

THE DAFZ TIMES

D U B A I A I R P O R T F R E E Z O N E



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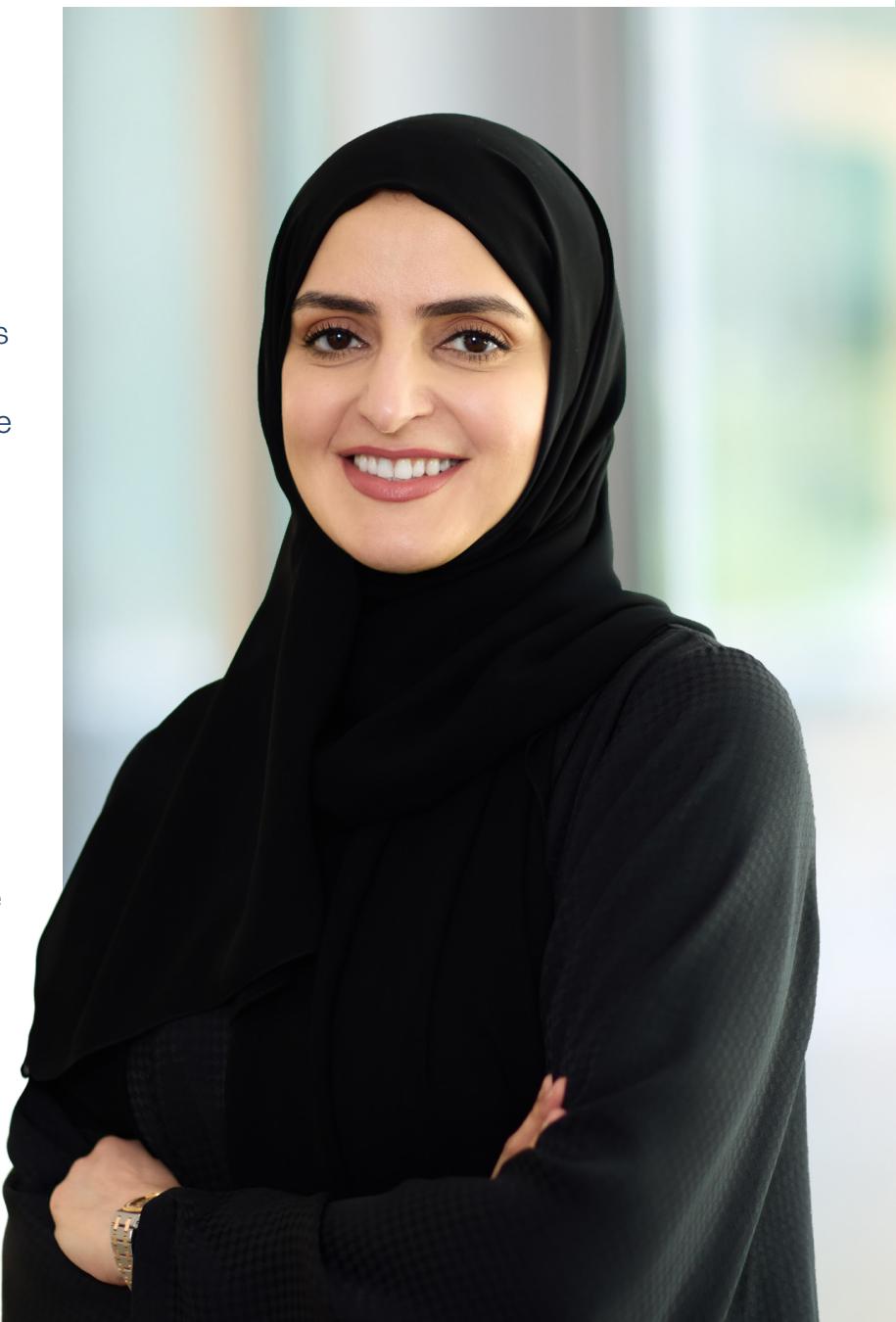
DUBAI AIRPORT FREEZONE MANAGEMENT

AMNA LOOTAH

Director General
Dubai Airport Freezone

Amna Lootah is the Director General at Dubai Airport Freezone; Director General and Board Member of Dubai CommerCity; and a member of the executive leadership team of the Dubai Integrated Economic Zones Authority (DIEZA), which consolidates and integrates the products and services of three economic zones: the Dubai Airport Freezone, Dubai Silicon Oasis, and Dubai CommerCity, along with a group of companies, projects, and strategic initiatives including Tradeling, Halal Trade and Marketing Centre, and Oraseya Capital.

Ms. Lootah is one of the leading experts within the special economic zones sector across the emirate of Dubai, UAE and the wider region. She brings over 25 years of extensive experience in several key areas that support the growth of economic zones, including finance, sales and marketing, communications, innovation, digital intelligence, customer experience, lease and licensing, property management, security and partnerships.



As a member of DIEZ's executive leadership team, Amna oversees a wide range of strategic initiatives and contributes to the operations designed to ensure the ongoing success of all investors and major companies. She is responsible for strategic marketing, corporate communication, and strengthening partnerships to meet the goals and aspirations of the business community.

With her extensive experience, Amna significantly contributes to achieving DAFZ's overall ambitions whilst driving innovation, with a commitment to building trust and long-term relationships with DAFZ's customers and strategic partners.

She is also the Director General and Board Member at Dubai CommerCity, which is the first and leading free zone dedicated to the growing digital commerce market in the Middle East and North Africa (MENA) region. It is an investment of AED 3.2 billion spread over an area of approximately 2.1 million square feet. Dubai CommerCity provides a unique e-commerce ecosystem to global and regional brands to help them set up and operate their e-commerce business in the MENASA region.

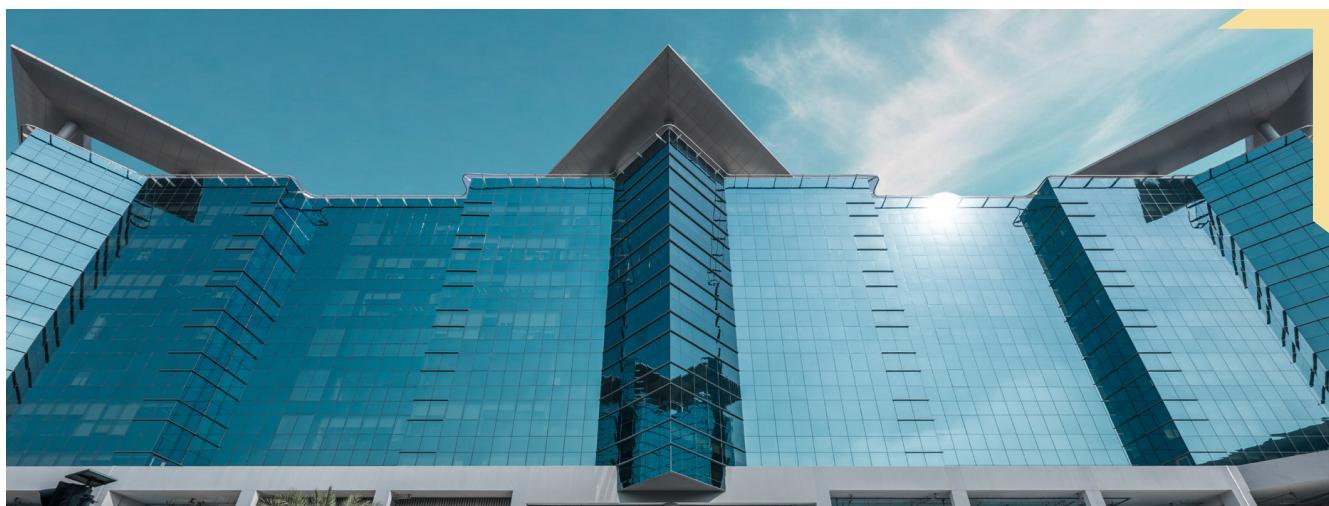
Additionally, Amna serves on the Board of Directors for Tradeling, an innovative and

advanced e-commerce platform that is the first of its kind globally for B2B transactions in the UAE and the Middle East and North Africa region.

Ms. Amna also spearheads the "Halal Trade and Marketing Centre", which is part of DAFZ and serves as a global business development centre that is positioned to benefit industry players and activate halal trade flows through the region.

Ms. Lootah also contributes through her role in achieving the objectives of Oraseya Capital, DIEZ's investment arm specializing in funding startups from the pre-seed stage up to the series B investment phase, by supporting DIEZ's unwavering commitment to supporting entrepreneurs and startups that are shaping the future of the digital economy and driving innovation in Dubai and the UAE

She holds a Higher Diploma in Banking and Finance, and a Bachelor's degree in Business Administration from the Higher Colleges of Technology - Dubai Women's College. She is also a graduate of two programs under the Mohammed Bin Rashid Center for Leadership Development, namely, the "Dubai Government Leaders Program" and the "Dubai Leaders Program".





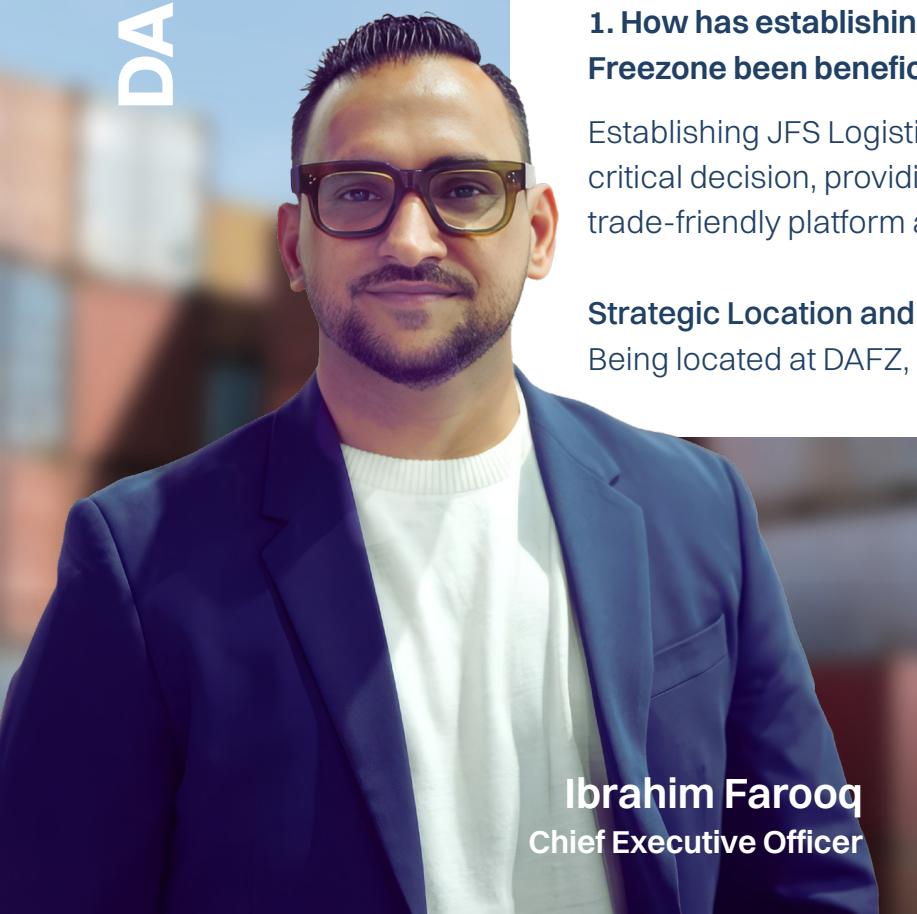
JFS LOGISTICS

1. How has establishing your business in Dubai Airport Freezone been beneficial to JFS Logistics?

Establishing JFS Logistics within DAFZ has proven to be a critical decision, providing us with a globally recognized and trade-friendly platform and amplifies our competitive edge.

Strategic Location and Connectivity:

Being located at DAFZ, one of the world's busiest global hubs,



Ibrahim Farooq
Chief Executive Officer



enables JFS to leverage the unparalleled connectivity with international trade routes, dramatically accelerating processing times, reducing operational challenges for time-sensitive cargo and allowing seamless integration of multiple freight services.

Efficient Infrastructure and Freezone Benefits:
The freezone environment offers business-friendly operating conditions and state-of-the-art infrastructure, ensuring streamlined customs procedures and enhanced operational efficiency.



This enables us to offer competitive pricing, tax efficiency and superior speed to our clients, cementing our position as premier, reliable partner in the global logistics arena.

Regional and Global Reach:

From our headquarters in DAFZ, we are able to serve clients across the UAE and GCC, while also leveraging our global freight-forwarding network for broader international operations.

Scalability and Versatility:

As JFS Logistics has grown, the Dubai Airport Freezone headquarters has given us the flexibility and resources to expand our offerings, from standard air/sea freight to specialized logistics like dangerous goods, aerospace & maritime logistics, and customized packing/crating.

2. What has been your business approach with changing times?

At JFS Logistics, adapting to change isn't just reactive — it's part of our organizational DNA. Our core business approach through evolving market conditions has centered on proactive adaptation and strategic partnerships. Instead of resisting rapid changes brought by global events, we have viewed them as opportunities for innovation. This means relentlessly optimizing our operational technology and deepening our engagement with key network partners, which allows us to maintain an efficient and reliable platform for our worldwide clientele, even as the trade landscape shifts. There are a few core principles we continue to uphold through the years, which set us apart:

Comprehensive Service: JFS offers a wide range of logistics services including



air, sea, and land freight, customs brokerage, warehousing, dangerous goods (DGR) handling, specialized packing, and aerospace/maritime logistics.

Customer-Centric Focus: We provide unique tailored solutions for each client and business scenario, prioritizing a partnership approach over generic, one-size-fits-all services.

Strong Safety and Compliance: We employ rigorous standards for safety and compliance, demonstrated through DGR accreditation, customs expertise, and strict packaging/crating protocols.

Global Reach & Regional Stability: We maintain a strong presence in the Middle East with a global network of offices and partners, ensuring geographic flexibility and resilience against trade disruptions.

Ultimately, our approach combines agility, customer-orientation, compliance, and long-term vision — to stay relevant, reliable, and ready for what the future holds.

3. How do you view the opportunities and challenges in the logistics sector over the past several years?

From my vantage point leading JFS Logistics, the logistics sector has undergone profound transformation, presenting promising

opportunities and complex challenges. Here's how I see the key dynamics:

Opportunities

Globalization & Growth of Trade Flows: As global trade expands, there is growing demand for integrated logistics, customs brokerage, warehousing, and multimodal freight solutions. For a company like ours with global reach and a strategic base in Dubai, this presents a massive opportunity.

Growth in Specialized & Value-Added Logistics: Demand is rising not just for "transport" but for comprehensive supply-chain management: handling dangerous goods, aerospace/maritime cargo, specialized packing/crating, compliance-heavy shipments. Our expanded service portfolio positions us well to capture this demand.

Emerging Markets & Regional Trade:

The GCC and neighbouring regions continue to open up trade routes. Our deep understanding of local and global regulations, plus our extensive network across UAE and beyond, allow us to service intra-regional and international trade simultaneously.

Sustainability and Responsible

Logistics: As customers and regulators

increasingly value sustainability, firms that take environmental and social responsibility seriously — like us — will stand out. Our CSR commitment and ethical logistics practices align with this trend.

Challenges

Regulatory Complexity & Customs

Compliance: With ever-changing customs laws, import/export regulations, and compliance requirements worldwide — especially for hazardous goods or specialized cargo — there is a rising need for rigorous compliance. We must stay ahead of regulatory changes while ensuring smooth service for clients.

Volatility in Global Trade Routes & Market

Uncertainty: Geopolitical tensions, shifting trade agreements, or global disruptions (pandemics, supply-chain bottlenecks, port congestions) can impact logistics flow unpredictably. Navigating these requires adaptability, resilience, and diversified networks.

Rising Client Expectations: Clients now expect not just delivery, but transparency, real-time tracking, safe handling (especially for sensitive or dangerous cargo), and end-to-end supply-chain solutions. Delivering this consistently demands investment in systems, training, and process excellence.

Competition & Commoditization:

Simple freight forwarding is increasingly commoditized. Differentiation comes only through specialization, value-added services, and reliability — which pressures firms to continually evolve services, improve quality and build trust.



BUILDING ON OUR STRATEGIC PARTNERSHIPS, NETWORKS & COMMUNITIES



BUILDING BRIDGES FOR GLOBAL BUSINESS GROWTH

Our Business Beyond Borders mission in New York brought together key government representatives, chambers of commerce, and strategic partners. These G2G and G2B discussions highlighted Dubai Airport Freezone's competitiveness as a global business hub and its expanding role in enabling international growth and cross-market expansion.





STRENGTHENING GLOBAL OUTREACH THROUGH THE GERMANY ROADSHOW

We participated in the Germany Roadshow, meeting with leading companies across Düsseldorf, Munich, and Regensburg to explore expansion opportunities into Dubai and the wider region. The roadshow highlighted DAFZ's strategic advantages, world-class infrastructure, and seamless business setup framework for companies seeking to access high-growth markets in the Middle East.



AUSTRIA ROADSHOW ADVANCES CROSS-BORDER EXPANSION OPPORTUNITIES



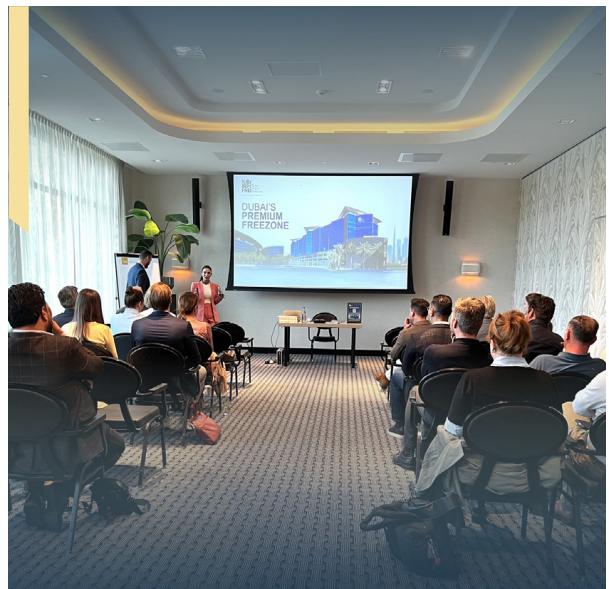
We participated in the Austria Roadshow in Vienna, meeting with leading Austrian companies across key sectors to explore expansion opportunities into Dubai and the wider region. The meetings highlighted DAFZ's strategic advantages, world-class infrastructure, and seamless business setup framework for companies seeking to access high-growth markets in the Middle East, Africa, and South Asia.

EMPOWERING FRENCH ENTERPRISES TO GROW IN DUBAI



The France Roadshow 2025 in Paris facilitated engagement with French companies across key sectors, including software development, cybersecurity, logistics, pharmaceuticals, and IT. The roadshow strengthened market presence in France and opened new avenues for future business collaboration.

STRENGTHENING BUSINESS TIES WITH THE NETHERLANDS



DAFZ continues to expand its international presence and connect global opportunities. In the Netherlands, DAFZ joined key discussions with Dutch companies, showcasing Dubai's position as a gateway between markets and a global hub for business growth.



STRENGTHENING INDIA–UAE BUSINESS COLLABORATION

A delegation from Tamil Nadu, India, visited DAFZ to explore new partnerships, investment opportunities, and future avenues for growth. The visit offered valuable insights into advanced infrastructure, strategic advantages, and integrated services that support businesses in establishing, growing, and succeeding in Dubai.



CHINESE ENTERPRISES EXPLORE EXPANSION OPPORTUNITIES IN DUBAI



In a high-level roundtable organized by Dubai Chambers in collaboration with the Shanghai Entrepreneur Association, discussions highlighted DAFZ's value propositions and its role as a seamless gateway for Chinese enterprises seeking to establish and expand their businesses in Dubai and beyond. The roundtable was attended by His Excellency Muhamnad Sulaiman Al Naqbi, Consul General of the UAE in Shanghai.

FACILITATING CHINESE BUSINESS EXPANSION INTO THE MIDDLE EAST



A dedicated session with the China Advertising Association and the China-UK Business Development Centre highlighted Dubai's business policies, setup framework, and expansion opportunities for Chinese companies seeking to enter the Middle East. The session also shared key insights on obtaining Halal certifications for food, beverage, and cosmetic products.



SUPPORTING SOUTH AFRICAN F&B EXPANSION INTO THE UAE

A UAE F&B Export Readiness Workshop was delivered in collaboration with the Halal Trade & Marketing Centre (HTMC), bringing together South African businesses and industry leaders to explore export opportunities in the UAE's fast-growing food and beverage sector. The session highlighted the UAE's strong trade ecosystem, regulatory landscape, and market entry pathways, offering practical insights for companies aiming to expand and succeed in the region.



STRENGTHENING BRAZIL-UAE INVESTMENT AND TRADE COLLABORATION



A distinguished Brazilian delegation, including representatives from Growth Equity and Corretora Libre, along with other leading organizations, was welcomed to explore expansion and investment opportunities in the UAE. The visit offered valuable insights into DAFZ's business setup processes, licensing options, legal frameworks, and investor incentives — providing a comprehensive understanding of how the Free Zone supports companies in establishing and growing their presence in Dubai and across the region.



DAFZ & FORBES MIDDLE EAST: A STRATEGIC PARTNERSHIP FOR GLOBAL BUSINESS IMPACT



Dubai Airport Freezone (DAFZ) has signed a strategic partnership with Forbes Middle East to host the Future Growth Nexus Summit in March 2026, a global platform that will bring together leaders, innovators, and investors to shape the future of global trade, sustainability, and innovation from the heart of Dubai.

ADVANCING SMART LOGISTICS CAPABILITIES THROUGH PARTNERSHIP

DAFZ has signed a strategic MoU with Aramex, a global leader in logistics and transportation solutions, to enhance trade facilitation, operational efficiency, and smart logistics capabilities within the Free Zone.



A STRATEGIC SUSTAINABILITY MOU FOR A CIRCULAR FUTURE

A strategic MoU has been signed with Rebound, a leading company driving circularity through innovative digital solutions for recyclable materials and specialized advisory services. This partnership reinforces regional sustainability efforts and promotes smarter, technology-driven approaches to recycling, trade, and resource recovery.



PREPARING BUSINESSES FOR UAE E-INVOICING COMPLIANCE

In collaboration with Deloitte Middle East and Ziina, an awareness session was hosted on UAE E-Invoicing mandates and implementation guidelines. The session provided valuable insights into UAE E-Invoicing timelines, requirements, and next steps to support businesses in achieving compliance and digital transformation.



WELCOMING INDIAN TECH STARTUPS TO DUBAI'S INNOVATION ECOSYSTEM



Honored to welcome a delegation of technology-driven startups from India, organized by Carve Startup Labs, to Scality Global — DAFZ's hub for tech innovation to explore avenues to set up in Dubai and accelerate growth in areas such as digital transformation, AI, and innovation.



MARKING WORLD KINDNESS DAY WITH THE LAUNCH OF THE BUSINESS BREAKFAST SERIES



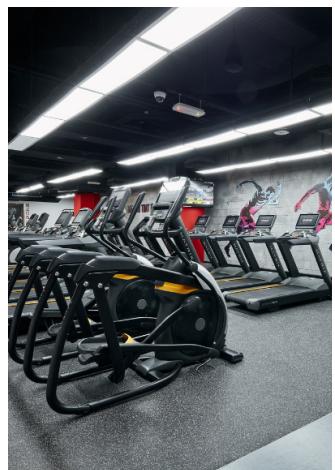
The Business Breakfast Series, launched exclusively for DAFZ clients, is a quarterly initiative created to encourage meaningful connections, strengthen professional relationships, and promote collaboration within the community, providing a regular platform for networking, knowledge exchange, and shared business growth among members.



THE BIG CONVERSATION WITH METROFIT

In conversation with Metrofitt to explore corporate wellness as a strategic approach to creating healthier, more engaged, and more productive workplaces, focusing on employee well-being, performance, and sustainable organizational growth through effective wellness initiatives and supportive work environments.

Watch the full episode of "**Building a Fit Business Community**" on our YouTube channel.





UNLOCKING THE POWER OF AI FOR BUSINESS GROWTH

An insightful seminar on Harnessing Artificial Intelligence was held in collaboration with the National Bank of Fujairah, bringing together industry leaders to explore the role of AI in driving innovation and shaping the future of smart business.



EMPOWERING THE NEXT GENERATION OF AI LEADERS



DAFZ congratulates the graduates of the Chief AI Officer Program, delivered in partnership with RIT Dubai. This important milestone highlights a shared commitment to advancing AI leadership, strengthening digital capabilities, and empowering future-ready talent to drive innovation and shape the evolution of smart, data-driven businesses across the UAE.

EXPLORING OPPORTUNITIES IN THE UAE'S GROWING USD 3 BILLION COSMETICS MARKET



In line with the UAE Cosmetics Week, DAFZ welcomed the Latvian delegation for the UAE Cosmetics Market B2B Program, held in collaboration with HTMC, exploring opportunities in the UAE's growing USD 3 billion cosmetics market — highlighting innovation, sustainability, and partnerships that enable global brands to expand across the region.



WELCOMING KONICA MINOLTA

Konica Minolta, a leading Japanese technology company, has opened a new office at Dubai Airport Freezone — marking an important milestone in advancing innovation, sustainability, and digital transformation across the region.



A WARM WELCOME TO THE KITCHEN BY SPINNEYS

The Kitchen by Spinneys has opened at the DAFZ Food Hall, bringing delicious, fresh, and wholesome food options to the community.



WE ARE PLEASED TO WELCOME F.MART TO THE DAFZ FOOD HALL!

F.Mart delivers fresh, high-quality products and everyday convenience to the growing DAFZ community, offering a thoughtfully curated selection of essential goods and specialty items designed to support daily needs, enhance comfort, and provide a reliable, accessible shopping experience for businesses and professionals within the free zone.



AWOT GLOBAL LOGISTICS OPENS FIRST REGIONAL HEADQUARTERS AT DAFZ



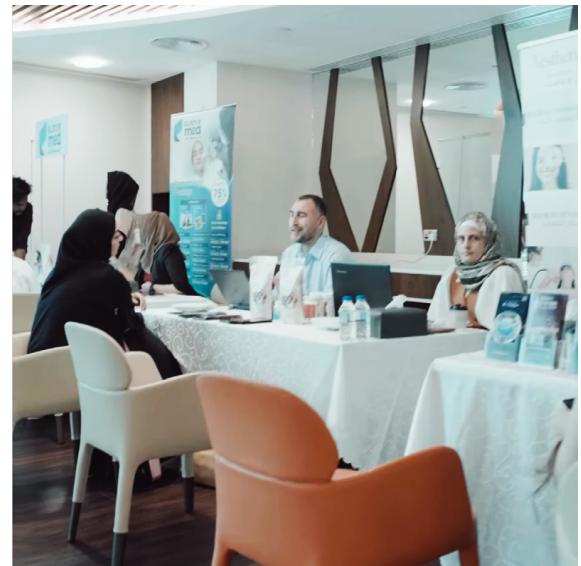
Dubai Airport Freezone (DAFZ), a member of the Dubai Integrated Economic Zones Authority (DIEZ), announced the inauguration of the regional headquarters of AWOT Global Logistics Corporation. The move reflects the confidence of one of the world's leading logistics services and solutions providers in Dubai's dynamic business environment and its position as a global hub for supply chains and cross-border trade.



EVENTS

A DAY DEDICATED TO AWARENESS, COMPASSION, AND STRENGTH.

The Breast Cancer Awareness gathering served as a meaningful reminder that physical, emotional, and mental wellness form the foundation of every thriving community, highlighting the importance of awareness, early detection, collective support, and compassion in fostering healthier lives and stronger, more resilient workplaces and societies.



CELEBRATING EID AL ETIHAD: A DAY OF UNITY AND NATIONAL PRIDE

The Eid Al Etihad celebration was marked by a full day of cultural activities and community moments, bringing people together in the spirit of unity and national pride.



WINTER FEST: BRINGING THE COMMUNITY TOGETHER

Two days of winter fun with our community at the DAFZ Winter Fest! From fun-filled activations and claw machine wins to hot chocolate and hands-on workshops, our community came together over two full days to celebrate the season and enjoy the experience.



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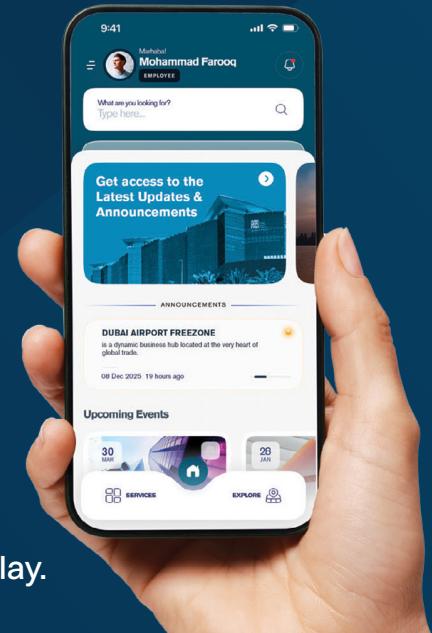
DAFZ COMMUNITY APP

EXPLORE IT!

Your go-to app for everything
happening in DAFZ!

Events, pop-ups, wellness sessions,
updates - stay engaged, informed,
and connected with the DAFZ
Community App.

Download it today on the Apple App Store or Google Play.



POWER HUB BY DAFZ

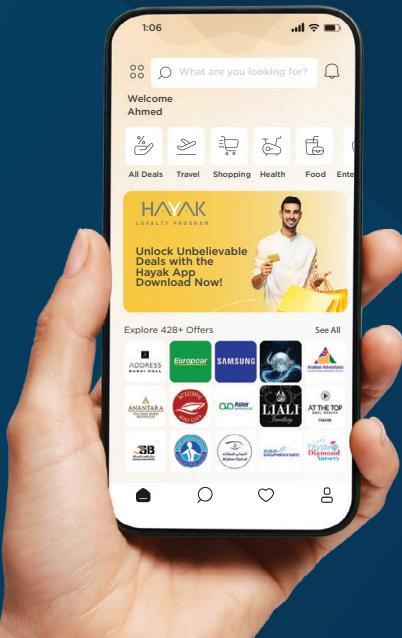
SIMPLIFY THE WAY YOU DO
BUSINESS WITH POWER HUB

DAFZ's digital platform that connects
customers with verified service providers.

Discover smarter, faster, and more
efficient ways to manage and grow
your business.



Join the Hub Today!
Visit powerhub.dafz.ae



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Enjoy amazing offers across dining, retail,
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Apple App Store and start enjoying endless benefits.

COLLABORATION OF DAFZ & REBOUND

Rebound is a UAE born company in 2022, aiming to accelerate the transition to a circular economy via technology. Our business aims to include the platform & solutions. Our partnership with DAFZ aims to bring a more circular mentality to the industries involved.

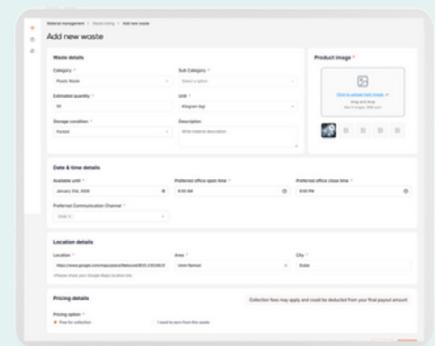
DAFZ companies can engage with Rebound through three distinct pathways, depending on their business needs and sustainability ambitions.



3 Ways Companies Can Engage with Rebound

1 UPLOAD YOUR RECYCLABLES

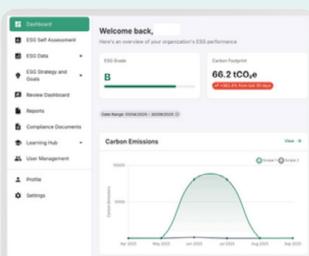
Users registering under “Others (Only available for UAE)” create an account using email or phone, verify via OTP, and select “Others” as their intended use of the platform. Designed for UAE-based corporates looking to responsibly manage and circulate their waste. The registration captures company details and requires uploading official business documents for validation. Once approved, users gain access to features that enable them to list and circulate materials within the circular economy.



How It Works:

Sign Up → Accept Policies → OTP Verified → Select Others UAE → Enter Details → Upload Business Documents → Complete Onboarding

2 REPORT ON ESG



Simple tool for ease of calculation

ESG reporting helps organizations structure and communicate their environmental performance in a clear and credible way. By grounding reports in real operational data and circular activity, companies can strengthen transparency and support informed decision-making over time.

3 START A CIRCULAR PROJECT



A circular project helps organizations move from intent to action by turning sustainability goals into practical, revenue-generating initiatives. Through targeted analysis and implementation, companies can embed circular thinking into operations and scale long-term impact across teams and processes.



Our founder was nominated as the Plastics Recycling Ambassador & sits on the UAE Circular Economy Council.

Email us, explore opportunities, & be more circular:
Ibrahim@rebound.ae

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.**

