#### **Q4** 2024

#### **ISSUE 09**







#### THE ULTIMATE SOLUTION FOR YOUR BUSINESS NEEDS

Dubai Airport Freezone was established in 1996 and is a dynamic business hub located at the very heart of global trade.







 DAFZ Management Maryam Al Bastaki Senior Vice President of Leasing, Licensing and Government Services
National Air Cargo

Middle East FZE

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## DAFZ MANAGEMENT

A key contributor since the establishment of DAFZ. Maryam has been instrumental in setting up and successfully managing the Leasing and Licensing Department. Beyond her role in DAFZ's growth and expansion, she provides critical insights for operational improvements, aligning strategies with executive teams and external stakeholders. Her efforts have led to the implementation of advanced system-related procedures, improving efficiencies in lease agreements, rules, regulations, and policies. Under Maryam's leadership, DAFZ became the first free zone to adopt International Standard Industrial Classification (ISIC 4) activities and to collaborate with the Department of Economic Development (DED) for issuing dual licenses. Her expertise has been pivotal in shaping a robust operational framework within the free zone, driving synergies both internally and externally. Maryam's contributions have earned her numerous accolades, including DAFZ's CDG award, reflecting her significant impact on the organization.

#### MARYAM AL BASTAKI

SENIOR VICE PRESIDENT LEASING, LICENSING & GOVERNMENT SERVICES

> Maryam Al Bastaki is the Senior Vice President of Leasing, Licensing, and Government Services at Dubai Airport Freezone (DAFZ). After being appointed to this position, she quickly excelled in her role, showcasing her ability to enhance DAFZ's administrative functions and ensure tenant satisfaction.

# NATIONAL AIR CARGO MIDDLE EAST FZE

#### How has establishing your business in the Dubai Airport Freezone benefited National Air Cargo?

The farsighted vision of the country's founding fathers has shaped the UAE into a global hub for business and growth. The Dubai Airport Freezone is an epitome of this inspiring vision and today hosts many international and regional headquarters of prominent companies and organisations.

It would not be an overstatement to say that the Dubai Airport Freezone and National Air Cargo have complemented growth journeys in the city. As a U.S. carrier opening business operations in the zone, the National office offered the right impetus to the company's global growth, supporting daily business operations in the U.S., Europe, the Middle East and the Far East regions from DAFZ. Starting from a small office facility in the West Wing in the early 2000s, the National office moved to the East Wing and finally occupied a larger space in 4W in 2011. The current office hosts global operations teams, sales, finance, customer service, ground ops, IT, marketing, and, most importantly, senior management, which manages the company's daily functioning and supporting missions across the globe.

#### CHRISTOPHER ALF CHAIRMAN NATIONAL AIR CARGO MIDDLE EAST FZE

The picturesque DAFZ, including all significant service facilities, technologyintegrated services, tax incentives, security, food hubs, etc., has ensured that National's Middle East headquarters is hosted at the most appropriate address within the global trade lanes. In the changing landscape of international businesses, especially within the air cargo industry, the National office in



DAFZ is instrumental in expanding the company's global reach and offering niche and immediate supply chain solutions to all our customer requests. Dubai's thriving talent pool of skilled logistics, supply chain, and aviation professionals has been another critical asset in establishing a major office in DAFZ for National. This strong talent base has been integral to our expansion into the airline industry, helping us elevate service standards and deliver world-class solutions.

### What has been your business approach with changing times?

A successful global business approach in today's rapidly changing airline and logistics market is all about carefully considering the tailored complexities and demands of a customer's modern business operations and supply chain needs. Since its inception in 1991, National has been constantly evolving, inspired by refined services and responding to the global industry transportation needs over the last 33 years.





The transformation from operating four B747 freighter aircraft to 13 in just over five years has exemplified the company's robust growth and impactful approach in regional and global markets. Currently, the airline division operates nine B747 freighter aircraft along with a passenger fleet of A330-300, A330-200 and B757-200. The company has also placed orders for four B777 freighters, joining the fleet by the end of 2025 and the start of 2026.

Over the years, the freight forwarding division collaborated with air, land,



ocean, customs, ground handling, and accessible fleet partners, enabling teams to curate the right freight forwarding solution for each complex shipping request. Offering niche solutions at a moment's notice to highly customised business requirements has been the company's strength in every region, especially in the Middle East. Today, a renewed emphasis on offering on-demand transportation solutions to dedicated industry groups has inspired National's business trajectories. Our global teams ensure quality services anytime, anywhere, from e-commerce



to oil and gas, hi-tech solutions to perishables and dangerous goods transportation.

The Dubai office is instrumental in such a business landscape as it offers a robust connection between East and West. It enables the company to continue offering its high-valued, niche, and industry-specific solutions to every customer. Today, the company divisions, National Airlines and National Air Cargo, operate in more than 450 cities with on-demand charter missions and freight forwarding solutions.



## How challenging has the logistic business's growth over the past several years?

One of the most critical challenges in global aviation and logistics is maintaining a balance between cost efficiency and service quality. At National, we aim to offer our customers the most efficient, precise, and affordable transportation solutions. From geopolitical issues to technological advancements, we at National navigate daily challenges to complete each mission.

The surge in e-commerce has placed immense pressure on global carriers and logistics providers. The demand for faster delivery times and same-day shipping has increased competition and operational complexity. National has successfully navigated this evolving business requirement and deployed dedicated plans and teams to deliver every customer request. While technology has provided an opportunity for efficiency improvements, its adoption can be time-consuming and resource-driven. We have upgraded our core operations and tracking systems in the past year to align them with presentday technological requirements. Initial standard responses include immediate backup plans, assets (aircraft), readjusting schedules, and activating alternative routings. However, National's long-term strategies, including modernising its freighter fleet and opening new operations hubs and maintenance stations, are already in place, preparing the company for a new era of growth and business finesse.



BUILDING ON OUR STRATEGIC PARTNERSHIPS, NETWORKS & COMMUNITIES





DAFZ recently visited the UK to meet with local companies interested in expanding to the Middle East. Through informative sessions and one-on-one meetings, we highlighted the advantages of setting up a branch in Dubai's leading free zone.







### SHANGHAI DELEGATION EXPLORES NEW HORIZONS IN TRADE AND INNOVATION

As we continue to earn the trust of global companies considering DAFZ for business expansion, we were honored to host a delegation from Shanghai, focused on Free Trade Zone construction and financial and trade innovation. The visit aimed to showcase the benefits of DAFZ to delegates from various sectors, including F&B, media, and insurance, through insightful knowledge-sharing sessions and discussions on future growth opportunities.

### HOSTING AN INSIGHTFUL IPO SESSION WITH INDUSTRY LEADERS

DAFZ conducted an IPO session in collaboration with Al Tamimi & Company, sharing exciting insights. Industry leaders discussed the journey of taking Freezone companies public on the Dubai Financial Market - a bold step toward expanding Dubai's capital markets.





#### WELCOMING SERBIAN DELEGATES FROM SIX FREE ZONES TO EXPLORE COLLABORATION OPPORTUNITIES

DAFZ had the pleasure of hosting Serbian delegates from six different free zones to discuss our activities, services, and infrastructure. The delegation was headed by Ms. Jasmina Stambuk, Director of FZ Administration of the Republic of Serbia, along with the senior management of FZ Pirot, FZ Smederevo, FZ Zrenjanin, and FZ Šumadija. The visit provided an exciting opportunity for knowledge exchange and exploring potential collaborations for the future.





### HOSTING A RUSSIAN DELEGATION TO STRENGTHEN UAE-MOSCOW PARTNERSHIPS

We welcomed a delegation from Russia to strengthen partnerships between Moscow and the UAE. The discussions focused on exploring new opportunities for trade, economic growth, and innovative joint projects. Together, we aim to foster collaboration and implement cuttingedge solutions for a prosperous future.





### THE BIG CONVERSATION PODCAST

#### EPISODE 4 | CYBERSECURITY AND EMIRATIZATION WITH THALES

In Episode 4, DAFZ featured Thales in an insightful discussion addressing cybersecurity challenges in the Middle East.

#### WELCOMING THE CHINESE DELEGATION FOR AN INSIGHTFUL KNOWLEDGE-SHARING SESSION

We were delighted to welcome the Chinese delegation for a knowledgesharing session led by Chi Fulin, President of the China Institute for Reform and Development, and H.E. Ou Boqian, Consul General. The session provided valuable insights into DIEZ's operations as a leading free zone authority, fostering discussions on potential opportunities for future collaboration.

The conversation highlighted DAFZ's role in fostering innovation and Thales' alignment with Emiratization efforts to attract Emirati talent. Together, these initiatives are shaping the UAE's digital security landscape and driving the future of technology in the region.





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#### BAUER INTERNATIONAL FZE: BUILDING INNOVATION FROM DAFZ

Bauer International FZE, a global powerhouse in foundation technology and engineering, is driving groundbreaking innovation and transforming infrastructure across the region. From its base at DAFZ, Bauer International FZE continues to set new standards in construction and ground engineering excellence.

### NIHON KOHDEN ESTABLISHES REGIONAL HQ AT DAFZ

Nihon Kohden, a pioneer in medical technology, has selected DAFZ as its regional headquarters. Renowned for cutting-edge healthcare innovations and a vision for global growth, the company chose DAFZ for its strategic location, seamless connectivity, and business-friendly ecosystem. This move underscores DAFZ's role as a hub for innovation and growth in the healthcare sector.







#### CELEBRATING 25 YEARS OF THALES AT DAFZ

We are proud to celebrate 25 years of Thales at DAFZ. Their success is a testament to our shared achievements, reflecting the strength of our partnership over the years. This enduring collaboration highlights the trust and commitment we foster with our partners, and we look forward to continued achievements together in the future!



### CELEBRATING THE UAE'S SPIRIT OF UNITY AND COLLABORATION

DAFZ proudly honored the UAE's spirit of unity and pride with a joyful Eid Al Etihad celebration. The event reflected the power of collaboration and a shared commitment to building a better future. Together, we continue to strive for the success and prosperity of our beloved nation.





#### EMPOWERING EMIRATI TALENT

DAFZ hosted an inspiring Emiratization event, bringing together partners to conduct live interviews and create opportunities for talented Emirati professionals to join their teams. This initiative reflects DAFZ's commitment to supporting UAE nationals and building a brighter future by fostering local talent and empowering the next generation of leaders.





COLLABORATING WITH RED BULL BASEMENT TO EMPOWER FUTURE INNOVATORS

We proudly collaborated with Red Bull Basement at DIFC to support young innovators showcasing transformative ideas. The event celebrated groundbreaking creativity, with the winner earning the opportunity to represent the UAE on the global stage. Additionally, the winner received a complimentary yearly membership at Scality Global to bring their vision to life. This initiative reflects our commitment to fostering creativity and empowering the next generation of leaders.





## DAFZ COMMUNITY APP



### YOUR GATEWAY TO EXCLUSIVE UPDATES!

We are thrilled to announce the launch of the DAFZ Community App, designed to provide seamless access to the latest updates and essential information. This user-friendly platform allows you to explore everything DAFZ has to offer, all from the convenience of your fingertips.

Stay informed and connected - download the app today!



**EXPLORE IT!** DOWNLOAD THE APP NOW



## REACH OUT FOR ANY ASSISTANCE

- Call Centre 600-5-DAFZA (32392) (8AM to 6PM)
- (Note: The service **056-9922290** (8AM to 6PM)
- Live-Chat Service, on the Client portal (8AM to 6PM)
- DAFZ Head Office (9W Ground Floor) (7:30AM 3:30PM)
- $\ensuremath{\bigoplus}$  Raise an 'Inquiry' under the 'Customer Care' Tab on the Client portal
- Review the FAQ's Tab under the 'Customer Care' Tab on the Client portal
- Raise your feedbacks and suggestions through the DAFZ Community App.