

With the new issue of Freezone Bulletin being launched, we thank you all for your comments and contributions on the first two issues and hope you find this one informative as well. We 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



Sheikh Ahmed Bin Saeed Al Maktoum
Chairman of Dubai Airport Freezone

October 2010

Dubai Airport Freezone records 63 per cent increase in sales for first half of 2010

Dubai Airport Freezone has recorded a robust increase of 63 per cent in its sales in the first six months of 2010 compared to the first half of the previous year- 2009. It has also witnessed remarkable 80 per cent increase in number of companies...

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Dubai Airport Freezone announces the Arabic domain names of its official website

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Japanese companies at Dubai Airport Freezone increase 130% compared to 2008

Dubai Airport Freezone participation at Messe Kobe Japan exhibition reveals huge success...

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Dubai Airport Freezone Honours IEMS with Quality Certificate

Dubai-based company cited for quality electrical and mechanical works...

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Sheikh Ahmed Bin Saeed Al Maktoum,
Chairman of Dubai Airport Freezone

64 % increase in office space leased & 11. % in operating profits.

Dubai Airport Freezone has recorded a robust increase of 63 per cent in its sales in the first six months of 2010 compared to the first half of the previous year-2009. It has also witnessed remarkable 80 per cent increase in number of companies who have doubled their investments in the same period with 64% jump in office space leased. The operating profits recorded 11 per cent above target.

"The results of the first six months recorded by Dubai Airport Freezone is an evidence of the healthy business environment in Dubai in particular and the UAE in general. It also shows the interest of international companies to establish their operations in the country," said Sheikh Ahmed Bin Saeed Al Maktoum, Chairman of Dubai Airport Freezone.

"Dubai Airport Freezone houses a large number of multinational

Dubai Airport Freezone records 63 per cent increase in sales for first half of 2010

companies and is in continuous growth as revealed in the on-going increase in the percentage of office space leased and the number of companies doubling their investments." added Shaikh Ahmed.

"The strategic location, the unmatched facilities, the customer focus and the quality services have led Dubai Airport Freezone to emerge as the top economic zone in the region."

"The increase in number of American and European companies in the first six months by 50 per cent compare to last year is an evidence of the innovative services and unmatched facilities Dubai Airport Freezone renders to its clients," said Shaikh Ahmed.

The Chairman commented, "This achievement will further encourage us to do more for our international clients in terms of the quality of services and the facilities we provide," added Shaikh Ahmed.

Dubai Airport Freezone has been named the best Freezone in the Middle East region and the second best in the world by the premier Foreign Direct Investment (fdi) magazine of Financial Times.

To meet the needs of its customers, Dubai Airport Freezone has introduced key services this year through offering a variety of facilities to investors. Amongst its key achievements in this area were the inauguration of Noor Islamic Bank and launching of Medical Fitness Centre in collaboration with Dubai Health Authority which has significantly contributed to improving and expediting the medical fitness procedures. Dubai Airport Freezone has also acquired an ISO certification for its high quality customer service centre

with a strong reputation for immediate response to customers' complaints. An awards ceremony was also held for investors who demonstrated responsibility and took initiatives in environmental and safety issues.

Among other remarkable achievements of Dubai Airport Freezone was the winning of "Dubai Quality Appreciation Programme Award. The Dubai Airport Freezone has a vital and strategic role to play in attracting international companies with qualitative and value-added investments to the emirate of Dubai."



Mohammed Al Hashimi,
Executive Director, Corporate Support
at Dubai Airport Freezone

Dubai Airport Freezone has announced the launch of the Arabic domain names of its website. UAE being among the first four countries in the world to register domain names in their official languages and not in Roman script, Dubai Airport Freezone followed this direction and managed to obtain approval from Internet Corporation Assigned for Names and Numbers (ICANN) to use the internet domain in Arabic. Dubai Airport Freezone website can now be reached through either of

Dubai Airport Freezone announces the Arabic domain names of its official website

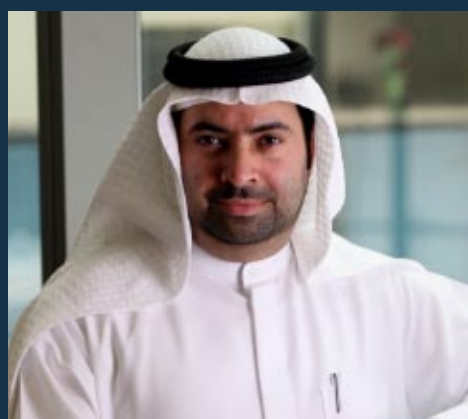
the following addresses when typed in Arabic script:

دافزا، امارات " or دافز، امارات " or
سلطة-المنطقة-الحرّة-مطار-دبي، امارات " or
المنطقة-الحرّة-مطار-دبي، امارات "

With a substantial increase in the number of internet users in the region, the company's Arabic domain names will allow a greater number of the Arab audience to access information online.

Mr. Mohammed Al Hashimi, Executive Director of Corporate Support said, "The introduction of IDN Top Level Domains is an added-value proposition for the Arab community as it provides new opportunities for Arabic speaking web users, along with Arab companies to properly express their identities in Arabic. They will now be able to fully participate in the global web interaction". In line with its aims to have a wider audience and enhanced awareness, Dubai Airport Freezone has relaunched its new official

Arabic content and developed an updated portal to augment the means of communication with Arabic community. Moreover, the Arabic website, which was modified in adherence to the Dubai government instructions and in alignment to the new e-government web standards, will contribute to the growing company's brand exposure and digital presence and will make it easier for Arabic customers to interact with the company. The latest initiative will allow current and potential customers to browse the company's website to know more about its history and services, how to start a business, huge companies' testimonials, company's bi-monthly newsletter, and the online customer service system 'Tas'heel'. Moreover, the ICT team has developed an employee portal allowing the access to certain 'Self Service' facilities.



Ibrahim Ahli, Director, Marketing and
Corporate Communications Department
at Dubai Airport Freezone

Aware of the market dynamics in Dubai and opportunities available in the Gulf markets, Japanese businessmen showed interest in Dubai Airport Freezone booth at Messe Kobe Exhibition making it a

Japanese companies at Dubai Airport Freezone increase 130% compared to 2008

big success with an "overwhelming" number of inquiries received.

Ibrahim Ahli, Director of Marketing & Corporate Communications, at Dubai Airport Freezone, said "We received an overwhelming number of inquiries during the exhibition that concluded recently. This was the second time that the Freezone has participated in the Messe Kobe exhibition."

"With a dramatically increasing number of Japanese companies in the Freezone, the Japanese market and companies are high in the agenda of the Freezone's target audience."

According to statistics compiled by Dubai Airport Freezone, the number of Japanese companies at the Freezone has increased more than 130 percent last year – (2009) compared to 2008. Ahli said, "Japanese institutional investors are very much aware of the potential of Dubai and the central location of Dubai Airport Freezone and the services and facilities it offers to its investors."

Ahli characterized Japanese companies "As long term clients with the benefit of a potential technology transformation in the region."



Eng. Adel Ghafan, Executive Director, Engineering Department at Dubai Airport Freezone (left) and Mr. Joseph Coutinho, Executive Director at IEMS (right)

Dubai Airport Freezone Honours IEMS with Quality Certificate

The Dubai Airport Freezone Engineering Department has awarded International Electromechanical Services Co. (IEMS) with an appreciation certificate for their quality services in implementing the electrical and mechanical works in the Freezone's construction projects.

Eng. Adel Ghafan, Executive Director, Engineering Department said, "IEMS has been an excellent partner over the last few years, executing a great deal of work in the electrical and mechanical areas in four of our main projects including East Wings 5 & 6 and West Wing 7, in addition to the Head Office building construction."

He continued the company has provided our projects with "the best electrical and mechanical works that served the purpose with

high quality of implementation and quick response in line with international specifications."

Joseph Coutinho, Executive Director IEMS, said "We are quite privileged to be honored by Dubai Airport Freezone for the work we executed with the Engineering Department at the Freezone."

He continued, "The appreciation certificate given by the Freezone is a valuable evidence of the commitments our company adhere to in terms of quality services, time frame of job completion and most importantly our commitment to customers' requirements."

Mr. Coutinho added that working with the Freezone was a challenging and useful experience that helped us to identify the needs of our customers.

"Our company, (IEMS) has executed a large number of electrical and mechanical works for various prestigious projects including airports, seaports, hotels, research centers and factories," concluded Coutinho.