driverless transportation, with artificial intelligence (AI)-powered solutions taking the stress, expense, and pollution out of city-wide travel. In 2021, the Roads and Transport Authority (RTA) signed an agreement with Chinese company Zhong Tang Sky Railway Group, aiming to construct a suspended "sky" railway which is three times faster than high-speed rail. Once the project is implemented, it will significantly improve the efficiency of public transportation in the country.<sup>62</sup>

## Air Transport

The air transport sector makes a major contribution to the UAE's economy. The Federal General Civil Aviation Authority and the local emirate authorities regulate the aviation industry. In Dubai, air transport is regulated by the Dubai Civil Aviation Authority (DCAA) and Dubai Airports, while in Abu Dhabi, it is regulated by the Department of Municipalities and Transport.<sup>63</sup>

In 2019 and prior to the pandemic, the International Air Transport Association (IATA) reported that the transport industry supported around 777,000 jobs in 2019 and contributed to around 13.3% of the UAE's GDP.<sup>64</sup>

In 2019, based on IATA data, the busiest air cargo routes were from India, Germany, the UK, Turkey, and Saudi Arabia. The UAE's easy facilitation of air cargo through its customs and borders regulations positioned the country 26th out of 124 countries in the Air Trade Facilitation Index (ATFI) and first out of 135 countries globally in terms of the eFreight Friendliness Index.<sup>65</sup> The UAE ranked 23rd out of 136 countries globally for the facilitation of the free flow of goods over borders and to their destinations. The air transport industry is forecast to grow 170% in the next 20 years and would result in the creation of 1.4 million vacancies and contribute USD127.7 billion to GDP.

Six airlines are operating in the UAE. Etihad Airways and Emirates Airlines are among the top 25 airlines in the world in terms of passengers carried internationally in 2020. Etihad Airways is owned by Etihad Aviation Group, an Abu Dhabi state-controlled sovereign wealth fund.<sup>66</sup> Emirates Airlines is owned by The Emirates Group, which is ultimately owned by the government of Dubai.<sup>67</sup>

Table 5: Main UAE Airlines<sup>68</sup>

Headquarters of Airline	Name of Airline	Full Service or Low Cost	Website
Abu Dhabi	Etihad Airways (Flag carrier of the UAE)	Full Service	<a href="https://www.etihad.com/en-ae/">https://www.etihad.com/en-ae/</a>
	Wizz-Air Abu Dhabi	Low Cost	<a href="https://wizzair.com/en-ae">https://wizzair.com/en-ae</a>
	Air Arabia	Low Cost	<a href="https://www.airarabia.com/en">https://www.airarabia.com/en</a>
Dubai	Emirates Airlines (Flag carrier of the UAE)	Full Service	<a href="https://www.emirates.com/ae/english/">https://www.emirates.com/ae/english/</a>
	Fly Dubai	Low Cost	<a href="https://www.flydubai.com/en/">https://www.flydubai.com/en/</a>
Sharjah	Air Arabia	Low Cost	<a href="https://www.airarabia.com/en">https://www.airarabia.com/en</a>

<sup>62</sup> Euromonitor International. (2022). Business Dynamics, United Arab Emirates.

<sup>63</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>64</sup> The International Air Transport Association (2019). The Importance Of Air Transport To United Arab Emirates <https://www.iata.org/en/iata-repository/publications/economic-reports/united-arab-emirates--value-of-aviation/> - Latest data available.

<sup>65</sup> Updated in 2017 - Latest data available.

<sup>66</sup> CH-Aviation (2022) <https://www.ch-aviation.com/portal/news/120603-etihad-airways-ownership-shifts-to-adq-sovereign-wealth-fund>

<sup>67</sup> Centre for Aviation <https://centreforaviation.com/data/profiles/airline-groups/emirates-group>

<sup>68</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

IATA ranked Emirates Airlines as one of the top 10 cargo transporting airlines in 2021. Emirates Airlines ranked fourth among the top 10 airlines with 9,569 million cargo ton-kilometers. The cargo data refers to freight (consignments accompanied by an airway bill and express mail) and traditional mail, excluding luggage.<sup>69</sup>

## **Maritime Transport**

The maritime transport sector is a major component of the UAE's economy and trade, as the country has more than 1,300 km of coastline. Last updated in 1998, the UAE Maritime Code manages maritime transport in the country and the Maritime Transport Affairs Department, managed by MOEI, is the regulatory authority. MOEI governs registration, licensing, regulation of trade, crew problems, insurance, fines, and accidents, however each emirate has its own independent authority responsible for maritime transport.<sup>70</sup>

Table 6: Port and Maritime Services Regulation Authorities in Five Emirates<sup>71</sup>

<b>Emirate</b>	<b>Name of Port</b>	<b>Website</b>
Abu Dhabi	The Department of Municipalities and Transport	<a href="https://www.dmt.gov.ae/en">https://www.dmt.gov.ae/en</a>
Dubai	Port, Customs and Free Zone Corporation	<a href="https://pcfc.ae/en/Pages/default.aspx">https://pcfc.ae/en/Pages/default.aspx</a>
Ajman	Department of Ports and Customs	<a href="https://www.ajmanport.gov.ae/">https://www.ajmanport.gov.ae/</a>
Sharjah	Sharjah Free Zone Ecosystem	<a href="https://sharjahports.gov.ae/sharjah-free-zone-ecosystem/">https://sharjahports.gov.ae/sharjah-free-zone-ecosystem/</a>
Ras Al-Khaimah	RAK Maritime City Free Zone Authority and Ras Al-Khaimah Ports	<a href="https://rakports.ae/">https://rakports.ae/</a>

In 2020, an amendment to the Commercial Companies Law took place allowing foreigners to own 100% of a maritime transport services entity, however UAE national ownership requirements are still applicable on some services; for example, the registration of a vessel under a UAE flag requires the vessel to be 51% owned by a UAE citizen or an entity with its management based in the UAE. MOEI requires all ships operating in UAE waters under the UAE flag carrying 200 gross tons or more to have an insurance certificate that protects seafarers from injury, abandonment, or death.<sup>72</sup>

### **1.4.3. Transport infrastructure for importation and exportation**

#### **Air Transport**

Nine civil airports are located in the UAE, five of which are in Abu Dhabi. All airports are government owned and are not open to foreign ownership.<sup>73</sup> Dubai International (DXB) is the busiest freight handling airport in the UAE followed by Sharjah International Airport.<sup>74</sup> DXB handled 2.2 million tons of cargo in 2021 compared to 1.8 million tons in 2020.<sup>75</sup> DXB was ranked the busiest airport in the world in 2021, 2020, and 2019.<sup>76</sup> DXB welcomed 29.1 million passengers in 2021 compared to 25.8 million in 2020.<sup>77</sup> In 2021, Abu Dhabi International Airport moved 711.7 thousands of tons of freight in 2021, a 31.8% increase compared to the 540.1 thousands of tons in 2020.<sup>78</sup>

<sup>69</sup> International Air Transport Association (2021). World Air Transport Statistics <https://www.iata.org/en/publications/store/world-air-transport-statistics/>

<sup>70</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>71</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>72</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>73</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>74</sup> Export.gov, (2019), United Arab Emirates, Aviation <https://www.export.gov/apex/article2?id=United-Arab-Emirates-Aviation>

<sup>75</sup> Dubai Statistics Center (2021). Freight Movement at Airports [https://www.dsc.gov.ae/Report/DSC\\_SYB\\_2021\\_11%20\\_%2006.pdf](https://www.dsc.gov.ae/Report/DSC_SYB_2021_11%20_%2006.pdf)

<sup>76</sup> Airports Council International (2022). The Top 10 Busiest Airports in the World Revealed <https://aci.aero/2022/04/11/the-top-10-busiest-airports-in-the-world-revealed/>

<sup>77</sup> Dubai Statistics Center (2021). Passengers Movement at Dubai Airports [https://www.dsc.gov.ae/Report/DSC\\_SYB\\_2021\\_11%20\\_%2003.pdf](https://www.dsc.gov.ae/Report/DSC_SYB_2021_11%20_%2003.pdf)

<sup>78</sup> Media Office – Abu Dhabi (2022). <https://www.mediaoffice.abudhabi/en/transport/fourth-quarter-surge-at-abu-dhabi-international-boosts-passenger-traffic-to-5million-in-2021/>

## Dubai

Two airports, DXB and Al Maktoum International (DWC), support general freight and cargo transportation. For specific services, companies should refer to:<sup>79</sup>

- Ministry of Environment and Water for plants and animals
- Ministry of Health for pharmaceuticals
- Dnata for cold storage and express mail
- Dubai Municipality for perishables
- Emirates Security for valuables

In 2019, DXB ranked seventh in total air cargo traffic globally, however it dropped out the top 10 in 2020 due to the pandemic.<sup>80</sup> Construction is ongoing for a 30,000 sq m extension to DXB to increase cargo capacity by 25% to 1.5 million tons a year.<sup>81</sup> Additionally, the government has invested USD7.6 billion in the expansion of DWC.<sup>82</sup>

## Abu Dhabi

Etihad Airport Services LLC (EAS) provides ground handling and cargo operations at Abu Dhabi International Airport (AUH). Based on Etihad's website, the cargo terminals at AUH have an area of 36,000 sq m of storage facilities.<sup>83</sup>

In 2019, Abu Dhabi Airports and Etihad Cargo planned to expand the airport and add 3,500 sq m of space to enhance pharmaceutical logistics through a cool storage facility. In 2022, the project was almost complete with a 3,300 sq m expansion of the airport.<sup>84</sup>

The other four airports in Abu Dhabi, namely Al Ain International Airport, Al Bateen Executive Airport, Sir Bani Yas Island Airport, and Delma Island Airport, are smaller-sized airports with no significant air cargo handling capacity. Al Bateen Executive Airport only handles private jets and Sir Bani Yas Island Airport transports passengers to Sir Bani Yas Island only.<sup>85</sup>

## Sharjah

Sharjah International Airport (SIA) has a cargo handling capacity of 500,000 tons annually. Based on the airport's website, it has five cargo terminals with an area of 32,000 sq m for cargo handling, imports, freight, customs, forwarders, and exports. In 2016, it became the first airport in the Gulf Cooperation Council (GCC) and Africa to provide IATA CEIV pharma-certified cargo handling services.<sup>86</sup>

## Maritime Transport

The UAE has various commercial and oil trading ports and over 61% of cargo destined for Gulf Cooperation Council (GCC) states arrives at the UAE's seaports. According to data from the World Shipping Council, Jebel Ali Port was ranked 11th biggest container port in the world in 2019 and had a volume of 13.5 million TEUs in 2020.<sup>87</sup>

The UAE has 12 commercial trading ports, excluding oil ports. The major seaports in the UAE are listed below:

<sup>79</sup> Dubai Airports website, Cargo Services <https://www.dubaiairports.ae/corporate/cargo/services>

<sup>80</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>81</sup> Dubai Aerospace Enterprise, Cargo Mega Terminal <https://daep.gov.ae/our-airports/dubai-international-dxb/cargo-mega-terminal/>

<sup>82</sup> International Trade Administration (2022). Aerospace and Aviation <https://www.trade.gov/country-commercial-guides/united-arab-emirates-aerospace-and-aviation>

<sup>83</sup> Etihad Cargo <https://www.etihadcargo.com/en/services/etihad-airport-services>

<sup>84</sup> Air Cargo News, (2022). Cargo Village And Terminal Upgrade At Abu Dhabi Airport Nears Completion <https://www.aircargonews.net/cargo-airport/cargo-village-and-terminal-upgrade-at-abu-dhabi-airport-nears-completion/>

<sup>85</sup> Visit Abu Dhabi <https://visitabudhabi.ae/en/plan-your-trip/travelling-to-abu-dhabi/other-airports>

<sup>86</sup> Air Arabia Cargo <https://cargo.airarabia.com/airport-facilities/sharjah/>

<sup>87</sup> World Shipping (2019). The Top 50 Container Ports <https://www.worldshipping.org/top-50-ports> - Latest data available.

Table 7: Major Seaports in the UAE<sup>88</sup>

Port Name	Port Specification	Website
<b>Emirate of Abu Dhabi</b>		
Khalifa Port	First semi-automated big port in the Middle East and North Africa (MENA) region of 420 sq km which started operations in 2012. The port serves over 25 shipping lines and offers direct links to 70 destinations. It will be the first port to be connected to the Etihad Rail network, which is still under construction.	<a href="https://khalifaport.adports.ae/">https://khalifaport.adports.ae/</a>
Zayed Port	Mainly used for cruise liners.	<a href="https://www.adports.ae/ports-terminals/commercial-ports/zayed-port/">https://www.adports.ae/ports-terminals/commercial-ports/zayed-port/</a>
<b>Emirate of Dubai</b>		
Mina Rashid	Operated by DP World and it is mainly used for cruise liners.	<a href="https://www.dpworld.com/en/uae/ports-and-terminals/mina-rashid">https://www.dpworld.com/en/uae/ports-and-terminals/mina-rashid</a>
Jebel Ali	Operated by DP World and has the largest trading volume in the UAE. It is the only port in the MENA region to be among the 30 busiest ports in the world. More than 80% of Dubai's export volume leaves from this port. It received 71% of Dubai's import volume and accounted for 7% of Dubai's GDP in 2019. The port has a total storage area of over 1.4 million sq m and has four terminals.	<a href="https://www.dpworld.com/en/uae/ports-and-terminals/jebel-ali-port">https://www.dpworld.com/en/uae/ports-and-terminals/jebel-ali-port</a>
<b>Sharjah</b>		
Khor Fakkan Container Terminal	Khor Fakkan Container Terminal is the only natural deep-water port in the region with a total capacity of five million TEUs, the largest among the two other ports in Sharjah. The three ports contribute 20% of Sharjah's GDP, employing more than 3,000 workers.	<a href="https://sharjahports.gov.ae/ports-and-terminals/">https://sharjahports.gov.ae/ports-and-terminals/</a>
Port Khalid		<a href="https://sharjahports.gov.ae/ports-and-terminals/">https://sharjahports.gov.ae/ports-and-terminals/</a>
Hamriyah Port		<a href="https://sharjahports.gov.ae/hamriyah-port/">https://sharjahports.gov.ae/hamriyah-port/</a>
<b>Fujairah</b>		
Fujairah Port	Located on the Gulf of Oman and fully owned by Abu Dhabi Ports, the port is among the top three bunkering hubs in the world. In both 2020 and 2021, total crude and product volume handled at the port exceeded 120 million tons, up from 110 million tons in 2019 due to constrained OPEC supply and oil stocks increase. In June 2021, work on the expansion of Fujairah Port was completed. The expansion is expected to increase the general cargo throughput to 1.3 million tons and container capacity to 720,000 TEUs. <sup>89</sup>	<a href="https://fujairahport.ae/">https://fujairahport.ae/</a>
<b>Ras Al-Khaimah</b>		
Mina Saqr	Major hub in the industrial supply chain, supplying construction materials for real estate projects in the UAE and GCC. <sup>90</sup>	<a href="https://rakports.ae/ports/saqr-port-and-free-zone/">https://rakports.ae/ports/saqr-port-and-free-zone/</a>

<sup>88</sup> The Government of UAE website, Seaports <https://u.ae/en/information-and-services/infrastructure/civic-facilities/seaports>.

<sup>89</sup> The National (2021). Abu Dhabi Ports opens Fujairah Terminals after Dh1bn expansion <https://www.thenationalnews.com/business/economy/abu-dhabi-ports-opens-fujairah-terminals-after-dh1bn-expansion-1.1236063>

<sup>90</sup> Ras Al-Khaimah Ports <https://rakports.ae/ports/saqr-port-and-free-zone/>

## 1.5. Political and administrative organizations

### 1.5.1. Government structure

The form of government in the UAE can be referred to as a federal presidential elective constitutional monarchy since the president is elected by the seven absolute monarchs who rule each of the seven emirates. The ruler leads and oversees his emirate's social, economic, and cultural development. The UAE government bodies are split into three main branches, namely Executive, Legislative, and Judiciary. The UAE's constitution was introduced in 1996. It's 152 articles cover areas that range from individual rights to the state's responsibilities to the citizens.<sup>91</sup>

#### **Executive Branch**

As agreed by consensus, the ruler of Abu Dhabi is the president of the UAE and the ruler of Dubai is the prime minister of the country. As such and in 2002, His Highness (H.H.) Sheikh Mohamed bin Zayed Al Nahyan, President of the United Arab Emirates and Ruler of Abu Dhabi, was appointed as the president and the chief of state. The head of government is the vice president and prime minister, H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates, Ruler of Dubai and the UAE Minister of Defence. The deputy prime ministers are Lieutenant General H.H. Sheikh Saif bin Zayed Al Nahyan, who is also the Minister of Interior, and H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, Deputy Prime Minister and Minister of Finance of the UAE.<sup>92</sup>

The Cabinet, also known as the Council of Ministers, is appointed by the president. The Cabinet is the executive branch of the UAE which handles the execution of internal and external affairs. It contains the prime minister, two deputy prime ministers, the UAE ministers, and a general secretariate.<sup>93</sup> The UAE cabinet consists of 33 individuals and its structure was last approved in September 2021.<sup>94</sup>

The Federal Supreme Council, which is the highest constitutional body in the UAE as it establishes general policies and sanctions federal legislation, meets four times per year. It is comprised of the seven rulers of each of the seven emirates. The Federal Supreme Council elects the president and vice president for a renewable 5-year term, however the emirs of Abu Dhabi and Dubai, who are currently H.H. Sheikh Mohamed bin Zayed Al Nahyan and H.H. Sheikh Mohammed bin Rashid Al Maktoum, respectively, have veto power in elections of the president. The last presidential election occurred in 2009.

Table 8: List of Rulers in the UAE by Emirate<sup>95</sup>

<b>Emirate</b>	<b>Present Ruler</b>
Abu Dhabi	His Highness Sheikh Mohamed bin Zayed Al Nahyan
Ajman	His Highness Sheikh Humaid bin Rashid Al Nuaimi
Dubai	His Highness Sheikh Mohammed bin Rashid Al Maktoum
Fujairah	His Highness Sheikh Hamad bin Mohammed Al Sharqi
Ras Al Khaimah	His Highness Sheikh Saud bin Saqr Al Qasimi
Sharjah	His Highness Sheikh Sultan bin Mohammed Al Qasimi
Umm Al Quwain	His Highness Sheikh Saud bin Rashid Al Mualla

<sup>91</sup> The Government of UAE website (2022). Constitution <https://u.ae/en/about-the-uae/the-constitution-of-the-uae>

<sup>92</sup> Euromonitor International notes that His Highness Sheikh is an honorific title in Arabic language and it refers to a decedent of a royal family in the UAE and other GCC countries. The UAE consists of six ruling families of the seven emirates. Those are the Nahyan, who are the ruling family of Abu Dhabi; the Maktoum, who are the ruling family of Dubai; the Al Qasimi, who are the ruling family of both Sharjah and Ras Al-Khaimah; the Al Nuaimi, who are the ruling family of Ajman; the Al Mualla, who are the ruling family of Umm al-Quwain; and the Al Sharqi, who are the ruling family of Fujairah.

<sup>93</sup> UAE Cabinet <https://uaecabinet.ae/en/about-the-cabinet>

<sup>94</sup> The Government of UAE website (2022). The UAE Cabinet <https://u.ae/en/about-the-uae/the-uae-government/the-uae-cabinet>

<sup>95</sup> The Government of UAE. <https://freejna.dewa.gov.ae/nationalday/our-rulers.html>

The prime minister and deputy prime ministers are assigned by the president.<sup>96</sup>

### **Legislative Branch**

The Federal National Council comprises of 40 members, half are elected and the other half are appointed. An election was last held in October 2019, and for the first time, the UAE mandated that 50% of the total members should be women, which increased the percentage of female candidacy. The next election will be held in October 2023.

The Federal National Council has an advisory role. The election is not based on a party system, but on an individual basis as political parties in the UAE are banned.

### **Judiciary Branch**

The legal system in the UAE is based on both Sharia law and civil courts. Each emirate has the autonomy to choose whether to incorporate its courts into the federal judiciary system or to keep its own local judiciary system. As such, the emirates of Sharjah, Ajman, Fujairah, and Umm al-Quwain chose to transfer the jurisdictions of their local courts to the federal courts of first instance. The emirates of Abu Dhabi, Dubai, and Ras Al-Khaimah have their own court systems. The federal courts of first instance handle civil, commercial, administrative, and labor cases.

Sharia courts are present to handle personal status lawsuits. Decision by the federal court of appeal is final and binding, however rulings by the courts of first instance can be challenged through the court of appeal. Abu Dhabi, Dubai, Ras Al-Khaimah, and Sharjah set up commercial courts which are Abu Dhabi Commercial Court,<sup>97</sup> The Court of First Instance of Dubai,<sup>98</sup> Sharjah Federal Court of First Instance,<sup>99</sup> and Ras Al-Khaimah Commercial Court, respectively, which were established in 2019.<sup>100</sup> Additionally, the two financial free zone centers in the UAE, which are the Dubai International Financial Centre (DIFC),<sup>101</sup> in Dubai and the Abu Dhabi Global Market (ADGM)<sup>102</sup> in Abu Dhabi have their own civil and commercial courts.

Locally, each emirate has its own government structure. Abu Dhabi, Dubai, Ras Al-Khaimah, Sharjah, Ajman, and Umm al-Quwain maintain their own executive councils and departments, which function like ministries. Abu Dhabi and Sharjah set up National Consultative Councils, which have functions similar to the Federal National Council.

## **1.5.2. Emirates' ministries and local authorities**

### **Ministries and Federal Authorities**

There are 17 ministries in the UAE. Those are:

Table 9: List of Ministries in the UAE<sup>103</sup>

<b>Name of Ministry</b>	<b>Website</b>
Ministry of Defence	<a href="https://mod.gov.ae/">https://mod.gov.ae/</a>
Ministry of Interior	<a href="https://moi.gov.ae/en/">https://moi.gov.ae/en/</a>
Presidential Court	<a href="https://www.mopa.ae/">https://www.mopa.ae/</a>
Ministry of Finance	<a href="https://mof.gov.ae/">https://mof.gov.ae/</a>
Ministry of Foreign Affairs and International Cooperation	<a href="https://www.mofaic.gov.ae/en/">https://www.mofaic.gov.ae/en/</a>
Ministry of Culture and Youth	<a href="https://mcy.gov.ae/en/about">https://mcy.gov.ae/en/about</a>

<sup>96</sup> Helen Ziegler & Associates, The Political System of the UAE <https://www.hziegler.com/articles/political-system-of-the-uae.html>

<sup>97</sup> Judicial Department of Abu Dhabi <https://www.adjd.gov.ae/en/pages/courtss.aspx>

<sup>98</sup> Dubai Courts <https://invest.dubai.ae/dubai-courts>

<sup>99</sup> Gulf News (2012). Commercial Court Established in Sharjah Court <https://gulfnews.com/uae/crime/commercial-court-established-in-sharjah-court-1.1119629>

<sup>100</sup> Government of Ras Al-Khaimah <https://courts.rak.ae/en/pages/intro.aspx>

<sup>101</sup> DIFC Courts <https://www.difccourts.ae/>

<sup>102</sup> ADGM Court <https://www.adgm.com/adgm-courts/cases>

<sup>103</sup> United Arab Emirates, The Cabinet <https://uaecabinet.ae/en/ministries-and-federal-authorities>

<b>Name of Ministry</b>	<b>Website</b>
Ministry of Cabinet Affairs	<a href="https://www.moca.gov.ae/en/home?page">https://www.moca.gov.ae/en/home?page</a>
Ministry of Economy	<a href="https://www.moec.gov.ae/en/home">https://www.moec.gov.ae/en/home</a>
Ministry of Community Development	<a href="https://www.mocd.gov.ae/">https://www.mocd.gov.ae/</a>
Ministry of Education	<a href="https://www.moe.gov.ae/En/Pages/Home.aspx">https://www.moe.gov.ae/En/Pages/Home.aspx</a>
Ministry of Health and Prevention	<a href="https://mohap.gov.ae/">https://mohap.gov.ae/</a>
Ministry of Human Resources and Emiratization	<a href="https://www.mohre.gov.ae/">https://www.mohre.gov.ae/</a>
Ministry of State for Federal National Council Affairs	<a href="https://www.mfnca.gov.ae/ar/">https://www.mfnca.gov.ae/ar/</a>
Ministry of Justice	<a href="https://www.moj.gov.ae/">https://www.moj.gov.ae/</a>
Ministry of Climate Change and Environment	<a href="https://www.moccae.gov.ae/">https://www.moccae.gov.ae/</a>
Ministry of Energy and Industry	<a href="https://www.moei.gov.ae/en/home.aspx">https://www.moei.gov.ae/en/home.aspx</a>
Ministry of Infrastructure Development	<a href="https://www.moiat.gov.ae/">https://www.moiat.gov.ae/</a>

Please refer to the Annex for the full list of Federal Authorities.

### **Trade Policy Formation**

The Ministry of Economy is responsible for proposing, formulating, and enhancing trade policies and promoting exports. A new governmental structure appeared in July 2020 with the Ministry of Economy now represented by three ministers, namely the Minister of Economy, Minister of State for Foreign Trade, and the Minister of State for Entrepreneurship and Small and Medium Enterprises. The Minister of State for Foreign Trade is responsible for the enhancement of the non-oil sector, growth of partnerships globally, formation of foreign trade policies, and the expansion of the investment climate.<sup>104</sup>

The UAE Federation of Chambers of Commerce and Industry (UAE FCCI) groups together all the chambers of commerce and industry in the UAE. It is mandated, among others, to promote joint agreements between the UAE and other countries, publish research on the UAE economy, and provide feedback on trade-related laws and policies proposed by the government. Each emirate in the UAE has its own chamber.<sup>105</sup>

Abu Dhabi Chamber has representative offices in South Korea and Singapore to promote Abu Dhabi as an investment city. Abu Dhabi Chamber has four subsidiaries: UAE Academy, where it offers education and training programs; Abu Dhabi International Center for Organizational Excellence, which provides training and consultations to improve personal and organizational output; Abu Dhabi Center for Corporate Governance, which aims to raise corporate governance for the private and public sectors; Abu Dhabi Businesswomen Council, which promotes female entrepreneurs; and a higher education institution named Abu Dhabi School of Management, which offers master's and post-graduate diplomas. Abu Dhabi Chamber has specialized economic ad hoc committees which include a commercial sector committee; a fuel, ore, minerals, and industrial chemicals trade committee; a gold and jewelry trade committee; a food, beverages, and tobacco trade committee; and a car, office machines, and communication equipment trade committee.<sup>106</sup>

<sup>104</sup> Ministry of Economy <https://www.moec.gov.ae/en/-/he-dr-thani-bin-ahmed-al-zeyoudi-1>

<sup>105</sup> National Qualifications Authority (2019). Chambers of Commerce in the UAE and Selected Countries <https://www.nqc.gov.ae/assets/download/2022/Chambers%20of%20Commerce%20in%20the%20UAE%20and%20Selected%20Countries.pdf.aspx>

<sup>106</sup> National Qualifications Authority (2019). Chambers of Commerce in the UAE and Selected Countries <https://www.nqc.gov.ae/assets/download/2022/Chambers%20of%20Commerce%20in%20the%20UAE%20and%20Selected%20Countries.pdf.aspx>

## 1.6. International organizations and agreements

The UAE is a member country of several international organizations, which include:<sup>107</sup>

### 1.6.1. International organizations

- Non-regional member of the African Development Bank (AfDB), which aims to fight poverty and improve living conditions through the promotion of investment of public and private capital in projects and programs.
- International Atomic Energy Agency (IAEA), which seeks to promote the peaceful use of nuclear energy and restrict its use for military purposes.<sup>108</sup>
- International Bank for Reconstruction and Development (IBRD), the lending arm of the World Bank Group.<sup>109</sup>
- International Finance Corporation (IFC), a member of the World Bank Group and an international financial institution that offers investment advisory and asset management services.
- International Civil Aviation Organization (ICAO), an agency of the United Nations aimed at coordinating the principles and techniques of international air navigation.<sup>110</sup>
- National Committee for ICC which aims to set the rules and standards for the conduct of international trade.<sup>111</sup>
- International Fund for Agricultural Development (IFAD), an international financial institution under the United Nations.
- International Federation of Red Cross and Red Crescent Societies, a humanitarian aid organization.
- International Renewable Energy Agency (IRENA), an intergovernmental organization that promotes the adoption and sustainable use of renewable energy worldwide. It was established in 2009 and is headquartered in Abu Dhabi. Currently, IRENA has 165 member countries and is one of the key players in the global effort to transition to a more sustainable and renewable energy system.<sup>112</sup>
- Organization of the Petroleum Exporting Countries (OPEC). *Please refer to section 2.2.1 for further details.*

Other international organizations that the UAE is part of include International Hydrographic Organization (IHO), International Labour Organization (ILO), International Monetary Fund (IMF), Organization of Islamic Cooperation (OIC), International Mobile Satellite Organization (IMSO), Interpol, International Olympic Committee (IOC), International Organization for Standardization (ISO), International Telecommunications Satellite Organization (ITSO), Multilateral Investment Guarantee Agency (MIGA), Non-Aligned Movement (NAM), United Nations (UN), United Nations Conference on Trade and Development (UNCTAD), United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Industrial Development Organization (UNIDO), United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), World Tourism Organization (UNWTO), Universal Postal Union (UPO), World Customs Organization (WCO), World Health Organization (WHO), World Trade Organization (WTO), World Intellectual Property Organization (WIPO), and World Meteorological Organization (WMO).

<sup>107</sup> Moody's Analytics Economic Indicators <https://www.economy.com/united-arab-emirates/indicators> and Global Edge, Global Business Knowledge [https://globaledge.msu.edu/countries/united-arab-emirates/government#source\\_2](https://globaledge.msu.edu/countries/united-arab-emirates/government#source_2)

<sup>108</sup> IAEA website.

<sup>109</sup> World Bank website.

<sup>110</sup> ICAO website.

<sup>111</sup> ICC website.

<sup>112</sup> IRENA. [https://www.irena.org/-/media/Files/IRENA/Agency/About-IRENA/HQ\\_Agreement/HQA\\_English\\_signed.pdf?la=en&hash=1786DB118BD8A51F2E7E4E96D0BEC091FEF3BD52](https://www.irena.org/-/media/Files/IRENA/Agency/About-IRENA/HQ_Agreement/HQA_English_signed.pdf?la=en&hash=1786DB118BD8A51F2E7E4E96D0BEC091FEF3BD52)



## 1.6.2. Regional international organizations<sup>113</sup>

- Gulf Cooperation Council (GCC), which aims to improve economic relations between its member states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the UAE). *Please refer to section 3.5.2 for further details.*
- Arab Fund for Economic and Social Development (AFESD), where all members of the Arab League (Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Sudan, Syria - suspended since 2011, Tunisia, the United Arab Emirates, and Yemen)<sup>114</sup> are part of this organization. It is headquartered in Kuwait.
- Arab Monetary Fund (AMF), a regional Arab organization aimed at removing payment restrictions between members and improving Arab monetary cooperation.
- Council of Arab Economic Unity (CAEU), which aims to improve economic relations among states of the Arab League.
- Organization of Arab Petroleum Exporting Countries (OAPEC), an organization that coordinates energy policy among oil-producing Arab nations.

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<sup>113</sup> United Arab Emirates, The Cabinet <https://uaecabinet.ae/en/ministries-and-federal-authorities>; Ministry of Economy <https://www.moec.gov.ae/en/-/he-dr-thani-bin-ahmed-al-zeyoudi-1>; National Qualifications Authority (2019). Chambers of Commerce in the UAE and Selected Countries <https://www.nqa.gov.ae/assets/download/2022/Chambers%20of%20Commerce%20in%20the%20UAE%20and%20Selected%20Countries.pdf.aspx>

National Qualifications Authority (2019). Chambers of Commerce in the UAE and Selected

<sup>114</sup> European Union [https://www.eeas.europa.eu/eeas/league-arab-states-las\\_en](https://www.eeas.europa.eu/eeas/league-arab-states-las_en)

## 2. Economy, Currency and Finance

### 2.1. Domestic economy

The UAE is the second largest economy in the GCC after Saudi Arabia. A big part of its economy relies on the oil and gas industry, which accounted for 24.5% of total gross value added (GVA) in the UAE in 2021.<sup>115</sup> The country has been working on various initiatives, specifically within the services sector, to diversify its economy.

Table 10: Economic Landscape of the UAE, 2021-2040 <sup>116</sup>

Indicator	World	Middle East and Africa	UAE
Forecast GDP CAGR 2021-2040	3.1%	3.6%	2.6%
Inflation in 2021	4.5%	10.0%	0.2%
Productivity Growth in 2021	3.4%	-0.7%	-0.1%
Public Debt as % of GDP in 2021	96.5%	51.0%	37.2%

In 2020, the UAE experienced a 5.9% GDP contraction, primarily due to the impact of the pandemic on the non-oil sector. The country's real GDP increased by 2.4% in 2021, which was below the Middle East and Africa's average growth of 4.1%.

Despite the challenges faced by the UAE, the country's GDP per capita ranked sixth globally at USD44,096 in 2021, which is significantly higher than the average GDP per capita of USD4,045 in the Middle East and Africa region. This is one of the reasons behind the country's attraction to expats seeking employment.

The country's unemployment rate is forecast to be 3% in 2022, significantly lower than the Middle East and Africa's average of 11.2%. This indicates the UAE's efforts to maintain a strong and diversified economy, even during difficult times.

In 2021, the country's economic performance was supported by the rebound of the oil sector, supportive macroeconomic policies, and improving domestic demand. The hydrocarbon sector benefited from rising oil prices and growing oil production as OPEC+ curbs eased gradually. The EXPO 2020 Dubai, a global event that took place between October 2021 and March 2022, also spurred the recovery of the country's tourism sector and domestic activity.

In 2022, the state launched various new initiatives to diversify its economy and attract foreign direct investment (FDI) and skilled workforce into the country. Those initiatives spanned across technology, industrial development, and easing of visa rules.

The UAE economy is forecast to present a CAGR of 2.6% over 2022-2040. This is lower than the expected CAGR of 3.6% for the Middle East and Africa's economy during the same period. Although migration to the UAE is still positive, the migration rate is in decline and may result in workforce shrinkage. This can impact on consumer trends, challenging the government financially in the future. Higher economic diversification initiatives will drive the economic development of the country during the next few decades.

<sup>115</sup> United Arab Emirates, Ministry of Cabinet Affairs (2012-2021) National Accounts Estimate <https://fsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Ffolder=Economy/National%20Account/National%20Account&subject=Economy>

<sup>116</sup> Euromonitor International (2022). United Arab Emirates in 2040: The Future Demographic. PPP means Purchasing Power Parity.

## **Inflation Expected to Intensify Over the Short Term**

In 2021, the annual inflation rate of the country increased to reach 0.2%, whereas it was around -2.0% annually in both 2019 and 2020. The country's inflation is forecast to continue increasing to 5.0% at the end of 2022. As discussed in a previous section, the UAE's currency is pegged to the USD and as a result, domestic short-term interest rates follow US interest rates which showed an increase in 2022.<sup>117</sup>

## **2.2. Main business sectors**

### **2.2.1. Energy**

#### **Crude Oil**

The UAE joined the Organization of the Petroleum Exporting Countries (OPEC) in 1967. Based on data from The International Trade Administration, the country is among the world's top 10 oil producers, with Abu Dhabi possessing the most barrels of oil reserves in the country (96%). Abu Dhabi ranked number six globally in terms of oil reserve barrels.<sup>118</sup> The UAE's production of crude oil and gas is mostly managed or owned by Abu Dhabi National Oil Company (ADNOC), a state-owned entity that operates 14 subsidiaries under the ADNOC Group. ADNOC is also the major shareholder of ADNOC Offshore, ADNOC Onshore as operating entities and ADNOC Drilling, Al Yasat Petroleum and Al Dhafra Petroleum for crude oil production and exploration. In Dubai, state-owned Dubai Petroleum Establishment is responsible for oil production and in Sharjah, it is operated by state-owned Sharjah National Oil Corporation and RAK Gas in Ras Al-Khaimah.<sup>119</sup>

As of 2020, the UAE had 7% of the world's crude oil reserves.<sup>120</sup> UAE exports of crude oil slightly decreased from 2.78 million barrels per day in 2020 to 2.72 million barrels per day in 2021.<sup>121</sup> More than half (58.5%) of the country's oil exports are destined to Organization for Economic Co-operation and Development (OECD) countries in the Asia Pacific region. China, for example, accounts for 15% of UAE's oil exports. Less than 3% of the volume of crude oil is exported to Europe, the USA, and Africa.<sup>122</sup> In November 2022, the country reported its plans to increase oil production capacity and ADNOC plans to produce five million barrels per day by 2025. ADNOC requested from international partner companies to raise the long-term production level by 10% or more.<sup>123</sup>

#### **Natural Gas**

The UAE is one of the top 10 countries worldwide in terms of natural gas reserves. The UAE's proven natural gas reserves increased from 7.7 trillion cubic meters in 2020 to 8.2 trillion cubic meters in 2021, marking a 6.5% increase.<sup>124</sup> In September 2022, representatives of Ente Nazionale Idrocarburi (Eni - National Hydrocarbons Board), an energy company present in 69 countries and headquartered in Rome (Italy),<sup>125</sup> met with Abu Dhabi National Oil Company (ADNOC) to negotiate the acceleration of the development of the Ghasha Sour Gas Project. The project is expected to be in operation in 2025<sup>126</sup> and is the world's largest offshore sour gas development, with the target to produce 1.5 billion cubic feet of gas per day in 2030. Eni is the largest foreign shareholder of ADNOC, owning 25% of the latter's shares.<sup>127</sup>

<sup>117</sup> Euromonitor International (2022). Economy, Finance and Trade: United Arab Emirates.

<sup>118</sup> International Trade Administration (2022). United Arab Emirates - Country Commercial Guide <https://www.trade.gov/country-commercial-guides/united-arab-emirates-oil-and-gas>

<sup>119</sup> Ministry of Energy and Industry, UAE State of Energy Report 2019, p. 37 [https://www.moei.gov.ae/assets/download/a70db115/Energy%20Report-2019-Final-Preview-1%20\(1\).pdf.aspx](https://www.moei.gov.ae/assets/download/a70db115/Energy%20Report-2019-Final-Preview-1%20(1).pdf.aspx)

<sup>120</sup> OPEC (2022). Annual Statistical Bulletin [https://asb.opec.org/data/ASB\\_Data.php](https://asb.opec.org/data/ASB_Data.php)

<sup>121</sup> ASB, [https://asb.opec.org/ASB\\_Charts.html?chapter=223](https://asb.opec.org/ASB_Charts.html?chapter=223)

<sup>122</sup> OPEC (2021). Annual Statistical Bulletin 2021, OPEC Members' Crude Oil Exports by Destination.

<sup>123</sup> Gulf International (2022). UAE Said To Accelerate Plan To Increase Its Oil Production Capacity <https://gulffif.org/timeline/uae-said-to-accelerate-plan-to-increase-its-oil-production-capacity/>

<sup>124</sup> OPEC (2022). Annual Statistical Bulletin 2021 [https://www.opec.org/opec\\_web/static\\_files\\_project/media/downloads/publications/OPEC\\_ASB\\_2021.pdf](https://www.opec.org/opec_web/static_files_project/media/downloads/publications/OPEC_ASB_2021.pdf)

<sup>125</sup> Eni <https://www.eni.com/en-IT/eni-worldwide.html>

<sup>126</sup> Eni (2021). Abu Dhabi National Oil Company (ADNOC) and Eni explore further opportunities to positively contribute to increasing worldwide gas supply security <https://www.eni.com/en-IT/media/press-release/2022/09/abu-dhabi-national-oil-company-eniexplore-opportunities.html>

<sup>127</sup> ADNOC, Ghasha Mega-Project <https://www.adnoc.ae/en/our-projects/hail-ghasha/ghasha-mega-project>

The country's marketed natural gas production decreased from 60.2 billion cubic meters in 2015 to 55.1 billion cubic meters in 2019 and to 54.5 billion cubic meters in 2021.<sup>128</sup>

## 2.2.2. Manufacturing

In 2020, the UAE ranked 31st (out of 154 countries) in the Competitive Industrial Performance Index, up six places from 2017.<sup>129</sup> The manufacturing industry contributed 9.7% of the state's GDP in 2020 or USD34.8 billion based on data from the Ministry of Economy in the UAE. The UAE's exports were valued at USD65.3 billion (AED220 billion) in 2019 and the country's forecast industrial value added by 2031 is expected to reach USD61.6 billion (AED300 billion).

The top three economic activities that had the highest Industrial Production Index positions in 2021 and 2020 were the manufacture of machinery and equipment (72.8% in 2021 and 51.3% in 2020), followed by other manufacturing (2.7% in 2021 and 4.5% in 2020), and the manufacture of rubber and plastic products (2.2% in 2021 and 3.8% in 2020).

Table 11: Top Five Economic Activities with the Highest Output Growth since 2010 - Industrial Production Index\* (IPI) (2012 = 100)<sup>130</sup>

Economic Activity	IPI	
	2021	2020
Manufacture of machinery and equipment n.e.c	22,413.4	10,560.5
Other manufacturing	826.6	918.4
Manufacture of rubber and plastics products	684.7	782.1
Manufacture of leather and related products	610.8	203.7
Manufacture of coke (coal-based fuel) and refined petroleum products	601.0	535.0

In 2021, the UAE Ministry of Industry and Advanced Technology inaugurated "Operation 300 billion (AED)" which aims to develop local industrial sector contribution to GDP from USD36.2 billion (AED133 billion) to USD81.7 billion (AED300 billion) by 2031. Operation 300 billion (AED) seeks to enhance domestic production, its sustainability, attract new talent and capabilities within the industrial sector, and make the country a global industrial hub.<sup>131</sup>

## Chemical Industry

Due to higher oil prices and the growth of non-oil sectors, the World Bank estimated that GCC economies may return to growth in the chemical industry in 2021. Even though Saudi Arabia had the largest production of chemicals in the GCC in 2021, Gulf Petrochemical and Chemical Association reported that the UAE was the fastest growing market in the GCC in terms of chemical production between 2012 and 2020. The UAE's chemical production annual growth during this period was 9.3%.<sup>132</sup> The main petrochemicals produced in the country in terms of sector capacities in 2018 are:

<sup>128</sup> OPEC (2022). Annual Statistical Bulletin 2021, Natural gas marketed production in OPEC Members [https://asb.opec.org/data/ASB\\_Data.php](https://asb.opec.org/data/ASB_Data.php)

<sup>129</sup> United Nations Industrial Development Organization (2020). CIP - Competitive Industrial Performance Index <https://stat.unido.org/database/CIP%20-%20Competitive%20Industrial%20Performance%20Index>

<sup>130</sup> SCAD Statistics Centre (2021). Publications <https://www.scad.gov.ae/en/pages/GeneralPublications.aspx>. Note: \*The Industrial Production Index is a statistical economic indicator that measures the change in industrial production (manufacturing industries) between two time periods. The base year is 2012, so 2012 is set as 100. Manufacture of rubber and plastics products, for example, has IPI (2021) = 684.1. So, this category output grew 6.8 times from 2012 to 2021.

<sup>131</sup> UAE <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/strategies-plans-and-visions/industry-science-and-technology/the-uae-industrial-strategy>

<sup>132</sup> Gulf Petrochemical and Chemical Association (2021). The GCC Petrochemical and Chemical Industry Facts and Figures [https://www.gpca.org.ae/wp-content/uploads/2021/12/GPCA-Facts-and-Figures\\_2021.pdf](https://www.gpca.org.ae/wp-content/uploads/2021/12/GPCA-Facts-and-Figures_2021.pdf)

Table 12: UAE Annual Petrochemicals Sector Capacities<sup>133</sup>

Petrochemical	Annual Production Capacity in '000 tons
Ethylene	2,000
Urea	1,250
Polyethylene	1,140
Polypropylene	800
Propylene	800
Ammonia	695
Ethylene Glycol	500
Polyethylene Terephthalate	200

Table 13: UAE's Top Five Chemicals Exported in 2021\*<sup>134</sup>

Harmonized System - 4-digit code	Simplified Description	Exported Value (USD million)
2909	Ethers, peroxides, and halogenated, sulfonated, nitrated, nitrosated derivatives	261.9
2905	Acyclic alcohols and their halogenated, sulfonated, nitrated or nitrosated derivatives	115.9
2915	Halogenated, sulfonated, nitrated or nitrosated derivatives of saturated acyclic monocarboxylic acids	83.2
2902	Cyclic hydrocarbons	81.1
2932	Heterocyclic compounds with oxygen hetero atom	74.5

## **Rubber and Plastics**

The Ministry of Economy reported that the UAE is the second largest producer of plastic products in the GCC, after Saudi Arabia. Total production of the rubber and plastics sector amounted to USD3.8 billion (AED14 billion) in 2018. The Ministry of Economy reported 32% of retained manufacturing value added (MVA)<sup>135</sup> in 2018 was from production of plastic packaging, and the segment is forecast a 5% CAGR between 2022 and 2027.<sup>136</sup>

The UAE had 260 plastic manufacturing plants and 100 factories located in Dubai. Fujairah Plastic Factories (producer of plastic sheets and bags), RMD Board (producer of composite polypropylene boards), and Sabin Plastic Industries (producer of acrylics and polycarbonates) are some of the key players in the UAE within this sector.<sup>137</sup>

## **Metals Manufacturing**

In 2018, the metals manufacturing market contributed 24% of national MVA, according to the Ministry of Economy, and the metal fabrication equipment market is forecast to grow annually 3.8% between 2021 and 2026.<sup>138</sup>

<sup>133</sup> Turkish Business Council in Dubai based on Fitch Solutions data [https://tbcubai.org/files/UAE-Chemical-Industry\\_September2019.pdf](https://tbcubai.org/files/UAE-Chemical-Industry_September2019.pdf) - Latest data available.

<sup>134</sup> Comtrade - UN. <https://comtrade.un.org/data/>. Note: \*Commodities under HS Codes 28 and 29.

<sup>135</sup> Manufacturing value added is the net output of a sector after adding up all outputs and subtracting intermediate inputs

<https://databank.worldbank.org/metadataglossary/world-development-indicators/series/NV.IND.MANF.ZS>

<sup>136</sup> MOEC (2020). Investing in the Manufacturing Sector in the UAE

<https://www.moec.gov.ae/documents/20121/0/2022+02+09+Manufacturing+Heatmap+in+English+%281%29.pdf/f8e722db-7b86-317d-58fa-4b9ab8c9fde2?t=1647950455291>

<sup>137</sup> MOEC (2020). Investing in the Manufacturing Sector in the UAE

<https://www.moec.gov.ae/documents/20121/0/2022+02+09+Manufacturing+Heatmap+in+English+%281%29.pdf/f8e722db-7b86-317d-58fa-4b9ab8c9fde2?t=1647950455291>

<sup>138</sup> MOEC (2020). Investing in the Manufacturing Sector in the UAE

<https://www.moec.gov.ae/documents/20121/0/2022+02+09+Manufacturing+Heatmap+in+English+%281%29.pdf/f8e722db-7b86-317d-58fa-4b9ab8c9fde2?t=1647950455291>

The emirates of Dubai and Abu Dhabi had strong industrial capabilities in metals and high-value downstream processing sectors through entities such as Emirates Global Aluminum and Dubai Cable Company (DUCAB). Emirates Global Aluminum is based in Abu Dhabi and is jointly owned by government entities Mubadala Investment Company of Abu Dhabi and Investment Corporation of Dubai. DUCAB is jointly owned by Investment Corporation of Dubai and Abu Dhabi's Senaat.

Table 14: Total Production of Aluminum in the UAE, 2017-2022<sup>139</sup>

Year	Production Output in '000 Tons	% Year-on-Year Growth
2017	2,600	5.2%
2018	2,640	1.5%
2019	2,600	-1.5%
2020	2,520	-3.1%
2021	2,565	1.8%
2022	2,552	-0.5%

The UAE was among the top 10 suppliers of aluminum worldwide with a 3.8% share of global output in 2021. Euromonitor data reveals that the production of aluminum slowed down during the COVID-19 pandemic and that the country saw negative year-on-year growth between 2021 and 2022 (-0.5%).<sup>140</sup>

### **Food and Beverage and Agritech Manufacturing**

The Food & Beverage (F&B) sector accounted for around 8% of national MVA in 2018, based on data from the Ministry of Economy. It contributed around USD2.8 billion (AED10.4 billion) of the larger USD36.2 billion (AED133 billion) manufacturing market in the same year. The country is shifting toward local food security strategies,<sup>141</sup> which includes policies on agribusiness trade facilitation, technology-enabled food production, and the reduction of food and water waste.<sup>142</sup>

The main food and beverages manufactured in terms of production turnover at manufacturer's selling price (MSP) in the UAE are:

Table 15: Main Food and Beverages Production Turnover in the UAE<sup>143</sup>

Category	Production Turnover, MSP, in 2021 in USD million
Meat and Meat Products	1,869.1
Grain Mill Products	1,356.2
Vegetable, Potato and Fruit Products	1,331.3
Dairy Products	1,102.0
Bakery Products	830.1

**Meat and Poultry:** Brazil Foods (BRF), a meat and poultry products exporter and food processor based in São Paulo, has its largest food processing factory in Abu Dhabi. The company produces 70,000 tons of meat products and bread-based foods. Other important entities in the country within this field are Al Islami Foods, Emirates Rawabi, Al Kabeer Group, and International Fish Farming Holding Company (Asmak).

<sup>139</sup> Euromonitor International (2022). Global Market Overview of Aluminum.

<sup>140</sup> Euromonitor International (2022). Global Market Overview of Aluminum.

<sup>141</sup> MOEC (2020). Investing in the Manufacturing Sector in the UAE

<https://www.moec.gov.ae/documents/20121/0/2022+02+09+Manufacturing+Heatmap+in+English+%281%29.pdf/f8e722db-7b86-317d-58fa-4b9ab8c9fde2?t=1647950455291>

<sup>142</sup> UAE <https://foodsecurity.gov.ae/>

<sup>143</sup> Euromonitor International - Industrial 2022.

In October 2021, the Ministry of Industry and Advanced Technology of the United Arab Emirates partnered with Food and Beverage Manufacturers Group, an association of food and beverage manufacturing and supply firms launched the Nationals Development Pathway (NDP), which are initiatives aimed to boost the national food manufacturing ecosystem and promote food security. This initiative is part of Operation 300 billion (AED).<sup>144</sup>

### **Pharmaceutical Manufacturing**

The UAE's pharmaceutical industry recorded production turnover in manufacturing value terms of USD991.5 million in 2021, equivalent to less than 0.2% of the country's GDP, as most of the products are imported. In 2021, pharmaceuticals imports accounted for USD7.3 billion. China and the USA are the main import partners.<sup>145</sup> However, the UAE is investing, through the Abu Dhabi Developmental Holding Company (ADQ), to build a pharmaceutical production hub to be the leader in the region with the lowest prices across the GCC countries. Currently, the state has 14 medicine production facilities that can produce 2,500 different medicine labels, including facilities operated by multinational companies, such as AstraZeneca and Johnson & Johnson.<sup>146</sup>

### **Other Key Sectors**

Other key sectors where the state has significant capacities include advanced tech manufacturing, high-tech aerospace, and defense industry manufacturing.

Developments in advanced tech manufacturing included enhanced 3D printing capabilities, such as the development of Warsan Building in Dubai, which was the largest 3D printed building in the world. The emirate of Dubai plans to use 3D printed materials for 25% of all new construction by 2030.

Emirates NBD, a bank in the UAE, reported developments in the high-tech aerospace and defense industries can be seen through the investment in domestic capabilities and building partnerships with international entities. Strata Manufacturing and Sanad Aerotech are two of the major companies and main drivers within the aerospace and defense industries in the UAE. Both entities are owned by Mubadala, a government-owned entity within the civil aviation sector.

The UAE's annual defense budget was spent on procurement with foreign contractors, but the country has reduced this reliance in recent years. The government is working to reduce its dependence on defense imports through the development of its own defense manufacturing capability. Abu Dhabi is investing in the state's defense sector to advance the country's strategic interests and diversify the economy. There is significant public investment in the EDGE Group, formed in 2019 to consolidate over 25 entities including the Emirates Defense Industries Company (EDIC), Emirates Advanced Investments Group (EAIG), Tawazun Holding, and others.

In February 2021, His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, issued two resolutions appointing the Tawazun Economic Council (Tawazun) to manage the procurements for the UAE Armed Forces and Abu Dhabi Police Direct (that would fall under DCS - Direct Commercial Sales). The resolutions also mandated Tawazun to enforce the execution of the Tawazun Economic Program in the defense and security sectors. Tawazun is also in charge of managing procurement budgets.

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<sup>144</sup> Ministry of Industry and Advanced Technology (2022) Ministry of Industry and Advanced Technology Partners with UAE Food & Beverage Business Group, Launch Nationals Development Pathway <https://moiat.gov.ae/en/media-center/news/2022/02/16/gulfood/>

<sup>145</sup> Euromonitor International - Industrial 2022.

<sup>146</sup> The National News (2022) <https://www.thenationalnews.com/business/2022/02/23/uae-pharma-market-to-be-valued-at-47bn-by-2025-as-it-boosts-local-manufacturing/>

### 2.2.3. Construction

In 2021, construction contributed 9.2% of overall GDP or USD43 billion (AED125.5 billion), compared to 9.8% of overall GDP or USD34 billion (AED215.5 billion) in 2020. The construction sector's contribution to non-oil GDP was 10.9% in 2021 and 11.8% in 2020.<sup>147</sup> The construction market is valued at USD340 billion in the first quarter (Q1) of 2022.<sup>148</sup> During the pandemic, projects in the state were frozen. However, the country is now in its recovery phase and is focusing on projects within utilities, energy, and infrastructure.

The top five mega projects that the UAE is currently working on include:<sup>149</sup>

- Etihad Rail, which was inaugurated in 2009 and provides a network of 1,200 km extending across the state. It is now 70% complete.
- One Za'abeel in Dubai, which will be two towers linked by a suspended bridge. The towers will be for commercial and residential use.
- Natural History Museum in Abu Dhabi, a 35,000 sq m museum project, is set to be completed by the last quarter of 2025.
- SeaWorld Abu Dhabi, a theme park and a research and rehabilitation center for animals. The park opened in 2023.
- Masaar-Sharjah Forest Community, a residential community that will include 4,000 villas and townhouses. The project was awarded to two companies, Kuwait's Mohammed Abdulmohsen Al-Kharafi & Sons and UAE's Intermass Engineering and Contracting Company. The first phase of the project was completed in 2023.

Construction companies in the UAE include local commercial companies and local state-owned companies such as Emirates Steel, a major material distributor owned by the UAE government, and foreign entities established locally. Before 2020, foreign construction companies had limitations to operate in the country, as foreign company had to be at least 51%-owned by a UAE national. In 2020, the Commercial Companies Law was changed to allow 100% foreign ownership of construction companies.

Licenses to provide construction-related activities are monitored at an emirate level with special procedures for free zone companies. Companies and individuals wishing to undertake projects in one emirate must be licensed in that specific emirate. Foreign entities and professionals within the construction field can be licensed in the UAE, however, to be registered to provide professional services as an individual, a residence visa in the country is required.<sup>150</sup>

### **Informal Retailing Limitations**<sup>151</sup>

Informal retailing is highly limited in the UAE due to the strict regulations in this sector. Retailers are not able to operate without a trade license associated with their residency visa in the country. It is illegal to provide any informal retailing, however there are a handful of stores present in old areas in Dubai, specifically ones where lower-income individuals reside such as Deira and Karma in Dubai. In other emirates such as Sharjah, Umm al-Quwain, and Ajman, street hawkers are present and may provide sales of grocery items, tobacco or fashion items including counterfeit goods such as designer bags.

<sup>147</sup> Federal Competitiveness and Statistics Centre, (2021) Constant GDP Data between 2020 and 2021 <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/National%20Account/National%20Account>

<sup>148</sup> Federal Competitiveness and Statistics Centre, (2021) Constant GDP in Q1 2022 <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/National%20Account/National%20Account>

<sup>149</sup> ABIQ, (2022). Top 5 Projects in the UAE <https://www.abiq.io/top-5-projects-in-the-uae-2>

<sup>150</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tptr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tptr_e/s423_e.pdf)

<sup>151</sup> Euromonitor International (2022). Retailing in the United Arab Emirates.

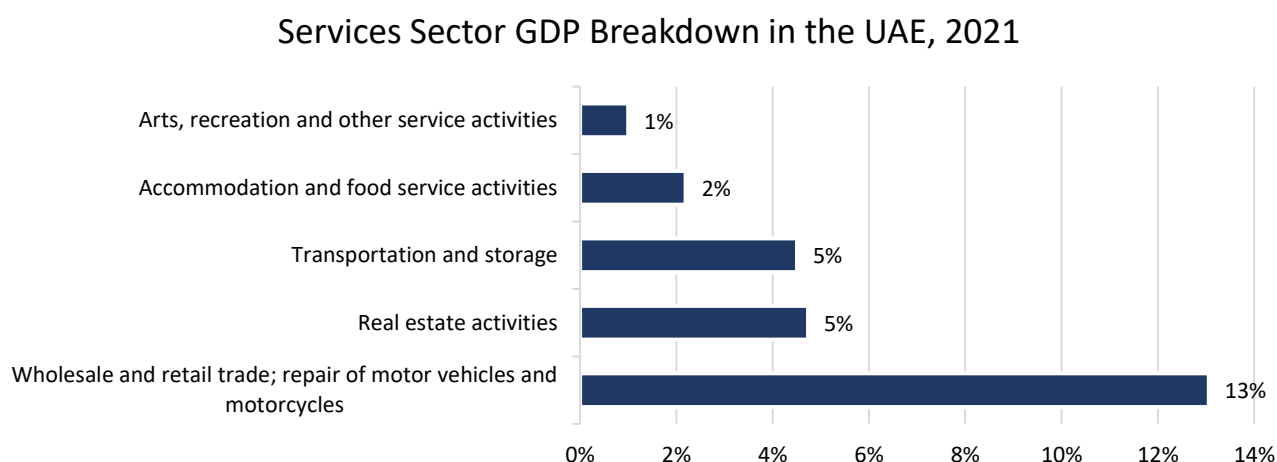


## 2.2.4. Services

The services sector, which includes wholesale and retail trade (including repair of motor vehicles and motorcycles), transportation and storage, accommodation and food service activities, real estate activities, arts, recreation and other service activities contributed 26.0% of the UAE's GDP in 2020 and 25.0% to the UAE's GDP in 2021.<sup>152</sup> The services sector accounted for 56.9% of total gross value added (GVA) in the UAE in 2021.

Within the services sector, wholesale and retail trade; repair of motor vehicles ranked first in 2021 as a GDP contributor, followed by real estate activities and transportation and storage.

Chart 5: Services Sector GDP Breakdown in the UAE, 2021<sup>153</sup>



## Tourism, Accommodation and Food Services

In 2019, the travel and tourism sector, which includes accommodation and food services, contributed 11.6% of total GDP (USD49 billion).<sup>154</sup> In 2020 and 2021, the sector was affected by the pandemic and contributed USD5 billion and USD9 billion, respectively. According to the Central Bank, investment in travel and tourism in the country is expected to grow 11% per year over the next 10 years, reaching USD20.3 billion in 2027.

Spending by international visitors in the hospitality business reached USD39 billion (AED143.1 billion) in 2019 and hotel occupancy showed a great increase between 2020 and 2021 due to the removal of COVID-19-related restrictions. Asian countries had the highest percentage of foreign occupants of hotels, at 31.3%, followed by European countries at 29.7%. In the UAE, the total number of occupants in 2021 was 19.2 million compared to 14.9 million in 2020, marking a 29.3% increase.<sup>155</sup>

The UAE's "Projects of the 50" initiative includes the UAE Tourism Strategy 2031 and aims to increase the tourism sector's contribution to GDP to USD122 billion (AED450 billion). The sector is expected to increase USD7.4 billion (AED27 billion) annually, to attract USD27.2 billion (AED100 billion) in tourism investments and to welcome 40 million hotel occupants.<sup>156</sup> To increase its tourism sector, the UAE launched multiple-entry tourist visas for all nationalities in May 2021.

<sup>152</sup> Ministry of Cabinet Affairs, Quarterly Current GDP between 2020 and 2021 <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/National%20Account/National%20Account>

<sup>153</sup> Ministry of Cabinet Affairs, Quarterly Current GDP in 2021 <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/National%20Account/National%20Account>

<sup>154</sup> Ministry of Economy (2019). The Contribution of the Travel and Tourism Sector to the UAE's GDP <https://www.moec.gov.ae/en/tourism-indicators> - Latest data available.

<sup>155</sup> United Arab Emirates Ministry of Cabinet Affairs, Statistics on Hotels <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/Tourism/Hotels>

<sup>156</sup> The United Arab Emirate Government Portal (2022). UAE Tourism Strategy 2031 <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/strategies-plans-and-visions/tourism/uae-tourism-strategy-2031>

The tourism authority at federal level is the Ministry of Economy for the state. At the emirate level, the authorities are the Department of Culture and Tourism in Abu Dhabi, Department of Tourism and Commerce Marketing in Dubai, Sharjah Commerce and Tourism Development Authority, Ras Al-Khaimah Tourism Development Authority, Ajman Tourism Development Department, Department of Tourism and Archaeology Umm al-Quwain, and Fujairah Tourism and Antiquities Authority.

### 2.2.5. Retailing

The Central Bank of the UAE considers the wholesale and retail trade sector as the most important non-hydrocarbon GDP contributor to the economy. In 2021, the wholesale and retail trade sector accounted for 13% or USD34.2 billion (AED125.5 billion) of non-oil GDP in 2021, followed by manufacturing and then construction.<sup>157</sup>

In 2021, the retailing sector saw growth of 4.5%<sup>158</sup> and is seeing a post-pandemic recovery due to rising per capita income, and tourism rebound. Discretionary spending on goods registered higher growth as it declined the most during the pandemic.

In the UAE, tourist spending drives around 60% of premium retailing, however in 2021, store traffic was still below 2019 levels despite the country reducing its restrictions around COVID-19 and travel.

During and after the pandemic, e-commerce saw strong growth in the country and is forecast to continue growing in the retail landscape, particularly in the food and drink e-commerce space. Platforms such as Amazon and Noon have been expanding in the country, with Noon providing a grocery delivery service on its app. Talabat and Deliveroo are two of the main food delivery platforms. Euromonitor notes that the UAE does not have privacy laws, but some large retailers such as Majid Al Futtaim, claim compliance with European General Data Protection Regulation laws. Due to the significant growth in the e-commerce channel, Amazon plans to open a logistics hub in Abu Dhabi in 2024 which spans 175,000 sq m.<sup>159</sup>

## 2.3. Currency and finance

### 2.3.1. Currency

In 1973, the Currency Board was established and the national currency of the UAE was issued. This replaced previous currencies such as the Bahraini Dinar, Qatari Riyal, and Dubai Riyal. Since 1997, the UAE has a fixed exchange rate where the domestic currency, the UAE Dirham has been fixed to the US Dollar at a rate of AED3.6725 to USD1 (or AED1 equals USD0.2723).

The UAE's Central Bank handles all Anti-Money Laundering and Combatting the Financing of Terrorism matters (AML/CFT) through a dedicated department and with three key objectives: Examining Licensed Financial Institutions (LFIs); ensuring adherence to the UAE's AML/CFT legal and regulatory framework; and identifying relevant threats, vulnerabilities and emerging risks concerning the state's financial sector.<sup>160</sup> In 2021, the Central Bank sanctioned 32 institutions that failed to comply, were late reporting, or did not report according to the requirements established.<sup>161</sup>

Comparing the UAE Dirham with the Brazilian Real (BRL), the UAE's currency has appreciated since 2018, moving from BRL0.88 to BRL1.42 on December 20, 2022. The evolution, including the AED's peak compared to BRL in May 2020, can be seen at the graph below.

<sup>157</sup> United Arab Emirates, Ministry of Cabinet Affairs (2021). Quarterly Current GDP between 2020 and 2021 <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/National%20Account/National%20Account>

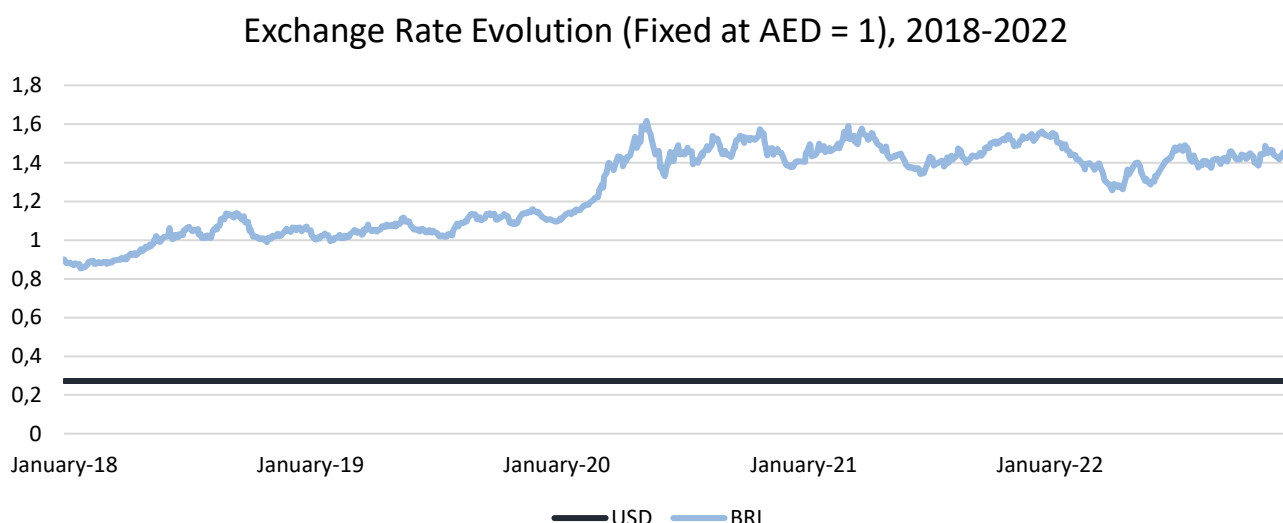
<sup>158</sup> United Arab Emirates, Ministry of Cabinet Affairs (2021) Quarterly Current GDP between 2020 and 2021 <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx#/%3Fsubject=Economy&folder=Economy/National%20Account/National%20Account>

<sup>159</sup> Euromonitor International (2022). Retailing in the United Arab Emirates.

<sup>160</sup> Central Bank of the UAE (2021) <https://centralbank.ae/en/our-operations/anti-money-laundering-aml/>

<sup>161</sup> Central Bank of the UAE (2021) <https://www.centralbank.ae/media/gizhn4zk/cbuae-annual-report-2021.pdf>

Chart 6: Exchange Evolution between UAE Dirham (AED) and US Dollar (USD) and Brazilian Real (BRL)<sup>162</sup>



### 2.3.2. Finance

The Central Bank of the UAE, the Securities and Commodities Authority (SCA), the Dubai Financial Services Authority (DFSA), and the Financial Services Regulatory Authority (FSRA) are the four regulators of the UAE’s authorization and supervision of banks, insurance entities, and financial institutions.<sup>163</sup>

The Central Bank of the UAE regulates the banking and insurance sector onshore, including the Islamic finance sector, a type of financing activity that is compliant with Sharia (Islamic) law and stored value facilities including crypto currencies. The capital market, including listed companies and onshore securities brokers, is regulated by SCA. DFSA regulates the Dubai International Financial Centre (DIFC), a financial free zone in Dubai, and FSRA regulates the Abu Dhabi Global Market (ADGM), a financial free zone in Abu Dhabi.<sup>164</sup>

Two sources of regulatory laws are present in the UAE. They are the 2018 Central Bank Law No. 14 and the 2002 ESCA Law No.4. The first one is the main federal law for the financial services and banking sector and latter is responsible for the SCA market.<sup>165</sup>

### **Financial Services - Banking Sector**

The banking sector is vital to the UAE’s economy and accounted for 99% of the country’s financial sector assets in 2020. The UAE has 61 banks,<sup>166</sup> including two banks that operate a complete digital platform. The number of banks has been relatively stable between 2011 and 2020.<sup>167</sup>

<sup>162</sup> International Monetary Fund <https://www.imf.org/external/np/fin/ert/GUI/Pages/CountryDataBase.aspx>

<sup>163</sup> Baker McKenzie, Global Financial Services Regulatory Guide <https://resourcehub.bakermckenzie.com/en/resources/global-financial-services-regulatory-guide/europe-middle-east-and-africa/united-arab-emirates/topics/who-regulates-banking-and-financial-services-in-your-jurisdiction>

<sup>164</sup> Baker McKenzie, Global Financial Services Regulatory Guide <https://resourcehub.bakermckenzie.com/en/resources/global-financial-services-regulatory-guide/europe-middle-east-and-africa/united-arab-emirates/topics/who-regulates-banking-and-financial-services-in-your-jurisdiction>

<sup>165</sup> Baker McKenzie, Global Financial Services Regulatory Guide <https://resourcehub.bakermckenzie.com/en/resources/global-financial-services-regulatory-guide/europe-middle-east-and-africa/united-arab-emirates/topics/who-regulates-banking-and-financial-services-in-your-jurisdiction>

<sup>166</sup> As of January 2023.

<sup>167</sup> Central Bank of the UAE (2022). Quarterly Economic Review [https://www.centralbank.ae/media/vpzhzi2w/20221024-\\_quarterly-report-2022-q2-final-clean.pdf](https://www.centralbank.ae/media/vpzhzi2w/20221024-_quarterly-report-2022-q2-final-clean.pdf)

Table 16: Central Bank Registered Banking Entities that also Operate in Brazil<sup>168</sup>

Institution Name	License Type	License Category	Head Office	Website
Bank of China Limited	Foreign Bank	Conventional Wholesale	Abu Dhabi	<a href="https://www.bankofchina.com/index.html">https://www.bankofchina.com/index.html</a>
Barclays Bank PLC	Foreign Bank	Conventional Wholesale	Dubai	<a href="https://www.barclays.ae/">https://www.barclays.ae/</a>
Citibank N.A.	Foreign Bank	Conventional Retail	Dubai	<a href="https://www.citibank.ae/uae/homepage">https://www.citibank.ae/uae/homepage</a>
Deutsche Bank AG	Foreign Bank	Conventional Wholesale	Abu Dhabi	<a href="https://country.db.com/m/ea/">https://country.db.com/m/ea/</a>
HSBC Bank Middle East Limited	Foreign Bank	Conventional Retail	Dubai	<a href="https://www.hsbc.ae/">https://www.hsbc.ae/</a>

### Banking System Credit

According to the Central Bank's quarterly report of 2022, aggregate bank lending witnessed growth of 4.5% year on year (y-o-y) as of August 2022. Domestic credit in the private (3.6% y-o-y growth) and government-related entities (10.4% y-o-y growth) are pushing the sector's growth. However, bank lending to small and medium-sized enterprises (SMEs) did not grow in the same period.

In 2020, professionals accounted for the biggest sector in commercial bank credit (27%) followed by construction and real estate (20.5%), while public institutions accounted for 15.1% of the credit provided by commercial banks.

Table 17: Total Structure of Commercial Bank Credit 2020 (USD million)<sup>169</sup>

Sector	Total Bank Credit in 2020 (USD mn)
Professionals	31,916
Construction and Real Estate	24,285
Public Institutions	17,858
Others	12,862
Trade	10,282
Financial Institutions	8,182
Manufacturing and Mining	6,558
Transportation, Storage and Communication	6,289
Agriculture	161
<b>Total</b>	<b>118,392</b>

Domestic banks are required to be established as a public joint stock company and UAE nationals should hold at least 60% of the shares. Onshore foreign banks operating in the state are required to set up a branch or a representative office in the country and must obtain a license from the central bank. They are not allowed to set up a subsidiary. The regulatory framework does not apply to financial free zones in Dubai and Abu Dhabi; however, free zone institutions cannot take deposits from UAE onshore entities without having a license from the central bank.

<sup>168</sup> Central Bank of the UAE (January 2023) <https://www.centralbank.ae/en/licensing/>

<sup>169</sup> Central Bank of the UAE (2020) <https://fcsc.gov.ae/en-us/Pages/Statistics/Statistics-by-Subject.aspx?%3Fsubject=Economy&folder=Economy/Industry%20and%20Business/Banks> - Latest data available.

## **Licensing Requirements<sup>170</sup>**

The only restriction for foreign banks that have clients based in the UAE is for clients willing to hold mortgages on real estate. Foreign banks need to route this request to a security agent (a bank or a financial institution licensed by the central bank).

## **Financial Stability<sup>171</sup>**

Despite the COVID-19 pandemic and the beginning of the financial crisis in Europe, the banking sector in the UAE remained stable.

Risk weighted assets (RWA) saw growth of 6.1% in 2021 mainly due to three reasons: The implementation of a more detailed capital adequacy regulation for credit and market risk; the COVID-19 pandemic effect on risk weights; and the increase in bank assets.

In 2021, the banking system's profitability saw a rebound to pre-pandemic levels and reached USD9.7 billion (AED35.7 billion). This is due to the improved economic conditions and business sentiment and lifting of COVID-19 restrictions.

## **Financial Services - Insurance Companies**

The Central Bank of the UAE reported that 62 insurance companies operated within the insurance sector. Total asset size amounted to USD33.4 billion (AED123 billion), which marked 3.6% growth from 2020. Composite life and non-life insurance companies had the biggest share in the sector (51%), followed by life insurance entities (28%), and non-life insurance entities (21%). The country ranked first in terms of insurance penetration compared to other GCC countries (gross written premium (GWP)<sup>172</sup> to GDP ratio of 3.3%).<sup>173</sup>

## **Regulatory**

In 2020, the Insurance Authority merged with the Central Bank of the UAE. As a result, the insurance sector is now regulated by the Central Bank. The Central Bank is the establishment that provides licenses to both conventional insurance and Islamic insurance (Takaful) entities.

The UAE requires capital of USD27 million (AED100 million) to establish an insurance company in the country. All entities operating with the insurance sector, including brokers, agents, loss adjusters, etc., are required to obtain a license prior to commencing their insurance-related activities.<sup>174</sup>

## **Financial Services - Exchange Market**

### **Financial Security Exchange**

There are two main financial security exchange markets onshore in the UAE, namely Abu Dhabi Securities Exchange (ADX) and Dubai Finance Market (DFM).

ADX manages equities, bonds, and funds, while DFM manages equity and debt instruments, exchange traded funds, and securities lending and borrowing.<sup>175</sup>

<sup>170</sup> Baker McKenzie, Global Financial Services Regulatory Guide <https://resourcehub.bakermckenzie.com/en/resources/global-financial-services-regulatory-guide/europe-middle-east-and-africa/united-arab-emirates/topics/who-regulates-banking-and-financial-services-in-your-jurisdiction>

<sup>171</sup> Central Bank of the UAE (2021). Financial Stability Report 2021 [https://www.centralbank.ae/media/bxgipzr/cbuae-fsr-report-a4\\_digital\\_e.pdf](https://www.centralbank.ae/media/bxgipzr/cbuae-fsr-report-a4_digital_e.pdf)

<sup>172</sup> Gross written premium (GWP) is the total premium (direct and assumed) written by an insurer before deductions for reinsurance and ceding commissions.

<sup>173</sup> Central Bank of the UAE (2021). Financial Stability Report 2021 [https://www.centralbank.ae/media/bxgipzr/cbuae-fsr-report-a4\\_digital\\_e.pdf](https://www.centralbank.ae/media/bxgipzr/cbuae-fsr-report-a4_digital_e.pdf)

<sup>174</sup> The Government of UAE (2022). Regulator of the Insurance Sector <https://u.ae/en/information-and-services/finance-and-investment/insurance>

<sup>175</sup> The Government of UAE (2022). Financial Markets <https://u.ae/en/information-and-services/finance-and-investment/financial-markets>

By the end of 2021, 180 public joint-stock companies were registered with SCA. 113 of those were listed and 67 were not listed. ADX had 37% of those entities (66 companies) and DFM accounted for 26% (47 listed companies). 117 of the public joint-stock companies were non-governmental and 63 were fully owned by the government. 17 of the entities listed on ADX were in the insurance sector, followed by 12 in the banking sector and 11 in the industry sector. As for DFM, the biggest percentage of the listed companies (27.6% or 13 companies) was in the insurance sector.<sup>176</sup>

### **Commodities Exchange Market**

The Dubai Gold and Commodities Exchange (DGCX) is the commodities exchange market in the UAE and is a subsidiary of Dubai Multi Commodities Centre (DMCC), a free zone under the supervision of Securities and Commodities Authority.<sup>177</sup>

### **International Financial Exchange**

NASDAQ Dubai is also one of the financial markets in the UAE. It deals with international financial exchange and companies listed on NASDAQ Dubai can trade their securities (e.g. stocks, funds, and bonds) globally. NASDAQ Dubai is based in the Dubai International Financial Centre (DIFC) and is regulated by the Dubai Financial Services Authority (DFSA).

NASDAQ Dubai deals in equities, conventional bonds, Islamic financial certificates (*sukuk*), futures and derivatives, exchange traded funds, commodities, and real estate investment trusts.<sup>178</sup>

### **Regulatory**

Restrictions on ownership nationality on publicly listed entities onshore exist in the country and vary by listed company. The daily data on ownership structure is provided by the stock exchanges on a daily basis. Free float share can be a maximum of 70% of all stocks. Short selling in the UAE is allowed for specific companies. No foreign ownership restrictions on companies listed on NASDAQ Dubai apply.<sup>179</sup>

### **Country Risk**

The country is stable in terms of risks in currency, banking sector, political, and economy. In December 2020, Moody's, an international rating agency, rated the UAE as Aa2 rating in creditworthiness. The country's credit strength is maintained by the state's political stability, good international relations, and high per capita GDP.<sup>180</sup> According to the scale, Aa2 rating is a first-tier investment grade for obligations judged as high quality and subject to low credit risk.<sup>181</sup>

The country's financial risk is moderate while the economic risk is stable to moderate. The country has the Dubai International Financial Centre (DIFC) in Dubai and the Abu Dhabi Global Market (ADGM), which are two free trade financial zones. The UAE is also highly dependent on oil and the price fluctuations in this natural resource; however, the country is working on diversifying its sources of income. Also, the country is dependent on global and regional markets and events.<sup>182</sup>

<sup>176</sup> Securities and Commodities Authority (2021). Annual Report 2021 <https://www.sca.gov.ae/assets/9d9754f6/english-report-2021.aspx>

<sup>177</sup> The Government of UAE (2022). Financial Markets <https://u.ae/en/information-and-services/finance-and-investment/financial-markets>

<sup>178</sup> The Government of UAE (2022). Financial Markets <https://u.ae/en/information-and-services/finance-and-investment/financial-markets>

<sup>179</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>180</sup> Moody's [https://www.moody's.com/sites/products/productattachments/ap075378\\_1\\_1408\\_ki.pdf](https://www.moody's.com/sites/products/productattachments/ap075378_1_1408_ki.pdf)

<sup>181</sup> Central Bank of the UAE (2021). Financial Stability Report [https://www.centralbank.ae/media/txzgipzr/cbuae-fsr-report-a4\\_digital\\_e.pdf](https://www.centralbank.ae/media/txzgipzr/cbuae-fsr-report-a4_digital_e.pdf)

<sup>182</sup> Allianz Insurance (2022). Country Rating of UAE [https://www.allianz.com/en/economic\\_research/publications/country-risk/united-arab-emirates.html](https://www.allianz.com/en/economic_research/publications/country-risk/united-arab-emirates.html)

The political risk is considered stable as the Emirate has an organized way to rule its seven emirates, as family members are responsible for ruling each of them. However, regional instability presents a small risk.<sup>183</sup> Regarding overseas-related risks, the current dispute involving the Saudi-led coalition with Iran over Yemen has escalated in 2022 and could raise potential risks in the state.<sup>184</sup>

## 2.4. Balance of payments, international reserves, and federal budget

At the end of 2021, the balance of payments in the UAE moved from a deficit of USD13.1 billion (AED48.1 billion) in 2020 to a surplus of USD23 billion (AED85 billion) in 2021. This is equivalent to 11.8% of the country's GDP. A surplus on balance of payments indicates a positive economic position toward the external world.

The balance of payments surplus is due to two main reasons. First, the improvement of the trade balance as exports of hydrocarbons and non-hydrocarbons grew. The second reason is the decrease in the balance of services where the government worked on increasing exports and reducing imports, specifically in freight and insurance.<sup>185</sup>

Chart 7: UAE Current Account Balance (USD billion), 2017-2021<sup>186</sup>

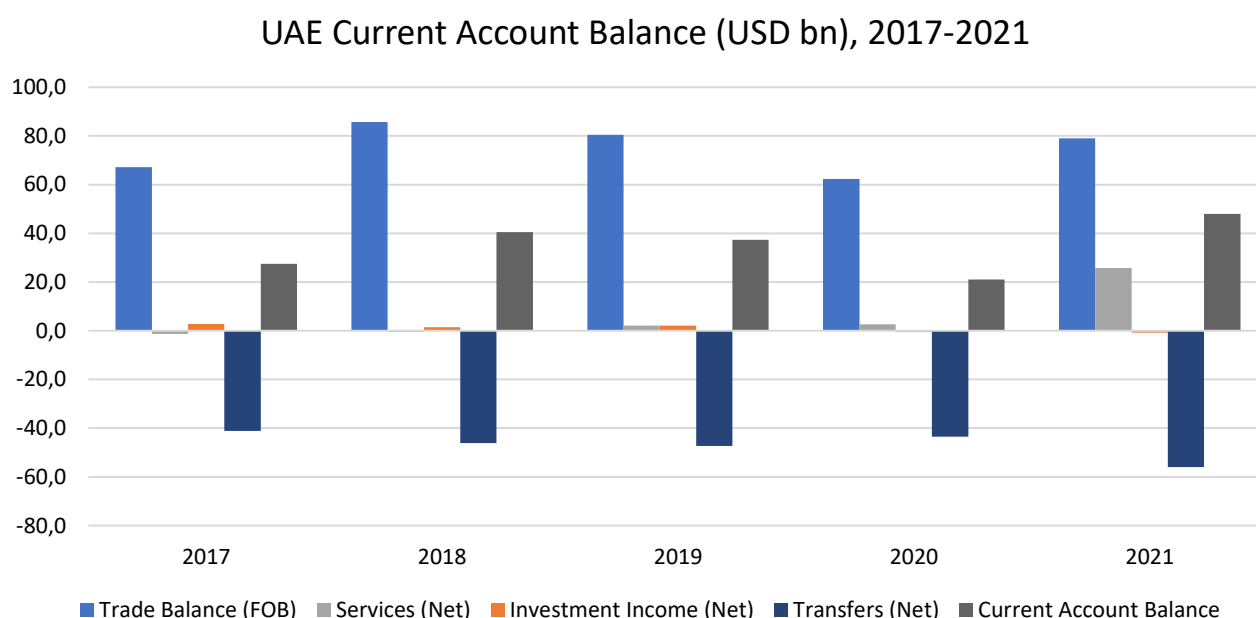


Table 18: UAE Current Account Balance (USD billion), 2017-2021<sup>187</sup>

Type	2017	2018	2019	2020	2021
A. Trade Balance (FOB)	67.2	85.7	80.5	62.3	79.0
B. Services (Net)	-1.3	-0.5	2.1	2.6	25.7
C. Investment Income (Net)	2.8	1.4	2.1	-0.5	-0.7
D. Transfers (Net)	-41.2	-46.1	-47.3	-43.5	-56.0
Current Account Balance (A. + B. + C. + D.)	27.5	40.5	37.3	21.0	48.0

<sup>183</sup> Central Bank of the UAE (2021). Financial Stability Report [https://www.centralbank.ae/media/txzgipzr/cbuae-fsr-report-a4\\_digital\\_e.pdf](https://www.centralbank.ae/media/txzgipzr/cbuae-fsr-report-a4_digital_e.pdf)

<sup>184</sup> Aljazeera (2022). Why did the Houthis attack the UAE? Everything you need to know. <https://www.aljazeera.com/news/2022/1/31/explainer-a-simple-guide-to-the-uae-houthi-escalation>

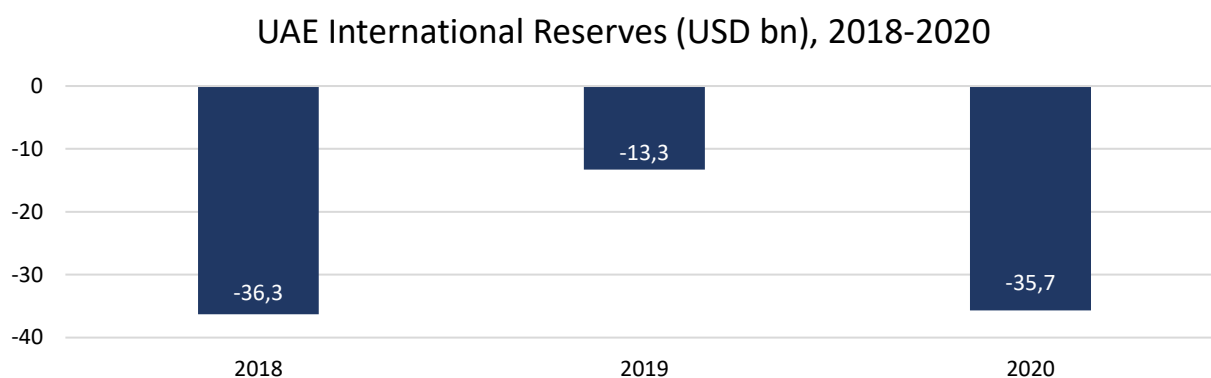
<sup>185</sup> Bayanat.ae, Balance of Payments 2012-2020 and Balance of Payments 2021 <https://opendata.fcsc.gov.ae/@central-bank-united-arab-emirates/balance-payments>

<sup>186</sup> Bayanat.ae, Balance of Payments 2012-2020 and Balance of Payments 2021 <https://opendata.fcsc.gov.ae/@central-bank-united-arab-emirates/balance-payments>

<sup>187</sup> Bayanat.ae, Balance of Payments 2012-2020 and Balance of Payments 2021 <https://opendata.fcsc.gov.ae/@central-bank-united-arab-emirates/balance-payments>

The overall balance (total change in international reserves) in the UAE shows a negative number since 2017, except for the year 2021, where a change could not be calculated as the Central Bank did not issue a 2022 annual report as of December 2022. International reserves are defined as gold, SDR, IMF reserve position, and convertible dividends. Regarding international reserves, a negative number indicates an increase while a positive number indicates a decrease. This indicates that the country has a positive international reserve.<sup>188</sup>

Chart 8: Change in International Reserves (USD billion), 2018-2020<sup>189</sup>



The UAE's federal budget was approved for 2023 until 2026. For 2023, USD17.2 billion (AED63.1 billion) was allocated for total expenditure, while the total estimated revenue amounted USD17.3 billion (AED63.6 billion).<sup>190</sup>

Table 19: UAE Federal Budget (USD billion), 2023<sup>191</sup>

Type	Expenditure	Participation
Social Benefits and Development	6.7	39.3%
Government Affairs	6.5	38.0%
Infrastructure and Economic Resources	0.7	3.8%
Financial Investments	0.6	3.4%
Other Federal Expenses	2.7	15.5%

<sup>188</sup> Central Bank of the UAE (2021) (2020) (2018). Annual Report of 2021, 2020 and 2019 <https://www.centralbank.ae/media/gizhn4zk/cbuae-annual-report-2021.pdf> , <https://www.centralbank.ae/media/dqekezdp/cbuae-annual-report-2020.pdf> and <https://www.centralbank.ae/media/3wmdp3yu/cbuae-annual-report-2018-en.pdf>

<sup>189</sup> Central Bank of the UAE (2021) (2020) (2018). Annual Report of 2021, 2020 and 2019 <https://www.centralbank.ae/media/gizhn4zk/cbuae-annual-report-2021.pdf> , <https://www.centralbank.ae/media/dqekezdp/cbuae-annual-report-2020.pdf> and <https://www.centralbank.ae/media/3wmdp3yu/cbuae-annual-report-2018-en.pdf> - Latest data available.

<sup>190</sup> MOF (2022) <https://mof.gov.ae/uae-approves-federal-general-budget-2023-2026-with-total-estimated-expenditures-of-aed-252-3-billion-2/>

<sup>191</sup> MOF (2022) <https://twitter.com/MOFUAE/status/1579544419413303296>



# 3. Foreign Trade

## 3.1. General considerations

In 2021, the UAE traded with 216 countries and customs entities.<sup>192</sup> In the same year, the country was the 17th major exporter globally, responsible for 1.9% of the world's total exports. From an importing perspective, the country was the 18th largest importer, responsible for 1.6% of the world's imports. The UAE's main export partners in 2021 were Saudi Arabia, India, Iraq, Hong Kong, and Oman, while its main import partners were China, India, the USA, Japan, and Turkey.<sup>193</sup>

The top five exported commodities from the UAE in 2021 were: Natural gas and crude oil (HS code 27) which represented 51.1% of the country's exports; pearls and semi-precious stones (HS code 71) which accounted for 14.5% of the country's exports; electrical machinery and equipment (HS code 85 - 8.0% of total exports), with mobile phones taking most of the HS code share (61.9%); automatic data processing machines, portable turbo jets, and boring or sinking machinery (HS code 84 - 4.4%), with automatic data processing machines taking 22.5% of the HS code share; and vehicles (HS code 87 - 2.7%).<sup>194</sup>

The country's top five main imported commodities in 2021 were: Pearls and semi-precious stones (HS code 71) which accounted for 21.3% of the country's imports, of which metals of gold represented 64.7% of the HS code share; electrical machinery and equipment (HS code 85 - 15.3%), where mobile phones held the largest share of 55.9%; natural gas and crude oil (HS code 27 - 12.0%); nuclear reactors, boilers, machinery, and mechanical appliances (HS code 71 - 10.6%); and vehicles (HS code 87 - 8.2%).

## 3.2. Recent developments

In 2023, the country ranked 44th out of 184 countries globally and first in the Middle East and Africa region in the Index of Economic Freedom ranking.<sup>195</sup> The index is based on four broad pillars and qualitative and quantitative factors of economic freedom: Rule of law (property rights, freedom from corruption); limited government (fiscal freedom, government spending); regulatory efficiency (business freedom, labor freedom, monetary freedom); and open markets (trade freedom, investment freedom, financial freedom).

The country has a low tax burden on businesses and individuals. There are 54 free trade zones in the state. Free zone entities do not have corporate and income tax rates and are exempted from value-added tax (VAT) and customs duties. However, a new tax law under Federal Decree No. 47 was issued in December 2022 and will be effective for the financial year starting June 2023, where some free zone entities and mainland companies will be subject to corporate tax. A 9% corporate tax, the standard rate proposed by the new law, is applied to UAE companies and foreign legal establishments that are incorporated or managed in the country, as well as to individuals who conduct business in the UAE, a juridical person incorporated in a UAE Free Zone, and who does not qualify, according to the law, as a Free Zone Person. A Free Zone Person is a juridical or legal person that is incorporated, established or registered in a Free Zone.

Please refer to [Federal Decree Law No. 47 of 2022 on the Taxation of Corporations and Businesses](#) for further details on this law.

The UAE was ranked 31st in 2021 regarding Business Freedom, climbing 10 positions up from the 2015 ranking. This indicates the ease of doing business in the country.

<sup>192</sup> Comtrade - UN (2021). Traded goods registered under "Area, nes" are not included.

<sup>193</sup> Comtrade - UN (2021).

<sup>194</sup> Euromonitor notes that the UAE is not a manufacturer of vehicles. It imports vehicles from its main agents and mostly from Japan, the USA, Germany, the UK, and Thailand, and exports those vehicles.

<sup>195</sup> The Heritage Foundation (2023) <https://www.heritage.org/index/ranking>

Recent and major trade developments include two events. In August 2020, the UAE normalized its relations with Israel. In 2021, trade with Israel amounted to USD1.2 billion compared to USD200 million in 2020.<sup>196</sup> Also in January 2021, the country ended its blockade of Qatar which lasted for nearly four years in 2017.<sup>197</sup>

As of 2021, foreign investors were allowed to own 100% of a business in major sectors. In the same year, the UAE government approved the National Agenda for Non-Oil Export Development which aims to boost exports and allows the country to remain a re-export destination. It also aims to increase the state's foreign trade and grow the national exports share compared to re-exports by 50% in the coming years. The sectors exempted for 100% foreign ownership are oil and gas and energy, according to Article 4 of the law provision (26/2020).<sup>198</sup>

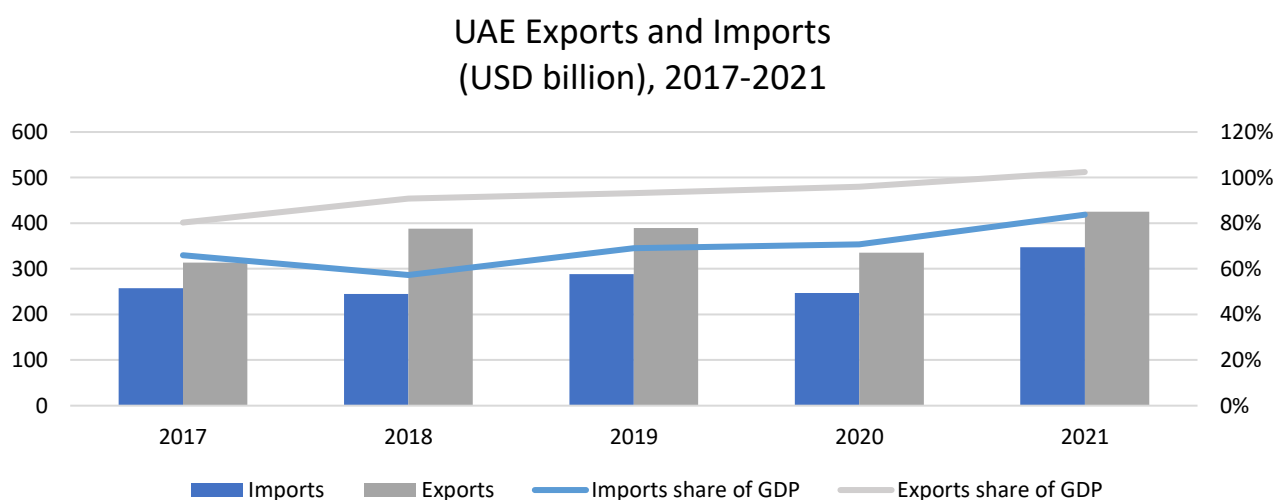
Moreover, in 2021, the UAE modified and added new visa programs to attract foreign investment. These are:

- The introduction of a golden visa which grants investors, scientists, entrepreneurs, and others a long-term 10-year visa. *For more information, visit the [website](#).*
- Green visa, which is a 5-year residency visa for freelancers and the self-employed who can prove they have earned over USD98,000 from self-employment over a two-year period.
- Abu Dhabi creative visa to support people within the performing arts, gaming, e-sports, media, and other creative fields in Abu Dhabi.

The UAE also has economic partnerships with eight key markets generating USD10.8 billion annual growth in trade volume with Ethiopia, India, Indonesia, Israel, Kenya, South Korea, Turkey, and the UK.<sup>199</sup> The current trade volume with these markets amounts to USD70 billion. Over the next 10 years, the UAE plans to increase its local economy from USD381 billion (AED1.4 trillion) to USD817 billion (AED3 trillion)<sup>200</sup> and plans to increase its foreign trade to USD1.1 trillion (AED4 trillion).<sup>201</sup>

The UAE's commercial trade, considering the total imports and exports, reached USD772.7 billion in 2021<sup>202</sup> and is an important factor in the country's GDP, as highlighted in the graph below.

Chart 9: UAE's Exports and Imports and Relation to the UAE's GDP, 2017-2021<sup>203</sup>



<sup>196</sup> Trade Map.

<sup>197</sup> France 24 (2022). UAE leader visits Qatar for first time since blockade <https://www.france24.com/en/live-news/20221205-uae-leader-visits-qatar-for-first-time-since-blockade>

<sup>198</sup> The Government of UAE, (2022). National Agenda for Non-oil Export Development <https://www.moec.gov.ae/en/uae-export-development>

<sup>199</sup> Khaliji Times (2021). [khaleejtimes.com/year-of-the-50th/uae-to-sign-trade-deals-with-8-countries-seize-new-investment-opportunities](https://www.khaleejtimes.com/year-of-the-50th/uae-to-sign-trade-deals-with-8-countries-seize-new-investment-opportunities)

<sup>200</sup> The Government of UAE (2022). 'We the UAE 2031' vision <https://www.moec.gov.ae/en/uae-export-development>

<sup>201</sup> The Government of UAE (2022). National Agenda for Non-oil Export Development <https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/strategies-plans-and-vision/innovation-and-future-shaping/we-the-uae-2031-vision>

<sup>202</sup> Comtrade - UN, 2021.

<sup>203</sup> Comtrade - UN and World Bank, 2022 <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=AE> and <https://comtrade.un.org/>

Table 20: UAE Exports and Imports and Relation to the UAE's GDP, 2017-2021<sup>204</sup>

Type	2017	2018	2019	2020	2021
Imports (USD billion)	257.7	244.7	288.4	247.0	347.5
Exports (USD billion)	313.6	388.0	389.4	335.3	425.2
Imports share of GDP	66.0%	57.3%	69.0%	70.7%	83.7%
Exports share of GDP	80.3%	90.8%	93.2%	95.9%	102.4%

In 2021, goods exported from the UAE represented more than 100% of the country's GDP (102.4%) due to the high level of re-exported goods. Re-exports reached USD123.6 billion in 2021 and represented 35.6% of total imported goods to the state.<sup>205</sup> The GCC market represented 55% of the UAE's total exports and re-exports, combined, in 2021.

The UAE is constantly investing in positioning itself as a top exports and re-exports hub. The government provides services to facilitate exports and re-exports and has two of the world's top container ports, with Dubai ranked in the top 10 busiest ports worldwide.<sup>206</sup> Additionally, with the presence of more than 54 free zones in the country and the government's incentives to open businesses in free zone areas, this has allowed various global companies to establish offices and trade in the country's free zones.<sup>207</sup>

### 3.3. UAE exports<sup>208</sup>

#### 3.3.1. Destination

The UAE's exports were valued at USD425.1 billion in 2021 compared to USD389.4 billion in 2019 and USD335.2 billion in 2020, registering a 2-year CAGR of 4.5%. In 2021, 6.2% of the UAE's exports were to Saudi Arabia, followed by India (5.6%), Iraq (3.4%), Hong Kong (2.5%), and Oman (2.4%).

Exports to all of the UAE's top 10 export partner countries in 2021 had a positive CAGR between 2017 and 2021 except for Iran which recorded a CAGR of -14.2%. This is likely due to the 2019-2020 US-Iran tensions, war in Yemen, COVID-19 pandemic, and the normalization of UAE-Israeli relations in 2020 which was not welcomed by Iran.<sup>209</sup>

Saudi Arabia was the top export partner for the UAE in value terms. The exported goods were machinery and equipment, pearls or semi-precious stones, machinery and mechanical appliances including automatic data processing machines, etc., transport equipment, and essential oils.

Exports to Switzerland registered the highest CAGR of 18.8% between 2017 and 2021 from USD3.7 billion to USD8.7 billion, 23.9% of the country's exports to Switzerland are natural or cured pearls or semi-precious stones (HS code 71), with gold (HS code 710812) representing the majority of exports within this HS code. Exports from the UAE to Switzerland increased between 2017 and 2019 from USD4 billion to USD14 billion, however they started to decrease in 2020 to reach USD9 billion in 2021.

Table 21: Top 10 Exporting Countries to the UAE by Trade Value and Percentage, 2021

Country Name	Trade Value in 2021 in USD billion	Share of UAE Exports
Saudi Arabia	26.6	6.2%
India	24.0	5.6%

<sup>204</sup> Comtrade - UN and World Bank. 2022 <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?locations=AE> and <https://comtrade.un.org/>

<sup>205</sup> Comtrade - UN.

<sup>206</sup> U.S. Department of Agriculture (2022). Opportunities for U.S. Agricultural Exports to the UAE <https://www.fas.usda.gov/data/opportunities-us-agricultural-exports-uae>

<sup>207</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>208</sup> Comtrade - UN.

<sup>209</sup> Arab News (2021). Trade keeps roller-coaster UAE-Iran ties on track <https://www.arabnews.com/node/2092216>

Country Name	Trade Value in 2021 in USD billion	Share of UAE Exports
Iraq	14.3	3.4%
China, Hong Kong SAR	10.7	2.5%
Oman	10.1	2.4%
Kuwait	9.2	2.2%
China	9.1	2.1%
Switzerland	8.7	2.1%
USA	7.7	1.8%
Iran	6.6	1.5%

The UAE has many different export partners. The top 10 main export destinations of UAE products represent only 29.8% of total exported value.

Chart 10: Exports from the UAE to the World by Destination, 2017-2021

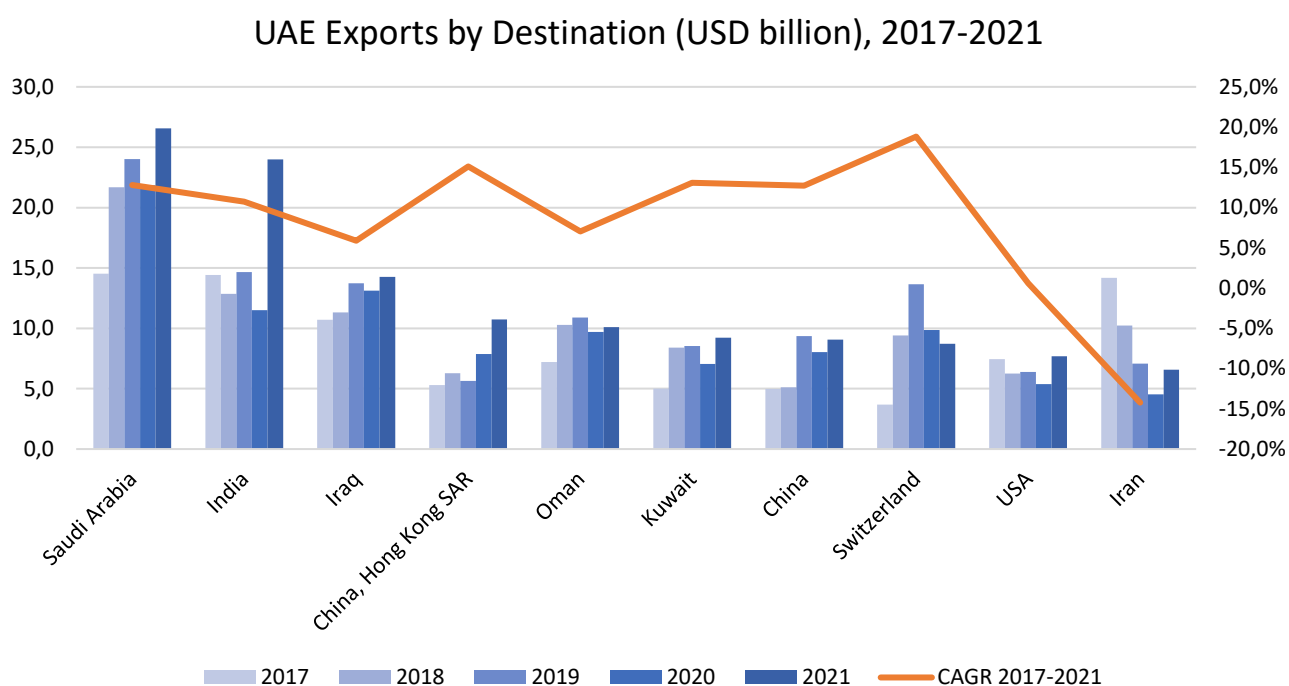


Table 22: Export Destinations from the UAE, 2017-2021

Partner (Trade Value in USD billion)	2017	2018	2019	2020	2021	CAGR 2017-2021
Saudi Arabia	14.5	21.7	24.0	21.8	26.6	12.8%
India	14.4	12.9	14.7	11.5	24.0	10.7%
Iraq	10.7	11.3	13.7	13.1	14.3	5.9%
China, Hong Kong SAR	5.3	6.3	5.6	7.9	10.7	15.1%
Oman	7.2	10.3	10.9	9.7	10.1	7.0%
Kuwait	5.0	8.4	8.5	7.0	9.2	13.1%
China	5.0	5.1	9.4	8.0	9.1	12.7%
Switzerland	3.7	9.4	13.7	9.8	8.7	18.8%
USA	7.5	6.3	6.4	5.4	7.7	0.6%
Iran	14.2	10.2	7.1	4.5	6.6	-14.2%

### 3.3.2 Composition by products

In 2021, 51.1% (USD217.3 billion) of the UAE's exports were mineral fuel and oils, followed by pearls and semi-precious stones (14.5% or USD61.6 billion), electrical machinery and equipment (8% or USD31.1 billion), vehicles (2.7% or USD11.7 billion), and plastics (2.2% or USD9.3 billion). The remaining exports each had less than 2% share.

Detailed information regarding each of the HS categories can be seen in the table below.

Table 23: Main Products Exported from the UAE, 2019-2021

2-HS	2-HS Description	2019		2020		2021	
		Value USD billion	Share	Value USD billion	Share	Value USD billion	Share
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	213.1	54.7%	173.3	51.7%	217.3	51.1%
71	Natural, cultured pearls; precious, semi-precious stones; precious metals, metals clad with precious metal, and articles thereof; imitation jewelry; coin	47.8	12.3%	45.1	13.5%	61.6	14.5%
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers; television image and sound recorders and reproducers, parts and accessories of such articles	30.5	7.8%	28.6	8.5%	34.2	8.0%
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	18.7	4.8%	16.6	4.9%	18.6	4.4%
87	Vehicles; other than railway or tramway rolling stock, and parts and accessories thereof	12.2	3.1%	10.0	3.0%	11.7	2.7%
39	Plastics and articles thereof	6.0	1.5%	7.0	2.1%	9.3	2.2%
76	Aluminum and articles thereof	5.5	1.4%	4.4	1.3%	9.1	1.9%
24	Tobacco and manufactured tobacco substitutes	4.7	1.2%	4.4	1.3%	4.9	1.1%
33	Essential oils and resinoids; perfumery, cosmetic or toilet preparations	3.9	1.0%	3.6	1.1%	4.6	1.1%
72	Iron and steel	2.8	0.7%	2.4	0.7%	4.2	1.1%
	Others	80.1	18.8%	129.7	30.5%	50.7	11.9%

Even though petroleum remains the top exported product and makes up more than 50% of the country's exports, the UAE also exports pearls, semi-precious, and precious stones (14.5%), specifically metals such as gold which makes up 54.7% of this category, followed by diamonds, which make up 20.3%.

Electrical machinery and equipment form 8% of the UAE’s exports. The UAE specifically exports mobile phones, which account for 61.9% of this category. The above exports make up 78% of the country’s total exports, with the rest each holding a 2.7% share or less.

### 3.4. UAE imports<sup>210</sup>

#### 3.4.1. Origin

The UAE’s imports were valued at USD347.5 billion in 2021 compared to USD246.9 billion in 2020 and USD288.4 billion in 2019, registering a 2-year CAGR of 23.3%.

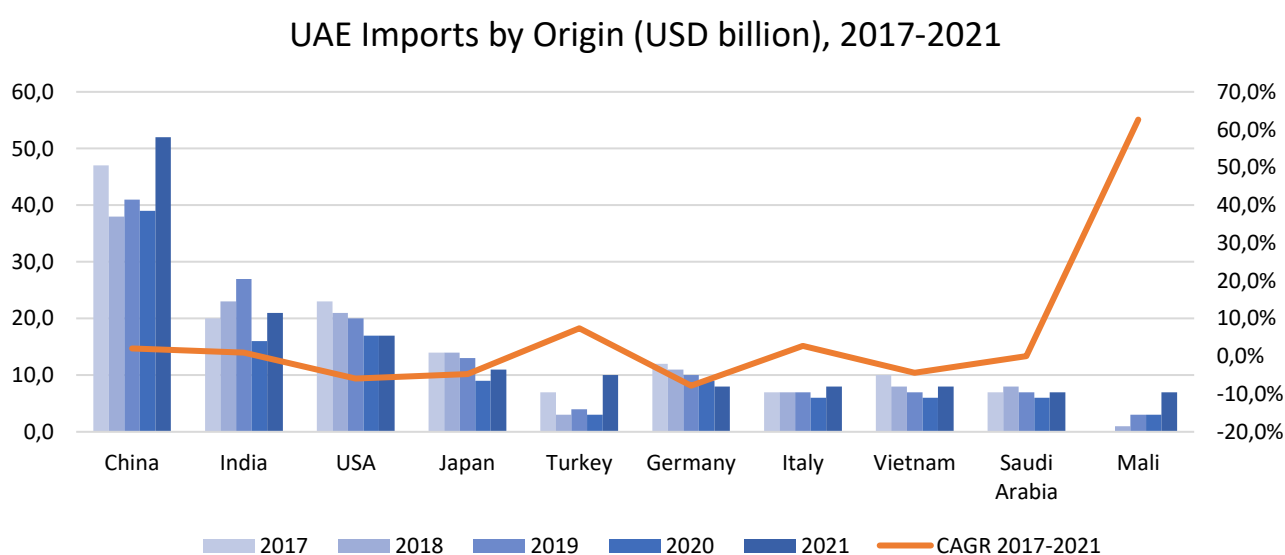
In 2021, the UAE imported the most from China (14.9%), followed by India (6%), the USA (4.9%), Japan (3%), and Turkey (2.8%). The UAE imports from the USA, Japan, Germany, and Vietnam recorded negative CAGRs of between -4.4% and -7.8% over 2017-2021.

Table 24: UAE’s Top 10 Import Countries by Trade Value and Percentage, 2021

Country Name	Trade Value in 2021 in USD billion	Share of UAE Imports
China	51.8	14.9%
India	20.9	6.0%
USA	16.9	4.9%
Japan	10.9	3.1%
Turkey	9.6	2.8%
Germany	8.3	2.4%
Italy	8.0	2.3%
Vietnam	7.6	2.2%
Saudi Arabia	7.4	2.1%
Mali	7.3	2.1%

The UAE’s imports landscape in 2021 and in terms of trade partners was more concentrated than that for exports. The 10 main import partners represented 40.7% of total import value, while other countries represented 59.3%.

Chart 11: Imports to the UAE from the World by Origin, 2017-2021



<sup>210</sup> Comtrade - UN.

Table 25: Import Origins to the UAE, 2017-2021

Partner (Trade Value in USD billion)	2017	2018	2019	2020	2021	CAGR 2017-2021
China	47.0	38.0	41.0	39.0	52.0	2.0%
India	20.0	23.0	27.0	16.0	21.0	1.0%
USA	23.0	21.0	20.0	17.0	17.0	-5.9%
Japan	14.0	14.0	13.0	9.0	11.0	-4.7%
Turkey	7.0	3.0	4.0	3.0	10.0	7.4%
Germany	12.0	11.0	10.0	9.0	8.0	-7.8%
Italy	7.0	7.0	7.0	6.0	8.0	2.7%
Vietnam	10.0	8.0	7.0	6.0	8.0	-4.4%
Saudi Arabia	7.0	8.0	7.0	6.0	7.0	0.0%
Mali	0.0	1.0	3.0	3.0	7.0	62.7%

### 3.4.2. Composition by products

In 2021, the top five imported goods were pearls and semi-precious stones (21.3%), followed by commodities not specified according to kind (15.3%), electrical machinery and equipment (12.0%), mineral fuels and oils (10.6%), nuclear reactors, boilers, machinery and electrical appliances (8.2%), and vehicles (5.3%). Other 2-digit HS code commodities were below the 2% share level.

Detailed information regarding each of the HS categories can be seen in the table below.

Table 26: Main Products Imported to the UAE, 2019-2021

2- HS	2-HS Description	2019		2020		2021	
		Value USD billion	Share	Value USD billion	Share	Value USD billion	Share
71	Natural, cultured pearls; precious, semi-precious stones; precious metals, metals clad with precious metal, and articles thereof; imitation jewelry; coin	58.6	20.3%	52.5	21.2%	73.9	21.3%
99	Commodities not specified according to kind	0.0	0.0%	0.0	0.0%	53.2	15.3%
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers; television image and sound recorders and reproducers, parts and accessories of such articles	36.7	12.7%	33.2	13.4%	41.8	12.0%
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	55.8	19.3%	42.4	17.2%	36.8	10.6%
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	28.1	9.8%	27.2	11.0%	28.6	8.2%

2- HS	2-HS Description	2019		2020		2021	
		Value USD billion	Share	Value USD billion	Share	Value USD billion	Share
87	Vehicles; other than railway or tramway rolling stock, and parts and accessories thereof	19.2	6.7%	15.2	6.2%	18.4	5.3%
30	Pharmaceutical products	4.1	1.4%	4.4	1.8%	6.6	1.9%
39	Plastics and articles thereof	4.7	1.6%	4.2	1.7%	6.2	1.8%
72	Iron and steel	4.3	1.5%	3.6	1.5%	5.5	1.6%
90	Optical, photographic, cinematographic, measuring, checking, medical or surgical instruments and apparatus; parts and accessories	4.1	1.4%	3.8	1.5%	3.8	1.1%
Others		209.5	49.3%	238.5	56.1%	72.7	20.9%

In terms of imports, the UAE's top imports are natural pearls, semi-precious and precious stones, with 21.2% of imports under this category. The most imported product under this category is gold (64.7%), followed by jewelry, excluding silver (13.5%).

The second most imported category is electrical machinery and equipment (15.3%) of which mobile phones make up 55.9% of the imports. Even though the UAE exports a large amount of its mineral fuels and mineral oils, the country also imports the commodity, accounting for 10.6% of the country's total imports in 2021.

Automatic data processing machines, turbo jets, turbines, and other machinery and mechanical appliances make up 10.6% of the UAE's imports, with automatic data processing machines being the most imported product of this category (17.7%). Vehicles account for 8.2% of imports to the country, with vehicles from 1,500cc to more than 3,000cc accounting for 62.9% of the category. The top five categories of imports form 67.4% of the UAE's total imports.

## 3.5. UAE's participation in international trade organizations and agreements

### 3.5.1. World Trade Organization (WTO)

The UAE has been part of the World Trade Organization since 1996. The Trade Negotiations and Organizations Department in the International Trade division at the UAE's Ministry of Economy is the main body responsible for WTO issues and free trade agreements.<sup>211</sup>

### 3.5.2. Gulf Cooperation Council (GCC)<sup>212</sup>

The GCC was established in 1981 and the member states are Bahrain, Kuwait, Oman, Qatar, and Saudi Arabia. The GCC is headquartered in Riyadh (Saudi Arabia) and it aims to improve the economic, social, and cultural cooperation and integration between the GCC members. The GCC is the main organization that the UAE is part of in terms of trade cooperation and agreements.

<sup>211</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>212</sup> GCC website <http://gcc-sg.org/en-us/Pages/default.aspx>



The highest authority for the organization is the Supreme Council led by the heads of the member states. In 2003, the creation of a customs union was inaugurated which introduced a common external tariff of 0% to 5% for most tariff lines. The customs union was finalized in January 2015 with a few differences remaining in the common external tariff for some products such as alcohol, where each member country has the right to keep a number or prohibited or restricted goods.

The Gulf Common Market was introduced in January 2008 and was intended to create a single market for all GCC member states. One of its main goals is to provide equal treatment for all GCC member states. The Gulf Common Market has witnessed various achievements in terms of investment, real estate ownership, social and retirement coverage, however its full implementation is still in progress.

The GCC member states created institutions to deal with trade and investment issues, such as the Technical Secretariat for Anti-Dumping, the GCC Standardization Organization, the Gulf Investment Organization, the GCC Intellectual Property Training Center, and the Technical Office for Telecommunications. In January 2017, the UAE, Saudi Arabia, and Bahrain cut economic and diplomatic ties with Qatar, however those ties were restored in January 2021.

In 2016, GCC member states signed an agreement to introduce a value-added tax (VAT) of 5%.<sup>213</sup> In 2018, the UAE implemented this law and forced businesses to register for VAT if the total value of taxable supplies and imports was greater than USD102,000 (AED375,000).<sup>214</sup> Bahrain increased its VAT from 5% to 10% in January 2022, while Kuwait and Qatar have still not introduced this law.<sup>215</sup> In December 2022 and during the 43rd session of the GCC Supreme Council, the Council mentioned continuous work on free trade agreements but did not name any specific countries.<sup>216</sup>

### **GCC-Singapore Free Trade Agreement (GSFTA)**<sup>217</sup>

In 2008, GCC member states signed an agreement with Singapore named the GCC-Singapore FTA (GSFTA) which includes trade in goods, rules of origin, customs procedures, trade in services, and government procurement. Products originating in the GCC will not be applicable to customs duty taxes, and GCC member states eliminated 99% of their tariff lines for imports coming from Singapore.

### **GCC-European Free Trade Association (EFTA) Free Trade Agreement**<sup>218, 219</sup>

The free trade agreement was established in 2009 and entered into force in 2014 between the GCC and EFTA member states, namely Iceland, Liechtenstein, Norway, and Switzerland.

It covers trade in goods (industrial and processed agricultural goods, fish and other marine commodities), services, government procurement, intellectual property rights, competition, and dispute settlement.

For trade in industrial goods and marine products, most customs duties are eliminated and most tariffs on goods coming from EFTA will be eliminated after a period of five years. The agreement does not cover investments.

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<sup>213</sup> Tax Back International (2022). VAT in Gulf Cooperation Countries (GCC) <https://taxbackinternational.com/blog/vat-in-gulf-cooperation-countries-gcc/?referrer=https://www.google.com/>

<sup>214</sup> The Government of UAE. Value Added Tax (VAT) <https://u.ae/en/information-and-services/finance-and-investment/taxation/valueaddedtaxvat>

<sup>215</sup> Tax Back International (2022). VAT in Gulf Cooperation Countries (GCC) <https://taxbackinternational.com/blog/vat-in-gulf-cooperation-countries-gcc/?referrer=https://www.google.com/>

<sup>216</sup> Emirates News Agency (2022). 43rd session of GCC Supreme Council issues final communique <https://www.wam.ae/en/details/1395303110361>

<sup>217</sup> The Government of UAE (2022). GCC-Singapore Free Trade Agreement (GSFTA) <https://www.moec.gov.ae/en/-/gcc-singapore-free-trade-agreement-gsfta>

<sup>218</sup> The Government of UAE (2022). Free Trade Agreement between the Gulf Cooperation Council (GCC) and the European Free Trade Association (EFTA) States <https://www.moec.gov.ae/en/-/free-trade-agreement-between-the-gulf-cooperation-council-gcc-and-the-european-free-trade-association-efta-states-1>

<sup>219</sup> EFTA. Gulf Cooperation Council (GCC) [efta.int/free-trade/free-trade-agreements/gcc](https://efta.int/free-trade/free-trade-agreements/gcc)

### **MERCOSUR-Gulf Cooperation Council (GCC)**

The Southern Common Market (MERCOSUR) is the main South American trade promoting organization and was established by Argentina, Brazil, Paraguay, and Uruguay. In May 2005, a framework agreement on economic cooperation was signed between the GCC and MERCOSUR member countries in Brasilia. In May 2005, a framework agreement on economic cooperation was signed between the GCC and MERCOSUR member countries in Brasilia. However, no further developments have been made since this date.<sup>220</sup>

#### **3.5.3. Greater Arab Free Trade Area (GAFTA)<sup>221</sup>**

Signed in 1997 and enforced in 1998, the UAE and 17 Arab countries signed a free trade agreement. Some of the Arab countries involved in the GAFTA agreement include Sudan, Iraq, Lebanon, and Morocco in addition to agreements for trade cooperation with Malaysia and the Arab League.<sup>222</sup> The GAFTA agreement provides a 10% reduction in customs fees and the gradual elimination of tariffs and trade barriers annually.<sup>223</sup>

GAFTA includes industrial products between HS codes 25 up to 96 but does not apply to commodities produced in free zones. Also, GAFTA is applicable to a maximum of 10 products per country. The last amendment of this agreement was in 2010. No recent amendments or developments were present online.

#### **3.5.4. Agreements under negotiation**

GCC member states, including the UAE, are in negotiations with several other countries and trade organizations, including the European Union, Japan, China, India, Pakistan and MERCOSUR. Beyond GCC negotiations, the UAE is in negotiation, since 2021, to conclude a Comprehensive Economic Partnership Agreement with Israel and Indonesia.<sup>224</sup>

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<sup>220</sup> Foreign Trade Information System. MERCOSUR-Gulf Cooperation Council (GCC)[http://www.sice.oas.org/tpd/mer\\_gcc/MER\\_GCC\\_e.ASP](http://www.sice.oas.org/tpd/mer_gcc/MER_GCC_e.ASP)

<sup>221</sup> The Government of UAE (2022). International Partnership <https://www.moec.gov.ae/en/partnerships>

<sup>222</sup> The Arab League has 22 member states: Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordon, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestinian Authority, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, United Arab Emirates, and Yemen.

<sup>223</sup> Ministry of Economy and Trade, Lebanon. GAFTA <https://www.economy.gov.lb/ar/services/trade/الإنفاقيات-الدولية-منطقة-التجارة-العربية-الكبرى-غافتا>

<sup>224</sup>The Government of UAE (2022). Comprehensive Economic Partnership Agreements <https://www.moec.gov.ae/en/cepa>

# 4. Economic and Trade Relations Between Brazil and the UAE

## 4.1. Recent developments and bilateral promotion

Diplomatic relations between Brazil and the UAE date back to 1974. The Embassy of the Federative Republic of Brazil in Abu Dhabi was established in 1978, and in 1991, the UAE established its Embassy in Brasilia, the first in Latin America. The UAE inaugurated its Consulate General in São Paulo in March 2017.

Bilateral relations between Brazil and UAE gained momentum in the late 2000s. The most significant developments include the following, among others: In 2008, the UAE became Brazil's second largest trading partner in the Gulf and third in the Middle East. The inauguration of the Defense Attaché offices in the UAE and Brazil took place in 2018 and 2020, respectively. Brazil and the UAE signed a convention aimed at eliminating double taxation in 2018, while the visa waiver agreement between Brazil and the UAE has been in effect since July 2018. Moreover, in October 2019, the President of Brazil visited the UAE which further strengthened political and economic ties in sectors such as agribusiness, infrastructure, energy, and defense. Additionally, in the same year, the UAE's Minister of Foreign Affairs and International Cooperation visited Brasilia. In October 2021, the Brazilian government expressed its ambition to double its trade with the country to USD5.6 billion by 2026.

Over the years, the UAE's portion of Brazil's total trade (sum of Brazil's exports and imports) has surged from 0.2% in 1999 to 1.0% in 2022. The UAE was Brazil's second-largest economic partner in the Middle East in 2022, with bilateral trade reaching USD5.8 billion, a significant growth compared with USD3.3 billion of bilateral trade in 2021. Brazil plays an important role as a main exporter of food and beverages to the UAE, mainly poultry, beef, sugar and coffee, supporting the food security goal of the country.

In 2021, the New Development Bank (NDB), which was created by the BRICS countries (Brazil, Russia, India, China, and South Africa), has accepted the UAE as a new member. This membership facilitates further bilateral investments and trade relations between Brazil and the UAE. The bank has a USD30 billion portfolio in transportation, sanitation, clean energy, and urban development across 80 projects in developing countries.

Even though there is no free trade agreement between the countries or between the trade blocs they participate in, Brazil and the UAE are part of MERCOSUR (Southern Common Market) and GCC (Gulf Cooperation Council), respectively. More importantly, economic cooperation is facilitated by official agencies located in both countries. In 2017, the Dubai Chamber established an office in São Paulo to promote UAE trade with Brazil and other Latin American partners.<sup>225</sup> The following Brazilian agencies with offices in Dubai are mandated as well to support and promote the interests of Brazilian trade and investments:

- The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) is the official agency of the Brazilian government responsible for export promotion, foreign investment attraction, and internationalization of Brazilian companies.
- The São Paulo State Investment (InvestSP) Dubai office was inaugurated by the governor of the state of São Paulo in February 2020, is an agency that has the mission of developing the state of São Paulo throughout the promotion of investments, the increase of exports, the incentive to innovation, and the improvement of its business environment.
- The Arab-Brazilian Chamber of Commerce (CCAB) is an important agency in the growth and diversification of Arab-Brazilian trade, building relationships with public and private players in Brazil and the Arab world.

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<sup>225</sup> CCAB (2017) <https://www.ccab.org.br/en/news/dubai-chamber-opens-office-in-sao-paulo>

- Finally, the Brazilian Agriculture and Livestock Confederation (CNA) has the mission to represent, organize, and strengthen Brazilian rural producers. It also defends their rights and interests, promoting the economic and social development of the agriculture sector.

## 4.2. Bilateral trade

In 2022, the UAE ranked the 23rd largest exporter to Brazil and the 27th largest importer from Brazil. The total value of bilateral trade, which includes imports and exports between Brazil and the UAE, was USD5.8 billion in 2022 and USD3.3 billion in 2021, representing year-on-year growth of 74.5%. Bilateral trade has been steadily increasing since 2017, at a CAGR of 13.5%. The growth is mainly attributed to the significant increase in Brazilian imports from the country, which expanded at a CAGR of 54.2%. In contrast, exports from the UAE to Brazil have grown at a steadier pace, with a CAGR of 4.4% from 2017 to 2022. This growth was primarily driven by the trade in medium oils and preparations, of petroleum or bituminous minerals (HS code 271019).

Chart 12: Brazilian Imports and Exports with the UAE, 2017-2022<sup>226</sup>

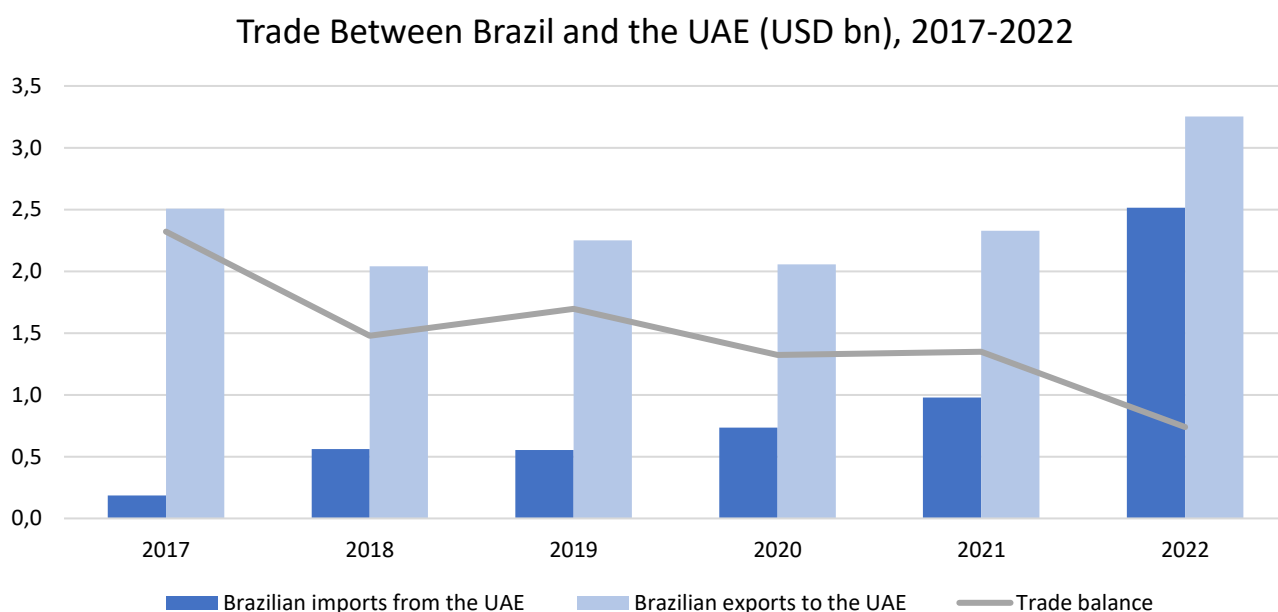


Table 27: Brazilian Imports and Exports with the UAE, 2017-2022<sup>227</sup>

USD million	2017	2018	2019	2020	2021	2022	CAGR 2017-2022
Brazilian imports from the UAE	187.0	561.5	554.6	734.0	977.8	2,514.1	54.2%
Brazilian exports to the UAE	2,508.1	2,040.3	2,250.2	2,056.8	2,327.3	3,253.7	4.4%
Trade balance	2,321.1	1,478.8	1,695.6	1,322.8	1,349.5	739.6	-17.4%
Bilateral trade	2,695.1	2,601.8	2,804.8	2,790.8	3,305.1	5,767.8	13.5%

<sup>226</sup> Comexstat - Brazilian Government <http://comexstat.mdic.gov.br/pt/geral>

<sup>227</sup> Comexstat - Brazilian Government <http://comexstat.mdic.gov.br/pt/geral>

### 4.3. Brazilian exports to the UAE

In 2022, Brazil's total exports to the UAE grew to reach USD3.3 billion, representing an increase of USD1 billion from 2021 (USD2.3 billion). In 2020, exports dropped to USD2.1 billion due to the COVID-19 pandemic. However, in 2021, there was a significant increase in Brazilian exports to the country, amounting to USD270 million, in spite of the negative impact of the global pandemic. Main categories pushing growth of Brazilian exports to the UAE in 2021 were frozen poultry and beef, coffee, and pepper. According to trade data and as per the Broad Economic Categories (BEC), Brazilian exports to the country are less dependent on intermediate goods (goods for industrial processing in the UAE) compared to global exports, while consumption goods (goods for the final consumer) account for more in the UAE than globally. This shows the UAE's capability of importing final Brazilian products to local consumers, rather than low-value-added commodities for industrial processing.

Table 28: Brazilian Exports to the UAE by Broad Economic Categories (BEC) in 2022<sup>228</sup>

Goods according to BEC	Share	
	to the UAE	to the World
Intermediary Goods	53.5%	65.6%
Consumption Goods	41.8%	13.1%
Fuel and Lubricants	3.7%	16.7%
Capital Goods	0.9%	4.6%

Pulp of wood or of other fibrous cellulosic material (HS code 47 - Brazil represents 33.0% of total UAE imports in 2021) had the highest CAGR over 2017-2022 of 59.7%. Pulp of wood or of other fibrous cellulosic material, specifically chemical wood pulp (HS code 4703) saw the greatest increase in exports from USD16.0 million in 2017 to USD265.3 million in 2022. The UAE's imports of chemical wood pulp increased from USD124.4 million in 2017 to USD375.7 million in 2021. As such, the UAE imported 12.8% of its chemical wood pulp from Brazil in 2017 and this increased to 32.9% in 2021.<sup>229</sup> Additionally, Brazil saw an increase in volume production of this commodity between 2017 and 2021.<sup>230</sup>

Four of the top 10 exported goods from Brazil to the UAE registered a negative CAGR between 2017 and 2022 namely iron or steel articles (HS code 73) with a -10.8% CAGR over 2017-2022; sugars and sugar confectionery (HS code 17), with -10.6%; nuclear reactors, boilers, machinery and mechanical appliances; parts thereof (HS code 84), with -8.9%; and ores, slag and ash (HS code 26), with a -1.9% CAGR.

In general, the UAE reduced its imports of sugars and sugar confectionery from USD1.3 billion in 2017 (of which USD871.5 million or 67% of this total was contributed by Brazil) to USD849.7 million in 2021 (of which USD255 million or 30% was contributed by Brazil). On the other hand, the UAE's imports of sugars and sugar confectionery from India have increased from USD60 million (or 4.6% of overall imports) in 2017 to USD287.6 million in 2021 (or 33%). In 2019, the country introduced a 50% excise tax on soda drinks and 100% tax on energy drinks, and the country has been working to reduce its sugar consumption due to a rise in diabetes cases.<sup>231</sup>

<sup>228</sup> Comexstat - Brazilian Government <http://comexstat.mdic.gov.br/pt/geral>

<sup>229</sup> Comtrade - UN <https://comtrade.un.org/data/>

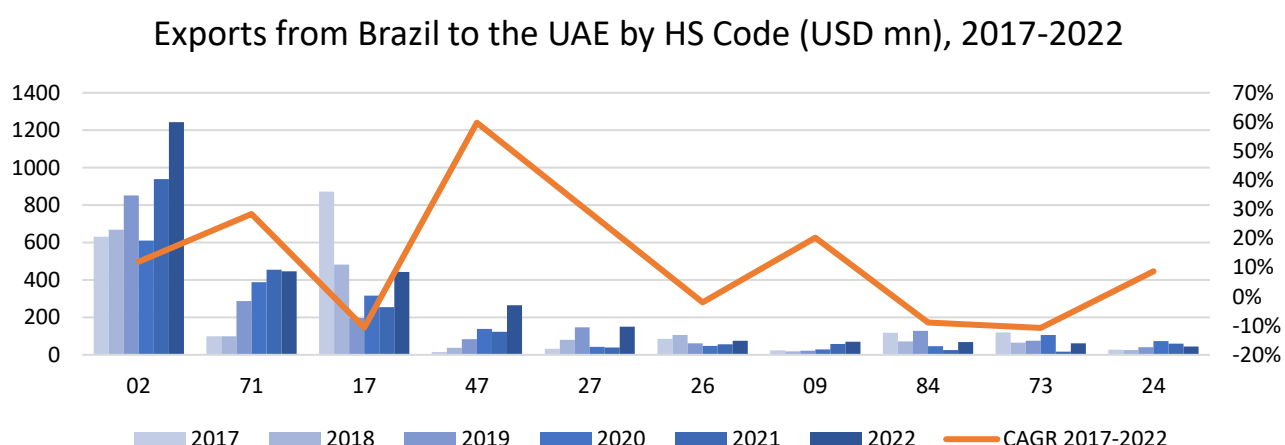
<sup>230</sup> Forest Policy and Economics (2021). Efficiency of pulp and paper industry in the production of pulp and bioelectricity in Brazil <https://www.sciencedirect.com/science/article/abs/pii/S1389934121000903>

<sup>231</sup> United Arab Emirates Governmental Portal (2022). Excise Tax <https://u.ae/en/information-and-services/finance-and-investment/taxation/excise-tax>

In 2022, the UAE signed a Comprehensive Economic Partnership Agreement with India. The agreement aims to increase bilateral trade between the two countries from USD60 billion to over USD115 billion in five years.<sup>232</sup> Due to the trade agreement with India and the country's aim to reduce consumption of sugar, as forecast, the UAE will continue reducing its imports of sugar from its suppliers, including Brazil, from 2021 onwards.

Traditionally, the main exported commodity to the UAE from Brazil has been meat and edible meat offal (HS code 02), with value exceeding USD1 billion in 2022 and accounting for more than one third of Brazilian exports to the UAE. Approximately 76.4% of this HS group's traded value is related to poultry (HS code 0207) and this can be attributed to the main operating companies in the UAE, namely BRF (Brasil Foods) and JBS (José Batista Sobrinho). Secondly, HS code 71 (natural, cultured pearls; precious, semi-precious stones; precious metals, metals clad with precious metal, and articles thereof; imitation jewelry; coin), with 99.1% of gold participation in value (HS code 7108), is the second major exported commodity to the UAE and recorded a 28.4% CAGR from 2017 to 2022 in traded value. Equinox Gold, part of Mubadala's portfolio (sovereign wealth fund of the UAE), has a gold plant in Aurizona (Maranhão, Brazil).<sup>233</sup>

Chart 13: Exports from Brazil to the UAE by HS Code, 2017-2022



Detailed information regarding each of the HS categories can be seen in the table below.

Table 29: Main Products Exported from Brazil to the UAE, 2020-2022

2-HS	2-HS Description	2020		2021		2022	
		Value USD million	Share %	Value USD million	Share %	Value USD million	Share %
02	Meat and edible meat offal	610.5	29.7%	938.2	40.3%	1,242.9	38.2%
71	Natural, cultured pearls; precious, semi-precious stones; precious metals, metals clad with precious metal, and articles thereof; imitation jewelry; coin	387.8	18.9%	454.7	19.5%	446.2	13.7%
17	Sugars and sugar confectionery	316.0	15.4%	255.3	11.0%	443.6	13.6%

<sup>232</sup> PwC (2022). The UAE-India Comprehensive Economic Partnership Agreement (CEPA) enters into force <https://www.pwc.com/m1/en/services/tax/me-tax-legal-news/2022/the-uae-india-comprehensive-economic-partnership-agreement-enters-into-force.html>

<sup>233</sup> Mubadala <https://www.mubadala.com/en/what-we-do/equinox-gold>

2- HS	2-HS Description	2020		2021		2022	
		Value USD million	Share %	Value USD million	Share %	Value USD million	Share %
47	Pulp of wood or other fibrous cellulosic material; recovered (waste and scrap) paper or paperboard	137.7	6.7%	123.8	5.3%	265.3	8.2%
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	42.2	2.0%	38.5	1.7%	150.4	4.6%
26	Ores, slag and ash	47.1	2.3%	56.9	2.4%	75.9	2.3%
09	Coffee, tea, mate and spices	29.0	1.4%	57.8	2.5%	70.6	2.2%
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	46.8	2.3%	26.0	1.1%	67.6	2.1%
73	Iron or steel articles	106.0	5.2%	16.4	0.7%	60.7	1.9%
24	Tobacco and manufactured tobacco substitutes	73.8	3.6%	60.5	2.6%	44.9	1.4%
	Others	259.9	12.6%	299.2	12.9%	385.6	11.9%

#### 4.4. Brazilian imports from the UAE

In 2022, Brazil's total imports from the UAE reached USD2,514.1 million, compared to USD977.8 million in 2021 and USD734.0 million in 2019. The UAE contributed to less than 1% of Brazil's overall imports in 2022. According to trade data by BEC, most Brazilian imports from the UAE are fuel and lubricant goods (88.9%), showing the country's strong economic dependence on oil exploration and less reliance on goods processed by the UAE's national industries. Compared to global imports, Brazil imports goods for processing in its industries (intermediary goods).

Table 30: Brazilian Imports from the UAE by BEC in 2022<sup>234</sup>

Goods according to BEC	Share	
	from the UAE	from the World
Fuel and lubricants	88.9%	16.1%
Intermediary goods	10.4%	63.3%
Goods not elsewhere specified	0.3%	0.1%
Capital goods	0.2%	10.3%
Consumption goods	0.2%	10.2%

The top five imported products from the UAE to Brazil were mineral fuels, mineral oils, bituminous substances, mineral waxes (89.0% or USD2,237.4 million) (HS code 27), of which 100% was from petroleum oil (HS code 2710). The second most imported product was salt; sulfur, earths and stone; plastering materials, lime and cement at 3.6% or USD89.5 million (HS code 25), followed by fertilizers at 2.3% or USD58.7 million (HS code 31), aluminum and articles thereof at 2.3% or USD57.2 million (HS code 76), and lastly glass and glassware at 0.6% or USD14.7 million (HS code 70).

<sup>234</sup> Comexstat - Brazilian Government <http://comexstat.mdic.gov.br/pt/geral>

Between 2017 and 2022, eight of the top 10 products imported to Brazil from the UAE had a positive CAGR, with vehicles having the highest CAGR of 184.1%, followed by petroleum with a 130.5% CAGR, and copper at 63.4% CAGR.

In November 2021, Mubadala Capital, part of Mubadala Investment Company, an Abu Dhabi-based global sovereign wealth fund, purchased Landulpho Alves petroleum refinery (located in the state of Bahia) and its logistics assets, such as four storage terminals and a set of 669 kilometers of pipelines, from Petrobras, a state-owned Brazilian multinational corporation in the petroleum industry, for USD1.7 billion. Petrobras will continue supporting refinery's operation after the deal.<sup>235</sup> In February 2022, the Emirates National Oil Co. (ENOC), a wholly owned company of the Government of Dubai, signed a 5-year agreement with a Brazilian petroleum distributor, Tfe Intermediacao De Negocios Ltda (TFE), to supply lubricants to Brazil. Due to the country's expansion of its oil and gas assets and services in Brazil, it is forecasted that oil imports from the UAE to Brazil will continue to increase.

Sulfur was the second most imported commodity to Brazil from the UAE accounting for 3.6% of total imports in 2022. In 2021, the UAE was among the top 10 exporters of sulfur in the world. India, Bangladesh and Kuwait were the top three countries the country exported sulfur. Those three countries accounted for 68.7% of the UAE's exports of this commodity. In 2021, Brazil ranked 67 out of the 127 countries that the UAE exported its sulfur, which showed that 4.5% of the UAE's total sulfur exports were supplied to Brazil.<sup>236</sup> According to its own website ADNOC Sour Gas, a subsidiary of Abu Dhabi National Oil Company (ADNOC), accounted for 5% of the world's total sulfur production, furthermore according to ADNOC, the UAE is set to become the world's largest sulfur producer. ADNOC is a diversified energy and petrochemicals group owned by the emirate of Abu Dhabi.<sup>237</sup>

Aluminum imports saw a decline from USD14.2 million in 2019 to USD9.8 million in 2020 due to the supply issues and the increase of import costs during the pandemic. However, imports of aluminum increased to USD80.2 million in 2021 but decreased again to USD57.2 million in 2022. In May 2022, Brazil lowered the import duty on aluminum from 5.4% to 4.8% to encourage imports of this product.<sup>238</sup> Also, the UAE plans to increase the production of aluminum and is working on Dubai Industrial Strategy 2030 to achieve that goal.<sup>239</sup> This will likely increase Brazil's imports of this product from the UAE.<sup>240</sup> Dubai Industrial Strategy 2030 entered its implementation phase in 2021 and aims to make Dubai "an international hub for knowledge-based, innovation and sustainable Industrial activities", by attracting investment and developing targeted industries. The targeted industries are aerospace, aluminum and fabricated metals, fast-moving consumer goods (FMCG), machinery and equipment, maritime, pharmaceuticals and medical equipment.<sup>241</sup>

Between the period of 2017 and 2022, two of the top 10 imported goods to Brazil from the UAE recorded a negative CAGR: those were fertilizers (HS code 31), with -9.4%, and organic chemicals (HS code 29), with -8.4%.

Although Brazil's imports of fertilizers (HS code 31) had been increasing from 2020 to 2022, its imports of fertilizers from the UAE decreased from USD106.3 million in 2017 to USD58.7 million in 2021. The imports of fertilizers from the Arab states including the UAE, but mostly Morocco, Qatar, Oman, Saudi Arabia, and Algeria, are likely to see an increase in 2023 due to the war in Ukraine, as 28% of the fertilizers are supplied by Russia or Belarus.<sup>242</sup>

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<sup>235</sup> The National News (2021). Abu Dhabi's Mubadala buys refinery assets from Brazil's Petrobras for \$1.65bn <https://www.thenationalnews.com/business/energy/abu-dhabi-s-mubadala-buys-refinery-assets-from-brazil-s-petrobras-for-1-65bn-1.1191170>

<sup>236</sup> Comtrade and Comextat.

<sup>237</sup> ADNOC website <https://events.crugroup.com/middleeastssulphur/about-adnoc>

<sup>238</sup> Fast Markets (2022). Brazil lowers import duties by another 10%; steel cut to 9.6%, aluminum to 4.8% <https://www.fastmarkets.com/insights/brazil-lowers-import-duties-by-another-10-steel-cut-to-9-6-aluminium-to-4-8>

<sup>239</sup> Zawiya (2017). The region is on the right track to becoming the leader in the aluminum industry <https://www.zawiya.com/en/press-release/the-region-is-on-the-right-track-to-becoming-the-leader-in-the-aluminium-industry-igdwxw7>

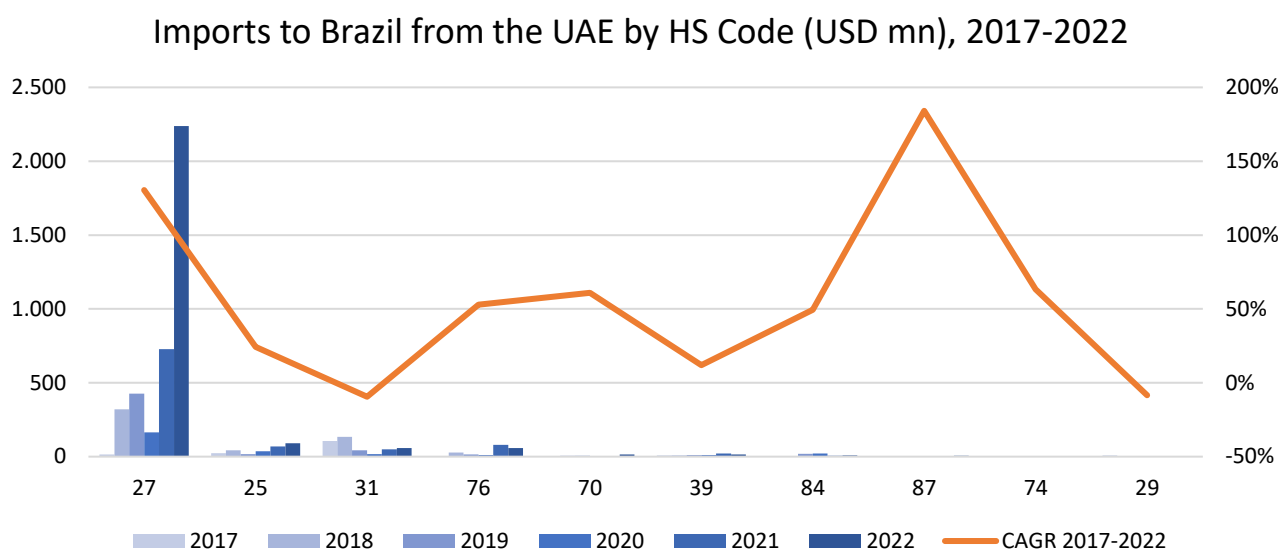
<sup>240</sup> Fast Markets (2022). Brazil lowers import duties by another 10%; steel cut to 9.6%, aluminum to 4.8% <https://www.fastmarkets.com/insights/brazil-lowers-import-duties-by-another-10-steel-cut-to-9-6-aluminium-to-4-8>

<sup>241</sup> 2021 Dubai Plan <https://mbrsgcdn.azureedge.net/cmsstorage/mbrsg/files/4b/4b0342ac-32e4-41c8-8efe-5bebebe16307.pdf>

<sup>242</sup> Arab News (2022). Arabs could save the day as war in Ukraine threatens agriculture in Brazil <https://www.arabnews.com/node/2045556/world>



Chart 14: Imports to Brazil from the UAE by HS Code, 2017-2022



Detailed information regarding each of the HS categories can be seen in the table below.

Table 31: Main Products Imported to Brazil from the UAE, 2020-2022

2-HS	2-HS Description	2020		2021		2022	
		Value USD million	Share	Value USD million	Share	Value USD million	Share
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	163.7	22.3%	727.9	74.4%	2,237.4	89.0%
25	Salt; sulfur, earths, and stone; plastering materials, lime and cement	35.9	4.9%	69.4	7.1%	89.5	3.6%
31	Fertilizers	16.8	2.3%	49.3	5.0%	58.7	2.3%
76	Aluminum and articles thereof	9.8	1.3%	80.2	8.2%	57.2	2.3%
70	Glass and glassware	1.5	0.2%	3.7	0.4%	14.7	0.6%
39	Plastics and articles thereof	10.0	1.4%	21.5	2.2%	14.5	0.6%
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	21.0	2.9%	5.3	0.5%	9.0	0.4%
87	Vehicles; other than railway or tramway rolling stock, and parts and accessories thereof	0.0	0.0%	0.0	0.0%	6.5	0.3%
74	Copper and articles thereof	0.5	0.1%	3.0	0.3%	4.6	0.2%
29	Organic chemicals	3.5	0.5%	0.6	0.1%	4.2	0.2%
	Others	385.6	64.2%	385.6	1.7%	385.6	0.7%

## 4.5. Bilateral investments

According to Emirates News Agency-WAM, in 2021 there were over 30 Brazilian businesses that had operations in the UAE.<sup>243</sup> The main Brazilian entities with plants in the country are:

- Brasil Foods (BRF), one of the largest food companies in the world, has been present in the Middle East for over 50 years. Its factory in Abu Dhabi started operations in 2014 and was the company's first built outside Brazil. Located in Khalifa Industrial Zone Abu Dhabi (KIZAD) of Abu Dhabi, the production unit has 520 employees and has a production capacity of 72,000 tons per year, exporting products under the Sadia, Sadia Food Service, Perdix, Hilal, and Sahtein brands to Gulf Countries, North Africa, and the Arab League. In the last three years, USD4.6 million were invested in the unit.<sup>244</sup>
- JBS (José Batista Sobrinho), a Brazilian company with a wide portfolio of factory-processed beef, chicken and pork, and one of the largest meat producers worldwide, started its operations in Middle East in 2018 and holds one of the main brands in the UAE, Seara.<sup>245</sup> In 2022, and as part of its halal products expansion strategy, JBS purchased two food processing plants, one in the UAE and another in Saudi Arabia.<sup>246</sup> In 2021, the Middle East and Africa contributed 11.2% of JBS's total exports.<sup>247</sup>
- The Brazilian brand Tramontina - a manufacturer of cookware, cutlery, kitchen accessories, and houseware products which was established in the UAE in 2004, has established its own facility in Dubai Industrial City and was launched in 2021. The facility is situated in a modern 8,000 sq ft office space covering sales, distribution, and warehousing, serving the UAE and GCC markets, with over 22,000 items in Tramontina's product portfolio. These include kitchen utensils and equipment, appliances and sinks, tools for agriculture, automotive maintenance, construction, gardening, industrial and electrical hardware, wood and plastic furniture, and a wide range of ride-on equipment, and are part of the offering coming out of the nine manufacturing plants across Brazil, and exported to over 120 countries.

Other Brazilian companies that have a presence in the UAE:<sup>248</sup>

- AçaiXpress – Food and Beverage
- Ally Coffee - Food and Beverage
- Amazon Events - Events Agency
- Amazonas 4U Foodstuff Trading LLC – Food and Beverage
- AMF Comfort Food Trading LLC – Food and Beverage
- BMJ Consultores Associados/ Aqueduct Consultancy – Consulting
- BRASCO - Consulting
- Brazil Origins - Food and Beverage
- BRETON – Furniture
- Concepta Ingredients (Grupo Sabará) – Food and Beauty
- CogniSigns – Health
- CORTAG Middle East Freezone Company – Jebel Ali Free Zone Dubai
- Débora Oliveira Estúdio – Architecture
- Embraer - Aviation
- ENGEPROT Contracting LLC - Construction

<sup>243</sup> The National (2019). UAE and Brazil set to strengthen 45 years of diplomatic and economic ties <https://www.thenationalnews.com/uae/government/uae-and-brazil-set-to-strengthen-45-years-of-diplomatic-and-economic-ties-1.928966> and WAM (2022) <https://www.wam.ae/en/details/1395302976216>

<sup>244</sup> Arabian Business (2014). Brazil food giant opens \$160m Abu Dhabi factory <https://www.arabianbusiness.com/industries/retail/brazil-food-giant-opens-160m-abu-dhabi-factory-574791>

<sup>245</sup> JBS website <https://jbs.com.br/en/our-brands/>

<sup>246</sup> Arab Brazilian Chamber of Commerce (2022). Brazil's JBS Acquires Two Plants in the Middle East <https://anba.com.br/en/brazils-jbs-acquires-two-plants-in-the-middle-east/>

<sup>247</sup> Just Foods (2022). JBS Beefs up Middle Eastern Presence with Factory Deals <https://www.just-food.com/news/jbs-beefs-up-middle-eastern-presence-with-plants-acquisition/>

<sup>248</sup> List provided by SECOM - Embassy of Brazil in Abu Dhabi in February 2023.

- Fogo de Chão (Enco Ventures General Trading LLC) – Food and Beverage (Foodservice)
- Grupo Vibra - Food and Beverage
- High Class Travel Experience - Travel and Events Agency
- Jade Autism – Education
- Key2Enable Assistive Technology – Tech
- KIT Garra – Food and Beverage
- Lide Dubai – Consulting
- LP Export – Food and Beverage
- MARCOPOLO S/A - Automotives
- Marfrig Brasil - Food and Beverage
- Massi (Frango Bello, Pluma Agroviçola, Brazilian Beef, Vosso) - Food and Beverage
- Millen Trading (DuCoffee) - Food and Beverage
- Mkt4Edu – Digital Marketing
- Nabil Foods – Food and Beverage
- Nix Consulting – Consulting
- Oakberry - Food and Beverage
- O Boticário (Global Millennial Capital) - Beauty and Personal Care
- ONII – Tech
- ONARE – Furniture
- Pantanal General Trading – Logistics and International Trade
- Prime Pro Extreme – Beauty and Personal Care
- Qanticatech – Tech
- The Açaí Spot - Food and Beverage
- Tropicool Açaí e Polpas - Food and Beverage
- UniCesumar - Education
- Vale International SA - Mining
- WEG S.A. - Electrical Machines

The UAE's investments in Brazil are mostly done by subsidiaries of Mubadala Investment Company (Mubadala), a sovereign investment fund managing a diverse portfolio of assets in the UAE and abroad. The emirates investments are estimated to be above USD10 billion in Brazil and most of those investments are carried out through Mubadala or its entities.<sup>249</sup> Mubadala Capital, the asset management entity of Mubadala, closed its first fund in Brazil of USD322 million in February 2022.

Other UAE investment firms in Brazil include DP World (logistics), Emirates Airlines (passenger airline), First Abu Dhabi Bank (retail and corporate bank), and Al Yah Satellite Communications Company PJSC (Yahsat - satellite provider):

- The Abu Dhabi Investment Authority (ADIA), a sovereign wealth fund owned by the Emirate of Abu Dhabi, has invested in a logistics-focused fund by private equity and real estate investment firm GLP, with USD1.1 billion in 2021.<sup>250</sup> GLP has several enterprises and investments in Brazil, including developing and operating warehouses, condominiums, Highway MS-306 operation, and investments in start-up Loggi, a logistics and delivery company.<sup>251</sup>

<sup>249</sup> United Arab Emirates Ministry of Foreign Affairs and International Cooperation <https://www.mofaic.gov.ae/en/missions/sao-paulo/uae-relationships/economic-cooperation>

<sup>250</sup> The Capital Quest (2021) <https://thecapitalquest.com/2021/08/06/adia-joins-cppib-in-backing-glps-1-1-bn-brazil-logistics-fund/>

<sup>251</sup> GLP. Nosso Negócio <https://br.glp.com/nosso-negocio>

- DP World, a logistics company based in Dubai, established DP World Santos in 2013 in Brazil. DP World Santos controls a private port terminal in the Port of Santos in São Paulo. According to the company’s own website, total investment in the port is USD2.3 billion.<sup>252</sup> Media articles report that DP World Santos is planning to expand its operations in Brazil through Santos terminal to increase the terminal’s capacity from 1.2 million twenty-foot equivalent units (TEUs)<sup>253</sup> to 2.0 million TEUs. According to one of the articles, DP World Santos recorded revenue of around USD551 million in 2021, an increase of more than 30% over the previous year.<sup>254</sup>
- Emirates Airlines launched a direct flight from Dubai to São Paulo in 2007 and expanded to provide freight forwarding flights to Viracopos in 2012.<sup>255</sup> The airline currently operates five flights per week to São Paulo. Emirates Airlines reported that by October 2022, the cargo exported from Brazil via Emirates Cargo exceeded 57,000 tons.<sup>256</sup>
- First Abu Dhabi Bank Representações Ltda. (FAB Brazil) opened a representative office in São Paulo in 2013. Its goal is to facilitate investment between the MENA region and South America.<sup>257</sup> FAB Brazil is owned by Mubadala.
- Mubadala Capital acquired in 2021 MetrôRio and MetrôBarra, two entities in Rio de Janeiro’s public transit sector. MetrôRio operates three subway lines, with 58 km in total, and MetrôBarra is responsible for acquiring and implementing trains and systems for one subway line.<sup>258</sup>
- Yahsat is a satellite provider that is wholly owned by Mubadala. In 2019, Yahsat and Hughes Network Systems (“Hughes”), an entity that provides broadband satellite network and services, formed a joint venture to provide broadband satellite services in Brazil. The new entity was named Hughes do Brazil and was owned 80% by Hughes and 20% by Yahsat.<sup>259</sup> In Q3 2022, Yahsat reported normalized net income of USD76 million due to the company’s joint venture with Hughes.<sup>260</sup>

According to the Central Bank of Brazil,<sup>261</sup> the UAE holds 44th place in terms of foreign direct investment (FDI) in Brazil in 2021, with less than 0.1% of the total amount invested in the country. The UAE’s share has been declining since 2018, when its investment peaked at USD1.3 billion.

Table 32: Foreign Direct Investment in Brazil by Final Controller’s Origin (USD billion), 2020-2022<sup>262</sup>

Country	2020		2021		2022	
	Value	Share	Value	Share	Value	Share
USA	145.1	23.3%	123.9	23.8%	191.6	29.1%
Spain	79.1	12.7%	58.2	11.2%	47.9	7.3%
France	41.0	6.6%	32.3	6.2%	37.9	5.7%
UK	22.3	3.6%	25.2	4.8%	36.1	5.5%
China	28.1	4.5%	22.6	4.3%	29.9	4.5%
UAE	1.0	0.2%	0.8	0.1%	0.4	0.1%
Total	623.3	100.0%	521.3	100.0%	659.3	100.0%

<sup>252</sup> DP World company website <https://www.dpworld.com/en/santos/about-us/who-we-are>

<sup>253</sup> Twenty-foot equivalent unit or 20-foot container

<sup>254</sup> Datamar News, (2022). DP World Looks into Expanding Operations in Brazil <https://datamarnews.com/noticias/dp-world-looks-into-expanding-operations-in-brazil/>

<sup>255</sup> Emirates Airlines (2007). Emirates and Brazil <https://cdn.ek.aero/downloads/ek/pdfs/factsheets/Emirates-and-Brazil-Aug2017.pdf>

<sup>256</sup> Emirates Airlines (2022). Emirates celebrates 15 years of operations in Brazil <https://www.emirates.com/media-centre/emirates-celebrates-15-years-of-operations-in-brazil/>

<sup>257</sup> Bank of Brazil <https://www.bankfab.com/en-br>

<sup>258</sup> Istoé Dinheiro. Mubadala Capital conclui aquisição do controle da MetrôRio e da MetrôBarra (2021) <https://www.istoedinheiro.com.br/mubadala-capital-conclui-aquisicao-do-controle-da-metrorio-e-da-metrobarra/>

<sup>259</sup> Yahsat website (2019). Yahsat and Hughes Launch Satellite Services Joint Venture in Brazil <https://www.yahsat.com/en/news-and-media/news/2019/hughes-jv-brazil>

<sup>260</sup> Yahsat website (2022). Third Quarter Performance <https://www.mubadala.com/en/news/yahsat-reports-double-digit-revenue-and-ebitda-growth>

<sup>261</sup> Central Bank of Brazil (2022) [https://www.bcb.gov.br/content/estatisticas/Documents/Tabelas\\_especiais/TabelasCompletaPosicaoIDP.xlsx](https://www.bcb.gov.br/content/estatisticas/Documents/Tabelas_especiais/TabelasCompletaPosicaoIDP.xlsx)

<sup>262</sup> Central Bank of Brazil (2022) [https://www.bcb.gov.br/content/estatisticas/Documents/Tabelas\\_especiais/TabelasCompletaPosicaoIDP.xlsx](https://www.bcb.gov.br/content/estatisticas/Documents/Tabelas_especiais/TabelasCompletaPosicaoIDP.xlsx)

Table 33: Foreign Direct Investment in Brazil by the UAE, 2019, by Final Controller (USD million)<sup>263</sup>

Sector	Value in USD million
Financial, Insurance, and Related Services Activities	546.1
Information and Communication	153.1
Construction	109.6
Real Estate Activities	91.3
Accommodation and Food	80.7
Transport, Storage, and Mail	16.2
Transformation Industries	7.7
Trade, Repair of Motor Vehicles, and Motorcycles	3.7
Extractive Industries	2.2
Others	29.3

## 4.6. Key categories for Brazilian exports in the UAE market<sup>264</sup>

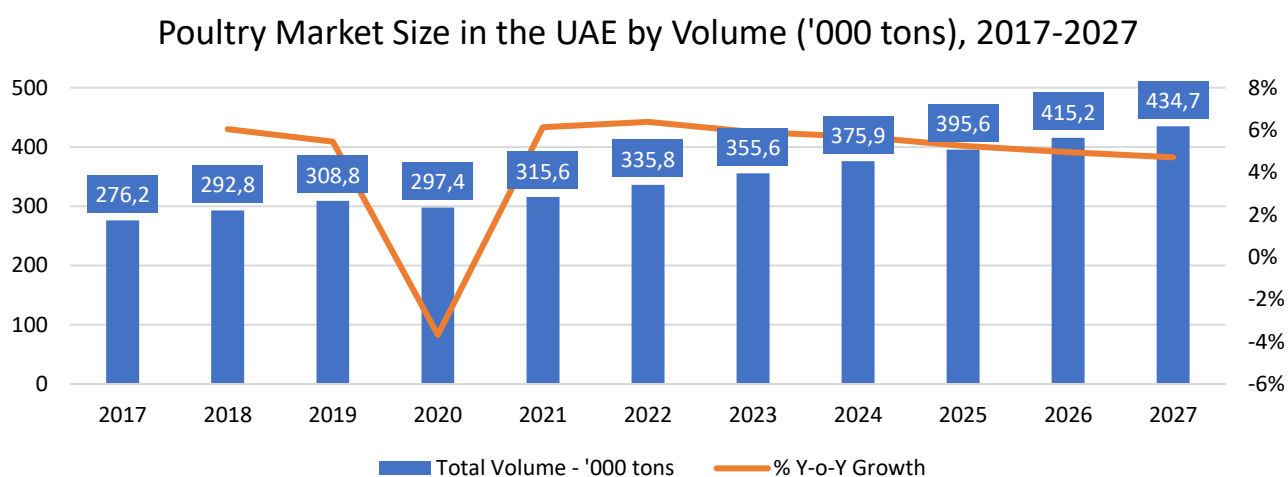
### 4.6.1. Chilled, frozen, and processed poultry

In 2021, Euromonitor data revealed that total volume of sales of poultry in the UAE was around 315,600 tons compared to 335,800 tons in 2022, with a forecast CAGR of 5.4%.<sup>265</sup>

During the pandemic, total volume sales of poultry showed a decrease of 4% (between 2019 and 2020).<sup>266</sup> The travel and tourism sector, including hotels, restaurants, and other institutions, was closed during the pandemic and accounted for a loss in import demand and a decrease in sales volume.

UAE consumers are known to consume more unprocessed poultry options (fresh, chilled or frozen poultry) compared to processed and packaged poultry products (shelf stable, chilled or frozen processed poultry). In 2021, unprocessed poultry (or simply poultry) accounted for 94.3% of the UAE market in volume terms, compared to 5.1% for frozen processed poultry, 0.3% for chilled processed poultry, and 0.2% for shelf stable processed poultry.

Chart 15: Poultry Market Size in the UAE by Volume, 2017-2027



<sup>263</sup> Central Bank of Brazil (2022) [https://www.bcb.gov.br/content/estatisticas/Documents/Tabelas\\_especiais/TabelasCompletasPosicaoIDP.xlsx](https://www.bcb.gov.br/content/estatisticas/Documents/Tabelas_especiais/TabelasCompletasPosicaoIDP.xlsx) - Latest data available.

<sup>264</sup> Key categories were selected between Euromonitor's consulting team and the Brazilian Embassy Secom team in Abu Dhabi, based on main commodities exported from Brazil to the UAE, in 2021 and in terms of Brazilian share of the UAE's total imports, and considering high-added-value goods within each category (by HS2 codes).

<sup>265</sup> Euromonitor Passport Data.

<sup>266</sup> Euromonitor Passport Data.

## **Increase in Brazilian Poultry Demand in the UAE**<sup>267</sup>

Based on 2020 data from the prospectus of Tanmiah, a major poultry manufacturer present in the UAE and Saudi Arabia, local production in 2020 covered less than 8% of the country's poultry meat consumption.<sup>268</sup> Based on the 2021 annual report, Poultry and Products in the UAE, published by the Global Agricultural Information Network, Brazil was the number one exporter of poultry products to the state, followed by the USA and then Ukraine.<sup>269</sup>

Also, according to Tanmiah, fresh chicken comprises 9% of the market while frozen chicken accounts for 91% of the market. Frozen chicken is the preferred choice of the hotels, restaurants, and catering (horeca) sector. Leg quarters is the most popular part of the chicken, followed by breast, thighs, and wings.<sup>270</sup> The horeca sector prefers to use frozen chicken, specifically from Brazil, as local products have high fat and moisture content which causes greater weight loss during the cooking process.

Due to high prices and logistics disruptions in the USA, the UAE shifted to Brazil for the supply of poultry meat and products. It is important to note that Brazilian meat, including poultry, is perceived as a high-quality product and comparable to meat from the USA, but with more affordable prices and more reliable supply.<sup>271</sup>

Chicken leg quarters accounted for over 98% of poultry meat exported to the UAE from Brazil. Blue-collar laborers, on the state's construction sites, are the principal consumers of leg quarters as they prefer dark meat and a more affordable source of protein. Construction in the UAE slowed by 44.7% between 2018 and 2020,<sup>272</sup> and consequently this impacted partner countries that export large quantities of chicken to the UAE, such as Brazil and the USA.<sup>273</sup>

In May 2021, Saudi Arabia banned exports of chicken from 11 Brazilian processing plants, seven of which belonged to JBS. Details were not provided; however, the Saudi government aims to be self-sufficient in domestic poultry production and the announcement came when one of the largest local poultry entities announced a plan to double its poultry meat production.<sup>274</sup> This led Brazilian suppliers to expand in the country which led to increased market share in the country.<sup>275</sup> Brazilian poultry meat is increasing presence due to its packaging and portion sizes. Portion sizes of Brazilian meat are smaller compared to US ones which allows the product to be distributed across different channels such as selling to smaller restaurants that want to spend less and have lower quantity needs.

## **Processed Poultry Competition**

The competition for processed poultry is segmented within and between categories, with players having relevant share in one of the three processed poultry categories, as shown below:

Table 34: Main Players in Each Processed Poultry Category in the UAE, 2021

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<sup>267</sup> U.S. Department of Agriculture (2021). Poultry and Products Annual [https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual\\_Dubai\\_United%20Arab%20Emirates\\_09-01-2021.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual_Dubai_United%20Arab%20Emirates_09-01-2021.pdf)

<sup>268</sup> Tanmiah Prospectus (2021) [https://tanmiah.com/wp-content/uploads/2021/06/Tanmiah\\_EN.pdf](https://tanmiah.com/wp-content/uploads/2021/06/Tanmiah_EN.pdf)

<sup>269</sup> Tanmiah Prospectus (2021) [https://tanmiah.com/wp-content/uploads/2021/06/Tanmiah\\_EN.pdf](https://tanmiah.com/wp-content/uploads/2021/06/Tanmiah_EN.pdf)

<sup>270</sup> Tanmiah Prospectus (2021) [https://tanmiah.com/wp-content/uploads/2021/06/Tanmiah\\_EN.pdf](https://tanmiah.com/wp-content/uploads/2021/06/Tanmiah_EN.pdf)

<sup>271</sup> Euromonitor International - Trade Interviews.

<sup>272</sup> U.S. Department of Agriculture (2021). Poultry and Products Annual

[https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual\\_Dubai\\_United%20Arab%20Emirates\\_09-01-2021.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual_Dubai_United%20Arab%20Emirates_09-01-2021.pdf)

<sup>273</sup> U.S. Department of Agriculture (2021). Poultry and Products Annual

[https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual\\_Dubai\\_United%20Arab%20Emirates\\_09-01-2021.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual_Dubai_United%20Arab%20Emirates_09-01-2021.pdf)

<sup>274</sup> Poultry World (2021). Saudi Arabia Halts Trade 11 Brazilian Poultry Processors <https://www.poultryworld.net/poultry/saudi-arabia-halts-trade-11-brazilian-poultry-processors/>

<sup>275</sup> U.S. Department of Agriculture (2021). Poultry and Products Annual

[https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual\\_Dubai\\_United%20Arab%20Emirates\\_09-01-2021.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Poultry%20and%20Products%20Annual_Dubai_United%20Arab%20Emirates_09-01-2021.pdf)

Player	2021 Rank in Each Category	Main Brands	Main Products	Website
<b>Shelf stable processed poultry</b>				
Zwanenberg Food Group BV	1	Zwan	Chicken luncheon meat	<a href="https://www.myzwan.com/3/">https://www.myzwan.com/3/</a>
American Garden Products Inc	2	American Garden	Chicken sausages	<a href="https://www.americangarden.us/">https://www.americangarden.us/</a>
Del Monte Pacific Ltd	3	Del Monte	Chicken luncheon meat and chicken sausages	<a href="https://www.delmontepacific.com/">https://www.delmontepacific.com/</a>
<b>Chilled processed poultry</b>				
Khazan Meat Fty	1	Khazan	Chicken tenders, chicken breast, chicken nuggets	<a href="https://khazanarabia.com/">https://khazanarabia.com/</a>
Food Service Trading Co WLL	2	Fresh to Go	-	N/A
Diamond Meat Processing LLC	3	Almasa	Chicken mortadella, roast chicken	<a href="https://www.almasadubai.com/">https://www.almasadubai.com/</a>
<b>Frozen processed poultry</b>				
Sahar Enterprises LLC	1	Al Kabeer	Breaded chicken fillet, whole chicken, chicken pop corn	<a href="https://www.al-kabeer.com/">https://www.al-kabeer.com/</a>
Al Islami Foods	2	Al Islami	Chicken breast and drumstick, whole chicken, chicken minced	<a href="https://alislamifoods.com/">https://alislamifoods.com/</a>
BRF SA	3	Perdix and Sadia	Chicken breast and drumstick, whole chicken, chicken nuggets, chicken burger	<a href="https://www.brf-global.com/en/about/our-location/middle-east/">https://www.brf-global.com/en/about/our-location/middle-east/</a>

JBS SA has gained space in the UAE frozen processed poultry market over the last few years and ranks in eighth place as the largest company in this specific market.

#### 4.6.2. Sugars and sugar confectionery

##### Sugar and Sweeteners in the UAE

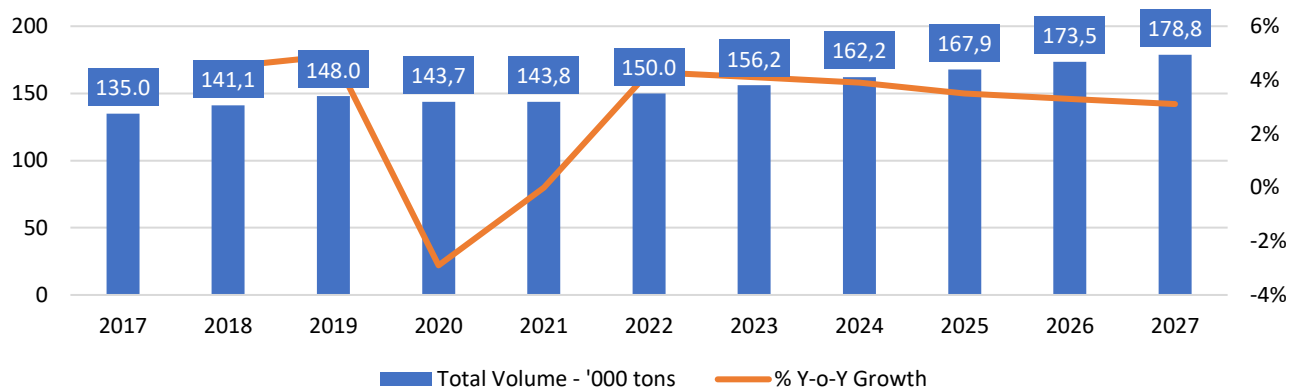
Total volume sales of sugar and sweeteners grew from 143,800 tons in 2021 to 150,000 tons in 2022, showing 4.3% growth in 2022.<sup>276</sup> Despite government-based initiatives emphasizing the harmful effects of sugar intake on the level of obesity and diabetes in the UAE, volume sales of sugar and sweeteners are expected to post a CAGR of over 4% in the coming years.<sup>277</sup>

Chart 16: Sugar and Sweeteners Market Size in the UAE by Volume, 2017-2027

<sup>276</sup> Euromonitor Passport Data.

<sup>277</sup> Euromonitor (2022). Sugar and Sweeteners in the UAE.

### Sugar and Sweeteners Market Size in the UAE by Volume ('000 tons), 2017-2027



Brazil saw an increase in sugar production in 2021 due to improved weather conditions in previous years, however this industry has not fully recovered after the pandemic, according to the Global Agriculture Information Network report on sugar in the UAE. The UAE was the 10th largest importer of sugar from Brazil in 2021.<sup>278</sup>

#### Players and Distribution Channels

There are three main players in the UAE within the sugar and sweeteners industry.

Table 35: Main Sugar and Sweeteners Processors in the UAE

Player	About	Website
Al-Rabiah Trading Co LLC	The company has a limited online media profile and presents itself as an exporter, wholesaler, and importer of rice, spices, sugar, and other commodities in local phonebooks and on export websites. <sup>279</sup>	<a href="https://alrabiahtrading.com/">https://alrabiahtrading.com/</a>
Asia & Africa General Trading LLC	A company specialized in supply chain management of agro-food commodities such as grains, edible oils, pulses, rice, sugar, nuts, spices, and canned foods, with exports to more than 45 countries. <sup>280</sup>	<a href="https://www.agro-factory.com/">https://www.agro-factory.com/</a>
Safra International Trading LLC	The company has a limited online media profile and is present in a few export trading websites mainly trading sugar. <sup>281</sup> It also advertises itself as a trader of rice, wheat, grain, and other commodities. <sup>282</sup>	N/A

<sup>278</sup> U.S. Department of Agriculture (2021). Sugar Annual

[https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Sugar%20Annual\\_Sao%20Paulo%20ATO\\_Brazil\\_BR2022-0029.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Sugar%20Annual_Sao%20Paulo%20ATO_Brazil_BR2022-0029.pdf)

<sup>279</sup> Yellow Pages <https://www.yellowpages.ae/sellers/al-rabiah-trading-co> and Kompas <https://ae.kompass.com/c/al-rabiah-trading-company-llc/ae500972/>

<sup>280</sup> Agro Factory website. <https://www.agro-factory.com/index.php/company>

<sup>281</sup> Exporters India <https://uae.exportersindia.com/safra-international2120546/sugar-4769408.htm>

<sup>282</sup> Food and Beverage Online <https://www.21food.com/showroom/230318/aboutus.html>

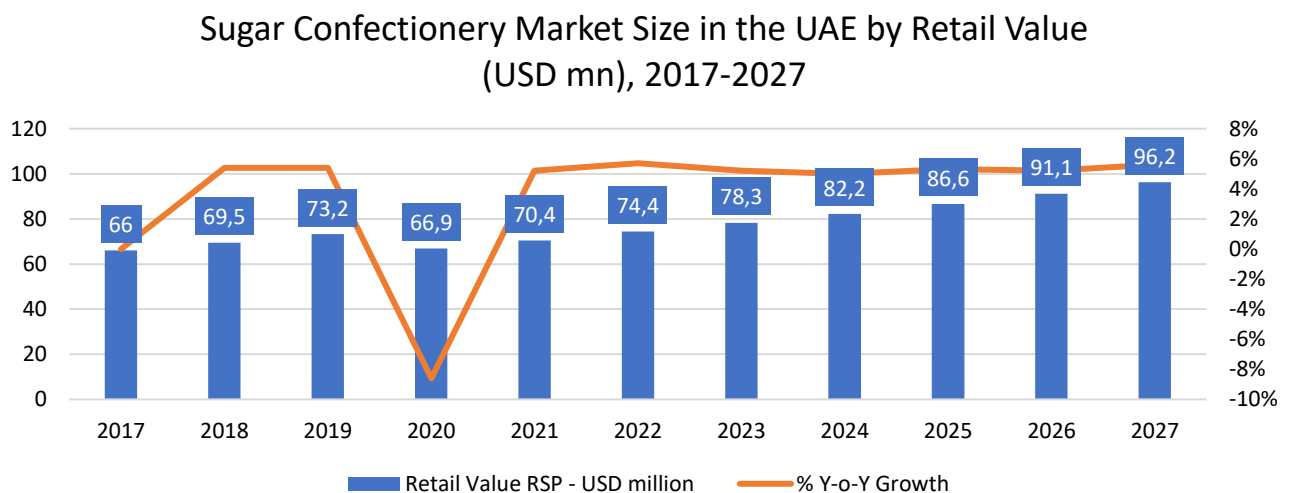


Although supermarket chains such as Carrefour, LuLu, and Spinneys have established e-commerce portals, physical grocery stores remain the preferred distribution channels for consumers. Private label offerings of those supermarket chains also play a role in this market and category. Consumers that purchased sugar and sweeteners in bulk are now shifting to online platforms to shop via quick-commerce applications (apps) including Talabat, NowNow, Deliveroo, and Noon, which deliver items between 30-60 minutes. In the horeca (hotels, restaurants, and caterers) sector, sugar and sweeteners are forecast to see growth due to the removal of COVID-19 restrictions and increased hotel occupancy rates in this sector.<sup>283</sup>

### Sugar Confectionery in the UAE

Retail value sales of sugar confectionery in the UAE increased by 6% in current terms in 2022 to reach USD74.4 million compared to USD70.4 million in 2021.

Chart 17: Sugar Confectionery Market Size in the UAE by Value, 2017-2027



### Players and Distribution Channels

Euromonitor data forecasts that Haribo Middle East FZE (“Haribo”) will maintain slight leadership over other sugar confectionery companies.<sup>284</sup>

<sup>283</sup> Euromonitor (2022). Sugar and Sweeteners in the UAE.

<sup>284</sup> Euromonitor (2022). Sugar Confectionery in the United Arab Emirates.

During the pandemic, e-commerce became the fastest growing distribution channel in the UAE and worldwide. Players were forced to expand their distribution across a range of online platforms which have made it easier for consumers to shop. In 2021, over 90% of the sugar confectionery market was distributed through grocery retailers, with hypermarkets having the largest share, followed by supermarkets.<sup>285</sup>

Sugar confectionery sales in retail, brick-and-mortar channels, show that the route for market development in the UAE depends on relationship and negotiation with the largest hypermarket and supermarket chains in the country. Main supermarkets in the country are West Zone, Al Maya, and Carrefour Market, while main hypermarkets in the country are Carrefour, LuLu, and Union Coop.

One of the most relevant trade fairs for sugar confectionery worldwide and the most important in the Middle East is ISM, formerly known as Yummex, which will happen between November 7 and 9, 2023, in the Dubai World Trade Centre. Apex-Brasil organizes the Brazilian Pavilion at Yummex annually.

Table 36: Main Players in Sugar Confectionery in the UAE, 2021

Player	2021 Rank in Category	Main Brands	Main Products	Website
Haribo GmbH & Co KG	1	Haribo	Pastilles, gummies, jellies, and chews	<a href="https://www.haribo.com/en">https://www.haribo.com/en</a>
Perfetti Van Melle Group	2	Smint, Chupa Chups, Mentos	Mints and lollipops	<a href="https://www.perfettivanmelle.com/">https://www.perfettivanmelle.com/</a>
Halwani Bros Co Ltd	3	Al Nakhlah Halva	Confectionery spread	<a href="https://www.halwani.com.sa/">https://www.halwani.com.sa/</a>
August Storck KG	4	Werther's Original, Nimm 2	Caramel candy and other flavored candies	<a href="https://www.storck.ae/en/">https://www.storck.ae/en/</a>
Ferrero & related parties	5	Tic Tac	Mints	<a href="https://www.ferrero.com/">https://www.ferrero.com/</a>

#### 4.6.3. Wood pulp, paper, and paper-based packaging

The packaging industry in the UAE is forecast to reach USD5.4 billion by 2027.<sup>286</sup> The increase in this market is due to various reasons including the rise of e-commerce retail purchases and the recovery of the F&B (food and beverage) sector.

Sustainability and environmentally-friendly packaging is being applied in the UAE after the pandemic, whether it is consumers using lightweight and reusable packaging or companies adopting sustainable packaging practices. In the case of single-use bags, AED0.25 (USD0.07) is charged for each bag.<sup>287</sup>

<sup>285</sup> Euromonitor International - Snacks 2022.

<sup>286</sup> Zawya (2022). UAE's packaging industry set to hit \$5.4bln by 2027 <https://www.zawya.com/en/business/manufacturing/uaes-packaging-industry-set-to-hit-54bln-by-2027-s8zwp4be>

<sup>287</sup> Euromonitor (2021). Packaging Industry in the United Arab Emirates.

In 2021, the UAE government restricted the use of single-use plastic which encouraged businesses to become more innovative in sustainable packaging. It is forecast that the beauty and personal care industry will see a change in packaging between 2021 and 2026 as sustainable pack types such as folding paper, recyclable high-density polyethylene (HDPE) and polyethylene terephthalate (PET) bottles, metal aerosol cans, and glass bottles will see an increase in sales. For example, Koita, a milk and beverage company from the UAE, began using 100% carton paper packaging and jute bags.<sup>288</sup>

In 2021, smaller packaging is in high demand due to its preference within the confectionery industry as people want to reduce their sugar intake, convenience when it comes to storage as consumers are no longer stockpiling after the pandemic, and the decline of average family size.<sup>289</sup>

Gulf Print & Pack, an exhibition for commercial and package printing in the MENA region, was held in May 2022 and attracted over 7,000 visitors from 20 countries, according to its website.<sup>290</sup> The next edition will happen between January 9 and 11 in 2024 at the Dubai World Trade Centre.

## Players

Some of the players in the paper packaging industry include:<sup>291</sup>

- Gulf East Paper and Plastic Industries, a company present in Dubai that manufactures and distributes disposable and flexible packaging products.
- Arabian Packaging, located in Dubai and produces corrugated boards, paper boxes for many industries including FMCG, drinks, pharmaceuticals, and automotives.<sup>292</sup>
- Aalmir Plastic Industries is based in Sharjah and provides flexible packaging for the chemicals industry.
- Falcon Pack, based in Sharjah, manufactures recyclable food packaging products, including paper cups and plates and other paper and plastic products.
- Emirates National Factory for Plastic Industries in Dubai produces both paper and plastic packages.

### 4.6.4. Coffee, tea, and spices

#### Coffee in the UAE<sup>293</sup>

The UAE is known for its distinctive coffee and tea drinking culture. The version of Arabic coffee in the Middle East is called “qahwa”, the Arabic word for coffee, and “majlis”, translated as “a place for sitting of gatherings”. In 2015, this regional tradition was protected by UNESCO’s (United Nations Educational, Scientific and Cultural Organization) Intangible Cultural Heritage register, across the UAE, Saudi Arabia, Oman, and Qatar.

Today, both modern or innovative and traditional coffee shops are trending in the UAE, with Dubai being the center of the region’s coffee innovation, driving the interest in specialty coffee in the country and in the wider region. Looking back, Western coffee chains gained a foothold in the country in the mid-1990s, with Dunkin’ Donuts in 1997, Costa Coffee in 1999, and Starbucks opening in 2000.

Total value sales of coffee in the UAE in 2021 reached USD253.7 million, growing from USD247.6 million in 2020. The coffee market in the UAE is forecast to continue growing between 2022 and 2027 at a 3% CAGR to reach USD302.9 million by 2027. Brazil supplied 6.1% of coffee, tea, maté, and spices (HS code 09) exported to the country in 2021, and 67.6% of this HS code is pepper and 31.1% is coffee.<sup>294</sup>

<sup>288</sup> Euromonitor (2021). Packaging Industry in the United Arab Emirates.

<sup>289</sup> Euromonitor (2021). Packaging Industry in the United Arab Emirates.

<sup>290</sup> Own company website <https://www.gulfprintpack.com/>

<sup>291</sup> PKG Maker (2022). Best 9 Flexible Packaging Companies in the UAE <https://pkgmaker.com/flexible-packaging-companies-in-the-uae/>

<sup>292</sup> Own company website <https://arabpack.com/products/>

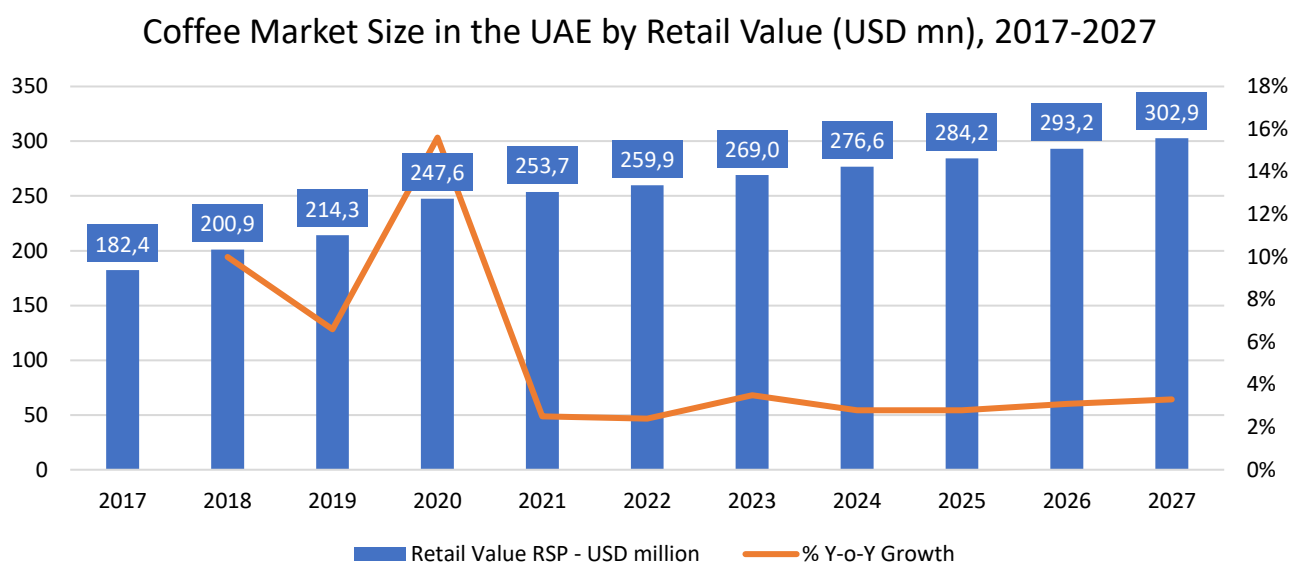
<sup>293</sup> Euromonitor (2022). Coffee in the United Arab Emirates.

<sup>294</sup> Comtrade - UN <https://comtrade.un.org/data/>

Coffee pods is the leading subcategory within coffee in the UAE with sales of USD34.7 million in 2021, growing from USD31.3 million in 2020. Fresh coffee beans retail value sales reached USD8.2 million in 2021, increasing from USD7.8 million in 2020.

Despite an increase in retail value sales, retail volume sales of coffee will see a slight decline over the forecast period due to the fall in sales of instant coffee and standard fresh ground coffee, and a slight decrease in at-home consumption. However, other coffee subcategories are expected to offset this decline, specifically fresh coffee beans and fresh ground coffee pods.

Chart 18: Coffee Market Size in the UAE by Value, 2017-2027



### Players and Distribution Channels

Table 37: Main Players in Coffee in the UAE, 2021

Player	2021 Rank in Category	Main Brands	Main Products	Website
Nestlé SA	1	Nescafé, Nespresso, Starbucks	Instant coffee, coffee beans, coffee pods	<a href="https://www.nestle-mena.com/en">https://www.nestle-mena.com/en</a>
Lavazza SpA, Luigi	2	Lavazza	Coffee pods	<a href="https://eurocoffee.ae/">https://eurocoffee.ae/</a>
Power Root (M) Sdn Bhd	3	Alicafe	Instant coffee	<a href="https://www.alicafearabia.com/">https://www.alicafearabia.com/</a>
JDE Peet's BV	4	Maxwell House, Jacobs	Instant coffee	<a href="https://www.jdepeets.com/">https://www.jdepeets.com/</a>
Société Ets Michel Najjar	5	Café Najjar	Arabic coffee	<a href="https://www.cafenajjar.com/">https://www.cafenajjar.com/</a>

Grocery retailers remained the main distribution channel with over 92.9% of coffee distribution, provided by hypermarkets (40.3%), supermarkets (30.9%), and small local grocers (16.0%). E-commerce continues to grow within the coffee category, and it was the channel with the most sold stock keeping units (SKUs).<sup>295</sup>

<sup>295</sup> Euromonitor Passport Data.

Beyond grocery retail channels, the growth of e-commerce offers an opportunity for Brazilian exporters to work with marketplaces of varied types, including e-commerce pure players, such as Amazon, and the electronics arm of hypermarkets, such as LuLu. A holistic entry strategy in the UAE, that covers different channels, would benefit Brazilian exporters due to the retail characteristics of the market.

Two of the main trade fairs for food and beverages, including coffee, in the UAE are [Gulfood](#), which will happen between February 19 and 23, 2024 at the Dubai World Trade Centre, and Abu Dhabi International Food Exhibition ([Adife](#)), which will happen between November 27 and 29, 2023 at the Abu Dhabi National Exhibition Centre (ADNEC). Brazil has official presence at both events: Apex-Brasil organizes the Brazilian Pavilion annually at Gulfood and the Ministry of Agriculture, Livestock, and Food Supply (MAPA) of Brazil and the Embassy of Brazil in Abu Dhabi organize the Brazilian Pavilion at Adife.

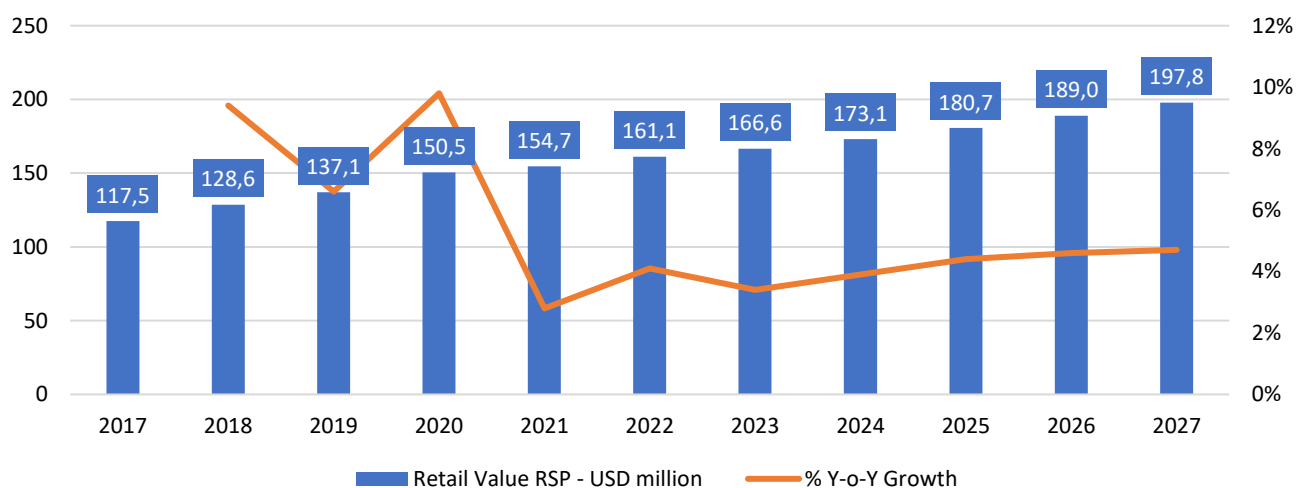
### Tea in the UAE<sup>296</sup>

Total retail value sales of tea in the UAE in 2021 reached USD154.7 million, growing from USD150.5 million in 2020. Retail value sales of tea are forecast to continue growing between 2022 and 2027 at a 4% CAGR to reach USD197.8 million in 2027.

Black tea remained the most sold type in terms of retail value with sales reaching USD110.5 million in 2021 compared to USD106.9 million in 2020. Fruit or herbal tea saw the greatest increase in sales and is forecast to continue its increase in retail value sales as it is perceived as a healthy option containing various vitamins.<sup>297</sup>

Chart 19: Tea Market Size in the UAE by Value, 2017-2027

Tea Market Size in the UAE by Retail Value (USD mn), 2017-2027



### Players and Distribution Channels

<sup>296</sup> Euromonitor (2022). Tea in the United Arab Emirates.

<sup>297</sup> Euromonitor Passport Data.

Unilever Gulf FZE was the leading player in 2021 and will continue to maintain its dominance in retail value terms over the forecast period due to brand recognition and widespread availability of its Lipton brand among UAE citizens and expats. Lipton Yellow label, Lipton Twinings, and Brooke Bond Red Label were the main brands of Unilever with the highest sales in 2021.

Table 38: Main Players in Tea in the UAE, 2021

Player	2021 Rank in Category	Main Brands	Website
Unilever Group	1	Lipton	<a href="https://www.unileverme.com/">https://www.unileverme.com/</a>
Alokozay International Ltd	2	Alokozay	<a href="https://www.alokozay.com/">https://www.alokozay.com/</a>
Associated British Foods Plc	3	Twinings	<a href="https://www.abf.co.uk/">https://www.abf.co.uk/</a>

In 2022, the Lipton brand under company Ekaterra was sold by Unilever Group to CVC Capital Partners Fund.<sup>298</sup> The rest of the players in the UAE are very minor.

The main distribution channel was grocery retailers, with over 95.6% of the goods within this category distributed through this channel, especially via hypermarkets (41.2%), supermarkets (29.2%), and small local grocers (18.3%). E-commerce has grown from 0.5% share in 2019 to 3.4% in 2020 and is forecast to continue growing in the next few years.

### **DMCC Coffee Centre and Tea Centre**<sup>299</sup>

[The Dubai Multi Commodities Centre \(DMCC\)](https://www.dmcc.ae/gateway-to-trade/commodities) is a free trade zone located in Jebel Ali, Dubai. The DMCC Coffee Centre and the DMCC Tea Centre serve as global hubs for coffee and tea trade, respectively, from Dubai, offering facilities for roasting, warehousing, and packaging solutions, backed-up by additional offerings such as re-bagging of green coffee. The Coffee Centre also houses a coffee quality laboratory, cupping labs and a Specialty Coffee Association (SCA) Premier Training Campus, in addition to a range of commercial office space. The facility brings the world's finest varieties of coffee to Dubai from the world's major coffee-producing nations such as Brazil, Ethiopia, Indonesia, and Vietnam, among others.

### **Herbs and Spices in the UAE**<sup>300</sup>

Total retail value sales of herbs and spices<sup>301</sup> reached USD35.4 million in 2020 and decreased to USD33.9 million in 2021. Sales of spices are forecast to see growth between 2021 and 2022 resulting in an overall 4.4% CAGR over the period 2017-2022.

Chart 20: Herbs and Spices Market Size in the UAE by Value, 2017-2027

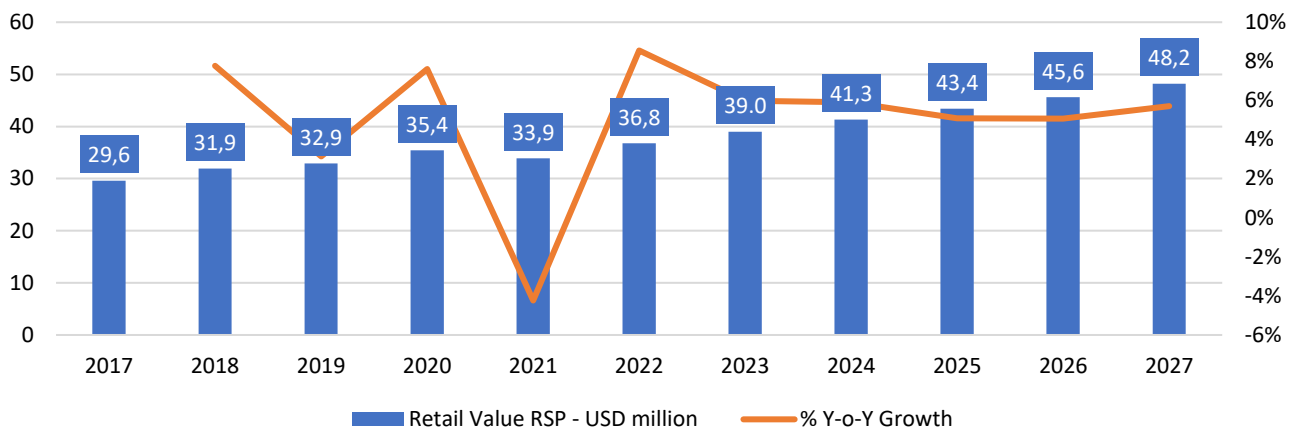
<sup>298</sup> Unilever Group <https://www.unilever.com/news/press-and-media/press-releases/2021/unilever-to-sell-its-tea-business-ekaterra-to-cvc-capital-partners-fund-viii-for-45-bn/>

<sup>299</sup> DMCC <https://www.dmcc.ae/gateway-to-trade/commodities>

<sup>300</sup> Euromonitor (2022). Tea in the United Arab Emirates.

<sup>301</sup> Herbs and spices category is defined as packaged dehydrated herbs and spices as well as dried herb/spice mixes, including ground pepper, chili flakes, and frozen herbs and spices. Leaves, e.g. bay leaves, seeds, e.g. fenugreek, and powder, e.g. fennel, are also included.

## Herbs and Spices Market Size in the UAE by Retail Value (USD mn), 2017-2027



This is due to globalization and the growing demand for different ranges of herbs and spices, the increase in the volume of international trade, and the health awareness and concerns among individuals due to the ability to access and research on the internet, especially among Gen Z and Millennials.<sup>302</sup>

Brazilian companies can be positioned as exporters of herbs and spices that are grown in the country and that can compete with other regions. Brazil is already a relevant partner of the UAE in this category, with products such as pepper, which amassed exports of USD32.9 million in 2022, but can leverage exports of other products, such as ginger and cloves, which have already been exported by Brazil to the UAE in the past.

### Players and Distribution Channels

Table 39: Main Players in Herbs and Spices in the UAE, 2021

Player	2021 Rank in Category	Main Brands
Gyma Food Industries LLC	1	Gyma
IFFCO Group	2	Shama
American Garden Products Inc	3	American Garden
Shan Foods (Pvt) Ltd	4	Shan
Mehran Spice & Food Industries	5	Mehran

Just as in the coffee and tea categories, grocery retailers remain the main distribution channel, especially hypermarkets, supermarkets, and small local grocers.

<sup>302</sup> Yahoo Finance (2021). Herbs and Spices Market Finds Key Growth Opportunities in Ethnic Spice Mixes, Says FMI <https://finance.yahoo.com/news/herbs-spices-market-finds-key-140000368.html>





# 5. Market Access <sup>303</sup>

## 5.1. Overview of export process from Brazil to the UAE

The export process from Brazil to the UAE can be completed via two modalities, either by sea or by air freight. Air freight is the fastest option, as it takes two to three days to arrive. Sea freight is more cost effective (up to five times cheaper than air freight), albeit with a longer timeframe to arrive in the UAE. The basic documents to start the export process by air or sea are as follows: Certificate of origin; commercial invoice; packing list; import permit; bill of entry for exports that will be conducted by sea; and air waybill for exports that will be completed via air freight.

Certain conditions apply for some products such as food. For example, a health certificate certifies, after inspection by competent authorities, that the food products are compliant with the health and safety standards set by the UAE. All regulated items in the UAE require specific labeling such as Arabic language requirement on warning labels on lists of ingredients. Payment for exports can be done through a letter of credit. Cash, checks, and bank electronic payments are widely used in the UAE. Business and governmental services accept payments via credit or debit cards.

There are three types of legal business structures in the UAE, namely:

Table 39: Legal Structure of Business Entities in the UAE<sup>304</sup>

Entity Type	Requirements
Mainland (or Onshore) Company <sup>305</sup>	Three types of mainland companies in the UAE: 1) Commercial companies - which includes all types of trading. Commercial companies are Limited Liability Companies, Sole Proprietorships, General Partnerships, Branch or Representative Offices, Public Joint Stock; and Private Shareholding Companies; 2) Industrial License - for manufacturing and industrial activities; and 3) Professional License - Professions (such as consulting, accounting, legal services and other related activities), Services, and Craftsmen. Limited Liability Company (LLC) is the most common type of mainland entity in the UAE and LLC requirements are: Identify a business activity; register the business name; seek initial approvals, create legal documents such as a Memorandum of Association (MoA) and other agreements; choose a location and workspace, apply for additional government approvals; and submit necessary documents and pay required fees.
Free Zone Company <sup>306</sup>	Choose a registered agent; submit the necessary documents, such as memorandum and articles of association to the registered agent; pay the required fees and obtain a license; obtain a registered office address in the UAE; and comply with the regulations of the offshore authority.
Offshore Company <sup>307</sup>	Obtain a commercial license from the Department of Economic Development (DED); appoint a local service agent; submit the necessary documents, such as a board resolution and a certificate of incorporation; obtain approval from the <a href="#">Ministry of Economy (MOE)</a> ; and obtain a physical office address in the UAE.

<sup>303</sup> Disclaimer: The following information may be subject to change by competent authorities without prior notice.

<sup>304</sup> DMCC Blog <https://blog.dmcc.ae/company-registration-in-dubai-mainland-vs-free-zone-vs-offshore> and NR Doshi and Partners <https://doingbusinessdubai.com/about-uae/legal-structure-of-business-entities/>

<sup>305</sup> A&A Associates LLC <https://www.aaconsultancy.ae/dubai/uae-mainland-company-setup-locations/limited-liability-company/>

<sup>306</sup> Free zones are special territories that provide investors several facilities to establish businesses in the UAE, including: 100% foreign ownership; 100% repatriation of capital and profits; 100% exemption of corporate and income taxes; 100% exemption of customs duty, fast and easy business set-up procedures, including access to modern and sophisticated infrastructure (offices, factories, logistics routes, and warehouses) and workforce; ease in visa access; independent laws and regulations, which are regulated by a specific authority. More details are in subsection 5.5. A&A Associates LLC <https://www.aaconsultancy.ae/dubai/freezone-company-formation/>

<sup>307</sup> Offshore company is not established in the UAE's mainland or any free zone. It can be established in other country, such as in the British Island, with the intention to operate outside its registered jurisdiction. A&A Associates LLC <https://www.aaconsultancy.ae/dubai/offshore-company-formation/>

## 5.2. Tariff and non-tariff systems

### 5.2.1. UAE's tariff structure

The Ministry of Economy of the UAE is the regulatory body responsible for enhancing trade and promoting exports. It is responsible for the negotiation and facilitation of trade agreements between countries and manages their application. It is also responsible for drafting the Certificate of Origin law which identifies the origin of the local goods and determines which products are banned and executes penalties and fines.

#### Federal Customs Authority

The Federal Customs Authority formulates customs policies and monitors customs laws, as well as their implementation. The agency is responsible for setting and modifying import tariffs. There are seven customs authorities, including the Federal Customs Authority and six local customs departments, one for each emirate excluding Umm al-Quwain. The local customs authorities are: General Administration of Customs in Abu Dhabi; Dubai Customs in Dubai; Department of Seaports and Customs in Sharjah; Customs Department in Ras Al-Khaimah; Port of Fujairah and Fujairah Customs. Umm al-Quwain does not have a customs department.<sup>308</sup> Local customs authorities in each emirate carry out their administrative duties and develop customs policies in accordance with the GCC Common Customs Act.

### 5.2.2. Customs union and tariffs

#### Applicable Tariffs<sup>309</sup>

The UAE's tariff rate is based on the Common External Tariff (CET) of the GCC which was implemented in 2003. GCC member states follow The Unified Economic Agreement between member states. As a result, almost all trade barriers between the members are exempted, with some exceptions.

World Trade Organization (WTO) data in 2021 reported a total of 7,585 tariff lines, of which over 85% (more than 6,400 tariff lines) had a 5% tariff and 10.5% were duty-free tariffs.<sup>310</sup> According to WTO, the average tariff for imported agricultural products into the UAE was 6.7%, while the average tariff for non-agricultural products was 4.7%.

The World Trade Organization reported that the GCC has a total of 421 tariff lines which can be imported to GCC member countries with no tariffs.<sup>311</sup> This includes some categories of the following HS codes:<sup>312</sup>

- HS code 01 (live animals) such as live bovine animals, live sheep and goats, live swine, and others.
- HS code 02 (meat and edible meat offal) such as carcasses and half-carcasses for poultry, carcasses and half-carcasses of lambs, fresh or chilled.
- HS code 30 (pharmaceutical products) such as vaccines, medicaments, wadding, gauze, bandages, and similar articles.
- HS code 17 (sugars and sugar confectionery) such as cane or beet sugar, and sugar confectionery.

*For the full list of applicable tariffs by each 6-digit HS code, please refer to the [Federal Authority for Identity](#).*

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<sup>308</sup> The Government of UAE (2021). Customs Clearance <https://u.ae/en/information-and-services/finance-and-investment/clearing-the-customs-and-paying-customs-duty>

<sup>309</sup> Federal Authority for Identity, Citizenship, Customs and Port Security (2022) [https://www.fca.gov.ae/En/HomeRightMenu/Documents/HSCodes\\_2022.pdf](https://www.fca.gov.ae/En/HomeRightMenu/Documents/HSCodes_2022.pdf)

<sup>310</sup> World Trade Organization (2022) [https://www.wto.org/english/tratop\\_e/tpr\\_e/s162-3\\_e.doc](https://www.wto.org/english/tratop_e/tpr_e/s162-3_e.doc)

<sup>311</sup> World Trade Organization [https://www.wto.org/english/tratop\\_e/tpr\\_e/s162-3\\_e.doc](https://www.wto.org/english/tratop_e/tpr_e/s162-3_e.doc)

<sup>312</sup> The Government of UAE (2021). Customs Clearance <https://u.ae/-/media/Information-and-services/Finance-and-Investment/UAE-Ports.ashx>

Table 40: Applied to Most-Favored-Nation (MFN) Tariff Summary in 2021<sup>313</sup>

Products	Number of lines <sup>314</sup>	Average (%) <sup>315</sup>	Tariff range (%)	Share of duty-free lines (%)
<b>Total</b>	<b>7,585</b>	<b>5.0</b>	<b>0-100</b>	<b>0.7</b>
<b>WTO agricultural products</b>	<b>1,266</b>	<b>6.7</b>	<b>0-100</b>	<b>3.0</b>
Animals and products thereof	157	3.0	0-5	1.9
Dairy products	45	5.0	5	0.0
Fruit, vegetables, and plants	366	5.0	0-50	1.9
Coffee, tea, and cocoa and cocoa preparations	44	5.9	0-50	0.0
Cereals and preparations	191	3.6	0-5	0.0
Oils seeds, fats, oil, and their products	101	4.8	0-5	3.0
Sugars and confectionery	40	4.5	0-50	0.0
Beverages, spirits, and tobacco	124	28.4	0-100	17.7
Cotton	5	5.0	5	0.0
Other agricultural products, n.e.s.	193	4.4	0-50	1.6
<b>WTO non-agricultural products</b>	<b>6,319</b>	<b>4.7</b>	<b>0-100</b>	<b>0.3</b>
Fish and fishery products	303	3.5	0-5	0.0
Minerals and metals	1,219	4.9	0-5	0.8
Chemicals and photographic supplies	1,322	4.5	0-5	0.1
Wood, pulp, paper, and furniture	469	4.6	0-5	0.0
Textiles	724	5.0	0-5	0.0
Clothing	254	5.0	5	0.0
Leather, rubber, footwear, and travel goods	207	5.0	5	2.4
Non-electric machinery	652	4.2	0-5	0.0
Electric machinery	338	5.6	0-100	0.0
Transport equipment	251	4.5	0-5	0.0
Non-agricultural products, n.e.s.	545	4.6	0-5	0.0
Petroleum	35	5.0	5	0.0

WTO-bound tariffs in the UAE range from 0-200% and have a simple average of 14.4%,<sup>316</sup> which is approximately three times the MFN average.

Industrial inputs such as equipment and spare parts, raw materials, semi-finished products, and packaging materials are exempted from duties. Tax and duty concessions fall under the “import for re-export”, “transit” or “temporary admissions”.

### **Preferential Rates**

As part of the GCC, goods that are imported from GCC countries do not pay duty upon entry. Products made in GCC free trade zones are subject to the MFN duties that are in effect.

### **Other Charges or Fees on Imports**

Although the UAE introduced value-added tax (VAT) in 2018, goods that are admitted temporarily as in-transit products or re-exports are not considered imports. Therefore, they are exempt from VAT.

<sup>313</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>314</sup> The number of different tariff categories according to the UAE's tariff summary and each product category.

<sup>315</sup> Simple average calculation between national tariff levels (8-digit HS codes).

<sup>316</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

Designated zones and free zones are subject to strict controls, with stringent security checks during the movement of goods and individuals and are treated as being outside UAE territory. When items move into “designated zones”, they are considered outside of the customs territory and do not require the payment of VAT (refer to the Federal Tax Authority Cabinet Decision No. 59 in 2017 for further information).<sup>317</sup> However, when services are offered to the “designated zones”, such as water and electricity, they are taxed according to the general VAT rule of each service.<sup>318</sup>

In 2016, GCC member states introduced a common GCC excise tax of 100% on energy drinks and tobacco products and 50% on carbonated drinks. Sugary juices that are manufactured in the UAE remain untaxed. In October 2017, the GCC extended its taxes to include a 50% tax on all beverages with added sugar, except drinks with natural occurring sugars. In December 2019, excise taxes of 100% were added to all electronic smoking devices and liquids used to smoke.<sup>319</sup> In April 2022, UAE customs increased the import duty on rebar and wire rod from 5% to 10%.<sup>320</sup> Although the UAE has a simple tariff structure, the government increases some tariff lines to reduce specific product consumption or to protect internal production from foreign competitors.

## Customs Offices in the UAE<sup>321</sup>

Table 41: Customs Offices in the UAE

Abu Dhabi <sup>322</sup>		
Website: <a href="https://www.adcustoms.gov.ae/About-Us/Customs-Center">https://www.adcustoms.gov.ae/About-Us/Customs-Center</a>		
Land Ports	Airports	Seaports
Al Ghuwaifat Customs Centre	Abu Dhabi Airport	Mussafah Port Customs Centre
Al Hili Customs Centre	Abu Dhabi Airport Customs Centre - Al Bateen	Zayed Port Customs Centre
Al Madheef Port	Abu Dhabi Post Customs Centre	
Khatm Al Shikla Customs Centre	Al Ain Airport	
Mezyad Customs Centre	Al Ain Post Customs Centre	
Ajman <sup>323</sup>		
Website: <a href="https://www.ajman.ae/en/servicecatalog/service_categories/department-port-customs">https://www.ajman.ae/en/servicecatalog/service_categories/department-port-customs</a>		
Land Ports	Seaports	
Post Customs Centre	Ajman Port and Customs Centre	
	Creek Customs Centre - Ajman	
Dubai <sup>324</sup>		
Website: <a href="https://www.dubaicustoms.gov.ae/en/AboutDubaiCustoms/Pages/Location.aspx">https://www.dubaicustoms.gov.ae/en/AboutDubaiCustoms/Pages/Location.aspx</a>		
Land Ports	Airports	Seaports

<sup>317</sup> Deloitte <https://www2.deloitte.com/xe/en/pages/tax/articles/vat-gcc-uae-announces-list-designated-zones-zero-rated-medicines.html> and United Arab Emirates Ministry of Finance <https://mof.gov.ae/tax-legislation/>

<sup>318</sup> UAE Government, Federal Tax Authority (2018) <https://tax.gov.ae/DataFolder/Files/Pdf/Designated-Zones-VAT-Guide.pdf>

<sup>319</sup> United States Trade Representative (2022). 2022 National Trade Estimate Report on Foreign Trade Barriers <https://ustr.gov/sites/default/files/2022%20National%20Trade%20Estimate%20Report%20on%20Foreign%20Trade%20Barriers.pdf>

<sup>320</sup> Government of Dubai, Dubai Customs (2022) [https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN10\\_2022.pdf](https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN10_2022.pdf)

<sup>321</sup> The Government of UAE (2021). Customs Clearance <https://u.ae/-/media/Information-and-services/Finance-and-Investment/UAE-Ports.ashx>

<sup>322</sup> Please refer to <https://www.adcustoms.gov.ae/About-Us/Customs-Center> for a full list of customs offices, locations, and contact information present in Abu Dhabi.

<sup>323</sup> Please refer to [https://www.ajman.ae/en/servicecatalog/service\\_categories/department-port-customs](https://www.ajman.ae/en/servicecatalog/service_categories/department-port-customs) and <https://www.ajmanport.gov.ae/Main> for a list of services that Ajman customs provides.

<sup>324</sup> Please refer to <https://www.dubaicustoms.gov.ae/en/AboutDubaiCustoms/Pages/Location.aspx> for a list of the customs offices present in Dubai.

DMCC Customs Centre	Al Maktoum Airport Customs Centre	Coastal Customs Centre
Dry Port Customs Centre	Cargo Village Customs Centre	Dubai Creek Customs Centre
Dubai Healthcare City Customs Centre	Dubai Airport FZ Customs Centre	Hamriya Port Customs Centre - Dubai
Dubai Internet City Customs Centre	Dubai International Airport Customs Centre	Jebel Ali Port Customs Centre
Dubai Logistic City Customs Centre	Jebel Ali Cargo Village Customs Centre	Rashid Port Customs Centre
Dubai Media City Customs Centre		
Dubai Silicon Oasis Customs Centre - Free Zone		
Dubai Textile City Customs Centre		
DUCAMZ Customs Centre - Free Zone		
Hatta Customs Centre		
Post Customs Centre - Dubai		
<b>Fujairah<sup>325</sup></b> Website: <a href="https://fujcustoms.gov.ae/en/">https://fujcustoms.gov.ae/en/</a>		
Land Ports	Airports	Seaports
Free Zone Customs Centre	Fujairah International Airport Cargo Customs Centre	Deba Al Fujairah Port Customs Centre
	Fujairah International Airport Customs	Fujairah Port Customs Centre
<b>Sharjah<sup>326</sup></b> Website: <a href="https://www.sharjahcustoms.gov.ae/en/centerdetails/3">https://www.sharjahcustoms.gov.ae/en/centerdetails/3</a>		
Land Ports	Airports	Seaports
Airport Passengers Customs Centre	Airport Cargo Customs Centre	Container Customs Centre
Hamriya Customs Centre	SAIF Zone Customs Centre	Creek Customs Centre - Sharjah
Khatm Melaha Customs Centre		Khorfakkan Customs Centre
Post Customs Centre - Sharjah		Port Khalid Customs Centre
<b>Ras Al-Khaimah<sup>327</sup></b> Website: <a href="https://rakcustoms.rak.ae/en/pages/location-centers.aspx">https://rakcustoms.rak.ae/en/pages/location-centers.aspx</a>		
Land Ports	Airports	Seaports
Al Darah Customs Centre	Emirates Post Customs Centre	Al Jazeera Port Customs Centre
Al Ghail Customs Centre	RAK Airport Customs Centre	Al Jeer Port Customs Centre
North Free Zone Customs Centre		Inland Container Depot Customs Centre
South Free Zone Customs Centre		RAK Port Customs Centre
Um Al Ghaf Customs Centre		Saqr Port Customs Centre

<sup>325</sup> Please refer to <https://fujcustoms.gov.ae/en/> for a full list of the customs offices, locations, and contact information present in Fujairah.

<sup>326</sup> Please refer to <https://www.sharjahcustoms.gov.ae/en/centerdetails/3> or a full list of the customs offices, locations, and contact information present in Sharjah.

<sup>327</sup> Please refer to <https://rakcustoms.rak.ae/en/pages/location-centers.aspx> for a full list of the customs offices, locations, and contact information in Ras Al-Khaimah.

Umm al-Quwain Website: N/A
Seaports
Ahmad Bin Rashid Port Customs Centre

### 5.2.3. Non-tariff barriers

Non-tariff barriers are a form of trade barrier that can restrict the import or export of goods and services without imposing a direct tax or tariff. The following are some examples of non-tariff barriers that can affect trade in the UAE:<sup>328</sup>

#### Import Prohibitions and Restrictions

Restricted products in the UAE include alcoholic beverages and products, methyl alcohol, methylated and medicated spirits, industrial alcohol-denatured, pork products, pharmaceuticals, fireworks, printed materials such as magazines and videos, photographic equipment, explosives, weapons and ammunition, drugs, and agricultural pesticides. The UAE Ministry of Climate Change and Environment (MOCCAE) issued Decree No. 98 in March 2019 outlawing the import of any fuel made from waste.

The Committee for Goods and Materials Subject to Import and Export Control is the body that issues permits to import, export or re-export certain prohibited items such as armored vehicles. The UAE forbids the entry, transit, or exit of items that are illegal, infringing, or restricted without the relevant authorities' consent at the emirate level. The prohibited goods are the following:

Table 42: List of Prohibited Goods and the Controlling Authority<sup>329</sup>

Goods Categories/Items	HS Codes	Controlling Authorities
Asbestos	25241000, 25249010, 25249020, 25249030, 25249040, 25249090	Ministry of Climate Change and Environment <a href="https://www.moccae.gov.ae/">https://www.moccae.gov.ae/</a>
Gambling tools, machineries and devices of all kinds	95043000	Ministry of Interior <a href="https://www.moi.gov.ae/">https://www.moi.gov.ae/</a>
Items infringing intellectual property (IP) rights	N/A	Ministry of Economy <a href="https://www.moec.gov.ae/">https://www.moec.gov.ae/</a>
Items that contradict Islamic faith and public morals	N/A	N/A
Ivory, ivory powder, and waste	05071000	Ministry of Climate Change and Environment <a href="https://www.moccae.gov.ae/">https://www.moccae.gov.ae/</a>
Live swine	01031000, 01039100, 01039200	Ministry of Climate Change and Environment <a href="https://www.moccae.gov.ae/">https://www.moccae.gov.ae/</a>
Narcotic drugs	12079100, 12079910, 12079920, 12113000, 12119020, 12119060	Ministry of Health and Prevention <a href="https://mohap.gov.ae/">https://mohap.gov.ae/</a> Ministry of Interior <a href="https://www.moi.gov.ae/">https://www.moi.gov.ae/</a>
Nylon fishing nets	56081100	Ministry of Climate Change and Environment <a href="https://www.moccae.gov.ae/">https://www.moccae.gov.ae/</a>

<sup>328</sup> United States Trade Representative (2022). 2022 National Trade Estimate Report on Foreign Trade Barriers

<https://ustr.gov/sites/default/files/2022%20National%20Trade%20Estimate%20Report%20on%20Foreign%20Trade%20Barriers.pdf>

<sup>329</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/trp\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/trp_e/s423_e.pdf)

Goods Categories/Items	HS Codes	Controlling Authorities
Paan and betel leaves	24039921, 24039922	Dubai Municipality <a href="https://www.dm.gov.ae/">https://www.dm.gov.ae/</a>
Radiation and nuclear fallout contaminated substances	28445000, 81121300, 81060000	Federal Authority for Nuclear Regulation <a href="https://www.fanr.gov.ae/">https://www.fanr.gov.ae/</a>
Somalian charcoal	38021000, 38029000	Committee for Commodities Subject to Import & Export Control (CGMIEC) - Ministry of Foreign Affairs & International Cooperation <a href="https://www.mofaic.gov.ae/en">https://www.mofaic.gov.ae/en</a>
Used, reconditioned, and inlaid tires	40121100, 40121200, 40121300, 40121900, 40122000, 40129000	Ministry of Industry and Advanced Technology <a href="https://moiat.gov.ae/">https://moiat.gov.ae/</a>

The list of chemical and non-chemical controlled products can be found on the [Executive Office for Control and Non-Proliferation website](#).

### Import Licensing<sup>330</sup>

Import licensing in the UAE is a process that regulates the importation of goods into the country. The process is governed by the UAE Federal Customs Authority, which is responsible for issuing licenses and permits for importation. Below are the steps involved in obtaining an import license in the UAE:

1. Register the company: To apply for an import license, the potential shareholders must first register a company with the relevant authorities. This involves obtaining a trade license from the relevant emirate's Department of Economic Development and registering with the chamber of commerce. Foreign companies have two options to do business either in the UAE mainland where they can establish an office within the UAE or appoint a UAE national as a sponsor, agent, or distributor to carry out business on their behalf. It is important to note that conducting business in the UAE mainland requires compliance with local regulations and customs procedures.

Additionally, companies that set up within one of the UAE's free trade zones (FTZs) may use their trade license to import goods into that FTZ. This allows for the benefits of a tax-free environment and 100% foreign ownership, but limits business operations to within the FTZ boundaries. The process for importing goods into an FTZ is generally less complicated than importing goods into the UAE mainland, as it involves fewer regulatory requirements and simplified customs procedures.

2. Determine the HS code: This code is used to classify goods for customs purposes and helps determine the applicable customs duties and taxes. The HS is a standardized system for classifying goods, which is used to facilitate international trade and customs duties. It consists of a six-digit code, which is used to classify goods at the general level. The NCM (Nomenclatura Comum do Mercosul or Mercosur Common Nomenclature) is used to classify goods for import and export purposes within the Mercosur trade bloc, and its structure is based on the internationally recognized HS code, with an additional two digits to provide more detailed information about the product being traded.

<sup>330</sup> Federal Authority for Identity, Citizenship, Customs and Port Security <https://www.fca.gov.ae/en/pages/arglossary.aspx#ImportLicense>; The Official Portal of the United Arab Emirates Government <https://u.ae/en/information-and-services/finance-and-investment/clearing-the-customs-and-paying-customs-duty>; International Trade Association, United Arab Emirates - Country Commercial Guide <https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>; Meydan Free Zone <https://www.meydanfz.ae/import-export-license-dubai/>

3. Provide supporting documents: The company can apply for an import license online through the [Federal Customs Authority - eService](#). The application requires information about the company, the goods being imported, and their intended use. Supporting documents such as a commercial invoice, bill of lading, packing list, and certificate of origin must also be provided. Additionally, fees must be paid for the import license and any applicable customs duties and taxes.
4. Wait for approval: Once the application and supporting documents are submitted, the UAE Federal Customs Authority will review the documents and issue an approval, which can take several days to several weeks. If the application is approved, the company will receive the import license, which must be presented to customs officials when the goods arrive in the UAE.

It should be noted that the process for obtaining an import license can vary depending on the type of goods being imported and the specific regulations governing those goods. As a result, companies are advised to consult with a customs broker, such as Agility, Aramex, DHL Global Forwarding, Expeditors, and GAC, or an import/export specialist to ensure compliance with all regulations and requirements. It is worth noting that an import license is not required to import products for personal use.

### **Intellectual Property Rights (IPR)**

In the UAE, trademarks, copyrights, and patents are the primary types of intellectual property rights (IPR) that are protected by law.

**Trademarks:** Trademarks are used to distinguish a company's goods or services from those of its competitors. To register a trademark in the UAE, companies must submit an application to the UAE Ministry of Economy's Trademark Department ([www.economy.ae](http://www.economy.ae)) and pay a fee of USD204.20 (AED750). The application must include a trade license and the power of attorney. The application is then reviewed by the Trademark Department, and if approved, the trademark will be published in the UAE's official trademark gazette. After publication, there is a 30-day period during which any objections can be raised. If no objections are raised, the trademark registration will be granted.<sup>331</sup>

**Copyrights:** Copyrights protect original literary, artistic, and musical works. In the UAE, copyrights are registered with the [UAE Ministry of Economy's Copyright Department](#). The registration process involves submitting an application, along with a copy of the work being copyrighted and proof of ownership. The application fee is USD13.60 (AED50) for an application by an individual or USD27.23 (AED200) for a legal person as an applicant (application submitted by an entity that has a legal status, such as a company or organization) and is submitted to [www.economy.ae](http://www.economy.ae). The Copyright Department will review the application and if approved, will issue a certificate of registration.<sup>332</sup>

**Patents:** Patents protect inventions and new technologies. To register a patent in the UAE, companies must submit an application to the [UAE Ministry of Economy's Patent Department](#). The application must include a detailed description of the invention or technology, along with any relevant diagrams or schematics. The fee ranges between USD272 (AED1,000) and USD1,906 (AED7,000) depending on whether the applicant is a company or an individual, and whether the patent has been examined by the UAE government previously. The [Patent Department](#) will review the application and if approved, will issue a certificate of registration.<sup>333</sup>

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<sup>331</sup> United Arab Emirates Ministry of Economy [https://www.moec.gov.ae/en/trademark-registration?p\\_l\\_back\\_url=%2Fen%2Fsearch-results%3Fq%3DFuture%2520Economy%26start%3D19](https://www.moec.gov.ae/en/trademark-registration?p_l_back_url=%2Fen%2Fsearch-results%3Fq%3DFuture%2520Economy%26start%3D19)

<sup>332</sup> United Arab Emirates Ministry of Economy <https://www.moec.gov.ae/en/material-copyright-registration>

<sup>333</sup> United Arab Emirates Ministry of Economy <https://www.moec.gov.ae/en/apply-for-patent>



In addition to the registration process, there are various laws and regulations in the UAE that protect IPR and ensure that companies are able to enforce their rights. These include the UAE Copyright Law,<sup>334</sup> the UAE Trademark Law,<sup>335</sup> and the UAE Patent Law.<sup>336</sup> Any infringement of IPR is considered a violation of these laws, and can result in legal action, fines, or even imprisonment.

### **Limitations on Foreign Equity Ownership**

The UAE has restrictions on foreign land ownership. The Abu Dhabi government issued Law No. 13 in 2019 which allowed foreign individuals and entities to own land in certain investment districts in Abu Dhabi. The law also permitted public joint stock entities to own land or a property anywhere in Abu Dhabi if at least 51% of that entity is owned by UAE nationals. Apart from those freehold interests, Abu Dhabi allows a long-term lease of 99 years for foreign nationals, renewable with the agreement of both parties.

In Ajman, the Ajman Department of Economic Development cannot issue or renew a real estate brokerage office license unless the applicant is a UAE or a GCC national. In Dubai, there are more than 1,000 commercial and industrial activities that allow 100% foreign ownership, according to a list published by Dubai's Department of Economic Development. *More details can be accessed at [Dubai Economy's website](#).*<sup>337</sup>

### **Anti-Dumping Tariffs, Compensatory Measures, and Protection Rates**

Anti-dumping tariffs, compensatory measures, and protection rates are all measures that a government can use to protect its domestic industries from unfair competition from foreign companies.

Regarding the intra-GCC trade, Article 1 of the 2001 Economic Agreement between the GCC states eliminated all tariff and non-tariff barriers on internal trade and stated that no anti-dumping and countervailing measures are permissible. There are no clauses allowing the installation of safeguard measures for intra-GCC trade. Article 8 of the same agreement forces GCC member states to harmonize their industrial laws and regulations regarding anti-dumping and safeguarding measures on extra-GCC trade.<sup>338</sup>

The UAE published Federal Law No. 1 in 2017 regarding anti-dumping, countervailing, and safeguard measures, and published implementation rules of this law in March 2018. The Federal Law No. 1 creates a national framework for the assessment of harm and the potential imposition of anti-dumping and countervailing measures.<sup>339</sup>

In 2022, the UAE's Ministry of Economy published on its website two anti-dumping, countervailing, and safeguarding measures, and those were:

- In June 2022, the Ministry of Economy temporarily suspended the export and re-export of wheat and wheat flour to the world, originated from India.<sup>340</sup>
- In November 2022, the Ministry of Economy in the UAE imposed an anti-dumping duty on GCC imports of electric accumulators to start engines between 32 and 225 amps originating in or exported from India and Turkey.<sup>341</sup>

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<sup>334</sup> [https://elaws.moj.gov.ae/UAE-MOJ\\_LC-En/00\\_INTELLECTUAL%20PROPERTY/UAE-LC-En\\_2002-07-01\\_00007\\_Kait.html?val=EL1](https://elaws.moj.gov.ae/UAE-MOJ_LC-En/00_INTELLECTUAL%20PROPERTY/UAE-LC-En_2002-07-01_00007_Kait.html?val=EL1)

<sup>335</sup> <https://u.ae/-/media/Documents-2022/Trademarks-law-no-36--of-2021-on-trademarks.ashx>

<sup>336</sup> <https://services.economy.ae/m/Pages/ServiceCard.aspx?WFID=92>

<sup>337</sup> The Government of UAE <https://u.ae/en/information-and-services/business/full-foreign-ownership-of-commercial-companies>

<sup>338</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>339</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>340</sup> Government of Dubai, Dubai Customs (2022) [https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN12\\_2022.pdf](https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN12_2022.pdf) and [https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN6\\_2022.pdf](https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN6_2022.pdf)

<sup>341</sup> Government of Dubai, Dubai Customs (2022) [https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN9\\_2022.pdf](https://www.dubaicustoms.gov.ae/en/PoliciesAndNotices/Notices/CN9_2022.pdf)

## 5.2.4. Companies with import access

According to the foreign ownership activities published by Abu Dhabi Business Centre, companies that have presence in the “mainland” in the UAE will have a commercial license with code 4610008<sup>342</sup> defined as “Includes firms engaged in importing industrial, consumer and intermediate goods from a foreign country to sell or re-exporting them.”<sup>343</sup> “Mainland” refers to entities that are not registered in UAE free zones. Companies that import products as input to their own products would not have the import code 4610008. This code is only for importing entities. Data from the Government of Abu Dhabi in 2021 revealed that there were 263 onshore companies registered under license code 4610008 in Abu Dhabi with the right to import.<sup>344</sup> The list of companies that are registered to import in the other emirates or in the free zones is not available online from a governmental website.

Below is a list of 21 importers and their trading product category:

Table 43: Examples of UAE Importing Companies<sup>345</sup>

Importer	Trading Category	Website or LinkedIn Account
Tegel Foods Limited - Middle East	Poultry, Deep Frozen	N/A
MHP Food Trading LLC	Poultry, Deep Frozen	N/A
Sidco Foods Trading LLC	Poultry, Deep Frozen	<a href="https://www.sidcofoods.ae">https://www.sidcofoods.ae</a>
Al Marai Company	Poultry, Deep Frozen	<a href="https://www.almarai.com">https://www.almarai.com</a>
Al Qudwa FoodStuff Company LLC	Poultry, Deep Frozen	<a href="https://www.linkedin.com/company/al-qudwa-foodstuff-company/about/">https://www.linkedin.com/company/al-qudwa-foodstuff-company/about/</a>
Al Rawdah (Emirates Modern Poultry Co)	Poultry, Deep Frozen	<a href="https://alrawdahfarm.ae">https://alrawdahfarm.ae</a>
Emirates National Poultry Farms LLC	Poultry and Birds, Processed	N/A
Al Rawdah (Emirates Modern Poultry Co)	Poultry and Birds, Processed	<a href="https://alrawdahfarm.ae">https://alrawdahfarm.ae</a>
Al Ain Farms for Livestock Production	Poultry and Birds, Processed	<a href="https://www.alainfarms.com">https://www.alainfarms.com</a>
Damas Jewellery LLC	Jewelry and Precious Stones	<a href="https://www.damasjewellery.com">https://www.damasjewellery.com</a>
Al Chaar Jewellery LLC	Jewelry and Precious Stones	N/A
Malabar Gold & Diamonds	Jewelry and Precious Stones	<a href="https://www.malabargoldanddiamonds.com">https://www.malabargoldanddiamonds.com</a>
Joyalukkas Jewellery LLC	Jewelry and Precious Stones	<a href="https://eshop.joyalukkas.com">https://eshop.joyalukkas.com</a>
Al Khaleej Sugar Company LLC	Sugar	<a href="https://alkhaleejsugar.ae">https://alkhaleejsugar.ae</a>
Gulf Processing Industries LLC	Sugar	<a href="https://www.linkedin.com/company/hermanme">https://www.linkedin.com/company/hermanme</a>
Alvean Sugar Trading LLC	Sugar	<a href="https://www.alvean.com">https://www.alvean.com</a>
Cargill International SA	Sugar	<a href="https://www.cargill.com">https://www.cargill.com</a>
Arbros Forest Resources FZCO	Chemical Wood Pulp	<a href="https://arbros-group.com">https://arbros-group.com</a>
Middle East Paper Company (MEPCO)	Chemical Wood Pulp	<a href="https://www.mepco.biz/Website">https://www.mepco.biz/Website</a>
Al Waraq Trading Establishment	Chemical Wood Pulp	N/A

<sup>342</sup> Abu Dhabi Business Centre, Department of Economic Development (2021). Foreign Ownership Activities <https://hlbabudhabi.com/wp-content/uploads/2021/06/100-Ownership.pdf>

<sup>343</sup> Government of Dubai, Economy and Tourism <https://eservices.dubaied.gov.ae/Pages/Anon/GstHme.aspx?dedqs=PM671p6QBb0IV1okx2JABqxoLLKXOgPx> – Search Business Activities

<sup>344</sup> The following link contains the list:

[https://addata.gov.ae/dataset/download.php?resource\\_id=26575&type=download&dataset\\_id=26573&publisher\\_id=2533&user\\_id=0&name=Total+commercial+licenses+of+all+kinds+in+the+Emirate+of+Abu+Dhabi+2021&filename=https://addata.gov.ae/sites/default/files/Total%20commercial%20licenses%20of%20all%20kinds%20in%20the%20Emirate%20of%20Abu%20Dhabi%202021.xlsx](https://addata.gov.ae/dataset/download.php?resource_id=26575&type=download&dataset_id=26573&publisher_id=2533&user_id=0&name=Total+commercial+licenses+of+all+kinds+in+the+Emirate+of+Abu+Dhabi+2021&filename=https://addata.gov.ae/sites/default/files/Total%20commercial%20licenses%20of%20all%20kinds%20in%20the%20Emirate%20of%20Abu%20Dhabi%202021.xlsx)

<sup>345</sup> The International Trade Centre, Trade Map <https://www.trademap.org/> Relevant companies in the UAE (by revenue or employee number) by the main HS code category exported from Brazil to the UAE.

Importer	Trading Category	Website or LinkedIn Account
Al Maya International Ltd FZC - Al Maya	Non-Durable Goods within Petroleum Oils	<a href="https://www.almaya.ae">https://www.almaya.ae</a>

A more detailed list of importers can be found publicly in <https://www.trademap.org/>.

### 5.3. Sanitary and phytosanitary measures

#### Significance of Sanitary and Phytosanitary (SPS) Measures

Sanitary and phytosanitary (SPS) measures are put in place by governments to protect human, animal, and plant life from risks associated with pests, diseases, and contaminants. These measures are essential for ensuring food safety and maintaining a healthy ecosystem.

In the UAE, SPS measures are of great significance due to the country's heavy reliance on imports of food and agricultural products. The UAE has a highly diverse population with varied cultural and dietary needs, which makes the safety and quality of imported food products critical.

To ensure food safety and animal and plant health, the UAE developed strict regulations and standards enforced by various governmental bodies such as the Ministry of Climate Change and Environment, the Ministry of Industry and Advanced Technology, Emirates Conformity Assessment Scheme, National Food Accreditation and Registration System, the Dubai Municipality, and the Abu Dhabi Food Control Authority. These regulations cover various aspects of food production and handling, such as packaging, labeling, and transportation, to ensure the safety of the food supply chain.

#### Responsible UAE Governmental Agencies

##### **Ministry of Climate Change and Environment (MOCCAE)**<sup>346</sup>

[Ministry of Climate Change and Environment \(MOCCAE\)](https://www.moccae.gov.ae/en/our-services/service-directory.aspx#page=1) is the main governmental agency in the UAE responsible for developing and implementing policies related to food safety, animal health, and plant health. MOCCAE's role includes establishing regulations and standards related to established sanitary and phytosanitary (SPS) measures, conducting inspections and testing of imported and exported food products, and enforcing SPS regulations.

To carry out its functions related to SPS, MOCCAE has established several bodies, including the Food Safety Department, Animal Health and Development Department, and Plant Health and Protection Department. The Food Safety Department is responsible for ensuring the safety and quality of food products in the UAE, while the Animal Health and Development Department is responsible for protecting animal health and welfare. The Plant Health and Protection Department is responsible for protecting plant health and preventing the introduction and spread of plant pests and diseases. Some of the key SPS measures implemented by MOCCAE are:

1. **Food and Product Registration:** All food products must be registered with MOCCAE before they can be imported into the UAE. The registration process involves providing information about the product, including its origin, composition, and intended use.
2. **Pre-Shipment Inspection:** MOCCAE requires that imported food products undergo pre-shipment inspection to ensure they meet the required standards. The inspection process involves checking the product for quality, safety, and compliance with SPS regulations.
3. **Laboratory Testing:** MOCCAE has established several laboratories across the UAE to conduct inspections and testing of imported food products - [Dubai Central Laboratory](#) is one of the most important in the country. Imported food products may be subject to laboratory testing to ensure they meet the required standards.

<sup>346</sup> United Arab Emirates, Ministry of Climate Change and Environment <https://www.moccae.gov.ae/en/our-services/service-directory.aspx#page=1> and <https://www.moccae.gov.ae/en/about-ministry/mandate-of-the-ministry.aspx>

4. Quarantine Measures: MOCCAЕ may place imported food products under quarantine if they pose a risk to human, animal, or plant health. This is done to prevent the spread of pests and diseases.

#### Governmental Agencies Responsible for SPS in Each Emirate<sup>347</sup>

The governmental agencies that are responsible for sanitary and phytosanitary (SPS) measures in each emirate in the UAE are:

Table 44: Governmental Agencies Responsible for SPS Measures by Emirate<sup>348</sup>

Emirate	Governmental Agency Responsible for SPS	Website
Abu Dhabi	Abu Dhabi Agriculture and Food Safety Authority	<a href="http://www.adafsa.gov.ae/English/Pages/default.aspx">http://www.adafsa.gov.ae/English/Pages/default.aspx</a>
	Abu Dhabi Chamber	<a href="https://www.abudhabichamber.ae/">https://www.abudhabichamber.ae/</a>
Ajman	Ajman Municipality & Planning Department	<a href="https://www.am.gov.ae/">https://www.am.gov.ae/</a>
Dubai	Dubai Municipality	<a href="https://www.dm.gov.ae/">https://www.dm.gov.ae/</a>
	Dubai Chamber	<a href="https://www.dubaichamber.com/en/home/">https://www.dubaichamber.com/en/home/</a>
	Dubai Customs	<a href="https://www.dubaicustoms.gov.ae/en/Pages/default.aspx">https://www.dubaicustoms.gov.ae/en/Pages/default.aspx</a>
Fujairah	Fujairah Municipality	<a href="https://www.fujmun.gov.ae/default.aspx">https://www.fujmun.gov.ae/default.aspx</a>
Sharjah	Sharjah Municipality	<a href="https://portal.shjmun.gov.ae/en/Pages/Home.aspx">https://portal.shjmun.gov.ae/en/Pages/Home.aspx</a>
Ras Al-Khaimah	Ras Al-Khaimah Municipality and Planning Department	<a href="https://mun.rak.ae/en/Pages/default.aspx">https://mun.rak.ae/en/Pages/default.aspx</a>
Umm al-Quwain	Umm al-Quwain Municipality and Planning Department	<a href="https://md.uaq.ae/en/home.html">https://md.uaq.ae/en/home.html</a>

These agencies are responsible for regulating food safety, animal welfare, and pest control.

In Dubai, the Dubai Municipality oversees the [Dubai Central Laboratory](#), which conducts inspections and testing of food products to ensure they meet the required standards.<sup>349</sup> Dubai Customs is responsible for regulating the import and export of goods into and out of the UAE. It enforces regulations related to SPS, including the inspection and clearance of imported food products.<sup>350</sup>

In Abu Dhabi, the Abu Dhabi Agriculture and Food Safety Authority (ADAFSA) oversees the Abu Dhabi Food Control Authority (ADFCA) for SPS measures.<sup>351</sup>

The Abu Dhabi Chamber of Commerce and Industry and the Dubai Chamber of Commerce and Industry are not directly responsible for implementing SPS measures. However, they do play a role in supporting and promoting compliance with SPS regulations among their members and the business community in general. This includes providing information and guidance on SPS requirements, facilitating training and capacity-building programs, and collaborating with government agencies to address SPS-related issues and challenges. Additionally, both chambers may offer certification and verification services related to SPS compliance for their members.

<sup>347</sup> United Arab Emirates, Ministry of Climate Change and Environment <https://www.moccae.gov.ae/en/knowledge-and-statistics/sps-agreement/concerned-governmental-bodies.aspx>

<sup>348</sup> United Arab Emirates, Ministry of Climate Change and Environment <https://www.moccae.gov.ae/en/knowledge-and-statistics/sps-agreement/concerned-governmental-bodies.aspx>

<sup>349</sup> Government of Dubai, About Dubai Central Laboratory Department <https://www.dm.gov.ae/municipality-business/about-laboratory/>

<sup>350</sup> Dubai Customs Services Guide [https://www.dubaicustoms.gov.ae/en/OpenData/Publications/DubaiCustomsServicesGuide\\_v8\\_en.pdf](https://www.dubaicustoms.gov.ae/en/OpenData/Publications/DubaiCustomsServicesGuide_v8_en.pdf)

<sup>351</sup> The Abu Dhabi Agriculture and Food Safety Authority, About Us <https://www.adafsa.gov.ae/english/aboutadafsa/Pages/default.aspx>

## Federal Customs Authority<sup>352</sup>

The Federal Customs Authority is responsible for regulating customs procedures across the UAE. It ensures that imported food products comply with SPS regulations and coordinates with other governmental agencies such as the Ministry of Climate Change and Environment, the Abu Dhabi Agriculture and Food Safety Authority, the Dubai Municipality, and other governmental agencies to enforce these regulations.

## Animal and Plant Quarantine<sup>353</sup>

The regulation of the importation of live animals, their products, and their by-products is outlined in [MOCCAE Decree No. 335:2018](#) and [Federal Law No. 6:1979](#). All animals are subject to quarantine, physical inspection, and laboratory testing to guarantee their security and clearance from contagious diseases. Generally, an official veterinary health certificate from the exporting country attesting to the absence of epidemic and infectious diseases must be present with shipments of live animals. MOCCAE provides a list of countries that certain live animals can be imported from. *Please refer to [MOCCAE - List of Approved Countries for Importing Live Animals](#) for the full list.*

The Ministry of Agriculture, Livestock and Food Supply of Brazil (MAPA) is responsible for the actions of Brazil concerning topics ranging from animal and plant health, the quality and identification of agricultural inputs, animal and plant products and by-products.

Animal and plant health guarantees, as well as compliance guarantees of these products and foods, are part of several international trade steps and may be laid down by the Brazilian government for importation, or demanded by other countries for exportation. Brazil's Animal and Plant Health Authorities therefore play a vital role in negotiating, checking, and complying with such guarantees. In this scenario, the Secretariat of Animal and Plant Health plays a government role in official negotiations and controls in the areas of plant and animal health, quality and identification of agricultural inputs and animal and plant products that end up on the tables of millions of consumers worldwide. These include the [Registration and Eligibility of Establishments](#), [Health Requirements](#), [Health Certification](#), [Authenticity of International Health Certificate \(CSI\)](#), [Phytosanitary requirements and Certification](#), [Quality and Identity Requirements](#), [Agricultural Inputs](#), among others.

*For more information on the export of these inputs and products, click on the links below, according to your area of interest: [exporting animal products](#); [exporting plant products](#).*

A list of quarantine pests that are prohibited to enter the UAE and another list for restricted pests that do not require quarantine but have certain conditions to enter the country are identified and regulated by the Ministry of Climate Change and Environment under Decree No. 824:2015.

An import permit is required from MOCCAE for most [live animals, birds, animal skins, and agricultural planting material such as seeds](#). *Please click on the link for the procedure to apply for an import permit from MOCCAE.*

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<sup>352</sup> United Arab Emirates Ministry of Climate Change and Environment <https://www.moccae.gov.ae/en/knowledge-and-statistics/spa-agreement/concerned-governmental-bodies.aspx> and EY Trade Watch, 2021 [https://assets.ey.com/content/dam/ey-sites/ey-com/en\\_ql/topics/tax/tax-pdfs/ey-tradewatch-issue-3-17-december-2021-v1.pdf](https://assets.ey.com/content/dam/ey-sites/ey-com/en_ql/topics/tax/tax-pdfs/ey-tradewatch-issue-3-17-december-2021-v1.pdf) <https://www.moccae.gov.ae/en/media-center/news/25/12/2014/ministry-of-environment-and-water-organizes-workshop-on-sanitary-and-phytosanitary-agreement-of-wto.aspx>

<sup>353</sup> U.S. Department of Agriculture, Foreign Agricultural Service (2022). Food and Agricultural Import Regulations and Standards Country Report <https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report%20Dubai%20United%20Arab%20Emirates%20TC2022-0009.pdf>

## Organic Food Certification

Federal Law No. 5 of 2009 on Organic Inputs and Products in addition to Ministerial Decree No. 768 of 2014 controls the import and distribution of organic food inputs and products. Registration and issuance of an organic conformity certificate can be conducted for processed plants and plant products, livestock and livestock products, and processed agricultural crops aimed for human consumption. The product will be labeled as “organic”, “biodynamic”, “biological”, “ecological”.<sup>354</sup> More information can be found in this [link](#).

## Import of Food Items

Compliance with the regulations and guidelines set out by the UAE's food safety authorities is a requirement to import food into the UAE. The main documents required for all imported food consignments are:

Table 45: Main Documents Required for Food Export to the UAE<sup>355</sup>

	Required Documents	Explanation
1	Health certificate	Issued by the country of origin or country of export. Should contain a phytosanitary certificate for foods from plant origin
2	Temperature records	When cold and frozen consignments are transported
3	Halal slaughtering certificate	Issued from an approved Islamic association. Information for Brazilian exporters on how to obtain halal certification is available on the website of the <a href="#">Brazilian government</a> . Additional information and references can be found in the <a href="#">Arab Brazilian Chamber of Commerce</a>
4	Packing list	Includes the date that the container was loaded, the types, quantities, description, and expiration dates of the food consignments
5	Certificate of origin	Either original or stamped copy by the proper authority
6	Import permit or commercial license	Shows the food imports or general trading activities
7	Bill of entry/Customs declaration	Either the bill of entry/customs declaration or the bill of lading
8	Additional documents or certificates	These are requested based on the latest international updates
9	Supporting documents	If there are nutrition and health claims placed on the food label

### Health Certificate

The most important information that should be present on the health certificate are the names, addresses, and consignees of both the importer and exporter, the producer/slaughterhouse establishment name, border entry and country of destination, means of transport, HS codes, and any health claims.

Some of the categories that will likely require a health certificate are meat, fish, eggs, animals, live poultry, animal feed, and planting seeds.

The process involves the following:

- Filled electronically and then the customs officer validates this information, including the HS code, upon arrival of the items.
- When the initial acceptance is granted, it enters the system for control of imported food and is assessed to finalize the health clearance procedure.
- The clearing agent or importer should then submit the health certificates and proper documents to the food inspection authority in the designated emirate.

<sup>354</sup> Global Organic Trade Guide <https://globalorganictrade.com/country/united-arab-emirates>

<sup>355</sup> Abu Dhabi Agriculture and Food Control Authority <https://www.adafsa.gov.ae/English/PolicyAndLegislations/AdvisoryGuidelines/Documents/FDIMPO-en-2021.pdf>

- The food inspector then validates the information and places a specific risk on the item (either red, yellow, or green).

### **Food Transportation and Temperature Control**

- a) Food should be transported in a way to prevent any contamination.
- b) Food items should be separated from non-food products during transportation.
- c) Foods shall be maintained within the following temperatures:
  - 1- Refrigerated food; below 5 degrees Celsius.
  - 2- Frozen food; at or below -18 degrees Celsius.
  - 3- All other foods, including shelf stable; at the proper temperature that does not cause any risk to human health.
- d) Transport trucks should be able to maintain the appropriate food temperatures. The transport vehicles for frozen food items should be temperature controlled.
- e) The thermograph temperature of food transport vehicles should be recorded starting the last day that the food was loaded at the country of export border up to the day when it was inspected at the entry border.
- f) For chilled foods:
  - 1- Electricity outage is allowed for a maximum of two hours; however, the temperature should be returned to 5 degrees Celsius after the power is restored.
  - 2- If the temperature measures are not abided by, the following should happen:
    - a. If the food temperature is at or above 5-8 degrees Celsius, the food should be chilled to below 5 degrees Celsius.
    - b. If the food temperature is above 8 degrees Celsius, then the food is to be disposed of.
- g) For frozen foods:
  - 1- Electricity outage is allowed for a maximum of 24 hours; however, the temperature should be returned to -18 degrees Celsius or below after the power is restored, excluding the defrost time.
  - 2- If the temperature measures are not abided by for a maximum period of seven hours, the temperature should be -18 degrees Celsius or below after the power is restored, excluding the defrost time.

### **Halal Slaughtering Certificate<sup>356</sup>**

An original certificate is required to import meats and poultry products into the UAE. The halal certificate should include:

- Serial number and date.
- Slaughterhouse name and address.
- Product description, name of the brand, overall quantity, and weight.
- Loading port.
- Slaughtering date.
- Date of production and expiry.
- Producing company and facility number.
- Name of the importer and exporter.
- Vessel and container number.

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<sup>356</sup> U.S. Department of Agriculture, Foreign Agricultural Service (2022). Food and Agricultural Import Regulations and Standards Country Report [https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report\\_Dubai\\_United%20Arab%20Emirates\\_TC2022-0009.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Dubai_United%20Arab%20Emirates_TC2022-0009.pdf) and [https://agriexchange.apeda.gov.in/IR\\_Standards/Import\\_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportDubaiUnitedArabEmirates522019.pdf](https://agriexchange.apeda.gov.in/IR_Standards/Import_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportDubaiUnitedArabEmirates522019.pdf)

- Name, signature, and stamp of the authorized Brazilian certifier.

Please refer to the [Ministry of Industry and Advanced Technology](#) for the halal certification bodies approved in Brazil.

## 5.4. Import regulations

### 5.4.1. Basic guidelines for export clearance from Brazilian customs

To ensure a more efficient and agile process for exporting and clearing orders from Brazilian customs, Brazilian exporters should follow these basic guidelines:<sup>357</sup>

- 1) Plan in advance of shipping, by registering the exported goods with the [SISCOMEX](#) system.
- 2) Ensure that the goods are classified correctly in the Common Mercosur Nomenclature (NCM) and in the Harmonized System (HS).<sup>358</sup>
- 3) Obtain the Licensing module, Permissions, Certificates, and Other export documents ([LPCO](#)) in advance, before the Single Export Statement ([DU-E](#)) registration, to save time and prevent the need for corrections.
- 4) Conduct research beforehand on customs and logistics costs to determine the price of goods for export. The Ministry of Economy provides a useful tool for exporters called the [Export Price Simulator](#).
- 5) Confirm that logistics, insurance, and contracted prices comply with the conditions and rules outlined in [Incoterms 2020](#) regarding transport modes and risks.

### 5.4.2. Documents, requirements, and formalities for UAE customs

#### General steps when exporting to the UAE<sup>359</sup>

Companies must follow the UAE import regulations established by the Department of Economic Development (DED) and the UAE Federal Customs Authority when importing goods into the UAE. To conduct business in the UAE "mainland", which is not in a free zone,<sup>360</sup> companies should either obtain a trade license from the Department of Economic Development of each emirate or entities can appoint a UAE national as an agent or distributor. Businesses established in a free zone are allowed to import goods into that free zone using their trade license.

The consignee or agent based in the UAE should obtain a delivery order from the shipping agent and submit the original trade documentation, the required documentation is listed below:

Table 46: Required Documents to Export Products to the UAE<sup>361</sup>

Required Documents		Details
0	Bill of entry	It is also named the Bill of Lading/House of Bill of Lading for sea imports. It should be issued 3-4 days before the shipment arrival
	Master airway bill/ House airway bill	For air freight
1	Commercial invoice	The invoice should be issued from the exporter to the import country, with information presented about the quality, item description, and total value of each good
2	Certification of origin	Approved by the Chamber of Commerce of the country of origin
3	Packing list	Detailed as per the weight and the <a href="#">HS code</a> should be present on each individual item contained in the shipping

<sup>357</sup> Guia como exportar - Estados Unidos da América (page 53) (2022) <https://sistemas.mre.gov.br/kitweb/datafiles/Washington/pt-br/file/GUIA%20COMO%20EXPORTAR%20EUA%202022%20Embaixada%20BRA.pdf>

<sup>358</sup> Invest Export Brasil (2012) <http://www.investexportbrasil.gov.br/sites/default/files/publicacoes/manuais/PUBExportPassoPasso2012.pdf>

<sup>359</sup> United Arab Emirates Government Portal, Conducting foreign trade <https://u.ae/-/media/Information-and-services/Business/UAE-imports-and-exports-guide-eng.ashx>

<sup>360</sup> To be detailed in subsection 5.5.

<sup>361</sup> United Arab Emirates Government Portal, Conducting foreign trade <https://u.ae/-/media/Information-and-services/Business/UAE-imports-and-exports-guide-eng.ashx>



Required Documents		Details
4	Import permit	Needed if the items that are imported are restricted or exempted from duties or tariffs
<b>Exporting Food Products to the UAE - Additional Required Documents</b>		
5	Health certificate	Issued by the government agency of the original country
6	Halal slaughterhouse certification	To attest that the meat or poultry product is acceptable according to Islamic law

Some requirements vary depending on the import method, however export processes by seaport and via air freight, which are the most common used to trade with the UAE, are detailed below.

### **Export Process to the UAE via Full Container Load (FCL) Seaports**<sup>362</sup>

The importer of goods into the UAE can complete the import procedure online or manually through the Port and Customs Declaration documentation center.

Table 47: Import Process Through a Seaport in the UAE<sup>363</sup>

Step		Description
1	Prior filing the bill of entry	<p>The importer should undertake the pre-import arrangements including receiving a proforma invoice from the exporter, paying the letter of credit (LC) opening charges at the bank, and advising LC opening to the exporter's bank, and submitting the import declaration.</p> <p style="text-align: center;"><i>Abu Dhabi</i></p> <p>Importer is required to pay USD27.2 (AED100)<sup>364</sup> to obtain an importer number. The importer then collects all the required paperwork for the customs clearance process and selects a clearing agent to finish the customs clearance on their behalf.</p> <p style="text-align: center;"><i>Dubai</i></p> <p>The importer should have all the paperwork, submit the bill of lading to the shipping agent, and have the delivery order from the shipping agent 3-4 days prior to the arrival of the ship. When the importer receives the delivery order, the importer can pay the charges online. If the company is importing restricted goods, an import permit should be obtained from relevant authorities.</p>
2	Bill of entry through electronic data interface (EDI)	<p style="text-align: center;"><i>Abu Dhabi</i></p> <p>The customs clearing agent fills the bill of entry online using the Dhaba system EDI. Once the bill of entry is submitted, a job number is generated and the customs authorities review and approve the import declaration. The issuance of the import declaration (bill of entry) occurs after approval.</p> <p>The electronic data interface (EDI) of Abu Dhabi customs is called <a href="#">Dhaba system</a>.</p> <p style="text-align: center;"><i>Dubai</i></p> <p>The import declaration application for customs clearance is completed and the importer pays the duty and other fees using a credit account (CDR account) or credit/debit card. If the payment is done through a CDR account, then the importer can download and print the customs import declaration following the customs approval.</p> <p style="text-align: center;">The EDI of Dubai customs is called <a href="#">Mirsal 2</a>.</p>

<sup>362</sup> United Arab Emirates Government Portal, Conducting foreign trade <https://u.ae/-/media/Information-and-services/Business/UAE-imports-and-exports-guide-eng.ashx>

<sup>363</sup> Import Procedures Guide UAE (2016) <https://www.saudiexports.sa/ar/Export-Information/Documents/UAE%20Guide%20-%20En%2020161103.pdf> and United Arab Emirates Government Portal, Conducting foreign trade <https://u.ae/-/media/Information-and-services/Business/UAE-imports-and-exports-guide-eng.ashx>

<sup>364</sup> Tamm Portal Abu Dhabi Government Services <https://www.tamm.abudhabi/en/life-events/business/Manage-your-Business/Import-Export/IssuingImporterNumberRequest>

Step		Description
3	Document review	<ol style="list-style-type: none"> <li>1. The documents required for customs clearance are submitted with the transaction slip which contains the job number that is required for the clearance section officer.</li> <li>2. Customs officer will confirm whether all required documents are submitted and check if all approvals and permissions are obtained.</li> <li>3. Customs officer will verify all the information is valid and will determine the next step.</li> <li>4. The items will then be released, inspected, or examined.</li> </ol> <p>Importer can check the status of the arrival of the ship through the vessel inquiry service and can check the discharge status of the items that are imported through <a href="#">container enquiry e-service</a>.</p>
4	Imported goods examination	If the items are to be inspected or examined, the goods are transported to the relevant authorities, or the agent should get approval from the relevant authorities. Approval will occur once the imported items comply with all the industry-specific requirements.
5	Payment of duties	Customs duties are collected from the applicant once the imported items are released from DP World.
6	Importer/Customer	Delivery of the goods to the importer's warehouse.

### Export Process to the UAE via Air Freight

Table 48: Required for Air Freight Import Process<sup>365</sup>

Required Documents		Details
1	Certificate of origin	If the import value is greater than USD1,000, a certificate of origin is mandatory. It is procured from the Chamber of Commerce from the country of origin.
2	Commercial invoice	One original and two copies. It is produced by the exporter.
3	Original waybill	<p>Either a printed document with three original papers and 6-11 copies for all entities involved or it can be an electronic document. The exporter should pay 5% customs on the cost, insurance, and freight of items. When the goods arrive in the UAE, the importer is then required to pay the costs of transporting the goods from the airport to their location.</p> <p>In the case of special shipments, certain rules will be covered in the Specific Importing Regulations section. The following are considered special shipments: Food and beverages; pharmaceuticals, cosmetics, and similar items; live animals; and wireless communication equipment.</p>
4	Packing list	One original and two copies. The weight should be the same in the air waybill and the commercial invoice number. The packing list should contain an 8-digit HS code placing the country of origin and price. All country names should be included if the shipment has multi-country origin.

<sup>365</sup> United Arab Emirates Government Portal, Conducting foreign trade <https://u.ae/-/media/Information-and-services/Business/UAE-imports-and-exports-guide-eng.ashx>

In the case of special shipments, further rules apply, and these include:

- Food and beverages should be approved by [ZADI](#), an electronic food registration portal. Once the product is registered, the importer can apply for an import permit. When an import permit is granted, the importer should apply for label assessment service. Then, the importer should register their product and get approved to use the product label. If the importer is in Dubai, they should register through the [Dubai Municipality Food Imports and Re-export System portal \(FIRS\)](#). If the importer is in another emirate, the label assessment approval is obtained from the food control department.
- The Ministry of Health in the UAE should issue an import permit for pharmaceutical and cosmetic products.
- For live animals, a written pre-authorization from the Ministry of Environment and Water and the concerned departments should be obtained.
- A special approval is needed for wireless telecommunication equipment, except for mobile phones. The approval is granted by the Telecommunications Regulatory Authority and by the Police or Criminal Investigations Department (CID) in some emirates.

Shipments coming to the UAE should be cleared at the customs of the first airport of arrival in the UAE. Once the shipment is cleared, transportation to the destination can be undertaken.

### 5.4.3. Specific importing regulations

#### Packaging and Labeling Regulations

The technical regulations for packaging and labeling of imported products in the GCC are specified by the Gulf Standard Organization (GSO). This organization lists the assessment methodology for imported products. In addition to the GSO, the Emirates Authority for Standardization and Metrology (ESMA) in the UAE, which is under the [Ministry of Industry and Advanced Technology](#), provides the regulations and standards on consumer products including food, beverages, electronic equipment, toys, etc. Some products require Emirates Quality Mark (EQM) and new standards are often required. So, it is important to check [ESMA's website](#) for new regulations.<sup>366</sup>

#### **General Labeling Requirements**<sup>367</sup>

All regulated items in the UAE have specific labeling requirements, however the common ones include:

- A health warning in Arabic language for cigarette packages.
- Arabic language requirement of warning labels on toys. English, as an additional language, can also be placed. Toys should bear the Gulf Conformity Mark which is a mark to ensure that the product is safe to use. The toy should be accompanied by instruction and safety information in Arabic language.<sup>368</sup> See [GCC Technical Regulation on Children Toys](#) for further information.
- Arabic and English language labeling is required for pharmaceutical products.
- Energy efficiency labeling for air conditioning units and appliances.
- Food labeling regulation.

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<sup>366</sup> Department for International Trade, United Kingdom, Exporting Guide to the United Arab Emirates <https://www.great.gov.uk/markets/ united-arab-emirates/>

<sup>367</sup> International Trade Administration (2022). United Arab Emirates - Country Commercial Guide <https://www.trade.gov/knowledge-product/united-arab-emirates-labelingmarking-requirements>

<sup>368</sup> GCC Technical Regulation on Children Toys <https://www.gso.org.sa/wp-content/uploads/2017/11/GSO-Technical-Regulation-On-Toys.pdf>

## Food Labeling Requirements<sup>369</sup>

Figure 3: Sample Photo of Mandatory Labeling Requirements<sup>370</sup>



The UAE's rules for food labeling are outlined in the GSO standards cited in UAE.S GSO 9:2022, "Labeling of Prepackaged Food Stuffs". All goods that are shipped in retail packaging or in bulk must comply with the labeling rules. According to the standard 2013 version,<sup>371</sup> the norm states mandatory requirements regarding "The Name of the Food", "List of Ingredients", "Net Contents", "Name and Address", "Country of Origin", "Date Marking and instructions for Storage and Use", "Irradiated Foods", and its exemptions, presentation. The labeling of food products in the UAE requires all information to be displayed in Arabic language. The labeling of certain food products such as foods meant for manufacturing or repacking purposes and those intended for large catering businesses such as hotels and restaurants, which will undergo further processing within their premises can be in English language, however Arabic language is required if the end-product is meant for end-consumers.<sup>372</sup>

UAE.S GSO CAC GL 1:2008 "General Guidelines on Claims" and UAE.S GSO 2333:2022 "Requirements for Health and Nutrition Claims on Food Products" address how nutritional and health claims in food labeling and advertising should be placed. These standards are available for purchase at GSO's [Standards Store](#).

Importers into the UAE should submit a label assessment application on food products to [ZADI](#), the Food Import and Re-export Service (FIRS) of the Dubai Municipality, or ZADI portals if the product is to be imported to other emirates. Under the food control department, the application should be submitted before the goods enter the country. The label assessment procedure examines the product details on the food label, such as the barcode, trade name, brand name, nutritional facts, storage settings, and others.

<sup>369</sup> U.S. Department of Agriculture, Foreign Agricultural Service (2022). Food and Agricultural Import Regulations and Standards Country Report [https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report\\_Dubai\\_United%20Arab%20Emirates\\_TC2022-0009.pdf](https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Dubai_United%20Arab%20Emirates_TC2022-0009.pdf)

<sup>370</sup> Bolst Global <https://bolstglobal.com/portfolio-items/food-and-drink-labelling-requirements-for-the-middle-east/>

<sup>371</sup> GSO 9/2013. (Most updated version found in public sources) [https://members.wto.org/cnattachments/2015/TBT/KWT/15\\_2652\\_00\\_e.pdf](https://members.wto.org/cnattachments/2015/TBT/KWT/15_2652_00_e.pdf)

<sup>372</sup> Abu Dhabi Agriculture and Food Safety Authority <http://www.adafsa.gov.ae/English/PolicyAndLegislations/Guidelines/Documents/General%20Food%20Labelling%20Requirements%20cop.pdf>

Food additives added, net weight volume, nutritional declaration, address and name of manufacturer, manufacture and expiry dates, country of origin, special storage conditions, instructions for use, animal content, use of irradiation, production lot number, and Arabic language labeling. Other specific labeling requirements can be viewed at [The Food and Agricultural Import Regulations and Standards Country Report - United Arab Emirates](#).

#### **Pharmaceutical Packaging and Labeling Requirements<sup>373</sup>**

Other than the Arabic language labeling requirement that should be present on the products, pharmaceutical products must be imported under a temperature of 25 degrees Celsius and the items need to be packed to protect them from heat and humidity. Refer to [MOHAP](#) infographic for further information on issuing a permit to import medicines into the UAE.

#### **5.4.4. Methods of payments and export financing**

According to the UAE Imports and Exports Guide, published by the UAE government, two thirds of the Middle East's imports are accomplished using a letter of credit (LC). A letter of credit is the most popular method of payment in the UAE as the payment is guaranteed by the bank. The letter of credit includes the issuing bank, applicant arranging for the payment, the beneficiary who will receive the payment, the time limit in which the payment will be executed, the terms and conditions of the letter, and the place where the documents will be presented.<sup>374</sup> According to trade sources,<sup>375</sup> beyond LCs, bank transfers and checks are common payment methods used by UAE importers. Electronic funds transfer (ETF) is growing, especially among small and medium-sized enterprises (SMEs).

Cash and checks are payment methods that are widely accepted in the UAE. Cash is the common payment method for small businesses and it is also used for smaller-value business trades while checks are used for transactions of larger value. The Image Check Clearing System (ICCS) is applied to clear checks. A bounced check is subject to criminal lawsuit and imprisonment.<sup>376, 377</sup> Electronic funds transfer is also popular in the UAE. The only Real-Time Gross Settlement (RTGS) system supporting retail and high value payments is the UAE Funds Transfer system (UAEFT). UAEFT is run by the Central Bank. The International Bank Account Number (IBAN) system is used for all international bank transactions which reduces the risk of mistakes occurring during international transactions.<sup>378</sup>

### **5.5. Special import regimes**

According to trade sources,<sup>379</sup> the main special import regimes are:

#### **Temporary Admissions<sup>380</sup>**

Temporary admission of goods is granted when items will be used for a specific purpose for a temporary period. Customs duties are suspended until the goods are cleared or re-exported. A cash or bank guarantee is required before the company files a temporary admission request. Based on data from the International Trade Administration of the United States,<sup>381</sup> entry categories for temporary admissions include the following:

- Livestock imports for grazing.

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<sup>373</sup> Australian Government, Export Markets - United Arab Emirates <https://www.austrade.gov.au/australian/export/export-markets/countries/ united-arab-emirates/doing-business/tariffs-and-regulations>

<sup>374</sup> Emirates NBD, Key Facts Statement (KFS) - Import Letters of Credit [https://www.emiratesnbd.com/en/assets/File/KFS\\_BB\\_Import\\_Letters\\_of\\_Credit.pdf](https://www.emiratesnbd.com/en/assets/File/KFS_BB_Import_Letters_of_Credit.pdf)

<sup>375</sup> Euromonitor International - Trade Interviews.

<sup>376</sup> Export.gov (2019). United Arab Emirates Country Commercial Guide <https://www.export.gov/apex/article2?id=United-Arab-Emirates-Methods-of-Payment>

<sup>377</sup> Australian Government, Export Markets - United Arab Emirates <https://www.austrade.gov.au/australian/export/export-markets/countries/ united-arab-emirates/doing-business/tariffs-and-regulations>

<sup>378</sup> Export.gov (2019). United Arab Emirates Country Commercial Guide <https://www.export.gov/apex/article2?id=United-Arab-Emirates-Methods-of-Payment>

<sup>379</sup> Euromonitor International - Trade Interviews.

<sup>380</sup> International Trade Association, United Arab Emirates - Country Commercial Guide <https://www.trade.gov/country-commercial-guides/ united-arab-emirates-temporary-entry - only source available>

<sup>381</sup> International Trade Association, United Arab Emirates - Country Commercial Guide <https://www.trade.gov/country-commercial-guides/ united-arab-emirates-temporary-entry - only source available>

- Samples used for exhibition, fair, or similar event purposes. These should conform with the exhibition criteria.
- Goods used for sporting events, theaters, etc.
- Containers or packing items to be refilled. Containers should be empty and should meet the health and safety guidelines.
- Goods specified for re-export.
  - Items for re-export are granted temporary admission in the UAE through the submission of a temporary admission form to the customs authority. The temporary admission form should include all the necessary details and documentation related to the goods being imported, such as the description of the goods, the quantity, the value, and the country of origin. The importer should also provide a client code from the customs authority and have a trade license with activities similar to the goods imported. Once the temporary admission form is submitted, the customs authority will review the application and may require additional documentation or information before granting temporary admission. A deposit may also be required, which is typically a percentage of the value of the goods (5% of the value in free zones). The duration of temporary admission is typically six months and can be renewed for up to 12 months.
- Heavy equipment and machinery used for governmental or investment projects.
  - A copy of the governmental contract that the machine will be used in is required. A temporary admission is granted for six months and extended for a maximum period of three years. An extension can happen and the applicant should file an extension of 30 days before the expiry of the current temporary admission.
- Items that will be utilized for urgent purposes such as the replacement or repair of defective machinery. The nature of the repair should be included in the application.

The International Trade Administration reported that delay in the re-export of the items after the expiry date will lead to a USD272 (AED1,000) fine per week. Dubai Custom Duties reported that a delay between 211 and 240 days will lead to a 25% fine on the value of the items and a delay between 241 and 270 days will lead to a 50% fine on the value of the items if the goods were not re-exported after the expiry date of the declaration form.<sup>382</sup>

### **Free Zones in the UAE**

Free zones (FZs) are the main special import regimes in the UAE.<sup>383</sup> They provide foreign investors several facilities to establish businesses in the UAE, including:<sup>384</sup>

- 100% foreign ownership.
- 100% repatriation of capital and profits.
- 100% exemption of corporate and income taxes.
- 100% exemption of customs duty.
- Fast and easy business set-up procedures, including access to modern and sophisticated infrastructure (offices, factories, logistics routes, and warehouses) and workforce.
- Ease in visa access.
- Independent laws and regulations, which are regulated by a specific authority.

<sup>382</sup> Dubai Customs Services Guide (2022) [https://www.dubaicustoms.gov.ae/en/OpenData/Publications/DubaiCustomsServicesGuide\\_v8\\_en.pdf](https://www.dubaicustoms.gov.ae/en/OpenData/Publications/DubaiCustomsServicesGuide_v8_en.pdf)

<sup>383</sup> Euromonitor International - Trade Interviews.

<sup>384</sup> MOEC <https://www.moec.gov.ae/en/free-zones>

According to free zones presented by the Ministry of Economy of the UAE and in the Emirates Nuclear Energy Corporation (ENEC) report,<sup>385</sup> there are a total of 54 free zones in the UAE.

A full list of the free zones is available in the [Annex](#), with a brief description of the activities of each FZ.

Table 49: Free Zones in the UAE by Emirate<sup>386</sup>

Emirate	Number of Free Zones
Dubai	30
Abu Dhabi	8
Ras Al-Khaimah	5
Sharjah	5
Fujairah	3
Ajman	2
Umm al-Quwain	1
<b>Total</b>	<b>54</b>

The main free zones in the UAE are the following:

Table 50: Main Free Zones in the UAE

Free Zone	Emirate	Website
Abu Dhabi Airport Free Zone (ADAFZ)	Abu Dhabi	<a href="https://www.adafz.ae/english/">https://www.adafz.ae/english/</a>
Abu Dhabi Global Markets Free Zone (ADGMFZ)	Abu Dhabi	<a href="https://www.adgm.com/">https://www.adgm.com/</a>
Dubai Airport Free Zone (DAFZ)	Dubai	<a href="https://www.dafz.ae/en/">https://www.dafz.ae/en/</a>
Dubai International Financial Centre (DIFC)	Dubai	<a href="https://www.difc.ae/">https://www.difc.ae/</a>
Dubai Media City (DMC)	Dubai	<a href="https://dmc.ae/">https://dmc.ae/</a>
Dubai Multi Commodities Centre (DMCC)	Dubai	<a href="https://www.dmcc.ae/">https://www.dmcc.ae/</a>
Hamriyah Free Zone (HFZA)	Sharjah	<a href="https://hfza.ae/">https://hfza.ae/</a>
Jebel Ali Free Zone (JAFZA)	Dubai	<a href="https://www.jafza.ae/">https://www.jafza.ae/</a>
Khalifa Industrial Zone Abu Dhabi (KIZAD)	Abu Dhabi	<a href="https://www.kezadgroup.com/">https://www.kezadgroup.com/</a>
Masdar City Free Zone	Abu Dhabi	<a href="https://masdarcityfreezone.com/">https://masdarcityfreezone.com/</a>
Sharjah Airport International Free Zone (SAIF)	Sharjah	<a href="https://www.saif-zone.com/">https://www.saif-zone.com/</a>

The pros of setting up a company in a Free Zone are:

- Free zones can be specialized in specific sectors, such as specific commodities, and can also be focused on start-ups and SMEs.
- FZs are seen as a turnkey business opportunity or a one-stop shop, where investors can benefit from offices, warehouses, logistics, workforce, and consulting services within the same set-up package.
- The government provides streamlined processes and procedures, and companies can be set up quickly and with minimal paperwork.
- FZs in the UAE are well connected to major international markets in the Middle East, Africa, and Asia, making it easier for companies to access new customers, suppliers, and partners, and diversify their business.
- The UAE has a highly skilled and diverse workforce, with professionals from all over the world. Free zones in the UAE offer a talent pool of skilled workers with a range of languages and cultural backgrounds, which can be advantageous for Brazilian companies looking to expand their business.

<sup>385</sup> ENEC <https://www.enec.gov.ae/doc/freezone-investor-guide-rev11-5fad25b64c542.pdf>, and MOEC <https://www.moec.gov.ae/en/free-zones>

<sup>386</sup> ENEC <https://www.enec.gov.ae/doc/freezone-investor-guide-rev11-5fad25b64c542.pdf>, and MOEC <https://www.moec.gov.ae/en/free-zones>

However, the cons of setting up a company in a Free Zone include:

- Free Zone Companies (FZCs) are part of the UAE territory but are considered outside the UAE customs territory.
- Therefore, FZCs have territorial restrictions on business activities or the location of offices/premises, and limited access to the local market as companies in free zones cannot trade directly with the local market unless they work with a local distributor or agent.

### **UAE Investment Agencies Providing Business Support to Foreign Investors**

The UAE offers a range of investment agencies that aim to support and provide assistance to foreign investors interested in investing in the country. Some of those agencies are:

- Abu Dhabi Investment Office (ADIO): ADIO is a government agency that offers assistance to foreign investors interested in investing in Abu Dhabi. Its [website](#) provides comprehensive information on investment opportunities, business regulations, and other essential information related to setting up a business in Abu Dhabi.
- Dubai Investment Development Agency (Dubai FDI): Dubai FDI is a government agency that assists foreign investors interested in investing in Dubai. Its [website](#) offers information on investment opportunities, regulations, and other essential information related to setting up a business in Dubai.
- Invest in Sharjah: Invest in Sharjah is a government agency that offers support and assistance to foreign investors interested in investing in Sharjah. Its [website](#) provides information on investment opportunities, regulations, and other essential information related to setting up a business in Sharjah.
- Invest Emirates: Invest Emirates is a platform that offers comprehensive information and assistance to foreign investors interested in investing in the UAE. Its [website](#) provides a range of services, including business set-up, legal support, and other essential services.
- Invest in Dubai: Invest in Dubai is a government agency that offers support and assistance to foreign investors interested in investing in Dubai. Its [website](#) provides comprehensive information on investment opportunities, regulations, and other essential information related to setting up a business in Dubai.
- Make it in the Emirates: Make it in the Emirates is a platform launched by the UAE Ministry of Industry and Advanced Technology to promote local manufacturing and support foreign investors interested in setting up manufacturing businesses in the UAE. Its [website](#) provides comprehensive information on the manufacturing sector in the UAE, investment opportunities, and other essential information related to setting up a manufacturing business in the UAE.



# 6. Sales and Marketing Structure

## 6.1. General considerations

The sales and marketing structure of the UAE is dynamic and competitive, with a diverse mix of local and international consumers. A key characteristic of this market is the importance of personal relationships, with many transactions based on trust and mutual respect. Companies need to have a strong sales and marketing strategy in place to differentiate themselves from their competitors. Digital marketing has become increasingly important in recent years, with businesses leveraging social media, email marketing, and other digital channels to reach customers. Trade shows and exhibitions are also significant events in the UAE's sales and marketing landscape, providing businesses with an opportunity to showcase their products and network with potential partners and customers. Additionally, the role of local agents and distributors cannot be overstated, as they can provide valuable insights into local customs and preferences and help businesses navigate the market.

Information on market access and distribution channels among others may be requested from the Trade Promotion Sector (SECOM) of the Embassy of Brazil in Abu Dhabi, which belongs to a network of the Ministry of Foreign Affairs of Brazil (MRE) and is composed of 104 representations spread across 83 countries in all continents, under the coordination of the Department of Commercial Promotion, Investment and Agriculture (DPRA). The SECOM of the Embassy of Brazil in Abu Dhabi has the main objective of promoting closer economic, commercial, and business ties between Brazil and the United Arab Emirates, supporting Brazilian companies that wish to export or invest in the UAE and facilitating contacts between associations, exporters, and investors from both countries.

The following Brazilian agencies with offices in Dubai are also mandated to support and promote the interests of Brazilian exporters abroad:

- The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) - is the official institution responsible for export promotion, foreign investment attraction, and internationalization of Brazilian companies.
- The Arab-Brazilian Chamber of Commerce (CCAB) is an important agent in the growth and diversification of Arab-Brazilian trade, building relationships with public and private players in Brazil and the Arab world.
- São Paulo State Investment Office (InvestSP) - the agency has the mission of promoting investments, the increase of exports, the incentive to innovation, and the improvement of the business environment in the State of São Paulo.
- Brazilian Agriculture and Livestock Confederation (CNA) - has the mission to represent, organize, and strengthen Brazilian rural producers. It also defends their rights and interests, promoting the economic and social development of the agriculture sector.

## 6.2. Distribution channels

The retail landscape in the UAE is largely established in urban settings. The country's fast rate of urbanization is uniquely featured by shopping centers development, which is an overarching feature of the UAE's retail landscape. People commonly travel to city centers to shop for their weekly groceries, as leading hypermarkets and supermarkets retain strong penetration in these centers and shopping centers provide highly managed infrastructure. Informal retailing remains highly limited in the UAE due to a stringently regulated trade sector. Retailers cannot operate without an up-to-date trade license.<sup>387</sup>

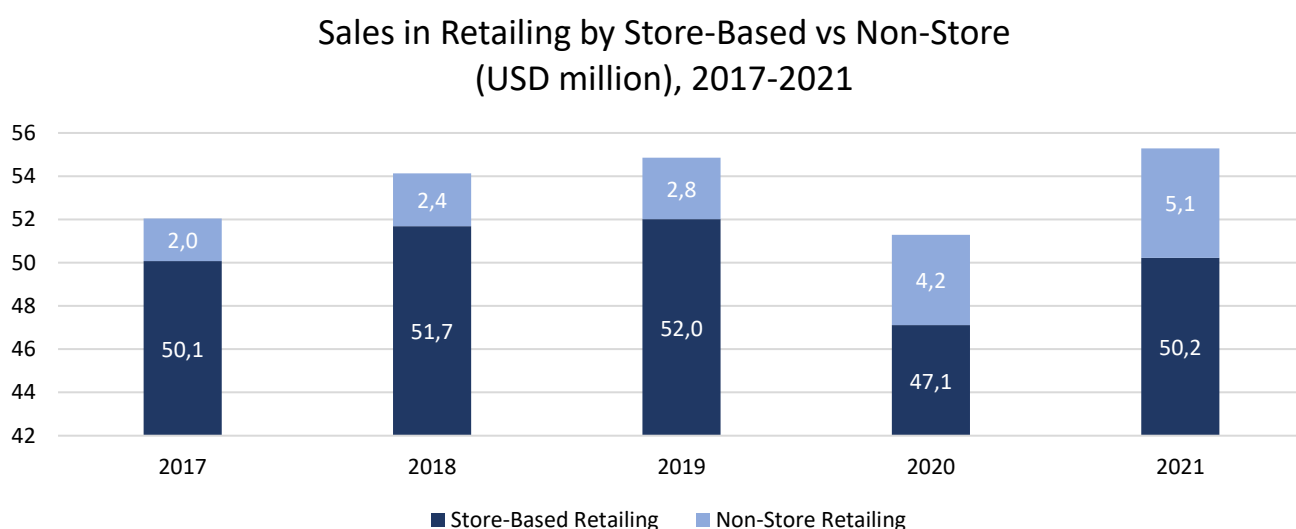
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<sup>387</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

Retailing in the UAE is gradually recovering after the pandemic, largely due to the return of tourism to the country. A change in retail channel preference has been observed in the UAE. While traditional store-based retail, including grocery retailers, non-grocery specialists, and mixed retailers, registered the highest sales between 2017 and 2021,<sup>388</sup> non-store-based retailing, which includes vending, direct selling, homeshopping, and e-commerce (the most relevant channel among non-store-based retailing), saw significant growth during the same period, driven by the surge in online shopping during the pandemic.

Looking ahead, the future of retailing in the UAE is gearing toward online marketplaces. Subscription and loyalty apps from main online retailers such as Amazon, LandmarkShops, and Noon are driving this shift through consumer data use to understand their preferences. In comparison, non-store retailing saw remarkable growth of over 200% in sales between 2017 and 2021,<sup>389</sup> while store-based retailing saw more modest gains of 1.8% over the same period.<sup>390</sup>

Chart 21: UAE Sales in Retail by Store-Based and Non-Store, 2017-2021<sup>391</sup>



### Store-Based Retailing

This is still the most common type of sales channel. Euromonitor data forecasts that store-based retailing will see moderate growth in the upcoming few years with tourists and residents continuing to be price conscious due to the global economic situation and the competitive pricing that is offered online.

Table 51: Sales of Store-Based Retailing by Channel, 2021<sup>392</sup>

Channel Type	Market Size in 2021 by Share of Sales
Non-Grocery Specialists	55.6%
Grocery Retailers	35.7%
Mixed Retailers	5.2%
Luxury Retailers	3.4%
Off-Price Retailing	0.01%

<sup>388</sup> Store-based retail excludes specialist retailers of motor vehicles, motorcycles, vehicle parts, and fuel. Also excludes foodservice, rental and hire and wholesale industries, including cash and carry. Excludes the informal retail sector. Non-store retailing is defined as the aggregation of vending, direct selling, homeshopping, and e-commerce.

<sup>389</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

<sup>390</sup> Non-store retailing excludes specialist retailers of motor vehicles, motorcycles, vehicle parts, and fuel. Also excludes foodservice, rental and hire, and wholesale industries.

<sup>391</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

<sup>392</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

Table 52: Top 10 Store-Based Retailers in the UAE in 2021<sup>393</sup>

Retailer Name	Type of Retailer	Brands	Rank, 2021	Website
Carrefour SA	Grocery Retailer	Carrefour, Carrefour City, Carrefour Express	1	<a href="https://www.carrefouruae.com/">https://www.carrefouruae.com/</a>
Consumer Co-operative Union (CCU)	Grocery Retailer	Union Co-operative Society	2	<a href="https://www.unioncoop.ae/">https://www.unioncoop.ae/</a>
LuLu Group International LLC	Grocery Retailer	LuLu	3	<a href="https://www.luluhypermarket.com/en-ae">https://www.luluhypermarket.com/en-ae</a>
Landmark Group	Mixed Retailer	E-max, Centrepoint, Splash, VIVA, Homecenter	4	<a href="https://www.landmarkgroup.com/int/en/home">https://www.landmarkgroup.com/int/en/home</a>
Life Healthcare Group	Non-Grocery Specialist	Life	5	<a href="https://www.life-me.com/">https://www.life-me.com/</a>
New West Zone Supermarket & Department Store LLC	Grocery Retailer	West Zone	6	<a href="https://www.newwestzone.com/">https://www.newwestzone.com/</a>
LVMH Moët Hennessy Louis Vuitton SA	Mixed Retailer	Sephora	7	<a href="https://www.lvmh.com/">https://www.lvmh.com/</a>
Al Maya Group	Mixed Retailer	Al Maya Supermarket and BHS	8	<a href="https://www.almaya.ae/">https://www.almaya.ae/</a>
DM Healthcare LLC	Non-Grocery Specialist	Aster Pharmacy	9	<a href="https://www.asterpharmacy.ae/">https://www.asterpharmacy.ae/</a>
Al Madina Group	Grocery Retailer	Al Madina Supermarket	10	<a href="https://www.almadinahypermarket.com/">https://www.almadinahypermarket.com/</a>

Within the grocery retail landscape, modern grocers, which includes hypermarkets, supermarkets, convenience stores, discounters, and forecourt retailers, has higher market share than traditional grocery retailers.<sup>394</sup> Major chains within modern grocery retail are Carrefour, Co-op stores, LuLu, and Spinneys dominating the market. Smaller supermarket chains such as West Zone, VIVA, Al Maya Supermarkets, and Choithrams Supermarkets are also popular, but on a minor scale. Traditional grocers are not as popular, and many smaller ones closed permanently in 2021 due to limited support. Traditional grocery retailers are more present in smaller emirates such as Ajman, Fujairah, and Sharjah. Wholesale sales, shopping mall sales, smaller-sized supermarkets, and boutique stores are also popular retail shopping channels after grocery retailing.<sup>395</sup>

Regarding the health and beauty space, mass specialist retailers in 2021 saw a drop in their share due to the presence of those products in grocery retail channels. People are limiting their time in stand-alone stores or drugstores and purchasing those products from grocery retailers which expanded their shelf space in 2021.<sup>396</sup>

<sup>393</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

<sup>394</sup> According to Euromonitor, off-price retailing is not included in store-based retailing total to avoid double counting as off-price retailing is a duplicate category already accounted for within apparel and footwear specialists and department stores.

<sup>395</sup> International Trade Administration (2022). Distribution & Sales Channels <https://www.trade.gov/country-commercial-guides/ united-arab-emirates-distribution-sales-channels>

<sup>396</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

## Non-Store Retailing

For non-store retailing, e-commerce will see the biggest value and forecast growth of 74% between 2021 and 2026, followed by vending machines,<sup>397</sup> with forecast growth of above 50%.<sup>398</sup> As a result, it is anticipated that e-commerce will continue to expand, with more retailers adopting online platforms to meet the demands of tech-savvy customers.

Table 53: Sales in Non-Store Retailing by Channel, 2021<sup>399</sup>

Channel Type	Market Size in 2021 by Share of Sales
E-Commerce (Goods)	94.5%
Direct Selling	3.1%
Homeshopping	1.6%
Vending	0.9%

Table 54: Top 10 Non-Store Retailers in the E-Commerce Space in the UAE<sup>400</sup>

Company Name	Rank, 2021	Field of Expertise	Website
Amazon.com Inc	1	All consumer retail categories (including consumer appliances, apparel and footwear, foodservice, etc.)	<a href="https://www.amazon.ae/">https://www.amazon.ae/</a>
Noon AD Holdings Ltd	2	All consumer retail categories (including consumer appliances, apparel and footwear, foodservice, etc.)	<a href="https://www.noon.com/">https://www.noon.com/</a>
Landmark Group	3	Retail e-commerce including apparel and footwear and grocery retailing through VIVA	<a href="https://www.landmarkgroup.com/int/en/home">https://www.landmarkgroup.com/int/en/home</a>
eBay Inc	4	All consumer retail categories (including consumer appliances, apparel and footwear, foodservice, etc.)	<a href="https://www.ebay.com/">https://www.ebay.com/</a>
Apple Inc	5	Electronics and appliance specialist	<a href="https://www.apple.com/ae/">https://www.apple.com/ae/</a>
Carrefour SA	6	Online grocery retailer, consumer appliances and electronics e-commerce	<a href="https://www.carrefouruae.com/">https://www.carrefouruae.com/</a>
Namshi General Trading LLC	7	Online fashion retailer	<a href="https://en-ae.namshi.com/">https://en-ae.namshi.com/</a>

<sup>397</sup> Vending is defined as is the sale of products at an unattended point of sale through a machine operated by introducing coins, bank notes, payment cards, tokens or other means of cashless payment. Sales figures cover vended products only (i.e. food, drink and other consumable goods such as vended tobacco, sanitary products, and condoms). Services such as the public telephone, launderette facilities, travel tickets, stamps, passport photographs, domestic energy supplies, and business card creation are excluded. Hotels, transport networks, recreational centers, and shopping centers/malls are included. Factories, offices, hospitals, prisons, schools, and other captive environments are excluded.

<sup>398</sup> Mobile e-commerce (goods) is not included in non-store retailing but is included in e-commerce (goods).

<sup>399</sup> Euromonitor International (2022). Retailing in the United Arab Emirates.

<sup>400</sup> Euromonitor International (2022). Retailing in the United Arab Emirates.

Company Name	Rank, 2021	Field of Expertise	Website
Jollychic EC Ltd	8	Online fashion retailer	<a href="https://www.jollychic.com/">https://www.jollychic.com/</a>
LuLu Group International LLC	9	Online grocery retailer, consumer appliances and electronics e-commerce	<a href="https://www.luluhypermarket.com/en-ae">https://www.luluhypermarket.com/en-ae</a>
Apparel Group	10	Retail e-commerce including apparel and footwear	<a href="https://apparelgroupglobal.com/en/">https://apparelgroupglobal.com/en/</a>

### Consumer Rights and Supplier Rights and Obligations

According to Consumer Protection Law No. 15 of 2020, consumers have the right to:<sup>401</sup>

- A safe and appropriate environment when making a purchase.
- Be aware of the correct details about the goods and services.
- Have knowledge about their rights and obligations.
- Have various alternatives or options regarding price and quality of goods and services.
- Return an item.

Consumers can express their opinions and complaints about a product or service [electronically](#). Consumers can also obtain compensation for any damages that occur during their purchase. Regarding products or services in Dubai, customers should download the Dubai consumer app ([link in Apple Store](#) or [in Google Play](#)) and submit their complaint. The government of Dubai reports that a consumer protection employee will contact them within four days.<sup>402</sup>

Suppliers must adhere to the following:<sup>403</sup>

- Avoid using customers' data for marketing and promotional purposes and safeguard their privacy.
- When delivering goods or services to customers, be mindful of their religious beliefs, practices, and traditions.
- Resolve consumer issues.
  - A fine of no more than USD544,000 (AED2 million) or up to two years imprisonment is imposed if the supplier fails to offer clear information, labeling, or incorrect details about the product or the goods and services they provide.
  - If the supplier provided a malfunctioning product, they should repair or replace the item or service according to what is present by the Implementing Regulation of the law.
- Give the customer a dated invoice as soon as possible that includes the customer's business name, address, the kind of goods or services that were sold or rendered, their price, quantity, and how much was delivered, and any other information the law's executive regulation specifies. The invoice should be in Arabic, but businesses may also include other languages if they wish.
  - If the items are hazardous, the supplier should clearly display the information according to the Implementing Regulation of the law.

<sup>401</sup> The Government of UAE (2022). Consumer Protection Law <https://u.ae/en/information-and-services/justice-safety-and-the-law/consumer-protection/consumer-protection-law>

<sup>402</sup> Government of Dubai <https://consumerrights.ae/en/Pages/complaint-registration-process.aspx>

<sup>403</sup> The Government of UAE (2022). Consumer Protection Law <https://u.ae/en/information-and-services/justice-safety-and-the-law/consumer-protection/consumer-protection-law>

E-commerce companies must give consumers and UAE authorities information about their trade license and the goods or services that they are allowed to offer. Information about terms of the contract, payment terms, and warranty should also be shared with the consumers and relevant authorities.<sup>404</sup> Suppliers are not allowed to hide the goods or refrain from selling them and are prohibited from not providing a specific service with the intention to monopolize or control the market or modify the price to a higher one.<sup>405</sup>

## 6.3. Sales promotion

### 6.3.1. Promotion on physical stores

In the UAE, physical stores provide promotions and marketing of their brands in the following ways:

**In-store visual merchandising** such as window and product displays to catch the attention of the customers and motivate them to purchase. This includes:

- Bundle promotions and in-store promotions and discounts, specifically during certain times of the year, which will be covered in the section below. For example, during the holy month of Ramadan, LuLu hypermarket provided up to 50% discounts on over 15,000 products, while Carrefour, another major hypermarket, allowed customers to shop and donate a meal valued at AED20 (approximately USD5.45) for the needy during the month.<sup>406</sup> In addition, Sharaf DG, a major electronics and appliances store in the UAE, provided up to 70% off on electronics and appliances in Dubai.<sup>407</sup> Ramadan is the month of fasting for Muslims and is followed by Eid Al Fitr which is one of the two main holidays celebrated by the Islamic religion.
- Displaying items for impulse buys at checkout.

Retail stores or product manufacturers can employ **sales merchandisers** to promote their products. In the case of food and beverage (F&B) goods, samples are often provided to customers to try before deciding to make a purchase. For non-F&B items, visual merchandisers may demonstrate the effective use of the product to entice potential customers. For example, in large hypermarkets such as Carrefour, LuLu, Coop, and others, visual merchandisers can often be found showcasing food items, luggage, and household items in their larger branches.

#### **Flyers and brochures distribution**

This is present mostly for mini-markets, supermarkets, hypermarkets, furniture stores, and electronics stores, which are distributed in offices or residential areas. This approach is cost effective and has the potential to reach a large audience, particularly when there are promotions on the flyer.

#### **Billboard, TV, and radio ads**

Some of the major billboard locations will be on the major highways which include the Sheikh Mohamed Bin Zayed road (E311), E11 road, and Emirates Mohammed Bin Zayed road (E611), Sheikh Khalifa Bin Zayed road, and Abu Dhabi - Al Ain road.

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<sup>404</sup> The Government of UAE (2022). Consumer Protection Law <https://u.ae/en/information-and-services/justice-safety-and-the-law/consumer-protection/consumer-protection-law>

<sup>405</sup> Ministry of Justice (2020). Consumer Protection [https://elaws.moj.gov.ae/UAE-MOJ\\_LC-En/00\\_CONSUMER/UAE-LC-En\\_2020-11-10\\_00015\\_Kait.html?val=EL1&Words=2015](https://elaws.moj.gov.ae/UAE-MOJ_LC-En/00_CONSUMER/UAE-LC-En_2020-11-10_00015_Kait.html?val=EL1&Words=2015)

<sup>406</sup> Time Out Dubai (2022). Top UAE Ramadan Sales 2022 <https://www.timeoutabudhabi.com/news/uae-ramadan-sales-2022>

<sup>407</sup> Sharaf DG <https://uae.sharafdg.com/uae-national-day-offers/>

As for TV channels, the popular TV channels in the UAE are:

Table 55: TV Marketing Channels<sup>408</sup>

Name of Channel	Language	Website
Al Emarat Channel	Arabic	<a href="https://adtv.ae/">https://adtv.ae/</a>
Abu Dhabi TV	Arabic	
Sama Dubai	Arabic	<a href="https://www.samadubai.ae/">https://www.samadubai.ae/</a>
Dubai One	English	<a href="https://www.dubaione.ae/">https://www.dubaione.ae/</a>
City 7	English	N/A
Zee TV	Hindi	<a href="https://www.zee5.com/">https://www.zee5.com/</a>
Sony TV	Hindi	<a href="https://www.setindia.com/">https://www.setindia.com/</a>
RTPi	Portuguese	N/A
TV One	Urdu	<a href="https://www.tvonepk.tv/">https://www.tvonepk.tv/</a>

Table 56: Radio Marketing Channels<sup>409</sup>

Name of Radio Chanel	Language	Website
Dubai FM 93	Arabic	<a href="https://www.dubairadiofm.ae/">https://www.dubairadiofm.ae/</a>
Emarat FM	Arabic	<a href="https://adradio.ae/emarat-fm">https://adradio.ae/emarat-fm</a>
Radio 1	English	<a href="https://adradio.ae/Radio-1">https://adradio.ae/Radio-1</a>
Virgin Radio	English	<a href="https://www.virginradiodubai.com/">https://www.virginradiodubai.com/</a>
Dubai 92	English	<a href="https://www.dubai92.com/">https://www.dubai92.com/</a>
Radio 4	Hindi	<a href="https://www.radio4fm.com/">https://www.radio4fm.com/</a>
Kadak FM	Hindi	<a href="https://adradio.ae/Radio-kadak">https://adradio.ae/Radio-kadak</a>

### 6.3.2. Promotion on e-commerce

The UAE has a thriving e-commerce market, with average annual per capita digital spending of USD3,775, and average annual per capita global digital spending of USD1,766. The country ranks ninth globally in terms of e-commerce market size, with 68% of the population buying miscellaneous digital content online, and 33% of the population purchases their weekly food needs online.<sup>410</sup>

As a result, brick-and-mortar retailers are adapting to this trend by providing their products online. Retail e-commerce had the highest retail value RSP in 2022, followed by travel e-commerce, foodservice e-commerce, and mobility e-commerce. Amazon.com and Noon dominate the e-commerce space with more than 35% share, selling all consumer retail categories, including consumer appliances, apparel and footwear, and foodservice. The Landmark Group ranks third in the retail e-commerce space, primarily in apparel and footwear e-commerce but also selling grocery items through VIVA.<sup>411</sup>

To effectively promote and brand products through e-commerce in the UAE, companies should consider several key factors. First, they should localize their brand to appeal to Emiratis with higher purchasing power. This was a major outcome for luxury online retailers during the pandemic, as many companies adjusted their offers and marketing strategies to better target this consumer group. For example, in 2021, Farfetch introduced a Ramadan collection while Balenciaga advertised its first Arabic-only billboard in Dubai. IKEA also focused on Emirati culture in its catalog and advertising.

<sup>408</sup> The Government of UAE <https://u.ae/en/media/media-in-the-uae/types-of-media>

<sup>409</sup> Best Radio Channels in Dubai <https://www.dubaisbest.com/top-radio-stations-dubai/>

<sup>410</sup> Digital Lifestyle in the UAE (2022) <https://u.ae/-/media/Documents-2022/Digital-Lifestyle-in-the-UAE-Eng.ashx>

<sup>411</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

Secondly, companies should offer an online platform for easy purchasing, product returns, and price comparisons. With high smartphone usage in the UAE, e-commerce is rapidly increasing in popularity. Many hypermarkets, electronics stores, furniture stores, and other retailers now have their own apps that allow customers to order goods online. During the pandemic, WhatsApp became a popular service for ordering items, particularly for international brands that operate in the UAE as franchises and could not create their own platforms. For example, clothing company Banana Republic and jewelry retailer Pandora placed WhatsApp phone numbers on their websites for online purchasing.

Thirdly, companies should be open to distributing products through popular marketplaces such as Amazon.com and Noon.com to increase product availability. As an example, in 2021, the Avon brand started selling its products on Noon.com. Customers in the UAE prefer convenience and are shifting toward e-commerce, so companies should adapt by providing accessible online services and delivery options. In response to this trend, Amazon launched “Subscribe and Save” in the UAE in 2021, providing delivery options for essentials and pre-orders through the subscription service without any additional fees.<sup>412</sup>

### 6.3.3. Marketing consultancies

Marketing consulting firms play a vital role in the UAE's business environment, particularly in a culture that places great emphasis on relationships and networking. These firms help businesses navigate the complexities of the UAE market and develop effective marketing strategies that align with local customs and cultural sensitivities.

In the UAE, doing business is often about building and maintaining relationships with clients and partners, and marketing consulting firms are well equipped to provide guidance on how to build these relationships. For example, they can advise on how to approach potential clients, how to network effectively, and how to develop and maintain long-term partnerships.

Moreover, marketing consulting firms can also assist businesses in understanding the local culture and customs, which is crucial when developing marketing strategies that resonate with the target audience. They can provide insights into local market trends, consumer behavior, and preferences, and help businesses tailor their marketing efforts accordingly.

In the UAE, Arabic culture and traditions play a significant role in business, and marketing consulting firms are well-versed in navigating these aspects of the market. They can provide advice on how to communicate effectively with clients, respect cultural traditions, and avoid potential missteps that could harm a business's reputation.

Additionally, marketing consultancies can advise on which products fit better the UAE market, which retailing channels should be the focus of Brazilian exporters, finding partners locally, and how to promote Brazilian brands in the UAE.

The main marketing consultancies and public relations companies in the UAE are:

Table 57: Main Marketing Consultancies in the UAE<sup>413</sup>

Company Name	Field of Expertise	Website
Aimstyle   Branding Agency in Dubai	Branding and online marketing	<a href="https://www.aimstyle.com/">https://www.aimstyle.com/</a>
Clapp	Marketing and public relations services	<a href="https://clappagency.com/">https://clappagency.com/</a>

<sup>412</sup> Euromonitor (2022). Retailing in the United Arab Emirates.

<sup>413</sup> Companies' websites.



Company Name	Field of Expertise	Website
Bain & Company	Business consulting that provides marketing consulting	<a href="https://www.bain.com/">https://www.bain.com/</a>
Boston Consulting Group	Business consulting that provides marketing consulting	<a href="https://www.bcg.com/">https://www.bcg.com/</a>
Deloitte	Business consulting that provides marketing consulting	<a href="https://www.deloitte.com/">https://www.deloitte.com/</a>
Edelman	Public relations and communications	<a href="https://www.edelman.ae/">https://www.edelman.ae/</a>
Euromonitor International	Market research and marketing consulting	<a href="https://www.euromonitor.com/our-story/about-us/dubai">https://www.euromonitor.com/our-story/about-us/dubai</a>
Hill+Knowlton Strategies	Public relations and communications	<a href="https://www.hkstrategies.com/en/">https://www.hkstrategies.com/en/</a>
Jpd   Brand Consultants	Brand strategy and design consulting	<a href="https://www.jpd.agency/">https://www.jpd.agency/</a>
MCI	Marketing services	<a href="https://www.wearemci.com/">https://www.wearemci.com/</a>
MetrixLab	Market research	<a href="https://www.metrixlab.com/">https://www.metrixlab.com/</a>
Matterkind	Advertising services	<a href="https://matterkind.com/">https://matterkind.com/</a>
Ogilvy	Advertising services	<a href="https://www.ogilvy.com/">https://www.ogilvy.com/</a>
Omnicom Media Group	Advertising services	<a href="https://omnicommediagroup.com/">https://omnicommediagroup.com/</a>
Strategy&	Business consulting that provides marketing consulting	<a href="https://www.strategyand.pwc.com/">https://www.strategyand.pwc.com/</a>
Siegel+Gale	Marketing services	<a href="https://www.siegelgale.com/">https://www.siegelgale.com/</a>
VIDEN	Digital advertising agency	<a href="https://videnglobe.com/">https://videnglobe.com/</a>
Xaxis	Advertising services	<a href="https://www.xaxis.com/">https://www.xaxis.com/</a>
7G Media - Digital Agency	Digital marketing agency	<a href="https://www.7gmedia.com/en/">https://www.7gmedia.com/en/</a>

#### 6.3.4. B2B platforms or marketplaces in the UAE

The rise of digital transformation has led to the emergence of B2B platforms or marketplaces in the UAE. These platforms offer businesses an opportunity to connect and engage with other businesses and customers, as well as to source and supply goods and services online. They provide a convenient and cost-effective way for businesses to access a wider market, streamline their procurement process, and increase efficiency.

Some of the B2B platforms or marketplaces in the UAE are:

Table 58: B2B platforms and marketplaces in the UAE

Company Name	Field of Expertise	Website
Alibaba.com	E-commerce	<a href="https://www.alibaba.com/">https://www.alibaba.com/</a>
Go-Globe	Web development	<a href="https://go-globe.ae/">https://go-globe.ae/</a>
GulfTalent	Recruitment	<a href="https://www.gulftalent.com/">https://www.gulftalent.com/</a>
Dubai Trade	Trade facilitation	<a href="https://www.dubaitrade.ae/">https://www.dubaitrade.ae/</a>
Exporters.SG	Trade facilitation	<a href="https://www.exporters.sg/">https://www.exporters.sg/</a>
Emirates Auction	Online auction	<a href="https://www.emiratesauction.com/en">https://www.emiratesauction.com/en</a>
GulfTalent	Recruitment	<a href="https://www.gulftalent.com/">https://www.gulftalent.com/</a>
Bayt.com	Recruitment	<a href="https://www.bayt.com/">https://www.bayt.com/</a>
Tradeling	B2B e-commerce platform	<a href="https://www.tradeling.com/ae-en">https://www.tradeling.com/ae-en</a>
WeMENA	B2B c-commerce platform	<a href="https://www.wemena.com/">https://www.wemena.com/</a>

### 6.3.5. Main trade fairs in the UAE and expos

Trade fairs play a significant role in the UAE's business landscape, offering a platform for companies to display their products and services, network with potential partners and customers, and gain insights into market trends and opportunities. In fact, the UAE is set to host over 900 trade fairs and expos in 2023, making it one of the most active trade fair destinations in the world.

For exhibitors, participating in trade fairs in the UAE can open doors to important business opportunities, given the country's position as a global center for finance, logistics, trade, and tourism, among others. Moreover, continued attendance at trade shows demonstrates a company's commitment and dedication to doing business in the region, which can build trust and credibility with local partners and customers.

Brazilian exporters, for example, can leverage the numerous trade fairs in the UAE to find potential partners, understand key trends in the local market, gain market intelligence insights, and even sign contracts on specific deals. Some of the major trade fairs in the UAE that have been attracting a high number of visitors in previous years include GITEX (technology), Arab Health (healthcare and medical), Gulfood (food and beverage), The Big 5 (construction), and Dubai Airshow (aerospace), among others. By participating in these events, companies can showcase their offerings to a diverse audience, network with industry peers and potential customers, and gain valuable market insights that can inform their business strategy.

Table 59: Main Trade Fairs and Expos in the UAE<sup>414</sup>

Trade Fair Name	Date	Location	Category	Website
Intersec	Jan-23	Dubai	Security & Defense	<a href="https://intersec.ae.messefrankfurt.com/">https://intersec.ae.messefrankfurt.com/</a>
Arab Health	Feb-23	Dubai	Medical & Pharma	<a href="https://www.arabhealthonline.com/en/Home.html">https://www.arabhealthonline.com/en/Home.html</a>
Gulfood	Feb-23	Dubai	Food & Beverages	<a href="https://www.gulfood.com/">https://www.gulfood.com/</a>
International Crop-Science Conference & Exhibition	Feb-23	Dubai	Agriculture & Forestry; Science & Research	N/A
International Defence Exhibition (IDEX)	Feb-23	Abu Dhabi	Defense	<a href="https://idexuae.ae/">https://idexuae.ae/</a>
International Property Show	Feb-23	Dubai	Building & Construction	<a href="https://www.internationalpropertyshow.ae/">https://www.internationalpropertyshow.ae/</a>
Medical Laboratory Exhibition (MEDLAB) Middle East	Feb-23	Dubai	Healthcare	<a href="https://www.medlabme.com/en/overview/show-information.html">https://www.medlabme.com/en/overview/show-information.html</a>
UAE International Dental Conference & Arab Dental Exhibition (AEEDC)	Feb-23	Dubai	Medical & Pharma	<a href="https://aeedc.com/">https://aeedc.com/</a>

<sup>414</sup> Trade Fair Dates <https://www.tradefairdates.com/Fairs-UAE-Z2-S1.html>, 10 Times <https://10times.com/top100/unitedarabemirates> and list delivered from SECOM - Embassy of Brazil in Abu Dhabi.

Trade Fair Name	Date	Location	Category	Website
Annual Leather, Fashion Material and Fashion Accessories (APLF)	Mar-23	Dubai	Apparel & Clothing	<a href="https://www.aplf.com/aplf-dubai-2023/">https://www.aplf.com/aplf-dubai-2023/</a>
Middle East Energy	Mar-23	Dubai	Power & Energy	<a href="https://www.middleeast-energy.com/">https://www.middleeast-energy.com/</a>
Arabian Travel Market Dubai	May-23	Dubai	Travel & Tourism	<a href="https://www.wtm.com/atm/en-gb.html">https://www.wtm.com/atm/en-gb.html</a>
Annual Investment Meeting (AIM)	May-23	Abu Dhabi	Foreign Direct Investment	<a href="https://www.aimcongress.com/">https://www.aimcongress.com/</a>
INDEX Exhibition	May-23	Dubai	Interior Design & Hospitality	<a href="https://www.indexexhibition.com/">https://www.indexexhibition.com/</a>
International Apparel & Textile Fair	May-23	Dubai	Apparel & Clothing	<a href="https://www.internationalappareltextilefair.com/">https://www.internationalappareltextilefair.com/</a>
Halal EXPO Dubai	Sep-23	Dubai	Food & Beverages; Fashion & Beauty	N/A
The International Franchise Exhibition	Oct-23	Abu Dhabi	Franchising Trade Fair	<a href="https://www.adnec.ae/en/eventlisting/international-franchise-exhibition">https://www.adnec.ae/en/eventlisting/international-franchise-exhibition</a>
Agra Middle East Exhibition	Oct-23	Dubai	Agriculture & Forestry; Food & Beverages	<a href="https://informaconnect.com/agra-middle-east/">https://informaconnect.com/agra-middle-east/</a>
Beautyworld Middle East	Oct-23	Dubai	Fashion & Beauty	<a href="https://beautyworld-middle-east.ae.messefrankfurt.com/">https://beautyworld-middle-east.ae.messefrankfurt.com/</a>
Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC)	Oct-23	Abu Dhabi	Oil & Gas	<a href="https://www.adipec.com/">https://www.adipec.com/</a>
The Global Franchise Market	Nov-23	Dubai	Franchising Trade Fair	<a href="https://www.dwtc.com/en/events/the-global-franchise-market-2021-2021/">https://www.dwtc.com/en/events/the-global-franchise-market-2021-2021/</a>
Abu Dhabi International Food Exhibition (ADIFE)	Nov-23	Abu Dhabi	Food & Beverages	<a href="https://adife.com/">https://adife.com/</a>
Automechanika Dubai	Nov-23	Dubai	Auto & Automotive	<a href="https://automechanika-dubai.ae.messefrankfurt.com/dubai/en.html">https://automechanika-dubai.ae.messefrankfurt.com/dubai/en.html</a>
Dubai Airshow	Nov-23	Dubai	Aerospace	<a href="https://www.dubaiairshow.aero/">https://www.dubaiairshow.aero/</a>
GITEX Global	Nov-23	Dubai	IT & Technology	<a href="https://www.gitex.com/">https://www.gitex.com/</a>
Gulfood Manufacturing	Nov-23	Dubai	Food & Beverages	<a href="https://www.gulfoodmanufacturing.com/">https://www.gulfoodmanufacturing.com/</a>
Jewellery and Watch Show Abu Dhabi	Nov-23	Abu Dhabi	Jewelry & Watches	<a href="https://www.jws.ae/">https://www.jws.ae/</a>
ISM Middle East (formerly Yummex ME)	Nov-23	Dubai	Sweets, Confectionery, & Snacks	<a href="https://www.ism-me.com/">https://www.ism-me.com/</a>

Trade Fair Name	Date	Location	Category	Website
Water, Energy, Technology, and Environment Exhibition (WETEX)	Nov-23	Dubai	Utilities & Technology	<a href="https://www.wetex.ae/">https://www.wetex.ae/</a>
Arabplast	Dec-23	Dubai	Industrial Engineering	<a href="https://arabplast.info/">https://arabplast.info/</a>
Middle East Organic and Natural Product Expo	Dec-23	Dubai	Food & Beverages; Wellness, Health, & Fitness	<a href="https://organicandnatural.com/">https://organicandnatural.com/</a>
Middle East Stone	Dec-23	Dubai	Building & Construction - Industrial Engineering	<a href="https://www.big5global.com/specialized-events/middle-east-stone/">https://www.big5global.com/specialized-events/middle-east-stone/</a>
The Big 5 Global	Dec-23	Dubai	Building & Construction	<a href="https://www.thebig5.ae/">https://www.thebig5.ae/</a>
EuroTier Middle East	N/A	Abu Dhabi	Agriculture & Forestry; Animals & Pets	No website, but advertised on <a href="https://www.adnec.ae/">https://www.adnec.ae/</a>
Dubai Woodshow	Mar 2024	Dubai	Building & Construction	<a href="https://www.woodshowglobal.com/dubai">https://www.woodshowglobal.com/dubai</a>

### 6.3.6. Guide for Brazilians wishing to participate in trade fairs in the UAE

If you are a Brazilian business looking to exhibit in the UAE, here are some tips to help the business plan for the trip and make the most of your trade fair experience:

1. Consultation: Consult and coordinate with Apex-Brasil or the Embassy for information and guidance.
2. Plan ahead: Start planning your trip well in advance, particularly if you want to exhibit at a specific trade fair. Contact the organizers of the trade fair and find out the requirements for exhibiting, including deadlines for registration, booth selection, and payments.
3. Identify contractors: You will need to work with local contractors to design and build your booth, as well as handle logistics such as shipping and storage of your products. Look for contractors who have experience working with international exhibitors and are familiar with the local regulations and customs.
4. Logistics and requirements for shipping trade fair sample products: Make sure you understand the logistics of shipping your products to the UAE, including any customs requirements or restrictions. You may need to obtain permits or licenses to import certain types of products. Plan to have your products delivered well in advance of the trade fair so that you have time to set up your booth and prepare your marketing materials.
5. Accommodation and transportation: The UAE is a busy destination for trade shows, so it is important to book your accommodation and transportation early. Many trade show organizers offer packages that include discounted rates on hotels and transportation, so take advantage of these offers.
6. Observe local culture: The UAE has a rich and diverse culture that values hospitality and respect for others. Try to learn about the local customs and traditions, including dress codes, social etiquette, and business practices. Be prepared to greet people with a friendly smile and engage in polite conversation, avoiding sensitive topics such as politics or religion.
7. Networking and follow-up: Trade shows are a great opportunity to network with potential clients and partners. Make sure you have plenty of business cards and take the time to follow up with contacts after the event. This will help you build relationships and potentially generate new business opportunities.

## 6.4. Business practices

### 6.4.1. Opening hours<sup>415</sup>

Normal shopping hours are from 8 am until 11 pm in key areas in Abu Dhabi and Dubai, which are the major emirates. Smaller shops usually close on Friday during Muslim prayer time, which is usually held between 11:30 am and 1:30 pm. It is common for some supermarkets and convenience stores to be open 24 hours a day. Outlets in northern emirates that attract fewer tourists, such as in Ras Al-Khaimah or Fujairah, are usually closed all day on Friday.

No restrictions exist on the number of opening days and on public holidays, and shopping centers have resumed their activities.

Table 60: Standard Opening Hours in the UAE by Channel Type, 2022<sup>416</sup>

Channel	Opening for 24 Hours	Monday-Friday Opening Time	Saturday Opening Time	Sunday Opening Time
Supermarkets	Some outlets	8 am - 11 pm	8 am - 11 pm	8 am - 11 pm
Hypermarkets	No	8 am - 11 pm	8 am - 11 pm	8 am - 11 pm
Chemists/Pharmacies	Some outlets	8 am - 11 pm	8 am - 11 pm	8 am - 11 pm
Others	No	8 am - 12 am	8 am - 12 am	10 am - 12 am

### 6.4.2. Payment options

Despite the higher penetration of digital solutions among UAE consumers, paper-based payment types are still preferred by local consumers, mainly payment by cash.

Table 61: Payment Types in the UAE<sup>417</sup>

Payment Type	Number of Transactions in 2021 (Million)
Paper	1,631.1
Pre-Paid Card	841.4
Electronic Direct/ACH Transaction	451.1
Credit Card	388.7
Debit Card	220.4
Digital/Mobile Wallet	N/A

#### Paper (Cash and Checks)

This is the oldest method of payment and is still the most common method of payment in the UAE where it accounted for over 80% of the total, according to the Visit Ras Al-Khaimah official blog.<sup>418</sup> It is easy to use, especially for tourists, and has no transaction charges.

<sup>415</sup> Euromonitor International (2022), Retailing in the United Arab Emirates

<sup>416</sup> Euromonitor International (2022), Retailing in the United Arab Emirates.

<sup>417</sup> Euromonitor International - Consumer Finance 2023.

<sup>418</sup> Visit Ras Al-Khaimah <https://visitrasalkhaimah.com/blog/what-payment-methods-are-commonly-used-in-uae/>

Cash is the most common method of payment, but it will see a decline in use by 2025, as the government is encouraging other methods of payment.<sup>419</sup> Cash is mostly accepted by small establishments. Cash is the only method of payment in older areas in Dubai and Abu Dhabi, as well as small establishments in Sharjah, Al Ain, Ajman, Umm al-Quwain, Ras Al-Khaimah, and Fujairah.

Check is a common method for payment for large transactions. For example, when individuals pay their bi-annual or annual rent, check is the method that is used. Under UAE law, a bounced check is a criminal offense punishable by jail, fine, or both.<sup>420</sup>

### **Pre-Paid Card**

Euromonitor data revealed that pre-paid card was the fastest growing category within financial cards in 2022. This included parking and toll cards, transportation cards, and gift cards. Gift cards saw the greatest increase in demand in comparison to the rest of the pre-paid card types.<sup>421</sup>

### **Electronic Direct/Automated Clearing House (ACH) Transaction (Bank Transfer)**

Bank transfer is also a widely used payment method as transactions are secure and the bank authenticates payments when they occur.<sup>422</sup>

### **Credit Card**

In 2021, credit card was the strongest method of payment in e-commerce and POS machines, where over 30% of individuals used this payment method in the UAE. The payment method is expected to reach over 40% share by 2025, according to Worldpay Global.<sup>423</sup>

Individuals prefer this method of payment as it is convenient and consumers earn points as cashback and miles rewards. Visa and Mastercard are the most accepted payment brands for businesses, governments, and individuals, with Visa used slightly more than Mastercard. American Express and Diners Club are used by less than 2% of the population, according to Worldpay Global.<sup>424</sup>

In the UAE, failure to pay credit card balances on time can result in legal action being taken against the defaulter. The UAE Central Bank has established rules that require banks to inform the customer of the amount overdue and to give the customer a chance to settle the balance before legal action is taken. If the balance remains unpaid, the bank may take legal action against the defaulter, which may result in a travel ban, a criminal case, and/or a civil lawsuit. The defaulter may also be added to the UAE's credit bureau system, which can have negative effects on their ability to obtain credit in the future. Therefore, it is important for credit card holders in the UAE to make sure they pay their balance on time to avoid legal and financial consequences.<sup>425</sup>

### **Debit Card**

Debit card is third most common used form of payment at point-of-sale (POS) locations in the UAE, with over 10% of individuals using this form of payment, according to the Worldpay Global report in 2021.<sup>426</sup>

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<sup>419</sup> World Pay Global (2022). The Global Payments Report <https://worldpay.globalpaymentsreport.com/en/market-guides/uae>

<sup>420</sup> Central Bank of the UAE <https://www.centralbank.ae/media/nknfbci1/cheques-faq-commercial-transaction-law-en.pdf>

<sup>421</sup> Euromonitor International (2022). Pre-Paid Cards in the United Arab Emirates.

<sup>422</sup> Visit Ras Al-Khaimah <https://visitrasalkhaimah.com/blog/what-payment-methods-are-commonly-used-in-uae/>

<sup>423</sup> Worldpay Global (2022). The Global Payments Report <https://worldpay.globalpaymentsreport.com/en/market-guides/uae>

<sup>424</sup> Worldpay Global (2022). The Global Payments Report <https://worldpay.globalpaymentsreport.com/en/market-guides/uae>

<sup>425</sup> Khaleej Times (2023), UAE: Could I be arrested for not paying credit card dues? <https://www.khaleejtimes.com/uae/legal/uae-could-i-be-arrested-for-not-paying-credit-card-dues>

<sup>426</sup> Worldpay Global (2022). The Global Payments Report <https://worldpay.globalpaymentsreport.com/en/market-guides/uae>

Euromonitor data shows the number of debit cards in the UAE is increasing, and in September 2022, the UAE launched the Direct Debit Marketplace to assist consumers in making recurring payments such as rent and school fees through debit card payments.<sup>427</sup>

### **Digital/Mobile Wallet**

When UAE customers are shopping online, over 20% of them use Klipp, e-wallet (Etisalat Wallet), Samsung Pay, Apple Pay, or Google Pay. Digital or mobile wallets will experience growth until 2025.<sup>428</sup>

The Dubai emirate introduced the [DubaiNow app](#) where customers can pay various governmental fees in one application. This includes the payment of bills, traffic fines, tolls, and recharging the metro card.<sup>429</sup>

The Financial Services Authority in the UAE is supporting buy now, pay later (BNPL) payment services. Some of the BNPL platforms present in the UAE are Tabby, Cashew, Spotti, and Tamara.<sup>430</sup>

## **6.4.3. Trade practices**

### **Import Negotiations and Agreements**

English is the language that is most used in business; however, Arabic is the language required for all governmental documentation.

Brazilian companies that want to export to the UAE are likely to deal with expatriate managers during meetings, rather than Emirati individuals. Those managers will likely be from South Asia countries such as India or Pakistan or from Arabic-speaking countries, mainly from Egypt, Lebanon, Jordan, or Syria. There is a possibility that managers will also be Europeans, particularly British. If the Brazilian company is dealing with a governmental entity, then Emirati nationals will be the key decision makers and are likely the individuals that the company will conduct meetings with.

Here are some points to remember for negotiations and agreements in the UAE:

- Build relationships first: Business in the UAE is built on relationships and trust, so it is important to invest time in getting to know your potential partners before jumping into negotiations.
- Be patient: Negotiations in the UAE can take longer than expected, so be prepared for a slower pace and be patient.
- Understand cultural norms: Familiarize yourself with the cultural norms and etiquette of the UAE, such as the importance of hierarchy and the use of titles and formal language.
- Use a local representative: It may be helpful to use a local representative or intermediary who can navigate the cultural nuances and language barriers.
- Be respectful and courteous: Show respect for local customs and traditions, such as dressing conservatively and refraining from alcohol during meetings.
- Be clear and concise: Make sure your proposals and agreements are clear and concise, as language barriers can be a challenge.
- Get everything in writing: Contracts and agreements should be in writing, with all parties understanding the terms and conditions.
- Consider the legal system: If disputes arise, it is important to understand the local legal system and seek legal advice from a qualified professional.

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<sup>427</sup> Euromonitor International (2022). Debit Cards in the United Arab Emirates.

<sup>428</sup> Worldpay Global (2022). The Global Payments Report <https://worldpay.globalpaymentsreport.com/en/market-guides/uae>

<sup>429</sup> United Arab Emirates Government (2022) <https://u.ae/en/more/service-channels-and-modes-of-payment/payment-channels>

<sup>430</sup> Euromonitor International (2022). Financial Cards and Payments in the United Arab Emirates.

## Designating Agents

Agency representation can support Brazilian SMEs to enter the UAE market. Local agents can distribute, offer, and negotiate the sale or purchase of goods on a company's behalf within the UAE market for commission or profit.

There are two types of agency arrangements - registered and unregistered - which are acceptable under the UAE Agency Law No. 18 of 1981,<sup>431</sup> which was amended in May 2020.

When a Brazilian entity is looking to assign an agent, it is advisable that the entity carefully identifies and conducts market research and the proper due diligence before assigning an agent, partner or associate, as agency agreements are difficult to terminate.

Table 62: Registered and Unregistered Agents Requirements, Advantages, and Disadvantages<sup>432</sup>

	Registered Agent	Unregistered Agent
<b>Requirement</b>	UAE national or UAE entity owned 100% by UAE nationals; UAE PJSC owned at least 51% by UAE national; UAE entity owned by a PJSC meeting the previous requirements  The company is registered under the Ministry of Economy	100% UAE-based entity. Can be in the form of limited liability company, branches, and representative offices
<b>Advantage</b>	Protected by the Commercial Agencies Law (more favorable to agents) which does not allow a foreign entity to appoint another agent or sell its products directly to the market	The Commercial and Civil code is applied
<b>Disadvantage</b>	Termination of the registered agent is timely and costly	Not protected by the Commercial Agencies Law Limited assistance in case of payment dispute

It is important to note that most UAE entities prefer to operate under a registered agent agreement. A commercial agent can distribute, sell, or provide items or services in a specific emirate. The duration and distribution territory are specified in the agency agreement. Also, the payment, profit structure, and sales are mentioned in the agreement.

Table 63: Difference Between a Branch Office and a Representative Office<sup>433</sup>

Branch Office	Representative Office
Set up in the UAE and 100% foreign owned depending on activity	Set up in the UAE and 100% foreign owned
Can conduct business and turn a profit	Can only carry out marketing activities
Enter with a UAE-based company that will complete the administrative tasks and requirements for you	Enter with a UAE-based company that will complete the administrative tasks (visas/work permits) requirements for you

<sup>431</sup> IFLR Law Firm (2021). A closer look at UAE's commercial agencies law <https://www.iflr.com/article/2a646brsryd6110hjury8/a-closer-look-at-uaes-commercial-agencies-law>

<sup>432</sup> Council for Australian Arab Relations <https://www.dfat.gov.au/sites/default/files/business-guide-uae.pdf>

<sup>433</sup> Federal Decree Law No. 32 of 2021.

[https://ded.ae/DED\\_Files/Files/%D8%A7%D9%84%D9%82%D9%88%D8%A7%D9%86%D9%8A%D9%86%20%D9%88%D8%A7%D9%84%D8%AA%D8%B4%D8%B1%D9%8A%D8%B9%D8%A7%D8%AA%20PDF/Federal%20Decree-Law%20no.%20\(32\)%20of%202021%20ON%20COMMERCIAL%20COMPANIES.pdf](https://ded.ae/DED_Files/Files/%D8%A7%D9%84%D9%82%D9%88%D8%A7%D9%86%D9%8A%D9%86%20%D9%88%D8%A7%D9%84%D8%AA%D8%B4%D8%B1%D9%8A%D8%B9%D8%A7%D8%AA%20PDF/Federal%20Decree-Law%20no.%20(32)%20of%202021%20ON%20COMMERCIAL%20COMPANIES.pdf)



## Franchising

Major franchises are well established in the UAE. The general contract and commercial law are applicable to agreements relating to franchising as there are no laws that are present to govern this form of trade.

Franchises should be registered in a local court and the appointment of a lawyer is very important in navigating the legal system. Some of the laws that govern franchise relationships include Federal Decree Law No. 19 of 2018, labor laws, Federal Law No. 18 of 1981 commercial agency law, and others.<sup>434</sup>

When considering a franchise agreement, it is recommended to:<sup>435</sup>

- Consult a legal franchise expert located in the UAE and let the expert prepare the franchise agreement or contract detailing the rights and duties of both parties and the terms of operations.
- Register the intellectual property (IP) including the logos and trademarks at the Ministry of Economy to protect your IP.
- Familiarize yourself with the UAE Commercial Agencies Law.
- Conduct proper due diligence on the possible franchisees that are being considered.

## Shipping Insurance

The World Trade Organization (WTO) reported that Etihad Export Credit Insurance Company (ECI) is the government export credit agency. The ECI was established in 2017, however its branch in Dubai was dissolved in 2018. The ECI works with exporters in all seven emirates, including those in free zones, and is obligated to guarantee commercial and non-commercial risks regarding export and re-export of goods and services. Trade is facilitated by the ECI, which also offers reliable risk coverage and aids businesses in growing. The ECI provides letter of credit confirmation, factoring insurance policies for banks, equity investment insurance policies (political risk coverage), export financing guarantees, project financing guarantees, and trade credit insurance. Additionally, the ECI advises potential clients on the kind of insurance that is most suitable for them and introduces potential customers to other financial institutions that may offer loans at good rates. The premiums paid by UAE enterprises to access ECI solutions, according to the authorities, are priced based on risk, considering OECD country risk assessments and buyers' credit scores. The overall amount of guaranteed export credits and their breakdown by economic activity were not disclosed.<sup>436</sup>

## Import Financing

Since many entities and countries export their products to the UAE as the country is an export and re-export hub, various banks provide import financing opportunities to ease trade between the UAE and the rest of the world. Below is a list of a few banks and the trade finance services that they provide:

Table 64: Banks Providing Trade Services<sup>437</sup>

Bank Name	Services
Commercial Bank of Dubai	<ul style="list-style-type: none"><li>• Import letter of credit (LC)</li><li>• Short-term import financing</li><li>• Export letter of credit</li><li>• Tasdeer export finance against LCs</li><li>• Invoice factoring and guarantee</li><li>• Shipping and delivery orders</li></ul>

<sup>434</sup> International Trade Administration <https://www.export.gov/apex/article2?id=United-Arab-Emirates-Franchising>

<sup>435</sup> International Trade Administration <https://www.export.gov/apex/article2?id=United-Arab-Emirates-Franchising>

<sup>436</sup> World Trade Organization (2022). Trade Policy Review, United Arab Emirates [https://www.wto.org/english/tratop\\_e/tpr\\_e/s423\\_e.pdf](https://www.wto.org/english/tratop_e/tpr_e/s423_e.pdf)

<sup>437</sup> MySouq (2021). Trade Finance by Banks in the UAE <https://www.mysouq.com/financial-blog/trade-finance-by-banks-in-the-uae/>

Bank Name	Services
	<ul style="list-style-type: none"> <li>• Spot and forward foreign exchange contracts</li> <li>• Swift payment contracts</li> <li>• Financial guarantees</li> </ul>
ADCB Islamic Bank	<ul style="list-style-type: none"> <li>• Documentary credit - Imports</li> <li>• Documentary credit - Exports</li> <li>• Guarantees</li> <li>• Working capital solutions</li> <li>• Import collection</li> <li>• Import letter of credit</li> <li>• Trust receipts</li> <li>• Shipping guarantees</li> </ul>
Emirates NBD	<ul style="list-style-type: none"> <li>• Issuance of irrevocable letter of credit</li> <li>• Documentary credit</li> <li>• Issuance of guarantee</li> <li>• Export collection</li> <li>• Indemnity for purchase or discounting of bills</li> <li>• Smart trade</li> <li>• Discounting</li> <li>• Trade finance emails and auto short message service (SMS) notifications services</li> </ul>
Emirates Islamic Bank	<ul style="list-style-type: none"> <li>• Import and export services</li> <li>• Smart trade</li> <li>• Bills for collection</li> <li>• Import finance</li> <li>• Structured letter of credit</li> <li>• Tender bonds</li> <li>• Performance bonds</li> <li>• Counter and maintenance guarantee</li> <li>• Financial and payment guarantee</li> </ul>
First Abu Dhabi Bank	<ul style="list-style-type: none"> <li>• Letter of credit advising and confirmation</li> <li>• Letter of credit negotiation and discounting</li> <li>• Pre-shipment financing</li> <li>• Buyer's credit</li> <li>• Import bill collection</li> <li>• Shipping guarantee</li> <li>• Bid bonds</li> <li>• Advance payment bonds</li> <li>• Retention bonds</li> <li>• Maintenance bonds</li> </ul>

The eligibility criteria for trade finance services vary depending on the bank and the specific service. Generally, banks will require that the applicant be a registered business entity, have a good credit history, and have a proven track record of successful trade transactions.

In terms of whether Brazilians can avail of these services, it would depend on whether the Brazilian company meets the eligibility criteria set by the bank providing the services. Brazilian companies with a solid track record of successful trade transactions and a good credit history would likely be eligible for these services. However, it is recommended that the Brazilian company consults with the banks directly to understand the eligibility criteria and requirements for each service.

## **Resolving Disputes**

There are two methods of solving legal disputes in the UAE, through litigation or arbitration.

### **Litigation Proceedings**

Resolving disputes through litigation is a more common way of resolving conflict. Arabic is the only language that the court admits, hence hiring a lawyer is crucial.

Litigation is driven by the court. As a result, the court is the body that schedules hearings and appoints the experts. The UAE follows the civil court system and the final decision is made by the judge.

Table 65: Steps of Court Proceedings<sup>438</sup>

No.	Steps
1	Registration of the claim through filing a statement with the Court of First Instance with the supporting documents
2	Defendant is notified and the defendant should submit the memorandum of defense and any supporting papers
3	Case will follow and an expert may be appointed if a technical opinion is needed, however this is not common practice. The expert's report is not binding on the court
4	Appeal on the decision can be filed to the Court of Appeal within 30 days from the decision date

According to Thomson Reuters Practical Law, the limitation timeline for litigation lawsuits is likely to be the following:<sup>439</sup>

- 15 years for contract issues
- 10 years for commercial contracts that are under the commercial code
- 10 years for building contracts (defects)
- Three years for checks, insurance, and harm (tort) issues
- One year for carriage of goods by sea and one year for employment issues

### **List of Commercial Litigators of Law Firms in the UAE**

In the UAE, there are many reputable law firms and litigators that specialize in commercial litigation, each with their own unique expertise and approach. Some of the commercial litigators or law firms in the UAE are:

Table 66: Law Firms in the UAE

Law Firm	Website
Al Tamimi & Company	<a href="https://www.tamimi.com/">https://www.tamimi.com/</a>
Hadef & Partners	<a href="https://www.hadefpartners.com/">https://www.hadefpartners.com/</a>
Dentons Middle East LLP	<a href="https://www.dentons.com/en/middle-east">https://www.dentons.com/en/middle-east</a>
Afridi & Angell	<a href="https://afridi-angell.com/">https://afridi-angell.com/</a>
Clyde & Co	<a href="https://www.clydeco.com/">https://www.clydeco.com/</a>

<sup>438</sup> JDsupra (2022). Method of Dispute Settlement in Commercial Trade in the UAE <https://www.jdsupra.com/legalnews/method-of-dispute-settlement-in-9401543/>

<sup>439</sup> Thomson Reuters Practical Law [https://uk.practicallaw.thomsonreuters.com/6-502-3220?transitionType=Default&contextData=\(sc.Default\)&firstPage=true](https://uk.practicallaw.thomsonreuters.com/6-502-3220?transitionType=Default&contextData=(sc.Default)&firstPage=true)

Law Firm	Website
DLA Piper Middle East LLP	<a href="https://www.dlapiper.com/">https://www.dlapiper.com/</a>
BSA Ahmad Bin Hezeem & Associates LLP	<a href="https://bsabh.com/">https://bsabh.com/</a>
Hogan Lovells	<a href="https://www.hoganlovells.com/">https://www.hoganlovells.com/</a>
Herbert Smith Freehills	<a href="https://www.herbertsmithfreehills.com/">https://www.herbertsmithfreehills.com/</a>
Baker McKenzie Habib Al Mulla (UAE)	<a href="https://www.bakermckenzie.com/en/locations/middle-east-amp-africa/united-arab-emirates">https://www.bakermckenzie.com/en/locations/middle-east-amp-africa/united-arab-emirates</a>

### Commercial Arbitration

Commercial arbitration was introduced in 2018 under Federal Law No. 6/2018 on Arbitration (Arbitration Law) which modernized the process to enforce domestic arbitration and amended the UAE Civil Procedure Code to recognize and ease the enforcement of a foreign arbitration award. The key arbitration institutions in the UAE are:<sup>440</sup>

- The Abu Dhabi Commercial, Conciliation and Arbitration Centre ([ADCCAC](#)), where arbitrations are administered under ADCCAC.
- The Dubai International Arbitration Centre ([DIAC](#)), which is responsible for managing arbitrations conducted in accordance with the DIAC Arbitration Rules 2007 (DIAC Rules) and the DIAC Arbitration Rules 2022.
- The Dubai International Financial Centre (DIFC) has an incorporated court system within its structure, called DIFC courts. As part of its Court of First Instance there is the [Arbitration Division](#), which was established in 2020.<sup>441</sup>
- International Islamic Centre for Reconciliation and Arbitration ([IICRA](#)), which is a non-profit organization responsible for the Islamic finance industry.
- Sharjah International Commercial Arbitration Centre ([Tahkeem](#)).
- Ras Al-Khaimah Centre for Reconciliation and Commercial Arbitration.

Various arbitration institutions in the UAE revolve around real estate and construction disputes, however in recent years, parties are more willing to submit an arbitration dispute on other commercial matters. More details on arbitration in the UAE can be found [here](#).

Dubai and the two financial free zones, the DIFC and the Abu Dhabi Global Market (ADGM), have been the locations of arbitration cases where many disputes happen, and arbitration cases are likely to increase in the UAE. This is due to:<sup>442</sup>

- Local courts welcoming the UN Convention on the Recognition and Enforcement of Foreign Arbitral Awards in 1958.
- Representation of the UAE's first stand-alone Arbitration Law.
- Developments in the DIFC Court.

Table 67: Advantages and Disadvantages of Arbitration over Litigation<sup>443</sup>

Advantages	Disadvantages
Confidential proceedings	Higher cost than litigation
Experts can be appointed regarding technical matters	

<sup>440</sup> United Arab Emirates Government (2022). Key Arbitration Institutions <https://u.ae/en/information-and-services/justice-safety-and-the-law/litigation-procedures/alternative-methods-to-settle-disputes-key-arbitration-institutions>

<sup>441</sup> DIFC <https://www.difccourts.ae/about/court-structure>

<sup>442</sup> Thomson Reuters Practical Law [https://uk.practicallaw.thomsonreuters.com/6-502-3220?transitionType=Default&contextData=\(sc.Default\)&firstPage=true](https://uk.practicallaw.thomsonreuters.com/6-502-3220?transitionType=Default&contextData=(sc.Default)&firstPage=true)

<sup>443</sup> Thomson Reuters Practical Law [https://uk.practicallaw.thomsonreuters.com/6-502-3220?transitionType=Default&contextData=\(sc.Default\)&firstPage=true](https://uk.practicallaw.thomsonreuters.com/6-502-3220?transitionType=Default&contextData=(sc.Default)&firstPage=true)

Advantages	Disadvantages
Arabic language is not mandatory and arbitrations can be conducted in English language or other languages upon agreement	Arbitration decision should be approved by the courts to be enforceable. This causes delays and additional costs
Permission of oral evidence	
The arbitration decision merits cannot be challenged	

The arbitration law does not cover disputes relating to labor issues, registered commercial agencies disputes, and public policy matters.

For Brazilian businesses considering commercial arbitration in the UAE, it is recommended to carefully review the arbitration agreement and ensure that it includes clear provisions on the law applicable to the dispute, the language to be used in the arbitration proceedings, and the seat of arbitration. Additionally, it is important to select a reputable arbitration institution with experienced arbitrators who are familiar with the applicable laws and customs of the UAE. Finally, it is recommended to seek the advice of a qualified legal counsel who can assist in navigating the arbitration process and ensuring that all legal requirements are met. It is also advisable to conduct due diligence on any potential business partners in the UAE to avoid disputes in the first place.

## 7. Recommendations to Brazilian Companies<sup>444</sup>

“The exporter’s financial stability and credibility is key, owing to the fact they would need to work on an action plan in supporting their clientele, including their distributor/s, retailers, and consumers, their willingness to invest in resources such as time, people, and capital, as this is the basis until they show a profit on their balance sheet. The UAE is a very competitive market, and since the exporter is not ready to test the market with new channels, it would be difficult to sustain the exportation in the long term. [...] Apart from test launch, if they succeed, are they able to expand, and do they have their best skilled employees to support the importing demand?”

- *From an interview with a UAE importer*

The UAE import business is based on three main pillars: Ethics; responsibility; and transparency. According to UAE entrepreneurs, imports are conducted “by the book”, with importers expecting strict adherence to rules. Exporting partners are also expected to follow the same principles. However, mistakes by exporters, especially related to packaged foods’ special requirements, such as sanitary measures and halal requirements, can negatively impact the importer’s relationship with local government bodies, which in turn affects the importer/exporter relationship. It is important to note that while the UAE strives for ethical and responsible import practices, there may be instances of unethical practices, scams, or frauds that can negatively impact the relationship between importers and exporters, as in any business environment.

Frequent and seamless trade is what UAE partners expect when importing goods, thus, it is important that Brazilian exporters follow the practices below to enhance their relationship with the country’s importers:

- Understand local business culture (presented in section 6), which can be improved by personal meetings.
- Improved supply chain. This can be conducted through using known and trusted routes and logistics companies. Also, auditing the goods in storage to confirm that the goods are in good condition. Damaged items by third-party partners can impact the exporter’s image.
- A capable and well-trusted management team or system which has solid experience in exporting. This leads to mitigation of distribution disruptions and enhances the exporter’s credibility.
- Be aware of the risks associated with online scams and fraudulent transactions. To avoid falling prey to scammers posing as legitimate importers or investment firms, conduct due diligence, establish secure payment processes, educate employees, implement security measures such as firewalls, antivirus software, and encryption to protect the company’s sensitive information, and stay vigilant by being aware of common scams and tactics.

“Brazilian companies hold a distinctive position in the region, created by the level of quality and credibility they have gained in the eyes of consumers.”

- *From an interview with a UAE importer*

The practices presented above can be accomplished by establishing partnerships such as signing agreements with a local distributor that can act as a brand representative to leverage the brand’s reputation with local retailers. It is important to align transparently each stakeholder’s responsibility and its margins and product mark-ups.

<sup>444</sup> Euromonitor International - Trade Interviews.

Given that the UAE is an export hub with various free zones, goods are imported into the UAE and re-exported to other countries. As a result, quality and consistency are expected by the importer. Trade interviews revealed that Brazilian goods, such as meat and sugar confectionery, have distinct quality recognition in the UAE. Additionally, Brazil is considered a top-of-mind exporter for those commodities. It is important that the Brazilian exporter positions its products as not only affordable, but also of good quality.

Currently, most of the products exported to the UAE by Brazilian entities are low-value-added commodities, and this is the same for other destination countries beyond the UAE, which indicates that Brazilian exporters are not fully benefiting from their good reputation and positive consumer recognition to export higher-value-added goods. According to trade sources, Brazilian companies can create brand awareness and recognition in the UAE through:

- Marketing campaigns, with a clear target audience, especially given the high number of expatriates in the country and their ethnic diversity. Product samples for testing and marketing are exempted from import taxes for temporary entry.
- Partnership with the main retailers in the UAE on transparent margin alignments and marketing campaigns. Some of those retailers include Carrefour, LuLu, Union Co-operative Society Life, and West Zone.
- Providing after-sales support to the UAE distributor. This is important given that Brazil is not part of any free trade agreement (FTA) with the UAE or GCC countries. Brazilian exports should increase their level of service compared to countries with foreign trade agreements.
- Participation in local trade and marketing events, to increase brand awareness and credibility among local retailers and Arab associations. The UAE has fewer industry associations compared to Brazil, which makes it challenging for Brazilian exporters to identify and cooperate with a legitimate potential importer in the UAE. Beyond trade expos, trade offices in Dubai, namely, the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), Investment Promotion Agency of the State of São Paulo (InvestSP), Arab-Brazilian Chamber of Commerce (CCAB), and Brazilian Agriculture and Livestock Confederation (CNA)<sup>445</sup> can provide potential Brazilian exporters a gateway to discover and connect with local importers.
- Checking how Brazilian exporters can source or add value to their customers. This can be conducted through showcasing their products through campaigns in well-established hypermarkets and supermarkets. For example, Australian products were promoted in LuLu hypermarkets across Saudi Arabia in a campaign named “Australia Week”.<sup>446</sup> Those campaigns reinforce confidence among buyers and increase shelf space among key retailers. This should be complemented with clear channel segmentation between mass and premium products.
- Increase hotels, restaurants, and catering (horeca) relationships via ensuring consistent supply leveraging on growing tourism and the expanding network of quick-service restaurants in the country.

In addition to the aforementioned recommended sources, Brazilian companies doing business in the UAE can also benefit from seeking market intelligence reports and analysis or feedback from industry experts, such as private consultants (Aimstyle Dubai and Euromonitor International, for example), Apex-Brasil as well as Arab-Brazilian Chamber of Commerce and Industry, and InvestSP. These organizations can provide valuable insights into the local business landscape and help identify potential risks and opportunities. Brazilian companies can also consult the [Dubai Chamber](#) of Commerce and Industry’s representative office in São Paulo, Brazil for guidance and support in navigating the UAE market. By leveraging the expertise of these organizations and experts, Brazilian companies can make more and better-informed decisions and minimize the risk of falling prey to online scams and fraudulent practices.

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<sup>445</sup> Brazilian Farmers 2022 <https://brazilianfarmers.com/news/dubais-new-office-brings-brazilian-farmers-closer-to-the-middle-east-market/>

<sup>446</sup> Arab News. LuLu Hypermarket hosts Australian food festival 2019 <https://www.arabnews.com/node/1603076/corporate-news>

It is crucial for Brazilian exporters to have technical knowledge, training, and preparation before entering the UAE market. Apex-Brasil offers a business internationalization program to support Brazilian companies in expanding their businesses abroad. This program provides training, market intelligence, and networking opportunities to help Brazilian companies successfully enter the UAE market. Similarly, the Arab-Brazil Chamber of Commerce offers memberships that include market intelligence and targeted business networking activities, as well as other relevant business-to-business activities. By taking advantage of these resources, Brazilian exporters can gain a better understanding of the UAE market, develop the necessary skills and knowledge, and build valuable business relationships to succeed in this competitive market.

According to trade interviews, Malaysia was mentioned as an example of a country that recently gained export share to the UAE going beyond commodities. Exports increased in multiple areas, with a notable increase seen by the packaged food category. The country had a distinct marketing strategy with segmented pricing and products targeted to both mass and premium segments. In Latin America, Chile is a benchmark example of a country that successfully leveraged its participation in Expo 2020 Dubai with negotiations for a Comprehensive Economic Partnership Agreement (CEPA) with the UAE.<sup>447</sup> Chile's delegate programs and awareness sponsorships are also cited as benchmark efforts to increase exports to the UAE.

Beyond industries presented in subsection 4.6, which highlighted the main categories Brazil exports to the UAE, below are other key categories in the UAE market that can be potentially accessed by Brazilian companies:

- **Agricultural products and agricultural technology:** The UAE is investing in agricultural technology such as hydroponic and vertical farming, and innovative projects to increase food security. Research is being conducted on topics such as water management, soil conservation, and plant genetics.<sup>448</sup> The UAE currently imports a significant amount of food products, but with the UAE's national food security strategy, technology-enabled food production is expected to grow in the UAE and create opportunities for international companies with agricultural technology. Nonetheless, the strategy also states agribusiness trade facilitation, which will create opportunities to export agricultural products such as fruits, vegetables, grains, and livestock.<sup>449</sup> Agriculture and forestry machinery was valued at USD642 million in 2022, up from USD523 million in 2021, according to Euromonitor International data.

The UAE hosts several major trade fairs and exhibitions for agricultural products and agricultural technology. Some of the most prominent events include the Dubai International Agriculture, Livestock and Agro-Processing Exhibition ([AGRAME](#)), which showcases the latest innovations in agriculture, animal husbandry, and agro-processing; the [Abu Dhabi International Date Palm Exhibition](#), which focuses on the cultivation and production of date palms; and the [Global Forum for Innovations in Agriculture \(GFIA\)](#), which brings together leading experts and innovators in the field of sustainable agriculture.

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<sup>447</sup> Khaleej Times 2022 <https://www.khaleejtimes.com/business/uae-chile-to-consolidate-trade-ties-with-cepa>

<sup>448</sup> Khaleej Times. 2021 <https://www.khaleejtimes.com/uae/uae-adopts-modern-technology-innovation-in-agriculture-for-future-food-security>; Emirates News Agency. 2021 <https://www.wam.ae/en/details/1395302931599>

<sup>449</sup> The Government of UAE <https://foodsecurity.gov.ae/en/our-strategic-directions>



- **Apparel and footwear:** The industry saw signs of recovery in 2021, after a decline in 2020, with retail volume and current value growth, which is set to continue until 2026. The government's initiatives, including intensive vaccination drives and introducing regulations such as a 5-year multi-entry tourist visa, have played a significant role in driving the recovery process. The introduction of the 10-year golden visa has also attracted various businessmen and expats to the country which will lead to a rebound in the industry. As the country is now open to tourists after the removal of the COVID-19 restrictions, consumers are expected to feel more confident returning to activities outside their homes, leading to further recovery in the apparel and footwear industry. Looking ahead, the apparel and footwear industry in the UAE is expected to see consistent growth, driven by government initiatives to promote tourism and events such as Expo 2020 Dubai. In 2021, the industry reached sales of USD13.8 billion. Furthermore, the increasing adoption of e-commerce in the country is expected to support the growth of online sales of apparel and footwear, as retailers focus on expanding their online presence and leveraging digital technologies to enhance the online shopping experience for consumers. Overall, the future of the apparel and footwear industry in the UAE looks promising, with ample opportunities for growth and innovation. The main five, in 2021 retail sale price (RSP) terms, apparel and footwear subcategories are men's footwear (USD1.3 billion), men's shirts (USD1.2 billion), women's footwear (USD1.1 billion), men's tops (USD0.8 billion), and men's shorts and trousers (USD0.7 billion).<sup>450</sup>

The relevant trade fair for this industry is the [International Apparel & Textile Fair](#).

- **Beauty and Personal Care (BPC):** Following a similar scenario to the apparel and footwear industry, the BPC industry also suffered a decline in 2020 but is set to reach pre-pandemic value levels earlier, in 2022. The industry in 2021 reached sales of USD2.3 billion, with the mass segment accounting for 53.5% of total BPC value, while premium products represented 46.5%. Mass products (and masstige positioning) are expected to grow over the next years as the UAE attracts more mid-budget tourists and expatriates. However, the five main BPC subcategories in 2021 were mainly in the premium segment. They were premium unisex fragrances (USD218.3 million), standard shampoos (USD155.8 million), premium women's fragrances (USD148.0 million), premium men's fragrances (USD145.0 million), and mass anti-aging products (USD86.5 million).<sup>451</sup>

One of the most significant events in this industry is [Beauty World Middle East](#), which brings together more than 1,800 exhibitors from over 60 countries. Beauty World features a wide range of products and services, including cosmetics, skin care, hair care, fragrances, and beauty equipment. The Brazil Pavilion at Beauty World is annually organized through the Associação Brasileira da Indústria de Higiene Pessoal, Perfumaria e Cosméticos (ABIHPEC), supported by Apex-Brasil and the Embassy of Brazil in Abu Dhabi. The pavilion showcases Brazilian beauty and personal care brands, providing an excellent opportunity for Brazilian companies to enter the UAE and wider Middle Eastern markets, establish business relationships and networks, and gain valuable market insights.

- **Defense products:** The UAE has emerged as a significant defense market in the Middle East, ranking ninth globally in defense equipment imports between 2016 and 2020. The government's focus on modernizing military capabilities and strengthening defense infrastructure is the key driving force behind this growth. The UAE has made substantial investments in the acquisition and development of advanced defense technologies such as missile defense systems, unmanned aerial vehicles (UAVs), and other sophisticated military equipment. The UAE's strategic location in the Middle East also makes it a key player in regional security and stability. The country has taken an active role in regional peacekeeping and counter-terrorism efforts, contributing to its status as a major defense market.

<sup>450</sup> Euromonitor International - Apparel and Footwear 2022.

<sup>451</sup> Euromonitor International - Beauty and Personal Care 2022.

Additionally, the UAE is home to several major defense companies; for example EDGE Group is a significant player in the defense and military industry in the UAE. Formed in 2019 and headquartered in Abu Dhabi, it is a state-owned conglomerate of 25 companies that provides military weaponry and related technologies. EDGE, as it is commonly known, consolidates these entities into four core clusters: Platforms & Systems; Missiles & Weapons; Electronic Warfare & Cyber Technologies; and Trading & Mission Support. The company's subsidiaries include AL TARIQ, which converts aerial weapons into long-range guided weapons, APT, which manufactures low-velocity projectiles and smoke grenades, CARACAL, which manufactures small arms, HALCON, which manufactures guided missile systems, and LAHAB, which manufactures munitions and provides training and testing. With its cutting-edge technology and advanced military weaponry, EDGE Group is an essential contributor to the UAE's defense and security infrastructure. As the country continues to modernize and expand its military capabilities, the defense industry in the UAE is expected to see significant growth and innovation in the future.<sup>452</sup>

Brazilian companies in the industry are potential partners, as the UAE is seeking to diversify its suppliers and expand its alliances. In 2019, a Memorandum of Understanding (MoU) was issued between leaders of Brazil and the UAE that includes defense cooperation in terms of product development, production, and commercialization.<sup>453</sup> The official visit of the President of Brazil to Dubai in 2021 reaffirmed the bilateral intention to create a joint committee in defense cooperation between the countries.<sup>454</sup>

The main defense trade fairs in the UAE include International Defense Exhibition & Conference ([IDEX](#)), Naval Defense Exhibition ([NAVDEX](#)), and Unmanned Systems Exhibition and Conference ([UMEX](#)). These trade fairs attract global defense and military industry players and provide a platform for showcasing the latest technologies and innovations in the sector. IDEX is the largest defense exhibition in the Middle East and North Africa region and is held biennially in Abu Dhabi. NAVDEX is a naval defense exhibition that showcases the latest maritime defense technologies and is held in conjunction with IDEX. UMEX is a dedicated unmanned systems exhibition and conference that highlights the latest developments in unmanned systems technology. The Brazilian pavilion at IDEX and NAVDEX is organized by the Brazilian Association of Defense and Security Materials (ABIMDE) and Apex-Brasil, with support from the Embassy of Brazil in Abu Dhabi. The pavilion features Brazilian companies specializing in defense and security products and technologies. Brazilian companies have been showcasing their capabilities and products at these events for several years, and they have established valuable partnerships with local companies and governments in the UAE and the wider region.

- **Information technology (IT) and artificial intelligence (AI):** The UAE has made significant investments in developing a regulatory framework and is providing robust infrastructure to cultivate an ideal tech-investment ecosystem for start-ups, SMEs, and multinational corporations. With this strategy, the UAE is advancing to be a top-tier hub for artificial intelligence, as, in 2023, AI is expected to account for 14% of the country's GDP or USD96 billion.<sup>455</sup> The UAE government's AI strategy comprises eight objectives that can be explored by Brazilian companies, notably increase the UAE's competitive assets in priority sectors through development of AI, adopt AI across customer service to improve, attract, and train talent for future jobs enabled by AI, bring world-leading research capability to work with target industries, and provide the data and supporting infrastructure essential to become a test-bed for AI.<sup>456</sup>

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<sup>452</sup> International Trade Administration (2022). United Arab Emirates - Country Commercial Guide <https://www.trade.gov/knowledge-product/United-Arab-Emirates-labeling-marking-requirements>; GlobalData. 2023. United Arab Emirates (UAE) Defense Market Size and Trends, Budget Allocation, Regulations, Key Acquisitions, Competitive Landscape and Forecast, 2023-2028 <https://www.globaldata.com/store/report/uae-defense-market-analysis/>

<sup>453</sup> WAM (2019) <https://wam.ae/en/details/1395302797964>

<sup>454</sup> MOFAIC (2021) <https://www.mofaic.gov.ae/en/mediahub/news/2021/11/16/16-11-2021-uae-brazil>

<sup>455</sup> Invest Emirates <https://www.investemirates.ae/en/it-ai>

<sup>456</sup> AI UAE <https://ai.gov.ae/strategy/>

The UAE is also home to several prominent trade fairs within the information technology sector. One of the largest and most important of these trade fairs is [GITEX Technology Week](#), held annually in Dubai. This trade fair is a major platform for showcasing the latest technologies and innovations in the fields of artificial intelligence, cloud computing, cybersecurity, and other IT-related fields. GITEX is known for attracting leading global technology companies, start-ups, and government entities.

Brazil has been participating in GITEX since 2019, with the support of Apex-Brasil and the Embassy of Brazil in Abu Dhabi. Brazilian companies have showcased their innovative technology solutions at the fair, including the award-winning companies Key2Enable, ASEL Tech, and Jade Autism. Key2Enable won the Entrepreneur Hero award and a grant of USD150,000 at the EdTech Innovation Startup Competition in 2018, while ASEL Tech won an award as the Best Environmental Impact Startup at GITEX 2019 for its cutting-edge leak detection solution. Jade Autism won the top prize of USD50,000 in the 2020 GITEX Future Stars' "Supernova Challenge" for its platform that develops gamified therapeutic solutions for children and adolescents with cognitive disabilities.

- **Machinery intended for food producing and processing:** In 2019, according to a U.S. Department of Agriculture (USDA) report,<sup>457</sup> there were 568 F&B processing plants in the UAE mainly concentrated between small and medium-sized factories. It is forecast that the requirements for F&B importation into the UAE will decrease in the upcoming years, however, the factory demand will increase, due to the local government's financial and marketing support to grow in-country F&B production and become a more self-sufficient country in those areas. Based on Emirates Food Security Council data, the USDA report listed the UAE's main food processing sectors in terms of installed metric tons capacity. Those areas were: Dairy Products (633,000 tons produced yearly); Legumes and Nuts (400,000 tons); Cooking Oils (331,000 tons); Dates (140,000 tons); Poultry (108,000 tons); and Fish (63,000 tons).

[Gulfood Manufacturing](#) is the largest trade fair in the Middle East dedicated to machinery and equipment for food production and processing. It is held annually in Dubai and attracts exhibitors and visitors from around the world. The fair showcases the latest technologies and innovations in the industry and provides a platform for business networking and partnerships.

Brazil is a major player in the global food industry and has been participating in Gulfood Manufacturing for several years. Brazilian companies showcase their latest products and technologies in the fair, including machinery and equipment for food production and processing. The Brazilian participation is organized annually by Apex-Brasil and the Embassy of Brazil in Abu Dhabi, which provide support and assistance to Brazilian companies looking to enter the Middle Eastern market.

- **Medical equipment:** The UAE's national agenda states that the country aims to increase its medical tourism sector and to provide world-class healthcare to its citizens. This will positively reflect on the growth of the medical equipment market. Additionally, the UAE's healthcare expenditure is expected to reach 5.1% of the country's GDP by 2029. Telemedicine, electronic medical records, laboratory technologies, new medical devices and equipment, and 3D printing technology are currently being utilized and implemented in the UAE's healthcare sector.<sup>458</sup> Some of the main players in the private healthcare sector in the UAE are Al-Noor Medical Company, Al-Zahra Group, Aster DM Healthcare, Belhoul Lifecare, Emirates Healthcare, Gulf Healthcare International, Gulf Medical Projects Company Mediclinic Middle East, Saudi German Hospital Group, Tumbay Group, VPS Healthcare, and Zulekha Hospital.<sup>459</sup>

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<sup>457</sup> USDA - Foreign Agricultural Service. United Arab Emirates: Food Processing Ingredients <https://www.fas.usda.gov/data/united-arab-emirates-food-processing-ingredients>

<sup>458</sup> US-UAE Business Council. UAE Medtech Sector. 2020 <https://usuaebusiness.org/wp-content/uploads/2020/12/Technology-Series-MedTech-Report-Web.pdf>

<sup>459</sup> US International Trade Administration. 2022 <https://www.trade.gov/country-commercial-guides/united-arab-emirates-healthcare-and-life-science>

[Arab Health](#), MEDLAB Middle East ([MEDLAB](#)), and The UAE International Dental Conference and Arab Dental Exhibition ([AEEDC](#)) are some of the most significant trade fairs in the medical equipment sector held annually in Dubai. Arab Health is the largest healthcare exhibition in the Middle East and is a platform for showcasing the latest medical equipment and technology, including imaging and diagnostics, surgical instruments, and healthcare infrastructure. MEDLAB is the world's largest laboratory exhibition and congress in the Middle East, providing an opportunity for showcasing the latest laboratory management and diagnostics technologies. AEEDC is the largest dental exhibition in the Middle East, showcasing the latest innovations in dental equipment, instruments, and materials.

Brazil's participation in these trade fairs is organized by the Associação Brasileira da Indústria de Dispositivos Médicos (ABIMO) with the support of Apex-Brasil and the Embassy of Brazil in Abu Dhabi. Brazilian companies showcase their medical equipment, including devices for diagnosis, monitoring, surgery, and rehabilitation. With Brazil's growing medical equipment industry and its advanced technology, these trade fairs provide an opportunity for Brazilian companies to connect with potential business partners and explore new markets in the UAE and the wider Middle East region.

There are several barriers that Brazilian companies may encounter when entering the UAE market, including:

- Cultural differences: The UAE has a unique business culture that is different from that of Brazil. Understanding and adapting to this culture may take time and effort for Brazilian companies.
- Language barriers: Arabic is the official language of the UAE, and although English is widely spoken, companies may face communication challenges if they do not have employees who speak Arabic.
- Regulatory compliance: The UAE has strict regulations in place for many industries, including defense, medical equipment, and food processing. Brazilian companies will need to comply with these regulations, which may require significant resources and expertise.
- Competition: The UAE is a highly competitive market, and Brazilian companies may face stiff competition from established local and international players.
- Intellectual property protection: Protecting intellectual property can be a challenge in the UAE, and Brazilian companies may need to take extra steps to secure their trademarks, patents, and other intellectual property assets.
- Payment delays and issues: Some companies may face difficulties in receiving timely payments from their UAE counterparts, especially if they are dealing with government agencies or large corporations.
- Scams and frauds: Foreign companies, especially small and medium-sized enterprises, may be targeted by scams and frauds in the UAE, which can result in financial losses and damage to their reputation.
- Non-transparent tendering processes: Some companies may find it challenging to navigate the tendering process in the UAE, which can lack transparency and be influenced by factors such as personal connections or political considerations.
- Lack of a unified government tender online platform: The absence of a centralized online platform for government tenders can make it difficult for companies to identify and participate in relevant bidding opportunities.
- Problematic commercial agent agreement termination rules: Brazilian companies may encounter difficulties terminating commercial agent agreements in the UAE, which are subject to strict regulations and can result in hefty compensation payments.
- Lengthy and complicated dispute resolution processes: Dispute resolution processes in the UAE can be complex and time-consuming, which can discourage companies from pursuing legal action in case of disputes.

For relevant support, exporters can reach the Trade Promotions Sector (SECOM) of the Embassy of Brazil in Abu Dhabi via email: [secom.abudhabi@itamaraty.gov.br](mailto:secom.abudhabi@itamaraty.gov.br). Apex-Brasil Dubai office via email: [escritorio.orientemedio@Apex-Brasil.com.br](mailto:escritorio.orientemedio@Apex-Brasil.com.br).

# 8. Annex

## 8.1. Contact details and other useful information

### Diplomatic Representations in the UAE

#### **Embassy of the Federative Republic of Brazil in Abu Dhabi, United Arab Emirates**

Address: C3 Tower, Al Bateen Gardens, Abu Dhabi, UAE

P.O. Box 3027, Abu Dhabi

Phone: +971 2 632 0606

Email: [brasemb.abudhabi@itamaraty.gov.br](mailto:brasemb.abudhabi@itamaraty.gov.br)

Website: <http://www.abudhabi.itamaraty.gov.br>

#### **Trade and Investment Promotions Sector (SECOM) of Embassy of Brazil in the United Arab Emirates**

Email: [secom.abudhabi@itamaraty.gov.br](mailto:secom.abudhabi@itamaraty.gov.br)

Website: <http://www.abudhabi.itamaraty.gov.br>

#### **Consular Section of the Embassy of Brazil in the United Arab Emirates**

Email: [consular.abudhabi@itamaraty.gov.br](mailto:consular.abudhabi@itamaraty.gov.br)

Website: <http://www.abudhabi.itamaraty.gov.br>

### Representations of Brazil in the UAE

#### **Brazilian Trade and Investment Promotion Agency (Apex-Brasil - Agência Brasileira de Promoção de Exportações e Investimentos)**

Address: Jebel Ali Free Zone South JAFZA Job 19, Office 1301,

P.O. Box 261901, Dubai, UAE

Phone: +971 4 885 5404 Fax: +971 4 885 5405

Email: [escritorio.orientemedio@apexbrasil.com.br](mailto:escritorio.orientemedio@apexbrasil.com.br)

Website: <https://portal.apexbrasil.com.br/quem-somos/>

#### **Investment Promotion Agency of the State of São Paulo (InvestSP - Agência Paulista de Promoção de Investimentos e Competitividade)**

Address: Dubai Maritime City - Maritime Business Center - 6th floor - Office 602, UAE

Phone: +971 58 566 7284

Email: [dubai@investsp.org.br](mailto:dubai@investsp.org.br)

Website: <https://www.en.investe.sp.gov.br/>

#### **Confederation of Agriculture and Livestock of Brazil (CNA - Confederação da Agricultura e Pecuária do Brasil)**

Address: Dubai Maritime City - Maritime Business Center - 6th floor - Office 602, UAE

Phone: +971 52 881 4801

Email: [rafael.gratao@investsp.org.br](mailto:rafael.gratao@investsp.org.br)

Website: <https://www.investe.sp.gov.br>

**Arab-Brazilian Chamber of Commerce (CCAB - Câmara de Comércio Árabe-Brasileira)**

Address: One JLT, 5th floor, Jumeirah Lake Towers, Dubai, UAE

Phone: +971 4 429 5885

Email: [member@ccab.org.br](mailto:member@ccab.org.br); [chamber@ccab.org.br](mailto:chamber@ccab.org.br)

Website: <http://www.ccab.org.br>

**Diplomatic Representations of the UAE in Brazil****Embassy of the United Arab Emirates in Brasilia**

Address: St. de Habitações Individuais Sul QI 5 - Chacara 54, Lago Sul, Brasília - DF, 71600-580, Brazil

Phone: +55 61 3248 0717

Fax: +55 61 3248 7543

Email: [brasiliaemb@mofaic.gov.ae](mailto:brasiliaemb@mofaic.gov.ae)

Website: <http://www.uae.org.br/>

**General Consulate of the United Arab Emirates in São Paulo**

Address: Alameda Santos, 2.300, 8° floor Edifício Haddock Santos, Cerqueira César, São Paulo - SP CEP 01418-200, Brazil

Phone: +55 11 4550 2301

Email: [saopaulocon@mofaic.gov.ae](mailto:saopaulocon@mofaic.gov.ae)

Website: <http://www.uaesaopaulo.org.br/>

**Chambers of Commerce in the UAE****Arab-Brazilian Chamber of Commerce (CCAB - Câmara de Comércio Árabe-Brasileira)**

Address: One JLT, 5th floor, Jumeirah Lake Towers, Dubai, UAE

Phone: +971 4 429 5885

Email: [member@ccab.org.br](mailto:member@ccab.org.br); [chamber@ccab.org.br](mailto:chamber@ccab.org.br)

Website: <http://www.ccab.org.br>

**Abu Dhabi Chamber of Commerce and Industry (ADCCI)**

Address: Abu Dhabi Chamber Building, Corniche Street. P.O. Box 662, Abu Dhabi, UAE

Website: <https://www.abudhabichamber.ae/en>

**Dubai Chamber of Commerce and Industry (DCC)**

Address: Baniyas Road, Deira. P.O. Box 1457, Dubai, UAE

Website: <https://www.dubaichamber.com/>

**Sharjah Chamber of Commerce and Industry (SCCI)**

Address: Al Mamzar, Sharjah, UAE

Website: <http://www.sharjah.gov.ae/>

**Ras Al-Khaimah (RAK) Chamber of Commerce and Industry (RAKCCI)**

Address: Al Jaz'ah Road, Ras Al-Khaimah, UAE

Website: <https://rakchamber.ae/>

**Fujairah Chamber of Commerce and Industry (FCCI)**

Address: Emirate of Fujairah, UAE

Website: <http://www.fujcci.ae/>

**Ajman Chamber of Commerce and Industry (ACCI)**

Address: P.O. Box 662, Ajman, UAE

Website: <https://www.ajmanchamber.ae/en/>

**Umm al-Quwain Chamber of Commerce and Industry (UAQCCI)**

Address: Sheik Ahmed Bin Rashid Al Moalla Street. P.O. Box 436, Umm al-Quwain, UAE

Website: <http://uaqchamber.ae/>

**Federation of United Arab Emirates Chambers of Commerce and Industry (FCCI)**

Address: P.O. Box 3014, Abu Dhabi, UAE

Website: <http://www.fcciuae.ae/>

**Chambers of Commerce in Brazil****Arab-Brazilian Chamber of Commerce (CCAB - Câmara de Comércio Árabe-Brasileira)**

Address: Av Paulista 283/287, 10th floor

CEP: 01310-000, São Paulo/SP, Brazil

Phone: +55 11 3145 3200

Fax: +55 11 3145 3240

Email: [ccab@ccab.org.br](mailto:ccab@ccab.org.br)

Website: <https://www.ccab.org.br/>

Office in Itajaí - Santa Catarina

Address: Av. Coronel Marcos Konder, 1207 cj 10. CEP: 88301-303, Itajaí SC, Brazil

Phone: +55 47 3075 0601

Phone: +55 47 3075 0248

**Dubai Chamber of Commerce and Industry in São Paulo (DCCI)**

Address: Av. Paulista 37, 4th floor, ZIP 01311-902, São Paulo, Brazil

Phone: +55 11 2246 2938

Email: [Brazil@dubaichamber.com](mailto:Brazil@dubaichamber.com)

**Main UAE Institutions in Brazil****Mubadala Investment Company in Rio de Janeiro**

Address: Leblon Executive Tower, 5th floor, Av. Afrânio de Melo Franco, 290

Rio de Janeiro, RJ, 22430-060, Brazil

Phone: +55 21 3993 3440

Email: [Contact.Brazil@mubadala.ae](mailto:Contact.Brazil@mubadala.ae)

**DP World Santos**

Address: Estrada Particular da Codesp s/n° Ilha Barnabé, Santos SP, CEP: 110095-700, Brazil

Phone: +55 0800 779 1000

Email: [info@dpworld.com](mailto:info@dpworld.com)

Website: <http://www.dpworldsantos.com/en/welcome/>

**Dubai Exports in São Paulo**

Address: Dr. Rafael de Barros, 210, 4th floor, Paraiso - 04003-041, São Paulo, Brazil

Phone: +55 11 4063 6066

Email: [oto.saopaulo@dedc.gov.ae](mailto:oto.saopaulo@dedc.gov.ae)

### **First Abu Dhabi Bank Brazil**

Address: Iaia Street 77, Suite 32 Itaim Bibi, São Paulo - SP 04542-060, Brazil

Phone: +55 11 3386 4420

Website: <https://www.bankfab.com/en-br>

### **Sovereign Wealth Funds of the UAE<sup>460</sup>**

#### **Abu Dhabi Developmental Holding Company (ADQ)**

Description: Holding company owned by the Government of Abu Dhabi and focused on sustainable energy, healthcare and pharmaceutical, mobility and logistics, food and agriculture, financial services, ICT, and tourism and real estate.

Website: <https://adq.ae/>

#### **Abu Dhabi Investment Authority (ADIA)**

Description: An investment institution of the Government of Abu Dhabi. With a diverse portfolio, the fund invests predominantly in North American and European markets.

Website: <https://www.adia.ae/>

#### **Emirates Investment Authority (EIA)**

Description: EIA is the only sovereign wealth fund of the Federal Government of the UAE.

Website: <https://www.eia.gov.ae/>

#### **Investment Corporation of Dubai (ICD)**

Description: ICD the main investment arm of the Government of Dubai, with USD272 billion in assets. The fund has 61 companies under its portfolio in 87 countries, mainly distributed in transportation, oil and gas, and banking and financial services.

Website: <https://icd.gov.ae/>

#### **Mubadala Investment Company**

Description: Owned by the Government of Abu Dhabi, Mubadala has USD284 billion in assets in more than 50 countries. including Brazil, 75% of the invested portfolio is invested outside the UAE, mainly in North America.

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

#### **Abu Dhabi Investment Council (ADIC)**

Description: ADIC is a sovereign wealth fund owned by the Government of Abu Dhabi, which manages investments on behalf of the government. ADIC was established in 2007 and manages a diversified global investment portfolio across multiple asset classes, including equities, fixed income, real estate, and private equity.

Website: <https://www.adic.ae/>

#### **Sharjah Investment and Development Authority (Shurooq)**

Description: Shurooq is a government entity responsible for driving investment and development in the emirate of Sharjah. Shurooq was established in 2009 with the goal of promoting Sharjah as a destination for business, tourism, and culture. The authority oversees several key projects in the emirate, including the Al Majaz Waterfront, the Sharjah Aquarium, and the Heart of Sharjah development project.

Website: <https://shurooq.gov.ae/>

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<sup>460</sup> SWFI Institute <https://www.swfinstitute.org/profiles/sovereign-wealth-fund/middle-east> and fund websites.



### **RAK Investment Authority (RAKIA)**

Description: RAKIA was established in 2005 to promote investment and support the diversification of Ras Al-Khaimah's economy. RAKIA also manages several industrial parks and free zones in the emirate, which offer various incentives and benefits to investors, such as tax exemptions and 100% foreign ownership.

Website: <http://www.rakia.ae/>

### **Sharjah Asset Management Holding (SAM)**

Description: SAM was established in 2008 with a mandate to manage and develop the government's assets and investments, and to create strategic partnerships with local and international investors. The company's activities include managing real estate projects, investing in stocks and securities, and providing asset management and advisory services.

Website: <https://www.sam.ae/>

### **Brazilian Companies in the UAE<sup>461</sup>**

#### **AçaíXpress**

Sector: Food and Beverage

Address: Y Tower E25 – Al Nahyan area, Abu Dhabi

Email: [info@acaixpress.com](mailto:info@acaixpress.com)

Telephone: +971 2 444 4280

Website: <https://acaixpress.com>

#### **Ally Coffee**

Sector: Food and Beverage

Address: Jebel Ali Free Zone. Dubai, UAE

Email: [maria@allycoffee.com](mailto:maria@allycoffee.com)

Website: [www.allycoffee.com](http://www.allycoffee.com)

#### **Amazon Events**

Sector: Events Agency

Address: Diamond Business Center 1. Office 201C, Block C. Al Barsha South 3, Dubai

Email: [iara@amazoneventsuae.com](mailto:iara@amazoneventsuae.com)

Telephone: + 971 4 432 1107

Website: <https://www.amazoneventsdubai.com/>

#### **Amazonas 4U Foodstuff Trading LLC**

Sector: Food and Beverage

Address: Mohammad Khamis, Al Jafra Warehouse#5 - 19 A St - Al Quoz - Dubai

Email: [robson@amazonas4u.com](mailto:robson@amazonas4u.com)

Telephone: + 971 4 397 1246

Website: [www.amazonas4u.com](http://www.amazonas4u.com)

#### **AMF Comfort Food Trading LLC**

Sector: Food and Beverage

Address: Dubai

Email: [operations@comfortfoodtrading.com](mailto:operations@comfortfoodtrading.com); [fernando.lima.felix@gmail.com](mailto:fernando.lima.felix@gmail.com)

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<sup>461</sup> List provided by SECOM - Embassy of Brazil in Abu Dhabi in February 2023.

**BMJ Consultores associados/ Aqueduct Consultancy**

Sector: Consulting

Address: Dubai

Email: leon.rangel@bmj.com.br

**BRASCO**

Sector: Consulting

Email: ba@brazilstrategy.com

**Brazil Origins**

Sector: Food and Beverage

Address: Diamond Business Center 1. Office 201C, Block C. Al Barsha South 3, Dubai

Email: joana@brazilorigins.com

Website: <https://www.facebook.com/brazilorigins/>

**BRETON**

Sector: Furniture

Email: eduardo@bretonemea.com

Website: <https://www.breton.com.br/>

**BRF Foods (Sadia, Perdigão, Confidence, Unef Chicken, Perdix)**

Sector: Food and Beverage

Address: Plot 104, 105 & 106 Khalifa Industrial Zone - KIZAD, Abu Dhabi

Email: giovani.pelliza@brf.com

Website: [www.brf-global.com](http://www.brf-global.com)

**Concepta Ingredients - Grupo Sabará**

Sector: Food and Beverage

Address: Dubai

Email: juliana.camillo@conceptaingredients.com

**CogniSigns**

Sector: Health

Address: Abu Dhabi

Email: leandro.mattos@cognisigns.com

Website: <https://cognisigns.com/>

**CORTAG Middle East Freezone Company**

Sector: Jebel Ali Free Zone Dubai

Email: wagner.mazolli@cortag.com

Telephone: +55 (19) 3022-5152

Website: <https://cortag.com.br/ma/>

**Débora Oliveira Estúdio**

Sector: Architecture

Email: debora@deboraoliveirastudio.com

Website: [www.deboraoliveirastudio.com](http://www.deboraoliveirastudio.com)

**Embraer**

Sector: Aviation

Address: Office 1004, Al - Thuraya Tower 1. DMC - Dubai Media City. P.O. Box 502712, Dubai

Email: caetano.neto@embraer.com.br

Telephone: +971 4 428 0680

Website: <https://executive.embraer.com/global/en>

**Engeprot Contracting LLC**

Sector: Construction

Address: Silicon Oasis, The Palace Towers 1402 - Dubai

Email: omar@engeprot.com

Telephone: +971 04 234 1317, +971 04 384 3147 and +971 04 379 7299

Website: [www.engeprot.com](http://www.engeprot.com)

**Fogo de Chão (Enco Ventures General Trading LLC)**

Sector: Food and Beverage (Foodservice)

Address: Central Park Towers - Level P3 Commercial - Office Building, Enco Ventures. Millennium Plaza, Suit 1002 B, Sheikh Zayed Road, P.O. Box 120353, Dubai

Telephone: +971 4 343 8867

Enco Ventures

Email: muhammad.baniahmad@encoventures.com

Telephone: +971 4 361 2031

Website: <https://fogome.com/location/dubai>

**Grupo Vibra**

Sector: Food and Beverage

Address: Nassima Tower, Office 1402a Trade Centre 1, Sheikh Zayed Road, Dubai

Email: marcelo.webster@vibra.com.br

Website: <https://www.vibra.com.br/en/>

**High Class Travel Experience**

Sector: Tourism, Travel, and Events Agency

Address: One Central, Office 377. Level 3, The Offices 3, DWTC, Sheikh Zayed Road. P.O. Box 5001505

Email: larissa@highclassbrazil.com

Website: <https://highclasstravelexperiences.com/>

**Jade Autism**

Sector: Education

Address: Office 16-120, Floor 16, Wework Hub71, Al Khatem Tower, ADGM Square, Al Maryah Island, Abu Dhabi

Email: ronaldcohin@jadeautism.com

Telephone: +55 (27) 998550344

Website: <https://www.jadeautism.com/em>

**JBS (Seara)**

Sector: Food and Beverage

Address: Platinum Tower, 3207, Cluster I - JLT Dubai

Email: eduardo.garcia@seara.com.br

Website: [www.jbs.com.br/en](http://www.jbs.com.br/en) and [www.searafoodsme.com](http://www.searafoodsme.com)

**Key2Enable Assistive Technology**

Sector: Tech

Address: Hub71 - The Galleria Al Maryah Island, ADGM Square, 15 Floor, Jazeerat Al Maryah, Abu Dhabi

E-mail: [rubinger@key2enable.com](mailto:rubinger@key2enable.com)

Website: [www.key2enable.com](http://www.key2enable.com)

**KIT Garra**

Sector: Food and Beverage

Address: Dubai

Email: [glaucio@kitinternational.net](mailto:glaucio@kitinternational.net)

Website: <https://www.garrainternational.com/>

**Lide Dubai**

Sector: Consulting

Address: Dubai, Emirados Árabes Unidos

Email: [rodrigo@lidedubai.com](mailto:rodrigo@lidedubai.com)

**LP Export**

Sector: Food and Beverage

Address: JLT Cluster I, Office 30G Dubai

Email: [luizbertuol@lpexport.net](mailto:luizbertuol@lpexport.net)

Telephone: +971 4 432 7366

Website: <https://www.lpexport.net/>

**Marcopolo S/A**

Sector: Automotive

Email: [mensch@marcopolo.ae](mailto:mensch@marcopolo.ae)

Telephone: + 971 4 883 3680

Website: <https://www.marcopolo.com.br/>

**Marfrig Brasil**

Sector: Food and Beverage

Address: Dubai

Email: [jalal.suliman@marfrig.com](mailto:jalal.suliman@marfrig.com)

Website: <https://www.marfrig.com.br/pt/home>

**Massi (Frango Bello, Pluma agrícola, Brazilian Beef, Vosso)**

Sector: Food and Beverage

Address: 1905, The Dome, JLT, Dubai

Email: [issam.hassan@massidubai.com](mailto:issam.hassan@massidubai.com)

Website: <https://www.nativo.ae> and <https://www.bellomassifoods.com>

**Millen Trading (DuCoffee)**

Sector: Food and Beverage

Email: [juliano@millen.com.br](mailto:juliano@millen.com.br)

Website: <https://ducoffee.com.br/>

**Mkt4Edu**

Sector: Digital Marketing  
Address: Sharjah Research and Technology Park  
Email: [gustavo@mkt4edu.com](mailto:gustavo@mkt4edu.com)  
Website: <https://www.mkt4edu.com/en-us/>

**Nabil Foods**

Sector: Food and Beverage  
Address: Office 3703, HDS JLT, Cluster M, Dubai  
Email: [n.daher@nabilfoods.com](mailto:n.daher@nabilfoods.com)  
Website: <http://nabilfoods.com>

**Nix Consulting**

Sector: Consulting  
Address: Dubai  
Email: [nivea@nixconsulting.me](mailto:nivea@nixconsulting.me)

**Oakberry**

Sector: Food and Beverage  
Address: Bay Square Building 11, Business Bay, Dubai  
Email: [mhashim@snasco.com](mailto:mhashim@snasco.com)  
Website: <https://oakberry.com/>

**O Boticário (Global Millennial Capital)**

Sector: Beauty and Personal Care  
Address: Jebel Ali Freezone, Dubai  
Email: [dayane.rama@grupoboticario.com.br](mailto:dayane.rama@grupoboticario.com.br)  
Website: <https://www.boticario.com/>

**ONII**

Sector: Tech  
Address: Sharjah Research Technology and Innovation Park  
Email: [victor@onii.app](mailto:victor@onii.app)

**ORNARE**

Sector: Furniture  
Address: The Opus by Omniyat, 701C 7th Floor, Business Bay, Dubai  
Email: [carina@ornaredubai.com](mailto:carina@ornaredubai.com); [shalise@ornaredubai.com](mailto:shalise@ornaredubai.com)  
Website: [www.ornare.com.br](http://www.ornare.com.br)

**Pantanal General Trading**

Sector: Logistics and International Trade  
Address: Jabel Ali, Industrial area 1, Warehouse Number 9.  
Email: [julia@pantanalbr.com](mailto:julia@pantanalbr.com)

**Prime Pro Extreme**

Sector: Beauty and Personal Care  
Address: Jumaira Bay Tower -X2, Unit N.2006, Level 20 Al Thanyah fifth Cluster X, JLT, Dubai  
Email: [vitor@primepro.com.br](mailto:vitor@primepro.com.br)

**Quanticatech**

Sector: Tech

Address: Dubai

Website: [www.quanticatech.tech](http://www.quanticatech.tech)

Email: [marcelobuz@quanticatech.tech](mailto:marcelobuz@quanticatech.tech)

**The Açai Spot**

Sector: Food and Beverage

Website: <https://theacaipotcafe.com/>

Email: [marcio.saboya@theacaipotcafe.com](mailto:marcio.saboya@theacaipotcafe.com)

Telephone: + 971 4 362 3152

**Tramontina**

Sector: Metallurgy and Houseware Products

Address: Tameem House, 5th floor, Office 501/502, P.O. Box 28924 - Barsha Heights, Dubai

Email: [eduardo.cansan@tramontina.com](mailto:eduardo.cansan@tramontina.com)

Website: <https://tramontinastore.ae/>

**Tropicool Açai e Polpas**

Sector: Food and Beverage

Address: Zabeel Mall - Dubai Mall, Dubai

Email: [rprado@afrinvestglobal.com](mailto:rprado@afrinvestglobal.com)

Website: <https://www.tropicool.co>

**UniCesumar**

Sector: Education

Address: Oud Metha Offices Building, 1st Floor GRG Business Center, Dubai

Email: [polo-dubai-uae@unicesumar.edu.br](mailto:polo-dubai-uae@unicesumar.edu.br)

Website: <https://www.unicesumar.edu.br/ead/polo/dubai/>

**Vale Internacional SA**

Sector: Mining

Address: Al Fattan Currency House, Office No. 608 DIFC, P.O. Box 482008, Dubai

Email: [aly.mansour@vale.com](mailto:aly.mansour@vale.com)

Telephone: +971 4 384 1122

Website: <http://www.vale.com/>

**WEG**

Sector: Electrical Machines

Address: JAFZA One Tower B, Office No. 1322, P.O. Box 262508, Jebel Ali Free Zone North, Dubai

Email: [rtorrano@weg.net](mailto:rtorrano@weg.net)

Telephone: +971 4 813 0800

Website: <https://www.weg.net/institucional/AE/en/contact/contact-us>

## Federal Entities of the UAE<sup>462</sup>

Table 68: Federal Entities of the UAE

Federal Entities	Website
Federal Authority for Identity and Naturalisation	<a href="https://icp.gov.ae/">https://icp.gov.ae/</a>
Federal Transport Authority - Land and Maritime	<a href="https://www.moei.gov.ae/en/services/land-and-maritime-transportation.aspx">https://www.moei.gov.ae/en/services/land-and-maritime-transportation.aspx</a>
General Civil Aviation Authority	<a href="https://www.gcaa.gov.ae/en/Pages/home.aspx">https://www.gcaa.gov.ae/en/Pages/home.aspx</a>
General Authority of Youth and Sports Welfare	<a href="https://gas.gov.ae/#/en/home">https://gas.gov.ae/#/en/home</a>
General Pension and Social Security Authority	<a href="https://gpssa.gov.ae/ar/pages/default.aspx#/">https://gpssa.gov.ae/ar/pages/default.aspx#/</a>
The National Human Resource Development and Employment Authority	<a href="http://www.tanmia.ae/">http://www.tanmia.ae/</a>
Securities and Commodities Authority	<a href="https://www.sca.gov.ae/en/home.aspx">https://www.sca.gov.ae/en/home.aspx</a>
Federal Customs Authority	<a href="https://www.fca.gov.ae/Ar/home/Pages/default.aspx">https://www.fca.gov.ae/Ar/home/Pages/default.aspx</a>
Insurance Authority	<a href="https://web.ia.gov.ae/en">https://web.ia.gov.ae/en</a>
Telecommunications and Digital Government Regulatory Authority	<a href="https://tdra.gov.ae/">https://tdra.gov.ae/</a>
General Authority of Islamic Affairs and Endowments	<a href="https://www.awqaf.gov.ae/en">https://www.awqaf.gov.ae/en</a>
Federal Authority for Government Human Resources	<a href="https://www.fahr.gov.ae/Portal/en/Home.aspx">https://www.fahr.gov.ae/Portal/en/Home.aspx</a>
Federal Authority for Nuclear Regulation	<a href="https://www.fanr.gov.ae/en">https://www.fanr.gov.ae/en</a>
UAE Red Crescent	<a href="https://www.emiratesrc.ae/">https://www.emiratesrc.ae/</a>
National Emergency Crisis and Disasters Management Authority	<a href="https://www.ncema.gov.ae/en/home.aspx">https://www.ncema.gov.ae/en/home.aspx</a>
National Qualifications Authority	<a href="https://www.nqc.gov.ae/">https://www.nqc.gov.ae/</a>
Emirates General Petroleum Corporation	<a href="https://www.emarat.ae/">https://www.emarat.ae/</a>
Federal Demographic Council	<a href="http://www.fdc.gov.ae/">http://www.fdc.gov.ae/</a>
Emirates Competitiveness Council	<a href="https://www.ecc.ae/">https://www.ecc.ae/</a>
Sheikh Zayed Housing Programme	<a href="https://www.szhp.gov.ae/Default.aspx">https://www.szhp.gov.ae/Default.aspx</a>
Central Bank of the UAE	<a href="https://www.centralbank.ae/ar/">https://www.centralbank.ae/ar/</a>
Zakat Fund	<a href="http://www.zf.gov.ae/">http://www.zf.gov.ae/</a>
Institute of Training and Judicial Studies	<a href="http://itjs.ae">http://itjs.ae</a>
Emirates Post	<a href="https://www.emiratespost.ae/">https://www.emiratespost.ae/</a>
National Archives	<a href="http://www.na.ae/en/default.aspx">http://www.na.ae/en/default.aspx</a>
UAE Space Agency	<a href="https://space.gov.ae/">https://space.gov.ae/</a>
The Emirates Centre for Strategic Studies and Research	<a href="https://www.ecssr.ae/">https://www.ecssr.ae/</a>
Federal Competitiveness and Statistics Centre	<a href="https://fcsc.gov.ae/en-us/Pages/home.aspx">https://fcsc.gov.ae/en-us/Pages/home.aspx</a>
Anwar Gargash Diplomatic Academy	<a href="https://www.agda.ac.ae/">https://www.agda.ac.ae/</a>
Corporate Social Responsibility UAE Fund	<a href="https://www.csruae.ae/en">https://www.csruae.ae/en</a>
Emirates Corporation for Health Services	<a href="https://www.ehs.gov.ae/">https://www.ehs.gov.ae/</a>
Emirates Foundation for School Education	<a href="https://www.esf.gov.ae/">https://www.esf.gov.ae/</a>

<sup>462</sup> United Arab Emirates, The Cabinet <https://uaecabinet.ae/en/ministries-and-federal-authorities>

## Free Zones in the UAE<sup>463</sup>

### Abu Dhabi Airport Free Zone (ADAFZ)

Emirate: Abu Dhabi

Description: Abu Dhabi Airport Free Zone manages various free zones, a logistics park, business parks, business centers, and one-stop shop services. These facilities cover an area of over 10.6 sq km around the Abu Dhabi International Airport, encompassing five commercial districts - Logistics Park, Business Park, Destination Village, Al Falah District, and Airport City.

Website: <https://www.adafz.ae/english/>

### twofour54

Emirate: Abu Dhabi

Description: Established in 2008, twofour54 derives its name from the geographical coordinates of Abu Dhabi and has since become an integral part of the emirate's burgeoning creative and media ecosystem. The organization provides tailored solutions for creative industries, fostering connections and facilitating growth within a thriving community. As a subsidiary of ADQ, one of the largest holding companies in the region, twofour54 is uniquely positioned to leverage a diverse portfolio of major enterprises spanning key sectors of Abu Dhabi's non-oil economy.

Website: <https://www.twofour54.com/en/>

### Abu Dhabi Ports Company (ADPC) Free Zone

Emirate: Abu Dhabi

Description: Abu Dhabi Ports Company manages six commercial ports in Abu Dhabi, including its free zone.

Website: <https://www.adports.ae/>

### Abu Dhabi Global Markets Free Zone (ADGMFZ)

Emirate: Abu Dhabi

Description: Established by Abu Dhabi Global Market, a financial center, in 2013.

Website: <https://www.adgm.com/>

### Industrial City of Abu Dhabi (ICAD)

Emirate: Abu Dhabi

Description: Situated on the outskirts of Abu Dhabi city and covering an expansive area of over 40 sq km, the Industrial City of Abu Dhabi (ICAD) comprises numerous clusters and strategic locations. Its proximity to fully developed road networks, storage and logistics hubs, as well as multiple ports and airports, makes ICAD an easily accessible hub for businesses.<sup>464</sup>

Website: N/A

### Higher Corporation for Specialized Economic Zones (ZonesCorp)

Emirate: Abu Dhabi

Description: Founded in 2004 with the aim of developing industrial cities across Abu Dhabi, the Higher Corporation for Specialized Economic Zones, also known as ZonesCorp, has established six top-tier industrial zones. Today, these zones contribute to over half of Abu Dhabi's manufacturing GDP.<sup>465</sup>

Website: N/A

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<sup>463</sup> ENEC <https://www.enec.gov.ae/doc/freezone-investor-guide-rev11-5fad25b64c542.pdf>, free zones websites, and MOEC <https://www.moec.gov.ae/en/free-zones>

<sup>464</sup> UAE Free Zones [https://www.uaefreezones.com/abudhabi\\_industrial\\_city\\_free\\_zone.html](https://www.uaefreezones.com/abudhabi_industrial_city_free_zone.html)

<sup>465</sup> UAE Free Zones <https://uae-freezones.com/Higher-Corporation-for-Specialized-Economic-Zones.html>



### **Masdar City Free Zone**

Emirate: Abu Dhabi

Description: Masdar City Free Zone is a business community situated in Masdar City, one of the most sustainable urban developments in the world. It provides an ideal environment for starting, cultivating, or expanding a business. The zone boasts a varied, inventive, and determined group of companies, including start-ups, small and medium-sized enterprises (SMEs), and multinational corporations.

Website: <https://masdarcityfreezone.com/>

### **Khalifa Industrial Zone Abu Dhabi (KIZAD)**

Emirate: Abu Dhabi

Description: Khalifa Industrial Zone Abu Dhabi (KIZAD) is an integrated commercial and industrial hub that is directly connected to Khalifa Port. It attracts global enterprises focused on transport, distribution, manufacturing, trade, and storage.

Website: <https://www.kezadgroup.com/>

### **Ajman Free Zone**

Emirate: Ajman

Description: Situated near Ajman Airport, Ajman Free Zone provides businesses with a strategic location that enhances efficiency by simplifying the process of product supply, shipment reception, and export. The zone offers a variety of executive offices, adaptable workspaces, eco-friendly warehouses, and labor accommodation. It is also home to a multitude of health, food, and beverage companies that cater to industrial business requirements. Additionally, Ajman Free Zone offers low operational costs, a skilled workforce, and licenses for e-commerce companies.

Website: <https://www.afz.ae/en>

### **Ajman Media City Free Zone**

Emirate: Ajman

Description: Ajman Media City Free Zone caters to media sector entrepreneurs and small and medium-sized enterprises (SMEs) through a diverse range of licensing packages. Investors benefit from shared workspaces, streamlined registration processes, flexible procedures, and professional guidance at every stage of company formation. Additionally, the free zone offers a highly sought-after Social Media Influencer license that is compulsory for all product/brand promoters and influencers operating in the UAE.

Website: <https://www.amcfz.ae/en/>

### **Dubai Airport Free Zone (DAFZ)**

Emirate: Dubai

Description: Established in 1996, DAFZ benefits from access to the world's busiest international airport. With more than 2,300 registered businesses from over 20 different sectors and industries, DAFZ is home to over 17,000 professionals who benefit from a business-friendly regulatory and tax-free environment, complete ownership, full repatriation of earnings, and access to a range of world-class facilities.

Website: <https://www.dafz.ae/en/>

### **Dubai Biotechnology & Research Park (DuBiotech)**

Emirate: Dubai

Description: Dubai Biotechnology & Research Park (DuBiotech) is a leading science and business park situated in Dubai. It meets the needs of the biotechnology and pharmaceutical industries, offering state-of-the-art infrastructure and world-class services to its tenants. As a subsidiary of Dubai Holding and a member of Tecom Investments, DuBiotech provides a supportive and collaborative environment for research and development activities, as well as access to a wide range of resources and expertise.<sup>466</sup>

Website: N/A

### **Dubai Car and Automotive City Free Zone (DUCAMZ)**

Emirate: Dubai

Description: Dubai Cars and Automotive City Free Zone, also known as DUCAMZ, was established in April 2000 with the aim of re-exporting used cars to Asian and African markets. Located in Ras Al Khor, DUCAMZ offers easy access to regional airports and seaports, including Dubai International Airport and Jebel Ali Port, as well as modern highways that connect to Middle Eastern countries.<sup>467</sup>

Website: N/A

### **Dubai CommerCity**

Emirate: Dubai

Description: Dubai CommerCity is the inaugural e-commerce free zone that provides a thriving ecosystem for numerous brands, both regional and global, to establish and operate their e-commerce businesses in the Middle East, North Africa, and South Asia regions. Dubai CommerCity is segmented into three significant clusters - business, logistics, and social. It offers diverse services such as business set-up assistance, warehousing and last mile delivery, e-commerce technology services, e-commerce strategy consulting, and customs consulting.

Website: <https://www.dubaicommercycity.ae/>

### **Dubai Design District (d3)**

Emirate: Dubai

Description: Dubai Design District (d3) is an innovative community that brings together creative thinkers in design, art, and international fashion houses. d3 is located near Burj Khalifa and the Dubai World Trade Centre.

Website: <https://dubaidesigndistrict.com/>

### **Dubai Gold and Diamond Park**

Emirate: Dubai

Description: Dubai Gold and Diamond Park was established in 2011 and offers not only retail space but also 118 custom-built manufacturing units and 350 offices, making it an attractive option for entrepreneurs and jewelers seeking high-quality commercial leasing opportunities.

Website: <https://www.goldanddiamondpark.com/>

### **Dubai Healthcare City (DHCC)**

Emirate: Dubai

Description: Dubai Healthcare City is a healthcare and wellness free zone ecosystem. It provides robust community service infrastructure that supports valued healthcare providers, ranging from pharmacies, retail stores, to F&B and personal care.

Website: <https://www.dhcc.ae/>

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<sup>466</sup> Pharmaceutical Technology (2022) <https://www.pharmaceutical-technology.com/projects/dubitech/>

<sup>467</sup> Commit Biz <https://www.commitbiz.com/dubai-car-and-automotive-city-free-zone>

### **Dubai Industrial City (DIC)**

Emirate: Dubai

Description: Dubai Industrial City offers a comprehensive ecosystem of integrated services, including industrial land, warehouses, worker accommodation, commercial office spaces, showrooms, and open yards, designed to enable the growth and success of businesses.

Website: <https://dubaiindustrialcity.ae/>

### **Dubai International Academic City (DIAC)**

Emirate: Dubai

Dubai International Academic City has become one of the largest complexes dedicated to higher education since its establishment in 2007, attracting renowned universities and numerous international students. DIAC offers over 500 academic programs and e-learning courses in various fields through its vast grounds, hosting 27 international universities registered with the free zone or located on-site.

Website: <https://diacedu.ae/>

### **Dubai International Financial Centre (DIFC)**

Emirate: Dubai

Description: DIFC's ecosystem has over 36,000 professionals working across more than 4,300 active companies. These businesses benefit from the center's strong independent judicial system and regulatory framework, a global financial exchange, exceptional architecture, and comprehensive support services.

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

### **Dubai Internet City (DIC)**

Emirate: Dubai

Description: Dubai Internet City is the region's leading tech hub and hosts regional offices of some of the world's largest technology giants.

Website: <https://dic.ae/>

### **Dubai Knowledge Village (or Park)**

Emirate: Dubai

Description: Dubai Knowledge Park is a free zone dedicated to the development of human resource management, recruitment, consultancy, executive search, vocational training, and professional development companies.

Website: <https://dkp.ae/>

### **Dubai Logistics City (DLC)**

Emirate: Dubai

Description: DLC is focused on logistics-driven companies and is located near Jebel Ali Port.<sup>468</sup>

Website: N/A

### **Dubai Maritime City**

Emirate: Dubai

Description: Dubai Maritime City attracts global industry leaders by providing high-quality infrastructure and excellent standards, while minimizing operational expenses and offering logistics support in a suitable environment for all types of marine operations.

Website: <https://dubaimaritimecity.com/>

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<sup>468</sup> Commit Biz <https://www.commitbiz.com/dubai-logistics-city-dlc-free-zone>

### **Dubai Media City**

Emirate: Dubai

Description: Dubai Media City, founded in 2001, is a free zone designed specifically for media. It is the first of its kind in the region and includes major corporations and institutions specializing in media and communications.

Website: <https://dmc.ae/>

### **Dubai Multi Commodities Centre (DMCC) or Jumeirah Lakes Towers Free Zone**

Emirate: Dubai

Description: DMCC is a free zone located in the Jumeirah Lakes Towers. With its focus on commodities trading, it offers a thriving ecosystem for companies dealing with gold, diamonds, precious and base metals, tea, food, grains, and other commodities. The zone provides world-class services and facilities to hundreds of major multinationals, start-ups, and small businesses.

Website: <https://www.dmcc.ae/>

### **Dubai Outsource City**

Emirate: Dubai

Description: Dubai Outsource City, established in 2007, is a comprehensive infrastructure for outsourcing services that facilitates connections between companies and external sources for back-end and business services. The free zone provides fully integrated support centers, data centers, call centers, and warehouses. In addition, it assists companies with operational support, including commercial license procedures, registration, and work visas. With a diverse and dynamic business environment, the free zone offers many sports activities, workshops, and training courses to its multinational community.

Website: <https://dubaioutsourcecity.ae/>

### **Dubai Production City (DPC)**

Emirate: Dubai

Description: In 2003, Dubai Production City was created as a free zone dedicated to print and media production pursuits. It welcomes a multitude of companies in the domains of publishing, printing, and packaging, offering intelligent and cutting-edge infrastructure with options ranging from commercial offices to flexible warehouses that cater to diverse demands. The free zone also comprises several refined residential properties.

Website: <https://dpc.ae/>

### **Dubai Science Park (DSP)**

Emirate: Dubai

Description: Dubai Science Park, established as the first free zone in the Middle East dedicated to the science sector, hosts over 3,000 scientific professionals and hundreds of companies, offering high-quality office spaces and laboratories.

Website: <https://dsp.ae/>

### **Dubai Silicon Oasis (DSOA)**

Emirate: Dubai

Description: Dubai Silicon Oasis Free Zone, established in 2004, offers an array of incentives and benefits, including fully serviced offices, mixed-use warehouses, and manufacturing facilities, as well as modern logistics requirements.

Website: <https://www.dsoa.ae/>

### **Dubai South or DWC**

Emirate: Dubai

Description: Dubai South offers technology, event, restaurant, and new industry options, and investors can benefit from its low operating costs and was the home of Expo 2020 Dubai.

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

### **Dubai Studio City**

Emirate: Dubai

Description: Dubai Studio City, founded in 2005, is a free zone that caters to the production of television, radio, and film. The free zone hosts production, editing, and post-production companies, professional acting and talent agencies, clothing design companies, animation agencies, and printing specialists. Facilities available include storage warehouses and workshops.

Website: <https://dubaistudiocity.ae/>

### **Dubai Techno Park**

Emirate: Dubai

Description: Inaugurated in 2002, Dubai Techno Park is an industrial complex dedicated to advancing technological development in the commercial sector. The Park spans an expansive area of 21 million sq m and is in Jebel Ali, Dubai's industrial zone.<sup>469</sup>

Website: N/A

### **Dubai Technology and Media Free Zone (DTMFZ)**

Emirate: Dubai

Description: Tecom Investments developed the Dubai Technology and Media Free Zone (DTMFZ), which comprises nine distinct business parks operating independently. The Dubai Technology and Media Free Zone Authority (DTMFZA) has categorized the free zone into four clusters - media, education, ICT, and science.<sup>470</sup>

Website: N/A

### **Dubai World Trade Centre (DWTC) Free Zone**

Emirate: Dubai

Description: Situated in the core of Dubai's business hub and close proximity to the primary event center that hosts pivotal exhibitions, events, and conferences, Dubai World Trade Centre (DWTC) provides access to regional and international markets for its companies within a well-structured and competitive community. It accommodates numerous premium offices and authorizes the establishment of event management companies, as well as professional, commercial, and general trade businesses.

Website: <https://www.dwtc.com/en/free-zone/>

### **Economic Zones World (EZW)**

Emirate: Dubai

Description: EZW operates as a subsidiary of DP World and was established in 2006.

Website: <https://www.dpworld.com/economic-zones>

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<sup>469</sup> UAE Free Zones [https://www.uaefreezones.com/dubai\\_techno\\_park\\_free\\_zone.html](https://www.uaefreezones.com/dubai_techno_park_free_zone.html)

<sup>470</sup> Company Incorporation Dubai <https://companyincorporationdubai.com/dubai-technology-and-media-free-zone/>

### **International Humanitarian City (IHC)**

Emirate: Dubai

Description: Established in 2003 as a non-profit entity, International Humanitarian City provides lodging for relief and charity agencies, companies that engage in these activities, as well as multiple humanitarian groups, serving as a platform for its members. It also performs a critical function in enabling prompt response to global crises and disasters.

Website: <https://www.ihc.ae/>

### **International Media Production Zone (IMPZ)**

Emirate: Dubai

Description: Established in 2000, IMPZ provides corporate registration and business set-up services in the UAE for both international businesses and individuals. The free zone offers guidance on the most effective ways to establish businesses in Dubai and has extensive knowledge of the local economy, laws, and procedures. It is specialized in several business sectors, including construction, retail, logistics, and IT, to ensure a smooth and hassle-free set-up process for its clients.

Website: <https://www.impz.ae/>

### **Jebel Ali Free Zone (JAFZA)**

Emirate: Dubai

Description: Jebel Ali Free Zone, one of the world's largest free zones, accommodates a multitude of companies, manufacturers, traders, and exporters from across the globe. JAFZA plays a pivotal role in Dubai's economic growth, accounting for about 24% of the total FDI inflow into the city. Its strategic location adjacent to Jebel Ali Port and its proximity to Al Maktoum International Airport and Dubai International Airport provide companies with global connectivity.

Website: <https://www.jafza.ae/>

### **Meydan Free Zone**

Emirate: Dubai

Description: Meydan, a contemporary economic free zone situated in the center of Dubai, is in close proximity to several significant landmarks in the emirate, providing investors with several strategic advantages. The free zone boasts a 5-star hotel, a premium golf course, and is the venue for the Dubai World Cup, the wealthiest horse race globally.

Website: <https://www.meydanfz.ae/>

### **Fujairah Free Zone**

Emirate: Fujairah

Description: Fujairah Free Zone is situated close to Fujairah port, enabling businesses to import and export goods across the Indian Ocean. Investors can benefit from high-end offices, virtual and flexible spaces, and warehouses, along with cost-effective operations.

Website: <https://www.fujairahfreezone.com/>

### **Fujairah Creative City**

Emirate: Fujairah

Description: Creative City, established in 2007, offers cost-effective business solutions for various creative activities. The media center provides a professional working environment for investors specializing in consulting, education, communication, marketing, music, entertainment, design, and technology.

Website: <https://creativecity.ae/>

### **International Free Zone Authority (IFZA)**

Emirate: Fujairah

Description: IFZA accommodates numerous companies and provides a wide range of facilities to meet different business needs. Additionally, IFZA's location next to Sharjah International Airport and near other seaports and airports is a significant advantage.

Website: <https://ifza.com/en/>

### **Ras Al-Khaimah Economic Zone (RAKEZ)**

Emirate: Ras Al-Khaimah

Description: RAKEZ is a business and industrial center in the UAE, located at the heart of Ras Al-Khaimah, with a thriving multinational community spanning over 50 different industries, RAKEZ caters to freelancers, start-ups, SMEs, and industrialists alike.

Website: <https://rakez.com/en/>

### **RAK Maritime City Free Zone Authority (RMCFZA)**

Emirate: Ras Al-Khaimah

Description: RAK Maritime City provides a diverse range of facilities catering to businesses from various industries, including but not limited to retail, warehousing, cargo handling, industrial production and manufacturing, tank storage, shipbuilding, and repairs, all of which are housed within separate zones.<sup>471</sup>

Website: N/A

### **Ras Al-Khaimah Investment Authority (RAKIA)**

Emirate: Ras Al-Khaimah

Description: Ras Al-Khaimah Investment Authority (RAKIA) is a business and industrial hub that provides cost-effective free zone and non-free zone facilities in Ras Al-Khaimah (RAK). With a total area of 28 million sq m spread over two specialized industrial parks, RAKIA has become the preferred destination for more than 500 manufacturers and thousands of small and medium-sized enterprises (SMEs).<sup>472</sup>

Website: <http://www.rak-ia.com/>

### **Ras Al-Khaimah Free Trade Zone (RAKFTZ)**

Emirate: Ras Al-Khaimah

Description: Ras Al-Khaimah Free Trade Zone (RAKFTZ), founded in 2000, has emerged as one of the most rapidly expanding and economically viable free trade zones in the UAE, currently hosting over 8,600 enterprises.<sup>473</sup>

Website: N/A

### **Ras Al-Khaimah Media Free Zone**

Emirate: Ras Al-Khaimah

Description: Established in 2006 the Ras Al-Khaimah Media Free Zone is governed by the Ras Al-Khaimah Free Trade Zone (RAKFTZ) Authority, which is responsible for issuing all licenses required for businesses operating within the area.<sup>474</sup>

Website: N/A

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<sup>471</sup> Commit Biz <https://www.commitbiz.com/rak-maritime-city-free-zone>

<sup>472</sup> LinkedIn <https://www.linkedin.com/company/ras-al-khaimah-investment-authority-rakia-government-of-ras-al-khaima/>

<sup>473</sup> LinkedIn <https://www.linkedin.com/company/rakfreetradezone/about/>

<sup>474</sup> Company Incorporation Dubai <https://companyincorporationdubai.com/ras-al-khaimah-media-free-zone-and-film-city/>

### **Hamriyah Free Zone Authority (HFZA)**

Emirate: Sharjah

Description: Hamriyah Free Zone, founded in 1995, is an industrial enclave located in Sharjah that currently houses almost 6,500 companies representing over 160 countries. Hamriyah Free Zone's strategic location provides easy access to international markets. The zone offers amenities, including factories, warehouses, executive and regular office suites, VIP investors lounge, customs office, fully- equipped recreational centers, currency exchanges, banks, supermarkets, labor accommodation, and the Sharjah Civil Defense station.

Website: <https://hfza.ae/>

### **Sharjah Airport International Free Zone (SAIF)**

Emirate: Sharjah

Description: SAIF is a business and investment hub with high-quality, high-efficiency infrastructure. SAIF offers quick and straightforward corporate registration processes, as well as cost-effective business solutions, making it an ideal destination for businesses of all types and sizes. With thousands of companies already established, the free zone offers an array of facilities to cater to all types of business needs. Its strategic location adjacent to Sharjah International Airport, as well as its proximity to other seaports and airports, is an added advantage.

Website: <https://www.saif-zone.com/>

### **U.S.A. Regional Trade Center (USARTC) Free Zone**

Emirate: Sharjah

Description: USARTC is the primary business hub of the Middle East dedicated to supporting small and medium-sized enterprises (SMEs), as well as global industrial brands from the USA. These companies are engaged in various sectors, including manufacturing, agriculture, export, trading, and services. The U.S.A. Regional Trade Center is a prime example of how both countries facilitate business operations in a comfortable and streamlined manner.<sup>475</sup>

Website: <https://www.linkedin.com/company/u-s-a-regional-trade-center>

### **Sharjah Publishing City Free Zone (SPCFZ)**

Emirate: Sharjah

Description: Sharjah Publishing City Free Zone offers over 1,500 business license activities, including publishing, printing, general trading, e-commerce, information technology, and consultancy services, with the added flexibility to combine activities from various sectors. One of the distinctive aspects of this free zone is its authorization to issue dual licenses (Mainland and Free Zone). It provides contemporary office spaces, warehouses, and storage facilities, as well as co-working spaces and cafés.

Website: <https://spcfz.ae/>

### **Sharjah Research, Technology, and Innovation Park Free Zone (SRTIP)**

Emirate: Sharjah

Description: SRTIP is a specialized park and free zone in Sharjah that is dedicated to promoting research, technology, and innovation in various sectors. It was established in 2016 by the Sharjah government as a platform to encourage research and development (R&D) in key industries, such as water technology, renewable energy, environmental technology, digitization, and transportation.

Website: <https://srtip.ae/innovation-ecosystem/>

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<sup>475</sup> MEFZ [https://middleeastfreezone.com/U.S.A.-Regional-Trade-Center-\(USARTC\)-Free-Zone](https://middleeastfreezone.com/U.S.A.-Regional-Trade-Center-(USARTC)-Free-Zone)



### Sharjah Media City (Shams)

Emirate: Sharjah

Description: Sharjah Media City was established in January 2017 as a creative hub for media companies from over 160 countries, offering services and facilities that act as a catalyst for their growth and success. Shams is located just five minutes from Sharjah International Airport and 15 minutes from Dubai International Airport, striving to become a global hub of creativity in the region.

Website: <https://www.shams.ae/>

### Umm al-Quwain Free Trade Zone (UAQFTZ)

Emirate: Umm al-Quwain

Description: UAQFTZ offers a professional investment environment for both SMEs and large companies, providing a range of easy and flexible set-up packages. The free zone is dedicated to fulfilling the unique needs of each investor, providing effective leasing options, a variety of office space configurations for work and storage, competitive rates, and multiple types of licenses. Its strategic location near the UAE's primary seaports and easy accessibility from both Dubai International Airport and Sharjah International Airport make it a highly convenient option for businesses.

Website: <https://uaqftz.com/>

### Associations and Sectorial Agencies in the UAE

Table 69: Associations and Sectorial Agencies in the UAE

Associations and Sectorial Agencies	Information
<b>Gulf Petrochemicals and Chemicals Association</b>	Address: P.O. Box 123055, Dubai, UAE Phone: +971 4 451 0666 Website: <a href="https://gpca.org.ae">https://gpca.org.ae</a>
<b>Federation of UAE Chambers of Commerce and Industry</b>	Address: P.O. Box 3014, Abu Dhabi, UAE Phone: +971 2 621 4144 Website: <a href="http://www.fcciuae.ae">www.fcciuae.ae</a>
<b>Automotive Association Middle East &amp; North Africa Office</b>	Address: 1009 - International Business Tower, Business Bay, P.O. Box 58562, Dubai, UAE Website: <a href="https://www.amenaauto.org/">https://www.amenaauto.org/</a>
<b>Clear Energy Business Council</b>	Address: Abu Dhabi Global Market (ADGM), Abu Dhabi, UAE Website: <a href="https://www.cebcmena.com/">https://www.cebcmena.com/</a>
<b>UAE Contractors Association</b>	Address: Al Ittihad Rd., Belhasa Bldg, P.O. Box 6226, Dubai, UAE Phone: +971 4 297 9559 Website: <a href="https://www.uaecontractors.org">https://www.uaecontractors.org</a>
<b>Society of Engineers</b>	Address: Dubai Bowling Centre - Al Mamzar Area, 46street, Dubai, UAE Phone: +971 4 2399 555 Website: <a href="https://www.soenuae.ae/en/Default.aspx">https://www.soenuae.ae/en/Default.aspx</a>
<b>The International Association of Hotel General Managers</b>	Address: IAHGDM DMCC Office 701a, Tower Aa1, Mazaya Business Avenue, Jumeirah Lakes Towers, P.O. Box 336489, Dubai, UAE Phone: +971 4 514 8835 Website: <a href="https://hotelgms.com/">https://hotelgms.com/</a>
<b>Gulf Petrochemicals and Chemicals Association</b>	Address: P.O. Box 123055, Dubai, UAE Phone: +971 4 451 0666 Website: <a href="https://gpca.org.ae">https://gpca.org.ae</a>
<b>Federation of UAE Chambers of Commerce and Industry</b>	Address: P.O. Box 3014, Abu Dhabi, UAE Phone: +971 2 621 4144

## Associations and Sectorial Agencies

## Information

<b>Automotive Association Middle East &amp; North Africa Office</b>	Website: <a href="http://www.fcciuae.ae">www.fcciuae.ae</a> Address: 1009 - International Business Tower, Business Bay, P.O. Box 58562, Dubai, UAE Website: <a href="https://www.amenaauto.org/">https://www.amenaauto.org/</a>
<b>UAE Contractors Association</b>	Address: Al Ittihad Rd., Belhasa Bldg, P.O. Box 6226, Dubai, UAE Phone: +971 4 297 9559 Website: <a href="https://www.uaecontractors.org">https://www.uaecontractors.org</a>
<b>UAE Restaurants Group</b>	Phone: +971 50 453 4131 Website: <a href="https://uaerg.ae/">https://uaerg.ae/</a>
<b>Travel and Tourism Agencies Council (ATTAC)</b>	Address: Abu Dhabi, Al Ghaith Tower, Hamdan St., 8 <sup>o</sup> floor, Office 805 Phone: +971 508 9191 Website: <a href="https://www.attac.ae/">https://www.attac.ae/</a>
<b>Direct Selling Association (DSA)</b>	Address: 2nd floor, The Offices 2, One Central DWTC, P.O. Box 9204 Phone: +971 4 516 3055 Website: <a href="https://www.dsauae.ae/">https://www.dsauae.ae/</a>
<b>Arab Authority for Agricultural Investment and Development (AAID)</b>	Phone: +249 183 799 211 Website: <a href="https://www.aaaid.org/en/">https://www.aaaid.org/en/</a>
<b>Specialty Coffee Association (SCA Coffee)</b>	Address: Al Muroor Street, Mazyad Mall, Office Tower 2, Floor 25, Abu Dhabi, UAE Website: <a href="https://sca.coffee/">https://sca.coffee/</a>
<b>UAE Food &amp; Beverage Association</b>	Address: Level 14, Boulevard Plaza Tower 1, Sheikh Mohammed Bin Rashid Boulevard, Downtown Dubai, UAE Phone: +971 4 319 7645 Website: <a href="https://www.fbauae.com/">https://www.fbauae.com/</a>

## National Banks in the UAE

Table 70: National Banks in the UAE

National Banks	Website
First Abu Dhabi Bank	<a href="https://www.bankfab.com/en-ae/personal">https://www.bankfab.com/en-ae/personal</a>
Abu Dhabi Commercial Bank	<a href="https://www.adcb.com/en/personal/">https://www.adcb.com/en/personal/</a>
Al Masraf (ARBIFT)	<a href="https://www.almasraf.ae/">https://www.almasraf.ae/</a>
Commercial Bank of Dubai	<a href="https://www.cbd.ae/">https://www.cbd.ae/</a>
Dubai Islamic Bank PJSC	<a href="http://www.dib.ae/">http://www.dib.ae/</a>
Emirates NBD Bank	<a href="https://www.emiratesnbd.com/en/">https://www.emiratesnbd.com/en/</a>
Emirates Islamic Bank	<a href="https://www.emiratesislamic.ae/eng/">https://www.emiratesislamic.ae/eng/</a>
Mashreq Bank PS	<a href="https://www.mashreqbank.com/en/uae/personal/">https://www.mashreqbank.com/en/uae/personal/</a>
Sharjah Islamic Bank	<a href="https://www.sib.ae/">https://www.sib.ae/</a>
Bank of Sharjah PSC	<a href="https://www.bankofsharjah.com/">https://www.bankofsharjah.com/</a>
United Arab Bank PJSC	<a href="https://www.uab.ae/">https://www.uab.ae/</a>
InvestBank PLC	<a href="https://investbank.ae/">https://investbank.ae/</a>
The National Bank of R.A.K or RAKBANK	<a href="https://rakbank.ae/wps/portal/retail-banking">https://rakbank.ae/wps/portal/retail-banking</a>
National Bank of Fujairah PSC	<a href="https://nbf.ae/en">https://nbf.ae/en</a>
National Bank of U.A.Q PSC	<a href="https://nbq.ae/">https://nbq.ae/</a>
First Gulf Bank	<a href="https://www.bankfab.com/en-ae/personal">https://www.bankfab.com/en-ae/personal</a>
Abu Dhabi Islamic Bank	<a href="https://www.adib.ae/en">https://www.adib.ae/en</a>

National Banks	Website
Dubai Islamic Bank	<a href="http://www.dib.ae/">http://www.dib.ae/</a>
Al Hilal Bank	<a href="https://www.alhilalbank.ae/en/personal/">https://www.alhilalbank.ae/en/personal/</a>
Ajman Bank	<a href="https://www.ajmanbank.ae/">https://www.ajmanbank.ae/</a>

### International Banks in the UAE

Table 71: International Banks in the UAE

International Banks	Website
National Bank of Bahrain	<a href="https://www.nbbonline.com/">https://www.nbbonline.com/</a>
Rafidain Bank	<a href="https://rafidainbankbh.com/">https://rafidainbankbh.com/</a>
Arab Bank PLC	<a href="https://www.arabbank.ae/">https://www.arabbank.ae/</a>
Banque Misr	<a href="https://banquemisr.ae/">https://banquemisr.ae/</a>
El Nilein Bank	<a href="https://nileinuae.com/">https://nileinuae.com/</a>
National Bank of Oman	<a href="https://uae.nbo.om/">https://uae.nbo.om/</a>
Credit Agricole - Corporate and Investment Bank	<a href="https://www.ca-cib.com/our-global-markets/middle-east-africa/united-arab-emirates">https://www.ca-cib.com/our-global-markets/middle-east-africa/united-arab-emirates</a>
Bank of Baroda	<a href="https://www.bankofbarodauae.ae/">https://www.bankofbarodauae.ae/</a>
BNP Paribas	<a href="https://mea.bnpparibas.com/en/contact-us/united-arab-emirates-uae/">https://mea.bnpparibas.com/en/contact-us/united-arab-emirates-uae/</a>
Janata Bank	<a href="https://www.jb.com.bd/">https://www.jb.com.bd/</a>
HSBC Bank Middle East Limited	<a href="https://www.hsbc.ae/">https://www.hsbc.ae/</a>
Arab African International Bank	<a href="https://www.aaib.com/">https://www.aaib.com/</a>
Al Khaliji (France) S.A.	<a href="http://www.alkhaliji.ae/">http://www.alkhaliji.ae/</a>
Al Ahli Bank of Kuwait	<a href="https://www.eahli.com/">https://www.eahli.com/</a>
Barclays Bank PLC	<a href="https://www.barclays.co.uk/">https://www.barclays.co.uk/</a>
Habib Bank Ltd.	<a href="https://www.hbl.com/">https://www.hbl.com/</a>
Habib Bank A.G Zurich	<a href="https://www.habibbank.com/">https://www.habibbank.com/</a>
Standard Chartered Bank	<a href="https://www.sc.com/">https://www.sc.com/</a>
CitiBank N.A.	<a href="https://www.citibank.ae/uae/homepage/index.htm">https://www.citibank.ae/uae/homepage/index.htm</a>
Bank Saderat Iran	<a href="http://www.banksaderat.ae/">http://www.banksaderat.ae/</a>
Bank Meli Iran	<a href="http://www.bmi.ae/bmi/en/default.aspx">http://www.bmi.ae/bmi/en/default.aspx</a>
Blom Bank France	<a href="https://www.blombank.com/">https://www.blombank.com/</a>
Lloyds TSB Bank PLC	<a href="https://www.lloydsbank.com/">https://www.lloydsbank.com/</a>
The Royal Bank of Scotland N.V.	<a href="https://www.rbs.co.uk/">https://www.rbs.co.uk/</a>
United Bank Ltd	<a href="https://www.ubldigital.com/">https://www.ubldigital.com/</a>
Doha Bank	<a href="http://qa.dohabank.com/">http://qa.dohabank.com/</a>
Samba Financial Group	<a href="https://dxb.samba.com/">https://dxb.samba.com/</a>
National Bank of Kuwait	<a href="https://www.nbk.com/">https://www.nbk.com/</a>

A complete and updated list, including Foreign Banks, can be found at UAE Central Bank [website](#).

### Main TV Channels in the UAE

Table 72: Main TV Channels in the UAE

TV Channels	Website
Abu Dhabi Channel	<a href="https://www.adtv.ae/">https://www.adtv.ae/</a>
Abu Dhabi Sports	<a href="https://adsports.ae/">https://adsports.ae/</a>
Yas	<a href="https://www.yastv.ae/">https://www.yastv.ae/</a>
Majid TV	<a href="https://www.yastv.ae/">https://www.yastv.ae/</a>

TV Channels	Website
National Geographic Abu Dhabi	<a href="https://www.natgeotv.com/ae">https://www.natgeotv.com/ae</a>
Abu Dhabi Drama	<a href="https://www.adtv.ae/">https://www.adtv.ae/</a>
Sky News Arabia	<a href="https://www.skynewsarabia.com/">https://www.skynewsarabia.com/</a>
Dubai TV	<a href="https://www.dubaitv.ae/content/dubaitv/ar-ae/live.html">https://www.dubaitv.ae/content/dubaitv/ar-ae/live.html</a>
Sama Dubai	<a href="https://www.samadubai.ae/content/samadubai/ar-ae/home.html">https://www.samadubai.ae/content/samadubai/ar-ae/home.html</a>
Dubai Zaman	<a href="https://www.dubaizaman.ae/content/dubaizaman/ar-ae/home.html">https://www.dubaizaman.ae/content/dubaizaman/ar-ae/home.html</a>
Dubai Sports	<a href="https://www.dubaisports.ae/content/dubaisports/home.html">https://www.dubaisports.ae/content/dubaisports/home.html</a>
Dubai Racing	<a href="https://www.dmi.ae/content/site/dubaiworldcup/ar-ae/home.html">https://www.dmi.ae/content/site/dubaiworldcup/ar-ae/home.html</a>
Dubai One	<a href="https://www.dubaione.ae/content/dubaione/en-ae/home.html">https://www.dubaione.ae/content/dubaione/en-ae/home.html</a>
Noor Dubai	<a href="https://www.noordubai.com/content/noordubai/ar-ae/home.html">https://www.noordubai.com/content/noordubai/ar-ae/home.html</a>
Sharjah TV	<a href="https://sba.net.ae/tv/channel/34">https://sba.net.ae/tv/channel/34</a>
Sharjah Sports	<a href="https://sba.net.ae/tv/channel/35">https://sba.net.ae/tv/channel/35</a>
Sharjah Channel 2	<a href="https://sba.net.ae/tv/channel/36">https://sba.net.ae/tv/channel/36</a>
Sharqiya from Kalba	<a href="https://sba.net.ae/tv/channel/37">https://sba.net.ae/tv/channel/37</a>
Ajman TV	<a href="https://www.ajmantv.com/">https://www.ajmantv.com/</a>

### Main Radio Channels in the UAE

Table 73: Main Radio Channels in the UAE

Radio Channels	Website
Quran Kareem FM	<a href="https://www.adradio.ae/">https://www.adradio.ae/</a>
Emarat FM	<a href="https://www.adradio.ae/">https://www.adradio.ae/</a>
Abu Dhabi FM	<a href="https://www.adradio.ae/">https://www.adradio.ae/</a>
Star FM	<a href="https://www.adradio.ae/star-fm">https://www.adradio.ae/star-fm</a>
Abu Dhabi Classic FM	<a href="https://www.adradio.ae/">https://www.adradio.ae/</a>
Sharjah Radio	<a href="https://sba.net.ae/radio/channel/13">https://sba.net.ae/radio/channel/13</a>
Quran Radio	<a href="https://www.sba.net.ae/radio/channel/12">https://www.sba.net.ae/radio/channel/12</a>

## 8.2. Freight and delivery services between Brazil and the UAE

### 8.2.1. Freight information

List of main international freight companies in the UAE:

- Maersk Sealand Line (<https://www.sealandmaersk.com/>)
- Mediterranean Shipping Company U.A.E. L.L.C (MSC) (<https://www.msc.com/en/local-information/middle-east/united-arab-emirates>)
- Globelink West Star Shipping LLC (<https://www.glweststardubai.com/>)

### 8.2.2. Postal and courier services

The national post office owned by the UAE government is the Emirates Post.<sup>476</sup> However, the country is home to major courier and express service providers such as Aramex, UPS, DHL, FedEx, among others. Its unique geographical location, excellent infrastructure facilities and economic growth patterns have made it an ideal regional base for most courier and express service operations. International and local deliveries via courier service dominates the market.

## 8.3. Information on Generalized Scheme of Preferences (GSP)

<sup>476</sup> <https://emiratespost.ae/Portal/GetQuote?locale=en-us>

[The Federal Authority for Identity, Citizenship, Customs and Port Security](#)<sup>477</sup> offers an up-to-date document<sup>478</sup> in both English and Arabic concerning the unified customs tariff for each good according to its HS code. Furthermore, the Ministry of Economy<sup>479</sup> also has a portal that explains and presents procedures to obtain certificates of origin within the GSP rules.

## 8.4. Additional information

Additional information is listed below:

- Currency: The official UAE currency is the Dirham with the acronym AED. The AED is available in money notes in the values of 5, 10, 20, 50, 100, 200, 500, and 1,000 and the coins are available in 25 and 50 fils, which is the given name for centesimal parts
- Country code: +971
- Power voltage<sup>480</sup>: 230V - 50Hz
- Time zones: GMT/UTC (UTC+04:00) - seven hours ahead of Brasilia time
- Travel visa: Brazilians are not required to present a visa when entering the country for a period up to 90 days. For work permits, one should check the procedures at the Migration Department
- Measurement system: Metric

Apart from the New Year, the UAE's public holidays follow the lunar calendar, therefore the dates may vary from one year to another. The main public holidays according to the UAE government are:<sup>481</sup>

- New Year: January 1
- *Eid Al Fitr*: From 29 Ramadan to 3 Shawwal (four days)
- *Arafah* day and *Eid Al Adha* (Feast of Sacrifice): From 9 to 12 *Dhu al Hijjah* (four days)
- *Hijri* New Year (Islamic New Year): July 21, 2023
- Prophet Mohammed's birthday: September 29, 2023
- UAE National Day: December 2 and 3

## 8.5. Bibliography

This export guide was compiled from syndicated research and trade interviews conducted by Euromonitor International, and from public sources consulted between November 10, 2022, and March 3, 2023, which were listed across the report body in the footnotes.

The trade interviews were conducted in January 2023 and the interview list can be seen below:

Table 74: Trade Interviews Conducted by Euromonitor International

Company	Company Type	Department
<b>UAE Food &amp; Beverage Association</b>	Association	Business Development
<b>Al Maras Gen Trading</b>	Distributor	Business Development
<b>Farzana Trading</b>	Distributor	Management
<b>Kibsons International</b>	Distributor	Procurement
<b>Dubai Municipality</b>	Government Official	Quality & Safety
<b>BRF</b>	Manufacturer	Marketing
<b>Cory's Packaging</b>	Manufacturer	Management
<b>Freshly Frozen Foods</b>	Manufacturer	Management

<sup>477</sup> <https://www.fca.gov.ae/en/homerightmenu/pages/hscodedefinition.aspx>

<sup>478</sup> [https://www.fca.gov.ae/En/HomeRightMenu/Documents/HSCodes\\_2022.pdf](https://www.fca.gov.ae/En/HomeRightMenu/Documents/HSCodes_2022.pdf)

<sup>479</sup> <https://services.economy.ae/m/Pages/ServiceCard.aspx?WFID=22&lang=en-US>

<sup>480</sup> <https://www.electricalsafetyfirst.org.uk/guidance/advice-for-you/when-travelling/travel-adaptor-for-dubai/>

<sup>481</sup> <https://u.ae/en/information-and-services/public-holidays-and-religious-affairs/public-holidays>

Company	Company Type	Department
<b>GMG Group - Farm Fresh</b>	Manufacturer	Procurement
<b>Mirak Group</b>	Manufacturer	Management
<b>Grand Hypermarkets</b>	Retailer	Management
<b>West Zone Group</b>	Retailer	Management

Related to trade data, for Brazilian exports and imports to the UAE, the source used was Comexstat from MDIC, and for other countries' imports and exports to/from UAE, the Comtrade tool from the United Nations was the source used.<sup>482</sup>

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<sup>482</sup> Disclaimer: The information provided in this guide may be subject to change by competent authorities without prior notice.

