

With the new issue of the Freezone Bulletin being launched, we would like to thank you for your comments and contributions in the first six issues. We hope you find this one informative 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)



Dr. Mohammed Al Zarooni  
Director General, Dubai Airport Freezone

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Dr. Mohammed Al Zarooni,  
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Dubai Airport Freezone recorded a significant contribution of AED52 billion to the total volume of Dubai trade in 2010. This represents 5.8% of the total volume, according to a study released by Dubai Airport Freezone. A total of AED355 billion was

## Dubai Airport Freezone contributes AED52 billion to total trade volume in Dubai

generated through exports from Dubai, of which Dubai Airport Freezone contributed AED21.652 billion, amounting to 6% of the total. The overall imports into Dubai were AED547 billion, of which AED30.64 billion representing 5.6% was contributed by Dubai Airport Freezone.

The efficiency per square meter from imports at the Dubai Airport Freezone stands at AED30,644 while for exports, it is AED21,652. Dr. Mohammed Al Zarooni, Director General, Dubai Airport Freezone, said: "The impressive contribution of Dubai Airport Freezone to the overall trade volume in Dubai is a testament to our commitment and effort towards supporting the local economy. We will continue to attract more international investments by enabling an environment for businesses in our cluster to thrive."

Over the last 15 years Dubai Airport Freezone has attracted more than 1,450 companies – including big multinationals from a variety of sectors such as the

aviation industry, pharmaceutical products, telecommunications, electronic & electrical materials, cargo & freight.

The Freezone's business resulted in attracting a 102 new companies in 2010, depicting significant evidence of the momentum Dubai Airport Freezone creates in the local and regional economy.

"We are delighted by these results and our determination to contribute largely to the growth of Dubai economy is highly reinforced," Dr. Al Zarooni added. "The strategy of the Dubai government to stimulate economic activities through free zones is yielding positive results and helping to attract more foreign investments into the country."

"We are proud to be part of the developmental march and reaffirm our commitment to providing the best facilities for the wide variety of businesses we serve," concluded Dr. Al Zarooni.

## Dubai Airport Freezone supports UAE Down Syndrome Association



Mr. Nasser Al Madani, Assistant Director General, Dubai Airport Freezone receiving the appreciation certificate during the event

The UAE Down Syndrome Association organized its annual ceremony in Shangri-La Hotel under the auspices of Dubai Airport Freezone. The ceremony was attended by Down Syndrome parents, a selection of sports, cultural, social and media figures, as well as representatives from companies, institutions and people who support the association's activities and events.

Sonia Al Hashimi, Chairman of UAE Down Syndrome opened the ceremony by thanking people who supported the association's activities, reinforced the social responsibility concept and integrated Down Syndrome in various activities.

She added: "Through the last four years these efforts have had a

great effect in raising society's awareness on the importance of integrating Down Syndrome in local and international events".

Mr. Nasser Al Madani, Assistant Director General of Dubai Airport Freezone, said: "We believe in the importance of social responsibility in developing our society. We are here today to show our support to different social sectors to develop their talents and to help them adapt to daily life. So they can become a productive and effective part in today's society."

The ceremony started with the holy Quran being read by a Down Syndrome student and then a film showcasing the association's activities followed by a musical show by Ihab Salah, a Down Syndrome student from Egypt. The

association members, sponsors and supporters were awarded by Sonia Al Hashimi, Mohamed Al Merri, General Manager of Resident and Foreign Affairs, and Mohamed bin Sulayem. The association also awarded Amina Al Mehiry, a student captured the best photographs during the Down Syndrome's International Day celebrations.

At the end of the ceremony Sonia Al Hashimi thanked the volunteers who organized the event, as well as the media representatives and channels for their effective role in highlighting Down Syndrome issues.

## Dubai Airport Freezone Design unit introduces new 'Turnkey Interior Solution'



Adel Ghafan, Senior Executive Director,  
Engineering

The Interior Design section at the Dubai Airport Freezone has set up a unique concept called 'Turnkey

Interior Solution'. Specially created for businesses located in the freezone, the new solution offers customized office interiors that represent the company's brand and corporate values while reflecting the company's work culture, attitude and ethics.

The Interior Design section creates a unique interior for each business making it as exclusive as the enterprise. Based on the brief and brand character, the team develops a customized service package that best represents the company. Their services include designing, site surveys, material selection, 3D drawings, budget analysis, execution and technical support.

Mr. Adel Ghafan, Senior Executive Director, Engineering said, "Dubai Airport Freezone is serious about providing the best service to all companies present in the freezone. The 'Turnkey Interior

Solution' is a step forward in a positive direction, further establishing our commitment and continuous support to clients helping them to build and grow their business in a good and healthy environment."

Comprising of a highly professional team with experience across a diverse portfolio of projects and a strict no-fuss policy, the Design division offers exceptional value to companies in Dubai Airport Freezone. With several years of practical experience, the team is able to provide first-rate expertise in design, planning and project management services at highly cost-competitive rates. Being located in the freezone gives them the added advantage of meeting tight deadlines and facilitating speedy approvals for clients at no additional charge. In addition, their processes and practices are fully health and safety compliant.

## Dubai Airport Freezone tenants benefit in recession



Mohammed Al Hashimi, Executive Director, Marketing & Sales Division, Dubai Airport Freezone

INIT (Innovation in Traffic Systems FZE), a German company based out of Dubai Airport Freezone, is one of the few companies that has actually benefitted from the global recession.

INIT assists transportation companies around the world to become more efficient. In Dubai alone INIT deployed a system for

the Road Transport Authority (RTA) that maintains the quality of services to transport authorities while reducing operational costs. The new system provides reliable information to passengers, improves the punctuality of RTA buses while extending the network and allowing higher frequency of trips, in addition to using fewer drivers and buses.

“Governments around the world provided stimulus spending to counter the negative effects of the recession and public transportation was amongst the sectors that benefitted from this stimulus funding. So we rode the waves of the recession as a result of increase demand and spending for our services,” said Mr. Eyad Tayeb, Managing Director of INIT Innovation in Traffic Systems FZE, Dubai.

INIT system uses an advanced communication system run by a combination of highly sophisticated GPS, GPRS and UMTS technology. The company’s system currently equips RTA buses with onboard computers allowing dispatchers to control the operations of each bus.

The same system is in use in Karlsruhe in Germany, New York in America, Brisbane in Australia to name a few.

INIT has major expansion plans in fold for 2011 with plans for product rollouts in Qatar and Saudi Arabia. In addition to participating in world-class industry fairs and exhibitions, globally, INIT is looking to tender for an Abu Dhabi project where it plans to deploy a similar transport hardware and software system as in Dubai. The company has experienced significant growth over the last few years and hence looking to expand its offices at the free zone to accommodate the increase in the number of staff.

Mr. Mohammed Al Hashimi, Executive Director of Sales and Marketing division at Dubai Airport Freezone said, “The Freezone policy of carefully selecting tenants has paid off handsomely. It has enabled us to have a long list of multinational investors in diverse industries, with a solid reputation who also contribute to Dubai’s economic growth. Most of these companies are at the top of their fields and were able to sustain the ravages of the economic downturn. They are also able to take advantage of the opportunities available in the Gulf and Middle East by using Dubai as a regional hub for their products and services.”