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THE DAFZ TIMES

DUBAI AIRPORT FREEZONE



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DUBAI AIRPORT FREEZONE MANAGEMENT

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ASMA GHAITH

Vice President
Shared Services

Asma Ghaith is the Vice President of Shared Services at Dubai Airport Freezone (DAFZ), a role she has excelled in since her appointment in 2013 within the Finance Department.

With a distinguished career marked by strategic leadership, transformational impact, and organizational excellence, Asma oversees the Shared Services Department encompassing the central provision of HR, IT, Facilities Management, Security, and Planning & Design Services to DAFZ.

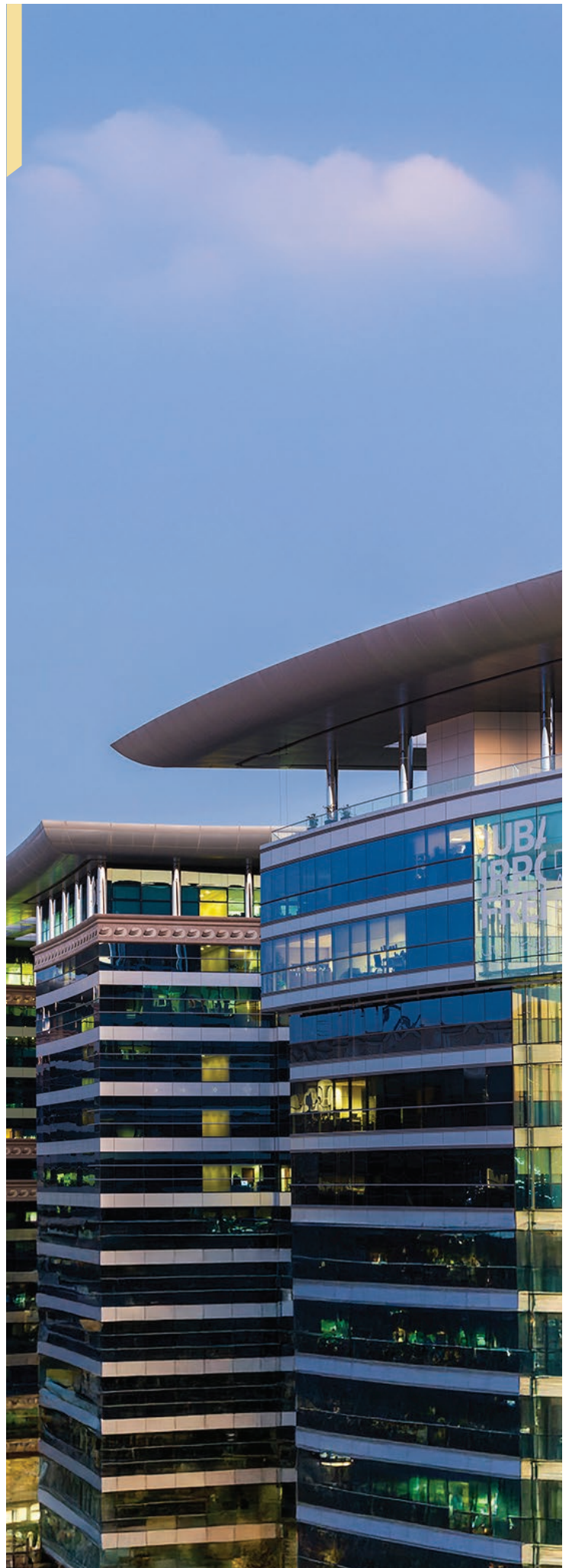
Ghaith champions a philosophy of optimizing business unit value through centralized service excellence, driving improvements in cost efficiency, service delivery, and cross-functional collaboration.

Her strategic approach includes leveraging centralized functions to strengthen operational controls and elevate data-driven insights through integrated service models.

In the realm of financial performance management, Asma is heading DAFZ's Management Accounting & Reporting, Accounts Receivable sections and Disputed Management sections, where she has introduced progressive enhancements in the areas of management reporting, enabling informed strategic decision-making and fostering sustainable financial growth.

A Certified Management Accountant (CMA) from the Institute of Management Accountants (IMA) in the USA, Asma Ghaith remains committed to advancing her proficiency through ongoing education in innovation, leadership, and accounting. Exemplifying her dedication to continuous professional development and organizational success, she also holds a Public Sector Innovation Diploma, a flagship program in partnership with University of Cambridge (UK) and Mohammed Bin Rashid Centre for Government Innovation.

Asma also serves as a Board Member of LIDE Women Emirates, a premier community of women leaders in the UAE and the Middle East. LIDE Women is dedicated to driving women's business empowerment and success, and Asma's involvement reflects her ongoing commitment to gender equity, leadership development, and economic progress in the region.



DAFZ SPOTLIGHT

AMADEUS

Amadeus relocated to DAFZ in 2023. What advantages has this relocation provided to Amadeus and its employees?

Relocating to DAFZ in 2023 has provided Amadeus with many strategic advantages, ensuring proximity to key stakeholders while benefiting from DAFZ's world-class infrastructure and supportive business environment. The proximity to Dubai International Airport gives Amadeus a logistical advantage, making it easier to connect with clients, partners, and markets

A portrait of Maher Koubaa, a man with short grey hair and glasses, wearing a dark blue blazer over a light blue shirt. He is smiling and looking slightly to the right.

MAHER KOUBAA
Executive Vice President
Travel Unit and Managing Director EMEA

across the globe. This move gave us access to state-of-the-art office spaces and tech-ready facilities, aligning perfectly with our identity as a global tech leader. It has enhanced operational efficiency, provided our employees with a modern, vibrant, and well-connected workspace with access to better facilities and a more dynamic setting that fosters collaboration, creativity, and aligns with Amadeus' vision of driving progress in the travel and technology sectors. The move to DAFZ was a strategic leap forward that has helped us stay competitive in the global travel tech space.



The travel industry is undergoing an unprecedented change, with technology as a critical driver of this transformation. As a technological provider, how is amadeus supporting the industry's evolution?

The travel industry is experiencing a profound transformation, driven by rising traveler expectations and accelerated by digital innovation. At Amadeus, we see this as an opportunity to reimagine how travel works across every sector of the travel ecosystem.

We have been laying the groundwork for this transformation for years. In aviation, we're helping airlines move from legacy systems to Offer- and Order-based retailing with solutions like Altéa NDC and Dynamic Pricing. In hospitality, we're enabling hoteliers to personalize the

For travel sellers, we simplify access to content and enable smarter servicing through platforms like Amadeus Selling Platform Connect and Cytric Easy. And in payments, we're helping partners reduce friction and increase conversion with embedded, secure, and flexible payment solutions.

Ultimately, our role is to empower the industry to adapt — so that travel works better for everyone.

Travelers today expect smooth, personalized, and digital-first experiences — whether they're booking a flight, checking into a hotel, boarding a train, or managing a business trip. This is the foundation of what we call Modern Travel Retailing: the ability to dynamically price, package, and distribute travel content across all channels, tailored to the individual needs of the traveler.

You've recently announced a collaboration partnership with Dubai Economy and Tourism (DET). What's the purpose of this partnership?

The UAE is making major investments in travel and transport infrastructure as part of its Dubai Economic Agenda D33 vision. According to the latest data from DET, Dubai welcomed 18.72 million international overnight visitors from January to December 2024, a 9% year-over-year increase that surpasses the previous record of 17.15 million in 2023. (Source: DET website)

Our partnership will facilitate a city-wide ecosystem for the rapid prototyping of travel tech solutions and further enhance Dubai's capabilities as a leading hub for travel innovation.

guest journey and optimize operations through our cloud-native platforms and CRS/PMS integrations. In airports, we streamline passenger flow and operations with biometrics, self-service, and data-driven decision-making.





Together, DET and Amadeus will focus on advancing travel technology, enhancing visitor experiences, and strengthening Dubai's tourism ecosystem, creating a platform to build on the record 18.72 million international overnight visitors that came to the city in 2024. We are collaborating with all partners in the technical ecosystem at Dubai airport with a clear objective: to position the airport as a leader in delivering advanced passenger experiences, setting a standard for airports globally.

A good example is Amadeus' biometric technology, powering the passenger experience at Terminal 3, offering a truly seamless journey.



Dubai has a clear and strong ambition to position itself as a leading global destination. Technology will play a key role in supporting this ambition and delivering the seamless experiences both residents and visitors expect. We are very happy to contribute to Dubai's strategic plans.





BUILDING ON OUR STRATEGIC PARTNERSHIPS & NETWORK

DAFZ WELCOMES CHINESE DELEGATION

DAFZ was pleased to host a Chinese delegation led by Mr. Zhu Zhiwei, Party Secretary and President of Xinjiang Bianjiang Hotel Company. The visit focused on exploring DAFZ's offerings and potential for setting up a branch office in Dubai.

Ajay Gandhi, Sales Manager at DNATA, also joined the session and shared insights on the logistics solutions available within the DAFZ ecosystem.

This visit reinforces DAFZ's role as a key platform for global business collaboration and growth.



AI STRATEGIES FOR A TRANSFORMING ECONOMY



DAFZ hosted the National Bank of Fujairah's Knowledge Series 2025 on "Harnessing AI Strategies for Thriving in an Evolving Business Landscape."

Industry leaders came together to explore the impact of agentic AI and innovative go-to-market models driving real-time economic growth and transformation.



DAFZ AI INNOVATION FORUM

During Dubai AI Week, DAFZ hosted a powerful AI Innovation Forum that brought together top industry minds, tech pioneers, and the next generation of innovators. From thought-provoking panels to a high-energy hackathon with students from Wellington Campus, the forum showcased how AI is transforming business.

Our heartfelt thanks go to our partners Deloitte, VTEX, and SAP for their invaluable support in making the event a success.

Together, we helped shape the future of AI, creating meaningful connections that bridge education, industry, and innovation.



BRIDGING BORDERS: A WARM WELCOME TO THE JAPANESE DELEGATION



We were honored to welcome a distinguished Japanese delegation, reinforcing our shared values of precision, innovation, and global ambition. The visit was led by Toshinori Nemoto, Specially Appointed Professor at Keiai University, Japan.

The delegation explored our operational framework and regulatory environment, with a focus on warehousing and import/export activities, as part of their interest in understanding regional trade infrastructure.



We had the pleasure of hosting a Dutch delegation, marking a meaningful step toward fostering global partnerships and enhancing trade connectivity. The visit was led by Nienke Gelderloos, Agricultural Advisor at the Consulate General of the Kingdom of the Netherlands in Dubai, with a focus on exploring opportunities in cold chain logistics.

Willum van den Hoogen, Managing Director at Florius Flowers, and Barry Shields, Manager of Cargo Operations at DNATA, shared their insights on leveraging our ecosystem to support efficient cold chain operations.

WELCOMING THE DUTCH DELEGATION: A STEP TOWARD STRONGER BUSINESS TIES



PROUDLY HOSTING THE REGION'S MOST ADVANCED INTERNATIONAL SOS ASSISTANCE CENTRE



DAFZ is now home to the region's most advanced International SOS Assistance Centre, fully revamped to manage over 300,000 cases annually. This milestone aligned with the organization's 40th anniversary, reinforces DAFZ's commitment to safeguarding the well-being of its workforce.

A MILESTONE VISIT: ADVANCING VIETNAM-UAE RELATIONS

We were honored to host a high-level Vietnamese delegation led by H.E. Nguyen Thanh Diep, Ambassador of the Socialist Republic of Vietnam to the UAE. The visit encouraged insightful discussions on trade, innovation, and investment, fostering pathways for deeper economic cooperation.



EXPANDING HORIZONS: UAE & SPAIN

We welcomed the Spanish delegation, engaging in meaningful discussions on innovation, investment, and international collaboration.

The visit marked a step forward in strengthening UAE-Spain relations and opening new doors for mutual growth on a global scale.



BUSINESS BEYOND BORDERS: SHANGHAI ROADSHOW



DAFZ successfully led a roadshow in Shanghai, attended by over 120 business leaders and H.E. Muhannad Sulaiman Alnaqbi.

The event highlighted how DAFZ enables Chinese enterprises to expand into the Middle East, reinforcing its role as a gateway for global business growth.



EVENTS



HONORING THE LEGACY. BUILDING THE FUTURE.

DAFZ recently hosted a special recognition event to celebrate clients who have been part of our journey for over 20 and 25 years.

These long-standing partnerships reflect a shared vision, built on trust, collaboration, and consistent growth. The occasion honored the milestones we've achieved together and reaffirmed our commitment to shaping a thriving future.





CELEBRATING INTERNATIONAL YOGA DAY

In collaboration with the DIEZ Women Committee and Fitness First, DAFZ proudly hosted a special yoga session dedicated to healing, mindfulness, and inner peace.

A heartfelt thank you to everyone who joined us in embracing wellness and community.



EMPOWERING LOCAL BUSINESSES. CONNECTING OUR COMMUNITY.

DAFZ continues to support UAE-owned small businesses, connecting a dynamic community of over 20,000 members through opportunity, innovation, and shared growth.

At DAFZ, we don't just create business opportunities — we foster meaningful connections. By giving local entrepreneurs a vibrant platform to shine, share, and grow, we're nurturing a thriving ecosystem of innovation, collaboration, and community spirit.



WORLD HEALTH DAY ENERGIZING WELLNESS TOGETHER

DAFZ marked World Health Day with a vibrant celebration of health and well-being. From free health check-ups to smoothie cycling challenges, our community embraced the day with enthusiasm and purpose.

Together, we're making wellness a shared journey.



DAFZ COMMUNITY MARKS WORLD EARTH DAY WITH GREEN INITIATIVES

In celebration of World Earth Day, the DAFZ community united to promote sustainability through meaningful activities — from tree-planting drives to interactive awareness sessions. The initiative reflected our ongoing commitment to environmental stewardship and demonstrated how small, collective actions can pave the way for a greener future.

Together, we're nurturing a greener, cleaner future.



FAMILY OFFICE LICENSES NOW AVAILABLE AT DAFZ!



We are excited to announce the launch of Single Family Office (SFO) and Multi-Family Office (MFO) licenses at Dubai Airport Freezone (DAFZ).



Single-Family Office (SFO) License:

A Single-Family Office (SFO) license allows a private organization to manage the finances, investments, and personal affairs of one wealthy family, offering tailored services like estate planning and tax management.



Multi-Family Office (MFO) License:

A Multi-Family Office (MFO) license enables the provision of services to multiple wealthy families, offering similar services but sharing resources and costs, allowing families to benefit from expert advice.

These new offerings are tailored to support high-net-worth individuals and families in managing their wealth, investments, and personal affairs — all from a trusted and secure business hub. Whether serving one family or multiple, our family office setup provides access to expert support and streamlined solutions in a world-class free zone environment.

For inquiries or registration details, please email us at
saleslmt@dafz.ae.

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Client Reviews

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REACH OUT FOR ANY ASSISTANCE

-  Call Centre 600-5-**DAFZA (32392)** (8AM to 6PM)
-  WhatsApp 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)
-  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 or suggestions through the **DAFZ Community App.**