

THE DAFZ TIMES

DUBAI AIRPORT FREEZONE

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Airport
Freezone
المنطقة الحرة بمطار دبي

SHAPING
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OPPORTUNITIES
SINCE 1996



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DUBAI AIRPORT FREEZONE MANAGEMENT

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

HABRAS INTERNATIONAL LIMITED



01. How has establishing your business in Dubai Airport Freezone been beneficial to Habras International Limited?

At Habras International Limited, establishing our presence in the Dubai Airport Freezone (DAFZ) in 2008 marked a pivotal milestone in our journey, strengthening our expertise in the paper industry alongside other commodities such as coal, pulp, and other chemicals. It has significantly strengthened our market position and supported our growth within the competitive logistics and trading industry.

One of the key advantages we've experienced is the prime location and global connectivity that DAFZ offers. Being

situated within a world-class international hub allows us to operate with greater efficiency and manage diverse business activities seamlessly across global markets.

Additionally, the modern infrastructure and streamlined processes within DAFZ have greatly enhanced our operations. The business-friendly environment, simplified procedures, and efficient regulatory framework enable us to improve productivity, optimize costs, and consistently deliver high-quality, cost-effective solutions to our customers.

Our presence in DAFZ has also expanded our global reach, allowing us to stay closely connected with strategic partners worldwide and facilitate smooth international trade operations across multiple regions.

Finally, the flexibility and scalability offered by DAFZ have played a crucial role in our growth. Over the years, we have evolved from a conventional trading company into a more specialized organization, particularly in paper and paper-related products, adapting continuously to market demands.

02. How has Habras International Limited adapted its business strategy in response to changing market conditions?

At Habras International Limited, adapting to the evolving demands of the paper industry is at the core of how we operate. Rather than simply reacting to change, we focus on anticipating market trends and transforming them into opportunities for growth and innovation.



Our strategy is built on continuous improvement—enhancing processes, embracing sustainable practices, and strengthening collaboration with our strategic suppliers and customers. This approach enables us to consistently deliver high-quality products while remaining agile in an ever-changing global market.

A few key principles guide our approach:

Customer-Focused Solutions:

We place strong emphasis on understanding our customers' unique requirements, timelines, and applications. This allows us to deliver tailored paper solutions that align closely with their business goals. From customized product specifications and flexible order volumes to reliable after-sales support, we aim to provide a seamless and responsive experience. Our team remains proactive and accessible, offering technical guidance and quick resolutions, helping us build long-term partnerships rather than transactional relationships.

Strong Market Presence:

With a well-established presence across 55+ countries and a growing network of partners and distributors, we are able to deliver consistent and dependable service across regions. This extensive reach enables efficient coordination, reduced lead times, and the ability to respond swiftly to changing market conditions. Even during periods of volatility, we ensure continuity in supply and logistics reliability—giving our strategic suppliers and customers the confidence and stability in their operations.

03. How do you assess the opportunities along with areas of growth towards excellence in the paper and paper-related industry in recent years?

From our perspective at Habras International Limited, the paper and paper-related industry has undergone significant transformation in recent years, creating strong growth opportunities and clear pathways toward excellence.

On the opportunity side, demand continues to rise across industries. While paper is often seen as declining due to environmental concerns, the reality is more balanced, with sustainable forestry practices supporting its continued use. Market dynamics are shifting—while segments like newsprint and writing paper are declining, packaging has become a major growth driver, fueled by e-commerce, delivery services, and the shift away from plastic toward paper-based alternatives.

The tissue segment has also grown significantly, especially post-COVID-19, driven by increased hygiene awareness across sectors such as healthcare and hospitality.

Sustainability remains a key opportunity, with growing demand for eco-friendly and recyclable materials. This enables us to expand our portfolio with responsibly sourced solutions keeping key factors like FSC, PEFC and EUDR. At the same time, there is increasing demand for value-added and customized products, where our ability to offer tailored solutions strengthens our competitive position.

Regional growth and trade expansion, particularly in the Middle East, further open new avenues. Our strategic presence in Dubai Airport Freezone supports both regional and global demand efficiently.

At the same time, areas for growth toward excellence include strengthening supply chain agility, enhancing sustainability and compliance, and consistently delivering higher customer value through quality, responsiveness, and innovation. In a competitive market, focusing on quality and trust remains key to strengthening our brand and long-term position.

BUILDING ON OUR STRATEGIC PARTNERSHIPS, NETWORKS & COMMUNITIES

FOSTERING GLOBAL PARTNERSHIPS WITH INDIA

We continue to build strong global connections. In collaboration with CABIL, we welcomed the Indian business delegation, facilitating meaningful discussions on business expansion and global partnerships.



DRIVING MARKET ENTRY FOR COLOMBIAN F&B BUSINESSES

Colombian F&B companies were welcomed for a focused networking engagement, connecting them with UAE buyers and enabling their expansion across the UAE and the broader MENA market.



NAVIGATING UAE CORPORATE TAX AND GLOBAL FRAMEWORKS

We welcomed Spanish F&B companies at the Gulfood B2B Programme, facilitating direct connections with UAE buyers and supporting market entry and regional growth.



HANWOO BEEF ENTERS UAE MARKET THROUGH DAFZ TRADE ECOSYSTEM

For the first time, premium Korean “Hanwoo” beef has officially entered the UAE market, creating new opportunities for Korean food brands across the region. This milestone was achieved through close collaboration between Korean authorities, local partners, and DAFZ’s Halal Trade and Marketing Centre (HTMC), which supported the journey from halal certification to processing and market access.

STRENGTHENING CLARITY ON UAE CORPORATE TAX AND GLOBAL TAX FRAMEWORKS

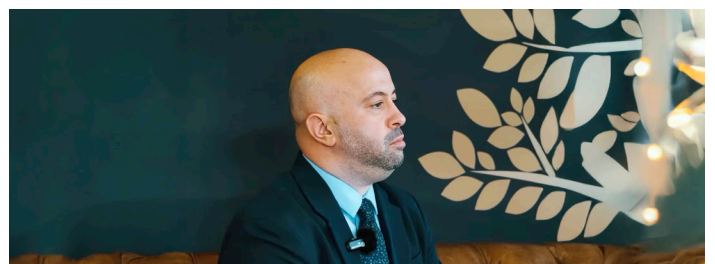


In collaboration with KPMG, we hosted an insightful seminar on UAE Corporate Tax, Transfer Pricing, and Pillar Two (Global Minimum Tax).

The session equipped businesses to navigate compliance requirements, manage risks, and understand Free Zone considerations with clarity and confidence.



A LONGSTANDING PARTNERSHIP, BUILT ON GROWTH



For over two decades, Hadid International Services has expanded its regional presence from DAFZ. In this conversation, Chakib Boudjemma, Regional Director for Africa and the Middle East, reflects on the company's journey, the strength of its partnership, and what 30 years of DAFZ represents for long-standing businesses shaping the region.

DRIVING CROSS-BORDER OPPORTUNITIES FOR COLOMBIAN ENTERPRISES

We hosted a multisectoral delegation from Colombia to explore business, trade, and investment opportunities in Dubai. The visit underscored pathways for market entry, establishment, and expansion from the UAE to global markets.



EVENTS



FROM CONVERSATIONS TO GLOBAL OPPORTUNITIES AT GULFOOD 2026



Great conversations, global flavours, and big ambitions. At Gulfood, we connected with businesses ready to set up and grow in Dubai, with DAFZ supporting every step.



CONNECTING GLOBAL HEALTHCARE BUSINESSES AT WORLD HEALTH EXPO 2026



At World Health Expo 2026, we engaged with international healthcare businesses, showcasing how we support market entry, expansion, and sustainable growth in Dubai.



CELEBRATING CHINESE NEW YEAR TOGETHER

Chinese New Year was celebrated as a reflection of our diverse global community and the strong partnerships that bring us together.



BRINGING THE TEAM TOGETHER OVER BREAKFAST

A morning of connection and collaboration. The breakfast brought the DAFZ team together to network, exchange ideas, and strengthen the relationships that continue to drive our ecosystem forward.



CELEBRATING HOMEGROWN BRANDS AND COMMUNITY SPIRIT

The DAFZ Family Market and Food Festival brought together homegrown brands, families, and entrepreneurs for a vibrant marketplace experience.

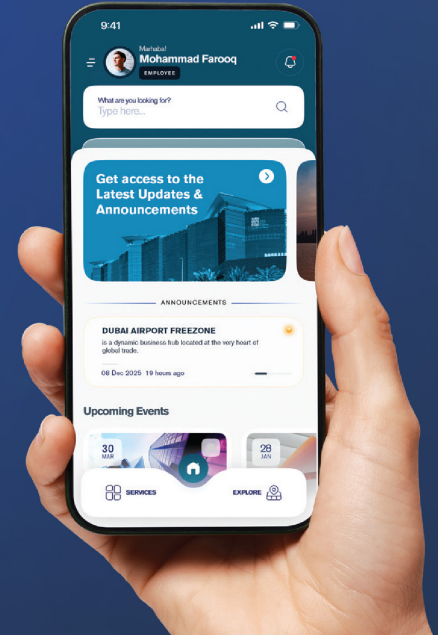


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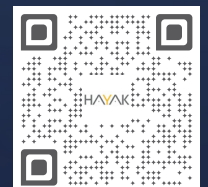
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-  Call Centre 600-5-**DAFZA (32392)** (8AM to 6PM)
-  WhatsApp Service **056-9922290** (8AM to 6PM)
-  Live-Chat Service, on the **Client Portal** (8AM to 6PM)
-  DAFZ Head Office (**9W – Ground Floor**) (7:30AM - 3:30PM)
-  Raise an 'Inquiry' under the '**Customer Care**' Tab on the Client Portal
-  Review the **FAQ's Tab** under the '**Customer Care**' Tab on the Client Portal
-  Raise your feedback or suggestions through the **DAFZ Community App.**