

BUSINESS VOICE

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A POWERFUL PLATFORM

We look at the key developments and highlights of Expo 2020 a month after it opened its doors to the world

Healthcare: How Abu Dhabi has emerged as the region's top medical and innovation hub [P06](#)

Space programme: The UAE is taking ambitious steps to make the impossible possible [P24](#)

SMEs: A new networking hub, more funding avenues and the region's biggest Fintech festival [P36](#)



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We are a month away from the 50th anniversary of the UAE's unification. This grand milestone underscores the joint efforts of the public and private sector to achieve not only Abu Dhabi's Economic Vision 2030, but also the UAE's overarching goal of diversifying its economy over the next 50 years. As a result, we are seeing growth and investment across all sectors, including healthcare. Abu Dhabi's healthcare sector is fast-tracking its digital transformation, as it reinforces its reputation as a global healthcare hub with world-class medical and research facilities, offering the best medical care to the community. The introduction of Special Talent Golden Visas and the recent legislation permitting 100% foreign ownership of companies is also attracting skilled medical professionals, Medtech startups and foreign direct investment into the Emirate.

As the country sets the roadmap for its growth in the next five decades, its ambitions are firmly focused on enhancing the space sector's contribution to the economy as well as promoting the UAE's regional and international presence in the space sector. As the first Arab country and fifth nation in the world to successfully launch a mission to Mars, we are among the frontrunners in space exploration and research. Our sights are now set on Venus, with a landmark mission announced for 2028.

Natural gas is another sector that continues to play a key role in helping the UAE achieve economic growth and gas self-sufficiency. We look at ADNOC's role in strengthening the UAE's position as a regional leader in natural gas and emerging blue hydrogen market.

The Creative and Culture Industries sector, a major contributor to the economy, is also gathering momentum with new initiatives to attract and support talent, and showcase the Emirate's role as a leading global culture hub.

Abu Dhabi is continuing to dedicate more resources, time and effort to support entrepreneurs and transform the country into a launchpad for SMEs with initiatives such as AD SME Tribe, new funding avenues and a cloud-based training programme.

The UAE has reinforced its leadership in the implementation of 5G, with Etisalat being recognised as having the fastest mobile network on earth — for the second time in a row. As a result, the UAE is ranked first among countries in terms of mobile network speed. Along with these achievements, Etisalat is also spearheading the application of 5G technology in industries ranging from healthcare to manufacturing.

Expo 2020 is proving to be a great platform to share knowledge, promote innovation and network with industry experts in every field. Abu Dhabi Chamber has had productive meetings at the Expo to promote bilateral and trade ties with countries such as Serbia and Cuba, and the state of Paraná, Brazil. We've also welcomed international delegations to our headquarters in Abu Dhabi. These meetings will help promote Abu Dhabi as the ideal destination for investment, business and innovation.

Mohamed Helal Al Mheiri
Director General, Abu Dhabi Chamber



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NOVEMBER.2021



P.16

06 SETTING HIGH STANDARDS

Abu Dhabi's healthcare sector is encouraging foreign direct investment and attracting Medtech startups, as it continues to focus on digital transformation

12 A POWERFUL PLATFORM

We look at some of the key developments and highlights of Expo 2020 a month after it opened its doors to the world

16 GAS GAINS GROUND

With natural gas playing an important role in the global energy mix, ADNOC remains committed to delivering a more sustainable gas supply to its customers and enabling gas self-sufficiency for the UAE

20 FIRST, FASTEST AND FUTURE FORWARD

Etisalat has been recognised for having the fastest mobile network on earth. We look at how it is leveraging 5G technologies in sectors, ranging from healthcare to manufacturing among others

24 MAKING THE IMPOSSIBLE POSSIBLE

We look at the most recent milestones that are boosting the UAE's space exploration ambitions

30 NURTURING CREATIVITY AND CULTURE

Abu Dhabi's commitment and investment to support, encourage and showcase the country's

P.36



cultural and creative sectors is gathering momentum

36 A STRONG SHOW OF SUPPORT

The latest initiatives supporting and funding SMEs in Abu Dhabi

44 A HISTORY OF COLLABORATION

The strong ties between the UAE and the Netherlands are underscored by close cooperation in areas such as food security and energy efficiency

48 NEWS

Key stories from the Abu Dhabi Chamber of Commerce and Industry

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SETTING HIGH STANDARDS

Abu Dhabi's healthcare sector is encouraging foreign direct investment and attracting Medtech startups, as it continues to focus on digital transformation to deliver the best-in-class medical treatment to the Emirate's growing population

In October, the regulator of Abu Dhabi's healthcare sector, the Department of Health - Abu Dhabi (DoH), and Abu Dhabi Residents Office (ADRO), a division of the Abu Dhabi Department of Economic Development (ADDED), awarded Special Talent Golden Visas to more than 500 doctors in recognition of their efforts to support the country's healthcare sector. The long-term visa is part of a wide range of visa options available to individuals working, studying, excelling and investing in healthcare and other key sectors.

In a statement published by the Abu Dhabi Media Office to mark the important milestone, His Excellency Abdullah bin Mohammed Al Hamed, Chairman of DoH said: "The healthcare sector plays an important role in shaping the future of Abu Dhabi and the UAE. Over the past year, we have seen the impact our healthcare professionals have made on our community.



“Supporting the vision of our leadership, they have consistently put health and the well-being of our community as top priority. They have provided the highest standards commitment, responsibility and sacrifice to ensure our community remains safe and healthy. Today, our healthcare sector enjoys a leading position regionally and globally as one of the best and most advanced, proven by the awards and accolades achieved by the Emirate.”

The DoH Chairman’s words underscore the great strides that the Emirate’s healthcare sector has made in line with Abu Dhabi’s Vision 2030 strategy and DoH’s Healthcare Capacity Master Plan. Today, the Emirate boasts a range of world-class, multispecialty hospitals, and advanced diagnostic and research centres. These include Sheikh Shakhbout Medical City — a joint venture between Abu Dhabi Health Services (Seha) and Mayo Clinic, which celebrated its first anniversary in February. At 300,000 square meters, it is the largest tertiary hospital in the UAE.

Mubadala Health, the integrated health network of Mubadala Investment Company, is also supporting the health and wellbeing of the communities through an integrated clinical approach with its state-of-the-art health facilities, including the multispecialty Cleveland Clinic Abu Dhabi, Abu Dhabi Telemedicine Centre, Amana Healthcare, Capital Health Screening Centre, Healthpoint, Imperial College London Diabetes Centre, and National Reference Laboratory. In

→ H.E. Sheikh Abdullah bin Mohammed Al Hamed, Chairman of Department of Health – Abu Dhabi

↓ The multispecialty Cleveland Clinic Abu Dhabi



June, Mubadala Health acquired a 60% stake in United Eastern Medical Services, adding Danat Al Emarat Hospital for Women & Children; the HealthPlus Network of Specialty Centers; HealthPlus Fertility, the largest IVF provider in the region; Moorfields Eye Hospital Abu Dhabi, to its network, with a stake in Al Meswak Dental Group.

These facilities and many others in the private sector, which has the majority of the total healthcare facilities in Abu Dhabi, have helped the Emirate strengthen its position as a global medical hub.



The healthcare sector has also benefitted with the significant investment in innovation. In 2019, DoH launched its Artificial Intelligence Lab to develop healthcare solutions through innovative technologies and also developed Malaffi, the region's first health information exchange platform. In October, Malaffi announced that all public and private hospitals in the Emirate are now connected to the platform – an important milestone in the digital transformation of Abu Dhabi's healthcare system.

Malaffi enables healthcare providers to safely exchange important patient health information in real-time, creating a centralised database of unified patient records. According to WAM, the state news agency, in addition to all 59 hospitals, 1,100 clinics and medical centres, and 380 pharmacies on the platform, more than 39,000 doctors, nurses and other members of staff from 1,539 healthcare facilities across Abu Dhabi are connected through the platform.

DoH is spearheading the use of advanced technologies to support the sector. According to an Abu Dhabi Media Office report, it announced that it will use advanced drones to distribute and transfer medical supplies. The project, the first-of-its-kind in the Middle East and North Africa, will create a state-of-the-art delivery system and network using drones at 40 stations throughout 2022. The delivery and transfer system will form part of the emergency response network available at healthcare facilities in Abu Dhabi. The initiative aligns with the aims of the 'Projects of the 50', the UAE's Fourth Industrial Revolution (4IR) Strategy, and broader strategies to position Abu Dhabi as a global hub for innovation.

Abu Dhabi's continuing focus on innovation has also resulted in important international



↑ DoH and Clalit Health Services sign an agreement to exchange healthcare information

↓ Mubadala Health and G42 Healthcare have tied up to boost UAE's research and scientific capabilities

collaborations, unifying the efforts of the private and public sectors. In October, DoH signed an agreement with AstraZeneca, to further enhance research and development in health sciences. DoH also tied up with Clalit Health Services, the largest health maintenance organisation in Israel and second largest globally, to strengthen and facilitate the exchange of healthcare information and cooperation in digital health initiatives related to artificial intelligence, a visiting doctors' programme, professional education, research and clinical trials.

G42 Healthcare, a subsidiary of Abu Dhabi-based artificial intelligence and cloud computing company Group 42, recently launched Insights Research Organisation and Solutions (Iros), the UAE's first contract research organisation. Iros will use real-world data and artificial intelligence to support scientific research and conduct clinical trials to expand access to treatments.

In a report that appeared in *The National*, H.E. Asmaa Al Mannai, Executive Director of Research and Innovation at DOH, said: "Iros will help enhance Abu Dhabi's position as an incubator for innovation and scientific research, especially in the health sector that continues to evolve so that the emirate becomes one of the leading global destinations for those looking to work in the sector, visit for treatment purposes or invest in healthcare."

G42 Healthcare, which established Biogenix Labs, the UAE's first accredited large-scale throughput COVID-19 laboratory, has facilitated the 4Humanity clinical trials, the world's first Phase 3 trial for a vaccine to fight against coronavirus. The company also signed an agreement



with Mubadala Health in October to boost collaboration in the healthcare sector and find innovative solutions to treat chronic diseases.

Earlier in March, G42 signed a joint venture with Sinopharm CNBG, which has supplied over 100 million doses of the COVID-19 vaccine globally, to produce the Hayat-Vax vaccine in the UAE, making it the region's first indigenously produced COVID-19 vaccine. A purpose-built research and development hub for life sciences, biotechnology and vaccine production – the first-of-its-kind in the Arab world – is being set up at KIZAD to produce the vaccines.

Foreign investment in the healthcare sector is also set to rise as a result of the landmark decision passed by the UAE government in June, allowing 100% foreign ownership of companies. Based on this and certain regulations, foreign investors can own or co-own private healthcare facilities in the UAE. This will further stimulate the evolution of a modern, globally competitive healthcare ecosystem.

Commenting on this development in a DOH statement, H.E. Dr. Jamal Mohammed Alkaabi, Undersecretary of DoH, said: "Offering investment opportunities with 100% ownership in the healthcare sector is a significant step forward in DoH's ongoing efforts to stimulate high-quality investments in Abu Dhabi. We are confident that these investment initiatives will improve the overall quality of healthcare services while contributing to a more sustainable healthcare sector. As such, DoH remains committed to providing integrated and continuous care in line with our vision to promote 'A Healthier Abu Dhabi'."

→ H.E. Dr. Jamal Mohammed Alkaabi, Undersecretary of DoH

↓ Hub71 is home to many Healthtech startups



To further encourage companies, particularly Medtech startups, to set up operations in Abu Dhabi, DoH signed a memorandum of understanding with Hub71, Abu Dhabi's global tech ecosystem at the GITEX Technology Week in October. This partnership will generate commercial opportunities for Medtech startups and heighten cooperation between entities from different fields to offer technology-driven solutions and initiatives to challenges faced by the healthcare sector and community.

With the agreement, Hub71's healthtech startups can benefit from access to DoH's extensive network of local and international partners, customers, experts and investors. DoH will also help





the companies commercialise their products and services by providing connections to hospitals, health insurance, life sciences partners and universities in need of entrepreneurial support. The partnership will culminate with the launch of the annual Hub71-DoH HealthTech Challenge.

The startups will also be given priority to participate in DoH's Health Technology Assessment and Plug and Play MENA HealthTech accelerator programme.

Set up in May 2020, the HealthTech accelerator programme hopes to attract between 24 to 36 global healthcare startups to Abu Dhabi in the next two years. Last year, the first cohort of the accelerator programme was supported to test and deploy cutting-edge technology solutions to support the community and address the COVID-19 challenges from telemedicine to e-triage, remote monitoring, and innovative diagnostics solutions.

The programme's second cohort kicked off in April. Sharing the highlights of the programme in an interview featured on the Hub71 site, Louiza Chitour, HealthTech Programme Manager at Plug and Play Abu Dhabi, said: "Along with our health partners, we looked at healthcare in a post-pandemic context and focused on solutions that will better equip us to face future adverse healthcare situations - with technologies ranging from 'Masks 2.0' like Swoxid, to epidemiological surveillance software, leveraging AI to provide accurate projections of infection and transmission rates (like Survenus).

"Secondly, as part of the Emirati genome project spearheaded by the DOH and G42 that is aimed at making personalised medicine a reality in the UAE, we selected the best-in-class startups for digital twin technologies, such as Predictiv direct-to-consumer genetic testing solutions

↑ DoH and Hub71 sign an agreement at GITEX Technology Week to support Medtech startups

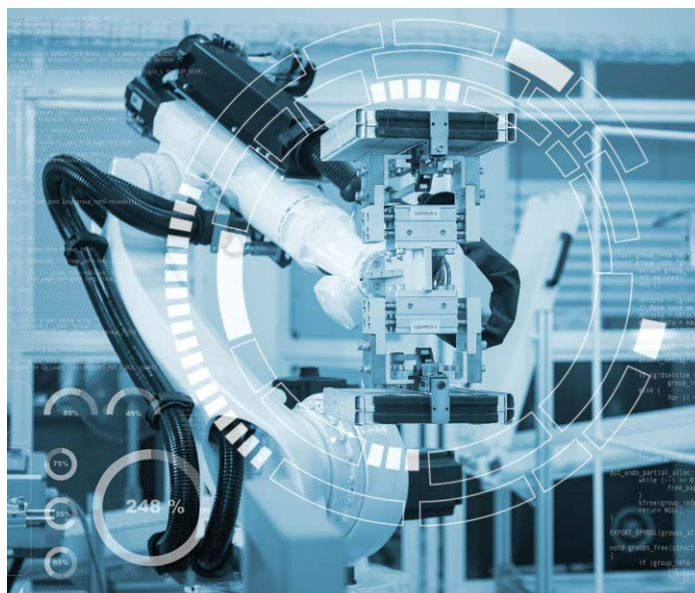
↓ Abu Dhabi's healthcare sector is using advanced technologies to further the standard of treatment provided to patients

from Invitae, as well as technologies that allow early detection and/or treatment of cancer (Vivan Therapeutics) and early onset of diabetes."

She added: "These types of tech solutions will allow payers to optimise their care plans, engage more with their members to take ownership of their health, and adopt a healthier lifestyle by leveraging the power of social media and personalised follow-ups."

In addition to the accelerator programme, the support and facilities that Hub71 offers has attracted a number of promising startups, including ProvenMed that has already moved into the international eye care market thanks to its patented products and the network Hub71 provided them.

Other healthcare startups that are part of Hub71 include Alma Health which offers day-to-day healthcare management of chronic conditions through personalised digital-first treatments and in-home monitoring systems; and DoctorsAE, which allows users to not only search for doctors and healthcare providers through their online platform, but also gives patients the opportunity to contact medical care centers and hospitals for consultation through the app itself. There's also Takalam, a mental health app that allows users to connect with qualified counselors through a private and personalised platform and Healthcare X.O, a German HealthTech startup which focuses on the digital transformation of oncology has also partnered with Hub71 on its value creation programme. •





A POWERFUL PLATFORM

*We look at some of the key developments
and highlights of Expo 2020 a month
after the event opened*



From business forums to high level meetings and themed weeks, it's been a busy month at Expo 2020. According to the Dubai Media Office, with numbers boosted by Expo's Space Week, a stellar programme of music and cultural performances, a public holiday long weekend and the half-term school break, the World Expo welcomed close to 1.5 million visits in the first 24 days of the event.

Space Week held in association with the UAE Space Agency and the Mohammed bin Rashid Space Centre, was the second of Expo 2020's 10 themed weeks. These are part of the Programme for People and Planet, in an exchange of inspiring new perspectives that tackle the greatest challenges and opportunities of our time, including climate, connectivity, the future of human health and much more.

The event included talks, forums and meetings that tackled topics such as the UAE's space vision, international cooperation through new coalitions and partnerships in the space industry, women's vital contributions to space exploration and more. UAE astronauts Hazza Al Mansouri and Noura Al Matroushi also took part in the event.

Other key highlights of space Week include the agreement signed by the UAE Space Agency with the Israel Space Agency to enhance cooperation in scientific research, space exploration and knowledge transfer to accelerate economic growth and human progress. The UAE Space Agency also held high-level bilateral talks with a delegation of senior government and business officials from the Republic of Estonia to accelerate collaboration and the transfer of space-related technologies and services.

Commenting on the relevance of Space Week, Her Excellency Sarah bint Yousif Al Amiri,

→ H.E. Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade

↓ The UAE pavilion at Expo 2020



Minister of State for Advanced Technology and Chair of the UAE Space Agency, said, "We play an active role in strengthening partnerships with leading organisations globally to promote peaceful and mutually beneficial space exploration. Expo 2020 Dubai's Space Week represents an opportunity to build on our long-standing relationships with a wide range of stakeholders to deliver on our mission: creating a world-class space sector in the UAE."

In addition to forums held during Space Week, there were other key meets held in October. These included 'Promoting Business Sustainability Through Women in Leadership,' a forum held in partnership with the Pearl Initiative. The forum was attended by more than 30 CEOs and business leaders from the Gulf, who emphasised the need for developing competencies, allocating resources, strengthening accountability and setting gender equality objectives.

Reem BinKaram, Director of NAMA Women Advancement Establishment, commended the UAE for its strong commitment to gender equality and dedicating an entire pavilion to women, for the first time in the history of a World Expo. During the forum, NAMA also urged leaders in the private sector to drive value for business and society by boosting gender parity in leadership and decision-making through this discussion.

Another key event, the 5th EU-GCC Business Forum, brought together businesses and government leaders from the European Union and the GCC. The forum focused on how to drive the post-pandemic recovery in the EU and the GCC towards a green and digital transition. The



forum involved sessions that covered topics such as enhancing EU-GCC trade, investment, innovation and economic acceleration as well as trade and investment opportunities in the GCC.

World Business Angel Investors Week, an important forum promoting entrepreneurship was hosted by Etihad Credit Insurance (ECI) in partnership with the World Business Angels Investment Forum (WBAF). According to a WAM report, the hybrid event was an open platform for connecting, learning, sharing, exhibiting inventions and innovations, and exchanging know-how that promotes entrepreneurship and angel investment ecosystems. It was attended by ministries, dignitaries, C-Level executives, investors and members of the WBAF community hailing from 127 countries.



H.E. Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, who addressed the forum as a keynote speaker, shared his insights on how the UAE supports investors and entrepreneurs. He said, "It is now indisputable that the UAE is among the best countries to invest in, where SMEs make up 95 percent of the total enterprise population. From the number of companies funded to the capital invested in startups, the UAE is leading the startup environment in the MENA region. This is a result of the partnership between the government and private sectors in educating investors and entrepreneurs on the importance of startups, providing various platforms to connect them, and forming a network of angels and startups where passion can be transformed into reality."

Massimo Falcioni, CEO of the Federal Company Etihad Credit Insurance, represented the country at the forum. During his keynote address, he said, "As the UAE federal export

→ H.E. Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber, and Sanja Radlovacki, Executive Director of the UAE-Serbia Business Club

✓ Massimo Falcioni, CEO of Etihad Credit Insurance



credit company, ECI has redefined diplomacy to encourage entrepreneurship by being instrumental in achieving the target adopted in the UAE National Agenda for non-oil Export Development. We implement our strategy to shape the UAE economy following the vision of the country's wise leadership for the next 50 years."

The Abu Dhabi Chamber also had the opportunity to network with high level international delegations at the Chamber's office at Expo 2020. H.E. Dr. Ali bin Harmal Aldhaheeri, first Vice Chairman of Abu Dhabi Chamber, met H.E. Carlos Massa Júnior, Governor of the State of Paraná, Brazil and his accompanying delegation to discuss the prospects of mutual trade and investment cooperation.

Taking steps to develop economic and trade cooperation, the Abu Dhabi Chamber and the UAE-Serbia Business Club signed a cooperation agreement at the Chamber's office at Expo 2020. H.E. Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber, and Sanja Radlovacki, Executive Director of the UAE-Serbia Business Club, signed the document on behalf of both organisations. The cooperation agreement states that both parties will cooperate in conducting economic studies on the markets of Abu Dhabi and Serbia, especially considering the huge Emirati investments in key sectors in Serbia, including agriculture, energy, and tourism among others.

The Director General of Abu Dhabi Chamber also met with Rubén Ramos Arrieta, Vice President of the Cuban Chamber of Commerce, to discuss how they could develop economic cooperation channels between Abu Dhabi and Cuba. 🌟



GAS GAINS GROUND

With natural gas continuing to play an important role in the global energy mix, ADNOC remains committed to delivering a more sustainable and economic gas supply and enabling gas self-sufficiency for the UAE





“Gas provides almost one-quarter of the world’s energy supply and will continue to play a critical role in the global energy system,” said His Excellency Dr. Sultan Ahmed Al Jaber, Minister of Industry and Advanced Technology (MoIAT), Managing Director and Group CEO of the Abu Dhabi National Oil Company (ADNOC) and Special Envoy for Climate Change, during his opening address at Gastech, the world’s leading gas, LNG, hydrogen and energy event, held in September.

He highlighted that as the world “consolidates its recovery from the COVID-19 pandemic, LNG and broader gas markets globally are tightening, with demand outpacing supply. Longer-term, the outlook is also robust, driven particularly by markets in Asia”.

Natural gas, he emphasised, will also power economic growth in the UAE over the next 50 years. He stated, “The Principles of the Fifty is a mandate for progress driven by 10 guiding principles aimed at making the UAE the most dynamic economy in the world. Gas will play a pivotal role in this blueprint for growth, as the essential fuel stock for our downstream hub in Ruwais and our industrial joint venture, TAZIZ”.

Dr. Al Jaber pointed out that the UAE has understood the importance of natural gas and the opportunities it offers, becoming the first in the region to stop flaring and find economic uses for gas, the first to build a liquefied natural gas plant, the first to produce ultra-sour gas at an industrial scale, and the first to store carbon dioxide and use it in enhanced oil recovery to liberate more gas.

Attributing this vision to the foresight of the Founding Father of the UAE, the late Sheikh Zayed bin Sultan Al Nahyan, who recognised the enormous potential natural gas offered as well as the need to balance economic growth with environmental protection, H.E. Dr. Al Jaber said: “In 1973, at his direction, ADNOC stopped burning the associated gas from all its operations, and instead captured it and shipped it.”

This step helped the company transform an environmental liability into a commercial opportunity. Today, ADNOC is one among the world’s

→ H.E. Dr. Sultan Al Jaber, UAE Minister of Industry and Advanced Technology and Group CEO of the Abu Dhabi National Oil Company



top producers and suppliers of natural gas. In a press release, the company said it “has the capacity to produce 11 billion standard cubic feet (SCF) of natural gas per day and over 1 billion SCF of sour gas per day, and much of this gas is supplied to customers in the UAE”.

Natural gas, which is an important feedstock for the industrial sector, serves as a primary energy source for many industrial processes. ADNOC currently supplies over two-thirds of the UAE’s industrial sector’s power needs, to diverse companies, including Emirates Steel, the largest integrated steel producer in the UAE and Arkan, a leading construction and building materials company.

ADNOC signed long-term gas sales agreements with both companies in May. H.E. Khaled Salmeen, ADNOC Executive Director, Downstream Industry, Marketing & Trading Directorate, said, “These important agreements strengthen ADNOC’s relationship with both companies as we continue to provide stable and reliable energy supplies to power Abu Dhabi’s industrial sector, enabling industry to thrive and ‘Make it in the Emirates.”

Ensuring the long-term and economic supply of natural gas and achieving gas self-sufficiency are key targets for ADNOC. The company along with Dubai Supply Authority, has been exploring and developing shallow gas resources found last year in the area between Abu Dhabi’s Saih Al Sidirah and Dubai’s Jebel Ali as part of the ‘Jebel Ali’ joint project.



The discovery of the massive 80 trillion standard cubic feet (TSCF) of shallow gas resources in the area in February last year — the fourth largest of its kind and supposedly the largest unearthed in the past 15 years — is a tremendous boost for the country's economy and will play a crucial role in bolstering the UAE's goal of achieving gas self-sufficiency by 2030, while enabling major development projects in preparation for the next fifty years.

ADNOC already has 10 wells as part of the initial work related to the project. It's utilising both conventional and unconventional drilling and completion technologies and methods to access this trapped gas, including horizontal drilling and hydraulic fracturing to enable optimal productivity while reducing the number of drilling rigs required.

According to a report published by state news agency WAM, in November, three months before the shallow gas reserves were discovered, Abu Dhabi's Supreme Petroleum Council announced increases in hydrocarbon recoverable reserves of 7 billion stock tank barrels (STB), of oil and 58 TSCF of conventional gas, taking the UAE from seventh to the sixth position in both global oil and gas reserves rankings with a total of 105 billion STB of recoverable oil, 273 TSCF of conventional gas and 160 TSCF of unconventional gas resources.

These significant developments have definitely helped bring the goal of achieving gas self-sufficiency easier to achieve as well as enabling the country's transition to a potential net gas exporter.

H.E. Dr. Al Jaber said that the expansion of ADNOC's "producing assets — like Shah — and the development of new ones, like the unique Umm Shaif gas cap and the Hail, Ghasha and Dalma project" are at the heart of this goal. He highlighted the importance of the multiple artificial islands being constructed in the first phase of development of the Ghasha Concession, which comprises the Hail, Ghasha, Dalma, Nasr and Mubarras offshore sour gas fields. The project will provide the infrastructure required to further develop, drill and produce gas from the sour gas fields in the Ghasha Concession.

"Together, these projects will deliver over 3 billion SCF of gas per day, enough to power several million homes," he added.



↑ Al Reyadah CCUS facility in Abu Dhabi

Natural gas also stands to play an important role in the energy transition that the country has committed to in line with the UAE Energy Strategy 2050, which aims to increase the contribution of clean energy in the total energy mix from 25% to 50% by 2050 as well as reduce the carbon footprint of power generation by 70%.

H.E. Dr. Al Jaber said no other fuel source can "reliably supply the baseload power to heat and cool homes, drive heavy industry and expand economies, all while keeping emissions at a minimum".

Innovations are helping to make gas even cleaner and more sustainable, with the UAE applying technology to create zero-carbon fuels from gas such as hydrogen. ADNOC, an early pioneer in the emerging market for hydrogen and its carrier fuels, such as blue ammonia, is spearheading the country's efforts to create international hydrogen value chains and a local hydrogen eco-system.

H.E. Dr. Al Jaber said, "Already at ADNOC, we produce about 300,000 tons of hydrogen a year. By leveraging our existing gas infrastructure and commercial-scale carbon capture, utilisation and storage capabilities (CCUS), the UAE can and will become a major player in the emerging blue hydrogen market."

ADNOC has pioneered the use of industrial-scale carbon capture technologies with the first CCUS facility in the region. According to a WAM report, Al Reyadah CCUS facility can capture 800,000 tonnes of CO₂ annually. ADNOC plans to expand its capacity at least six times by 2030. 🌟





FIRST, FASTEST AND FUTURE FORWARD



*Etisalat is leveraging 5G technologies to drive innovation
in sectors ranging from healthcare to manufacturing*





TELECOMMUNICATION

As the one of the world's leading telecom companies, Abu-Dhabi based Etisalat is no stranger to setting benchmarks. As the official telecom and digital services partner for Expo 2020, it's helping make it the fastest, smartest and most connected sites on earth. Expo 2020 is the company's first major 5G commercial customer in the Middle East, Africa and South Asia region. It's also the first world expo to witness the 5G revolution.

People visiting the Expo can enjoy a network that is secure and reliable with low latency covering an area of 4.38 square kilometres. This was possible due to the deployment of over 8,500 mobile access points, over 8,000 Wi-Fi access points, 700 kilometres of fibre optic connectivity, more than 800 kilometres of cabling for mobile indoor and Wi-Fi network across exhibition and pavilion areas providing the highest throughput, capacity and seamless smart connectivity. All of which are testament to Etisalat's excellent network and innovative services.

This is yet another feather in the cap for Etisalat, which in September, was recognised as the world's fastest mobile network operator by Ookla, a global leader in fixed broadband and mobile network testing applications, data and analytics. This milestone — based on Etisalat's network performance from January to June — was awarded to the company for the second year in a row, resulting in the UAE being named the "fastest nation on earth", as it continues to dominate the mobile speed country index.

Commenting on this significant milestone to WAM, the state news agency, Masood M. Sharif Mahmood, CEO, Etisalat UAE, said: "The continuous support of the UAE government with several incentives and a supportive environment and working in line with Etisalat's strategy to 'Drive the digital future to empower societies' enabled us to consistently push boundaries to create the world's best and leading networks across our markets and deliver long-term value to all our stakeholders, accomplishing our goals of driving digital innovation for a better future."

→ H.E. Engineer Majed Sultan Al Mesmar, Director General of the Telecommunications and Digital Government Regulatory Authority

↓ Etisalat is recognised as one of the strongest brands in the MEA region across all categories



He added, "We are proud that Etisalat Group was a key contributor to positioning the UAE as the fastest mobile network in the world and among the top fixed broadband networks globally, meeting the ICT aspirations of the country's leadership. With our success in deploying 5G as well as taking the global lead in fibre penetration, we ensured that our networks are future-ready for the next generation of mobile networks and technologies."

This commitment to become the most advanced country in the field of ICT has also brought the UAE's capital into the spotlight, with Ookla rating Abu Dhabi among the top three capital cities in the world to have the fastest 5G download speed in the first half of 2021.

Commenting on this positive development, His Excellency Engineer Majed Sultan Al Mesmar, Director General of the Telecommunications and Digital Government Regulatory Authority, said, "5G is a huge leap forward and a powerful catalyst for digital transformation bringing new opportunities to various industries and the country. The availability and access to the super-fast speeds on 5G is a huge accomplishment that reflects the continuous efforts of both operators and their innovative approach during today's extraordinary times."

With 5G technology being the key to fast-tracking the digital economy and keeping pace with the requirements of smart transformation, Etisalat is working with partners such as Global Manufacturing and Industrialisation Summit (GMIS) to drive innovation and speed up the deployment of the 5G networks both in the UAE, across the region and globally.

As the GMIS' strategic partner, Etisalat will share best practices from its experience in rolling 5G communication networks and offer advanced technology solutions to businesses



and governments at the summit, which will take place from 22-27 November. The summit will explore the rising importance of 5G in the manufacturing sector, and its implications when teamed with Fourth Industrial Revolution technologies such as Artificial Intelligence, Cloud Computing and the Internet of Things.

Commenting on the partnership to WAM, Dr. Ahmed bin Ali, Group Senior Vice President, Corporate Communications, Etisalat, said "digital technology and 5G networks generate enormous economic and social value, and they can digitally transform every aspect of industrial operation – from production to service delivery".

Etisalat also had a chance to showcase the transformative impact of 5G technology and UAE's advancement in the field at Gitex Global 2021 in October. It had high-tech 5G empowered robotic solutions on display for sectors such as mobility, healthcare, retail, education and also for the special needs community, highlighting a new era of communication that positively impacts the corporate world as well as the society at large.

Additionally, Etisalat has been strengthening its 5G infrastructure to ensure these capabilities can be realised on a larger scale. It has built a 5G network infrastructure that can be enabled with superior performance, including ultra-high speeds and ultra-low latency to enable the digital transformation in the country and the wide implementation of use cases related to industry 4.0, automation and Internet of Things.

It's also building an autonomous 5G network using the Etisalat A3 platform, by partnering with Nokia to deliver best-in-class customer experience, as 5G's ultra-high bandwidth and low-latency enrich service offerings and transform business models.

Saeed Al Zarouni, SVP, Mobile Network, Etisalat, added, "Etisalat's technical teams have closely worked with Nokia to build the 5G network smoothly and enabled 5G coverage with ultra-high speed and low latency services in the UAE. The high capacity 5G network also

→Masood M. Sharif
Mahmood, CEO,
Etisalat - UAE

↓Etisalat has
partnered with
Ericsson and Nokia
to enhance its 5G
network



allows us to provide services to a large number of customers." In June, Etisalat joined forces with Ericsson to deploy 5G millimeter wave (mmWave) across its commercial network. 5G mmWave delivers high spectrum and capacity, making it ideal for Fixed Wireless Access (FWA) to deliver fast, fibre-like internet speeds wirelessly over the last mile, and for crowded hotspots such as stadiums, malls and large indoor events that require high peak rates.

Etisalat has also joined Ericsson's Startup 5G programme designed to help communications service providers successfully accelerate the commercialisation and monetisation of 5G by introducing them to the right consumer innovation partners. The programme seeks to encourage innovation transfer around 5G technologies between startups and Etisalat to mutually create new business opportunities in the market.

In July, Etisalat partnered up with leading Middle East operators such as du, Saudi Telecom Company STC, Zain Group and Mobily to push forward the implementation of Open Radio Access Network (Open RAN) solutions in each of their existing telecom networks while share their industry knowledge and experience. The agreement will providing an opportunity to traditional RAN vendors to adopt open interfaces, software and hardware to build more agile and flexible mobile networks in the 5G and 4G era, support new entrants with innovative solutions and achieve cost efficiencies in RAN deployments.

Even as the rollout of 5G technology gains pace, Etisalat has announced plans to explore 6G, making by conducting research and developing international standards for the ecosystem. The plans were announced in June, at the Mobile World Congress event in Barcelona. 🌟



MAKING THE IMPOSSIBLE POSSIBLE

From being the first Arab country to successfully launch a mission to Mars and announcing its next space mission to Venus and introducing a platform for space startups, we look at the most recent milestones boosting the UAE's space exploration ambitions



← VENUS



The UAE's ambitious space exploration programme took another giant leap, as the country announced its intention to send its next space mission to Venus. His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President of the UAE and Ruler of Dubai, made the announcement in October, as part of the country's 50 projects initiative that will build, enhance and diversify the UAE into a knowledge-based economy.

According to WAM, the state news agency, H.H. Sheikh Mohammed bin Rashid, said, "We have set our eyes to the stars because our journey to development and progress has no boundaries, no borders and no limitations. We are investing in the generations to come."



“WE HAVE SET OUR EYES TO THE STARS BECAUSE OUR JOURNEY TO DEVELOPMENT AND PROGRESS HAS NO BOUNDARIES, NO BORDERS AND NO LIMITATIONS. WE ARE INVESTING IN THE GENERATIONS TO COME. WITH EACH NEW ADVANCEMENT WE MAKE IN SPACE, WE CREATE OPPORTUNITIES FOR YOUNG PEOPLE HERE ON EARTH.”

H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM, VICE PRESIDENT AND PRIME MINISTER OF THE UNITED ARAB EMIRATES AND RULER OF DUBAI

“With each new advancement we make in space, we create opportunities for young people here on earth,” he added.

The new mission will involve significant participation from Emirati private sector companies. Scheduled to be launched in 2028, the mission will orbit Venus and then Earth, using gravity assist manoeuvres to reach an asteroid belt in 2030. The vehicle would then observe seven main belt asteroids, before landing on an asteroid 560 million kilometers from Earth in 2033. This feat will make the UAE the fourth country to land a spacecraft on an asteroid.

Marking this milestone decision, H.H. Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, said, “We are certain that our talented local engineers, academic and research institutions, who have so far made quantum leaps in developing our space sector, are well equipped to take on this daring new challenge.”

In addition to the Venus mission, five initiatives were also announced by UAE Space Agency to accelerate the development of the country’s space sector. These include a fully funded programme to establish Emirati space sector businesses, priority access to contracts and procurement for the mission by Emirati companies, a vocational training programme to train young Emiratis on component assembly and space subsystems engineering and a programme to bring local and international universities and research centres together to work

→ H.E. Sarah Al Amiri, Minister of State for Advanced Sciences and Chairwoman of the UAE Space Agency



on the mission, including the Colorado-based Laboratory for Atmospheric and Space Physics and Emirates University.

Her Excellency Sarah Al Amiri, Minister of State for Advanced Sciences and Chairwoman of the UAE Space Agency, emphasised the UAE’s determination to achieve its space exploration goals. She said: “Our goal is clear: to accelerate the development of innovation and knowledge-based enterprises in the UAE. This can’t be done by going steady-state, this requires leaps in imagination, in faith and the pursuit of goals that go beyond prudent or methodical.”



These ambitious steps including the Venus mission, complement the aims of the UAE's National Space Strategy 2030 and National Space Investment Plan, and will benefit from the success and experience of the remarkable Emirates Mars Mission.

On 20 July 2020, millions in the UAE, Arab countries and around the world witnessed the launch of the Hope Probe — as part of the Emirates Mars Mission, the first interplanetary exploration undertaken by an Arab nation.

On 9 February, after having travelled more than 493 million kilometres for over seven months, the probe entered the Martian orbit, relaying the first images of the Red Planet to the world. This was a groundbreaking and proud moment for the UAE and in its foray into space, as it became the first Arab nation to reach Mars, coinciding with the year of the UAE's 50th anniversary as a union.

The images have revolutionary implications for our understanding of the interactions between solar radiation, Mars' magnetic fields and its planetary atmosphere.

With this extraordinary achievement, the UAE Space Agency — formed in 2014 to regulate and coordinate the UAE's growing space sector — became the fifth to successfully reach Mars. It was also the third to accomplish the feat in the first attempt.

The unmanned probe will continue exploring the climactic dynamics of the Red Planet in daily and seasonal timescales for a full Martian year (687 earth days), an endeavour that has never been pursued by any previous mission. While the UAE Space Agency was charged with the general

↑ H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai with H.H. Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, and other UAE leaders at the Venus mission announcement

↓ The Hope Probe

supervision of the mission. The Mohammed bin Rashid Space Center (MBRSC) — which was set up in 2015 — was assigned by the UAE government to manage, develop, and execute all phases of the programme.

In September last year, MBRSC, announced a 10-year strategy (2021-2031) that showcased the UAE's ambitions in the areas of space exploration, science and technology, with the focus on space missions, research and development, and sustainability.

It reflects the determination and vision of the UAE's leaders since the nation took its first steps in that direction when it launched the first communications satellite Thoraya in 1997. Almost a decade later, the country started building its own satellites, and in 2018, the MBRSC launched the first 100% Emirati designed-and-built KhalifaSat.

Similarly, the Emirates Mars Mission and the Hope Probe marked the conclusion of a knowledge transfer and development initiative that commenced in 2006, with Emirati engineers





working with partners around the world to develop spacecraft design, engineering and manufacturing capabilities.

The mission continues to foster learning with initiatives such as Planet X in partnership with the Dubai Airshow 2021. The new nationwide competition is designed to inspire and create exciting opportunities for the country's youth who are interested in science, technology, engineering and mathematics. The challenge kicked off with a prequalification round in September, followed by a week of training in October. The main challenge takes place during the Dubai Airshow 2021, running from 14 to 18 November, where high school and university students will be required to create ground and aerial robots for reconnaissance missions on Planet X with up to AED 50,000 is available for the winning team.

The most successful 40 students will be invited to receive rigorous training and mentorship from engineers and technologists. They will learn how to build, design and develop state-of-the-art robots and 3D-printed aircrafts alongside the team that successfully sent the Hope Probe to Mars.

Encouraging the country's youth to participate in the country's ambitious space programme has been ongoing since the UAE Astronaut Programme was set up in 2017. The programme — managed by the MBRSC and funded by the ICT Fund of the Telecommunications Regulatory Authority — aims to support research and development in the UAE's ICT sector.

In September 2019, Hazza Al Mansoori, was chosen to be the first Emirati to go into space aboard the Soyuz MS-15 spacecraft to the International Space Station. He conducted various experiments on behalf of MBRSC during his



↖ In September 2019, the UAE sent its first Emirati astronaut into space



↑ Hazza Al Mansoori, the UAE's first astronaut in space

↗ Nora Al Matrooshi, the UAE's first female astronaut

mission. He and his counterpart Sultan AlNeyadi have the honour of being the first two Emirati astronauts chosen for a space mission.

The UAE also got its first female astronaut in April. Nora Al Matrooshi, a UAE University graduate who holds a bachelor's degree in Mechanical Engineering, was chosen from more than 4,000 applicants.

Speaking of Al Matrooshi's appointment, His Excellency Zaki Anwar Nusseibeh, the Cultural Advisor to the President of the UAE and the Chancellor of UAE University, said: "We are proud of the UAE's sons and daughters whose achievements bring us closer to fulfilling our beloved country's ambitions to take part in planning and creating the future. The knowledge and experience of our pioneering national cadres to inspire the future generations to raise the bar of ambition, challenge, and distinction in every field possible."

Al Matrooshi is part of the second batch of astronauts, which includes Mohammed Al Mulla, who at the age of 19 obtained a commercial pilot's license from the Australian Civil Aviation Authority to become the youngest pilot in Dubai Police.

In August, MBRSC also selected the first Emirati analog astronauts, Abdallah AlHammadi and Saleh AlAmeri, for the UAE Analog Mission#1 that forms part of the Scientific International Research in Unique Terrestrial Station (SIRIUS) SIRIUS 20/21, an eight-month analog mission scheduled to start in November at the NEK ground-based analogue facility in Moscow. The mission will study the effects of isolation and confinement on human psychology, physiology and team dynamics to help prepare for long-duration space exploration.

To ensure that all the astronauts have access to the best training MBRSC also signed an agreement with the National Aeronautics and Space Administration (NASA) in September last year to help prepare Emirati astronauts for advanced space missions by providing them with the highest level of expertise and knowledge. The first batch of Emirati astronauts have since completed their first year of training at NASA.

Salem AlMarri, Head of the UAE Astronaut Programme, MBRSC, said: “This initiative represents a quantum leap for the UAE Astronaut Programme, which is one of the main pillars for developing scientific cadres and creating future generations of pioneers, in accordance with the highest international standards. It also contributes to realising the nation’s aspirations for promoting scientific exploration in this field.”

Additionally, MBRSC is looking to leverage the UAE’s position as an advanced scientific and technological hub, and partner with and support startups that are looking to make an impact in the space sector. The recent launch of Space Ventures, a platform for startups in the space sector, will support that vision. The purpose-built ecosystem enables businesses to collaborate with MBRSC on long-term projects, gain access to technology and support, and receive aid in communicating with

→ Salem AlMarri,
Head of the UAE
Astronaut Programme,
MBRSC

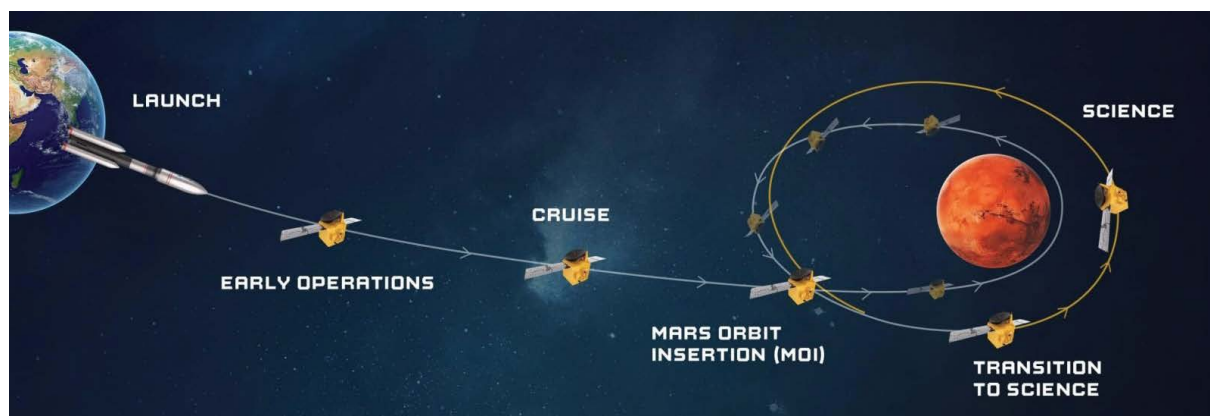
↓ The journey of the
Hope Probe to Mars



regulatory agencies around the world in order to achieve viability and long-term growth.

Commenting on the launch, H.E. Yousuf Hamad AlShaibani, Director-General, MBRSC, said: “The UAE space sector is looking to further expand its horizon and create a new space economy landscape in the country through a self-sustaining space ecosystem. This is only possible through partnerships with ambitious companies focused on emerging trends in the upstream and downstream areas of the space sector as well as space exploration and sciences, which will add further impetus to the country’s space sector. MBRSC’s commitment towards space research and development has garnered the attention of the world, which in turn has inspired us to start the Space Ventures initiative.”

These steps will go a long way in paving the UAE’s ambitious journey into space, as it takes its place among the world’s leading countries looking to further humanity’s understanding of our solar system and the universe. 🌟



NURTURING CREATIVITY AND CULTURE

Abu Dhabi's commitment and investment to support, encourage and showcase the country's culture and creative sectors is gathering momentum



In October, the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) collaborated with globally renowned creative experience company Semi Permanent to host the latter's popular creativity festival and its first in the Middle East. The dynamic festival was a showcase for global talent, attracting the most well-known names in the fields of design, music, retail, fashion and technology. The festival was anchored to the 10-day inaugural Abu Dhabi Collectors' Week, a great platform for unique collaborations and conditions, delivering new, game-changing work across the creative and design ecosystem.

His Excellency Ali Hassan Al Shaiba, Executive Director of Tourism and Marketing at DCT Abu Dhabi, described the event as an "exciting new addition to Abu Dhabi's increasingly diverse events calendar", underlining the UAE capital's role as both an enabler and innovation hub for the regional design, business and creative industries.

This event was one among a series of initiatives launched by DCT Abu Dhabi since it brought all Culture and Creative Industries (CCI) domains under its umbrella. A key step in this direction was the launch of the Creative Media Authority in September. The important milestone underlined the Emirate's ambitious AED30+ billion, 10-year investment strategy to expand the CCI sector, engaging both the public and private sectors.



The authority aims to fast track, consolidate and grow the Emirate's burgeoning creative sector, which includes film and TV production, popular music, gaming and esports, and cultural fields such as heritage, crafts and design, publishing, performing and visual arts, and the Arabic Language Centre. It will also manage programmes to attract, incentivise and develop SMEs and professional talent within the CCI sector, in addition to supporting the growing gaming and esports sector and contributing to the development of media production and interactive media.

His Excellency Mohamed Khalifa Al Mubarak, Chairman of DCT Abu Dhabi, emphasised the importance of establishing the authority to grow the CCI sector, saying that it was a key driver of social and economic growth and diversification in Abu Dhabi. He added that by harnessing the natural synergies in this sector, the organisation's CCI strategy is enabling the development of outstanding facilities, exemplary talent and diverse opportunities.

Abu Dhabi's rising profile as a cultural hub was reinforced with the launch of the long-term 'Creative Visa' earlier in the year. The visa, considered a soft infrastructure initiative, is open to professionals who specialise in diverse areas within CCI and are endorsed by DCT Abu Dhabi. The visa programme also aims at bringing entrepreneurs and SMEs who want to set up creative business to the Emirate.

Investment into infrastructure remains a priority in Abu Dhabi's CCI strategy. The Emirate is centering much of its 'cultural' investments on Saadiyat Island, which is home to the Saadiyat Cultural District. Work on

→ H.E. Mohamed Khalifa Al Mubarak, Chairman, Department of Culture and Tourism – Abu Dhabi

↓ The Guggenheim Abu Dhabi is scheduled for completion in 2025



cultural landmarks such as the Guggenheim Abu Dhabi, Zayed National Museum and Abrahamic Family House, which are all part of the cultural district, is ongoing. The Guggenheim Museum is set for completion in 2025, while the Abrahamic Family House is due to open next year. They will form a part of Abu Dhabi's growing network of cultural institutions, including Louvre Abu Dhabi, Manarat Al Saadiyat and the Cultural Foundation.

The construction of Yas Creative Hub, Abu Dhabi's newest hub for the media, gaming and entertainment industry, is 95 per cent complete, with the first units set to be handed over to tenants by the end of the year. The sprawling media hub, which is part of TwoFour54, the media and entertainment free zone, is spread across more than





270,000 square metres. It will be home to more than 600 local, regional and international media and gaming companies, with over 270 of these being startups and SMEs.

TwoFour54's 'Abu Dhabi Gaming' initiative is also bringing together various organisations to expand the Emirate's gaming and esports ecosystem. The initiative — supported by Unity Technologies, Flash Entertainment, UAE Pro League, Emirates Esports Association and the Media Zone Authority, will help Abu Dhabi becoming the region's leading gaming capital.

These investments are bolstered by other remarkable initiatives by DCT Abu Dhabi to promote art and artists. These include the Abu Dhabi Register of Artisans, the Abu Dhabi Crafts platform, and the House of Artisans at

↑ An artwork by Turkish-American artist Refik Anadol, who exhibited his work at Semi Permanent ME

↗ Abu Dhabi Collectors' Week was held in October

↓ La Rosa Social Club - an installation by artist and director Aaron Rose - was exhibited at Semi Permanent ME



Al Hosn. These aim at protecting and propagating the Emirate's intangible cultural heritage as well as supporting local artisans in developing their crafts and skills.

The cultural and tourism body recently launched CulturAll Artists, a platform to serve as a creative directory that identifies and supports the community of artists in the UAE. The platform follows the success of the CulturAll initiative that DCT Abu Dhabi set up last year.

Located on CulturAll's website, the first phase of the CulturAll Artists platform showcases the work of a wide range of UAE-based artists, whose work spans different disciplines of visual arts such as painting, photography, design and calligraphy. Users get access to biographies and imagery of the artwork belonging to featured artists, with details of their participation in upcoming programmes.

Abu Dhabi Art, which is organised by DCT Abu Dhabi, also announced the formation of Friends of Abu Dhabi Art – an initiative created to facilitate new models of public cultural philanthropy and support the dynamic art ecosystem in the UAE.

Launched with a group of more than 40 dedicated art enthusiasts, Friends of Abu Dhabi Art is supporting Abu Dhabi Art's annual programme 'Beyond: Emerging Artists', highlighting opportunities for engagement with both emerging and established artists in the UAE in future. Benefits for members include opportunities to attend private talks by appointed curators and artists, as well as artist studio visits and events, private tours



at the Abu Dhabi Art Fair in November and the commissioning of new artworks in Abu Dhabi.

Nadia Sehweil, Co-Head of Friends of Abu Dhabi Art, said, “Friends of Abu Dhabi Art is not limited to financial support. It is an endeavour to encourage independent activity by community members for the benefit of the local art ecosystem. There is a need for the art and culture sector globally to find sustainable ways to recover and become more adaptable in a post-pandemic era. Friends of Abu Dhabi Art will play a significant role in strengthening Abu Dhabi Art’s programming, as well as provide a platform for funding, knowledge exchange, and networking initiatives for the different players in the sector through Abu Dhabi Art.”

Art patrons can also look forward to supporting more local and international talent at the upcoming edition of Abu Dhabi Art, which returns to Manarat Al Saadiyat in a physical format, from 18-21 November. Following the success of last year’s virtual fair, Abu Dhabi Art 2021 will continue to have a strong digital presence through a number of online initiatives.

Remarking on the event’s significance, H.E. Saood Abdulaziz Al Hosani, Undersecretary of DCT Abu Dhabi, said, “Abu Dhabi Art is now an important marker in the global cultural calendar, and a key initiative that reflects Abu Dhabi as a culturally active and artistically conscious city.”

Art lovers are also flocking to Abu Dhabi to appreciate the second exhibition by Louvre Abu Dhabi this year. Titled ‘Dragon and Phoenix - Centuries of Exchange between Chinese and Islamic Worlds’, the exhibition opened in October and will run until 12 February 2022. Alongside the exhibition, a series of educational

→ H.E. Saood Abdulaziz Al Hosani, Undersecretary of the Department of Culture and Tourism – Abu Dhabi

↓ Abu Dhabi is home to world-class museums and art galleries



activities and programmes are available at the museum since October.

The museum also signed a memorandum of understanding (MoU) with the UAE University to further academic and cultural exchange with the UAE. Prof. Hasan Al Naboodah, Dean of College of Humanities and Social Sciences at UAE University, said, “This MoU with the Louvre Abu Dhabi represents an exceptional opportunity to further not only mutual academic interests, but especially to continue building a long-lasting partnership that benefits students, researchers, families, and indeed the wider society. Common initiatives shall bring people together through culture and knowledge, which are both essential components of education.”

NYU Abu Dhabi (NYU AD) is also supporting artists through its Arts Centre with the launch of the ‘Numoo’ initiative to support UAE based artists. It has identified 14 UAE based artists for the launch of the development initiative that will foster the growth of performing artists in the UAE, and contribute to the development of the UAE’s arts ecosystem.

Running from fall 2021 to summer 2022, the year-long programme, coincides with the UAE’s 50th anniversary and the future orientation of Expo 2020, as well as the Art Centre’s seventh season theme, ‘Now and Into the Future’. The curriculum will further artists’ professional skills as well as advance the goals of the international Year of Creative Industry and the Sustainable Development Goals, which has the support of the UAE Ministry of Culture and Youth. NYU AD’s



Arts Centre and Mubadala also collaborated to bring artists and audiences closer through the 'Off The Stage' programme and its outreach events.

In line with The Arts Centre's seventh season theme, Off the Stage presented a line-up of online talks and workshops, which contributed to the development of the UAE arts ecosystem.

Artists and arts professionals engaged with the community during the programme, which ran until 2 November. It featured technique workshops in creative writing, music and movement, dramaturgy and direction, theatre-making, and social practice in art, led by distinguished artists and arts professionals from around the world, including the UAE.

Bill Bragin, Executive Artistic Director at The Arts Centre at NYUAD, said, "As the UAE joins the global initiative this year for the International Year of Creative Economy for Development, it's especially fitting that Mubadala is investing in developing the capacity for the UAE's artists and creatives through this multi-dimensional programme. Creativity drives so many sectors alongside the arts themselves, such as entrepreneurship and technology. We hope these workshops and panels will contribute to the UAE's culture of innovation."

Homaid Al Shimmari, Deputy Group CEO, Chief Corporate and Human Capital Officer at Mubadala, said the company was excited to be involved in such "a rich and diverse programme, furthering Abu Dhabi's creative community".

Promoting the Arabic language and literature is also part of DCT Abu Dhabi's mandate through the Abu Dhabi Arabic Language Centre (ALC). In September, ALC launched a pioneering research grant programme in the field of Arabic language. The first-of-its-kind programme will support researchers and their studies through annual grants to advance academic discourse

→ Homaid Al Shimmari, Deputy Group CEO and Chief Corporate & Human Capital Officer, Mubadala

↓ A performance at NYU Abu Dhabi's Art Centre

↘ The Arabic Language Centre is focused on supporting the Arabic language and literature



about the Arabic language, and enhance its presence within both the Arab world and globally.

H.E. Al Hosani, said: "With its new grant programme, the Abu Dhabi Arabic Language Centre is accelerating its efforts to fulfill the important mission assigned to it by our wise leadership, which is to preserve the Arabic language and enhance its presence scientifically, culturally and socially, as a major component of our national identity and a pillar of civilisational advancement. The Centre's ambitions are vast, and its reach not limited to Abu Dhabi and the UAE. This latest initiative will enable the important work of scholars and researchers across the Arab world and beyond, building the reputation of the Arabic language and Arab cultural heritage in international forums."

The Centre has selected 302 books that will benefit from more than AED2.3 million in grants through its 'Spotlight on Rights' programme. 🌟



A STRONG SHOW OF SUPPORT

From boosting Abu Dhabi's digital economy and investing in businesses with potential to offering SMEs electricity tariff incentives and a dedicated support network, here are the latest developments aimed at backing and encouraging SMEs

Over the past few years, Khalifa Fund for Enterprise Development (KFED) has emerged as a key patron and supporter of Abu Dhabi's burgeoning small and medium-sized enterprises (SME) sector. In September, it launched the Level Up project to mentor SMEs, and help them strengthen and scale up their business. In October, the Fund also made more resources available to SMEs by publishing the Abu Dhabi Entrepreneurship Ecosystem Map Out Report 2021. The report serves as an in-depth guide for entrepreneurs looking for the right location to launch their enterprise in Abu Dhabi.

AD SME Tribe is the latest addition to the Fund's growing portfolio of initiatives to support the development of the local entrepreneurial ecosystem. The new initiative aims to create a dedicated community through which SMEs can connect with stakeholders, such as service providers, policy makers and Abu Dhabi's priority sector leaders, inspiring a new approach to addressing challenges and leveraging opportunities in the current business climate.







By creating a meeting ground for SMEs with professional communities, the Fund is supporting the government's vision and unlocking the full potential of SMEs to boost productivity and help diversify the economy.

Mouza Al Nasri, Acting CEO of KFED, stated: "Engagement is an intrinsic part of the entrepreneurial ecosystem, and can often be the key to success for SMEs in adapting to the ever-evolving needs and demands of business and its customers. SMEs make a substantial impact to business turnover and by bringing professional minds together, KFED is enabling SMEs to develop skills that reflect those demands, and in turn, help us build a more productive and prosperous community for everyone."

The initiative includes a series of three 90-minute virtual meetups and four workshops. Through these networking platforms, SMEs can access expert advice with thought-provoking discussions, ideas and innovation to bolster their business. The first meet-up took place on 18 October, via the online platform. The second is scheduled on 15 November and the third on 14 December.

She added: "With our strong portfolio of professionals in priority sectors across Abu Dhabi and our firm presence in the local arena, the Fund has built and maintained a trusted reputation, which is vital to this online platform and level of engagement."

†Entrepreneurs looking for the right location to launch their enterprise in Abu Dhabi will benefit from the Abu Dhabi Entrepreneurship Ecosystem Map Out Report



"ENGAGEMENT IS AN INTRINSIC PART OF THE ENTREPRENEURIAL ECOSYSTEM, AND CAN OFTEN BE THE KEY TO SUCCESS FOR SMES IN ADAPTING TO THE EVER-EVOLVING NEEDS AND DEMANDS OF BUSINESS AND ITS CUSTOMERS."

MOUZA AL NASRI, ACTING CEO OF KHALIFA FUND FOR ENTERPRISE DEVELOPMENT

“By delivering this unique community experience, full of potential ideas and collaboration, the Fund wants AD SME Tribe to become a go-to hub for professionals to reach their full potential by remaining dynamic and exciting to their customers.”

In addition to networking and mentoring, learning to adapt and growing their business in a digital economy is equally important for SMEs. The Abu Dhabi Investment Office (ADIO) has taken these factors into consideration to build on their strong relationship with Amazon Web Services (AWS), which recently announced that it will launch a cloud infrastructure 'region' in the UAE in 2022, to help customers leverage advanced cloud technologies.

According to the Abu Dhabi Media Office, both the organisations have collaborated to launch a cloud training programme to upskill, train and certify Abu Dhabi-based SMEs. The programme will equip SMEs with in-demand cloud skills to help accelerate the digital transformation of their organisations.

They will work closely with Abu Dhabi government bodies focused on SME enablement, such as Abu Dhabi Department of Economic Development (ADDED) and KFED to spread awareness about the programme and its impact.

His Excellency Mohammed Ali Al Shorafa, Chairman of ADDED, KFED and Abu Dhabi Securities Exchange (ADX), said, “Cloud technology is a launchpad for companies of all sizes to thrive in the digital economy, generating

→ H.E. Mohammed Ali Al Shorafa, Chairman of ADDED, KFED and Abu Dhabi Securities Exchange

↓ SMEs looking to transform their companies digitally will benefit from the AWS training programme



significant competitive advantages, cost savings and efficiencies that can rapidly propel a business upwards. Abu Dhabi has established itself as a technology hub powered by smart infrastructure and cutting-edge technology.

“With training programmes from AWS Training and Certification, we are equipping businesses with the latest tools and skills to successfully leverage the benefits of the cloud and create lasting transformation in their organisations. We look forward to working alongside AWS to further enhance the digital support framework for startups and SMEs.”



FIFTH ANNUAL FINTECH ABU DHABI FESTIVAL TO HOST TOP NAMES IN THE INDUSTRY

Abu Dhabi Global Market (ADGM) has invited a star-studded global line-up of speakers for the fifth edition of its flagship initiative, the Fintech Abu Dhabi Festival, held under the patronage of His Highness Sheikh Hazza bin Zayed Al Nahyan, Vice Chairman of the Abu Dhabi Executive Council.

The speakers include H.E Ahmed Ali Al Sayegh, Minister of State and Chairman of ADGM; H.E. Mohammed Ali Al Shorafa Al Hammadi, Chairman of Abu Dhabi Department of Economic Development; H.E. Dr Abdulrahman A. Al Hamidy, Director General Chairman of the Board, Arab Monetary Fund; H.E. AbdulAziz al Ghurair, Chairman of the UAE Bank Federation, Mashreq and Dubai Chamber; Jeff Sprecher, Founder of ICE and Chairman of the New York Stock Exchange; H.E. Yusuf Ali, second Vice Chairman of Abu Dhabi Chamber and Chairman of the Lulu Group; Hana Al Rostamani, Group CEO of First Abu Dhabi Bank; Bill Winters, Group CEO of Standard Chartered Bank, Akon, musician turned Fintech entrepreneur, and Nuseir Yasin of Nas Daily.

Emmanuel Givanakis, CEO of the ADGM Financial Services Regulatory Authority, said, “We look forward to welcoming this stellar speaker list of unicorn founders, industry leaders, regulators, academia and Fintechs, as they engage and contribute to a successful exchange of knowledge and expertise on the future of the sector.”

The festival will take place from 22-24 November, in a hybrid format. Delegates of the region's largest



Fintech event will see keynote addresses, panel debates and fireside chats led by over 120 industry leaders, focused on themes such as sustainability and the dramatic shift to digital financial services accelerated by the pandemic.

This year's festival will include 14 different features and events, including new additions such as CxO21 – a digital transformation summit, Token – a digital assets forum, and Fintech Souk – a forum on cutting edge developments in retail and payments. The festival will also feature recurring agenda items from previous editions, including the Investment Forum, Innovation Challenge, Government Fintech Forum, the Fintech100, the Fintech Abu Dhabi Awards and more.

The SME-targeted training programme is offered to eligible Abu Dhabi-based SMEs at a significantly discounted rate. AWS-authorized training partners will work with training programme participants to analyse skill gaps, create a customised learning journey and deliver a comprehensive cloud training strategy. Participants will also gain access to digital on-demand AWS Training content, pre- and post-programme assessments and monthly reporting.

Increased government investment is also enhancing opportunities for SMEs. His Highness Sheikh Khaled bin Mohamed bin Zayed Al Nahyan, member of the Abu Dhabi Executive Council, Chairman of the Abu Dhabi Executive Office, and member of the board of Abu Dhabi Supreme Council for Financial and Economic

→ The Abu Dhabi IPO Fund will strengthen ADX's position and help fund SMEs

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Affairs, recently launched the Abu Dhabi IPO Fund to act as a catalyst to strengthen ADX's position as a leading stock market.

The AED5 billion fund, which will be overseen by the Supreme Council for Financial and Economic Affairs and managed by ADDED, will invest in five to 10 private companies per year, with a focus on SMEs, and with a target ticket size of between 10 and 40 per cent of the float. The fund will help private companies grow and support them through the IPO process by providing liquidity and promoting equity research.

Commenting on the launch, H.E. Al Shorafa said, "The Abu Dhabi IPO Fund will incentivise more private companies, including SMEs, to list, by providing liquidity and by building additional confidence around IPOs through encouragement of additional private sector investment."

Another development that will go a long way in supporting startups, particularly Fintechs, is the memorandum of understanding signed in October between the Central Bank of the UAE (CBUAE) and Abu Dhabi Global Market (ADGM) to collaborate on the development and growth of the UAE's Fintech ecosystem through joint initiatives and activities.

Under the agreement, CBUAE and ADGM will further enhance the collaboration under their co-sandbox programme, enabling Fintechs to test their innovative solutions under the existing digital sandbox programme. The agreement also stipulates collaboration on Fintech initiatives and activities between the parties, including accelerator programmes, competitions, workshops, seminars, conferences and projects.

→ H.E. Khaled Mohamed Balama, Governor of the Central Bank of the UAE

↓ Central Bank of the UAE



Commenting on the agreements, His Excellency Khaled Mohamed Balama, Governor of CBUAE, said, "The UAE's ability to develop a regulatory environment conducive to innovation and digitisation is amongst the foremost determinants of the future of its financial system. Our signing of this agreement with ADGM plays an important role in CBUAE's commitment to enabling greater proliferation of FinTech solutions across the UAE. We are confident that this agreement will attract key Fintech players to the country and result in an enhanced environment that enables innovation to thrive, in alignment with the nation's ambitious economic growth plans and digitisation aspirations."



Other steps that are aimed at improving productivity among SMEs include the extension of the electricity tariffs incentive programme (ETIP) to SMEs. This reflects the government's aim in raising the awareness among businesses about energy management and sustainability standards in order to boost their GDP contributions. The ETIP provides preferred electricity tariffs for qualified businesses in the UAE capital,

↓ SMEs can improve productivity and operation costs with the ETIP extension

in line with the Abu Dhabi Development Accelerators Programme, Ghadan 21.

ETIP aims at reducing the operation costs in the industrial sector, boosting productivity, increasing the competitiveness of the industrial products, and encouraging technological transformation within the sector. The programme has so far granted some AED610 million dirhams in benefits and incentives to manufacturers.

Commenting on the relevance of the ETIP extension, H.E. Rashid Abdul Karim Al Blooshi, Undersecretary of ADDED, said, "ETIP is aligned with the vision and mission of the Abu Dhabi Government, which aims to enhance the Abu Dhabi's competitiveness globally as well as creating new investment opportunities that support the Emirate's local economy ecosystem in non-oil sectors, providing it with the highest sustainability standards and operational efficiency."

He also confirmed that the Industrial Development bureau is committed to continuing the rollout of ETIP by encouraging SMEs within Abu Dhabi in order to benefit from the advantages of the programme. 🌟



OPTIMISTIC ABOUT GROWTH

The inaugural Mastercard Middle East and Africa (MEA) Small and Medium Enterprise (SME) Confidence Index published has reported favourable forecasts for the region's SMEs in the next 12 months. It revealed that:

- 78% of SMEs in the retail sector are enthusiastic about the next 12 months. Confidence levels were highest among retail businesses, slightly ahead of other sectors. In addition, 70% of SMEs in retail are projecting revenues that will either grow or hold steady. Half (50%) are projecting an increase
- 76% of SMEs in the food, beverage and entertainment sector are optimistic about the coming months. Forecasts are also positive, with 72% of SMEs projecting revenues that will either grow or hold steady. Almost half (47%) are projecting an increase.
- 74% of SMEs in construction and manufacturing are positive about the next 12 months. Construction and manufacturing had the best forecasts, with 76% of SMEs projecting revenues that will either grow or hold steady. Half (50%) are projecting an increase.



- The report also showed that females led the way in terms of digital presence in the MEA, 81% of them have a digital presence for their businesses, compared to 68% of their male counterparts. In terms of a digital footprint, social media (71%) leads the way, followed by a company website (57%). In the Middle East and North Africa, more women entrepreneurs had a website (71%) than a social media presence (55%).

SME ALERTS!

- Officially authorised and regulated by the Financial Services Regulatory Authority (under Abu Dhabi Global Market's jurisdiction), LNDDO is the first licensed digital lender in the UAE and MENA region. The credit service provides loans for small businesses with a quick and easy approval process. It gives entrepreneurs the capital they need to expand their businesses, even if they do not have audited financial statements. According to the company, the loans' decision process takes only a matter of minutes, and funds can be disbursed and made accessible within one week.

The seamless and fully digital lending service uses advanced analytics and various B2B partnerships with leading payment service providers, e-commerce platforms and delivery aggregators to bring an exceptional level of service to its clients. Providing easy repayment options, the loans are suitable for digitally forward SMEs in various sectors, provided they have operating for a minimum of 12 months. The firm also plans to expand to Egypt and Saudi Arabia as early as next year.



Ashraf Ghazaly, Founder and CEO of LNDDO, said, "We are so excited to introduce our functional, inclusive and one-of-a-kind, digital lending solution that is specifically created to help and support the region's SMEs. We want to make the process of getting a business loan for small and medium-sized business simple, quick and seamless, and ensure that it is totally inclusive and easily accessible to all. By supporting SMEs and removing any obstacles that are in their way, we hope to encourage creativity, growth and originality in UAE SMEs and eventually help to grow the economy as a whole."

- After raising US\$400,000 from its initial investors, including key angel investor Steve Mayne, to further expand its market operations, UAE-based automotive startup MySyara recently announced its acquisition of a major auto parts distributor in the UAE valued at US\$2.6



million. Launched in 2019, the start-up offers the region's first car maintenance app, providing a one-stop shop for complete car care solutions. MySyara has received US\$1.1 million in funding to date and has recorded a 600% YoY revenue growth.

- STEPPI, the UAE-based health and corporate wellness platform, has successfully raised US\$1.8 million in its latest funding round, thanks to its recent alliance with Embody Fitness, boutique health and fitness experts based in London and Dubai. Embody Fitness founders, James Miller and Sharare Hau, have joined the STEPPI management team as CEO and CCO respectively. Launched in 2020, The STEPPI platform offers a unique approach combining engaging activity and wellness-focused challenges with a wide range of attractive rewards. Through its seamless digital platform that could be integrated to sports wearables, the STEPPI challenge is to push 1 million employees to be more active by 2025.



- The UAE-based automotive data platform AlgoDriven has successfully raised US\$2 million in its latest funding round. The Series A round was led by Global Ventures, the Dubai-based international Vc, and had recorded participation from Automotive Ventures, an Atlanta-based venture capital firm making their first international investment among others.



Founded in 2017, AlgoDriven supports car dealers, classifieds, banks and insurance companies to accurately identify, and price used cars. The company's core product, EvalExpert, streamlines the pre-purchase assessment and evaluation of cars, ultimately allowing dealers to benefit from more competitive trade-in deals. By valuing the trade-in component, AlgoDriven's technology is helping car dealers and manufacturers sell more new cars online. Consumers also benefit via a better, faster, more professional experience when visiting dealers who use AlgoDriven's tools.

A HISTORY OF COLLABORATION

The strong ties between the UAE and the Netherlands are underscored by close cooperation in areas such as food security and energy efficiency among others

The Netherlands' stunning pavilion at Expo 2020 is a testament to the country's long tradition of sustainable practices in sectors such as agriculture and energy, and circularity initiatives that have contributed to its economic growth. Its main attraction, a huge food cone known as the 'Biotope', exemplifies the country's innovations in AgTech and science, enabling visitors to experience the Netherlands' expertise in 'Uniting water, energy and food'.

The pavilion, which is a great showcase of the country's expertise in many sectors, will help attract both interest and investment from different parts of the world. These innovations are particularly relevant to the UAE, which has long collaborated with the Netherlands in areas, including sustainable farming, to deliver on its food security goals. For example, Abu Dhabi-based Pure Harvest uses Dutch smart-farming technologies to grow tomatoes and leafy greens in the desert. Vertical farming company Madar Farms



has partnered with a leading Dutch company, Certhon, to design its facility. The world's largest indoor farm, being built in Abu Dhabi, is also powered by a joint venture of firms from the Netherlands and the UAE. The AED650 million project will be developed by the Netherlands-based indoor farming specialist GrowGroup IFS and Abu Dhabi-based entrepreneurial catalyst RainMakers Capital Investment, jointly known as GreenFactory Emirates.

The indoor farm will be a combination of vertical and flat farming, capable of producing up to 10,000 tonnes of fresh food annually on a plot of 17.5 hectares and a cultivation area of 160,000 square metres.

Furthermore, Dutch know-how can also help the UAE achieve its sustainable development and clean energy targets in the next few decades.

Additionally, the Netherlands' presence at the Expo emphasises the close bilateral ties it has shared with the UAE since diplomatic relations were established in 1972. Both countries have been actively working together to expand this relationship through initiatives such as the inaugural UAE-Netherlands Week, which was held in May.

Held virtually, the forum focused on strengthening the political, economic and cultural relations between the two nations through dialogue and collaboration. The forum covered issues such as food production and energy efficiency, arts, science, entrepreneurship, women empowerment and trade, and brought together government officials, dignitaries and experts from both countries.

Speaking at the opening session of the forum, His Excellency Omar Saif Ghobash, Assistant Minister for Public and Cultural Diplomacy at the UAE Ministry of Foreign Affairs and

→ H.E. Omar Saif Ghobash, Assistant Minister for Public and Cultural Diplomacy at the UAE Ministry of Foreign Affairs and International Cooperation

↓ Abu-Dhabi based indoor farms are using Dutch know-how



International Cooperation, stated: "For nearly half a century, our two countries have served as committed partners, and the activities of the UAE-Netherlands Week will enable us to continue building upon this enduring friendship."

H.E. Hissa Abdulla Alotaiba, UAE Ambassador to the Kingdom of the Netherlands, also shared the similarities and goals that have underscored the UAE's friendship with the Netherlands. "Historically, our peoples have long valued cultural, educational, and tourism exchange, and at the governmental level, our two countries have worked together in times of crisis to address challenges to food security and boost scientific innovation for the betterment of our societies," she commented in a report published by WAM, the state news agency.

Her sentiments were echoed by H.E. Lody Embrechts, Ambassador of the Netherlands to the UAE, who said that he looked forward to the countries' "shared future."

To further explore areas for productive collaboration and discuss trade and investment opportunities, the Dutch Ambassador also visited the Abu Dhabi Chamber in September.

The meeting was hosted by Their Excellencies Abdulla Mohamed Almazrui, Chairman of Abu Dhabi Chamber; and Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber. At the meeting, H.E. Ambassador Embrechts emphasised the importance of joint coordination to introduce businesses in both countries to available and new opportunities in both nations, particularly in the sectors such as IT, innovation, advanced technology and digital communication.



Cooperation in these sectors will further bolster trade and investment exchange between the UAE and the Netherlands. According to WAM, in 2020, the total non-oil foreign trade between the two sides amounted to more than US\$3 billion.

The growth and diversification of the UAE's economy has continued to attract many Dutch companies to the UAE, specialising in fields such as Agtech, marine services, design, aerospace, dredging, as well as oil and gas.

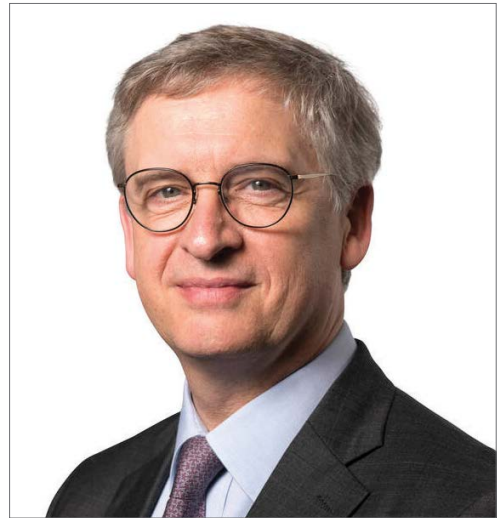
Companies such as Royal Dutch Shell and Friesland Campina have operating in Abu Dhabi for 60 years, long before the Dutch opened their first embassy in the UAE in 1977. Today, there are more than 350 Dutch companies in the UAE. These companies are supported by the Netherlands Business Council and Dutch Sustainability Group, which is a group formed by the business council and supported by the Embassy and Consulate General. The Group integrates expertise from sectors that deliver sustainability projects in the UAE. It consists of firms with origins in the Netherlands like Unilever Gulf, ING Bank, Air France-KLM, Signify, Boskalis and Vopak among others etc.

The UAE sees the Netherlands as an important destination for foreign direct investment through companies such as Mubadala, which has a significant stake in Asper Investment Management's Dorothea investment vehicle (Dorothea). Dorothea is targeting to deploy more than AED2.1 billion into building a network of district heating services across the Netherlands. This builds on the Netherlands' efforts to increase the penetration of renewable energy sources to 100 per cent by 2050.

Dorothea's newly installed heating capacity is expected to deliver more than 2 million gigajoules of sustainable heat by using clean energy sources

→ H.E. Lody Embrechts,
Ambassador of the
Netherlands to the UAE

↓ The Netherlands is
a leader in the use of
clean energy sources



including a combination of geothermal, residual heat and sustainable, locally-sourced biomass.

The UAE is the second largest trading partner of the Netherlands in the Arab world, and is one of the UAE's most important sources markets for imports of food commodities and their products. Exports of food from the Netherlands to the UAE have more than doubled in the past seven years, from AED229.1 million in 2012 to AED462.2 million in 2019.

The UAE and the Netherlands also continue to build on other areas of cooperation. In August, the countries signed two judicial and legal agreements related to the extradition of criminals and mutual assistance in criminal matters. The agreements were signed by Their Excellencies Sultan bin Saeed Al Badi, Minister of Justice, and Ferdinand Grapperhaus, Minister of Justice of the Netherlands.

The Dutch Minister of Justice said: "Over the past few years, cooperation between the Netherlands and the UAE on combating international crime has been stepped up considerably. The UAE often takes the lead in this area and seeks to align itself with other countries' efforts. By working together, we can not only combat organised crime and all its socially undermining and disruptive effects, but also prevent further disruption to society in the future."

Another important memorandum of understanding was signed between Dubai Police and the Netherlands Police on security cooperation. Their Excellencies Lieutenant General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police, and Ambassador Embrechts were present at the signing. 🌟



Abu Dhabi Chamber and Algerian delegation discuss prospects for economic cooperation



His Excellency Abdul Karim Tawahria, Ambassador of Algeria to UAE, expressed his country's interest in developing sectors such as desert agriculture and healthcare, stressing on the need to benefit from the UAE's long experience in these areas during a meeting with Their Excellencies Abdulla Mohamed Almazrui, Chairman of Abu Dhabi Chamber; and Mohamed Helal Al Mheiri, Director General of the Abu Dhabi Chamber, at the Chamber's office.

H.E. Almazrui expressed his appreciation to the Algerian Ambassador, who recently completed his diplomatic

mission to the UAE. During the meeting, H.E. Tawahria talked about the new investment law in Algeria which focuses on economic diversification, including strategic sectors such as energy industries and pharmaceuticals. He pointed out that the new roadmap aims at refreshing the Algerian economy and gaining credibility among foreign investors. He also called on the Abu Dhabi Chamber to form a trade delegation to visit Algeria after Dubai Expo in order to introduce Emirati investors on the available opportunities in Algeria.

Ambassador of Malta visits Abu Dhabi Chamber

Their Excellencies Abdulla Mohamed Almazrui, Chairman of Abu Dhabi Chamber, and Maria Camilleri Calleja, Ambassador of Malta to the UAE, met recently to discuss the prospects of expanding economic cooperation between the business communities in Abu Dhabi and Malta. Noting that the UAE is Malta's first trade partner in the region, H.E. Almazrui highlighted the strong economic relations between the two countries. He said: "There is a great opportunity to expand our trade partnership in strategic sectors, including technical industries, tourism, entrepreneurship and advanced technologies."

The meeting, also attended by H.E. Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber,



focused on identifying the best methods of boosting trade exchange between the countries, especially as the world economy is entering a phase of post-pandemic recovery.

H.E. Ambassador Calleja praised the development of businesses in the UAE, emphasising that there is a great opportunity to do business in the UAE, especially during Expo 2020.

Joint delegation from Estonia, Latvia and Sweden discuss ICT partnerships with Abu Dhabi Chamber



His Excellency Saeed Ghumran Al Rumeithi, Deputy Treasurer of the Abu Dhabi Chamber, recently hosted a joint delegation from Estonia, Latvia and Sweden. Their Excellencies Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber, as well as Jaan Reinhold, Ambassador of Estonia to the UAE; Atis Sjanits, Ambassador of Latvia to the UAE; and a representative from the Swedish Embassy in Abu Dhabi were present along with representatives from the ICT sector from Abu Dhabi and the participating countries.

H.E. Al Rumeithi, who welcomed the attendees from Sweden, Latvia and Estonia, said: "The UAE enjoys distinguished relations with each of Sweden, Estonia and Latvia," adding that the total trade with these countries has been "steadily growing over the last few years, exceeding a total of US\$1.3 billion in 2019".

H.E. Al Rumeithi pointed out that the UAE has received investments from the three countries in the fields of finance,

insurance, real estate, wholesale, retail trade and construction. He added that the UAE had invested in "diverse sectors as porcelain, ceramics, air transport, shipping, storage and wholesale among others" in the three countries.

H.E. Al Rumeithi said that the UAE is very keen on being one of the pioneers in adopting the latest developments in the field of ICT, emphasising the Chamber's readiness to extend its full support to businesses investing in Abu Dhabi in this strategic sector, and also provide all the necessary facilities to help make their investments successful.

The Ambassadors of the participating countries expressed their appreciation for the Chamber's efforts in serving the business community in Abu Dhabi. A number of presentations were also delivered during the meeting by the delegations, with the Abu Dhabi Investment Office and Abu Dhabi Digital Authority also showcasing business opportunities in the Emirate.

Angolan Minister of Industry and Commerce and his team visit Abu Dhabi Chamber

His Excellency Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber, received H.E. Victor Francisco Fernandes, Minister of Industry and Commerce of Angola, at the Chamber's headquarters in Abu Dhabi to discuss a number of topics of shared interest.

H.E. Albino Malungo, Ambassador Extraordinary and Plenipotentiary of Angola to the UAE, was also present at the meeting along with Abu Dhabi Chamber's board members. Both sides discussed boosting trade and economic cooperation between businesses operating in both countries.

H.E. Al Mheiri welcomed the delegation, saying that their interaction would encourage businesses in both



countries to form partnerships. Angola is rich in natural resources, making it a perfect destination for promising investment opportunities.

H.E. Minister Fernandes was also positive that exchanged visits would boost cooperation between Emirati and Angolan entrepreneurs in all sectors. He said it would allow foreign investors to benefit from the available resources in Angola, including cotton, coffee and diamonds.

Abu Dhabi Chamber receives diplomatic mission from Panama

Their Excellencies Saeed Ghumran Al Rumeithi, Deputy Treasurer of Abu Dhabi Chamber's Board, and Ramón E. Martínez de la Guardia, Minister of Commerce and Industries of Panama, recently met at the Chamber's headquarters to discuss bilateral and trade ties. Also in attendance were Abdullah Ghurair Al Qubaisi and Helal Mohamed Al Hameli, Deputy Directors General of the Abu Dhabi Chamber.

H.E. Al Rumeithi welcomed the visiting delegation, expressing the Chamber's interest in strengthening its economic relations with Panama and utilising the strategic location of the country as a gateway to enter Latin American markets.

H.E. La Guardia invited the Abu Dhabi Chamber to sign a cooperation



agreement with the Chamber of Commerce, Industries and Agriculture of Panama to develop communication mechanisms between the business

communities in Abu Dhabi and Panama. He also presented a brief on the new Foreign Investment Law of Panama, which aims at attracting foreign investments.

Udmurt Republic delegation visits Abu Dhabi Chamber



Their Excellencies Mohamed Helal Al Mheiri, Director General of Abu Dhabi Chamber, and Mikhail Khomich, Permanent Representative of the Head of the Udmurt Republic to the Russian President, discussed how they could enhance trade and investment relations

between both countries, at a meeting held recently at the Abu Dhabi Chamber.

During the meeting, H.E. Al Mheiri introduced the visiting delegation to the services that the Chamber offers to investors and businesses operating in Abu Dhabi and the innovative

initiatives it takes to support the business community in the Emirate.

During the meeting, H.E. Khomich called on Abu Dhabi-based businesses to explore available investment opportunities in diverse sectors and bring the rates of trade exchange to new levels.