

## DMCC Hosts Virtual Briefing with UAE Ambassador to the United Kingdom

- *DMCC's Executive Chairman and Chief Executive Officer and UAE Ambassador to the UK commend efforts in the UAE and UK to stem the spread of COVID-19*
- *His Excellency was briefed on DMCC's latest initiative to support businesses in Dubai*
- *Virtual briefing held days before DMCC's Made For Trade Live London online event*

29 April 2020

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Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer of DMCC – the world's flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – hosted a briefing call yesterday (28 April 2020) with His Excellency Mansoor Abulhoul, Ambassador of the United Arab Emirates to the United Kingdom via a virtual conference.

During the call, the two leaders praised the UAE government for its exemplary response and swift actions to protect public health, which have stemmed the spread of COVID-19 across the country. They also praised the tremendous effort from the health workers and emergency services in caring for those affected in the United Kingdom.

His Excellency was also briefed on DMCC's strategy to support Dubai's economic resilience, including the recent launch of the 'Business Support Package' – DMCC's largest ever commercial campaign to attract new companies to DMCC, and support the 17,000 existing members.

**His Excellency Mansoor Abulhoul** commended DMCC's commitment to UK firms in the UAE: *"DMCC plays an important role in driving the UAE's economic diversification agenda. The support that DMCC has shown its member companies demonstrates what a true partnership stands for. British companies already contribute significantly to the UAE's economy and we are confident that they will continue to look to Dubai as a place to set up, expand and do business with the world."*

The pair also discussed the strategic relationship between the UAE and the UK. Both Ahmed Bin Sulayem and His Excellency committed to work together in the weeks and months ahead to further strengthen bilateral ties, attract British businesses to the UAE, and support the presence of UAE businesses in the United Kingdom.

**Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC**, said: *"These are challenging times for all, and DMCC has had to adapt. This is why we acted swiftly to launch a comprehensive programme of support for existing DMCC members, and increase our digital engagement with international stakeholders to attract new companies as well; the UK being a perfect example. We have partnered with the British Business Council in Dubai, and London Chamber of Commerce and Industry to deliver our latest online event showcasing the UAE's commercial appeal to British industry, and highlighting that both Dubai and DMCC are very much open for business. DMCC has always valued the support of the UAE Embassy in London, and we look forward to working with His Excellency's team long into the future."*



The online briefing between the two leaders took place just a few days ahead of DMCC's upcoming 'Made For Trade Live (MFTL) London'. The online event takes place on 5 May 2020 in conjunction with the London Chamber of Commerce and Industry and the British Business Group in Dubai. The event is designed to brief UK firms on the commercial opportunities available in Dubai, and the ease of setting up a business in DMCC. To register for MFTL London and find out more, visit: [www.madefortrade.ae](http://www.madefortrade.ae).

## 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)