

## DMCC Expands International Outreach Using Digital Conferences to Drive Business to Dubai

- *DMCC's leadership continue to interact with the international business community through virtual editions of their 'Made For Trade Live' roadshow*
- *DMCC is hosting weekly educational webinars dedicated to its 17,000 member companies to support local business*
- *Virtual roadshows to take place in China, the U.K., Switzerland, Turkey and Ukraine*

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DMCC – the world's flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – is accelerating its digital outreach to support its member companies and attract new business to Dubai.

For the first time, DMCC successfully hosted its flagship 'Made for Trade Live' international roadshow event virtually with business leaders in Johannesburg, South Africa, seeking to learn more about setting up a company in Dubai. This year and through virtual roadshows, DMCC will showcase its Free Zone offering in key markets including: China, the U.K., Switzerland, Turkey and Ukraine.

*"Now more than ever, it is crucial to stay connected to our international prospects and our existing community. Today, we have a fully-fledged digital strategy that meets the needs of the business community, both at home and internationally. We are proud to bring 'Made For Trade Live' roadshows and these educational webinars to market, attracting an even larger audience and providing real value to our member companies and the business community as a whole,"* said **Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC.**

During the session, DMCC highlighted the benefits of setting up a business in Dubai, and specifically in DMCC, for companies seeking to establish an international footprint and drive trade. In light of the current circumstances, questions from the audience ranged from the type of support offered to SMEs to questions on the dynamics of virtual offices. DMCC's executives emphasised their range of flexible office solutions before discussing the ways in which DMCC is supporting their member companies and new firms through their new, highly attractive Business Support Package.

Since its inception, DMCC has attracted over 5,000 businesses from 17 cities around the globe to its series of international roadshows. The outreach programme brings together business leaders and organisations looking to expand their home base and offers them insights into the commercial appeal of Dubai and the opportunities the city offers for growth in the region and beyond.

DMCC will continue to further support and attract Foreign Direct Investment (FDI) to Dubai in line with the eight principles of the *Fifty-Year Charter* announced earlier by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai.

DMCC is also hosting an array of educational webinars for their 17,000 member companies. Having historically supported member companies on various topics through face-to-face events, the new webinar series are delivered in collaboration with industry experts and cover a variety of topics to help businesses with day-to-day operations as well as overall business strategy. Subjects to be covered include the impact of the latest VAT guidelines, business planning in times of uncertainty and success through digitisation.



Over recent years, DMCC has implemented a digital first agenda, providing smart solutions allowing member companies to access a wide range of business services from any device, anytime and anywhere. Company set up in DMCC is now fully digital. In line with Smart Dubai 2021, DMCC's digital strategy is bringing value to member companies through the latest technological advancements.

In March, DMCC rolled out a Business Support Package which provides a range of waivers and discounts to support DMCC's business community in navigating the current economic environment.

## 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)