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Non-oil activities expand by 4.5 per cent

UAE GDP sees 3.8 per cent growth in first nine months of 2024



The UAE's real GDP grew by 3.8 per cent during the first nine months of 2024 compared to the same period in 2023, totaling AED 1.322 trillion. Meanwhile, the country's non-oil GDP grew by 4.5 per cent to reach AED 987 billion. The contribution of non-oil sectors to real GDP reached 74.6 per cent, while oil-related activities contributed 25.4 per cent.

Transport and warehousing sectors led the growth during the first nine months of 2024, growing by 7.9 per cent, driven by the outstanding performance of passenger traffic and flights at the country's airports, which recorded more than 103 million passengers, up 20 per cent. Meanwhile, the construction sector grew by 7.4 per cent as a result of a significant increase in investments in urban infrastructure projects. Financial and insurance activities grew by 6.8 per cent, government activities by 5.0 per cent, and restaurants and hotels by 4.9 per cent.

In terms of economic activities that contributed the most to the non-oil GDP, the trade sector ranked first with a contribution of 16.5 per cent. The manufacturing sector came in second with a contribution of 15.1 per cent, followed by financial and insurance activities at 12.1 per cent, the construction sector at 11.7 per cent, and real estate activities at 7.6 per cent.

In a similar context, the value of nominal GDP during the first nine months of 2024 reached AED 1,486.3 billion, recording a growth of six per cent, compared to the same period in 2023. The value of non-oil GDP, at current prices, reached AED 1,136.6 billion, up 6.6 per cent. Non-oil activities contributed to nominal GDP by 76.5 per cent, while oil and gas contributed 23.5 per cent.



Investopia 2025

Future Strategy to Capitalize on New Economy Sectors



- 51 panel discussions and 15 roundtable meetings brought together leading figures, ministers, decision-makers, investors, experts and academics.
- Emphasis on accelerating investments in sustainable projects across public and private sectors, alongside advancing open economic policies.
- Mechanisms identified to manage and adapt to economic risks, ensuring the resilience of economies to face future disruptions.
- Investopia 2025 witnessed the signing of 24 partnership agreements and MOUs, including 14 new partnerships for Investopia and 6 agreements under the Future100 initiative.
- Arab-Asian agreement to enhance economic relations in trade, investment, energy, technology, artificial intelligence, and food security.
- Focus on vital role technology and innovation plays in developing urban projects to support sustainable economic and social development.
- A prominent platform for exploring opportunities in entrepreneurship and SMEs through the China-Arab Entrepreneurs Summit.
- Future100 initiative featured 15 discussion sessions, announcing the best startups of 2024.
- New insights into protecting precious metal investments and innovative risk mitigation strategies to diversifying asset portfolios.
- The second meeting of the Next50 initiative focused on promising investment opportunities in the UAE's rapidly growing economic sectors.

The fourth edition of Investopia 2025 concluded successfully, having been held under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President of the UAE, Deputy Prime Minister, and Chairman of the Presidential Court, on February 26-27, 2025. This edition established a forward-looking approach through its panel discussions and roundtable meetings, focusing on stimulating business communities to invest and expand in the new economy sectors, highlighting emerging global financial trends, uncovering promising opportunities in emerging markets across the region, Asia and Africa, and outlining mechanisms to manage economic risks and enhance resilience for future challenges.



Strong and Effective Participation

Under the theme “Harnessing MegaForces,” this edition saw strong and impactful local, regional, and global participation. The event featured over 100 speakers, including government leaders, ministers, investors, business leaders, decision-makers, economists, high-net-worth individuals, and venture capital funds from 20 countries. The total attendance exceeded 3,000 participants, alongside representatives from key international financial and economic institutions.

51 Panel Discussions and 15 Roundtable Meetings

Investopia 2025 hosted 51 panel discussions and 15 roundtable meetings. Participants stressed the importance of accelerating investments in new and sustainable economy sectors, enhancing economic openness, and fostering fruitful trade partnerships to counter geopolitical shifts. They also highlighted the need to utilize financial resources and funding to bridge investment gaps when developing innovative circular economy models.

The sessions addressed ways to support entrepreneurs and startups, explored structural reforms and economic diversification, and emphasized precious metal investment protection and portfolio diversification to mitigate future risks. Discussions also covered global debt crisis management, the impact of interest rate hikes on the private sector, and the exchange of best practices in addressing economic challenges.





31 Partnership Agreements in New Economy, Investment, and Entrepreneurship

The fourth edition of Investopia led to the signing of 24 partnership agreements and MOUs across various sectors, including the new economy, circular economy, advanced technologies, and entrepreneurship. It included 14 new partnerships for Investopia with major local, regional, and global companies to enhance collaboration in upcoming events, six partnerships under the Future100 initiative to support startup expansion, and an MOU between the UAE Ministry of Economy and the UAE Independent Climate Change Accelerators to promote a circular economy model. Additionally, six agreements were signed by the Chinese International Entrepreneurs Federation (SIEF) with organizations such as ADGM Academy, Hub71, and Abu Dhabi School of Management.

Launch of the Sustainable Impact Challenge Initiative

Investopia 2025 saw the launch of the Sustainable Impact Challenge by the National Fund for Corporate Social Responsibility (Majra). This initiative, the first of its kind in the UAE, aims to boost national development in priority sectors and showcase leading sustainability and corporate social responsibility projects.

Third Edition of the Future100 Initiative

Investopia 2025 hosted the third edition of the Future100 initiative, unveiling the 2024 list of selected companies and organizing 15 sessions featuring 48 high-profile speakers, including ministers, and industry experts. Discussions concerned AI, emerging technologies, technology-driven entrepreneurship, SME growth, innovative investment strategies, and financial models. The role of women entrepreneurs in shaping economic and social impact was also highlighted.

Enhancing Arab-Asian Economic Cooperation

The event hosted the first Business and Investors Conference between Arab Countries, and Central Asian Nations and Azerbaijan, strengthening economic ties across trade, investment, energy, technology, AI, and food security, while addressing new challenges such as climate change.

China-Arab Entrepreneurs Summit

Investopia also featured the latest edition of the China-Arab Entrepreneurs Summit, providing a premier platform to explore new opportunities in entrepreneurship, expand Chinese-Arab cooperation, and highlight the UAE's startup ecosystem. The summit featured 18 speakers and over 100 participants, including leaders, decision-makers, and entrepreneurs from the Arab world and China.

Supporting the Local Business Community through Next50

Investopia 2025 hosted the second Next50 meeting, which focused on leveraging the UAE's innovation-driven environment and identifying high-potential investment opportunities in fast-growing sectors. The initiative brings together 50 UAE-based founders and CEOs from industries like finance, construction, tourism, and services, with collective revenues exceeding tens of billions of dirhams, representing private sector success stories.

Investopia 2025 Partners

The event was supported by a diverse network of government and private sector partners, leading national and global corporations, and international banks, including UAE Ministry of Investment, ADQ Holding, Mubadala, National Fund for Corporate Social Responsibility (Majra), Emirates Development Bank, Standard Chartered Bank, WIO Banking Services, Zero One Hundred, Middle East Economy, SIEF (Chinese International Entrepreneurs Federation), DHL, EFG Consulting, Euro Atlantic Consulting & Investment, NG9 Holding, Solaax.





Chaired by H.E. Alia bint Abdulla Al Mazrouei

First meeting of UAE Council for Entrepreneurship sets strategic priorities for the year in line with 'We the UAE 2031' vision

Meeting explores the possibility of establishing a unified definition for SMEs and updating their existing classifications

The UAE Council for Entrepreneurship held its first meeting, chaired by H.E. Alia bint Abdulla Al Mazrouei, Minister of State for Entrepreneurship. It was attended by council members representing federal and local government entities, economic development departments, and all councils and funds supporting entrepreneurship in the country. The meeting discussed the strategic pillars of the Council's operations and set its priorities for 2025 in line with the 'We the UAE 2031' vision.'

The meeting follows the establishment of the Council by virtue of Cabinet Resolution No. (11/36W) of 2024, and the Ministry of Economy's Resolution No. 1 of 2025 that appointed its members. The Council is affiliated with the Cabinet and works to support entrepreneurship and the development of small and medium enterprises (SMEs) in the country.

H.E. Alia Al Mazrouei stated that the establishment of the UAE Council for Entrepreneurship marks a significant forward in enhancing the support system for entrepreneurs and SMEs in the country. She explained that the Council will play a key role in proposing policies and legislation that foster the growth of this vital sector. In addition, the Council will work on launching funding programs and initiatives, offering incentives and competitive advantages to Emirati entrepreneurs, contributing to their empowerment and greater participation in the national economy. It will serve as an umbrella for all federal and local entities involved in supporting SMEs, which currently make up over 90 per cent of the total number of companies registered in the country.



H.E. said: "The UAE Council for Entrepreneurship aims to empower entrepreneurs and support small, medium, and innovative projects in the country by proposing supportive policies and legislation and fostering an environment conducive to their growth and innovation. Our efforts will focus on implementing the national entrepreneurship strategy, supporting Emirati entrepreneurs and offering them competitive incentives."

She added: "We are also keen to enhance coordination among local entities across various emirates to ensure the integration of efforts and the effectiveness of initiatives supporting entrepreneurship. Other important areas of focus are the development of awareness programs that encourage youth to enter this field, their upskilling, and providing opportunities for expansion in local and global markets."

As per its founding resolution, the Council is responsible for proposing and reviewing policies and legislation that foster a business environment driven by innovation. It will also introduce initiatives and programs aimed at providing financial solutions to entrepreneurs and innovative projects, with a particular emphasis on supporting Emirati entrepreneurs, in coordination with relevant entities. Furthermore, it oversees awareness programs that encourage citizens to start their own businesses and develop their skills in this field. Additionally, the Council works to create more opportunities for entrepreneurs and help them enter new markets. It is set to establish a comprehensive database for the entrepreneurship sector and SMEs in the country.

The inaugural meeting of the Council reviewed the National Entrepreneurship Strategy, which aims to develop a supportive environment for entrepreneurship and enhance the competitiveness of startups and innovative national projects. The meeting also focused on promoting coordination among local entities across various emirates to ensure the integration of efforts. Additionally, it discussed adopting a unified definition for SMEs, as well as reviewing and updating their current classifications to ensure consistency in government policies and standards and to ensure alignment with regional and global economic developments.

Moreover, the meeting discussed the actions needed to streamline the business environment and provide more enablers and incentives for entrepreneurs. It explored the means to develop mechanisms to continually review and enhance these incentives to align with market needs, thereby strengthening the ability of national projects to expand. Also covered was the importance of leveraging data to boost entrepreneurship and small and medium enterprises in the country. The participants agreed on the need to improve networking between entrepreneurs and local as well as international investment bodies and facilitate the expansion of startups into regional and global markets.

The Council members include H.E. Mariam Mohammed Al Amiri, Assistant Undersecretary of Government Finance Management at the Ministry of Finance; His Excellency Dr. Hassan Obaid Al Mehairi, Assistant Undersecretary for Accreditation and Educational Affairs; His Excellency Salama Al Haj Al Awadhi, Assistant Undersecretary, Industrial Development Sector, UAE; Sara Al Habshi, Executive Director of the Tax Compliance Sector at the Federal Tax Authority; Fatima Abdullah Al Jabri, Assistant Governor for Financial Crime and Market Conduct at the Central Bank of the UAE; Abdullah Hamid Al Hamid, Senior Vice President mSMEs at the Emirates Development Bank; Mohamed Abdulkader, Acting Assistant Undersecretary for Strategy and Policies at the Ministry of Education; and Dalal Al Shahi, Acting Assistant Undersecretary for Labor Protection at the Ministry of Human Resources and Emiratisation.



Ministry of Economy launches 'Patent Hive' initiative to support inventors in patent registration and strengthen UAE's global competitiveness in innovation and creativity



The initiative was introduced during an event organised by the Ministry, in presence of representatives from universities and research centers across the UAE, Undersecretary of the Ministry of Economy: Under the visionary guidance of the UAE's wise leadership, the country has made significant strides in advancing the intellectual property (IP) sector. The initiative offers a conducive environment for patent registration, aligning with the best global practices.

The Ministry of Economy launched the 'Patent Hive' initiative to boost the approval rate of patents, encourage innovation, and motivate talents to submit patent applications. By reducing registration expenses and accelerating the patenting process, the initiative aims to drive a significant increase in the number of patents registered in the UAE, enhancing the nation's competitiveness on regional and global fronts in innovation and creativity.

The initiative was introduced during an event organised by the Ministry of Economy, bringing together representatives from universities and research centers to discuss strategies for supporting the initiative. The event emphasised the critical role of public-private sector collaboration in achieving the initiative's objectives and explored opportunities to engage students, innovators, and scientific research centers through tailored incentives and partnerships.

H.E. Abdullah Ahmed Al Saleh, Undersecretary of the Ministry of Economy, emphasised that, under the visionary guidance of the UAE's wise leadership, the country has made significant strides in advancing the intellectual property (IP) sector, a vital cornerstone for driving the growth of the national economy. The UAE has actively created a conducive environment for IP protection in different fields, with a particular focus on adhering to best global practices in patent registration and documentation. Additionally, the country has offered several supportive enablers and facilities



to foster innovation, research, and development-based initiatives.

H.E. Al Saleh said, "The Patent Hive initiative is a major step in the Ministry of Economy's efforts to promote a conducive environment for creativity and innovation. Designed to attract individuals with groundbreaking ideas and projects across key economic sectors, the initiative aligns perfectly with the goals of the 'We the UAE 2031' Vision, which aims to position the UAE as a leading global hub for the new economy. Additionally, the initiative seeks to solidify UAE's position among the top 15 countries on the Global Innovation Index (GII)."



This latest initiative comes as part of the IP ecosystem, launched by the Ministry at the beginning of last year, in partnership with public and private sectors. This ecosystem represents a crucial milestone in UAE's transition towards a knowledge-driven, innovation-based economy.

The Patent Hive initiative encompasses a range of strategies designed to create a comprehensive ecosystem that streamlines the process of patent registration. The main objective of this endeavor is to reduce the time needed for patent registration from 42 months to only 6 months. The initiative seeks to increase the number of registered patents from 4,481 to 6,000 by 2026, reinforcing the UAE's position as a global hub for innovation.

To encourage innovation among students and young scholars, the initiative provides a range of incentives, including reduced registration fees for students and a zero-cost policy for young people under the age of 21. These measures aim to foster collaboration and integration among the UAE's scientific research sectors, universities, and small to medium-sized enterprises (SMEs).

Additionally, the initiative includes specialised training programs and technical consultations provided by the Ministry in collaboration with the World Intellectual Property Organization (WIPO). These efforts are focused on building capacities of the local workforce and raising awareness about the significance of IP. The initiative also aims to create a manual that will facilitate the coordination and joint operations between the Ministry and the scientific research sectors, defining roles and responsibilities to ensure the delivery of high-quality outputs.

The event also marked the signing of memoranda of understanding (MoUs) with various universities, research centers, and participating entities to foster collaboration and align efforts towards achieving the project's objectives. These agreements aim to establish performance indicators for research outcomes and evaluate their impact on increasing the number of registered patents in the country.



“World’s Coolest Winter” campaign successfully concludes its 5th edition recording AED 1.9 billion in hotel revenues

Through its five editions, the campaign reached over 1.2 billion people globally, solidifying the UAE’s position as a leading global tourism destination



The Ministry of Economy announced the conclusion of the fifth edition of the ‘World’s Coolest Winter’ campaign, under the theme ‘Green Tourism’. The campaign was launched in collaboration between the Ministry of Economy, the National Agricultural Center, and local tourism authorities from across the UAE.

The campaign achieved remarkable success in promoting innovative tourism concepts that enhance diversity in the sector, in line with the national vision to develop an integrated tourism ecosystem based on global best practices. By encouraging green tourism, agritourism, and sustainable ecotourism, it contributed to fostering a dynamic tourism market, attracting investments and driving the sector’s growth.



Expanding the horizons of tourism

H.E. Abdulla bin Touq Al Marri, Minister of Economy and Chairman of the Emirates Tourism Council, emphasized that the fifth edition of the 'World's Coolest Winter' campaign, under the theme 'Green Tourism,' successfully unlocked new opportunities by promoting the UAE's diverse destinations and unique experiences across all seven emirates. The campaign effectively spotlighted the country's ecotourism attractions, lush landscapes, winter retreats, agritourism, nature reserves, and breathtaking scenery, attracting both local and international visitors. It also played a pivotal role in enhancing the UAE's appeal as an FDI destination, driving the development of high-value tourism projects in line with the UAE Tourism Strategy 2031.

H.E. added: «The success of this campaign reinforces the UAE's long-term vision for tourism development by strengthening its global tourism competitiveness through diversified offerings and championing sustainability through ecotourism endeavors. Additionally, the campaign aligns with the 'Plant the Emirates' national programme, which aims to promote sustainable agriculture as an integral part of our community culture.»

Latest edition produces exceptional results

H.E. Bin Touq stated: "The fifth edition of the 'World's Coolest Winter' campaign has achieved remarkable success across all seven emirates. During its course, hotel establishment revenues soared to approximately AED 1.9 billion, reflecting an impressive 86.9 per cent growth compared to that of the fourth edition. Additionally, the total number of hotel guests exceeded 4.4 million, marking a substantial 62 per cent growth, while hotel occupancy rates reached 74 per cent."

H.E. continued: "This edition alone reached 224.7 million people globally, taking the campaign's total global reach across all five editions to over 1.2 billion people. This milestone further strengthens the UAE's position as a leading world-class tourism destination. Moreover, the campaign fostered deeper collaboration between tourism authorities and key industry stakeholders, amplifying diverse tourism experiences, pioneering projects, and unique attractions across the emirates. These efforts not only reinforce the UAE's competitiveness on the global tourism map but also lay a strong foundation for the long-term sustainability and growth of the national tourism sector, solidifying the country's unified tourism identity on the global stage."



Competitive advantages

The fifth edition of the «World's Coolest Winter» campaign highlighted the vast diversity and major assets of green tourism across the UAE's emirates and regions. It promoted the competitiveness and appeal of natural, environmental, and agricultural destinations, boosting tourism activity among UAE citizens and residents while enhancing continuous growth in international tourist inflows. To that end, the campaign disseminated various media and marketing materials through different media outlets and social media channels, showcasing the unique experiences offered by UAE's green tourism, and featuring diverse natural environments - from mountains and beaches to desert landscapes, scenic views, reserves, and innovative farms - along with their distinctive tourism activities.

Moreover, the campaign spotlighted numerous innovative agricultural projects, particularly those initiated by young Emirati entrepreneurs who succeeded in growing plants and trees previously considered unsuitable to UAE's environment. Additionally, it showcased major agricultural projects supported by government entities or invested in by national institutions, utilizing advanced agricultural technology to establish sustainable farming practices. These include wheat cultivation, vertical farming, hydroponics, alongside the adoption of sustainability and conservation techniques in agriculture.

Besides, the latest edition of the campaign showcased the UAE's prominent natural landmarks and biodiversity-rich areas, including nature reserves, islands, mountain and desert environments, and beaches, highlighting their attractive tourism activities and unique experiences. It demonstrated the UAE's significant focus on increasing green spaces and promoting sustainable agriculture as an integrated community culture, alongside government initiatives and achievements in environmental protection and sustainability.

Tourism & aviation sectors witness continued growth

The UAE's civil aviation sector recorded an unprecedented performance in 2024, with passenger traffic rising 10 per cent to 147.8 million passengers, up from 134 million in 2023, strengthening the country's position as a leading global aviation destination.

Tourism sector also continues to demonstrate impressive growth, with hotel establishment revenues reaching AED 37.1 billion during January-October 2024, up 4 per cent compared to 2023. Hotel occupancy rates averaged 78 per cent over the first ten months of the year, a 2.7 per cent growth over the same period in 2023. Total hotel guests across the seven emirates reached about 24.9 million during January-October 2024, growing 9.5 per cent compared to 2023. Meanwhile, the total number of hotel establishments reached 1,246 by the end of October 2024.





Ministry of Economy inaugurates 'InstaBlock Lab' to accelerate instant blocking of websites violating Intellectual Property rights in the country

Lab to enhance collaboration between relevant government entities to ensure effective enforcement of IP protection and drive creative economy's growth

H.E. Dr. Abdulrahman Hassan Al Muaini, Assistant Undersecretary for Intellectual Property (IP) Rights Sector at the Ministry of Economy, inaugurated the InstaBlock Lab at Dubai Media City. The lab is designed to accelerate the blocking of websites that violate IP rights by leveraging the latest artificial intelligence technology to combat digital piracy. It will instantly block unauthorized streaming websites that infringe on copyright laws and do not adhere to the country's IP legislation. This initiative is part of the Ministry's recently launched new IP system.

The lab will play a key role in strengthening cooperation between relevant government entities to effectively enforce the IP legislation in the country, protecting creators' rights and driving the growth of creative economy. The initiative marks a significant step in the UAE's efforts to build a sustainable digital future for various creative sectors.

H.E. Dr. Al Muaini emphasized that the InstaBlock Lab contributes to enhancing the country's standing in global anti-piracy indicators. The continuing national efforts to establish a secure digital environment, carried out in close collaboration with relevant regional and international stakeholders, are key to protecting intellectual property rights. Notably, in 2024, a total of 4,557 websites were blocked in cooperation with the Telecommunications and Digital Government Regulatory Authority (TDRA), compared to 1,123 websites in 2023. This contributes to economic growth, enhances digital content quality, fosters innovation, and strengthens intellectual property owners' confidence in the country's legislative framework for IP protection.



The Assistant Undersecretary said: “The launch of the lab is a significant milestone in the UAE’s innovation journey and reaffirms its commitment to developing innovative solutions that enhance IP protection and support digital economy’s sustainable growth. The initiative will strengthen collaboration between government and legal entities to ensure the enforcement of legislation that safeguards creators’ rights in diverse sectors.”

H.E. Eng. Saeed Belhoul, Acting Deputy Director General for Information and Digital Government Sector at TDRA, said: “We are proud to support and empower this ambitious initiative, which aligns with the nation’s vision to build a dynamic digital ecosystem that fosters seamless collaboration between government entities and the private sector, driving a shared vision for a sustainable digital future. Given the rapid advancements in the digital world, intellectual works are facing unprecedented challenges as digital revolution has spurred the unauthorized copying and distribution of protected content. This calls for the development of effective mechanisms to address these challenges and safeguard IP rights.”

H.E. added: “Driven by this commitment and through close cooperation between TDRA and the Ministry of Economy, we are proud to announce the launch of the InstaBlock Lab, a pivotal step in enhancing the protection of intellectual property rights in the digital space. This initiative provides a fast and precise mechanism to block websites that violate intellectual property laws, ensuring a safer environment for creative businesses. InstaBlock is not just a technology solution, but part of a comprehensive legislative framework aimed at supporting the creative economy and fostering a regulatory environment that encourages innovation and IP, in line with the ‘We the UAE 2031’ vision.”

The launch event was attended by representatives from both the public and private sectors, including the Telecommunications and Digital Government Regulatory Authority, Dubai Media City, the Economic Security Center of Dubai, and LaLiga. Several MoUs were signed between the Ministry of Economy and key digital content platforms and intellectual property organizations, including the Brand Owners’ Protection Group, Abu Dhabi Media, Starzplay, Yango Play, and OSN. These agreements will support coordination efforts and strengthen collaboration to safeguard digital and visual content and ensure copyright protection on streaming platforms using the advanced technologies provided by the InstaBlock Lab.

Thanks to its robust protection framework to safeguard creativity and foster an innovation-driven environment in the country, the InstaBlock Lab is poised to attract an increasing number of regional and international content platforms and creative ventures to the UAE.

The initiative is part of the Ministry of Economy’s new Intellectual Property System, launched by H.E. Abdulla bin Touq, Minister of Economy. It includes 31 initiatives, most notably the ‘InstaBlock,’ in collaboration with TDRA to instantly address copyright infringement complaints related to live streaming and ensure swift action in blocking pirated content.





Utilizing the latest smart technologies
in agriculture and irrigation

UAE wheat fields: Green oases defying the desert

Despite the harsh desert climate of the UAE, the country's visionary leadership has implemented national strategies and meticulous plans that have transformed the environmental landscape. These efforts have resulted in vast green spaces and a surge in sustainable agricultural initiatives. Emiratis have embraced these initiatives with unwavering commitment, increasing the number of farms producing diverse crops using cutting-edge agricultural technologies to maximize land productivity, ensure the quality of local produce, and boost its global competitiveness.

The country's greening efforts have extended beyond cultivating indigenous trees. Numerous individual and institutional initiatives have ventured into strategic crops, particularly wheat, which has seen significant production successes in recent years. These efforts have also contributed to creating hundreds of hectares of green fields in the desert.

Wheat farming in the UAE has emerged as a strategic component of the nation's food security framework and a step toward achieving self-sufficiency. The government has encouraged this sector through its agricultural institutions, allocating resources to provide organic and safe crops while adopting effective methods for cultivating high-quality grains.

The fifth edition of the World's Coolest Winter campaign, launched under the theme «Green Tourism», highlights successful sustainable agricultural practices. Organized in collaboration with the Ministry of Economy, the National Agricultural Center, and local tourism authorities, this campaign aligns with the UAE's domestic tourism strategy launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The strategy aims to create an integrated tourism ecosystem across the country.



The Emirates Wheat Initiative

Launched in 2017 as a grassroots initiative involving 16 Emirati farmers, the «Emirates Wheat» initiative has grown significantly, now encompassing over 200 farms producing more than 80 tons of wheat annually. The initiative supports expansion by providing farmers with free wheat seeds, offering access to state-of-the-art harvesting equipment, and organizing regular workshops to exchange expertise and refine agricultural techniques. These efforts aim to boost local wheat production, contributing to national self-sufficiency and increasing agricultural output.

Mleiha Wheat Farm

In March 2022, Sharjah initiated a wheat cultivation project in the Mleiha region, covering 1,400 hectares. By November 2022, seeds for the first phase were sown, with harvesting completed four months later. The result was one of the world's finest wheat varieties, distinguished by its high protein content and absence of chemicals or harmful substances.

To promote wheat farming, Sharjah's Agriculture and Livestock Department distributed 3 tons of premium bread wheat seeds (Yokura Rouge) to Emirati farmers. These seeds, known for their purity, rapid growth, and resistance to fungal diseases, are coupled with educational campaigns on best practices to ensure optimal yields.





Innovations in Wheat Farming

The Mleiha Wheat Farm project has earned the Future-Ready Label, a distinction awarded to exceptional federal and local initiatives. The farm aims to produce 15,200 tons of organic wheat annually, meeting %100 of Sharjah's retail wheat demand without using chemicals.

The farm has also developed a new wheat strain, Sharjah1-, designed to withstand climate change and require %30 less water while offering superior nutritional value with %19 protein content. Additionally, the farm has launched a commercial wheat brand Saba' Sanabel - which means seven spikes - to cater to local demand and expand production to 1,900 hectares, planting 285 tons of wheat seeds. The initiative has also empowered Emirati entrepreneurs, with 320 farmers cultivating 15 tons of wheat seeds.

The Saba' Sanabel wheat flour has achieved five certifications, including the HACCP (Hazard Analysis and Critical Control Points) for food safety, Organic certification, Non-GMO status, and the Made in UAE mark, boosting consumer confidence and enhancing competitiveness in local and international markets.

Resource Optimization

To support sustainable wheat farming, the UAE has implemented fully automated irrigation systems that leverage satellite data. The Mleiha Wheat Farm features a high-spec water collection station that supplies irrigation systems via six large pumps with a daily capacity of 60,000 cubic meters.

Artificial intelligence (AI) has been employed extensively in the project, utilizing soil sensors linked to weather stations and control rooms to optimize irrigation. These technologies have reduced water consumption by %45-40. Additionally, thermal imaging and remote sensing via satellites provide daily insights into soil conditions and plant health.

These innovative practices highlight the UAE's commitment to sustainable agricultural development, resource efficiency, and achieving food security goals.





Ministry of Economy launches national platform for monitoring prices of essential commodities to enhance government oversight of markets and real-time price tracking

Platform integrates a vast network of consumer cooperatives, hypermarkets, and major retail chains that collectively represent over 90 per cent of domestic trade in essential consumer goods across the seven emirates



The Ministry of Economy announced the launch of the national digital platform for monitoring prices of essential commodities, aimed at tracking and monitoring the prices of essential consumer goods specified under the new pricing policy adopted nationwide. The initiative aligns with Cabinet Decision No. 120 of 2022 regulating prices of essential consumer goods, which consists of nine commodities: cooking oil, eggs, dairy products, rice, sugar, poultry, legumes, bread, and wheat.

The platform offers a real-time price tracking system for commodities across a wide range of consumer cooperatives and major retail outlets in the country. This enables the Ministry of Economy and local regulatory authorities to monitor actual prices of essential goods in various locations at the same time, facilitating oversight, comparison, and verification to ensure compliance with the price ceilings set by the Ministry under the approved Pricing Policy.



H.E. Abdulla bin Touq Al Marri, Minister of Economy, emphasized that the UAE, guided by the directives of its wise leadership, has successfully established a comprehensive legislative and regulatory framework for consumer protection. It ensures a safe and stable consumer environment, fosters the growth of the retail and wholesale sectors, and upholds best practices in commercial oversight, strengthening consumer protection across the UAE. These efforts support the national economy while enhancing its competitiveness and sustainability, in line with the objectives of the 'We the UAE 2031' vision.

H.E. Bin Touq said: «The launch of the new platform forms part of the Ministry of Economy's continuing efforts, in collaboration with its partners, to provide all necessary tools, technologies, and enablers to ensure the highest levels of transparency and efficiency in monitoring consumer goods prices and protecting consumers. The initiative enhances consumer confidence in government oversight while stimulating local consumption, driving economic growth, and boosting market competitiveness.» H.E. added that the platform leverages cutting-edge technologies to enhance governance, transparency, and monitoring in the country's commodities market, in line with the UAE's newly adopted pricing policy for essential consumer goods.

H.E. continued: «The launch of this platform coincides with the declaration of 2025 as the 'Year of Community.' The platform supports the objectives of this initiative by strengthening the capabilities of relevant authorities to enforce approved policies, ensuring a secure and fair environment for consumers when purchasing essential goods. It guarantees fair pricing, protects society from sudden price hikes, regulates inflation rates, and combats monopolistic practices and price manipulation. These efforts will benefit all segments of society, including both citizens and residents, safeguarding their interests and rights.»





New regulatory platform powered by advanced technology

The platform integrates a vast network of consumer cooperatives, hypermarkets, and major retail chains that collectively represent over 90 per cent of domestic trade in essential consumer goods across the seven emirates. This broad reach reinforces its pivotal role in strengthening government oversight, enforcing relevant laws and policies, and enhancing transparency within the national consumer protection framework. Furthermore, it plays a crucial role in stabilizing prices, safeguarding consumer rights, and preventing manipulation or monopolistic practices in real time. By harnessing cutting-edge technology and global best practices, the platform enhances regulatory tools for the Ministry of Economy and its partners across all emirates.

It employs advanced data collection and analysis technologies to provide transparent, real-time databases accessible to regulatory stakeholders at the Ministry of Economy and local departments. These databases offer insights into pricing trends and the movement of essential consumer goods. A live price tracking system, coupled with automated alerts, identifies goods and outlets exceeding price caps, enabling swift detection of monopolistic practices or price manipulation. Additionally, an integrated mapping feature allows instant location identification, empowering authorities to take immediate action, ensure market integrity, and enhance price forecasting. This strengthens their ability to proactively prevent disruptions and intervene swiftly to maintain consumer market stability.

Furthermore, the platform contributes to monitoring the quality of essential consumer goods in the markets, ensuring their compliance with approved health and commercial standards and specifications. It also enables Ministry officials and economic departments to establish price duration curves and track changes by product or origin, compare prices between outlets across different emirates and between branches of the same outlet. Additionally, the platform generates in-depth reports and visual analytics, which enhances its significance as a strategic digital tool in the government's efforts to mitigate inflation and stabilize consumer prices.

The launch of the platform follows the implementation of the new pricing policy, under Cabinet Resolution No. 120 of 2022 on consumer goods pricing rules and controls. The policy designates nine essential consumer products-including cooking oil, eggs, dairy products, rice, sugar, poultry, legumes, bread, and wheat-along with related subcategories, whose prices cannot be increased without prior approval from the Ministry. Meanwhile, all other goods and products in the UAE market remain subject to supply and demand dynamics, as well as market mechanisms.





UAE and Uzbekistan explore ways to enhance economic relations in sectors of new economy, FinTech, tourism and entrepreneurship

H.E. Bin Touq holds meeting with Minister of Investment, Industry and Trade of Uzbekistan



H.E. Abdulla bin Touq Al Marri, Minister of Economy, held a meeting with H.E. Laziz Kudratov, Minister of Investment, Industry and Trade of Uzbekistan, to explore the means to strengthen collaboration across a wide range of economic and developmental sectors. These include the new economy, tourism, entrepreneurship, small and medium-sized enterprises (SMEs), FinTech, innovation, transportation, renewable energy, logistics services, and agriculture.

H.E. Bin Touq stated that the UAE and Uzbekistan relations serve as thriving model for economic partnerships based on shared interests and future perspectives, underlining the solid strategic relations and fruitful cooperation shared by the two countries in various fields of shared interest.

H.E. Bin Touq said: "We see Uzbekistan as a promising economic partner in Central Asia. The latest meeting with the Uzbek delegation demonstrates our shared commitment to enhancing partnerships in advanced and sustainable economic sectors. It also offers an avenue for fostering stronger coordination and mutual understanding, which plays a vital role in the growth and prosperity of both economies."

H.E. highlighted that thanks to its attractive economic environment and flexible economic legislation, the UAE serves as a strategic platform for Uzbek businesses to access global markets and leverage the country's expansive network of international partnerships.



H.E. Bin Touq emphasised the advantages of the UAE economy and the benefits offered by the UAE to investors and business owners across different sectors including tourism, family enterprises, e-commerce, manufacturing, sustainable transportation, and technology. H.E. also stressed the advanced infrastructure, prominent initiatives, and national strategies that bolster the country's new economic model. The significance of fostering stronger connections between the two private sectors to develop top-notch initiatives that contribute towards the achievement of shared economic goals was also highlighted.

The meeting placed particular emphasis on fostering partnerships in renewable energy, technology, transportation, logistics services, agriculture, and food security. The discussions also noted the significance of supporting the private sector in both countries and exchanging knowledge in this crucial field. Additionally, it shed light on the joint efforts exerted via the UAE-Uzbekistan Joint Economic Committee (JEC), a key platform for advancing bilateral relations.

At the end of the meeting, H.E. Bin Touq invited the Uzbek delegation to attend the fourth edition of Investopia, scheduled to be held next month. The event will serve as a key platform to explore the promising opportunities that the UAE offers to global investors, while also expanding collaboration across diverse economic sectors.



Ministry of Economy organizes 'Qitaf' exhibition to showcase UAE's accomplishments in IP sector and foster an innovation ecosystem

Minister of Economy reviews groundbreaking projects by entrepreneurs and inventors



The Ministry of Economy hosted the 'Qitaf' exhibition at its Dubai headquarters to showcase the UAE's accomplishments in the field of intellectual property (IP) across various sectors and activities, and strengthen partnerships among inventors, innovators, and entrepreneurs. The launch event was attended by H.E. Abdulla bin Touq Al Marri, Minister of Economy, H.E. Abdulla Al Saleh, Undersecretary of the Ministry, H.E. Lieutenant General Mohammed Ahmed Al Marri, Director General of the General Directorate of Residency and Foreigners Affairs in Dubai, and H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for the Intellectual Property Sector at the Ministry of Economy.

H.E. Bin Touq emphasized that the UAE has placed great importance on the IP sector's development, considering it one of the key drivers of the transition to a knowledge- and innovation-based economy. To that end, the UAE has developed a comprehensive legislative and regulatory ecosystem, offering the necessary tools and opportunities to help inventors, innovators, and entrepreneurs grow their businesses. These efforts have in turn solidified the UAE's position as a global hub for talent and creative businesses.



H.E. said: «The Qitaf exhibition serves as a key platform to highlight the remarkable efforts and achievements in the UAE's IP sector over recent years. Notable among these is the launch of a new IP ecosystem that encompasses 31 initiatives supporting innovation and creativity. In addition, the UAE introduced the 'Patent Incubator' project to streamline the patent registration process across its seven emirates. The country also launched a new roadmap for 'Green IP' to foster innovation in circular economy solutions, environmental sustainability, and the emerging economic landscape.»

His Excellency highlighted the remarkable outcomes of these initiatives in 2024, with the number of trademark registrations showing a significant 89 per cent surge. Intellectual works demonstrated robust growth at 26.5 per cent while patent grants experienced a notable 17.5 per cent growth, indicating sustained technological advancement and innovation. The number of patent applications in the country has also doubled, contributing to an overall growth of six per cent.

The Ministry of Economy has enhanced its procedures and regulatory frameworks, significantly reducing the initial patent examination waiting period from 44 months in early 2023 to 20 months in 2024.

In his speech at the exhibition, H.E. Bin Touq said: «In collaboration with our partners across the public and private sectors, the Ministry of Economy will continue rolling out initiatives and projects that enhance the competitiveness of the IP sector. This aligns with our strategic objectives and reinforces the UAE's vision of becoming a leading global hub for the new economy by the next decade, in line with the objectives of 'We the UAE 2031' vision.»

During his tour of the exhibition, the Minister of Economy reviewed several groundbreaking projects led by Emirati inventors and entrepreneurs. The exhibition featured two sessions: the first addressing technology's vital role in IP protection amid global digital transformation and digital innovation's role in promoting IP rights awareness. The second session, titled 'Group Economies and Intellectual Property,' focused on strengthening international cooperation in IP activities and exchanging best practices for sustainable economic development.

On the sidelines of the exhibition, the Ministry felicitated various public and private entities in the UAE's IP sector for their continued efforts in supporting its growth. Honorees included the General Directorate of Residency and Foreigners Affairs in Dubai (GDRFA-Dubai), Abu Dhabi Department of Economic Development (ADDED), Emirates Inventors Association (EIA), the Brand Owners Protection Group, Emirates Intellectual Property Association (EIPA), the International Intellectual Property Association (IIPA), along with several Emirati inventors.





UAE's Shaikha Al Nowais to run for UN Tourism Secretary-General position



Shaikha Nasser Al Nowais, Corporate Vice President – Owners' Relationship Management at Rotana Hotel Management Corporation PJSC, has been nominated by the UAE to run for the position of Secretary General of the United Nations World Tourism Organisation (UN Tourism) for the term -2026 2029.

The candidacy reflects the UAE's commitment to strengthening efforts to support the growth and sustainability of global tourism. It underlines the country's outstanding role in various tourism fields; its remarkable growth in the sector and resilience in the face of challenges; and its continued support for the initiatives and projects launched by UN Tourism.

Abdulla bin Touq Al Marri, Minister of Economy and Chairman of the Emirates Tourism Council, said: "The UAE continues to consolidate its outstanding position in the global tourism landscape, strengthening regional and global cooperation for sustainable and inclusive tourism development. It enjoys close and strategic relationships with UN Tourism, driving joint efforts and strategies that support innovative and pioneering tourism initiatives and projects, especially as the UAE's was re-elected to the UN Tourism Executive Council for the term 2029-2025."

He added: "The nomination of the UAE's Shaikha Al Nowais for the position of UN Tourism Secretary-General underscores the reputation enjoyed by the UAE in tourism field and its important and effective role in promoting the growth and sustainability of the global tourism sector. Moreover, it highlights the extraordinary experience gained by the country in this field over the past years."



Shaikha Al Nowais is the first Emirati woman to run for this position. She currently holds many important managerial and academic positions that influence the tourism and hospitality industry. She has played an active and vital role in leading tourism initiatives within the UAE and internationally. If elected, Shaikha Al Nowais will become the first woman from the region to assume the leading position at UN Tourism. It will be the latest in a series of achievements accomplished by the country globally, reflecting Emirati women's leadership and strong presence in international forums.

With a distinguished career spanning over 15 years, Shaikha Al Nowais's nomination reflects the widespread recognition she holds within the global tourism and hospitality industry. She has played a pivotal role in shaping the future of the sector, driving innovation, sustainability, and workforce development. As the first female board member of the Dubai Hotel Group under the Dubai Chamber of Commerce, she has been instrumental in advancing industry policies and fostering public-private collaboration. In addition, her role as a member of the Global Hospitality Asset Managers Association (HAMA) MEA Chapter underscores her expertise in hospitality investment strategies and asset management.



Committed to talent development and industry growth, Shaikha Al Nowais actively supports advanced training initiatives. She chairs the Abu Dhabi Chamber's Tourism Working Group and serves on the Board of Trustees of the Abu Dhabi Hospitality Academy – Les Roches, as well as the Hospitality Advisory Committee, ensuring that the next generation of hospitality leaders is equipped with the skills to drive sustainable and competitive growth in the global tourism landscape.

Over the past years, Shaikha Al Nowais has also worked closely with all stakeholders to find appropriate solutions to challenges, provide travellers with distinctive tourism experiences, and engage with investors to enhance the attractiveness of the UAE's hospitality sector to domestic and foreign investments.

Speaking on her candidacy, she said: "My nomination by the UAE to run for this position is reflective of the importance our country places on empowering Emirati women in leadership positions. It emphasises the country's efforts in promoting joint action to enhance the growth and sustainability of the sector regionally and internationally." She further expressed her deep gratitude for this remarkable recognition.

"Tourism is a key driver promoting sustainable economic growth, contributing to job creation, supporting local businesses to grow and increase their revenues, and promoting intercultural connectivity. For instance, Rotana manages 114 hotels in 49 cities across 23 countries around the world. We strive to implement innovative visions and policies, given the sector's role as a driver of economic prosperity while prioritising sustainability and competitiveness," Shaikha Al Nowais added.

She explained: "The tourism industry is at a crossroads, with the world facing unprecedented global challenges, notably climate change, the accelerating impact of technology and changing geopolitical dynamics. These challenges call for resilient, forward-looking leadership and diverse and collaborative solutions that can redefine the future of sustainable and responsible tourism."

"My goal is to build on successful tourism models and expand them across regions such as Europe, the Middle East and Africa (EMEA), Asia and Latin America to promote sustainable and inclusive growth and strengthen the global tourism ecosystem," she said.

Al Nowais's vision to strengthen the competitiveness and sustainability of the global tourism sector is built on the following six key pillars:

- Sustainable and responsible tourism growth: Reinforcing tourism's role as a transformative economic force by leveraging it to support economic development, create job opportunities across various tourism fields, expand business growth of tourism companies, connect cultures, and preserve national reserves and cultural heritage.
- Digital transformation and smart tourism: Integrating advanced technologies, such as artificial intelligence (AI) and blockchain, into emerging tourism markets, while also developing smart infrastructure to offer exceptional and unique travel experiences, globally. The efforts aim to enhance tourism destinations based on global best practices.
- Economic inclusion and continuity empowerment: Creating more job opportunities and resources to enable the active participation of women, youth and diverse social groups in the tourism sector. This strategy ensures comprehensive and balanced tourism growth.



- **Education and capacity building:** Developing the skills and expertise of professionals in the tourism sector is essential for ensuring the sector's continued growth and prosperity, particularly in light of the ongoing advancements. Strengthening collaboration with key entities to establish a comprehensive ecosystem for training programs plays a crucial role in building a brighter future for tourism.
- **Resilience and crisis management:** Strengthening the tourism sector's ability to adapt to future global challenges, developing sustainable tourism products and fostering a culture of preserving environmental and natural resources.
- **Collaboration as driver of success:** Tourism thrives by forging partnerships between governments, businesses and local communities. By fostering collocation, a more resilient and sustainable tourism sector can be developed both regionally and globally.

Shaikha Al Nowais recognises the importance of fostering a culture of collaboration and innovation while empowering women's leadership in the tourism sector. She also remains committed to empowering young Emiratis by actively guiding these professionals and supporting initiatives that provide training and job opportunities in the hospitality sector. As women now represent approximately 20 per cent of the total workforce at Rotana, the Group prioritises inclusivity through education, training, and workplace policies that enable all employees to thrive. Regarding young women embarking on their professional journeys, Shaikha Al Nowais highlights the significance of continuous learning, curiosity, and confidence in raising questions. As an Emirati woman in a leadership role, she is proud of her contributions to shaping the future of the industry.

Shaikha Al Nowais graduated from Zayed University with a Bachelor of Science in Business Administration- Major in Finance, in 2006. Over the past five years, she has received numerous awards and brand medals, including Best Hotel Brand in the Middle East at the Business Traveller Middle East Awards for 2022 ,2021 and 2024; Best Business Hotel Chain in the Middle East at the Business Traveller UK Awards in 2023 ,2022 and 2024; and Forbes Middle East: Top 100 Sustainable Companies in the Middle East – Sustainability Leaders 2023.





Minister of Economy spotlights UAE's competitive advantages at Davos 2025



Abdulla bin Touq Al Marri, Minister of Economy, emphasised the private sector's role as a key partner in driving national economic growth and boosting its competitiveness at both regional and international levels.

In a session titled «Hard Power: A Wake-Up Call for Businesses Amid Global Economic Shifts,» held at the 55th Annual Meeting of the World Economic Forum (Davos 2025), Al Marri added that the UAE has consistently involved the private sector in numerous national strategies and plans launched over the past years, creating a unique model of successful public-private partnerships in the country. He stated that the number of new economic licences issued in UAE markets totalled 200,000 in 2024. The session explored the impact of global tensions on the private sector and how businesses are rethinking strategies to strengthen their tools and adopt sustainable practices to address economic challenges regionally and internationally.

It also discussed mechanisms to enhance profitability across various economic sectors, as well as the importance of providing additional incentives and enablers to encourage entrepreneurs to achieve high growth rates and expand into vital and sustainable sectors.

Bin Touq said, «The UAE has pioneered a visionary approach to developing a dynamic and competitive economic legislative framework based on global best practices. Over the past four years, the nation has issued and updated over 30 key economic laws, policies, and resolutions, focusing on new and future-centric sectors, including e-commerce, arbitration, commercial transactions, family businesses, and cooperatives.



«These efforts have made the UAE a more attractive destination for businesses and entrepreneurs from around the world, strengthening its position as a regional and global hub for business and investment.»

He added that the UAE has provided the private sector with all necessary enablers and resources to increase its contribution to non-oil sectors. These include granting 100 percent foreign ownership of companies, advanced technological infrastructure, streamlining business setup through digital platforms, and the availability of over 40 free zones with attractive incentives.

Additionally, the UAE provides long-term residency options of five to ten years for investors, entrepreneurs, and skilled professionals. The country also boasts over 2,000 economic activities and offers reduced customs duties.



Bin Touq noted that global economic risks, such as protectionist policies, rising trade tensions, and supply chain disruptions, undermine investment opportunities, limit companies' ability to operate efficiently, and reduce productivity.

Addressing these challenges calls for the adoption of flexible economic strategies, focusing on emerging sectors, boosting economic openness, and supporting a multilateral global economic system, especially as emerging markets and developing economies are expected to outperform advanced economies, underscoring the importance of inclusive growth strategies.

The Minister of Economy explained that the UAE sees technology as the key tool for overcoming future challenges. It actively promotes investment in new economic sectors like artificial intelligence, fintech, and digital infrastructure, while developing innovative solutions and policies to support the growth and competitiveness of the UAE economy.

Over the past four years, the UAE has established over 25 joint economic committees with countries at regional and global levels, strengthening its position as a global trusted partner and attractive economic hub, in line with the objectives of the «We the UAE 2031» vision.



UAE says supply-chain accessibility is key to economic growth during G20 Trade and Investment working group



- The first G20 Trade and Investment Working Group under South Africa's presidency was held virtually.

- HE Juma Al Kait: "We believe that trade is the main driver of economic development, positively impacting investment, industrialization, job creation and innovation, and it is incumbent on us to support a global trading system that is inclusive and accessible".

The UAE has reaffirmed its commitment to supporting an open, rules-based trading system that promotes sustainable economic development, employment, industrialization, and shared prosperity during a meeting of the G20 Trade and Investment Working Group. Participating in the session as a specially invited guest of South Africa, who holds the G20 presidency for 2025, the UAE delegation also expressed its support for the integration of developing economies into global supply chains, the importance of achieving a just green transition and the ongoing reform of the World Trade Organization (WTO) as a means of upholding a free, fair, and inclusive multilateral trading system. The UAE delegation was headed by His Excellency Juma Al Kait, Assistant Undersecretary for International Trade Affairs at the Ministry of Economy, and included representatives of the Ministry of the Economy and the Ministry of Investment. In his remarks to the working group, HE Juma Al Kait said the UAE trade agenda is closely aligned with the priorities of South Africa's presidency, in particular the structural transformation of the African continent and the development of African Continental Free Trade Area. The UAE, he said, has now concluded Comprehensive Economic Partnership Agreements with five African nations – Kenya, Central African Republic, Congo-Brazzaville, Morocco and Mauritius – and has opened discussions with many more to expand the benefits of free trade and boost investment in key sectors.

His Excellency Al Kait also underlined the UAE's investment into regional value chains, citing the UAE's Africa Economic Corridor Strategy, which aims to increase trade by supporting the development of new logistics hubs across Sub-Saharan Africa, and the contribution of Abu Dhabi Ports and DP World to the development of integrated logistics solutions for African businesses. This is in addition



to the UAE's support for green industrialization, which is another core focus of South Africa's G20 presidency. His Excellency noted the UAE's significant investments in renewable energy ventures, with commitments of more than US\$16.8 billion across 70 countries, the majority of them in the developing world.

In the final session, the UAE highlighted the importance of ensuring the WTO is able to fulfil its mandate as the custodian of the global trading system, especially in its ability to address economic asymmetries. He noted the unprecedented progress made on the areas of agriculture and fisheries at the 13th Ministerial Conference (MC13) of the WTO, which was held in Abu Dhabi in February, 2024, and expressed hope that consensus could be found at MC14 in Cameroon next year.

His Excellency Juma Al Kait said the Working Group is an important opportunity to build consensus among the global trading community and make the case for open, rules-based trade: "The United Arab Emirates believes that trade is the main driver of sustainable economic development, positively impacting investment, industrialization, job creation and innovation. It is incumbent on us to ensure the global trading system is inclusive and accessible – especially as we confront a rapidly evolving trading landscape. The G20's trade priorities for 2025 are fully aligned with our own foreign trade agenda, and the Ministry of Economy and the Ministry of Investment will continue to actively contribute to this year's TIWG sessions to ensure the benefits of trade are shared equally and equitably."

The Trade and Investment Working Group, which was held virtually, was the first to be convened under South Africa's presidency of the G20. There will be three further Working Group meetings before the Ministerial Meeting in Gqeberha, South Africa. The G20 Presential Meeting will take place in Johannesburg.





In conjunction with UAE Innovates 2025

Ministry of Economy launches 'IP Sport' initiative in collaboration with Ministry of Sports to enhance IP rights protection and stimulate innovation in national sports sector

- *H.E. Al Saleh: The initiative contributes to the integration of IP applications into the country's sports sector*
- *H.E. Ghanem Al-Hajri: Innovation & IP protection key to supporting the sector's development and attracting sustainable investments*

The Ministry of Economy (MoEc) launched the 'IP Sport' initiative in collaboration with the Ministry of Sports under the slogan 'In the world of Sport, we respect IP rights as we respect the rules of the game'. The initiative aims to achieve a sustainable balance between adherence to fair play and respect for IP rights, while protecting sports trademarks in the country. It contributes to supporting and stimulating innovation and investment in the sports sector, creating an encouraging sporting environment that upholds IP rights, and raising awareness on these rights among those working in the sector. These efforts fall in line with national objectives to enhance the UAE's position as a leading global destination for innovation and creativity.

The initiative was launched at an event organized by the Ministry in the presence of the initiative's partners, led by the Ministry of Sports, the Brand Owners' Protection Group, the Emirates Intellectual Property Association, the UAE Sports Sciences Centre and Sports Medicine Center, Danube Sports World, the International Association for the Protection of Intellectual Property -UAE, and the Dubai Intellectual Property Hub. It coincided with the UAE's celebration of Innovation Month this year under the theme 'The UAE Innovates 2025'.



H.E. Abdullah Ahmed Al Saleh, Undersecretary of the Ministry of Economy, explained that the UAE has established its leading position regionally and globally in developing a comprehensive system for the protection of IP rights based on international best practices. This was achieved through the adoption of advanced legislation and the launch of innovative initiatives that support creators and innovators across various sectors including sports, which is one of the key drivers of economic growth in the country. This contributes to solidifying the UAE's status among the most innovative countries in the world, in line with the 'We the UAE 2031' vision.



H.E. Al Saleh indicated that the 'IP Sport' initiative, which is being implemented in collaboration with several relevant entities in the country, contributes to ensuring IP rights in all vital sectors in the country, particularly the sports sector. The initiative aims to provide a balanced sporting environment that supports innovation and protects the rights of all parties, while also enhancing its contribution to the growth and sustainability of the national economy. Additionally, the initiative offers those working in the sector all necessary tools to safeguard their innovations and creative works from any violation or unlawful use.

The Undersecretary said in his speech at the event: «The Ministry of Economy remains steadfast in its commitment to strengthening intellectual property protection across all sectors in the UAE. It provides all necessary regulatory, legislative, and technological enablers to safeguard ideas and creativity within the business environment, encouraging individuals and entities to adhere to intellectual property regulations. Furthermore, it ensures comprehensive protection for thinkers, talents, creatives, innovators, and entrepreneurs through the continuous development and refinement of economic policies and legislations. Most notably, these include laws on the regulation and protection of industrial property rights, trademarks, and copyright and neighboring rights, reaffirming the country's proactive approach in this vital economic sector.»



H.E. Ghanim Mubarak Al Hajeri, Undersecretary of the Ministry of Sports, highlighted the significance of the 'IP Sport' initiative, launched in collaboration with the Ministry of Economy, as a testament to the Ministry's unwavering commitment to fostering awareness on intellectual property rights in the sports sector. H.E. said: «The initiative reaffirms our dedication to upholding the core values of the Ministry of Sports - governance, partnership, and achievement - as we strive to propel UAE sports to new heights of excellence. This is achieved through various strategic pathways, including protection of intellectual property rights, encouraging innovation, and attracting strategic investments in this vital sector.»

H.E. added: «Safeguarding sports trademarks and patents for advanced technologies and equipment is essential for developing the national sports infrastructure and enhancing our ability to attract foreign investments, in line with the UAE's vision to build a future-ready economy based on knowledge and innovation. Furthermore, this initiative creates a safe sporting environment that protects the rights of creators and innovators while ensuring sports content remains shielded from unauthorized access.»

H.E. Al Hajeri noted that the IP Sport initiative aligns with the objectives of the National Sports Strategy 2031, which aims to increase the sector's contribution to the non-oil GDP to 0.5 per cent by 2031. This goal will be realized through supporting innovative projects, cultivating effective partnerships between sports institutions, businesses, and investors, and ensuring full protection of national sports innovations, thereby solidifying the UAE's position as a global hub for sports innovation.

The IP Sport initiative seamlessly integrates intellectual property rights protection into the sports sector by encouraging sports trademark owners to register their trademarks and take all necessary measures to safeguard them. This includes protecting team names and club logos from unauthorized use, as they are crucial assets for the industry's growth. Additionally, it ensures the protection of sports content creators, such as documentary filmmakers and article writers, by guaranteeing that their work is broadcasted or published only with the authorization of rights holders, as these are legally protected intellectual works. Moreover, the initiative offers robust protection to all sports-related innovations and patents, including advanced equipment, cutting-edge technologies, and more.

By the end of 2024, the total number of registered national and international trademarks in the UAE stood at 370,600, including 1,909 trademarks in the sports sector. Moreover, the number of patents registered in the country reached 6,162. Meanwhile, the total number of registered intellectual works reached 21,268 and industrial designs amounted to 9,503.



UAE key player in shaping future of digital trade

The UAE's Comprehensive Economic Partnership Agreements (CEPAs) with countries worldwide are paving the way for Emirati companies to play a pivotal role in digital trade and shape the future of this sector.





As part of its commitment to a future-ready economy, the UAE has successfully integrated advanced technologies across its key industries, reinforcing its leadership in setting global standards for digital commerce. The country continues to harness emerging technologies to enhance international trade efficiency, including the expansion of artificial intelligence (AI) and blockchain-powered customs clearance.

The UAE's CEPAs extend beyond conventional trade, incorporating dedicated provisions on services, with a strong emphasis on digital trade.

In statements to the Emirates News Agency (WAM), Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, said that the UAE is among the fastest-growing nations in digital trade. The country's total digital services exports reached US\$47.91 billion in 2023, reflecting a 5% growth compared to 2022. Notably, over 63% of global services exports are now delivered digitally, spanning key sectors such as fintech, insurance, consulting, and software development.

Dr. Al Zeyoudi emphasised that AI is no longer just an enabler but the foundation of next-generation trade systems, revolutionising how goods and services move globally. He drew attention to the fact that nations adopting AI-driven trade policies and digital trade agreements will lead the global economy in the coming decade.

The UAE's CEPAs provide Emirati businesses with opportunities to innovate, expand, and compete internationally. Each agreement includes a dedicated chapter on intellectual property rights (IPRs), ensuring robust protection for innovators, brands, and content creators entering new markets. This gives UAE businesses of all sizes the confidence to expand globally while safeguarding their intellectual property.

UAE-developed technologies, brands, and creative content are now legally protected in partner countries under these agreements. Patents and trademarks are recognised faster, and Emirati businesses enjoy the same legal protections as local companies, allowing them to license, sell, and scale their innovations with confidence.



Davos 2025: Ministry of Investment launches whitepaper showcasing UAE's vision for future growth

The Ministry of Investment has released a whitepaper, Mohammad Alhawi, Undersecretary of the Ministry of Investment, announced this week at the World Economic Forum Annual Meeting in Davos, Switzerland.

Titled 'UAE Matures Into a Global FDI Magnet', the comprehensive report offers detailed analysis of how the UAE's fit-for-purpose platform enables high-growth including through its investment-friendly environment, dedicated trading zones, strong credit rating, stable ties and trade agreements with global economic powers, and its role as a global trading hub and attractive talent destination.





The whitepaper was developed through stakeholder interviews and backed by extensive research and data, highlighting the UAE's goal to become a diversified, innovation-driven global leader by 2031 and its strategic focus on sustainability and digital transformation. The country has already achieved significant investment including 30.7\$ billion in foreign direct investments in 2023, representing a %35 year-on-year growth. These figures place the country 11th globally for FDI inflows by value, as well as 2nd globally for total number of greenfield projects. The report acts as roadmap for continuing this ambitious growth to cement the UAE as a global investment hub, supported by forward-thinking policies, investor-friendly regulatory environment, and ability to attract high-value investments in sectors such as renewable energy, technology, and manufacturing.

Commenting on the whitepaper, Alhawi said: "The findings from this whitepaper underscore the immense potential our nation's investment landscape has to offer. The UAE remains steadfast in our commitment to future-proofing our economy, with economic diversification as the cornerstone of our strategy, and innovation, sustainability, and digital transformation as core driving principles. In line with our National Investment Strategy, the next decade will be focused on achieving our ambitious economic targets and positioning the UAE among the top 10 global destinations for foreign investments by 2031."

He continued: "This whitepaper has been launched at a pivotal moment in our journey towards sustainable economic growth. In the face of a challenging global landscape, it is crucial to build on our strong foundations to demonstrate that there has never been a better time to invest in the UAE. The UAE's commitment to fostering mutual growth and creating value-driven opportunities remains unwavering, and we invite investors and stakeholders from around the world to join us in shaping a resilient, inclusive, and innovative global economy."

In the meantime and in written statements to the Emirates News Agency (WAM), Alhawai said that economic diversification and sustainability are fundamental pillars to the UAE's National Investment Strategy,

"As of 2023, FDI accounted for %6," he added, noting that the UAE aims to increase FDI's GDP contributions to %8 under the National Investment Strategy.



On the total volume of capital inflows to the UAE, the ministry undersecretary said, "UAE received 16\$ billion in 2023, with significant investment from the United States (3.8\$ billion), India (3.3\$ billion), United Kingdom (1.2\$ billion), France (1.1\$ billion) and Saudi Arabia (1.1\$ billion). Further, the UAE ranked 2nd globally after the United States in attracting greenfield FDI in 2023. Through our fit-for-purpose platform, investor friendly environment, and unparalleled connectivity to global markets, trade and capital, and talent, the UAE has emerged as an investment magnet, creating lasting value for investors and contributing to the broader global economy."

He added: "Under the banner of 'We the UAE 2031', we are aiming to build a diversified innovation-driven economy supported by the National Investment Strategy. FDI is an essential cornerstone of this vision, acting as a catalyst for GDP growth, and encouraging an entrepreneurial environment through the creation of a business-focused ecosystem. This is underpinned by robust hard infrastructure, cutting-edge digital capabilities, and comprehensive soft infrastructure, including bilateral agreements and enhanced market access through Comprehensive Economic Partnership Agreements (CEPAs). These elements collectively establish a foundation for innovation, resilience, and global connectivity, enabling businesses to thrive in an interconnected world."

Alhawi stressed that UAE serves as a leading example of how an investor-centric approach to policy and regulatory frameworks can drive both business sustainability and economic growth. "Under the banner of 'We the UAE 2031', we are aiming to build a diversified innovation-driven economy supported by the National Investment Strategy."





National Judicial competencies

A cornerstone of sustainable investment and global competitiveness

Over the past years, the UAE has established itself as a pioneering hub for regional and global investment and entrepreneurship. This progress has been largely driven by the country's well-structured economic policies and forward-thinking legislation, which ensure a safe and competitive environment that incentivizes investors. Besides these factors, a critical contributor to this success is the nation's advanced judicial framework, which enhances confidence in the economy.

As per the widely accepted notion, investments can only thrive in an ecosystem defined by legal stability, rapid dispute resolution and protection of rights through an independent, competent and transparent judiciary. In this context, the constant advancement of the nation's judicial system is not merely a reaction to legislative transitions but also a fundamental component of its strategic economic vision. This approach seeks to foster an integrated business environment, ensuring a balance between economic growth and the protection of legitimate rights and interests.

A major contributing factor in this field is the Commercial Companies Law of 2020, which permits full foreign ownership in most sectors, unlocking vast potential for foreign direct investment (FDI). Furthermore, the law emphasises the link between legislative reforms and judicial guarantees offered by the country under the rule of law.

At the centre of this national endeavour, the Dubai Judicial Institute (DJI) serves as a dedicated judicial training institute, educating national professionals, including judiciary members and their assistants. Through its advanced training programmes that adhere to international standards, DJI plays a pivotal role in improving the quality and efficiency of the judicial system. It also contributes to boosting the economic competitiveness indicators and nurturing a more investor-friendly business landscape in the UAE.



Within this framework, DJI has a distinguished position, especially in employing an educational methodology aimed at advancing judicial expertise, aligning with rapid developments in the digital economy and the transition toward smart justice. This positions the institute as a key driver in equipping judges with the knowledge to navigate complex legal challenges in fields such as technology, intellectual property (IP), commercial arbitration, and cross-border investment disputes. This cohesive approach is further highlighted by the 'Economic Principles of the UAE,' which is derived from the 'Principles of the 50' and prioritises economic development as a top national goal. Among them, 'Principle Eight' particularly emphasises the relevance of enhancing credibility and upholding the rule of law as two fundamental factors for attracting investment and achieving long-term economic success.

Fostering a sustainable investment environment requires more than just legislative reforms, it necessitates a judicial system that is adaptable, robust and aligned with ongoing economic and social transitions. The UAE's ambitious vision reflects this philosophy, recognising judicial competence as a partner in development and establishing the rule of law as a cornerstone for safeguarding and advancing the economy.





CBUAE

Unveils new Dirham symbol in conjunction with UAE's joining of FX Global Code



The Central Bank of the UAE (CBUAE) unveiled the new symbol for the UAE's national currency, the «Dirham», in a move that embodies the vision of the wise leadership, and the directives and ongoing support of His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President, Deputy Prime Minister, Chairman of the Presidential Court, and Chairman of the Board of the CBUAE, in strengthening the UAE's position as a leading global financial hub.

CBUAE also announced the progress of the Issuance and Circulation of the Digital Dirham, a key initiative of the Financial Infrastructure Transformation (FIT) Programme launched by the CBUAE in 2023, aiming to bolster the UAE's position as a pioneer in Financial Market Infrastructure (FMI) and a destination for excellence in financial products innovation and digitalisation.

The UAE's Digital Dirham is underpinned by Federal Decree-Law No. (54) of 2023 amending certain provisions of Federal Decree-Law No. (14) of 2018 concerning the Central Bank and Regulation of Financial Institutions and Activities. This will ensure the acceptance of the Digital Dirham as a universal payment instrument (legal tender) in all payment outlets and channels alongside physical currency.

The unveiling of the new dirham symbol is in conjunction with the CBUAE's recent joining to the FX Global Code, becoming the first central bank in the Arab region to do so, comes as part of the CBUAE's efforts to establish the UAE Dirham as an international currency, along with enhancing the integrity and best practices in the exchange market of the national currency against foreign currencies and promoting ethical practices and sound professional rules for its participants.



Digital Dirham: Technological and Security Advantages

The CBUAE issues the «Digital Dirham» as a digital version of the UAE's national currency, characterised by high levels of security and efficiency, contributing to reduced costs of payments through its reliance on blockchain technology, which by its technical design insures effective risk management, data protection/privacy, and atomic transaction completion.

Individuals and businesses will be able to obtain the Digital Dirham through licensed financial institutions, such as banks, exchange houses, finance companies and fintech companies, according to the use cases that will be activated. The issuance of the Digital Dirham is expected to take place in the last quarter of the year 2025 for retail sector.

The Digital Dirham offers several key advantages and characteristics that drive development and innovation, including:

- **Tokenisation:** The Digital Dirham facilitates tokenisation, enhancing financial inclusion and efficiency, and expanding access to liquidity through digital asset fractionalisation.
- **Smart Contracts:** The Digital Dirham is used with smart contracts to programme the execution of complex transactions automatically, settling them instantly, in addition to multi-stage and multi-party transactions that involve conditions or obligations.

New Dirham symbol

In a move that demonstrates the progress of the Digital Dirham programme, CBUAE announced the new symbol for the UAE's national currency in its physical and digital forms. The letter was chosen, derived from the English name of the Dirham, to serve as an international symbol representing the nation's currency, incorporating two horizontal lines that embody the stability of the UAE Dirham and inspired by the UAE flag, to enhance financial and monetary stability. On the other hand, the Digital Dirham symbol features a circle surrounding the physical currency symbol, using the colours of the UAE flag to reflect pride and national identity. The symbol choice serves as evidence of the national currency's global reach and openness to a more prosperous future, and commitment to developing an innovative local financial ecosystem with a global perspective.





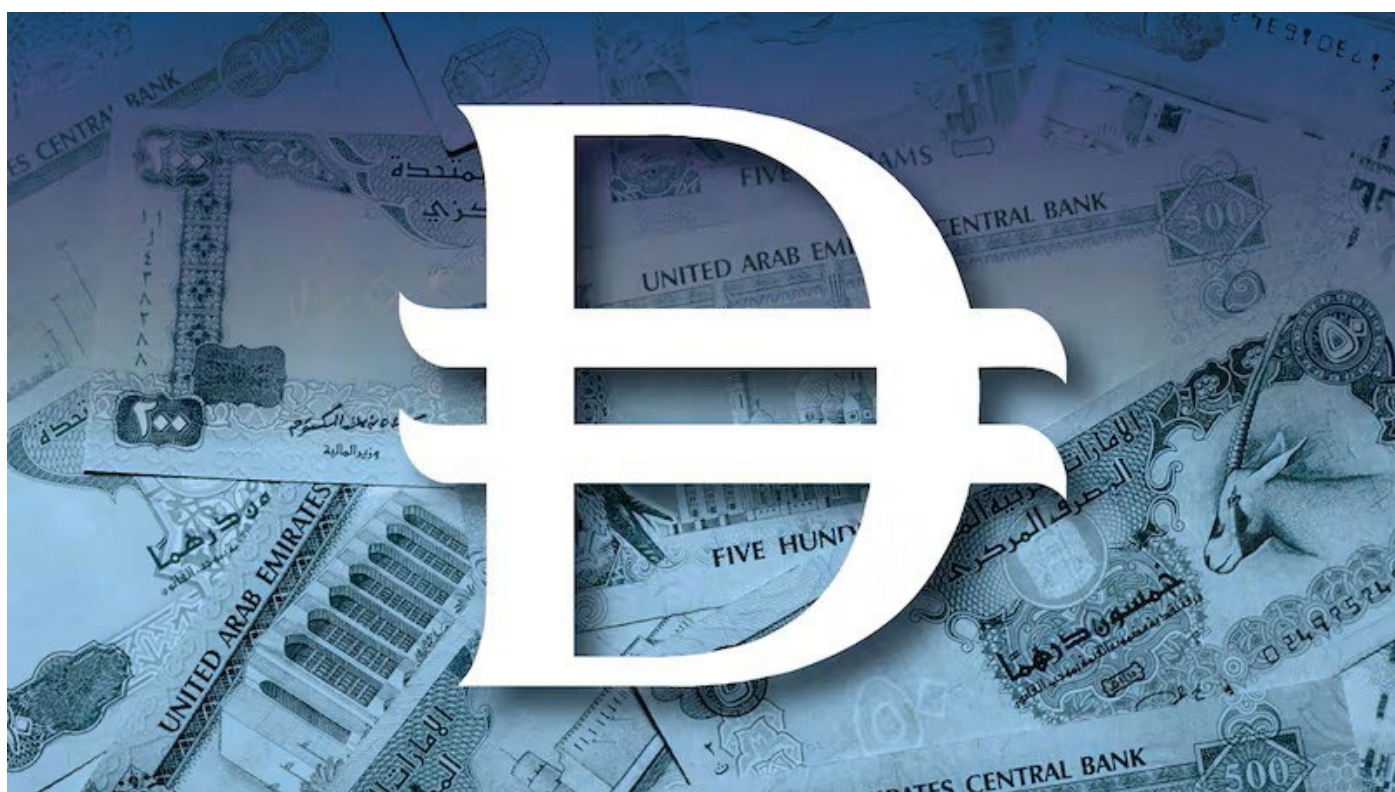
Integrated Platform and Digital Wallet

The CBUAE has developed an integrated and secure platform for the issuance, circulation, and use of the Digital Dirham, including a Digital Dirham wallet. The wallet is designed for ease of use and management by both individuals and businesses, enabling a number of financial transactions, including retail, wholesale, and cross-border payments, money transfers and withdrawals, top-ups, and redemption of the Digital Dirham when needed. This ensures a seamless and convenient user experience, in line with industry best standards and practices.

The platform is also characterised by its ability to easily incorporate innovative financial solutions tailored to emerging use cases driven by the rapid growth of the digital economy in the UAE. This contributes to ensuring a flexible and advanced financial system, further solidifying the UAE's competitive edge as a leading financial hub and global digital payments platform.

Khaled Mohamed Balama, Governor of the CBUAE, said, «We are proud to unveil today the new symbol for the UAE's national currency the «Dirham» in both its physical and digital forms, and the design of the Digital Dirham wallet. This reflects the significant advancements in the implementation of the Digital Dirham programme and a leap towards realising the CBUAE's vision.»

He added, «It is anticipated that the Digital Dirham as a blockchain based platform with cutting edge capabilities shall substantially enhance financial stability, inclusion, resilience, and combatting financial crime. It will further enable the development of innovative digital products, services, and new business models, while reducing cost and increasing access to international markets.»





24/7 Digital Services



خدمات رقمية على مدار الساعة



حل شكاوى
المستهلكين
Resolution of
consumer complaints



استعلام عن تسجيل
العلامات التجارية
Enquire About Regis-
tration of Trademarks



نقل ملكية
علامة تجارية
Renew Registration
of Commercial Agency



تجديد قيد
علامة تجارية
Renew Registra-
tion of Trademark



قيد
علامة تجارية
Register
Trademark



تسجيل
المصنفات
Intellectual Works
Rights Registration



تجديد
براءة الاختراع
Patent application
renewal



طلب
براءة اختراع
Patent application
renewal



تجديد قيد فرع
منشأة أجنبية
Renew Registration
of Foreign Establish-
ment Branch



تعديل قيد فرع
منشأة أجنبية
Amend Registration
of Foreign Establish-
ment Branch



تجديد قيد
وكالة تجارية
Renew Registration
of Commercial Agency



قيد
وكالة تجارية
Registration of
Commercial Agency



التقديم على طلبات
رفع الأسعار
Processing of applications
for price revision



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الوطنية لدول مجلس التعاون
Certificate of Origin for
Gulf Cooperation Council



إصدار شهادة
المنشأ العربية
Issue Arabic
Certificate of Origin



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