

**Welcome** to the second issue of Freezone Bulletin, a bi-monthly e-newsletter that will keep you informed of the new developments at the Dubai Airport Freezone. We hope you enjoyed reading the first issue and look forward to your comments.

In addition to the news about new companies setting up their regional offices, we welcome success stories within the Freezone community. Please send your contributions, suggestions, comments and inputs to [newsletter@dafz.ae](mailto:newsletter@dafz.ae)



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## Dubai Airport Freezone sponsors Ramadan Forum for the 9th year

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## Japanese and American companies expand their operations at Dubai Airport Freezone

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### **Dubai Airport Freezone Awards Companies for Outstanding Ecological, Health and Safety Contributions**

Green Technologies FZCO and Smiths Detection Middle East FZE scooped the biggest share of the second Dubai Airport Freezone's Business Awards recently instituted for organizations operating within the Freezone premises.

Green Technologies FZCO were awarded for their achievements in the area of Environmental Management while Smiths Detection Middle East FZE recognized for their Health & Safety Management.

Dubai Airport Freezone's Business Awards were launched in 2009, when Airbus Middle East and Italian iGuzzini Lighting manufacturer were named the winners of the first Business Awards in Health & Safety and Environment respectively.

Addressing the ceremony the Assistant Director General, Mr. Nasser Al Madani said: "The key objective to initiate this award for the second time is to promote

excellence in Environment, Health and Safety and create an interactive platform and knowledge sharing between our clients."

"The award will contribute towards encouraging companies operating in the Freezone to improve their current Environment, Health & Safety standards and introduce new measures to strengthen their commitments towards these issues," added Mr. Al Madani.

"We strongly believe that competitiveness and improvement of the enterprise's image amongst stakeholders will be enhanced. In addition the companies will be able to practice their corporate social responsibilities and reinforce legal compliances," continued Mr. Al Madani.

The Executive Director of Human Capital and Strategy at Dubai Airport Freezone, Mr. Yousuf Behzad said: "We are glad to recognize the contributions of participants and believe it is important to encourage by such acknowledgement, especially as we work towards attaining our Quality, Health, Safety and Environment goals."

## Green Technologies and Smiths Detection Named Winners of Dubai Airport Freezone Business Awards

"As a part of the followed procedures, we organize orientation sessions for our clients a couple of weeks before the applications are submitted, in order to give them more detailed information and answer the queries raised," added Mr. Behzad. He said: "The instituted award is a great opportunity for companies to measure themselves and reinforce Health, Safety and Environment awareness within the organization. It also gives opportunities to learn benchmarked standards and best practices that are successful and followed by other companies," concluded Mr. Behzad.



Ramadan Tent 2009

Dubai Airport Freezone is taking part at Ramadan Forum as one of the remarkable sponsors this year. The event which is taking place for the 9th year, is organized annually by the Department of Tourism and Commerce Marketing (DTCM).

Located in Al Towar, Ramadan Forum is embodied by the Ramadan tent that has a well organized program providing Islamic and Educational lectures and will be running for 17 days starting from 12th - 28th of August, 2010.

The grand tent has special corners for women and children and provides opportunities for several activities. The religious lectures delivered by scholars emphasizes

on the need to make the best use of the holy month of Ramadan in order to achieve positive behavioral changes. The tent also includes home-made products that attract the visitors.

The organizing committee will also organize an exhibition about the last years of the forum telling the audience the story of its beginning and success.

Mr. Yousuf Behzad, Executive Director of HC and Strategy in Dubai Airport Freezone, mentioned that Dubai Airport Freezone has been supporting the Ramadan Tent for the past nine years, as it believes in the importance of being part of the public events' success, which

## Dubai Airport Freezone sponsors Ramadan Forum for the 9th year

reflects positively on the image of the society and its members.

He noted that the variety of contributions to sponsor the event confirms Dubai's continuous progress and its ability to meet challenges and organize successful events in different fields.

He added that Dubai Airport Freezone is keen to support the Ramadan Tent for its huge role in raising awareness and spreading out a good image for Dubai. The Freezone seeks to strengthen its role in the society by enhancing the communication tools with its customers and providing them with the needed programs and facilities.

Mr. Behzad assured the importance of the social role of institutions by stating that Dubai Airport Freezone has contributed significantly to several events throughout the past few years via sponsoring many events and programs organized in Dubai. These contributions are at the core of Dubai Airport Freezone and are being implemented according to a clear plan.



Dr. Mohammed Al Zarooni, Director General at Dubai Airport Freezone (left) and Mr. Justin Siberell, US Consul General (right)

### **American Consul General H.E. Justin Siberel and Japanese Consul General H.E. Takashi Ashiki visit Dubai Airport Freezone**

The number of American and Japanese companies operating in Dubai Airport Freezone is on continuous increase to explore business opportunities in the region. The Freezone offers a wealth of opportunities to foreign companies in this area targeting the GCC, Middle East and Africa regions.

Speaking at a meeting with the Japanese Consul General H.E. Takashi Ashiki, who was accompanied by Mr. Masao Tsujimoto, Researcher at the Japanese Consulate, Dr. Mohammed Al Zarooni, Director General of Dubai Airport Freezone said: "Dubai Airport Freezone hosts a large number of Japanese companies who are taking advantage of its strategic location, tax free benefits and superb infrastructure and modern management practices that adhere to international standards. These Japanese companies contribute in a big way to the economy of Dubai and the UAE with their technological knowhow and best practices."

Dr. Zarooni added that the Japanese companies operating in Dubai Airport Freezone are quality companies that work in many sophisticated industrial, services and business fields. He noted that established commercial relations between the UAE and Japan have contributed to increasing means of trade cooperation which is reflected in the desire of many Japanese companies to search for suitable investment opportunities in the Freezone.

Below are some of the successful Japanese companies currently operating in the Freezone: NSK Middle East, Sumitomo Rubber Middle East FZE, Isuzu Motors Limited (Branch, the Yokohama Rubber Company Limited, Mitsubishi Corporation (Isuzu Business Division, Kawasaki Heavy Industries Middle East, Nohmi Middle East, Idemitsu Lube Middle East and Africa FZE and Toyota Tsusho Corporation.

As for the American companies and their contribution to the country, it's been reported by the UAE Ministry of Foreign Trade that American exports to UAE increased to AED 53 billion in 2008 compared to AED 13 billion in 2002.

## Japanese and American companies expand their operations at Dubai Airport Freezone

Dr. Zarooni pointed out during a meeting with the American Consul General H.E. Justin Siberell at his office in the Dubai Airport Freezone, that the American companies operating in the Freezone are of valuable quality and major contribution in the global and local economy.

Mr. Justin Siberell, Consul General was briefed on the facilities and incentives available for foreign investors setting up regional or branch offices at the Freezone.

The Dubai Airport Freezone is home to 122 American companies, 44 of which are companies operating in distribution, 43 in assembling, 16 in consulting, nine in trade, six in service and three in the industry sector. Some of the top US companies are Boeing, Heinz, National Air Cargo and Johnson & Johnson.

"Most people tend to believe that since the UAE is a major oil exporter, the trade relationship between the UAE and the US is based on oil. However the relationship actually is characterized by a set of high value trade and investment activities that often have little to do with oil," said Dr. Zarooni.

Mr. Justin Siberell, US Consul General added: "UAE is one of the largest trade partner of the US and we look forward to further boost such kind of relations for the benefits of both countries. Dubai Airport Freezone provides the right infrastructure, facilities and business environment that suit many of the American companies to consider it as a platform for launching their businesses in the region."



Mr. Ibrahim Ahli, Director of Marketing at Dubai Airport Freezone (middle to the right) and Mr. Mohammed Suwailem, Director of Sales at Dubai Airport Freezone (middle to the left) with supporting partners: DTCM and Emirates representatives

### **Dubai Airport Freezone holds seminars in Istanbul and Milan to attract significant investments from both countries**

Dubai Airport Freezone, one of the world's most modern free zones, has recently organized two seminars in each of Istanbul and Milan. During the events, advantages of the immense commercial opportunities in the UAE were revealed for investors in order to enjoy an exponential growth utilizing from the suitable location in the center of Dubai and closer to the international Airport.

Mr. Ibrahim Ahli, Director of Marketing in Dubai Airport Freezone, attended the seminars and presented an update on the services provided in the freezone, its future expansion plans, and the advantage of setting up a business in Dubai Airport Freezone. The seminars have also enabled the potential investors to assess the new investment opportunities that are available in the freezone.

Mr. Ahli explained the current strength of Dubai's economy and the UAE as a whole, by pointing to the great performance of this area over the past few years.

Dubai has become a vital trade centre for all the companies that look forward to work in the Gulf region as it ensures safety, security, stability & transparency in laws and legislation. As a reason, companies were attracted to Dubai Airport Freezone for the import duties, tax exemptions and investments' incentives. As a matter of fact, this area has its unique position as the only freezone located near the international airport, which attracts all the companies working in the export and re-export trade using the air freight services.

"The Dubai Airport Freezone's contribution to Dubai's GDP was 2.2% in 2009 and is expected to grow this year witnessing an increase in the registered companies and the additional investments by major international enterprises seeking a foothold in the Middle East, Asia and Africa. It's also beneficial to mention that 90% of Dubai's GDP was non-oil", said Mr. Ahli during the seminars.

Dubai Airport Freezone registered a robust growth of 55% in new investments in the first quarter this year compared to same period of 2009.

## Italian and Turkish companies eye Dubai Airport Freezone for operations

"Over 1,450 international companies currently operate at the freezone. In terms of the investments in this area, 38% was from Europe and 37% from the Middle East and GCC," stated Mr. Ahli. "The business investment sector represented 62% of total activities of the Freezone, followed by the services sector at 36%, and then the industrial sector."

Mr. Ahli pointed out that Dubai Airport Freezone won several international awards for its level of services & performance. Its commitment to quality is recognized by worldwide ISO certificates for Quality, Environment, Health & Safety and Information Security Management System, as well as Complaints Handling System. In addition to various regional and international awards, Dubai Airport Freezone ranked 2nd in the world and 1st in the Middle East by Financial Times fDi Magazine's global ranking of free zones in June 2010. It was in a competition with more than 200 free zones all over the world participating in the survey, which is considered as a standard scale for the industry.