



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY & TOURISM

اقتصاد الإمارات UAE Economy

Magazine issued by Ministry of Economy & Tourism in the UAE

Fourth Quarter | 2025



United Arab Emirates

Building Bridges for Sustainable Growth



UAE strengthens economic partnerships with Africa through tourism investment



The UAE continues to consolidate its economic partnership with Africa as part of its drive towards greater openness to promising markets. These efforts contribute to building a comprehensive global partnership network based on mutual interests and sustainable development pathways, reflecting the UAE's status as a reliable partner in driving regional and global economic growth.

Through the adoption of flexible and investment-friendly economic policies, the UAE is developing supportive regulatory and legislative frameworks and establishing long-term strategic partnerships. These measures contribute to bolstering mutual investment flows and expanding cooperation in priority industries, primarily tourism, aviation, infrastructure, logistics, and the digital economy.

Building on these foundations and under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the UAE–Africa Tourism Investment Summit was recently held under the theme “Building Bridges for Sustainable Growth.” The summit took place as part of the Future Hospitality Summit (FHS World 2025).

The summit explored new avenues for UAE–African investments across a range of tourism domains, solidifying a shared commitment to sustainable tourism, infrastructure development, and deeper strategic investment partnerships. Furthermore, the event highlighted promising tourism investment opportunities across Africa and underscored the UAE's role as a key economic and investment partner in the development of the continent's tourism industry.

Sessions featured extensive and productive discussions on the future of the tourism industry in the UAE and Africa. The event served as an integrated platform to exchange insights and expertise on accelerating tourism transformation in Africa and developing new partnership models between governments and the private sector. Discussions focused on bolstering investment in infrastructure, fostering innovation in hospitality and travel services, and building sustainable tourism ecosystems capable of supporting economic growth. Participants also explored cooperation opportunities between the public and private sectors, emphasizing tourism as a key driver of Africa's economic growth.

On the sidelines of the summit, the UAE and several African nations agreed to launch a new investment map. This initiative represents a practical framework to enhance cooperation in tourism, aviation, infrastructure, sustainability, and SME financing, to establish tourism as a fundamental pillar of comprehensive economic growth.

The continued momentum demonstrates the steady progress of UAE–Africa economic relations toward greater cooperation, rooted in balanced partnerships and responsible investment, while reaffirming the UAE's role as a key partner in advancing development and prosperity across Africa.



UN Tourism recognises UAE's global leadership in sustainable tourism

UAE marks historic tourism milestone as 'Masfout' wins 'World's Best Tourism Village 2025'



Masfout was selected from 270 villages across 65 countries for its cultural and natural treasures and comprehensive tourism infrastructure

'Masfout' village in the Emirate of Ajman has been named the 'World's Best Tourism Village 2025' by UN Tourism, following strong competition from 270 villages from across 65 countries around the world. The achievement marks another historic milestone for the UAE's tourism sector.

The announcement was made during a ceremony organised by UN Tourism in Huzhou, Zhejiang Province, China. H.E. Mahmoud Khaleel Alhashmi, Director-General of the Ajman Tourism Development Department, and Mr. Mohammed Al Ahbabi, Director of Tourism Development at the Ministry of Economy and Tourism, received the award along with their accompanying delegation.

H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, said: "Under the guidance of its wise leadership, the UAE is writing a new chapter in its tourism success story with Masfout's recognition as the World's Best Tourism Village 2025. This historic achievement reinforces the UAE's leading position on the global tourism map - including in rural and sustainable tourism - and stands as international recognition of the country's leadership and excellence in sustainable tourism."

H.E. Added: "This latest achievement reflects the success of the UAE's ongoing national efforts to elevate the tourism sector and enhance its contribution to comprehensive and sustainable economic and social development. Winning the award aligns with the objectives of pioneering national initiatives for balanced development, most notably the 'UAE Villages' programme, which seeks to establish a sustainable development model for Emirati villages while preserving their natural and cultural heritage, as well as key tourist landmarks and destinations. It also reaffirms the UAE's commitment to advancing sustainable development and fostering innovative initiatives nationwide."



H.E. Bin Touq continued: “The UAE has adopted a forward-looking vision to enhance the sustainability and competitiveness of the tourism sector and solidify its role as one of the most important drivers of economic growth. The country has launched a series of sustainable tourism projects to balance economic development with environmental protection, focusing on the development of new and sustainable models of green, eco, agricultural, and rural tourism, preserving the UAE tourism identity and supporting the objectives of the “National Tourism Strategy 2031”.”

The Minister of Economy and Tourism further noted: “The Ministry of Economy and Tourism launched the fifth edition of the ‘World’s Coolest Winter’ campaign from Masfout last December to highlight its natural and rural tourism offerings and showcase its unique environmental and cultural diversity. We have ensured that tourism in Masfout contributes to improving quality of life, strengthening family stability, and supporting economic growth through diverse and innovative tourism activities.”

H.E. concluded that this global achievement follows several other significant tourism milestones accomplished by the UAE in 2025. Where the election of H.E. Shaikha Nasser Al Nowais as Secretary-General of UN Tourism for the term 2026–2029 was one of the most notable ones, as well as the UAE’s strong performance on global tourism competitiveness indicators. These accomplishments solidify the country’s reputation as a leading global tourism capital and an influential hub supporting tourism development efforts at the local, regional, and international levels.

Masfout met all the application and evaluation criteria for the award, including being a village with a low population density not exceeding 15,000 residents, hosting traditional activities such as agriculture, and preserving deeply rooted community values. This recognition is a testament to the village’s success in promoting its cultural and natural assets, advancing environmental and social sustainability, and developing integrated infrastructure that supports tourism while ensuring the safety and well-being of both visitors and residents.





H.H. Sheikh Abdul Aziz bin Humaid Al Nuaimi, Chairman of the Ajman Tourism Development Department, affirmed that Masfout's winning of the 'World's Best Tourism Village 2025' award represents a historic milestone for the Emirate of Ajman and the UAE. It also marks a significant step forward in the national economic development journey, reinforcing Ajman's growing presence on the global tourism map. H.H. Al Nuaimi explained that this prestigious achievement highlights the UAE's remarkable record of excellence in tourism, guided by a wise vision to reinforce the country's position as a leading global destination where progress, sustainability, and cultural heritage come together.

H.H. added: "With great pride, we celebrate today a global achievement for the UAE's national tourism sector and a historic milestone for Ajman's tourism ecosystem. This recognition fills us with pride as Masfout joins the global list of destinations where authenticity meets modernity, biodiversity and generous hospitality are celebrated, the legacy is rich, and cultural and civilizational heritage runs deep."

H.H. Al Nuaimi concluded: "We are proud of our dedicated team and value their efforts and commitment. We also extend our heartfelt congratulations to our partners across the tourism sector and to the residents of Masfout for this achievement. Inspired by this recognition, we remain committed to advancing tourism as a key driver of sustainable development and continuing our relentless efforts to reinforce Ajman's leadership and raise our nation's flag high on international stage."

H.E. Mahmood Khaleel Alhashmi, Director General of the Ajman Department of Tourism Development, said: "Masfout's recognition as the 'World's Best Tourism Village 2025' marks a major milestone for the national tourism sector and a historic achievement that paves the way for further transformative developments in Ajman and across the UAE."

H.E. added: "This achievement reflects the forward-looking vision of our wise leadership and honours the contributions of our national tourism professionals. It underscores growing international confidence in Ajman's and the UAE's tourism sector, highlighting the distinctive natural and cultural



features that make Masfout and Ajman stand out. The recognition showcases a tourism experience that blends heritage and civilizational depth, where pristine nature, an ideal climate, and a strategic location come together.”

Masfout’s win is built on the UAE’s strong record in this global initiative. Previous submissions include Hatta Village in 2021, also previously, Shees and Qidfa, reflecting the country’s steadfast commitment to promoting rural tourism and showcasing its natural and cultural treasures.”

Renowned for its stunning landscapes and unique geographical features, Masfout boasts highly fertile agricultural lands, expansive farms spread across a wide area, and moderate summer climate with low humidity and relatively cooler winters. Its valleys are among the most fertile in the UAE and are home to several sustainable and seasonal dams. Agriculture remains the oldest traditional profession passed down through generations of residents.

The ‘World’s Best Tourism Village’ award, launched by UN Tourism in 2021, recognises villages that set outstanding examples as rural tourism destinations, preserving cultural and natural heritage while promoting traditional lifestyles and community values. The initiative also honours villages embracing economic, social, and environmental sustainability, positioning tourism as a driver of rural development and well-being.

It advances goals aligned with the UN Sustainable Development Goals, including addressing rural depopulation, promoting income equality and balanced development, and empowering women and youth. It also encourages innovation and digitisation, enhances infrastructure, preserves natural and cultural resources, and links tourism with sustainable food systems.

The initiative has three key pillars, including the ‘World’s Best Tourism Village’ award, which acknowledges villages that meet the excellence criteria; the ‘Development Program,’ designed to support villages that partially meet the standards to enhance their performance; and the ‘Best Tourism Villages’, a global platform for sharing experiences and knowledge among participating villages, experts, and stakeholders from both the public and private sectors.





Ministry of Economy and Tourism organizes “Reinforcing Intangibles to Strengthen the Economy” conference to stimulate investment in R&D and innovative projects

Session highlights national efforts and flagship initiatives launched by the UAE to advance its IP sector

The Ministry of Economy and Tourism organized a conference titled ‘From Idea to Impact Conference: Reinforcing Intangibles to Strengthen the Economy’ to highlight the pivotal role of intangible assets in sustainable economic growth and as a catalyst for transforming intellectual property (IP) into a strategic enabler of a diversified, knowledge-based economy. The initiative aligns with the objectives of the ‘We the UAE 2031’ vision, which aims to position the UAE as a leading global hub for innovation.

The event was held in the presence of H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, and in collaboration with the World Intellectual Property Organization (WIPO) and the Dubai Future Foundation. It brought together IP experts, innovators, entrepreneurs, and representatives from universities and research centers across the UAE, alongside several senior local and international officials. Among the prominent attendees were H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for Intellectual Property Sector at the Ministry of Economy & Tourism; H.E. Dr. Maria Hanif Alqassim, Assistant Undersecretary for Policies and Economic Studies Sector at the Ministry of Economy & Tourism; and H.E. Major General Dr. Abdul Quddus Abdul Razzaq Al Obaidli, Assistant Commander-in-Chief for Excellence and Leadership Affairs at Dubai Police and Chairman of both the Arab Union for the Protection of Intellectual Property Rights and the Emirates Intellectual Property Association.

H.E. Bin Touq affirmed that, under the guidance of the wise leadership, the UAE has adopted a forward-looking approach to building a robust and advanced legislative framework for IP protection. This commitment is reflected in the issuance of three laws on the protection of industrial property rights, trademarks, and copyright and neighboring rights. H.E. emphasized that innovation and IP are the two fundamental pillars driving the growth of the national economy and advancing the UAE’s vision of becoming a global hub for the new economy.

H.E. Bin Touq said: “Today’s event builds on these ongoing efforts, serving as a dynamic platform that maximizes the economic value of intangible assets in the UAE - particularly innovations and technical knowledge. It contributes to transforming them into investment assets that fuel the growth of green economy sectors across the country. This initiative aligns with the UAE’s broader goals of fostering innovation, advancing intangible assets, and achieving climate neutrality.”



The Minister of Economy and Tourism called on all innovators, entrepreneurs, investors, universities, and research centers to leverage the enablers provided by the UAE to forge local, regional, and global partnerships. Such alliances contribute to the launch of green projects with measurable environmental and economic impact, further reinforcing the UAE's position as a global hub for the green economy, innovation, and sustainability.

In this address, H.E. Bin Touq highlighted the national efforts and flagship initiatives launched by the UAE to advance the IP sector. Most notable among them are the new Intellectual Property system, which includes leading initiatives across various IP fields and activities; the roadmap for Green IP, aimed at driving innovation, accelerating the localization of technology, and establishing new projects in circular economy, environmental sustainability, and the new economy sectors; and the Geographical Indications (GI) System for national products, which provides advanced protection for Emirati products with distinctive geographical identities. These initiatives reflect the UAE's commitment to establishing IP as a strategic tool to drive green transformation, support sustainable economic growth, and unlock wider opportunities for national industries in regional and global markets.

The UAE maintained its leading position in the Arab world in the Global Innovation Index 2025, issued by WIPO and the Portulans Institute. The country advanced to 30th place globally among 139 economies studied, showcasing the best performance since joining the index.

The conference featured a series of discussion sessions highlighting the role of intangible assets in driving economic development and stimulating investment in research and development (R&D). It further explored strategies to integrate IP into institutional plans, shape effective policies for its protection and promotion, and accelerate the development of the green IP economy through innovation in technology, clean energy, financing, and climate policies. Participants underscored the importance of international cooperation and knowledge exchange between the public and private sectors to support the creation of a knowledge-based, innovative and sustainable economy.

The conference also reviewed the latest global trends in supporting innovation and IP protection, with a focus on creating attractive business environments for investors and introducing initiatives that strengthen innovation sustainability and enhance the competitiveness of national economies. The sessions further highlighted the significance of integrating legislative frameworks into economic development plans to ensure the sustainability of natural resources and keep pace with environmental and technological transformations.

The conference served as a valuable platform for expertise and knowledge exchange on opportunities to enhance this significant economic value in the UAE's business ecosystem. It contributed to strengthening a national work culture that is committed to elevating intangible assets, with a focus on pivotal sectors related to sustainability and green growth, including the circular economy, advanced technology, innovation, renewable energy, financing, and environmental and climate protection policies.

The event witnessed extensive international participation from leading global and regional entities in the IP field. Among the key participants were Hoda Barakat, President of AIPPI UAE Group and Co-chair of the Middle East Advisory Council at the International Trademark Association (INTA); Etienne Sanz de Acedo, CEO of the International Trademark Association; Malek Hannouf, Chairman of the Gulf Brand Protection Group; Lorenza Ferrari Hofer, President of International Association for the Protection of Intellectual Property; and Pascal Faure, Director General of France's National Institute of Industrial Property (INPI).



UAE highlights its leadership in tourism development at TOURISE Summit in Riyadh

H.E. Bin Touq underscores the Summit's significance as a global platform driving the sector's growth and prosperity



H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, participated in the TOURISE global tourism summit, held in Riyadh under the patronage of the Ministry of Tourism of the Kingdom of Saudi Arabia from 11 to 13 November. The Summit aimed to explore the future of global tourism, enhance connectivity between international destinations, and facilitate the exchange of expertise on developing sustainable tourism policies. It further sought to stimulate cross-border partnerships and investments, while fostering innovative, high-quality solutions that contribute to building a global tourism sector better equipped to navigate challenges and achieve long-term economic and social development.

The UAE delegation to Saudi Arabia was led by H.E. Abdulla bin Touq Al Marri to attend the 26th Session of UN Tourism General Assembly, during which the official announcement was made appointing H.E. Shaikha Nasser Al Nowais as Secretary-General of UN Tourism for the 2026–2029 term, following the final approval by the General Assembly.

In his speech during the Summit, H.E. Bin Touq highlighted that the UAE has consolidated its position among the world's leading tourism destinations for millions of visitors from around the globe, guided by its ambitious future vision. This achievement has been enabled by advanced infrastructure, policies that support sustainable growth, and high-quality initiatives that have strengthened the competitiveness of the national tourism sector. His Excellency further emphasised that the UAE has successfully diversified its tourism offerings while providing rich and varied experiences for visitors, all while reinforcing sustainability across tourism projects and programmes. These efforts reaffirm the country's global leadership as a diversified and sustainable economic model.



H.E. Bin Touq noted that the UAE's tourism sector continues to achieve accelerated growth, driven by flexible policies, incentive-based legislation, and substantial investments in aviation infrastructure, hospitality facilities, and smart tourism services. He also highlighted the role of the UAE's advanced tourism visa framework, which has facilitated easier entry for visitors from around the world. His Excellency added that these combined efforts have led to a rise in international visitor numbers and strengthened the tourism sector's contribution to the UAE's GDP.

H.E. Bin Touq also highlighted the UAE's leading experience in developing and advancing the sector, along with the key indicators reflecting the progress of the national tourism ecosystem. The number of commercial licenses held by tourism, hospitality, aviation, air transport, aviation-technology and digital-tourism companies reached 39,546 by mid-September 2025, underscoring the UAE's leadership as a hub for tourism projects and quality investments in this vital sector.

H.E. further underscored the Summit's significance as a premier global platform, launched by the Kingdom of Saudi Arabia, to explore opportunities for regional and international growth and prosperity in the tourism sector. The Summit also serves as a vital forum for exchanging insights and expertise on the future of tourism amid rapid economic and technological transformations. This, in turn, highlights the region's expanding role as a global hub for tourism and hospitality.

H.E. Bin Touq discusses air connectivity between tourism destinations with industry leaders

During the Summit, H.E. Bin Touq took part in a panel titled "Air Connectivity: Unlocking Global Linkages," along with Honourable Patricia de Lille, Minister of Tourism of South Africa; H.E. Abdulaziz Al-Duailej, President of the General Authority of Civil Aviation (GACA) in Saudi Arabia; and Tony Douglas, CEO of Riyadh Air.



The session examined the critical role of expanding air transport networks in driving the growth of the global tourism industry, facilitating seamless mobility between destinations. It also highlighted potential strategies to strengthen connectivity between emerging markets and international hubs through strategic partnerships and investments in advanced technologies and infrastructure.

During the session, H.E. Bin Touq stated: “The UAE believes that the future of tourism relies on developing a more integrated network of air transport and tourism connectivity across countries worldwide - particularly among the GCC states, which possess unique strengths to foster growth and integration across the tourism, travel, and hospitality sectors, as well as world-class destinations that attract visitors from across the globe.”

“The UAE’s aviation sector has signed air transport service agreements with 189 countries worldwide, underscoring the nation’s pivotal role in strengthening global air connectivity. Of these agreements, 120 are fully liberalized under the Open Skies framework, while 43 are partially liberalized. This reflects the UAE’s openness to international cooperation in the sector and its ongoing efforts to expand its global air network,” H.E. added.

In this context, H.E. noted that passenger traffic through UAE airports has surged, rising from 114.8 million in 2015 to 147.8 million in 2024, an increase of 28.7 per cent across all inbound, outbound, and transit passengers. He also highlighted that aircraft movements continue to grow, surpassing 800,000 arrivals and departures by the end of 2024.

He further explained that the UAE has adopted a flexible visa policy to simplify procedures and extend the length of stays. The country now offers tourist visas for 30, 60, and 90 days, along with multiple-entry options and transit visas. Many nationalities can obtain their visas on arrival or through online platforms and airline partners – which makes travel easier for families and groups, encouraging repeat visits, and ensuring a smoother, more convenient tourism experience. These visa arrangements reflect the UAE’s vision of being an open, welcoming gateway for visitors from around the world.

H.E. noted that hotel establishments across the UAE welcomed more than 16 million guests during the first half of this year, marking a 5.5 per cent increase compared to the same period in 2024. Last year alone, hotels in the UAE hosted around 30.8 million guests, reflecting a year-on-year growth of 9.5 per cent compared to 2023. Also, the visitors from the GCC reached approximately 3.3 million in 2024, accounting for about 11 per cent of the country’s total hotel guests.

The Minister of Economy and Tourism stressed that technological innovation is a core pillar in shaping the future of travel—whether using artificial intelligence to streamline airport operations or through big-data insights that enhance the passenger journey and advance air transport services. He emphasized the UAE’s commitment to adopting cutting-edge digital solutions to ensure a more seamless and sustainable travel experience.

The TOURISE Summit, launched by the Kingdom of Saudi Arabia, stands as one of the leading international platforms bringing together governments, investors, innovators, thought leaders, and decision-makers to align efforts in shaping a new era of tourism built on sustainability, innovation, and strong public-private collaboration. The summit witnessed broad participation from ministers and government officials from around the world, alongside experts and industry leaders from the tourism, travel, and hospitality sectors.



International consensus reached on appointment of Shaikha Al Nowais as first woman and first Emirati to lead UN Tourism as Secretary-General (2026–2029)

- H.E. Bin Touq: “We are witnessing a truly historic moment - not only for the UAE - but for the Arab region, the global community, and the entire international tourism sector.”
- H.E. Shaikha Al Nowais: “This achievement would not have been possible without the unlimited support of the UAE’s wise leadership and its vision for empowering Emirati women.”



In a historic milestone that underscores the UAE’s global leadership in the global tourism landscape, Her Excellency Shaikha Nasser Al Nowais has secured international consensus for her appointment as Secretary-General of UN Tourism for the 2026–2029 term. The announcement was made during the 26th session of the UN Tourism General Assembly, held in Riyadh, Saudi Arabia. H.E. Shaikha Nasser Al Nowais was unanimously endorsed by all participating member states, representing more than 160 countries.

The achievement follows Her Excellency’s election by the UN Tourism Executive Council to assume the position. H.E. Shaikha Nasser has now successfully completed all stages of nomination, election, and confirmation in accordance with the Organization’s protocols - marking an unprecedented success. She has become the first woman globally, and the first Emirati, to lead UN Tourism since its establishment 50 years ago. This milestone reflects the international community’s confidence in Emirati talent and its ability to shape the future of global tourism. It also stands as a testament to the UAE’s commitment to empowering women and strengthening their presence in international leadership roles. The announcement was made during the UAE delegation’s participation in the session, headed by H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism.



H.E. Bin Touq said: "With the selection of the first woman to lead UN Tourism, we are witnessing a truly historic moment - not only for the UAE, but for the Arab region, the global community, and the entire international tourism sector. The international consensus on appointing Shaikha Al Nowais reflects the esteemed global standing the UAE enjoys in tourism and economic diplomacy. It also reaffirms the nation's leading and expanding role in advancing sustainable tourism development and strengthening dialogue and cultural exchange among the peoples of the world."

H.E. added: "This achievement reflects the wise vision and approach established by His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, in fostering excellence, innovation, and empowering national talent to deliver impactful and pioneering contributions within international organizations. It reinforces the UAE's position as a trusted partner in leading global economic development initiatives."

Furthermore, H.E. expressed his gratitude and appreciation to the member states of UN Tourism for their trust and support in the nomination of an Emirati woman leader to this leadership position. He emphasized that this historic achievement inspires even greater determination to continue advancing the country's efforts in shaping a more sustainable and prosperous future for global tourism.

H.E. Bin Touq said: "Guided by the vision of our wise leadership, which believes in proactively building the future and shaping its achievements, the UAE has, over the past decades, succeeded in cementing its position as one of the world's leading tourism destinations. This success stems from its advanced infrastructure, sustainable strategic investments, and rich cultural and social diversity founded on the values of tolerance and openness."

H.E. reaffirmed the UAE's steadfast commitment to supporting UN Tourism's programmes and work plans, and to strengthening international partnerships in the tourism sector. This commitment will ensure the exchange of expertise and global best practices and bolster integration between governments, the private sector and civil society to achieve sustainable tourism goals. H.E. also highlighted the key role played by the UAE's air transport sector in enhancing the country's position in the global tourism and travel landscape. The networks of the UAE's carriers have built a bridge connecting East and West, facilitating the movement of passengers, businesspeople, students and tourists, which has transformed the UAE into a global hub for economic, cultural, social and knowledge exchange.

H.E. Shaikha Nasser Al Nowais expressed her sincere gratitude and appreciation to all member states of UN Tourism for their trust and support in entrusting her with this international responsibility, especially during a period that calls for concerted efforts, collective action, and an ambitious vision for the future. H.E. emphasized her firm belief that tourism is not merely an economic sector, but a bridge for human connection and a vital pillar for promoting understanding, peace, and sustainable development among peoples and cultures around the world.

H.E. further highlighted that the achievement would not have been possible without the vision of the UAE's wise leadership and its unwavering support for empowering Emirati women across various fields, including the tourism sector, which has become a key driver of sustainable development. She noted that this historic achievement reinforces the UAE's role in shaping global tourism policies and trends in the years ahead.

H.E. Shaikha Nasser Al Nowais said: "Together, along with governments, organisations, and partners from the private sector and civil society, we will lead a new phase of collaborative work driven by innovation, empowerment and sustainability, along with the development of human capabilities. We will seek to make tourism an inclusive sector that provides opportunities for all, particularly youth,



women and local communities, thereby enhancing sustainable growth and global cultural interaction.”

H.E. underscored that her vision for leading the global tourism sector is centered on transforming challenges into opportunities and redesigning tourism frameworks to better serve local communities and strengthen national economies. Her vision also emphasizes fostering partnerships to expand the Organization’s capacity to support developing countries by providing training and capacity-building programs, improving access to financing and strategic collaborations, and enabling them to benefit from proven expertise and global best practices.

The current session featured a series of intensive meetings of the UN Tourism General Assembly and Executive Council, addressing a wide range of strategic topics related to the implementation of international tourism programs. The discussions focused on enhancing the sustainability of the tourism sector both regionally and globally, developing skills and human capital within the industry, and supporting digital transformation and innovation in tourist destinations worldwide, ultimately contributing to improved tourism experiences and strengthening the competitive advantage of member countries.

The Organization’s meetings also marked the start of a new phase in redefining the role of tourism within national economies, particularly in response to global challenges such as climate change, rapid digital transformation, and evolving traveller behaviors. They further opened avenues for promoting sustainable tourism models that consider environmental preservation and local communities, support global economic growth, and foster new opportunities for innovation and investment - positioning tourism as a key driver of inclusive and sustainable economic development for future generations.

The Organisation’s current session included in-depth discussions on the future of global tourism in the post-pandemic phase and the growing need to rebuild the sector on foundations that are more resilient, sustainable and diverse. It was emphasised during these discussions that international tourism models should be reshaped to better support global economic growth, create job opportunities, stimulate innovation, and achieve a balance between economic development and the preservation of environmental, natural and cultural resources.





H.E. Bin Touq affirms the UAE's leadership in space sector as a key driver of future economic growth and innovation

MoU signed between two Emirati and French companies to strengthen cooperation in developing space data centers and support innovation and joint space initiatives



H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, participated in an event hosted by the UAE Embassy in France to witness the signing of a Memorandum of Understanding between UAE-based Madari Space and France's Avalanche. The agreement seeks to enhance cooperation in developing space data centers and to promote the adoption of advanced technologies, fostering innovation and accelerating joint projects in the space sector.

The event was attended by H.E. Fahad Saeed Al Raqbani, UAE Ambassador to France; Dr. Shareef Al Romaithi, CEO of Madari Space; in addition to government officials, private sector representatives working in space industries, and academic institutions from both the UAE and France.

H.E. Bin Touq emphasized that, thanks to the vision and support of its wise leadership, the UAE continues to reinforce its global standing as a key contributor to the growth of the space economy and the advancement of innovation and research in space-related economic and investment activities. He noted that the partnership between the UAE and France in the sector is strong and strategic, marked by long-standing and ongoing collaboration between relevant entities and institutions in both countries. The two sides are working to expand their shared ambitions in space technology, enhance capabilities to address climate change challenges, monitor Earth systems, and develop sovereign space capabilities.



H.E. added: “The space sector is a major driver of development within the UAE’s vision for the future economy. The country plans to develop and launch the Space Economic Cluster under the National Policy for Economic Clusters, which will enhance global competitiveness, attract remarkable investments, and support innovation in this field, thereby establishing the UAE as a global hub for the space economy in the region and beyond.”

Furthermore, H.E. affirmed the importance of international partnerships in supporting the UAE’s strategy to develop the space economy, noting that the launch of the Space Economic Cluster opens broader opportunities for cooperation, knowledge exchange, and shared benefits with all international partners. He lauded the signing of the MoU between Madari Space and Avalanche as a valuable opportunity to expand the partnership and open new horizons for collaboration with France in this future sector.

H.E. also praised the efforts of Madari Space in fostering a spirit of innovation among the new generation of Emirati entrepreneurs. He highlighted that the company’s current project reflects the ability of national talent to develop advanced solutions and embodies the convergence of investment and technology in shaping the future of the space economy.





In the Presence of H.E. Abdulla bin Touq Al Marri and in collaboration with Euro Atlantic
CEE-UAE 'Investopia Strategic Economic Forum' launched
to advance investment in AI, Space, Defense, and Energy



Event marks a pivotal step in strengthening collaboration and fostering future-ready partnerships between the UAE and Central and Eastern European countries

Investopia convened “the CEE-UAE Investopia Strategic Economic Forum” in Dubai, a platform designed to advance economic and investment cooperation between the UAE and Central and Eastern Europe (CEE) across advanced and future-focused sectors. The forum aims to strengthen the new economy, artificial intelligence, space, defense, energy, and advanced technologies, while opening new investment channels that deepen engagement between the business communities on both sides. It also seeks to identify promising opportunities across emerging sectors that are shaping the future of the global economy.

The forum, organized in collaboration with Euro Atlantic Consulting, was attended by H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism and Chairman of Investopia, along with ministers, senior officials, business leaders, decision-makers, and investors from both the public and private sectors in the UAE and Central and Eastern European countries.

H.E. Bin Touq took part in a high-level session titled “Geopolitical and Geo-economic Restructuring,” alongside H.E. Milon Zugovic, Deputy Prime Minister for Infrastructure and Regional Development of Montenegro, and Dr. Tamás Fellegi, Founder & Chairman of Euro Atlantic Consulting (DIFC), former Minister of National Development of Hungary.

During the session, H.E. bin Touq stated: “The economic partnership between the UAE and CEE continues to expand and diversify. This growth is reinforced by strategic partnerships and agreements



on the elimination of double taxation, as well as on investment protection and promotion. Together, these provide a solid foundation for expanding economic and investment exchanges between our regions.”

“Both sides possess significant economic and investment potential across advanced and emerging sectors - including the new economy, technology, the knowledge economy, renewable energy, logistics, and future industries. These areas present substantial opportunities to build long-term, high-impact partnerships,” he said.

H.E. also pointed out that the total number of Central and Eastern European companies operating across various key economic sectors in the UAE has reached nearly 17,400.

H.E. added: “Building on this growing momentum, the launch of ‘Investopia Strategic Economic Forum’ today marks a pivotal step toward creating new avenues for collaboration and establishing long-term partnerships and projects between the UAE and Central and Eastern European countries. This aligns with Investopia’s mission to provide an effective platform for dialogue and knowledge exchange among business leaders, policymakers, and investors, while highlighting the latest policies and strategies shaping global finance and investment trends. Ultimately, the forum connects two dynamic regions, helping redefine the landscape of future opportunities in a sustainable and inclusive manner.”

Dr. Tamás Fellegi, Chairman of Euro Atlantic, stated: “The ‘Investopia Strategic Economic Forum’ serves as an important platform for deepening discussions and expanding economic and investment partnerships. Through fostering innovation, investment flows, and cooperation on dynamic and competitive economic policies, the forum creates new avenues for collaboration. Building on the outcomes of this event, Investopia and Euro Atlantic will continue to advance this dialogue and translate its ideas and insights into tangible, actionable partnerships.”

In detail, the forum featured a series of panel discussions exploring the future of cooperation across key economic sectors—including artificial intelligence, space and defense, energy, and technology — the key pillars for strengthening economic and investment partnerships between the UAE and CEE.

One of the key sessions, titled “Enablers of the Investment Environment in the UAE,” highlighted the advantages of the UAE’s investment ecosystem and the supportive policies that facilitate investor and business entry into the UAE market. The session featured the participation of Dr. Fadel Jaoui, Advisor at the UAE Ministry of Investment.

The discussions also underscored the strategic role that Euro Atlantic can play in supporting companies from Central and Eastern Europe seeking to expand into GCC markets and explore high-potential investment opportunities. The company offers an integrated suite of services, including advisory, market research, and project management, that enables businesses to navigate new markets effectively.

Furthermore, H.E. Radomir Salitros, State Secretary and Deputy Minister of Investment, Regional Development and Informatization of Slovakia, H.E. Szabolcs Szolnoki, Deputy State Secretary for Tech., AI, Space & Defense in Hungary, and Martin Yates, Senior Government Technology Advisor in Presight, participated in a session titled “Future horizon: Artificial Intelligence, Space, and Defense.” Which was moderated by David Tabet, Chief Operating Officer of Investopia. The session examined the industrial and technological strengths of Central and Eastern European countries, particularly in space, defense, and communications, as well as the region’s capacity for innovation and sectoral development. Speakers noted that leveraging these capabilities alongside emerging opportunities in regional and global markets could unlock significant avenues for joint economic advancement.



The forum also featured the session titled “The future Developments for space, defense and communication sectors in CEE,” presented by Mr. Peter Fekete, CEO of 4iG Group PLC. It reviewed a wide range of investment and innovation opportunities in the space, defense and communication fields and discussed their vital role in enhancing global economic competitiveness.

Another session titled “Dubai: A Global Platform for Connectivity, Growth, and Sustainability,” featuring Mohammed Sharaf, Chief Operating Officer (COO) for Investment Attraction at Dubai Economic Development Corporation (DED)- outlined the UAE’s and Dubai’s dynamic business and investment environment, supported by agile legislation and forward-looking economic policies.

The discussion highlighted how these frameworks enhance the UAE’s appeal to both local and international investors, while opening new channels for economic collaboration with global regions, including Central and Eastern Europe. The session also examined how the UAE’s strategic location and extensive global economic network can be leveraged to expand growth opportunities and strengthen links with international markets.

Another session, titled “Energy Transitions: The Resilience of CEE Economies and the Flow of GCC Capital,” explored collaboration prospects in the energy and renewable energy sectors between the GCC countries and the nations of Central and Eastern Europe. The discussion focused on aligning industrial and technological capabilities with financing and investment enablers to develop sustainable, high-impact economic projects. The session was moderated by Dejan Simetich, Managing Partner at ID Consultants, and featured the participation of Gergely Jakli, Chairman and CEO of Paks II Nuclear Power Plant; Thomas Gangl, the Former CEO of Borealis and Liberty Steel Europe, and a long-standing executive board member at OMV; and Mario Klarić, CEO of Professio Energia.

Besides, the session titled “Policies and New Pathways: What Europe Offers” examined European economic policies and the opportunities they create for cooperation and export growth between the UAE and CEE countries. The discussion was moderated by Aron Fellegi, Chairman of Hypex Consulting, and featured the participation of H.E. Hrvoje Bojanović, Croatian former Minister of Economy and Sustainability; and H.E. Vazil Hudák, former Slovak Minister of Economy; and H.E. Katalin Bihari, Deputy State Secretary for External Economic Relations of Hungary and CEO of the Hungarian Export Promotion Agency.

In addition, Omar Al Faheem, Vice President of Business Development and Account Management at Dubai Silicon Oasis; and Asmaa AlQaseer, Founder of FirmFox; and Neven Roginić, participated in a



session titled “From Idea to Enterprise: Setting Up in the UAE,”. It delivered a presentation outlining the procedures for establishing businesses and diverse economic activities in the UAE. It also highlighted the country’s competitiveness in enabling companies to set up swiftly and efficiently.

The outcomes of the Forum included a directive to host new editions of the Investopia Global Dialogues next year across Central and Eastern Europe. This initiative will strengthen knowledge exchange and innovation, open broader horizons for strategic partnerships between the UAE and the region and support the development of an interconnected global economy built on innovation, efficiency, and integration.

Since its launch in 2021, Investopia has attracted more than 16,000 participants from around 71 countries through its events and conferences. The platform has organized 18 global events in major cities—including New York, Geneva, London, Milan, Monaco, Rabat, Hong Kong, and Beijing—advancing the UAE’s long-term ambition to cement its role as a premier global destination for investment while expanding its links with the most dynamic and rapidly growing markets worldwide.





UAE-Russia Forum on Exchange of Expertise and Practices in Productivity explores cooperation in developing policies for economic growth



Government strategies to enhance productivity in industry, tourism, SMEs, and skilled human capital development highlighted

The Ministry of Economy and Tourism organized the 'UAE–Russia Forum on the Exchange of Expertise and Practices in Productivity,' aimed at fostering dialogue between the two countries on productivity-related matters and expanding the exchange of practical experiences in developing policies that support sustainable economic growth.

His Excellency Abdullah Al Saleh, Undersecretary of the Ministry of Economy and Tourism, emphasized that the UAE has made significant progress in enhancing its productivity practices, recognizing them as a fundamental pillar for strengthening national economic competitiveness. He noted that, in recent years, the UAE has adopted a wide range of modern and advanced policies that have reinforced its leadership in emerging economic sectors. These policies have fostered a resilient, knowledge- and innovation-based economic model, improved human capital efficiency, and accelerated digital transformation across diverse economic activities.

The forum included discussions on developing skilled human capital, boosting labor productivity, and enhancing efficiency in the industry, tourism, and SME sectors. It also examined mechanisms to help companies adopt more effective operational models grounded in innovation and modern technology.



UAE and Ireland explore expanding cooperation and enhancing dialogue between business communities in new economy and tourism development

Meeting discusses opportunities to advance innovative projects that integrate AI applications in priority sectors



H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, met with H.E. Peter Burke, Ireland's Minister for Enterprise, Tourism and Employment, at the Ministry's headquarters in Dubai. The meeting focused on strengthening collaboration in the new economy sectors and advancing future tourism projects, in addition to exploring opportunities to enhance partnerships between the public and private sectors of the UAE and Ireland.



H.E. Bin Touq affirmed that UAE-Ireland relations are built on strong foundations of cooperation across priority economic and developmental fields, including the new economy, hospitality, and tourism development. He noted that tourism remains a key pillar of this partnership, contributing to a more competitive business environment and supporting the mutual interests of both nations.

H.E. also underscored the importance of maintaining continuous dialogue between the business communities of the UAE and Ireland, as it helps drive joint initiatives that increase investment flows and boost tourism exchange between the two markets. He highlighted that the two countries are currently connected by 32 weekly flights, which significantly enhance tourism and business links and open up further opportunities for cooperation in these vital sectors.

H.E. Bin Touq said: “We believe that exchanging expertise and enhancing capabilities in tourism, entrepreneurship, and key economic sectors will help create a more attractive investment environment. These efforts will enable Emirati and Irish companies to expand, develop innovative solutions that support sustainable economic growth, and further strengthen the private sector’s role in advancing cooperation in the period ahead.”

The meeting also discussed prospects for deepening cooperation, particularly in supporting and developing innovative projects that integrate artificial intelligence (AI) applications within the new economy sectors. The two sides further explored new and effective channels for coordination and joint work in the future.

Also, the discussions covered ongoing preparations for hosting the Investopia Dialogues in Dublin, The Irish capital. The event will convene leading entrepreneurs, specialists, and decision-makers, and aims to showcase opportunities to further strengthen cooperation in future economic sectors.





UAE and Canada explore opportunities to enhance economic partnerships in AI and advanced technology sectors

Discussion held during a bilateral meeting between H.E. Bin Touq and Canada's Minister of Artificial Intelligence



His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism, met with The Honourable Evan Solomon, Canada's Minister of Artificial Intelligence and Digital Innovation and Minister of Federal Economic Development for Southern Ontario, during an official Canadian delegation's visit to the UAE. The two sides discussed ways to expand collaboration in advanced technology and artificial intelligence (AI), exploring opportunities to strengthen economic partnerships in these areas across public and private sectors.

H.E. Bin Touq affirmed that the UAE and Canada enjoy strong economic relations across a range of vital sectors, which continue to expand. He added that both nations share a common vision on the importance of AI, advanced technology, and innovation as key drivers of the new economy, which paves the way for broader prospects for collaboration in these strategic fields.

During the meeting, H.E. Bin Touq reviewed various national initiatives approved by the UAE to support the integration of AI across diverse economic sectors, thereby strengthening its position as a leading global hub for the new economy. Among these is the "Future 100" initiative for startups and entrepreneurial projects in new economy sectors. H.E. further highlighted the UAE's experience in developing the National Economic Registry (Growth) - a federal digital platform and an AI-powered, comprehensive database launched by the Ministry of Economy and Tourism to assist investors, companies, and entrepreneurs in exploring the business environment across more than 2,000 economic activities. This initiative enables companies to study markets, make decisions, and manage their commercial activities.

Furthermore, the meeting explored ways to strengthen partnerships in developing sustainable digital solutions that enhance business competitiveness in both countries. The ministers also discussed the exchange of expertise in regulatory policies for responsible AI and the integration of its applications across key economic sectors, including tourism, entrepreneurship, and aviation. In addition, the meeting addressed investment opportunities and the expansion of partnerships between Emirati and Canadian companies in the technology sector, as well as collaboration in research and development (R&D) of advanced technological solutions.



UAE and Germany explore opportunities to develop economic partnership and enhance cooperation in new economy, tourism, entrepreneurship, and food and agriculture

Minister of Economy & Tourism invites the German business community to benefit from the extensive opportunities and advantages offered by the UAE



H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, held a meeting with H.E. Katherina Reiche, Germany's Federal Minister for Economic Affairs and Energy, at Expo City Dubai. The meeting focused on enhancing the strategic economic partnership between the UAE and Germany and boosting economic and investment cooperation in new economy, tourism, entrepreneurship, agriculture, food security, transport, and technology.

H.E. Bin Touq affirmed the strong and growing economic ties between the UAE and Germany, which span various vital sectors and represent an advanced model of economic partnership. He attributed this to the visionary support from the leadership of both countries, which has been instrumental in fostering growth and opening new prospects for economic exchanges.

H.E. said: "The meeting is a significant opportunity to broaden the scope of the UAE-Germany partnership and elevate it to higher levels of coordination. The discussions will enable our business communities to access new opportunities and facilitate the exchange of expertise, particularly as our two countries share common development goals and possess complementary economic and tourism strengths. This synergy bolsters public and private sector collaboration and enhances prospects for business growth and cross-border investments."



"The UAE market has welcomed over 1,655 new German companies since the beginning of January until early November 2025 - up 20.3 per cent compared to the same period last year. Furthermore, a total of 627 new German brands have entered the market, comprising 160 local and 467 international ones, reflecting the sustained expansion of German business activities in the UAE," H.E. added.

The meeting discussed mechanisms to enhance cooperation and facilitate access for Emirati and German companies to promising opportunities in priority sectors across both markets. The talks also addressed the role of advanced technologies, digital solutions, and AI in driving economic growth, as well as opportunities to deepen cooperation in developing and implementing circular economy policies, including smart infrastructure and sustainable transport. They further highlighted the importance of fostering startups and entrepreneurship.

H.E. Bin Touq highlighted the evolution of the UAE's economic legislation, noting the issuance and modernization of more than 35 laws, regulations, and policies over the past five years. These reforms, he stated, have helped diversify the national economy and strengthen its regional and global competitiveness. His Excellency also outlined the wide range of incentives and enablers the UAE provides to entrepreneurs and SMEs. He further presented the Ministry of Economy and Tourism's vision for developing the Food Cluster, an integrated ecosystem that brings together agricultural production, food industries, and modern AgriTech within a unified, collaborative framework.

In this context, the Minister of Economy and Tourism invited the German business community to benefit from the extensive opportunities and advantages offered by the UAE, most notably its strategic geographic location connecting global markets, a competitive economic legislative environment that allows 100 per cent foreign ownership, and flexible, modern laws governing commercial agencies, family businesses, cooperatives, e-commerce, and competition. The UAE also offers a sophisticated business climate with access to over 2,000 economic activities, tax incentives, long-term residency options for investors and entrepreneurs, and numerous free zones for company establishment.

The two ministers agreed on the importance of tourism as a key pillar for future cooperation. They discussed ways to boost tourism flows between the two countries and expand joint tourism programmes, alongside coordinating international events and sharing expertise in green and sustainable tourism to support the sector's long-term growth. This is especially relevant as the UAE welcomed approximately 165,000 German tourists in 2024.





Ministry of Economy and Tourism signs joint Statement of Intent with eight entities to strengthen UAE's IP ecosystem

Signing takes place during The Third Intellectual Property Forum attended by the Minister of Economy and Tourism



The Ministry of Economy and Tourism organized The Third Intellectual Property Forum at the Umm Suqeim Majlis in Dubai to strengthen engagement and partnership with key stakeholders in the intellectual property (IP) ecosystem across the UAE. The event aimed to explore new pathways for enhancing the innovation and creativity landscape, driving the growth and competitiveness of the national economy, and advancing the Ministry's efforts to foster an environment that nurtures creativity and innovation - ensuring the sustainable development of knowledge-based sectors and creative industries.

The event, which was held in the presence of H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, and H.E. Abdullah Al Saleh, Undersecretary of the Ministry of Economy and Tourism, brought together experts and specialists in the field of intellectual property, along with representatives from government, private, and academic institutions. It was also attended by organizations and entities involved in the protection and management of IP rights across various fields and creative sectors.

Joint Statement of Intent to strengthen institutional collaboration in the field of IP

The forum witnessed the signing of a joint Statement of Intent between the Ministry of Economy and Tourism and eight entities operating in the sphere of intellectual property protection across the UAE. These include the Brand Owners Protection Group (BPG), the Emirates Intellectual Property Association, the Emirates Reprographic Rights Association, the Emirates Inventors Association, the Emirates Science Club, the International Association for the Protection of Intellectual Property (AIPPI UAE), the UAE Esports Federation, and the Emirates Association for the Gifted.

The agreement aims to enrich the UAE's IP ecosystem through diverse and sustainable partnerships that enhance institutional and community collaboration in IP awareness and protection, while broadening cooperation to foster innovation and creativity across the nation.



H.E. Bin Touq stated: “Guided by the vision of its wise leadership, the UAE continues to strengthen its position as a global hub for innovation and the new economy by advancing progressive legislation and initiatives that protect intellectual property rights and empower creators and inventors to transform their ideas into successful, innovative projects that contribute to the growth of the national economy.”

H.E. Bin Touq commended the valuable contributions of the participating entities in advancing the UAE’s IP ecosystem through their efforts to promote awareness on creators’ and innovators’ rights and implement initiatives and programs that strengthen the culture of innovation and the protection of intellectual assets.

He further emphasized that effective collaboration among government institutions, the private sector, and academia is essential for establishing a comprehensive framework for intellectual property development. Such cooperation enhances the UAE’s ability to attract high-value investments, support entrepreneurs and innovators, and build a sustainable knowledge-based economy driven by creativity and technology.

H.E. highlighted that the forum underscores the effectiveness of the Ministry’s strategy, which is grounded in dialogue and collaboration with stakeholders across various economic sectors in the UAE, particularly the intellectual property sector - a key driver of the innovation and knowledge-based economy. He added that the joint Statement of Intent, signed between the Ministry and several specialized intellectual property organizations, will strengthen partnership frameworks and expand the scope of cooperation among government entities, the private sector, and academic institutions.

In details, the forum featured a panel discussion moderated by Huda Barakat, President of the Intellectual Property Protection Association in the UAE, Board Member of the Emirates Intellectual Property Association, and Board Member of the International Trademark Association (INTA). In addition to showcasing cutting-edge experiences and global best practices in the field, the session examined opportunities for developing the UAE’s intellectual property ecosystem and bolstering the nation’s standing on the global innovation map by encouraging cooperation among the public, private, and academic sectors.

During the forum, H.E. Bin Touq outlined the national visions and strategies aimed at strengthening the intellectual property sector and supporting innovation and creativity initiatives - efforts that contribute





to consolidating the country's position as a global hub for the knowledge-based economy and reinforcing the role of IP as a key driver of sustainable economic growth. The UAE upheld its foremost position in the Arab world in the Global Innovation Index 2025, issued by World Intellectual Property Organisation (WIPO), marketing its best result since its inclusion in the index, by advancing to the 30th Place globally among 139 economies included in the ranking.

He explained that the Ministry has adopted a comprehensive approach to developing the sector, which includes updating relevant laws and regulations, implementing advanced digital tools to accelerate examination and registration processes, and building strong partnerships with international organizations and leading global IP offices - including the World Intellectual Property Organization (WIPO) - to facilitate knowledge exchange and strengthen institutional integration in protection and enforcement.

H.E. Bin Touq highlighted that current efforts are focused on expanding the utilization of intellectual property rights across key economic sectors by integrating AI applications into patent requests' examination and encouraging academic, research, and startup institutions to invest in registering patents and creative works, thereby supporting the UAE's transition toward a more diversified and sustainable economy.

The Minister of Economy and Tourism further emphasized that the Ministry is implementing targeted programs to support the creative industries and enhance the collective management system for the rights of authors and professionals in the music sector. These initiatives aim to ensure transparency in revenue management, stimulate investment in national creative content, and increase the contribution of these sectors to the country's GDP in line with the goals of the "We the UAE 2031" vision.

The participants affirmed that organizing such forums strengthens partnerships between government entities and community institutions while fostering a culture of intellectual property rights protection among individuals and businesses, thereby supporting the development of a knowledge- and creativity-driven national economy.



Global Summit on Digital Trade and Digital Platforms discusses leveraging the UAE law as a model for developing a comprehensive UNCITRAL law

H.E. Bin Touq: “Under the guidance of its wise leadership, the UAE has begun exporting its legislative models to the world, setting a benchmark for countries developing modern legal frameworks.”



The Ministry of Economy and Tourism organised the first edition of the Global Summit on Digital Trade and Digital Platforms in Dubai, in cooperation with the United Nations Commission on International Trade Law (UNCITRAL). The event marks a significant milestone in strengthening the UAE’s position as a global hub for new economy legislation. It focused on leveraging the UAE’s digital trade law, particularly Federal Decree-Law No. 14 of 2023 on Trading by Modern Technological Means, as a model for developing a new global legal framework for digital trade and digital platforms, enhancing the competitiveness of the legislative ecosystem for digital trade, globally.



The Summit was attended by H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism; Ms. Anna Joubin-Bret, Secretary of the UNCITRAL; and representatives from governments and international organisations, along with legal experts and innovators from the private sector.

The Summit advanced the global dialogue on establishing a comprehensive legal framework that supports innovation in digital trade. It builds on a proposal submitted by the UAE during the 67th session of UNCITRAL Working Group IV on e-commerce, held in Vienna in November 2024, which put forward the UAE's Law on Trading by Modern Technological Means as a model legislative reference for digital trade governance. Spain later joined the proposal, and it was officially adopted by UNCITRAL last July, after which the UNCITRAL Secretariat was mandated to begin exploratory work on the legal aspects of digital trade. The UAE initiative has also garnered support from leading national and international organizations, including Dubai CommerCity, Majid Al Futtaim Group, Al Khayyat Group, Al Tamimi & Company, and LexisNexis.

H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, said: "Under the guidance of its wise leadership, the UAE has begun exporting its legislative models to the world, setting a benchmark for countries developing modern legal frameworks. This has further strengthened the nation's position as a leading global hub for the digital and new economies, particularly digital trade - one of the key sectors showcasing the UAE's advanced experience in economic diversification and openness to global markets. The UAE remains committed to adopting forward-looking legislation and strategic initiatives that support the development of a new economic model rooted in innovation and global competitiveness, reinforcing its role at the centre of global economic transformation."

In his opening speech at the Summit, H.E. added: "The UAE recognised early on the growing importance of digital trade and its role in driving the growth of global trade, as well as the impact of technological advancement and artificial intelligence (AI) on consumers, competition and the transcendence of traditional geographical boundaries in digital financial transactions. In this context, the UAE enacted the Law on Trading by Modern Technological Means, which has gained global recognition as the world's first comprehensive legislation regulating all dimensions of trade conducted through modern technologies - from traditional e-commerce to emerging and future forms of digital trade. The law also advances the national goal of positioning the UAE as the world's leading country in developing proactive legislation for new economic sectors by the next decade, in line with the 'We the UAE 2031' vision."

His Excellency continued: "In affirmation of the UAE's national efforts to build an advanced legislative environment for digital trade and digital platforms, we are proud that the country is now taking the lead internationally in developing integrated legislative models adopted by specialized UN bodies. The adoption of the Digital Trade Law as a reference model for shaping global digital trade legislation marks a major step forward, transforming it into an international initiative that helps define the future of digital trade. This achievement reflects the institutional and legislative maturity of the UAE's economy and reinforces its position as a global leader. It also sends a clear message to investors about the UAE's ability to provide modern, flexible legal frameworks that support innovation, strengthen confidence in the digital economy, and open new avenues for international cooperation in building global legal foundations for digital trade."

His Excellency explained: "Through the Summit, we will engage in discussions and dialogues that support the development of a global legal framework for digital trade. It is important to highlight that the Law on Trading by Modern Technological Means has helped redefine the concept of digital platforms. These platforms are no longer mere intermediaries; they have evolved into integrated systems that provide interconnected services and manage complex data flows. This transformation necessitates a comprehensive regulatory model that aligns with modern business practices and rapid technological advancements."



His Excellency further noted that the UAE continues to lead globally in digital trade readiness, reinforcing its position as an international hub for digital commerce. This progress is driven by ambitious transformation strategies and the rapid adoption of modern technologies, as highlighted in a recent global report issued by Standard Chartered.

In detail, the Summit focused on the pivotal role of digital platforms as a key pillar of global economic growth and a major driver in reshaping value chains and facilitating the seamless flow of data and services across borders. It also emphasized the importance of strengthening international consensus on the standards and rules governing digital trade, which is essential for building a more harmonized global environment, as well as it highlighted the need to embed platform-based innovation within coherent legislative frameworks capable of keeping pace with future developments. In addition, the forum reviewed mechanisms to enhance cross-border legal cooperation among governments, regulatory bodies, and private-sector institutions, with the aim of unifying efforts toward establishing an integrated global system for digital trade.

The forum underscored the growing integration of smart goods and comprehensive digital services, with a focus on the role of artificial intelligence in reshaping conformity standards, liability frameworks, and consumer expectations. It also examined the significant transformation digital platforms have undergone - transitioning from their earlier, limited role as intermediaries in the e-commerce era to becoming essential part of business operations. This evolution is particularly evident in the services sector, including consulting, music, arts and film, and a wide range of commercial services that now begin and end entirely within digital platforms.

The Summit was attended by more than 15 international institutions, technical teams, and global universities concerned with digital trade and digital platforms, representing a diverse spectrum of government agencies and international organizations concerned with commercial and digital legislation, along with top legal experts and innovators in the private sector. It also brought together senior executives, owners of global digital platforms, and leading technology companies, policymakers, practitioners, and experts.

UNCITRAL is the principal legal body of the United Nations system in the field of international trade law, responsible for developing model laws worldwide. It plays a key role in establishing and maintaining a robust, transnational legal framework to facilitate international trade and investment. The Commission boasts a global membership specializing in the development of international trade law, finding innovative solutions, and modernizing and harmonizing rules relating to international business.





UAE joins International Competition Network to strengthen integration with global economy

H.E. Safeya Al-Safi: The UAE's accession to ICN reflects the Ministry's commitment to promoting the principles of transparency, fairness, and competitiveness in the national economy.



The UAE, represented by the Ministry of Economy and Tourism, has joined the International Competition Network (ICN). The strategic move aims to bolster the UAE's integration into the global competition framework and leverage the latest expertise and advanced practices in competition policy and enforcement. It also underscores the UAE's pioneering role in fostering regional and international cooperation on competition, building effective partnerships with global economic organisations to enhance market governance and prevent monopolistic practices. The ICN comprises 140 competition authorities and regulatory bodies from around the world.

The UAE's accession to the ICN complements the national efforts to develop a robust ecosystem of legislation and policies for protecting and regulating competition. This includes the issuance of Federal Decree-Law No. 36 of 2023 on the Regulation of Competition, which established a proactive and flexible framework to ensure market fairness and prevent monopolistic practices, alongside the Cabinet's decision regarding the ratios and controls related to the implementation of the Competition Regulation Law.

Her Excellency Safeya Al Safi, Assistant Undersecretary for the Commercial Control and Governance Sector at the Ministry of Economy and Tourism, affirmed that the UAE's accession to the ICN marks a significant step. It reflects the Ministry's commitment to enhancing the principles of transparency, fairness, and competitiveness within the national economy.

Her Excellency said: "We remain committed to strengthening international cooperation, sharing expertise, and implementing global best practices in the enforcement of competition legislation in the UAE. This aligns with the UAE's vision of building a fair business environment that encourages innovation and sustainable growth. We will continue to develop our regulatory and oversight tools to promote healthy competition, which supports businesses, benefits consumers, and solidifies the UAE's status as a global hub for trade and investment."

Her Excellency further indicated that joining the ICN cements the UAE's presence in the international economic landscape and dialogue by enabling it to work with regional and global competition networks. This enhances the exchange of expertise and contributes to developing regulatory frameworks that are better aligned with international standards. It also reinforces the UAE's position as a key player in shaping the future of global competition policies and affirms its leadership in building a comprehensive economic model based on governance, innovation, and sustainability.

The ICN membership supports the UAE's efforts to build a more competitive, innovation and productivity-driven economy through empowering SMEs, attracting quality investments, and stimulating fair competition that enhances the quality of products and services, contributes to consumer protection, and expands consumer choice. This will improve the efficiency of national markets and enhance their ability to address anti-competitive practices, thereby supporting business environment stability and driving sustainable economic growth.

The ICN serves as a global platform for policy coordination and the exchange of expertise among competition authorities from various countries. It provides extensive opportunities for developing institutional and technical capabilities and participating in working groups on specialized topics, including merger control, abuse of market dominance, anti-competitive agreements, and raising awareness about the importance of fair market policies. As an ICN member, the Ministry of Economy and Tourism will enhance its partnerships with leading international bodies, facilitating knowledge exchange and developing national competencies through training and technical cooperation programmes that bolster the UAE's readiness in market governance.



Ministry of Economy and Tourism launches trademark platform 'TM Market Place'

The Platform was developed by the UAE Government Leaders Programme and targets a 20 per cent growth in the number of trademarks within its first year of operation



The Ministry of Economy and Tourism launched the trademark platform 'TM Market Place' - the first digital platform of its kind in the UAE and the region for buying and trading trademarks. This new national project enhances the innovative and competitive landscape for intellectual property (IP) and trademarks in the UAE. It aims to bring about a qualitative shift in the sector, strengthening the country's appeal for global companies and brands.

The launch event was organized by the Ministry at its headquarters in Abu Dhabi. The event was attended by His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism; His Excellency Abdullah Ahmed Al Saleh, Undersecretary of the Ministry of Economy and Tourism; and His Excellency Dr. Abdulrahman Hassan Al Muaini, Assistant Undersecretary for the Intellectual Property Sector at the Ministry.

H.E. Bin Touq said: "TM Market Place is the result of a collaboration between the Ministry of Economy and Tourism and the UAE Government Leaders Programme. It is a unique initiative for the UAE and the region, enabling owners of trademarks registered in the UAE to list and trade their trademarks within a



secure and transparent environment and connecting them with investors and entrepreneurs. It aligns with the forward-thinking leadership's vision to foster a knowledge-based economy, develop new economic sectors, and support the competitiveness of the business environment."

Empowering intangible business assets

His Excellency Bin Touq added: "The platform's launch is a crucial milestone in supporting the UAE's efforts to enable intangible business assets, allowing them to obtain fair financial valuation that reflects their true worth and economic importance. This will be achieved through showcasing trademarks within the UAE's markets to a wide and diverse base of investors, businesspeople, and entrepreneurs from the UAE and beyond, transforming them into active economic assets. This, in turn, will contribute to increasing the market value of our companies, especially as many of the UAE companies and individuals today own legally protected trademarks that are not fully utilized commercially."

Facilitating investor access to trademarks

H.E. added: "Through this platform, we will continue to pursue numerous developmental objectives - most notably the provision of an integrated, reliable, and secure digital tool that enables trademark owners to generate returns from their registered marks by easily and safely listing or selling them, while ensuring the highest levels of transparency and rights protection. It also facilitates access for investors and entrepreneurs from around the world to ready-made or promising trademarks in the UAE, by lowering their barriers to entering the local market and shortening the time to market and business growth."

Empowering SMEs

Furthermore, H.E. Bin Touq indicated that the TM Market Place will support the expansion of SMEs and family businesses by converting the value of their trademarks into usable financial assets. It will also facilitate the trading of trademark-related intangible assets as a strategic economic resource - one that supports innovation, promotes sustainable economic development, and encourages the private sector to increase investment in brand building, R&D, and innovative products.



TM Market Place operational from day one

The Minister of Economy and Tourism explained that the platform will be operational since the day of its launch. “Through this step, we look forward to achieving a significant leap in the country’s trademark sector and increasing the market’s attractiveness to brands by up to 20 per cent within the first year of operation, along with enhancing investment in intangible assets,” he added.

The Ministry will supervise the platform, ensuring compliance with national and international intellectual property (IP) laws, leveraging unified and transparent agreements, and applying the highest standards of consumer protection. Sales and transactions on the platform will be limited to national and international trademarks registered in the UAE and in alignment with the terms of Federal Decree-Law No. 36 of 2021 on Trademarks. This will protect the rights of trademark owners and enhance transparency and security in all transactions made via the platform.

With regard to the buying and selling mechanism, the platform requires users to log in to ensure the security of transactions and the reliable verification of all user identities, with financial transactions completed securely and seamlessly through digital payment.

An integrated legislative and regulatory framework for trademarks

During the event, the Ministry of Economy and Tourism highlighted its efforts to develop the IP and trademark environment in collaboration with partners in the public and private sectors. This is being achieved by establishing integrated legislative and regulatory frameworks. Among the most prominent of these efforts are the issuance of the Law on Trademark and its executive regulations, the new Cabinet Resolution on trademark service fees provided by the Ministry, the development of the registration system of geographical indications (GI) for national products, and the UAE joining the Madrid Protocol.

Continued growth in trademark registrations in the UAE

The concerted national efforts have played a vital role in elevating the trademark industry and enhancing its growth and prosperity in the UAE market. From the beginning of January until early November 2025, the total number of national and international trademarks registered in the UAE reached 34,234. During the first half of the current year, 19,957 national and international trademarks were registered, recording a growth of 129 per cent compared to the first half of last year. Additionally, the number of national and international trademarks registered in 2024 doubled, reaching 31,537 compared to 16,712 in 2023.





Ministry of Economy and Tourism organizes three workshops aimed at enhancing compliance levels within the country's Designated Non-Financial Businesses & Professions sector



Sessions contribute to strengthening partnerships with the private sector

The Ministry of Economy and Tourism organized three workshops in collaboration with the Dubai Chamber of Commerce - one of the three chambers operating under Dubai Chambers. The sessions were aimed at strengthening compliance within the Designated Non-Financial Businesses and Professions (DNFBP) sector and enhancing collaboration with private-sector institutions as key partners in promoting transparency and integrity across the national business environment. The initiative contributes to reinforcing the UAE's position as a secure and attractive economic investment hub, in line with the goals of the "We the UAE 2031" vision.

The initiative forms part of the Ministry's ongoing efforts to educate professionals in the DNFBP sector on the requirements for the prevention of money laundering and terrorism financing crimes, led by its Anti-Money Laundering and Countering the Financing of Terrorism (AML/CFT) department. It empowered them to adopt international best practices in areas such as due diligence, sanctions screening, and the reporting of suspicious transactions, thereby contributing to the development of a compliant and sustainable business environment.

In this context, H.E. Safeya Hashem Al Safi, Assistant Undersecretary for the Commercial Control and Governance Sector at the Ministry of Economy and Tourism, highlighted the integrated approach adopted by the Ministry to enhance compliance levels within the DNFBP sector. This includes promoting awareness on the importance of compliance, equipping companies with the necessary tools and knowledge-based mechanisms to strengthen their adherence to regulations, and simultaneously enhancing oversight of the sector in line with the highest international standards.

Her Excellency added that the workshops reflect the strong partnership between the Ministry and the private sector in advancing this shared vision. They are designed to empower private-sector institutions to uphold regulatory compliance and foster a lasting culture of accountability that safeguards the



national economy from potential risks. By promoting greater transparency and integrity across the business landscape, these efforts contribute to sustainable economic growth and reinforce the UAE's position as a globally competitive economy.

Maha Al Gargawi, Vice President of Business Community Engagement at Dubai Chambers, stated: "We are committed to serving as an active partner in all national initiatives and efforts aimed at strengthening compliance within the private sector. This commitment reflects our responsibility toward the business community and our dedication to supporting the sustainability and growth of companies across diverse industries. Upholding the principles of transparency, good governance, and adherence to the law constitutes a fundamental pillar for advancing the business ecosystem and enhancing the competitiveness of the national economy."

Counselor Salem Al Taneiji, Director of the AML/CFT Department at the Ministry of Economy and Tourism, explained that the workshops focused on several specialized topics, including an overview of the Ministry's responsibilities and the role of the Financial Action Task Force (FATF) in promoting national compliance, as well as an understanding of national and sectoral risks related to money laundering and terrorism financing. The sessions also addressed obligations concerning sanctions screening, name and high-risk country checks, the application of various levels of due diligence, registration in the notification system, and procedures for appealing fines.

Al Taneiji added that these topics form part of the Ministry's broader vision to strengthen collaboration with private-sector partners and build the capabilities of professionals specializing in compliance, anti-money laundering, and countering terrorism financing in the country.

In detail, the first workshop, titled "Enhancing Compliance in the Real Estate Brokerage Sector," covered several key awareness themes. It focused on understanding the risks of money laundering and terrorism financing in the real estate sector, drawing on both national and sectoral risk assessments. The session explored practical mechanisms for sanctions and name screening, identifying high-risk jurisdictions, and applying both simplified and enhanced due diligence measures. In addition, participants were briefed on procedures for registration in the notification system, common administrative violations, and how to appeal them.

The second workshop, titled "Compliance Practices in the Precious Metals, Precious Stones, and Refining Sector," highlighted the importance of sharing expertise and knowledge to combat money laundering within this high-risk industry. The session covered key compliance tools and mechanisms, introduced indicators of suspicious transactions and methods for continuous monitoring, and guided the preparation of high-quality reports in this regard. It also addressed responsible gold sourcing practices, administrative penalties, and procedures for filing appeals.

Finally, the third workshop, titled "Compliance in the Auditing and Corporate Service Providers Sector," focused on strengthening participants' understanding of compliance requirements and the national and sectoral risk assessments. It aimed to enhance their proficiency in implementing screening and verification systems and managing relationships with high-risk jurisdictions. These efforts promote governance and transparency across the national business environment and ensure the highest standards of compliance in combating money laundering and terrorism financing.

The workshops served as practical instruments supporting the Ministry's vision to promote voluntary compliance by strengthening communication and partnership between the Ministry and the DNFBP sector. They also provided comprehensive knowledge and training tools that contribute to the efficiency and effectiveness of the UAE's AML/CFT framework in line with international best practices.



Al Ain named 'Capital of Arab Tourism for 2026' at Arab ministerial council meeting in Baghdad

Meeting discusses advancing sustainable tourism, boosting intra-Arab tourism, driving digital transformation and innovation, and safeguarding Arab cultural heritage



Al Ain has been named the 'Capital of Arab Tourism for 2026' by the Arab Ministerial Council for Tourism during its 28th session in Baghdad, Iraq. The announcement was made during the participation of a high-level UAE delegation led by His Excellency Abdullah Ahmed Al Saleh, Undersecretary of the Ministry of Economy and Tourism, representing His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism.

The selection highlights the growing international appeal and competitiveness of the UAE's tourism ecosystem, reaffirming Al Ain's position as a premier heritage and cultural destination.

Commenting on the announcement, H.E. Bin Touq said: "Being named the Capital of Arab Tourism for 2026 is a significant milestone for the UAE. It reflects the qualitative progress achieved through our leadership's strategic vision, which recognized early the importance of investing in tourism as a driver of future economic growth. This recognition further strengthens the UAE's standing on the global tourism map."

He added: "This achievement supports the goals of the UAE Tourism Strategy 2031, aimed at strengthening the national tourism identity, attracting 40 million hotel guests annually, and increasing the sector's contribution to GDP to AED 450 billion by 2031. We remain committed to building a more diversified and sustainable tourism ecosystem - driven by innovation, service excellence, and strong public-private partnerships."



H.E. Saleh Mohamed Al Geziry, Director General of Tourism at the Department of Culture and Tourism – Abu Dhabi, said: “The selection of Al Ain as the Arab Tourism Capital for 2026 reflects its rich heritage, inspiring cultural sites, and exceptional natural landmarks, which solidify its position as a unique regional and global destination. This achievement gives us an additional boost to move forward in achieving our mission to build an integrated tourism ecosystem in the Al Ain region by deepening our local and international partnerships and enhancing our investments in diverse experiences that combine authenticity and innovation. It also enables us to enrich the lives of community members and visitors alike, open new horizons for youth empowerment, and support sustainable development in line with the Abu Dhabi Tourism Strategy 2030.”

The designation follows a recommendation by the Executive Office of the Arab Ministerial Council for Tourism and builds on Al Ain’s success as the ‘Capital of Gulf Tourism for 2025.’ The city continues to stand out for its distinctive natural landscapes, cultural heritage sites, and advanced tourism infrastructure.

UAE tourism sector maintains strong growth and momentum

The UAE’s tourism sector continues to lead on regional and global fronts. Recent achievements include the election of H.E. Shaikha Nasser Al Nowais as Secretary-General of UN Tourism for the 2026–2029 term, and the recognition of Masfout village in Ajman as the ‘Best Tourism Village in the World’ for 2025.

The sector also recorded a notable rise in the number of hotel guests, tourism revenues, and investment inflows. In 2024, tourism contributed AED 257.3 billion to GDP, representing 13 per cent of the national economy.

In his remarks during the Council meeting, H.E. Al Saleh reaffirmed the UAE’s commitment to enhancing Arab cooperation, noting that global shifts in the sector require unified efforts to build an integrated ecosystem capable of navigating future trends. He emphasized that tourism remains a key pillar for sustainable development, wide regional prosperity, and cultural dialogue.

During the session, Council members congratulated the UAE on the election of H.E. Shaikha Nasser Al Nowais as Secretary-General of UN Tourism (2026–2029), affirming that this achievement reflects the UAE’s advanced position on the global tourism map and its active role in supporting the sector regionally and internationally.

The meeting addressed key priorities, such as advancing sustainable tourism in the region, boosting intra-Arab tourism, and supporting tourism innovation and digital transformation. It also discussed smart tourism initiatives to improve visitor experiences, accessible tourism for people of determination, cultural heritage protection, and developing tourism statistics to support decision-making.

The Council further explored enhancing cooperation in medical tourism, developing joint tourism products, and exchanging expertise to elevate industry standards and unify training and capacity-building efforts.

The session concluded with a review of initiatives to promote Arab destinations and highlight the region’s rich cultural and historical assets, positioning them as leading destinations on the global tourism map.



Investopia - Dublin opens new avenues for UAE-Ireland economic cooperation and drives initiatives in AI, advanced technology, and new-economy sectors

H.E. Bin Touq calls on Irish business community to expand their presence in the UAE and to capitalize on the opportunities offered by the country's business environment



Investopia launched a new edition of its global dialogues in Dublin, Ireland, in the presence of H.E. Abdulla bin Touq Al Marri, UAE Minister of Economy and Tourism and Chairman of Investopia; H.E. Simon Harris, Irish Deputy Prime Minister and Minister for Finance; H.E. Darragh O'Brien, Minister for Climate, Environment, Energy and Transport; H.E. Martin Heydon – Minister for Agriculture, Food, Fisheries and the Marine in Ireland; H.E. Mohammed Al Shamsi, UAE Ambassador to Ireland; and H.E. Mohammad Alhawi, Undersecretary of the UAE Ministry of Investment.

The UAE delegation comprised more than 50 companies and entities operating in the energy, logistics, artificial intelligence, biotechnology and tourism sectors. The event was also attended by senior officials, business leaders and investors from Ireland, and highlighted opportunities to enhance economic cooperation between the two countries and to build new partnerships in new-economy sectors, most notably artificial intelligence, healthcare, tourism, advanced air connectivity, infrastructure, new energy, financial services, housing and foreign direct investment.



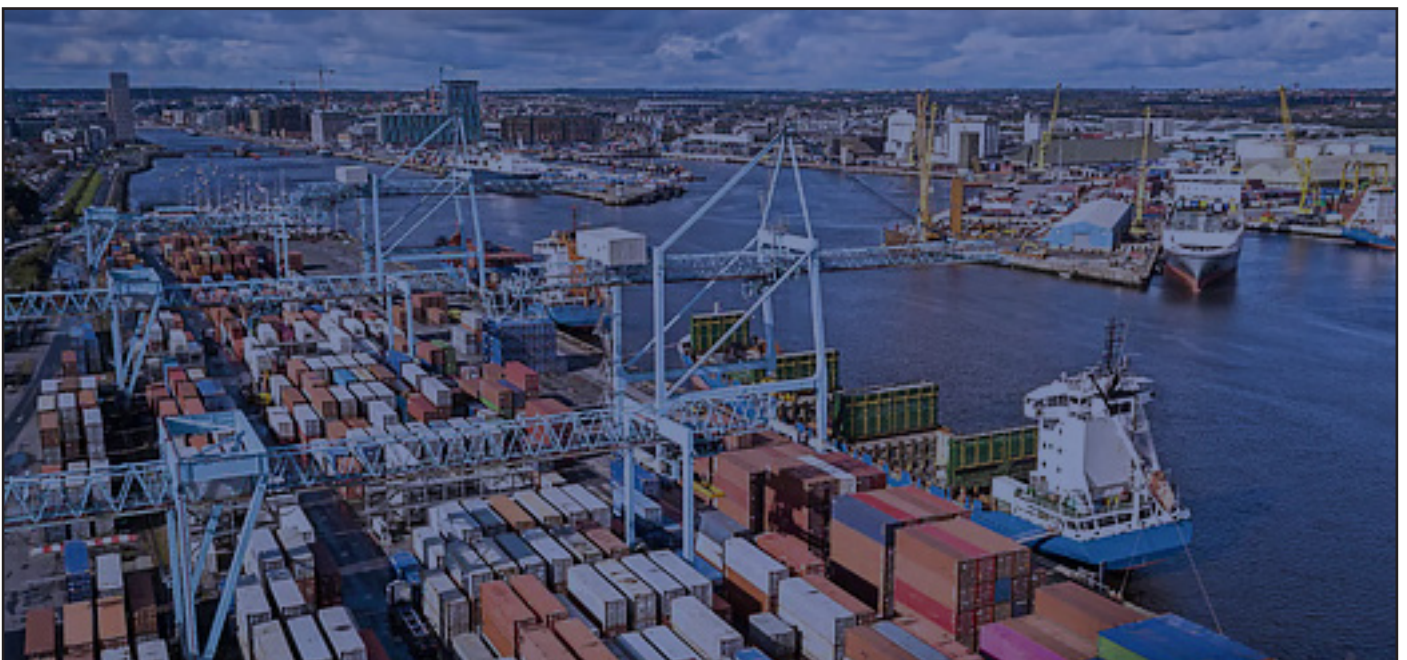
Ministerial meeting discusses strengthening of UAE-Ireland economic cooperation

During a key ministerial session attended by H.E. Darragh O'Brien, Ireland's Minister for Climate, Environment, Energy and Transport, H.E. Bin Touq affirmed that the economic partnership between the UAE and Ireland has grown significantly in recent years, as reflected in trade figures and activity across other areas of mutual interest. He attributed this growth to the competitiveness of the business environment and the opportunities it offers the private sector in both countries, as well as to the series of reciprocal visits between the two sides, which recently culminated in the convening of the first UAE-Ireland Joint Economic Committee session to further enhance trade and investment relations.

His Excellency explained: «The UAE business environment witnessed a significant increase in the number of Irish trade licenses operating in the country by the end of November 2025, reaching 2,467 – a 40 per cent growth compared to last year. More than 1,838 Irish trademarks were also registered during the same period, marking a 27.8 per cent increase year on year. This growth reflects the rising confidence of Irish investors in the UAE's business environment and provides a solid foundation for expanding partnerships and mutual investments, as well as for strengthening the presence of Irish companies in value-added economic sectors across the UAE market.»

His Excellency noted that Dublin's hosting of a new edition of the Investopia Global Dialogues reflects the strength of bilateral relations, representing a further step in Investopia's global expansion and a continuation of its role in supporting international partnerships and identifying new opportunities in new-economy sectors. He also highlighted the complementarity of the geographical and economic advantages of both countries, with the UAE serving as a pivotal gateway to the markets of the Middle East, Asia and Africa, and Ireland acting as an important gateway to the European market, thereby opening broad prospects for companies on both sides to pursue joint expansion.

H.E. Bin Touq called on the Irish business community to expand its presence in the UAE and to capitalize on the opportunities offered by the country's business environment, foremost among them Investopia. The platform provides access to promising opportunities in future-focused sectors, supported by the UAE's advanced infrastructure, flexible legislation and open economic model, which allows 100 per cent foreign ownership across more than 2,000 economic sectors.





For his part, H.E. Simon Harris, Irish Deputy Prime Minister and Minister for Finance, said: “This year marks the 50th anniversary of diplomatic relations between the Republic of Ireland and the United Arab Emirates. Despite the geographical distance between our two countries, bilateral relations continue to grow, driven by converging visions and shared interests across many vital sectors. At the cultural and people-to-people level, the UAE is home to one of the largest Irish communities, providing strong human ties that support closer relations between the two countries.”

His Excellency added: “Such meetings, which bring together CEOs, investors, policymakers and innovators, play a pivotal role in strengthening these ties through the exchange of knowledge, the building of collaborative networks and the opening of new horizons for growth and partnership.”

For his part, H.E. Mohammed Homod Alshamsi, UAE Ambassador to Ireland, said: “Ireland’s hosting of INVESTOPIA this year was no coincidence; it underscores the remarkable relationship between the United Arab Emirates and Ireland, with profound bonds of friendship forged through mutual respect and shared aspirations. This year marks a significant milestone as we celebrate 50 years since the establishment of our diplomatic ties. Our relationship has not only lasted over the years but has also grown stronger, enhancing our cooperation and mutual understanding across different areas.”

Dr. Jean Fares, CEO of Investopia, said: “Investopia–Dublin marks the culmination of Investopia’s global series for this year, which comprised eight successful international editions that further solidified the platform’s status as a strategic global forum for economic dialogue and partnership-building. The flagship Investopia event in Abu Dhabi in 2026 will provide a pivotal opportunity to review the outcomes of these forums, reflecting the platform’s growing momentum and its role in connecting markets and identifying international opportunities within the new economy.”

Trevor McFarlane, Founder and CEO of EMIR, said: “Hosting the global Investopia forum in Dublin is a significant step that highlights the evolving cooperation between the UAE and Ireland, opening a broader space for dialogue between the two business communities. The future economy is built on flexible cross-border partnerships that unlock new investment opportunities. Through this event, we are discussing the increasing convergence of technology, sustainability, and capital, which will help support economic transformation in the next phase.”



Panel sessions explore foreign investment, infrastructure, energy, and AI

Investopia–Dublin featured a series of panel discussions examining shifts in foreign direct investment (FDI) and its role in shaping future industries, with a particular focus on high-growth sectors such as artificial intelligence and data centres. The sessions also explored prospects for UAE–Ireland cooperation in advanced infrastructure projects, including transport, logistics, water and energy, as well as ways to accelerate project delivery through cross-border partnerships that combine Emirati expertise with the growth requirements of the Irish market.

The event further highlighted opportunities for Irish companies to expand through the UAE as a global hub for innovation and investment, alongside discussions on the accelerating role of artificial intelligence in building autonomous digital infrastructure to support future economies. Emerging trends in the real estate and housing sectors were also addressed, underscoring the need for innovative solutions to increase housing supply and enhance quality of life in future cities.

Roundtable meetings focus on enhancing project readiness for the new economy

Investopia - Dublin hosted roundtable meetings attended by H.E. Bin Touq, along with several senior officials and corporate leaders from the UAE and Ireland. The discussions focused on strengthening the investment partnership between the two countries and aligning economic policies with private sector priorities to support faster market entry and business expansion for companies. The meetings also addressed enhancing the implementation readiness of joint projects in new-economy sectors and explored opportunities to broaden cooperation in renewable energy, infrastructure, and urban transport.

Discussions focused on exchanging practical expertise in delivering mega projects, leveraging the UAE's experience in developing and delivering complex infrastructure projects, encompassing financing and planning models, procurement and contracting mechanisms, and technical coordination to execution. This forms part of Ireland's efforts to develop strategic urban transport projects. The meetings also covered ways to boost public-private partnerships, build innovative financing models, and support the integration of technology, energy, and capital. This aims to develop resilient and sustainable infrastructure and solidify both countries' appeal for investment in these vital sectors.





Investopia – Dublin includes launching AI-powered business solutions platform

The UAE company Digital Energy launched the 'NexaHSE' platform at Investopia – Dublin. This digital platform serves the energy, industrial, logistics, construction, and maritime sectors, which require advanced solutions for safety and operational efficiency. Powered by AI, the platform enables users to immediately identify hazards by taking a single photograph, with intelligent hazard recognition, automatic risk-level assessment, and instant recommended actions, while allowing for record-keeping and enhanced safety program management.

UAE's experience in building sustainable AI models for development sectors highlighted

During the event, Core42 announced the opening of its new office in Dublin, Ireland, as part of its expansion into European markets and efforts to strengthen its international presence in artificial intelligence solutions and digital infrastructure. The company also launched a report titled "Computing, Capital and Sovereignty: The UAE's Model for Supporting AI Expansion in Europe," which reviews the UAE's experience in adopting artificial intelligence, developing advanced computing infrastructure, mobilizing capital, and building sovereign and sustainable AI models that enhance productivity and accelerate industrial transformation. The report highlights how significant investment in low-cost computing capabilities, combined with the adoption of AI as a national strategy, has reinforced the UAE's position among the top five countries globally in the Stanford AI Vibrancy Index.

Core42, a G42 Group company, is an Emirati firm specializing in enabling individuals, organizations and nations to benefit from AI solutions, sovereign cloud infrastructure and advanced digital services, supporting the development of resilient and scalable digital economies.

Investopia–Dublin complements Investopia's global journey covering nearly 20 cities worldwide, reinforcing its role as an international platform that brings together leaders and decision-makers from diverse markets. The initiative aims to build a broader network for economic cooperation and knowledge exchange. Through this international presence, Investopia continues to strengthen its position as a bridge connecting the global business community with emerging opportunities in new-economy sectors while anticipating future trends.



UAE continues to strengthen global leadership in food security



The UAE continues to consolidate its global position in food security and sustainable food systems through strategic projects and innovative initiatives that combine technology, investment and financing.

These efforts aim to build an integrated food sector that enhances the nation's competitiveness both regionally and internationally.

These initiatives are advancing through close cooperation between the public and private sectors under a national vision that seeks to achieve self-sufficiency and strengthen the resilience of food supply chains.

In Abu Dhabi, the food and beverage sector has witnessed record growth, underscoring the emirate's standing as a leading regional hub for the food industry. According to the Abu Dhabi Chamber of Commerce and Industry, the number of active memberships in the sector has risen to 24,594.

Data from the Chamber showed that the food sector has become increasingly attractive to small and medium-sized enterprises and start-ups, with the first half of 2025 recording a 42.2 percent increase in new memberships compared to the same period in 2024.

Dubai is home to a range of innovative agricultural projects and accelerators and has emerged as a global leader in food trade, supported by its advanced infrastructure and strategic geographical location, which make it a key hub for food movement between continents. The emirate's integrated logistics ecosystem further enhances its role as a global centre for food trade, accelerating supply chains and ensuring efficiency.

Jebel Ali Port, the largest in the Middle East, handles around 73 percent of the UAE's food and beverage trade by value, linking companies to more than 150 ports worldwide and ensuring smooth and secure global food trade operations.



In terms of financing, several national institutions are supporting this effort, including Emirates Development Bank, which launched the UAE's first AgriTech financing programme in mid-2023. The bank allocated a fund worth AED100 million to support vital food security projects, fostering innovation in agricultural technology and empowering start-ups in this critical sector.

Saleh Lootah, Chairman of the UAE Food and Beverage Manufacturers Group under Dubai Chamber, told the Emirates News Agency (WAM) that the UAE has become one of the world's most advanced nations in food security, thanks to the visionary leadership and Dubai's pivotal role as a regional hub for food re-export.

He said the private sector plays an active role through entrepreneurial initiatives and ongoing collaboration with government entities, noting that post-COVID-19 years witnessed a significant strengthening of public-private partnerships that have reinforced the UAE's position in this vital field.

Lootah highlighted the Food Cluster Economy initiative launched by the Ministry of Economy and Tourism, describing it as a "transformational step" that enables the private sector to lead development in legislation, initiatives and projects.

He explained that the initiative integrates all stakeholders into a comprehensive ecosystem encompassing farms, factories, supply chains and retail, promoting a "win-win" approach that benefits all parties and strengthens national competitiveness.

He added that such clusters play a key role in achieving self-sufficiency and boosting the UAE's competitiveness as a regional food security hub, with a focus on addressing challenges in each specialised sector—agriculture, manufacturing or distribution—through capacity-building, innovation, foreign investment attraction and the preparation of qualified national talent to lead the sector in the future.

Ahmed Al Shaibani, Director of Food Tech Valley, described the initiative as a strategic partnership between Wasl and the Ministry of Climate Change and Environment, serving as an integrated platform for developing agri-tech and food industries and providing an enabling environment for local and international food enterprises.

Speaking to WAM, he said the project represents one of the core pillars of the National Food Security Strategy 2051, establishing a comprehensive value chain from production to consumption to strengthen the resilience of the UAE's food system and position the country as a regional innovation hub in the food sector.

He added that Food Tech Valley focuses on attracting global and regional companies seeking to expand in the food industry and linking them with partners along the value chain to achieve synergy and sustainable growth.

Al Shaibani noted that the project's role extends beyond providing advanced infrastructure for factories and research centres, encompassing investment facilitation, innovative leasing and construction solutions, and coordination with relevant government and economic bodies.

He emphasised that recent years have seen a marked rise in the presence of local products in UAE markets, which were relatively scarce three or four years ago, now occupying prominent positions in major supermarkets and stores—reflecting the nation's success in strengthening local production and boosting its competitiveness.



National funding funds empower entrepreneurship in tourism sector



entrepreneurs, underpinned by its strong contribution to the national economy, significant share of GDP, job creation potential and growing role in boosting the country's global competitiveness and income diversification.

Strong government support for tourism and hospitality infrastructure has further opened avenues for sustainable economic growth.

The UAE has actively encouraged investment in tourism projects by creating an ideal, globally competitive investment and empowering start-ups through numerous national funding funds.

These funds provide tailored financing solutions and early-stage support to ensure business continuity and long-term success.

Over the past decades, the UAE has launched dozens of national funds, accelerators and programmes aimed at stimulating entrepreneurship and empowering the business sector, with tourism investment among the key focus areas.

These initiatives have delivered notable achievements by offering a wide range of services, including advisory and financing solutions, capacity-building, entrepreneurship awareness, incentives, and access to government procurement opportunities.

They also provide technical, administrative and training support to help entrepreneurs grow their businesses, build national tourism capabilities, encourage Emirati talent to enter the sector, diversify specialised tourism products and foster innovation and digital transformation.

Together, they have created a nurturing ecosystem for small and medium-sized enterprises (SMEs) and innovative start-ups.



The «World's Coolest Winter» campaign, launched this year under the theme «Our Winter is Entrepreneurial», highlights the pioneering role of national funding funds in promoting tourism investment, a sector that occupies a central position in the UAE's economic landscape due to strong global tourist demand, particularly during the winter season.

Established in Abu Dhabi in 2007, the Khalifa Fund for Enterprise Development has played a leading role in encouraging investment across multiple sectors.

It has provided entrepreneurs with a platform to incubate and grow their ideas according to international standards.

The fund expanded nationwide in 2011 with branches in Ajman, Ras Al Khaimah and Fujairah, offering targeted financing and support services for entrepreneurs and SMEs, as well as access to educational resources and practical business advice.

Since its inception, the fund has created more than 15,000 jobs, supported over 5,000 members and provided more than AED1.4 billion in funding to over 1,200 companies.

Its financing programmes include start-up funding and expansion financing, targeting priority sectors such as healthcare, education, agri-tech, ICT, tourism, industry and innovative projects.

The start-up financing programme offers loans covering up to 80 percent of project establishment costs, with flexible terms, repayment periods of up to 84 months and grace periods of up to 24 months.

In 2024, the fund delivered entrepreneurship training to 5,658 applicants and group advisory sessions to 613 participants.

Since its establishment in 2002, the Mohammed bin Rashid Establishment for SME Development, part of Dubai's Department of Economy and Tourism, has provided a comprehensive platform to support Emirati entrepreneurs.

Its services span planning, capacity-building, accelerators, incubators, training programmes, licensing, marketing, financing, incentives and access to government procurement.

The establishment aims to support the creation of around 8,000 companies over the next eight years, raising the total number of supported Emirati businesses to 27,000 by 2033, compared with 19,000 by the end of 2024.





Total incentives provided since inception have exceeded AED800 million.

Its financing arm funded 44 projects in 2024 with a total value of AED35.17 million, bringing the cumulative number of funded projects since 2015 to 168, with total financing of AED137 million.

Moreover, the Hamdan Innovation Incubator supported 66 entrepreneurs in 2024, up from 29 in 2023, raising the total number of supported start-ups to 826.

Established in 2005 under the Sharjah Economic Development Department, RUWAD aims to foster a supportive environment for SMEs, develop Emirati entrepreneurial capabilities and promote a culture of entrepreneurship.

It provides financing, training, exemptions and preferential benefits, alongside advisory services delivered to the highest standards.

RUWAD has launched a smart application enabling members to access financing services, training programmes, events and innovative initiatives.

The foundation currently has 1,909 members, has trained 9,724 participants, and has financed 106 projects.

Emirates Development Bank (EDB), owned by the UAE government, began operations in 2015 to support national economic objectives by providing flexible financing solutions to SMEs.

Since its establishment, the bank has extended financing worth AED30 billion, supported more than 13,500 companies, and contributed AED10 billion to GDP.

In October this year, EDB launched new financing packages and initiatives to support start-ups and SMEs, aimed at accelerating entrepreneurship growth across the UAE by improving access to finance, expanding digital tools, offering mentoring programmes and enabling entrepreneurs to join specialised incubators and accelerators.

Through its «EDB360» digital platform, entrepreneurs can open business accounts within minutes, apply for financing without traditional collateral requirements, and connect directly with ecosystem partners supporting launch and expansion stages.



UAE innovative policies strengthen new, circular economy pathways



The United Arab Emirates continues to advance the new economy as a core pillar of sustainable economic growth, driven by innovation, advanced technology and the knowledge economy, contributing to economic diversification and enhanced competitiveness across sectors including artificial intelligence, financial technology, the green economy and advanced industries.

The new economy reflects the UAE's clear national vision to build a resilient and diversified economy led by innovation, supported by national talent and the attraction of high-quality investments.

This is underpinned by a package of government policies and initiatives, flexible legislation and advanced infrastructure, reinforcing the country's position as a global hub for business and innovation and strengthening its readiness for global economic changes and future requirements.

A total of 22 circular economy policies have been approved and implemented across several fields, including measures to improve waste management and enhance recycling nationwide. These range from applying extended producer responsibility and developing source-based waste separation systems in residential, commercial and institutional sectors, to establishing a national database for materials and waste, regulating resource flows between emirates to support investments in recycling facilities, and preventing plastic and recyclable material leakage.



Abdullah bin Touq Al Marri, Minister of Economy and Tourism, said the UAE is entering a new phase, transitioning from a knowledge- and innovation-based economy to a new economy model. He explained that this direction represents today's roadmap towards the economy of the future and is one of four key determinants set by the UAE Government under the «We the UAE 2031» vision, aiming to position the country as a global centre for the new economy within the next decade.

Speaking to Emirates News Agency (WAM), he highlighted the role of the ministry's initiatives, partnerships and projects in enabling and advancing new economy sectors, including advanced technology, artificial intelligence, the digital economy, e-commerce, renewable energy, the circular economy, green technologies, media, digital arts, financial technology and smart transport. These efforts have contributed to increasing the number of companies and commercial licences operating in new economy sectors to 56,000 by the end of the first half of 2025.

He added that cooperation with public and private sector partners has focused on developing proactive legislation and policies to accelerate the UAE's transformation into a global hub for new economy sectors. Ten key policies and laws have been issued or updated in these areas, notably the Law on Trading by Modern Technological Means, the Law on the Regulation and Protection of Industrial Property Rights, the Copyright and Neighboring Rights Law, and the Commercial Transactions Law.

Regarding developments in the national policy for economic clusters, which serves as a main driver for increasing the contribution of the new economy to the UAE's GDP, Al Marri said work is currently under way with ministry partners to develop the food economic cluster. This cluster integrates agricultural production, food industries and modern agricultural technologies within a single, collaborative and integrated ecosystem.

He explained that the cluster aims to increase the contribution of the food sector and its related activities to national GDP, while enhancing competitiveness and empowerment for private sector companies operating in this vital sector, which continues to record strong growth. He noted that the number of registered and operating national and international trademarks in this field reached 40,486 by the end of the first half of 2025.

Al Marri also pointed to ongoing work by the UAE Circular Economy Council on the second package of policies to accelerate the country's transition towards a circular economy model. These policies focus on developing a national roadmap for green infrastructure, promoting circular water management in industries, issuing national guidelines for multi-material product design, developing reverse logistics and supply chains, supporting high-impact projects that reduce waste, and empowering small and medium-sized enterprises operating in the circular economy, in line with the UAE Circular Economy Agenda 2021-2031.

The council's policies also include reducing food loss and waste, enhancing sustainable management of agricultural resources, expanding the use of recycled content in consumer goods, regulating the life cycle of tyres and biodiesel, developing electric vehicle infrastructure and unifying charging systems, supporting sustainable aviation fuel, and improving the regulation of operating leases and waste oil management.

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
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Issue Arabic
Certificate of Origin



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