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UAE...
Always Safe, Forever Strong



The national economy remains robust, and food security is an inviolable red line



The UAE is reinforcing its national readiness ecosystem in response to the current developments and the exceptional circumstances facing the region. The aim is to ensure that the needs of community members are met and market stability is consolidated, through close collaboration and coordination among all relevant entities.

The Ministry of Economy and Tourism highlighted that the UAE has established food security as a national priority and adopted flexible and proactive strategies and policies, under the vision and directives of its wise leadership. This has made the national economy more robust, diversified, open, and capable of withstanding challenges and economic pressures, including the current geopolitical developments. This has been reflected in the strength of the UAE economy, its continued stability, and its ability to absorb pressures caused by regional and global economic and geopolitical crises in the past.

During a media briefing held recently by the UAE Government, with the participation of the Ministry of Defence, Ministry of Interior, Ministry of Foreign Affairs, Ministry of Economy and Tourism, as well as the National Emergency, Crisis and Disaster Management Authority (NCEMA), the Ministry of Economy and Tourism outlined

that the UAE has a strategic stock of essential commodities that can meet market needs for up to six months. This ensures the availability of essential goods and price stability even under emergency conditions. The country also maintains a broad network of partner markets that supply it with the imports of goods and products it requires, along with the ability to find alternative markets with high efficiency and speed during crises and emergencies.

The Ministry also highlighted that the import movement of goods and commodities is continuing in line with approved plans, at a steady pace. It further emphasised that prices of goods in retail outlets and stores are subject to ongoing oversight by the Ministry and its partners through a dedicated digital platform connected to 627 major retail outlets. This takes place in line with joint plans that include the implementation of 420 inspection tours and field visits, which commenced during the holy month of Ramadan, with the aim of protecting consumers, monitoring any practices that seek to exploit current circumstances to unjustifiably raise the prices of goods and services, and taking deterrent measures against violators.

Furthermore, the Ministry continues to work with the relevant government partner entities to ensure the safety and security of tourists and visitors to the country and provide them with logistical support, in collaboration with the UAE's tourism sector ecosystem, which includes 1,260 hotels and over 40,000 companies.

Even as these exceptional circumstances weigh on the region and the world, the UAE continues to move forward steadily in ensuring the security, safety and wellbeing of its citizens and all those who call it home. The country also continues to consolidate market stability, enhance supply chains, and establish food security as a national priority, guided by its proactive efforts and distinguished record in crisis management and rapid recovery from their repercussions.



During media briefing attended by
H.E. Abdulla bin Touq Al Marri

Ministry of Economy and Tourism reviews its efforts to enhance oversight of commodity and product prices in UAE markets during Ramadan 2026

• **H.E. Bin Touq: The UAE has achieved a qualitative shift in developing the legislative and regulatory environment for protecting consumer rights; and government oversight of commodity prices and their availability during Ramadan is ongoing**

In the presence of H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, the Ministry of Economy and Tourism (MoET) organised a media briefing at its headquarters in Dubai to highlight its ongoing efforts and newly introduced plans to strengthen oversight of product, commodity, and service prices across the UAE markets, ensuring the protection of consumer rights during the holy month of Ramadan.

H.E. Bin Touq emphasised that the UAE, thanks to the directives of its wise leadership, has succeeded in achieving a distinct qualitative shift in developing the legislative and regulatory environment for consumer protection. It reflects the country's firm commitment to reinforcing consumer rights and strengthening consumer confidence in its markets, thereby supporting sustainable economic growth and fostering a fair and transparent commercial ecosystem in line with global best practices.

During his speech, His Excellency said: "The Ministry of Economy and Tourism has accelerated national efforts, in coordination with relevant government entities at both federal and local levels, particularly through the Supreme Committee for Consumer Protection, while strengthening constructive dialogue and collaboration with the cooperative sector, the private sector, and all stakeholders. Our goal is to increase compliance with consumer protection legislation and policies across all retail outlets in UAE markets, promote sound commercial practices, and enhance oversight of goods and products in the marketplace."

An appropriate and safe environment to safeguard consumer rights

H.E. added: "We are committed to providing a conducive and safe environment for consumers when purchasing goods and products or receiving services, one that enables them to meet all their needs for goods and services while safeguarding their rights. This includes the issuance of competitive laws and policies that support integrated regulatory mechanisms and procedures to ensure genuine consumer protection and promote stability and balance in local markets."

A robust legislative foundation for consumer protection

H.E. Bin Touq continued: "Most notable among these legislative frameworks is the Federal Decree-



Law No. 5 of 2023 amending certain provisions of Law No. 15 of 2020 on Consumer Protection, along with its Executive Regulations. Together, they represent a key milestone in developing the regulatory system and establishing a balanced relationship between suppliers and consumers. They impose over 43 obligations on suppliers to ensure the highest standards of consumer protection, enhance the effectiveness of deterrent measures against any violations or breaches, and ultimately achieve consumer satisfaction, happiness, and well-being within a fair and safe commercial environment.”

His Excellency noted that, as part of this oversight role, the Ministry has strengthened mechanisms to control price stability through the issuance of the ‘Pricing Policy for Essential Consumer Goods’ and its derivative resolutions. This policy prohibits price increases for nine categories of essential goods, including cooking oil, eggs, dairy products, rice, sugar, poultry, legumes, bread, and wheat, without prior approval from the Ministry of Economy and Tourism, while all other goods remain subject to supply-and-demand dynamics and market competition mechanisms.

Protecting consumer rights in digital trade

Furthermore, His Excellency highlighted that the issuance of Federal Decree-Law No. 14 of 2023 on Modern Technology-based Trade has played a key role in regulating and advancing digital trade within the UAE markets. The decree clearly defines guaranteed consumer rights, including the provision of adequate technical protection measures that enable consumers to purchase goods and services safely through online platforms, the availability of secure digital payment methods and channels in accordance with the approved or specified technical and regulatory standards set by the competent authority, without imposing additional fees. The law also ensures the protection of data and information in line with the regulatory, professional, and technical requirements established under various legislation. These measures collectively ensure data ownership, classification, reliability, and security.





Also, the Cabinet issued Resolution No. 200 of 2025 concerning regulations on violations and administrative penalties for acts committed in violation of the provisions of Federal Decree-Law No. 14 of 2023 on Trading by Modern Technological Means.

UAE's strategic stockpile

H.E. stated: "The UAE's strategic reserves are highly efficient and comprehensive, ensuring sustained long-term supply. With the advent of the holy month of Ramadan, our markets are witnessing abundant availability of goods and products, especially strategic commodities. The Ministry is committed to meeting all consumer needs and ensuring easy access to goods in the required quantities, without any unjustified price increases."

His Excellency added: "The UAE has adopted the best policies to ensure a strategic stockpile of all essential goods, providing citizens, residents, and visitors with ample and sufficient supplies for extended periods, thanks to the clear directives and unlimited support from the country's wise leadership."

420 inspection campaigns conducted during Ramadan

His Excellency underscored the Ministry's efforts and its action plan to enhance price surveillance of products and goods in the UAE's markets during the holy month of Ramadan. Key aspects include regular monitoring to ensure the availability of essential goods and to prevent unjustified price hikes. These efforts will be coordinated with local Economic Development Departments and suppliers across the country. A total of 26 meetings will be held with major suppliers and importers to ensure an adequate flow of essential goods. Furthermore, the Ministry plans to conduct 420 inspection tours and field visits to retail outlets during Ramadan to monitor prices, the extent of compliance with pricing policies, and to prevent commercial exploitation, while taking legal measures urgently in the event of any illegal violations.

Awareness campaigns on consumption

H.E. said: "In cooperation with the economic development departments, the Ministry will launch a series of intensive awareness campaigns to promote a culture of conscious consumption during the holy month. These will include the dissemination of a consumer rights guide via social media platforms



to clarify consumers' basic rights; promotion of rational consumption by raising awareness about avoiding waste and ensuring goods are available for all; and enhancing consumer communication with the Ministry via the toll-free number (8001222) to receive complaints, observations, and provide immediate responses to inquiries."

Through this plan, the Ministry will intensify its efforts in collaboration with its partners to enforce legislation and decisions concerning consumer protection. It will also raise consumer awareness about the legislative framework for consumer protection in the country and the pricing policy for essential consumer goods. This enhances consumers' awareness of their rights and obligations and promotes sound consumption practices.

Offers and discounts on goods and products during Ramadan

In addition to this, the Ministry's teams also monitored and oversaw, during the holy month of Ramadan, initiatives announced by a large number of cooperatives and retail outlets in the country, related to discount campaigns on prices of goods and products across various branches of these cooperatives and outlets, where discount rates on some products at the cooperatives reached approximately 50 per cent.

Promotional offers for essential goods and products at some sales outlets and cooperatives during Ramadan 2026 also included Ramadan basket offers. These baskets comprise a range of essential goods needed by families during the holy month, such as sugar, rice, flour, grains, oil, legumes, and milk.

Electronic system for price monitoring

As part of the Ministry of Economy and Tourism's efforts to activate real-time price monitoring and oversight into retail outlets and ensure compliance with approved pricing policies, an electronic price monitoring system has been developed. This system enables automatic and continuous price tracking and allows inspection teams to detect any violations or unjustified price changes.

The system relies on a direct technical link with major retail outlets. These outlets periodically provide the system with price lists, which are then analyzed and compared against reference prices. The system monitors the prices of consumer goods daily and identifies any deviation from the specified price limit to ensure market stability and protect consumers.





The Ministry's electronic price monitoring system is linked to 627 major retail outlets, comprising a wide range of cooperatives, hypermarkets, and large stores. These represent over 90 per cent of the domestic trade volume of essential consumer goods across the seven emirates. It will play a pivotal role in directly monitoring prices during Ramadan.

The Ministry also warned against committing any violations or illegal practices, including:

- Increasing prices of the nine essential consumer goods, whether by the trader or supplier individually and without obtaining prior approval from the Ministry.
- Manipulating goods-related data and withholding information from the Ministry.
- Providing misleading data to the Ministry hindering monitoring activities.
- Prior agreement between the supplier and trader to collectively raise prices.

The system for implementing administrative penalties and fines in the Ministry follows a graduated approach aimed at rectifying violations and promoting compliance with existing legislation. This approach takes into account the nature, severity, frequency of the violation, and its impact on the market and consumer.

Depending on the type of violation, measures may include issuing a written warning and granting the violator a deadline to rectify the situation, or imposing financial fines starting from AED 500 and reaching up to AED 100,000. Additionally, other administrative actions may be taken, such as the temporary closure of the establishment for varying periods. In severe cases or upon repeated violations, stricter measures proportionate to the gravity of the violation may be implemented.

Market and retail outlet monitoring to measure traders' compliance with decisions issued by the Ministry of Economy and Tourism concerning prices:

- The concerned teams at the Ministry and economic development departments jointly conducted approximately 155,218 inspection tours across various markets in the country during 2025 that resulted in 7,702 violations. The tours monitored the placement of price labels, the quality of products offered to consumers, and ensured the prevention of commercial fraud and infringement of trademarks.
- The Ministry received 3,167 complaints via its website during 2025. These complaints were handled with high efficiency, as 93.9 per cent of them were resolved, reflecting the effectiveness of the electronic system and the prompt response of the competent authorities in protecting consumer rights.
- The Ministry received 130 product recall requests last year, leading to the recovery of 551,976 goods. This reflects the continuous follow-up on product quality and safety and ensuring consumer protection.

The Ministry called upon consumers to adhere to conscious purchasing practices, such as retaining receipts and verifying them against purchases, as they are the fundamental guarantee of their rights. The Ministry also encourages interaction with regulatory authorities and communication through its official channels to submit complaints or report harmful practices.

The Ministry of Economy and Tourism affirmed its ongoing efforts to develop the consumer protection environment and guarantee consumer rights in accordance with the best standards, in cooperation with relevant authorities. This enhances the competitiveness of the national economy and makes the UAE market a sustainable destination for major trademarks.



Ministry of Economy and Tourism hosts economic retreat to shape new economy pathways and strengthen policy alignment amid rapid global shifts



• H.E. Bin Touq holds a series of bilateral meetings with the premier of Bermuda, the ministers of economy of Lebanon and Tajikistan, and the Secretary-General of OECD

Under the patronage of His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism, the Ministry organised an economic retreat with the participation of ministers, senior officials, experts, representatives of international economic organisations, and members of academia. The retreat, which was held on the sidelines of World Governments Summit 2026, aimed to deepen strategic dialogue on the transformations witnessed by the global economy, develop shared pathways for the new economy, and establish mechanisms to support the competitiveness of economies and the sustainability of their future growth.

The event was attended by His Excellency Amer Al-Bisat, Lebanese Minister of Economy and Trade; Her Excellency Laura Lahoud, Minister of Tourism of Lebanon; His Excellency Amos Lugolobi, Minister of State for Finance and Planning of the Republic of Uganda; The Honourable Jason Hayward, Minister of Economy and Labour of Bermuda; His Excellency Vaidmantas Verbickas, Vice-Minister of Foreign Affairs of Lithuania; Mr. Gerald Lawless, Ambassador of the World Travel & Tourism Council (WTTC); Mr. Youngmin Goo, Acting Vice-Minister of the Ministry of Intellectual Property, Republic of Korea; Professor Lee Chi Kin John, President of The Education University of Hong Kong; and Dr. Moawiya Al-Awad, Director of the Institute of Social & Economic Research at Zayed University.

His Excellency Bin Touq affirmed that the UAE, guided by the principles of economic openness and partnership, is contributing to shaping the new growth pathways emerging worldwide, driven by major geopolitical and economic transformations. He noted that the UAE is committed to building shared visions with international partners for the future of the global economy, in line with the objectives of "We the UAE 2031", which aim to solidify the country's position as a global hub for the new economy, tourism, and business.

His Excellency added: "Today's global economic models face numerous challenges, including climate



pressure, rapid technological change, and shifts in capital flows. By leveraging the retreat's platform, we seek to exchange views and deepen dialogue on economic policies and priorities needed to face these challenges, explore trends reshaping the global economy, as well as ways to intelligently leverage the emerging economic multipolarity in the world to enable competitiveness and economic resilience. This enhances the ability to foresee opportunities and formulate a new economic vision that can lead the next phase."

The retreat reviewed a set of economic indicators reflecting global economic growth and the future pressures it faces. Among these are International Monetary Fund (IMF) projections that global economic growth will reach 3.3 per cent in 2026, while global debt continues to pose a structural constraint on economies, exceeding 235 per cent of global GDP, with rising public debt pressures in several countries.

Participants highlighted the key obstacles hindering progress in the strategies and policies implemented by certain governments and economic institutions today, stressing the need to develop new economic models that align with current realities and future development trends. The retreat also underscored the importance of identifying critical areas and mechanisms for economic development to proactively anticipate opportunities in the emerging economy.

Additionally, participants discussed the importance of drawing on diverse insights and transforming them into a shared intellectual reference that can guide policymaking and shape the economic structure in the upcoming phase. The discussions focused on the need to align national frameworks with global shifts, balancing development requirements, preserving competitive edge, and ensuring long-term economic stability. Emphasis was placed on creating new value in economic sectors that represent key drivers of future growth, particularly the digital economy, artificial intelligence (AI), innovation, sustainability, and tourism.



H.E. Bin Touq holds meetings with ministers and senior officials

On the sidelines of the retreat, H.E. Abdulla bin Touq Al Marri held bilateral meetings with Hon. Edward David Burt, Premier of Bermuda; H.E. Amer Bisat, Lebanon's Minister of Economy and Trade; H.E. Abdurahmonzoda Abdurahmon Safarali, Minister of Economic Development and Trade of Tajikistan; and H.E. Mathias Cormann, Secretary-General of the Organisation for Economic Co-operation and Development (OECD).

During his meeting with the Premier of Bermuda, H.E. Bin Touq discussed ways to further develop bilateral relations between the UAE and Bermuda across various fields, particularly in the economic and investment sectors. Both sides underscored their commitment to strengthening frameworks for cooperation and joint coordination, developing new partnerships that bolster sustainable economic development pathways for both countries.

Furthermore, H.E. Bin Touq met with the Minister of Economy and Trade of Lebanon to explore opportunities to enhance economic and investment cooperation between the two countries. The discussion focused on advancing bilateral economic partnerships, broadening collaboration in sectors of mutual interest, and supporting the business communities in both countries. This will be achieved by exploring new channels for communication and coordination, as well as stimulating mutual investment flows to enhance economic growth in both economies.

During his meeting with the Minister of Economic Development and Trade of Tajikistan, H.E. Abdulla bin Touq affirmed the robustness of economic relations between the UAE and Tajikistan, which continue to witness remarkable advancement across various vital sectors. H.E. Bin Touq also reviewed the key strengths and opportunities offered by the UAE's business environment, including world-class infrastructure, modern economic legislation, cutting-edge digital ecosystem, integrated free zones, and economic diversification policies, all of which provide competitive advantages for investors and entrepreneurs from around the world.

Finally, H.E.'s meeting with the Secretary-General of OECD discussed the joint projects and initiatives by the Ministry of Economy and Tourism and OECD, including the project to develop and update the UAE's economic policies. The meeting marked a new step in enhancing collaboration and exploring avenues for advancing economic policymaking in line with global developments.





Under the slogan “Our Winter is Entrepreneurial”

World’s Coolest Winter campaign concludes sixth edition with AED 12.5 billion in hotel revenues over six weeks

H.E. Abdulla bin Touq:

- Growing confidence in the quality and competitiveness of the UAE’s domestic tourism offering, and its ability to attract all segments of society and visitors from around the world.
- The UAE tourism sector has taken qualitative strides towards adopting innovative tourism models that position entrepreneurs and startups as key drivers of sectoral growth



Key outcomes of the sixth edition:

- Hotel revenues nationwide reached AED 12.5 billion during the current edition
- The total number of hotel guests exceeded 5 million, representing a 5% increase over the previous edition
- Hotel occupancy reached 84%, up by 2% compared to the same period last year
- The current edition of the campaign generated more than 300 million views worldwide with a reach exceeding 1.5 billion people.
- Successfully highlighted tourism initiatives, experiences, and products led by entrepreneurs and startups in the UAE



The Ministry of Economy and Tourism announced the conclusion of the sixth edition of the World's Coolest Winter campaign, which launched on 16 December 2026, and ran for six weeks under the slogan "Our Winter is Entrepreneurial."

The campaign was implemented through collaboration between the Ministry and tourism authorities across the UAE's emirates, as part of the UAE Strategy for Domestic Tourism launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, aimed at developing an integrated, nationwide tourism ecosystem.

The campaign successfully achieved its core objectives of highlighting the UAE's tourism attractions, including islands, beaches and nature reserves, as well as natural, urban, heritage and cultural landmarks.

It also spotlighted tourism experiences led by entrepreneurs and startups, presenting their success stories and their pivotal role in delivering innovative tourism offerings. The campaign underscored the growing contribution of entrepreneurship to enriching the UAE's tourism experience, while supporting entrepreneurs and enhancing the visibility of their products and services within winter destinations and activities.

His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism, said that the latest success of the World's Coolest Winter campaign in its sixth edition serves as a strong indicator of the promising investment opportunities within the UAE's tourism sector, a key pillar of the nation's vision to build a strong and sustainable economy.

He noted that the campaign continues to reinforce the UAE's position as a cohesive tourism destination, adding that fostering coordination and integration among the tourism entities of the seven emirates, helps enhance the UAE's tourism appeal, and increase the sector's contribution to national GDP in line with the objectives of the We the UAE 2031 vision.

His Excellency added that the campaign's success reflects growing confidence in the quality and competitiveness of the UAE's domestic tourism product and its ability to attract diverse audiences from around the world, further strengthening the sector's unique advantages and its capacity for global leadership as a year-round destination.

The campaign, under the theme Our Winter is Entrepreneurial, demonstrated that the tourism sector has made remarkable progress in adopting innovative models centered on empowering Emirati entrepreneurs



and startups to become the sector's primary growth engines, he added.

H.E. Bin Touq Al Marri affirmed the Ministry's commitment to sustaining this entrepreneurial approach by fostering an enabling environment that allows youth to transform ideas into world-class tourism experiences, ensuring sustainable sector growth and positioning innovation and entrepreneurship as defining features of the UAE's future tourism identity.

Positive results

H.E. bin Touq Al Marri noted that the sixth edition of the World's Coolest Winter campaign delivered positive results across all seven emirates. Hotel revenues reached AED 12.5 billion, while the total number of hotel guests surpassed 5 million, up 5% compared to the previous edition. Hotel occupancy rates reached 84%, representing a 2% increase compared to the same period last year.

He added that the campaign achieved more than 300 million views worldwide, with a reach exceeding 1.5 billion people. The campaign has shown increased reliance on content creators, with 53 local and international creators collaborating on the campaign.

Engagement with campaign-produced videos exceeded 1.8 million interactions, creating strong momentum for deeper integration and closer cooperation among tourism authorities, and reinforcing a unified, team-based approach to developing exceptional experiences and projects that enhance the richness of the national tourism sector and the distinctiveness of destinations across each emirate, thereby cementing the UAE's position as a leading global tourism destination.

Boosting innovative tourism products

Beyond stimulating domestic tourism in captivating destinations across the UAE's emirates and cities, the sixth edition of the World's Coolest Winter campaign aimed to spotlight tourism initiatives, experiences, and products led by entrepreneurs and startups. It also sought to strengthen the presence of innovative, entrepreneurship-driven tourism products among the most sought-after winter destinations and activities, while empowering tourism entrepreneurs to unlock opportunities for excellence, growth, expansion, and access to a broad audience of visitors and tourists.

The campaign also aimed to encourage investment in domestic tourism projects which serve as a major catalyst for maximising the sector's positive economic impact. It focused on promoting the diversity and promising potential of green tourism across the UAE, while highlighting the competitiveness and appeal of natural, environmental, and agricultural destinations, supporting domestic tourism among citizens and residents and driving sustained growth in international visitor arrivals.

Through extensive media and marketing content disseminated across traditional media and social platforms, the campaign reached millions of people in the UAE and worldwide, promoting innovative tourism offerings, pioneering and non-conventional projects, and the UAE's vast diversity of environments, features, and unique tourism activities.

The campaign also showcased a range of startup initiatives developed by young Emirati entrepreneurs that achieved notable success in tourism promotion and in developing seamless travel experiences - from trip planning to immersive tourism journeys - as well as in creating products and services across





the tourism, travel, and hospitality sectors, leveraging advanced technologies to enhance innovation and sectoral appeal.

Accelerated growth of the tourism sector

The campaign highlighted the accelerated growth of the UAE's tourism and travel sector, alongside the continued achievements in strengthening the sector's appeal and expanding its contribution to the national economy. It also underscored the UAE's strong commitment to supporting entrepreneurship and innovation, expanding opportunities for youth, and reinforcing an enabling environment for small and medium-sized enterprises.

The UAE's civil aviation sector delivered a record performance last year. Passenger traffic across the country's airports is projected to reach approximately 159 million by the end of 2025, marking growth of over 7.5% compared to 2024, which recorded 147.8 million passengers. By the end of September 2025, Abu Dhabi Airports, Dubai International Airport, and Sharjah International Airport collectively handled around 108.59 million passengers.

The UAE tourism sector continued to deliver exceptional growth, with hotel revenues growing to approximately AED 44.4 billion during the January-November 2025 period. This represented a 8.8% growth compared to the same period of 2024, driven by higher average daily rates. Hotels welcomed around 29.1 million guests, a 5.2% increase, while hotel nights grew 6% to over 99.4 million nights compared to the same period in 2024.

Hotel occupancy rates reached 79.5% during the January-November 2025 period, with average stays of 3.42 nights. This coincided with improved capacity, as the number of hotels rose to 1,260 hotels offering around 216,900 hotel rooms.

In 2025, the UAE achieved further landmark successes in tourism, ranking among the world's top seven destinations for international tourist spending and leading globally across several aviation and travel competitiveness indicators, notably air transport infrastructure quality.

The UAE also marked a historic milestone with the election of H.E. Shaikha Al Nowais as the first woman globally and the first Emirati to serve as Secretary-General of the United Nations World Tourism Organization for the 2026–2029 term. Masfout Village in the Emirate of Ajman won the Best Tourism Village in the World award for 2025 from the UN World Tourism Organization, following competition with 270 villages from 65 countries. The city of Al Ain was also named Capital of Arab Tourism for 2026.



Ministry of Economy and Tourism reviews new amendments to the Commercial Companies Law and their pivotal role in enhancing competitiveness of the UAE's business environment



Briefing session held with the participation of H.E. the Minister of Economy and Tourism and representatives of the Securities and Commodities Authority (SCA) and local economic departments

The Ministry of Economy and Tourism held a media briefing to review the Federal Decree-Law No. 20 of 2025 amending certain provisions of Federal Decree-Law No. 32 of 2021 concerning Commercial Companies, issued by the UAE. The amendments introduce proactive and crucial updates across its 15 articles, along with a new article regulating and legitimising the transfer of a company's registration in the commercial register with the relevant authorities.

The briefing was in the presence of H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism; and attended by H.E. Abdullah Al Saleh, Undersecretary of the Ministry of Economy and Tourism; and representative of the Securities and Commodities Authority, along with a number of local economic departments, including H.E. Waleed Al Awadhi, CEO of the Securities and Commodities Authority, H.E. Saif Ahmed Al Suwaidi, Director General of the Ajman Department of Economic Development, and H.E. Counselor Barkan Khalifa Al Khalifa, Executive Director of the Business Governance Sector - Abu Dhabi.

A forward-looking vision to develop the business environment for companies of all sizes and forms

H.E. Bin Touq highlighted the UAE's adoption of a long-term, forward-looking vision to build an advanced and pioneering business environment for companies of all sizes and forms, in line with



global best practices and under the guidance of the country's wise leadership. He noted that the country has introduced competitive economic legislation and policies that reflect its strong belief in the vital role of the business sector in driving GDP growth and serving as a key partner in the UAE's sustainable development journey over the next 50 years. This approach aligns with the objectives of the We the UAE 2031 vision, which aims to position the UAE as the world's leading country in developing proactive legislation for new economy sectors by the next decade.

New amendments provide the highest levels of flexibility and form a key attraction for companies and investments

In his speech at the briefing, H.E. said: "The new amendments to the Commercial Companies law marks a pivotal milestone that underscores the UAE's commitment to enhancing the flexibility and sustainability of companies and supporting their ability to keep pace with future trends. The law introduces unprecedented legislative measures at both the national and regional levels, reinforcing the competitiveness of the UAE's business environment and its attractiveness to investments. It provides a comprehensive and clear legal framework that supports our companies' growth and long-term sustainability, facilitates access to financing and investment opportunities, and strengthens their ability to continue operations and expand geographically across free zones and financial free zones. In addition, the amendments offer greater flexibility in ownership structures and sale and exit processes, while enhancing corporate governance and safeguarding shareholders' rights within a leading and innovative national economic ecosystem aligned with global best standards and practices."

Multiple quotas and share classes as a legal right, with flexibility to transfer company registration

H.E. continued: "The amendments grant multiple quotas and share classes in limited liability companies (LLCs) and public and private joint stock companies as a legal right, compared to the previous system where this right was limited to public joint stock companies through a Cabinet decision. The UAE is among the first countries in the Middle East to allow multiple quotas classes for LLCs, while many countries restrict this to joint stock companies, particularly public joint stock companies. It enhances flexibility in ownership structures and better regulates the relationship among shareholders."

H.E. added: "The law also enhances the ease of doing business and ensures smoother entry to the markets by allowing the transfer of a company's registration in the commercial register between emirates, free zones and financial free zones, while maintaining the company's original legal personality as well as its contracts and obligations, without the need for re-establishment or liquidation. Additionally, it permits the conversion of companies between different legal forms, including cooperatives."

Legislative alignment and integration between local legislations and the legislation of free zones and financial free zones

H.E. highlighted that the new amendments will significantly enhance alignment and integration between local legislation and the laws of free zones and financial free zones related to establishing, operating and transferring companies between different regimes, as well as strengthen the integration among licensing authorities in the UAE. This will reduce compliance and business operating costs for companies, ensure business continuity, and support their access to markets, financing and investments efficiently and effectively, thereby reinforcing investor and business community confidence in the reputation of the national economy. The total number of company registrations and licences in the UAE is expected to increase by 10 to 15 per cent within the first year of implementing the new amendments.

250,000 New companies in the UAE's market

H.E. emphasised that the UAE has attracted around 760,000 companies since the issuance of the Commercial Companies Law in September 2021 through the end of 2025. This brings the total



number of companies in the country to more than 1.4 million, marking a 118.7 per cent growth compared to the end of the first half of 2021.

H.E. further explained that about 250,000 new companies were established in 2025 alone, while SMEs owned by UAE nationals grew by 63 per cent over the past five years.

37,794 national and international trademarks registered in 2025

H.E. remarked that the year 2025 was a distinguished one on the economic and tourism fronts, witnessing various key achievements, including the registration of approximately 37,794 national and international trademarks. Additionally, the number of registered trademarks also increased by 74 per cent over four years - a clear indicator of the vitality and attractiveness of the business environment for investments. In the domain of intellectual property, 3,595 works were registered in 2025, achieving remarkable overall growth of 124 per cent over four years.

Tourism contribution to GDP at 15 per cent

H.E. said that the UAE tourism sector delivered a robust and distinguished performance, with its contribution to the national GDP rising to 15 per cent last year, compared to six per cent in 2021, reaching a total value of AED 291 billion. This reflects an exceptional growth of nearly 216 per cent over four years.

National Economy expected to grow by five per cent

The UAE economy is expected to grow by 5 per cent in 2025, H.E. noted, driven by the continued expansion of non-oil sectors, whose contribution reached 77.5 per cent by the end of the first half of 2025. He highlighted that this growth is supported by the UAE's flexible economic policies and legislation, which enable business growth and expansion across new economy sectors.





Multiple quotas and share classes

In detail, the new amendments introduce the option for limited liability companies (LLCs) to establish multiple classes of quotas, placing the UAE among the leading countries in the region to enact such legislation, in recognition of the central role of LLCs in business and investment. The amendments also allow joint stock companies (JSCs) to issue multiple classes of shares, subject to specific regulatory conditions and procedures.

The classification of partners' shares or stocks into different categories follows various patterns, which will subsequently be determined by a Cabinet decision in alignment with international legislation governing such categories. Examples include: dividend shares, which grant their holders a higher percentage of profits or special privileges; shares with priority in capital recovery upon exit or liquidation, considered preferential rights; preferred shares, which grant additional privileges in profits or liquidation and special voting rights; shares with varying nominal values, which can be issued at different values without prejudice to partners' rights; and restricted shares, which are subject to restrictions on disposal or transfer of ownership, including the partners' approval of material decisions. The company may also propose other categories approved by the competent authority, provided that it adheres to the law and fully discloses information to investors, specifying all details in the articles of incorporation.

Valuation of quotas and in-kind capital

The new amendments introduce standards and requirements for valuing in-kind quotas (in-kind capital) through a decision issued by the Ministry of Economy and Tourism, in coordination with the relevant authority, across all company forms, except public JSCs, where this matter falls under the regulation of the Securities and Commodities Authority (SCA).

Conversion of legal forms to Joint Stock Companies in the absence of a Board of Directors and Registrar Secretariat

The Decree allows any company to convert from one legal form to another while retaining its legal personality, in accordance with the regulations issued by the Ministry of Economy and Tourism or the Securities and Commodities Authority (SCA), in coordination with the competent authority. However, the amendments address practical challenges previously faced when converting them



into a Joint Stock Company. The amendments allow existing executive management to oversee the transition procedures without requiring a new incorporation application or a founders' committee, unless the General Assembly decides otherwise in its conversion resolution.

Reducing lock-up period for private joint stock companies

The amendments reduce the lock-up period regarding the disposal of shares in Private Joint Stock Companies from two years to one year, with the possibility of further reducing or waiving this period via a ministerial decision. Furthermore, Private Joint Stock Companies are exempt from the lock-up period during private placement or listing in financial markets. This allows companies greater flexibility, enhances their ability to attract investment and financing, and creates new financial opportunities and instruments within the country's markets.

Expansion of the law's scope and bridging relations with comparative legislation in financial free zones and free zones

The provisions of the Decree apply to companies established in the UAE, foreign companies operating within the country or having their headquarters, branches, or representative offices therein. It also applies to branches or representative offices of companies established in Free Zones and Financial Free Zones when operating outside those zones and within the mainland. The law defines the forms of companies as: Joint Liability Company, Simple Commandite Company, Limited Liability Company (LLC), Public Joint Stock Company (PJSC), and Private Joint Stock Company.

The decree specifies five legal forms of companies: General partnership; Limited partnership; Limited liability company; Public shareholding company; Private shareholding company. The law also introduces a new legal form, "Non-profit commercial company," which is a company whose net profits resulting from its economic activity are reinvested in achieving the goals for which it was established, without distributing these profits to partners or shareholders. A Cabinet decision will be issued specifying the forms under which it can be registered and will regulate the terms and conditions specific to the non-profit commercial company, which may include special provisions that are different from the standard provisions specified for the same form of companies in order to achieve the goals of non-profit commercial companies.

Non-profit commercial company

The move supports the establishment of social impact projects in the country, digital education and health platforms, innovation, Research and Development (R&D) projects, and other economic clusters, which reinvest surpluses to achieve their goals without distributing profits, within a special regulatory framework determined by the Cabinet.





The law also stipulates that the Cabinet shall issue a decision specifying the purposes of these companies and regulating their provisions and forms, based on a proposal from His Excellency the Minister of Economy and Tourism, and in coordination with the Securities and Commodities Authority and the competent authority, while granting the Cabinet the power to exempt these companies from some of the provisions of this law when necessary.

Transfer of commercial registration enhances business flexibility and national economic integration

The new amendments provide broad flexibility for companies to transfer their commercial registration. This allows them to move their registration and licensing scope from one emirate to another, or between Free Zones and the mainland, without requiring liquidation or re-incorporation. This process ensures the preservation of the legal entity, operational continuity, and commercial history, along with all associated rights and obligations.

Transfer of free zone and financial free zone companies to operate in mainland

The amendments allow companies in Free Zones and Financial Free Zones to conduct their activities within the mainland through branches or representative offices. This raises the efficiency of existing investments and supports their optimal utilization to serve the growth of the national economy.

Continuity of corporate legal personality

The transfer of commercial registration entails the continuation of the company's legal personality without the need for liquidation or re-incorporation, as was the previous approach and practice. This enables the company to move between various emirates, and from Free Zones and Financial Free Zones to the mainland and vice versa, according to clear controls, continuing its existence from the first day of its registration in the Commercial Register; whereas previously, a company changing its headquarters was treated as a new entity.

The transfer of company registration in the Commercial Register with the competent authorities takes place after fulfilling a number of conditions, including the compatibility of registration systems, the absence of any legal impediments preventing the transfer, and obtaining the necessary approvals from the concerned authorities, followed by the publication of the transfer decision and the regularization of the company's status where applicable.

Reinforcing the UAE identity of companies

The amendments confirm that existing companies and those which to be established in the country, including in Free Zones and Financial Free Zones, continue to hold the UAE nationality. This reinforces



the country's economic identity and reputation, supports national brands, and improves companies' access to global opportunities and markets through the country's extensive international partnerships and established economic standing.

Regulation of shareholder relations, forced sales, and "Drag Along" and "Tag Along" rights

The amendments include provisions regarding forced sales and "Drag Along" and "Tag Along" rights. A majority shareholder can require minority partners to sell their stakes upon deciding to sell, while granting the minority the right to join the sale deal under the same terms. This protects the rights of all shareholders and ensures smooth ownership transfer. This applies to companies, whether limited liability or joint stock, subject to obtaining the necessary legal approvals.

The new amendments allow Limited Liability Companies and Private Joint Stock Companies to include provisions in their Memoranda of Association or Articles of Association to regulate the relationship between partners and shareholders. This includes allowing prior agreement to obligate certain partners or shareholders to sell their stakes or shares to a third party upon the fulfillment of specific conditions, or enabling one of them to join an existing sale deal under the same terms agreed upon with the buyer.

Additionally, the amendments regulate the mechanism for the disposal of shares or stakes belonging to a deceased partner or shareholder. Existing partners or shareholders, or the company itself, are granted priority to purchase these shares at a value agreed upon with the heirs. In the absence of an agreement, the competent court determines the value of the stake or share through experts specialized in technical and financial aspects.

Private placement for private joint stock companies and listing in financial markets in the country

The new amendments also permit Private Joint Stock Companies to list their securities for private placement in one of the country's financial markets, in accordance with controls and conditions issued by a decision from the SCA, in coordination with the Ministry and concerned entities. Private placement refers to inviting specific pre-determined categories or individuals, whether natural or legal persons, to subscribe to securities.

Key beneficiaries of the amendments to the companies law

The primary beneficiaries of the amendments to the Commercial Companies Law include companies established within the country wishing to convert to public or private joint stock companies;





companies operating in Free Zones and Financial Free Zones when conducting activity within the country; startups and entrepreneurs seeking private funding without a public offering; companies wishing to transfer registration or expand geographically within the country without re-incorporation; and investors and venture capital funds utilizing share categories and structured voting rights.

Addressing of administrative vacancies

The new amendments offer significant flexibility for Limited Liability Companies to address cases of vacancy in the position of General Manager or Board of Managers. A General Manager or Board of Managers may be appointed for one year from among the partners or others, including firms specialized in company management, in coordination with the competent authority and entities concerned with the activity, if any. This is done according to the following controls:

- Expiration of term without reappointment of a General Manager or formation of a Board of Managers: The General Manager or Board of Managers continues to manage the company and conduct its business for a period not exceeding six months from the date of expiry.
- Post-interim period: The General Assembly must appoint a General Manager or form a Board of Managers immediately upon the expiry of the six-month period; otherwise, the competent authority may appoint a manager or the Board in coordination with the entities concerned with the activity.
- Election of Board members: The General Assembly must elect members of the Board of Managers within one year at most.

In this manner, the law allows companies operating in the management field to assume the temporary management of Limited Liability Companies, ensuring the continuity of their business and the stability of their administrative structure without interruption.

Economic and social impact of the new amendments on companies and society

The new amendments contribute to enhancing the investment environment in the country by providing modern and diverse financing tools, such as private placement for Private Joint Stock Companies, issuing multiple categories of stakes or shares, and valuing in-kind shares according to approved standards, in coordination with the Ministry of Economy and Tourism, or with the SCA for Public Joint Stock Companies. These tools allow for rapid and effective project financing while preserving the founders' control over their companies, thereby enhancing the companies' ability to grow, expand, and maintain their strategic vision.

The amendments establish a clearer and more flexible corporate governance framework by regulating mechanisms for the removal and resignation of managers and ensuring the temporary continuation of the Board of Managers to avoid administrative vacuums. This ensures the stability of the administrative structure and business continuity, reducing risks associated with transitions or sudden changes in management.

Furthermore, the amendments grant every company established in the country UAE nationality, which enhances its international recognition, strengthens its reputation in global contracts and partnerships, empowers the national brand, and contributes to increasing the confidence of both local and foreign investors. This integrated legal framework helps open new growth channels, reducing the time required to enter the market and increasing company survival rates.

The new amendments to the Commercial Companies Law reflect the significant attention the UAE attaches to creating an advanced and stable business environment capable of supporting companies and stimulating investment. This supports the growth and competitiveness of the national economy, provides new job opportunities, and enhances the country's economic and social sustainability.



Seven government entities sign 55 contracts worth AED 78.6 million with Emirati SMEs during the National Forum for SMEs - Government Procurement 2026



Ministry of Economy and Tourism signs MoUs with MBRGI, Etihad Airways, Masdar, Abu Dhabi Ports, and e& to unlock more contracting opportunities for Emirati SMEs

The Ministry of Economy and Tourism, in collaboration with the Ministry of Finance, has concluded the National Forum for SMEs - Government Procurement 2026, with 55 contracts worth AED 78.6 million signed between seven participating public entities and Emirati small and medium enterprises (SMEs). The agreements are expected to strengthen SME participation in the government procurement ecosystem, support business growth and sustainability, and advance national economic development objectives.

Additional contracts worth AED 100 million for Emirati SMEs

The Forum is expected to provide additional contracts worth AED 100 million to national SMEs, enhancing opportunities for these enterprises to expand, engage in larger government projects and further promoting entrepreneurship in the UAE.

Forum attracts 1300 attendees

The two-day Forum attracted 1,300 attendees from federal and local government entities, national companies, and Emirati entrepreneurs, enabling direct interaction between them. It witnessed the forging of new partnerships, and the organisation of workshops and discussion sessions that addressed best practices in government procurement and mechanisms for enabling national enterprises to play a greater role in the national economy.

A platform for dialogue between public entities and Emirati enterprises

The Forum delivered a range of positive outcomes with a direct impact on supporting Emirati entrepreneurs and SME owners. It facilitated direct engagement between contracting entities and Emirati businesses to identify shared challenges and develop practical solutions, while also strengthening collaboration with financing entities to better leverage financial offerings that support participation in government procurement.



Introduction of government procurement tender procedures

The Forum's sessions focused on raising SME awareness of government procurement mechanisms and bidding procedures, while also sharing knowledge and expertise to support the sustainability and growth of these enterprises. Participants were also briefed on supplier registration systems, including key recommendations for completing registration requirements and submitting data for government tenders. In addition, the sessions highlighted the importance of leveraging the competitive advantages offered by the Ministry of Economy and Tourism's National Programme for SMEs.

Five MoUs signed

As part of the Forum, the Ministry of Economy and Tourism signed five memoranda of understanding (MoUs) with the Mohammed bin Rashid Al Maktoum Global Initiatives, e&, Etihad Airways, Abu Dhabi Ports, and Masdar (Abu Dhabi Future Energy Company). The MoUs aim to unlock more contracting opportunities for Emirati entrepreneurs and SMEs in government procurement tenders, enhance their capability to expand and achieve sustainable growth.

The memoranda were signed on behalf of the Ministry of Economy and Tourism by H.E. Abdullah Al Saleh, Undersecretary of the Ministry; H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for Intellectual Property Rights Sector at the Ministry; and H.E. Badreya Al Maidoor, Assistant Undersecretary for Support Services. The partner entities that signed were represented by Captain Mohamed Juma Al Shamisi, Managing Director and Group CEO of AD Ports Group; Captain Majed Al Marzouqi, Chief Operations and Guest Officer at Etihad Airways; Marwan Al Suwaidi, Executive Director of Financial Affairs and Investments at Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI); Saeed Al Zarooni, Group Chief Procurement Officer at e&; Khaleefa AlMhairi, Chief Operating Officer at Masdar (Abu Dhabi Future Energy Company).

H.E. Al Saleh stated that the outcomes of the forum reflect the Ministry's commitment to building an integrated government procurement ecosystem founded on partnership and coordination with government entities and major national companies. He emphasized that this approach supports the empowerment of small and medium-sized enterprises, which constitute approximately 95 per cent of all companies operating in the UAE and contribute around 63 per cent to the national GDP.





His Excellency noted that the agreements will help expand strategic partnerships and enhance contracting opportunities for Emirati SMEs. They seek to establish a general framework for cooperation that supports and empowers National Programme members by strengthening their participation in government procurement processes, ensuring fair and effective competition, and developing channels and mechanisms that enhance procedures, enable data exchange, and facilitate SME access to available contracting opportunities.

From his side, Saeed Al Zarooni, Group Chief Procurement Officer at e&, underscored the importance of participating in initiatives that support SMEs in the UAE, given their vital role in strengthening the national economy and enabling business owners to grow their enterprises and ensure long-term operational continuity.

Al Zarooni added that e& Group has implemented several incentive-driven initiatives, including the streamlining of company registration procedures and organizing a series of awareness workshops aimed at motivating SME-owners. These efforts form part of a comprehensive strategy to empower the business sector across the UAE.

He concluded by expressing his appreciation to the teams and departments supporting SMEs at the Ministry of Economy and Tourism and the Ministry of Finance, reaffirming e& Group's commitment to supporting all national efforts in this vital field.

Marwan Al Suwaidi emphasized MBRGI's steadfast commitment to supporting national efforts to build an integrated government procurement ecosystem. He noted that the foundation is committed to sharing its expertise with Emirati entrepreneurs and SME owners, enabling them to strengthen their capabilities, refine their business visions, and expand their contribution to the national economy, while further enriching the country's business and investment environment.

Al Suwaidi stated: "The Memorandum of Understanding between MBRGI and the Ministry of Economy and Tourism reflects our shared belief in the importance of unifying work methodologies and developing innovative improvement plans, while leveraging national expertise to establish a comprehensive framework that supports the UAE's economic objectives, most notably increasing the contribution of SMEs to national GDP, and building on the achievements the UAE has realized over past decades in this domain."

Commenting on the agreement, Mohamed Jameel Al Rumaihi, Chief Executive Officer of Masdar, said: "We are pleased to sign this Memorandum of Understanding with the Ministry of Economy and Tourism, which marks an important step in strengthening the role of national institutions and enhancing their ability to participate effectively in supporting Masdar's operations and various initiatives. The agreement will also focus on expanding the base of local suppliers and partners, enhancing the competitiveness of the local market, supporting sustainable economic development, and accelerating the UAE's economic diversification."



MoUs and areas of cooperation

The MoU signed between the Ministry of Economy and Tourism and Etihad Airways focuses on expanding SME participation in procurement processes, tenders, and supply chains related to the aviation sector. It aims to enhance the readiness of national enterprises to meet advanced operational contract requirements within a framework designed to empower National Programme members and improve their access to contracting opportunities.

The MoU with e& aims to integrate SMEs into the group's technology procurement ecosystem, activate competition and regulatory compliance mechanisms, adopt the Riyadh Card as an official document for participation, and implement the five per cent government procurement allocation stipulated in the SME Law. It also includes developing data exchange mechanisms and periodic reporting to enhance transparency and institutional integration.

The agreement with AD Ports Group seeks to expand SME participation in procurement systems, supply chains, and logistics services, facilitating their access to contracting opportunities in the maritime sector, supporting local content, and reinforcing sustainable economic growth.

In support of capacity building and empowerment, the MoU with Mohammed bin Rashid Al Maktoum Global Initiatives aims to strengthen integration between awareness and empowerment programs and government procurement requirements, as well as enable entrepreneurs to participate more effectively in contracting opportunities, enhancing the sustainability and readiness of their projects.

The MoU with Masdar focuses on increasing SME participation in procurement opportunities and initiatives related to clean energy and sustainability sectors. It aims to create an enabling environment, develop cooperation channels that ensure the exchange of non confidential data in accordance with legal frameworks, promoting transparency and equal opportunity, and ensuring alignment with the UAE's green economy objectives.



مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives



UAE and Czech Republic discuss opportunities to strengthen partnership across new economy sectors, tourism, entrepreneurship, food security and agritech

H.E. Bin Touq reviews key developments in the UAE's economic legislative ecosystem and the enablers offered by the country's business environment



H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, held a virtual meeting with H.E. Karel Havlíček, First Deputy Prime Minister and Minister of Industry and Trade of the Czech Republic, to explore ways to enhance the economic partnership between the two countries. The discussions focused on sectors of mutual interest, and new joint projects and initiatives slated for implementation in 2026.

H.E. Bin Touq underscored the growth of UAE–Czech relations across various economic fields, highlighting the importance of continuing joint efforts to unlock new avenues for collaboration between the business communities of both countries and strengthen partnerships in new economy sectors. These include tourism, entrepreneurship, investment, agricultural technology, food security, education, health, renewable energy, and innovation.

H.E. said: "The Czech Republic is a key economic partner for the UAE in Central Europe. We look forward to further strengthening collaboration to support the growth and sustainability of both our economies. These efforts align with the UAE's vision to expand its economic partnerships and bolster its standing as a global partner and an influential and attractive economic hub, in line with the objectives of the 'We the UAE 2031' vision." His Excellency emphasised that UAE currently has 700 Czech companies and 331 Czech trademarks operating across diverse economic sectors.

In addition, the Minister of Economy and Tourism reviewed key developments in the UAE's economic legislative ecosystem, particularly the issuance of new laws concerning family businesses, cooperatives, commercial companies, and e-commerce. H.E. further highlighted the UAE's competitive business environment which offers outstanding opportunities for investors and business leaders from around the world. These include 100 per cent foreign ownership of companies, access to more than 2,000 economic activities, tax incentives and long-term residency frameworks designed for investors, and the availability of a number of economic free zones that facilitate the establishment of businesses and their operations.



H.E. Bin Touq meets with UN Tourism Secretary General to discuss strengthening partnerships to advance innovative tourism initiatives



Meeting highlights Ministry's new initiatives and policies aimed at enhancing the competitiveness of UAE tourism in line with the national tourism strategy 2031

His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism, met with H.E. Shaikha Nasser Al Nowais, Secretary-General of UN Tourism, on the sidelines of His Excellency's participation in FITUR Madrid 2026, the international tourism trade fair held from 21 to 25 January 2026.

During the meeting, His Excellency highlighted the UAE's steadfast commitment to strengthening cooperation and forging diverse partnerships with UN Tourism, as well as to exchanging best practices and expertise across various tourism sectors and activities. These efforts align with the directives of the UAE's wise leadership to enhance the country's position as a leading global tourism destination and to support sustainable tourism development at the regional and international levels.

His Excellency Bin Touq emphasised the importance of the meeting as a new milestone in strengthening cooperation between the UAE and UN Tourism, particularly in the areas of smart and sustainable tourism solutions, the development and promotion of new destinations, and tourism education and vocational training. These efforts reinforce the UAE's pivotal role within international organisations, enhance the competitiveness of the national tourism sector, and support sustainable development objectives, reflecting the shared commitment of both sides to advancing an innovative, resilient, and sustainable global tourism sector.

Furthermore, His Excellency reviewed the UAE's vision for advancing the sector and building a



more globally integrated tourism ecosystem. The discussion also covered the latest initiatives and policies adopted by the UAE across both the public and private sectors to enhance the sector's competitiveness and sustainability at the regional and international levels, in line with the objectives of the UAE Tourism Strategy 2031.

H.E. Shaikha Al Nowais said: "As an Emirati citizen, I take great pride in the UAE's advanced global standing as a leading tourism and economic hub. The UAE has presented a pioneering and distinctive model that demonstrates how informed ambition, strategic partnerships, and effective international cooperation serve as fundamental pillars for creating sustainable value that extends from the present into the future."

H.E. added: "Following my discussions with H.E. Abdulla bin Touq Al Marri at FITUR, UN Tourism looks forward to further strengthening cooperation and partnership with the UAE's Ministry of Economy and Tourism. The Organisation will also enhance engagement with its partners across the public and private sectors to facilitate the exchange of best practices and expertise drawn from the UAE's experience in developing destinations, enhancing their attractiveness to global talent, and creating an enabling environment for tourism innovation, in line with the UAE Tourism Strategy 2031."

H.E. further affirmed UAE's support for UN Tourism's efforts in implementing practical programmes with tangible impact on the development of destinations and local communities. This strengthens



sustainable tourism development and reflects the UAE's pivotal role in promoting international collaboration to build a competitive and sustainable tourism sector.

The meeting also addressed mechanisms to advance partnership pathways and expand cooperation across the tourism and hospitality sectors through the exchange of expertise and best practices that support the delivery of distinctive and sustainable tourism experiences. Discussions further covered a range of future joint initiatives with UN Tourism, particularly in the areas of education and vocational training, as well as the development of sustainable and family-friendly destinations.

In this context, the Ministry of Economy and Tourism signed a memorandum of understanding with UN Tourism in June 2024 to enhance the digital services provided by the organisation during official meetings. The MoU aims to accelerate digital transformation within UN Tourism, improve the efficiency and management of its meetings and gatherings, and deliver advanced services, including e-voting and online registration for UN Tourism events and activities.



Investopia - Davos showcases UAE's enablers for attracting investment, capital during World Economic Forum 2026



For the first time, Investopia took part in the World Economic Forum 2026 in Davos through "Investopia-Davos", marked by a high-level panel discussion entitled: "Where Will Global Capital Move Next? Platforms, Policies, and Partnerships Shaping the New Economy."

The session was attended by Abdulla bin Touq Al Marri, Minister of Economy and Tourism and Chairman of Investopia; Roberto Hoornweg, Chief Executive Officer, Corporate and Investment Banking, Standard Chartered and CEO of Europe, Americas, Middle East and Africa; along with senior policymakers, business leaders, and international investors.

Bin Touq stated: "We are witnessing significant shifts in global capital movement. International reports indicate that global foreign direct investment flows declined by 11 per cent in 2024, reaching USD 1.5 trillion compared to \$1.67 trillion in 2023. This is driven by ongoing economic and geopolitical changes, as well as the impact of volatile financial transactions across intermediary European economies, with expectations of a continued slowdown in productive capital flows globally."



He added: “Investors today are prioritising macroeconomic stability, policy clarity, and cross-regional accessibility rather than relying on a single market. Returns alone are no longer sufficient; policy frameworks have become a decisive factor. According to the World Bank’s 2024 Global Investment Competitiveness Report, uncertainty is among the top three barriers to cross-border investment, alongside financing costs and geopolitical risks.”

Bin Touq emphasised: “Investopia plays a strategic and central role in shaping the future of the global investment landscape. It goes beyond traditional individual deals by developing integrated, actionable investment pathways characterised by diversity and flexibility across new economy sectors. Investopia aims to effectively align sovereign priorities with private sector capital, ensuring that investments are directed toward projects that deliver tangible and sustainable economic impact, while reducing risks arising from misalignment between policies, projects, and financing.”

The minister noted that this approach enables Investopia to foster a connected and trusted investment environment that strengthens the UAE’s ability to attract global capital and high-quality investments, while accelerating the implementation of projects with significant economic and strategic value.

During his participation in the session, H.E. Bin Touq said: “The UAE presents an exceptional model in attracting capital, investments, and wealth from across the globe. Under the guidance of its wise leadership, the UAE has built an integrated and competitive economic and legislative ecosystem. Notably, non-oil sectors constitute 77.5 per cent of our national GDP as of the end of H1 2025. Over 1.4 million companies operate in the UAE’s markets, and FDI inflows reached approximately USD 45.6 billion in 2024, positioning the UAE among the top ten FDI recipients globally.”

He also explained that the UAE is home to more than 200 nationalities and tens of thousands of multinational corporations, which reinforces its status as a leading hub for global businesses, serving as a gateway to Asian, African, Middle Eastern, and European markets through a single, integrated platform.

Furthermore, the Minister of Economy and Tourism highlighted the UAE’s ongoing efforts to enhance its attractiveness to capital and investment, new amendments have been introduced to





the Commercial Companies Law. The amendments aim to establish a stable and transparent legal framework that safeguards investor rights, facilitates the establishment of companies in all their forms, and supports business growth and expansion. Notably, the amendments mitigate investment risks by limiting shareholders' financial liabilities and introducing clear mechanisms for capital increases and share trading. These measures open new financing horizons, strengthen the domestic and foreign investment climate, and encourage greater participation in strategic projects and priority sectors.

In this context, the minister invited participants to leverage the UAE's position as a global economic hub, distinguished by its advanced legislative environment, competitive economic system, stability, and the abundance of economic and investment opportunities it offers in key sectors.

He noted that global capital is increasingly flowing towards economies that successfully integrate trade, logistics, digital infrastructure, and the financial sector, with a particular focus on future areas such as the energy transition, advanced manufacturing, and digital trade. He added that sustainability is no longer merely an option but a fundamental requirement for risk management, especially for sovereign wealth funds and global financial institutions.

In detail, the session discussed the future direction of global capital in the new economy phase, against the backdrop of geopolitical shifts, rapid technological advancements, the energy transition, and the reconfiguration of global value chains. Discussions also addressed how capital is being deployed in the current environment, as well as the key factors investors seek in business ecosystems and policy frameworks to ensure stability, scalability, and long-term growth in priority markets.

The session further examined the critical role of partnerships between sovereign entities, the private sector, and multilateral institutions in shaping the next phase of global growth. It explored mechanisms for translating investment opportunities into bankable projects and aligning policies and capital with real opportunities in new economy sectors within the UAE's markets, reinforcing the country's position as a leading global hub for business and investment.

The World Economic Forum Annual Meeting in Davos was held from 19 to 23 January 2026, at a time when the global economy faces unprecedented economic and geopolitical challenges. With a record level of participation, including more than 65 heads of state and government among over 3,000 global leaders and decision-makers, the Forum is expected to play a pivotal role in advancing solutions to interconnected global challenges.



UAE participates in 52nd UN Tourism Regional Commission for the Middle East and affirms its support for tourism integration and cooperation in the region



H.E. Bin Touq reiterates UAE's commitment to continue working with UN Tourism to enhance global tourism sustainability

His Excellency Abdulla bin Touq Al Marri, Minister of Economy and Tourism, led the UAE delegation participating in the 52nd UN Tourism Regional Commission for the Middle East, which was hosted by Kuwait from 10 to 12 February 2026. The event witnessed the participation of tourism ministers and senior officials from the region.

H.E. Bin Touq affirmed the UAE's commitment to supporting integration and joint efforts in the tourism sector among the countries of the Middle East. The UAE is keen to enhance collaboration with UN Tourism, given the rapid pace of transformations centered on innovation, sustainability, and regional integration. This supports the growth of global tourism and reinforces its role as a key driver of sustainable economic and social development.

H.E. extended his gratitude and appreciation to the State of Kuwait for its generous hosting and organisation of the distinguished event. He also congratulated Her Excellency Shaikha Nasser Al Nowais on leading her first Regional Commission meeting for the Middle East as the Secretary-General of UN Tourism. He noted that her leadership has ushered in a new era for the Organisation, consolidating its position as a global umbrella for formulating more resilient and sustainable tourism policies.

H.E. Bin Touq underscored the region's strong tourism performance, with the number of international tourists exceeding 100 million in 2025 and revenues surpassing USD 150 billion. This reflects the region's ability to transition from the recovery phase to a phase of sustainable growth, solidifying its position as a major global hub for travel and tourism.



The Minister of Economy and Tourism said: "The UAE has placed tourism among its national priorities, considering it as a key driver of diversification and sustaining economic progress. The UAE ranked among the top seven global destinations for international tourist spending, accounting for approximately 2.3 per cent of tourism movement globally, and 32.2 per cent of international tourist movement at the regional level. These indicators reflect the strength and competitiveness of this vital sector at both levels."

"The sixth edition of the "World's Coolest Winter" campaign achieved outstanding results across the UAE. The hotel revenues during this edition reached AED 12.5 billion, and the total number of hotel guests in the country was nearly five million, marking a five percent increase compared to the fifth edition of the campaign. Besides, the hotel occupancy rate reached 84 per cent, with a two per cent growth from 2025" he added.

H.E. emphasized the UAE's efforts in developing the sector under the UAE Tourism Strategy 2031, which is an ambitious national framework to increase the sector's contribution to the GDP to AED 450 billion by the next decade, attracting quality investments. It also aims to consolidate the country's position as the best tourism identity globally and a leading global destination in competitiveness, sustainability, and innovation.

In the context, H.E. highlighted that UAE has made tangible progress in accelerating digital transformation in destination management and employing AI technologies in market analysis and enhancing visitor experience. The recognition of Masfout village as the Best Tourism Village 2025 reflects the country's commitment to promoting sustainable tourism and empowering local communities. H.E. also affirmed the need for enhanced regional coordination, expanding public-private partnerships, and intensifying efforts in the areas of human capital development, innovation, and climate resilience. He emphasized that the strength of the Middle East region lies in its integration and cooperation, not just in its individual potentials.

His Excellency Bin Touq stated that the UAE will continue to actively support the efforts of UN Tourism, working with member states to enhance the region's position as a global model for sustainable, smart, and resilient tourism, and contributing to the economic and social development of future generations.





Hamdan bin Mohammed meets with Dubai business leaders to reinforce resilience and sustain economic momentum



His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, attended a specially convened Dubai Majlis that brought together nearly 300 senior leaders from across Dubai's business community to discuss strategies to reinforce Dubai's economic resilience.

His Highness said: "Thanks to the vision of our wise leadership and our close partnership with the business community, Dubai continues to move forward with confidence to strengthen the resilience of its economy and reinforce its position as a global hub for trade, tourism and investment. We will continue to take all necessary steps to ensure sustainable economic growth and safeguard our development gains, further enhancing Dubai's competitiveness."

The meeting was organised by the Dubai Department of Economy and Tourism as part of the Government of Dubai's commitment to deepening cooperation with the private sector and strengthening coordination across economic sectors to ensure sustainable growth and reinforce the emirate's global stature.

The Majlis was attended by His Excellency Mohammad Abdullah Al Gergawi, Minister of Cabinet Affairs, and His Excellency Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications.



The private briefing featured detailed updates from Her Excellency Reem Al Hashimy, Minister of State for International Cooperation; His Excellency Major General Abdul Nasser Al Humaidi, Official Spokesperson of the Ministry of Defence, and Sir Tim Clark, President of Emirates Airline.

The meeting reviewed measures and strategies to reinforce national economic resilience and sustain economic momentum, supporting Dubai's position as a leading global hub for trade, tourism and investment, and strengthening its ability to deliver sustainable growth across key sectors.

In her remarks, Her Excellency Reem Al Hashimy highlighted the importance of unity and cohesion, commending the confidence and stability demonstrated by the business community and wider society. She called for continued collective efforts to advance Dubai's development and prosperity.

His Excellency Helal Saeed Almarri, Director General of the Dubai Department of Economy and Tourism, said: "Under the leadership and vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the guidance of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai has built one of the world's most resilient and future-ready economic ecosystems. Today's meeting sends a clear message of our shared commitment to align on the next phase, ensuring Dubai continues to move forward with confidence, stability and ambition, while promoting growth in line with the Dubai Economic Agenda D33 and reinforcing the city's position as one of the world's most trusted global hubs for trade, investment, tourism and innovation."

Sir Tim Clark noted that Dubai's aviation sector has demonstrated strong adaptability, with operations steadily ramping up again while maintaining the highest safety standards. He emphasised that global demand for travel through Dubai remains strong, reinforcing the city's position as one of the world's most important global aviation hubs.

The Dubai Majlis also highlighted the strength of the partnership between the government and the private sector. The meeting concluded with a shared commitment to advance the next phase of growth, in line with the ambitions of the Dubai Economic Agenda D33, reinforcing Dubai's position among the world's leading cities for business, investment, and innovation.



Dubai Economic Agenda D33



UAE trade with the world reaches AED 6 trillion in 2025, up 14.7%



The United Arab Emirates' total trade in goods and services with the world surged to a record AED 6 trillion (\$1.63 trillion) in 2025, compared to AED 5.23 trillion (\$1.424 trillion) in 2024, marking a strong growth rate of 14.7%.

According to the World Trade Organization's report "World Trade Prospects and Statistics – March 2026," the UAE continues to rank among the strongest and fastest-growing economies globally and regionally in foreign trade.

Data from the report showed that the UAE's trade in goods exceeded AED 4.86 trillion (\$1.32 trillion) in 2025, up from AED 4.2 trillion (\$1.14 trillion) in 2024, reflecting a growth rate of 15.78%. Trade in services reached \$311 billion (AED 1.14 trillion), bringing total trade in goods and services to \$1.63 trillion (AED 6 trillion).

The UAE recorded a trade surplus of \$88 billion (AED 323 billion) in goods and \$71 billion (AED 260.5 billion) in services, resulting in a combined surplus of \$159 billion (AED 583.5 billion).

The report ranked the UAE first in the Middle East and Africa in both exports and imports of goods and services, maintaining its position as a key trade hub in the region.

Globally, the UAE advanced to 9th place in merchandise exports in 2025, up from 11th in 2024, with total exports reaching \$707 billion (AED 2.6 trillion), accounting for 2.7% of global exports and marking a growth rate of 17.24%. When the European Union is considered as a single bloc, the UAE ranks 7th globally.

In terms of imports, the UAE moved up from 14th to 13th globally, with total imports reaching \$619 billion (AED 2.27 trillion), representing 2.3% of global imports and a growth rate of 14.8%. When the EU is treated as a bloc, the UAE ranks 10th globally.



Total trade in services reached \$311 billion (AED 1.14 trillion) in 2025, compared to \$282 billion (AED 1.0 trillion) in 2024, reflecting a growth rate of 10.2%.

The UAE maintained its 13th position globally in services exports, which rose to \$191 billion (AED 701 billion) from \$176 billion (AED 646 billion) in 2024, accounting for 2.0% of global services exports. When the EU is treated as a bloc, the UAE ranks 9th globally.

Services imports increased to \$120 billion (AED 440.4 billion) in 2025, compared to \$106 billion (AED 389 billion) in 2024, reflecting a growth rate of 13.2%. The UAE maintained its 21st position globally in services imports, with a 1.4% share. When the EU is considered as a bloc, the UAE ranks 12th globally.

Globally, trade in goods and services grew by 4.7% in 2025, exceeding global GDP growth of 2.9%. In 2026, trade growth is expected to align more closely with GDP growth at around 2.7% and 2.8%, respectively.

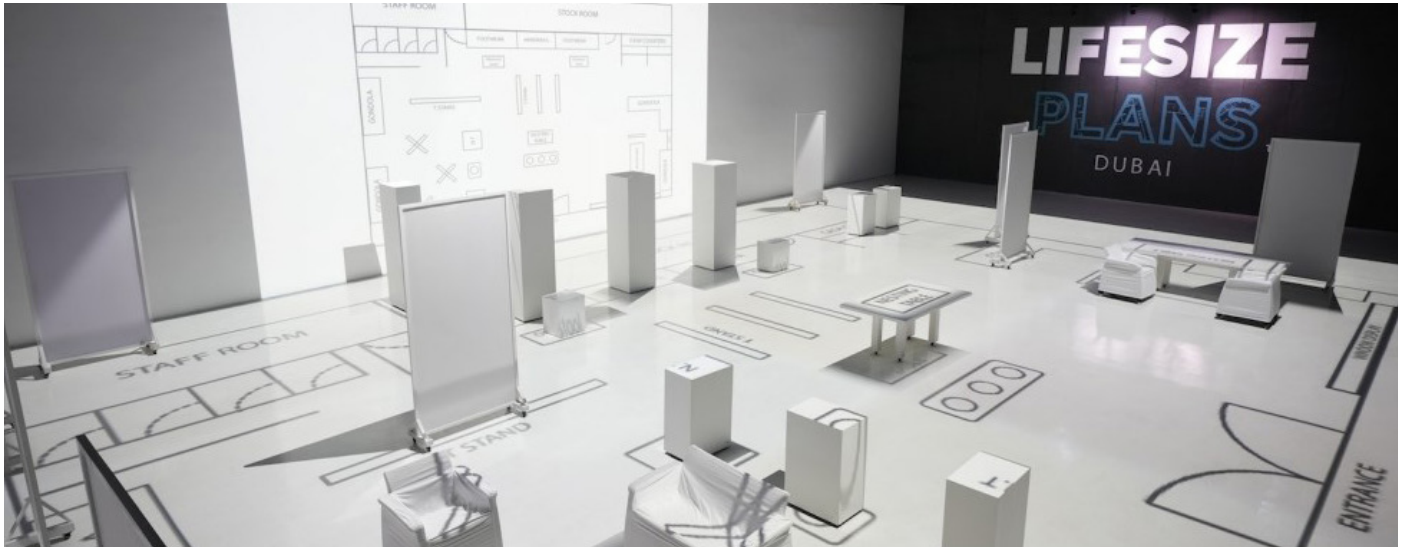
Global merchandise trade reached \$26.26 trillion in 2025, growing by 7%, while services trade reached \$9.56 trillion, up 8%, bringing total global trade to \$34.65 trillion.

The WTO expects global trade growth to slow in 2026 amid rising geopolitical tensions in the Middle East and higher energy prices, despite the strong performance recorded in 2025. Merchandise trade growth is projected to ease to 1.9% in 2026, down from 4.6% in 2025.





UAE's VR market to quadruple in value and exceed AED 1.6 billion by 2030



The rapid growth of immersive technologies is playing an increasingly important role in reshaping the UAE's real estate sector, as the country continues to strengthen its position as a global hub for innovation, investment and smart urban development. The adoption of these advancements is enhancing how properties are designed, sold and experienced, while delivering greater efficiency, accuracy and customer engagement across the real estate value chain.

The UAE immersive virtual reality (VR) market alone generated approximately AED 366.148 million in revenue in 2024 and is expected to quadruple in value to reach AED 1.612 billion by 2030, expanding at a compound annual growth rate (CAGR) of around 28%, according to market intelligence platform 'Grand View Research'¹. This strong growth is being driven by increasing demand for immersive digital experiences across sectors, including real estate, where VR is streamlining decision-making, reducing costs and accelerating sales cycles.

Within the UAE real estate sector, VR adoption is transforming both pre-construction and sales stages. Immersive virtual walkthroughs allow developers, investors and buyers to experience properties before they are built, improving design accuracy, minimizing costly revisions and enabling faster approvals. For sales and leasing, VR enables international and remote buyers to explore developments in detail, supporting the UAE's appeal as a global investment destination.

A growing demand for immersive visualization solutions is also evident across the UAE's real estate and construction sectors. As a result, technology companies are supporting developers and consultants seeking greater certainty during the pre-construction phase by bringing architectural plans to life at a true 1:1 scale perfectly aligned with the UAE's fast-paced, high-value development environment.

As the UAE continues its drive towards smart, sustainable urban development, the role of immersive technologies within real estate is set to expand further. By enhancing collaboration, improving buyer confidence and enabling more informed investment decisions, these technologies will help to reshape and revolutionize the future of the UAE real estate market. This transformation will be further supported by the country's strong government, digital transformation initiatives and sustained investor interest.



UAE non-oil private sector growth boosted by jump in demand in January, PMI shows



The United Arab Emirates' non-oil private sector experienced the fastest growth in new business in nearly two years in January, driven by a steep increase in new orders, a survey showed on Wednesday.

The seasonally adjusted S&P Global UAE Purchasing Managers' Index rose to 54.9 in January from 54.2 in December, marking the highest level in 11 months. A reading above 50 indicates growth in activity, while below 50 points to a contraction.

Strong demand was highlighted by the sharp acceleration in new orders with the subindex rising to a reading of 60.0 in January from 57.2 in December, the fastest pace in 22 months.

"UAE's non-oil economy started the year on a solid footing, as new orders increased steeply, prompting firms to lift output and sharply expand their purchases," said David Owen, senior economist at S&P Global Market Intelligence.

Despite the accelerated sales growth, firms tightened their price margins due to competitive pressures, resulting in only a marginal increase in average selling prices. Input prices, on the other hand, rose the fastest in one-and-a-half years, on higher costs for raw materials and wages.

"Cost inflation across the sector climbed to an 18-month high, with firms facing higher charges on a range of materials," Owen said.

Business expectations reached a 15-month high in January, with firms optimistic about future demand conditions and expansion efforts.

In Dubai, the country's business and tourism hub, headline PMI rose to 55.9 in January 2026 from 54.3 the previous month, as new business growth hit a 22-month high, prompting faster employment growth and stockpiling efforts.



UAE dominates Forbes list of Top 100 Listed Companies 2025



The UAE led the GCC region with 33 entries dominating the Forbes Middle East's list of Top 100 Listed Companies 2025.

With 30 entries, Saudi Arabia came in second on the list, followed by Qatar with 12 and Kuwait with 10, while Morocco and Oman each had four entries.

Egypt contributed three companies, and both Jordan and Bahrain were represented by two companies each.

The top 100 publicly listed companies in the Middle East and North Africa region experienced a modest decline in net profits in the past year, dropping 1.2% to reach \$237.4 billion, according to Forbes Middle East.

Their combined market cap decreased by 3.6%, settling at \$3.5 trillion as of April 2025.

Despite the slight fall in profits and market cap, the companies recorded strong growth in other key financial indicators. Aggregate sales rose by 12.2% to hit \$1.1 trillion, while total assets increased by 10.8% to \$5.4 trillion, up from \$4.9 trillion the previous year.

Saudi oil giant Aramco topped the list once again, with market capitalisation of \$1.7 trillion and net profits of \$106.2 billion. It was followed by International Holding Company (IHC) in second place, and the QNB Group and the Saudi National Bank in third place.

With 45 entries, the banking and financial services industry had the most representation, followed by the industrial and telecommunications industries, each with nine companies.



Although represented by only six businesses, the energy sector continued to be the most lucrative, bringing in a total of \$114 billion, thanks in large part to Aramco's success, the report said.

Four of the five new entrants on the 2025 list are newly listed, including OQ Exploration & Production (Oman), Lulu Retail Holdings, Agility Global and NMDC Energy. Saudi SABIC also rejoined the list, making a strong comeback from a \$102.5 million loss in 2023 to a \$993 million profit in 2024.

Among the 33 UAE companies are: International Holding Company (IHC), Emirates NBD Group, First Abu Dhabi Bank (FAB), Abu Dhabi Commercial Bank (ADCB), TAQA Group, ADNOC Gas, e&, Alpha Dhabi Holding (ADH), Emaar Properties, Dubai Electricity and Water Authority (DEWA), Dubai Islamic Bank (DIB), Mashreq, Abu Dhabi Islamic Bank (ADIB), Aldar Properties, Emaar Development, Borouge, ADNOC Drilling, Emirates Islamic, PureHealth Holding, Commercial Bank of Dubai (CBD), NMDC Group, AD Ports Group, ADNOC Distribution, ADNOC Logistics & Services, Emirates Integrated Telecommunications Company (du), National Bank of Ras Al Khaimah (RAKBANK), Lulu Retail Holdings, Agility Global, NMDC Energy, Air Arabia, Sharjah Islamic Bank (SIB), National Bank of Fujairah (NBF), and Fertiglobe.





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



شهادة منشأ للمنتجات
الوطنية لدول مجلس التعاون
Certificate of Origin for
Gulf Cooperation Council



إصدار شهادة
المنشأ العربية
Issue Arabic
Certificate of Origin



إصدار شهادة
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