



## DMCC Receives High-Level LinkedIn Delegation to Build Company-Wide Content Strategy

- *High-level delegation from business and social media platform LinkedIn met with DMCC as part of efforts to boost company-wide content strategy*
- *Delegation toured DMCC and DGCX headquarters in Dubai, DMCC Crypto Centre, Dubai Diamond Exchange and Dubai Design Academy*
- *Discussions focused on integrating LinkedIn's cutting-edge features including videos and analytics as part of DMCC plans to build next phase of global growth*

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DMCC – the world's flagship free zone and Government of Dubai Authority on commodities trade and enterprise – received a high-level delegation from business and social media platform LinkedIn as part of DMCC's efforts to boost its communications and content strategy and build the next phase of global growth in 2023.

At the personal invitation of Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer of DMCC, the delegation – which included Rajai El Khadem, Head of LinkedIn MENA, and Wael Hassan, LinkedIn Talent Solution's UAE Government & Public Sector Director – toured DMCC headquarters in Almas Tower on Thursday 26<sup>th</sup> January.

The tour took in visits to DGCX, DMCC Crypto Centre, Dubai Diamond Exchange and Dubai Design Academy as well as business departments including DMCC Human Resources.

Speaking of the visit, **Ahmed Bin Sulayem, Executive Chairman & CEO, DMCC** said: *"This visit has been on the cards for some time. DMCC is always looking for ways to improve our digital communications. LinkedIn provides one of the most optimised services worldwide with a whole range of new features that will help us better integrate our communications strategy at all levels of the company, enhance targeted outreach to our 22,000 members as well as prospective companies, and enable us to break new growth records in 2023."*

Discussions focused on optimising DMCC's internal communications and content strategy for more efficiently targeting ongoing and prospective member companies in key markets worldwide. DMCC is keen to use LinkedIn's cutting-edge new features including improved video accessibility, standardised accessibility positions, alternative text for paid campaigns, updated searches for vacancies, B2B product search updates, scheduled posts and analytics for content creators.

### About DMCC

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Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

[www.dmcc.ae](http://www.dmcc.ae)

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