

An aerial photograph of a city skyline, likely Dubai, featuring numerous skyscrapers. In the foreground, a large building is under construction, showing its steel framework and several floors. Two tall orange construction cranes are positioned near the top of this building. The background is filled with other high-rise buildings, including the Burj Khalifa. The sky is clear and blue.

**DMCC**

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# **ANNUAL REPORT 2021**

**MADE  
FOR  
TRADE**

**DMCC IS**

# **MADE FOR TRADE**

It is why we are consistently recognised as the world's flagship Free Zone and one of Dubai's fastest growing business districts.

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“Our achievements in 2021, whilst hugely impressive, are now confined to our proud history and the collective task for us now is understanding how we can impact the future. By all accounts, 2022 is set to be yet another challenging year however, with the support of the team, partners and our country’s visionary leadership, I have no doubt that DMCC will continue to maintain its reputation as a facilitator of global trade and the very best at what it does.”

**Ahmed Bin Sulayem**  
Executive Chairman and  
Chief Executive Officer,  
DMCC

## A message from the Executive Chairman and Chief Executive Officer, Ahmed Bin Sulayem



**The pandemic wreaked havoc across the globe in 2020 and the following year was earmarked as the start of mass economic recovery. However, for most, 2021 failed to meet both hopes and expectations.**

What we saw instead was continued uncertainty, mounting disruption and a general feeling of fragility that unfortunately morphed into the new normal. Despite reassurances, the worst was far from over in 2021.

Throughout the year the world was forced to grapple with the effects of multiple variations of coronavirus before the latest – omicron – posed a renewed sense of impending threat.

The cost of living was on the rise, pressures on the labour market elevated wages which simultaneously ushered in a new era of inflation. Geopolitical tensions remained fractious too, and global supply chains broke down on account of shortages of goods and human capital.

Within this context it would be no surprise for governments and businesses around the world to lower expectations, batten down the hatches and weather the storm and many did, but not Dubai, and not DMCC.

Both the UAE and Dubai were the recipients of international acclaim for its handling of the pandemic in 2020 and 2021. Dubai remained opened for business and safeguarded all who worked, lived and visited the city with the implementation of exemplary health and safety protocol.

2021 was the year of unprecedented policy restructuring for Dubai. A wave of reforms were introduced that would not only attract FDI to the country but the world’s finest talent too.

Changes to the commercial company ownership laws came into being, as did the

availability of five and ten-year residency visas. Changes to the working week were announced to better align the UAE with global markets reflecting the country’s strategic status on the global economic map.

In 2021, DMCC achieved its best year on record.

Despite the challenging global economic picture, DMCC registered a record 2,485 member companies in its Jumeirah Lakes Towers community in 2021 – the highest number since our inception.

But our record performance in 2021 was not limited to member company registration. Our iconic Uptown Tower development project now stands at 79 floors and is even closer to establishing an entirely new focal point to the city.

Our commodity portfolio matured in 2021 with DMCC facilitating increasing trade flows of tea, coffee, diamonds and precious metals with new business streams coming online in the form of cacao and crypto.

DMCC was awarded ‘Global Free Zone of the Year’ by the Financial Times’ fDi Magazine for a record seventh consecutive year in 2021 but the whole organisation is acutely aware that it cannot rest on its laurels.

Our achievements in 2021, whilst hugely impressive, are now confined to our proud history and the collective task for us now is understanding how we can impact the future. By all accounts, 2022 is set to be yet another challenging year however, with the support of the team, partners and our country’s visionary leadership, I have no doubt that DMCC will continue to maintain its reputation as a facilitator of global trade and the very best at what it does.

**Ahmed Bin Sulayem**  
Executive Chairman and  
Chief Executive Officer,  
DMCC

# What we do

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Established in 2002, DMCC now represents one of Dubai's fastest growing business districts.

Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai district, 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 into the future.



# How we do it

Made for Trade, we have firmly established Dubai as a leading trade hub for international commodities, the world's fastest growing Free Zone and one of Dubai's most exciting business districts.

Providing one of the most comprehensive ecosystems for trade, we promote and facilitate trade across a range of goods from gold, diamonds and precious metals to tea, food and industrial sectors.

As home to major multinationals and start-ups, we connect more than 20,000 businesses with the world-class services, leading infrastructure and vibrant community they need to thrive and succeed.

# A view from the top

DMCC achieved its best year on record, attracting 2,485 companies to Dubai in 2021. The year also saw DMCC achieve its best June, August, September and November, reaching a total of over 20,000 member companies.

Driven by strong international demand, the expansion of its commodities centres and the launch of the DMCC Crypto Centre, DMCC attracted companies from a broad range of sectors.

Significant attraction was seen in key target markets, including China, US, UK and Russia, demonstrating Dubai's continued commercial appeal, and the ease of setting up and doing business at DMCC.

## 2021

DMCC voted world #1 Free Zone for the record seventh consecutive year by the Financial Times' fDi Magazine.



## Companies in the Free Zone

**2,485** New company registrations

DMCC's best year on record!

**20K+** Registered companies in total

**+857,000**

Visitors directed to **DMCC.AE** through digital marketing channels

**97%**

of new companies that form a company in DMCC, start their journey digitally.

**500,000+**

downloads of the Future of Trade – DMCC's flagship thought leadership report

**+19.77%**

increase in new visitors to DMCC website compared to 2020



DMCC, in partnership with CV Labs, officially inaugurated the DMCC Crypto Centre in 2021, now home to over 100 cryptographic and blockchain companies. DMCC also hosted its most successful edition of the Dubai Precious Metals Conference welcoming record participants and media coverage.

# Home to some of the world's leading companies

	Alcatel-Lucent 		
ASSA ABLOY			BVLGARI
			
			DE BEERS
		DURACELL	dyson
		FROST & SULLIVAN	

			
	Hisense	HUDA BEAUTY	
			
			
SANOFI 			
	TATE & LYLE	TRAFIGURA	Whirlpool

## IN NUMBERS

- 100,000+** People live and work in DMCC's Jumeirah Lakes Towers (JLT) district
- 60,000+** People are employed within the Free Zone
- 600+** F&B outlets within the JLT community
- 9.7** Companies register and join DMCC every single working day
- 17%** Annual growth rate over the decade
- 32,635** Combined attendance of all DMCC events
- 35.21%** Year-on-year increase in Chinese companies joining the Free Zone
- 149** Companies in 149 different countries expressed interest in setting up a business in DMCC through the Business Support Package



## TRADE HIGHLIGHTS



### Gold

DMCC supported the UAE Ministry of Economy in developing the new UAE Good Delivery Standard to enhance the UAE's position as a leading hub in the global gold and precious metal trading landscape.



### DGCX

**USD149.676B**

Total value of contracts traded.



### DMCC Coffee Centre

**62%** ▲ A record breaking year

Increase in membership with the Centre storing and processing more than 9,000 metric tonnes of both green and roasted coffee.



### DMCC Tea Centre

**35,580**

Metric tonnes of tea were handled by the Centre, with an overall value addition volume of 6,482 metric tonnes, representing a 14% increase from 2020.

“Securing the fDi Global Free Zone of the Year award for a seventh, consecutive time is not only testament to the value and opportunity available with DMCC, but its agility to move with global demand. In doing so, we’ve not only supported our existing members during 2020, but gained record-breaking company registrations thanks to our business support packages that provided numerous waivers and sectorial benefits, while expanding our pre-existing online services. This, combined with the opening of our international representative offices in Tel Aviv and Shenzhen, and our new DMCC Crypto Centre and DMCC Cacao Centre, have meant a growing opportunity for businesses of all types to become a part of our highly diversified community and benefit from our unrivalled, global connectivity.”

**Ahmed Bin Sulayem**  
Executive Chairman and  
Chief Executive Officer,  
DMCC

## The number one Free Zone in the world

**DMCC received the Global Free Zone of the Year 2021 award by the Financial Times' fDi Magazine for the seventh consecutive year.**

The award, which is the most prestigious credit a free zone can earn, serves as a testament to DMCC's exceptional performance throughout 2021 and the efforts it made to support and enable the success of its business community.

DMCC also claimed Global Free Zone of the Year and Middle East Free Zone of the Year-Large Tenants, Middle East Free Zone of the Year and received Global and Middle East Excellence Awards and honourable mentions for COVID-19 Response, Infrastructure Investment, SMEs, Sustainable Reporting and Leadership.

The Excellence Awards for Leadership was anchored in DMCC's ability to swiftly adapt to the pandemic

landscape and provide relief, and its flagship research on The Future of Trade. The award-winning report examines the impact of geopolitics, technology, COVID-19 and global economic trends with a focus on trade growth, supply chains, trade finance, infrastructure and sustainability.

DMCC received 'Honorable Mentions' for its sustainability reporting based on adopting an enhanced 5C Sustainability Framework and enhancing its smart and sustainable district infrastructure, digitalisation and transparency.

Over 70 free zones from across the world were assessed against a set of multidisciplinary criteria. The awards were judged by both the Financial Times' specialist editorial team and a panel of independent judges for each region.



# Free Zone

Located in the heart of Dubai, DMCC is a vibrant business hub that continues to be recognised as the future of trade for commodities and enterprise.

2021 saw DMCC increase its international outreach, finetune its sales strategy and enhance the digitalisation of services across the board. This led to a record-breaking year for DMCC with 2,485 companies joining the Free Zone taking the total number of members to over 20,000.

New business setup packages were launched to suit the needs of SME's, large corporations and JLT residents looking to set up in DMCC. Each package was tailored to include incentives, such as quick company setup, savings, instalment options and more.

Driven by strong international demand, the expansion of its commodities centres and the launch of the DMCC Crypto Centre, DMCC attracted companies from a broad range of sectors. Significant attraction was seen in key target markets, including China, US, UK and Russia, demonstrating Dubai's continued commercial appeal, and the ease of setting up and doing business at DMCC.

Overview of key achievements:

- 2,485 - new companies registered in DMCC - the best year on record - representing 146 geographies.
- 96% - DMCC member retention rate.

- 90% - overall member company satisfaction score from the 2021 DMCC Annual Customer Satisfaction Survey.
- Digital - DMCC enhanced its seamless, digital company set-up experience with 97 per cent of new companies in the Free Zone starting their journey with DMCC online.
- 7 - DMCC named Global Free Zone of the Year by the Financial Times' fDi Magazine for a record seventh year in a row.
- Israeli Rep Office - DMCC opens the DMCC Israeli Rep Office in Tel Aviv.
- 1,000+ - of pieces of marketing collateral were translated and distributed to international audiences.
- Digital tours - were created and launched online to give prospective members a sense of DMCC.
- SFO - To raise awareness about the Single Family Office business licence, a landing page and social assets were created to promote the features.

2,485

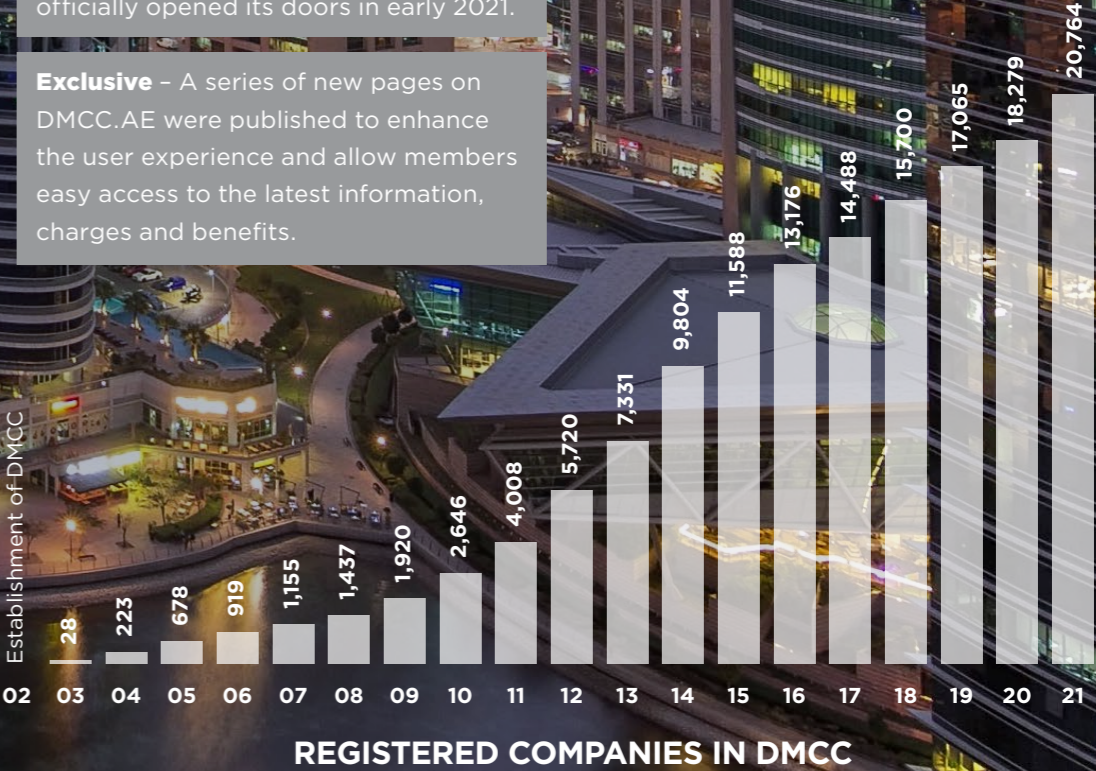
A record breaking 2,485 new companies joined DMCC in 2021

**Business setup packages** - New business setup packages were launched to suit the needs of SME's, large corporations and JLT residents looking to set up in DMCC. Each package was tailored to include incentives, such as quick company setup, savings, instalment options and more.

**500+** - member communications were sent during 2021 to ensure all were kept up to date on latest DMCC developments.

**Crypto** - The DMCC Crypto Centre officially opened its doors in early 2021.

**Exclusive** - A series of new pages on DMCC.AE were published to enhance the user experience and allow members easy access to the latest information, charges and benefits.



# Property

## Property was arguably one of DMCC's most exciting portfolios in 2021.

Significant progress has been made at Uptown Tower, the first tower to be released in DMCC's premium Uptown Dubai mixed-use district. Scheduled for delivery in Q3 2022, the tower is now surpassing 329m tall with over 12 million man-hours of work completed without lost time due to injury. Leasing for office spaces has commenced with a very strong interest.

As the master developer of JLT, DMCC continuously looks to make enhancements to the district to ensure that JLT maintains its unique urban community feel, ensure all assets within the district continue to retain their value and that it remains one of the most desirable places in Dubai.

Central to this vision is to expand the district and increase the offer to all those connected to it.

In 2021, key agreements were signed with Starbucks, Not Only Fish, Felli Cafe, McDonalds, Buffalo Wings & Rings, Bambu and Kamat. These outlets will come online in 2022 and dramatically enhance the famous JLT F&B scene.

Work continued throughout 2021 on a signature development in the heart of Dubai. DMCC signed an agreement in 2020 with Bull&Roo Hospitality and Investments, and construction started in 2021 on an exciting new 3-Level F&B and retail concept in the heart of JLT.



Community enhancements across DMCC's business district, JLT.

# Commodities

DMCC is a Government of Dubai Authority for commodities trade and enterprise and serves as a conduit for global trade.

**Established in 2002, DMCC's commodity portfolio has expanded and evolved and now features precious metals and stones, energy, agriculture and crypto among its specialisms.**

DMCC also offers a broad range of world-class financial services, trading resources and investment platforms once again, to enable trade to happen.

DMCC is committed to transforming Dubai to become the world's leading commodity trading hub, and the achievements of 2021 serve to suggest that the organisation is on the right path.

Overview of key achievements:



## Diamonds

- The Dubai Diamond Exchange (DDE), the world's largest diamond tender facility, held 68 diamond and precious stone tenders, and Dubai is now the fastest-growing diamond hub in the world.
- DDE membership surpasses 1,100
- DMCC increased its influence on the international diamond sector through publishing a series of short interviews between Ahmed Bin Sulayem and leading diamantaires. Coined 'ABS Talks', the videos generated strong engagement – especially on Instagram.
- DMCC and Emirates NBD signed a strategic agreement to increase financing available to the Dubai diamond industry.



## Tea

- The DMCC Tea Centre handled over 35,580 metric tonnes of tea, with an overall value addition volume of 6,482 metric tonnes, representing a 14% increase from 2020.
- The profile of the DMCC Tea Centre increased tenfold in 2021 as it took centre stage being featured in a documentary produced by the BBC, "One Cup, a Thousand Stories".



## Coffee

- The DMCC Coffee Centre stored and processed more than 9,000 MT of both green and roasted coffee from a broad range of producing markets across Central and Southern America, Asia and Africa.
- The Centre doubled its membership count, demonstrating the significant progress made by the Coffee Centre as a high-quality logistics and distribution hub.



## Dubai Precious Metals Conference

- Held under the theme 'Disruption in the precious metals industry – technology, regulation and sustainability', DMCC convened over 300 of the world's top gold experts at the Dubai Precious Metals Conference.
- The conference – the most successful edition in its history – sought to identify current market opportunities within the precious metals sector.
- The event was officially endorsed by the UAE Ministry of Economy.



## DMCC Tradeflow

- DMCC Tradeflow, a fully digital and interactive ownership registry, recorded a total value of AED 1.1 trillion (USD 299 billion), an 48% increase from 2020.



## Dubai Design Academy

- 2021 was a pivotal year for Dubai Design Academy (DDA) as the initiative really began to cement itself as a genuine authority in the field of jewellery design.
- 143% increase in students from previous year.

## 4 years in a row Exchange of the year (MENA)

**GLOBAL  
INVESTOR  
GROUP**

**MENA  
AWARDS 2021**

Exchange of the Year

**Dubai Gold & Commodities Exchange**

# DGCX

Attracting, facilitating and promoting global commodity trade through Dubai.

During 2021, DGCX diversified its product portfolio, introducing new contracts such as the PKR Futures Contract as well as expanding its footprint into the Israeli market. DGCX also continued to focus on upgrading its system capabilities and technology infrastructure during the year – and the planned integration with Nasdaq is set to complete in Q2 2023.

Key highlights include:

- Recording a yearly AOI a sum of 1,985,584 contracts and traded 7,076,350 contracts during the year – with the total value of the contracts amounting to USD 149.676 billion.
- Closed the year with industry plaudits, being named as 'Exchange of the Year – Middle East and Africa' at the prestigious FOW Global Investor MENA 2021 Awards for a fourth year in a row.
- Signed landmark agreements with the S & Royal Group Mongolia to explore future business and trade opportunities, as well as the Financial Markets Regulatory in Sudan, to strengthen the gold market across Africa.
- Signed a strategic MoU with Victoria Falls Stock Exchange (VFEX) aimed at

supporting with the development of a clearing and settlement commodities exchange in Zimbabwe.

- Received its permit from the Israel Securities Authority (ISA), enabling qualified Israeli corporations who trade on proprietary basis to become members of the DGCX and to use its trading services and platforms.
- Launched its Pakistani Rupee (PKR) Futures Contract, the first of its kind on any regulated exchange in the world.
- Partnered with Ajman University to help foster the development of finance professionals by committing to share knowledge, co-host educational events, and provide access to academic and professional platforms
- DGCX's best performing product in 2021 was its Indian Rupee Options (DINRO) Futures Contract, which traded up 1,233% year-on-year (Y-O-Y).
- DCCC, a wholly owned subsidiary of DGCX providing clearing and settlement services was also awarded the 'Clearing House of the Year – Middle East and Africa' by the FOW Global Investor MENA 2021 Awards.

# Crypto Centre

## DMCC Crypto Centre opens its doors to the world

**The DMCC Crypto Centre, a comprehensive ecosystem for businesses operating in the cryptographic and blockchain sectors, officially opened in May 2021. Over 100 cryptographic and blockchain focused companies are currently based in the state-of-the-art facility.**

The official inauguration was attended by a number of high-profile government and industry representatives including His Excellency Dr Thani bin Ahmed Al Zeyoudi, UAE Minister of State for Foreign Trade and Brock Pierce, Chairman of the Bitcoin Foundation, and Co-founder of EOS Alliance.

Located in the state-of-the-art Almas Tower, the DMCC Crypto Centre is set to be a hub for the development and application of crypto and blockchain technologies.

The Centre offers a home to all types and sizes of crypto businesses, from companies developing blockchain-enabled trading platforms to firms offering, issuing, listing, and trading crypto assets.

The DMCC Crypto Centre will also house a leading crypto advisory practice led by CV Labs, the entity behind the Switzerland government-backed Crypto Valley, which has previously spawned Crypto leaders such as Cardano and Ethereum.

DMCC has collaboratively developed a solid, progressive and supportive regulatory environment for crypto firms operating in Dubai. Activities conducted within the Free Zone that include the exchange of crypto assets will be regulated by the UAE's Securities and Commodities Authority (SCA).



# Telling our story

## DMCC driving the development of JLT's thriving community

Over 100,000 people live, work and visit Jumeriah Lakes Towers (JLT), and 2021 saw DMCC engage with the community more so than ever before.

A wide range of enhancements were made throughout the community as part of DMCC's intention to augment the district and improve the public areas across the community.

As the pandemic persisted throughout 2021, DMCC continued to protect the health and safety of all connected to JLT by extending the necessary procedures and precautions.

Key highlights include:

- To celebrate 50 years of the UAE, DMCC rolled out an extensive National Day campaign which included two community competitions. A series of community National Day celebrations were staged and promoted on social media.
- Nearly 2,000 low energy LED lights installed throughout JLT to boost DMCC's sustainability efforts.
- Four playgrounds with new equipment and shading installed.
- RTA electric scooter stations deployed across JLT.
- A three-level community retail and F&B space brought to JLT in collaboration with Bull&Roo.
- Façade renovation works at the Jewellery and Gemplex building.
- Significant progress made in the palm replacement project, where 60 new palm trees were re-planted.



# Our brand

DMCC's brand grew significantly stronger over 2021 through a combination of highly targeted and country specific outreach. A combination of digital excellence, successful local and international marketing campaigns and impactful industry engagement ensured that the DMCC brand resonated with key audiences and continued to attract new business at record levels.

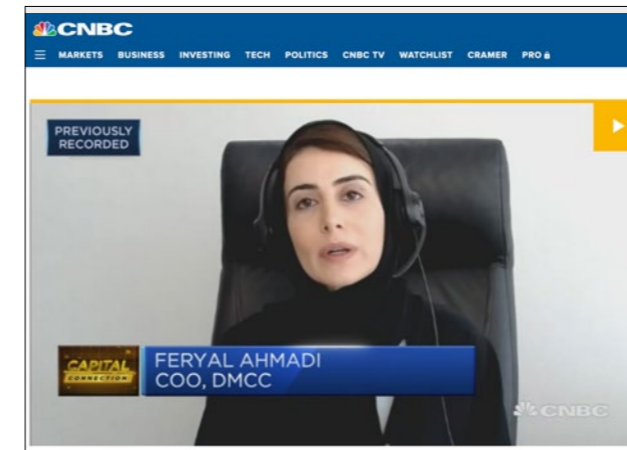
Businesses entered 2021 with great uncertainty, COVID-19 still having significant impact around the world. DMCC's had to more than ever laser focus on promoting the commercial appeal of Dubai and its business district, attracting new business to the free zone and strengthening its brand in key markets. This meant a challenging navigation of optimising value while investing for growth. In terms of marketing and branding, this saw a significant acceleration of everything digital. With the impact of strong digital marketing, 97% of all businesses approaching DMCC for company registration did so through digital channels in 2021, an increase from 78% in the previous year. A strengthened focus on key markets, business partnerships and laser-sharp targeting, helped DMCC ultimately attract 2,485 companies over the year – the best result in the history of DMCC.

The marketing drive to promote a record seventh Free Zone of The Year award by Financial Times

helped tell the story of DMCC internationally and locally, and drive interest in the brand. Brand recognition of DMCC now stands at 85% with B2B audiences in an independent survey carried out annually by YouGov.

Engagement with local and international press on a range of subjects and announcements helped generate international and local news coverage beyond targets – in particular, DMCC garnered noteworthy coverage for business initiatives such as the DMCC Crypto, Coffee and Cacao Centres, the Future of Trade thought leadership programme, and Dubai's evolving diamond success. Media impressions topped 1.3 billion, an increase of 20% over the previous year.

Building on its award-winning Future of Trade thought leadership series, DMCC published two special edition reports in 2021. The programme, which is a synthesis of global viewpoints on what



the future holds based on research, data and interviews with business leaders and trade experts, saw DMCC collaborate with the likes of Alibaba, Aeternity, Casper and Cardano. The Future of Trade program continues to be supported by a comprehensive international marketing drive and to date the reports have been downloaded and viewed over 500,000 times, significantly strengthening DMCC's brand and cementing its role as an authority on trade.

Digital has never stood in the way of establishing relationships. DMCC hosted 302 events online and offline, attracting over 32,000 delegates in 2021.



Likewise, drawing on the successful Expo 2020 Dubai, the region's largest ever event, DMCC hosted numerous delegations and businesses throughout the year.

DMCC also invested heavily in its business district and its JLT community in 2021, driving soft brand awareness across businesses, residents and visitors through community engagement, leisure events and outreach. With over 1000,000 engaged users, traffic to community related content increased by 26%, helping cement JLT as the business and leisure district of choice.

## Leading publications running DMCC stories



**85.43%**  
of all companies  
registered in 2021  
made contact through  
digital channels

**+6.05%**  
increase in traffic  
from focus markets  
as compared to  
2020



# Future of Trade

A special edition of the Future of Trade launched on 9 June 2020. Set out to examine the changing nature of global trade in the 2020's, the report focuses on how COVID-19 has affected trade and provides insights on how geopolitics, technology, trade finance, trade infrastructure and sustainability can impact recovery.

English



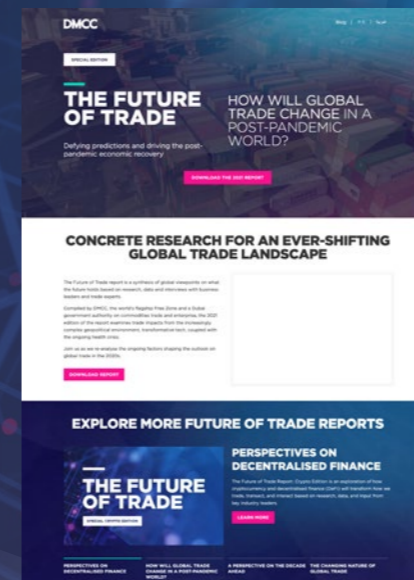
Arabic



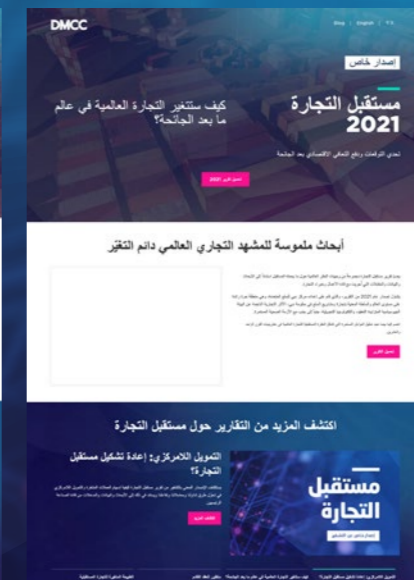
Mandarin



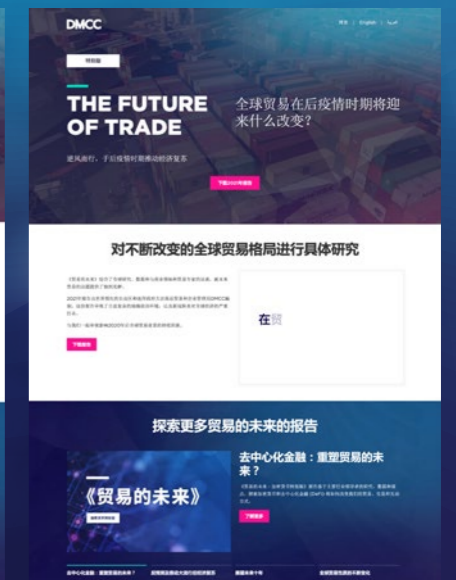
English website



Arabic website



Mandarin website



Social media



73K  
downloads



# COVID-19

2020 was hugely disrupted by Covid-19, with many hoping that 2021 would see the return to normality. However, this was not to be the case. Disruption and uncertainty remained in 2021 with the world was forced to deal with multiple variations of the virus.

In terms of DMCC, its support for members, employees, and the community at large was ever-present. While restrictions were eased somewhat, health and safety protocol continued to be implemented across the board and all connected to DMCC were kept safe and secure.

## Community

Continued dialogue with, and within the JLT community was critical to keeping residents and visitors up-to-date on the latest developments in relation to COVID-19. Reminding and encouraging residents and visitors to take precautions when in the community was the important, and enabled DMCC to successfully stage a range of activities throughout the year.

### COVID-19 announcements on the website

**DMCC**

COVID-19 updates

**General information**

DMCC is monitoring the COVID-19 situation closely and continues to take regular guidance from the Dubai Health Authority and UAE Ministry of Health and Prevention. Our top priority remains the health and safety of our partners and community as a whole. DMCC has taken a range of precautionary measures which include placing information centers across the JLT community, and the various buildings therein, to encourage thorough handwashing and social distancing. We have been reassured by the relevant authorities that the steps being taken by DMCC to reduce the risk of transmission are proportionate, effective and well advised.

**Stay at home**

- Only go outside for basic health needs or work (but only if you cannot work from home)
- If you do so, maintain the required distance from other people as mandated by the authorities at all times
- Wash your hands as soon as you get home

For more information and guidance visit the [Ministry of Health and Prevention](#) and [Dubai Health Authority](#)

Download our [app](#), [app](#), [app](#) advice for helpful tips and tools for your business and your employees

**Announcements**

Temporary precautionary measures during February for Hotels and Restaurants

Isolation Guideline for Confirmed COVID-19 Cases

COVID-19 Close Contacts: Quarantine and Precautionary Guidelines

Precautionary Measures for Fitness Centres Reopening

Restaurants and Shisha Cafes Precautionary Measures

For previous COVID-19 announcements, click below

**DMCC**

FREE ZONE | TRADE | PROPERTY | LIFE IN AJ | ABOUT

3,600+  
page views in 2021

## Employees

Protecting the health and wellbeing of employees was a key priority in 2021, and Marketing played a key role working with departments across the organising to provide updates and communicate important changes to COVID-19 protocol.

**DMCC**

A MESSAGE FROM HR

Dear Colleagues,

You're invited to a **Covid-19 Vaccination Awareness** session with Dr. Aline Khalil, a Family Medicine Consultant.

This session organised by DMCC HR in collaboration with Bupa and Dr. Sulaiman Al-Habib Hospital will provide education and updated information about the various COVID-19 vaccines.

It will also address the myths and facts on vaccinations based on [Dubai Health Authority](#) and [Department Of Health](#) guidelines.

**REGISTER NOW**

Date: Tuesday, 23 February 2021  
Time: 11:00am - 12:00pm  
Location: Online. Meeting link will be sent to your email after registration.

**COVID VACCINE Q & A**  
ZOOM WEBINAR

JOIN OUR WEBINAR WITH  
**DR. ALINE KHALIL**  
Consultant Family Medicine  
11:00 am - 12:00 pm  
23rd February, 2021

[Learn about Dr Aline Khalil by reading her profile](#)

**DMCC**

EMPLOYEE VIRTUAL GATHERING

Dear Team,

I hope this email finds you well.

It is time for our next Virtual Employee Gathering where we will outline the road ahead and DMCC's strategy for 2021.

Colleagues from HR will also share updates on the Employee Recognition Award 2020 before the audience Q&A giving you the chance to ask questions.

All employees are strongly encouraged to join the session to understand the priorities for this year.

As always, please feel free to submit any questions you may have in advance.

Have a great day and see you soon.

Penny Alkhadi  
Chief Operating Officer  
DMCC

Date: Sunday  
24 January 2021  
Time: 11:00am - 12:30pm  
Location: Online. Upon registration, you will receive details on how to join the webinar.  
Important Note: We encourage you to participate in the virtual gathering and submit your questions beforehand.

**REGISTER NOW**

Update your DMCC communication preferences.

Registered address: Almas Tower, Jumeirah Lakes Towers, Dubai, 48800, UAE  
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**DMCC**

Reclaiming Your Health During & After COVID-19

Dear Colleagues,

From lockdown to the vaccination process, the last year has been a rollercoaster ride for most, causing most of us to prioritise some aspects of our lives and ignore others. Therefore, in celebration of World Health Day, we have invited **Dr Remy Shanker (Medical Doctor with a degree in dietetics and nutrition)** for a refreshing wellness session on "Reclaiming Your Health During & After COVID-19".

This online session is organised by DMCC and DGX HR team where Dr Remy will help realise your health goals that you may be putting off and motivate you with various tips and ideas.

**Don't miss this session, join us and register below**

Date: Tuesday, 6 April 2021  
Time: 11:00am - 12:00pm

**REGISTER NOW**

Let's make this session successful and take control of our health goals this year.

We appreciate your participation for a healthier happier community.

Looking forward to seeing you all!

**Remy Shanker, MD MSc Applied Nutrition**

Remy is a doctor of medicine with a masters in nutritional sciences. Born and raised in the region, Remy has worked with various multinational wellness companies across the UAE in the last 10 years with a proven track record of creating and implementing wellness initiatives that uplift the scope of employee and community wellness. She is passionate about educating and providing simple, real and holistic resources to help individuals and the community alike, champion a fulfilling and healthy life. The piece de resistance of her works thus far are fostering a culture of inclusive wellbeing and holistic social impact through sustainable wellness programming and frameworks. Read her full bio [here](#).

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# Dubai Expo 2020

Following the launch of Dubai Expo 2020 in October last year, DMCC ran a series of awareness activations to capitalise on the global attention on the emirate.

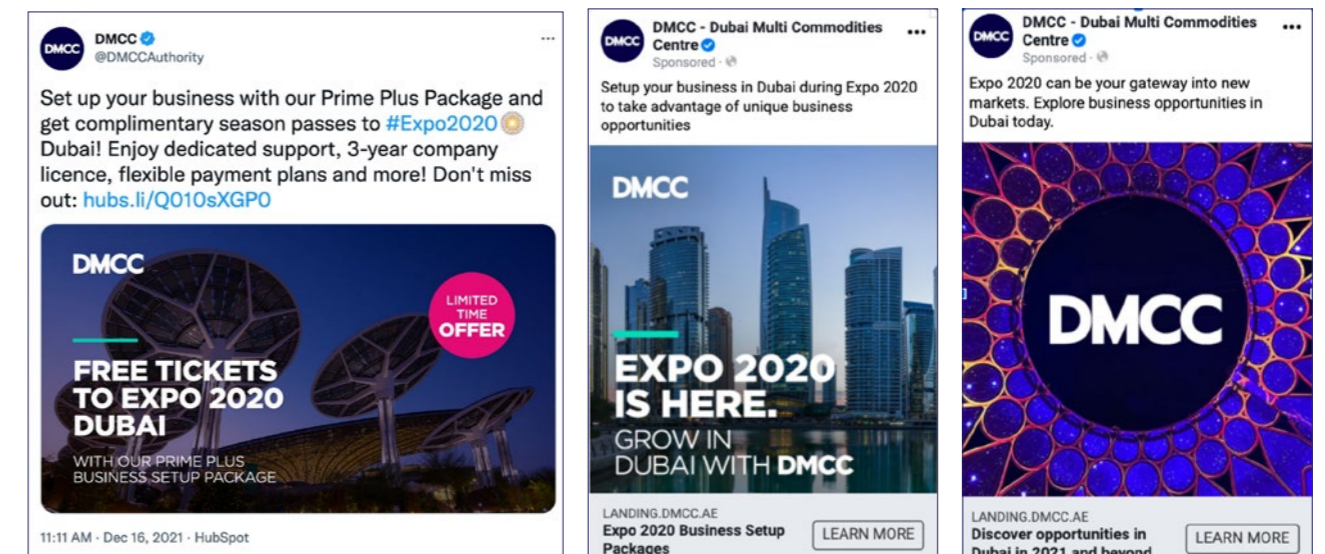
Have you seen us at Expo?

DMCC has a presence in the heart of the ICD pavilion - in the Sustainability district offering company set up information. There is also the DMCC Café serving tea, coffee and other refreshments. The DMCC Café acts as a showcase for the DMCC Tea & Coffee Centre.



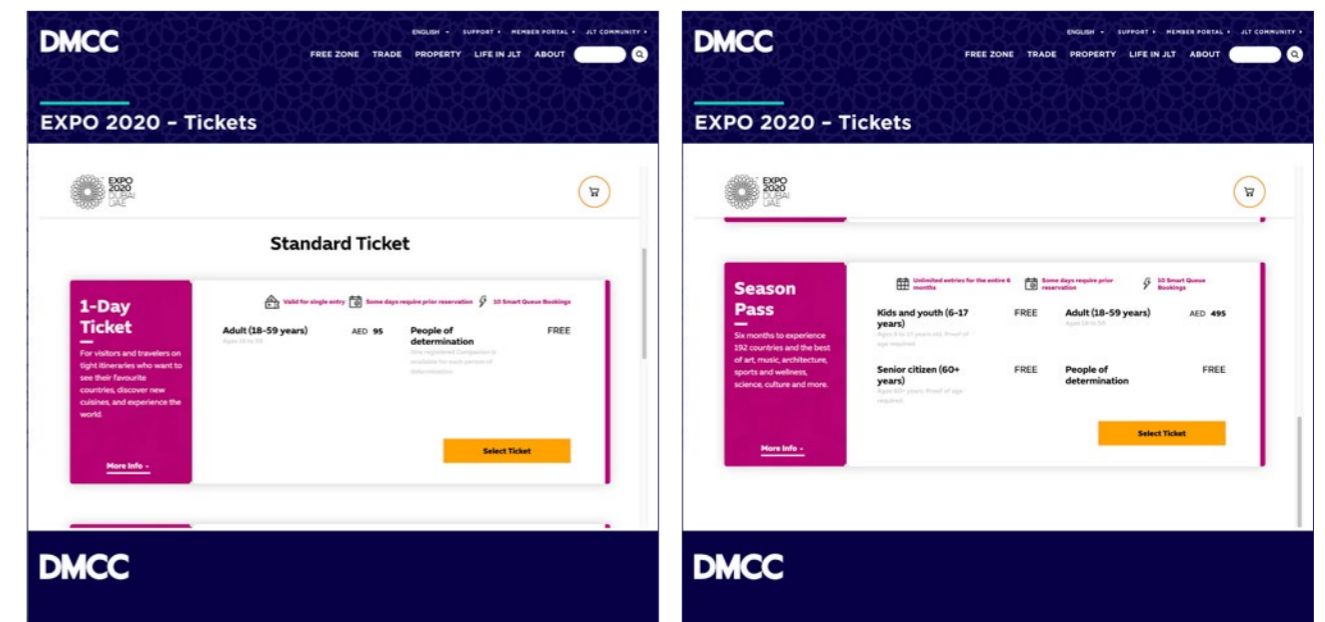
## Attracting new business

A digital campaign was launched to place DMCC front of mind for those attending the Expo site or engaging with Expo content. A special business setup package was created to give new companies two season ticket passes when they set up with DMCC – a great way to network and secure new business.



An official Expo partner

DMCC is a Dubai Expo 2020 ticket reseller. This enables our members and network to buy tickets for the event directly through DMCC.



# Our connections

Advancing its mandate to drive global trade through Dubai, DMCC accelerated its engagement programme with likeminded partners at home and across the globe.

Collaborative agreements were forged, key agreements signed, and strategic meetings held to continuously advance DMCC's strategy and overarching aim.

The team delivered a record number of 300+ events across the 12 months. From major international conferences to private one-to-one meetings between executive management, dignitaries and business leaders.

DMCC's programme of events has always benefited from being able to call on the support of a large network of partners across the world. Events in 2021 were delivered with the help of longstanding partners. In addition, new associations were forged with influential trade groups in Brazil, Monaco, the Netherlands and Ukraine among others.

## EXHIBITIONS



- 4YFN Barcelona 2021
- Gulfood 2021
- Careers UAE 2021
- Teck Week Humber Exhibition

## MADE FOR TRADE LIVE



Series of Made For Trade Live webinars focusing on various key markets, including Spain (Andalusia and Barcelona), Central and Eastern Europe (Romania, Serbia, Poland and Ukraine), Russia and Asian Markets (Malaysia and Singapore) and Africa. In addition, live events took place in Shenzhen and Ukraine.

## LIVE EVENTS

### Dubai Precious Metals Conference

The ninth edition was held on 18 November at the Almas Conference Centre



### MFTL Ukraine

Live roadshow in Ukraine on 9 and 10 December



### MTFL China - Shenzhen in Focus

First hybrid online event and live roadshow in Shenzhen on 27 May.



### DMCC Consultant Awards 2020

Special prize distribution ceremony was hosted at Almas Conference Centre on 17 June.



### UAE National Day Celebration - Community

Community event to celebrate UAE's Golden Jubilee hosted at the JLT Park on 2 December.



**32,635**  
combined attendees  
of all events

**6,623**  
total audience  
attending webinars

## DIGNITARY VISITS AND HIGH-LEVEL MEETINGS

DMCC is recognised the world over as an entity that delivers which often means that meetings with its executive management are in high demand.

That was certainly the case for DMCC in 2021 with the entire Marketing team being called upon to prepare for, deliver and promote key meetings with officials from strategic international politicians, trade representatives and business leaders from across the globe.

20 Jan | Dr Thani Bin Ahmed Al Zeyoudi, UAE Minister of State of Foreign Trade visit to the Coffee Centre



28 Jan | Rwanda delegation visit to the Coffee Centre



24 Feb | Senior delegation from Angola led by HE Dr Sebastião Martins - Former Home Affairs Minister of Angola and Dr Albino Malungo - Ambassador of Angola in UAE visit to DMCC



24 Feb | HE Nicola Lener, Ambassador of Italy in UAE and HE Giuseppe Finocchiaro, Consul General of Italy visit to DMCC



4 Mar | US Consul General HE Philip Frayne visit to the Coffee Centre



24 Mar | Boris Becker visit to DMCC



2 May | HE Julio Simón Castaños Zouain, Ambassador of Dominican Republic visit to the Coffee Centre



21 June | HE Peter Claes, Ambassador of the Kingdom of Belgium visit to DMCC



22 June | Afghanistan Ambassador HE Ahmad Jaid visit to the Coffee Centre



22 June | World heavyweight UFC champion Francis N'Gannou visit to DMCC



3 Aug | HE Abdulla bin Touq Al Marri, UAE Minister of Economy and HE Dr Maryam Alsuwaidi, Acting CEO Securities & Commodities Authority visit to DGCX, DMCC and Dubai Diamond Exchange



3 Aug | HE Hamid Al Zaabi, Director General Executive Office to AMLCTF visit to DMCC



25 Oct | Brazil's São Paulo State delegation visit to DMCC



3 Nov | HE Ahmed Aboutaleb, the Mayor of Rotterdam visit to DMCC



5 Nov | H.E. Iván Duque Márquez, the President of Colombia at the Colombia Economic Forum



8 Aug | Guillermo Lasso, newly-elected Ecuador President HE at Quito



22 Sept | Trade visit to Brazil with Arab Brazilian Chamber of Commerce



15 Nov | Michel Temer, Former President of Brazil visit to DMCC



17 Nov | HE Romeu Zema Governor of Minas Gerais visit to DMCC Coffee Centre



6 Oct | HE General Hamilton Mourão, Vice-President of Government of Brazil at Arab Brazilian Chamber of Commerce



13 Oct | Honourable Lefoko Maxwell Moagi, Minister of Mineral Resources, Green Technology & Energy Security for Botswana visit to the Dubai Diamond Exchange



22 Nov | Guillaume Rose, CEO and Highman Justin, Deputy CEO of the Monaco Economic Board visit to DMCC



7 Dec | Frank Bainimarama, Fijian Prime Minister visit to DMCC



14 Dec | Vice Ministers HE Andrés Cárdenas Muñoz and HE Iván M. Durán of Colombia visit to DMCC

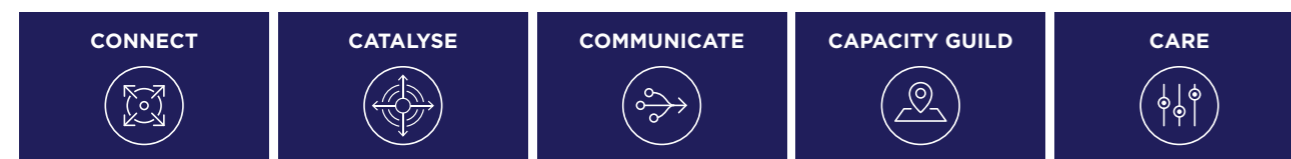


# Our impact

Our strategy development is based on a four-phased approach launching with materiality assessment to establish the foundation in alignment with stakeholders' needs, followed by an internal review, peer and gap analysis conducted to identify our future objectives and areas of improvement. Our purpose, values and goal serve as a basis for the strategy that is influenced by six key factors:



Developed with our stakeholders, the sustainability framework reflects the alignment between social and environmental impact and business purpose. The framework is based on three pillars underpinned by the UN Sustainable Development Goals.



**Operational Excellence**



**Responsible Business Ecosystem**



**Sustainable City**

## SOCIAL IMPACT



## UNDERPINNED BY THE SDGS



“The way we conduct our business today will have an impact on the world we live in tomorrow. As a government authority, and the world’s leading free zone, we have long recognised this and placed sustainability at the core of our strategy. We have a responsibility to support the UAE and Dubai’s economic diversification agenda while ensuring we conduct our business in a sustainable way for the benefit of all our stakeholders.”

**DMCC Executive Statement**

