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ISSUE 15

THE DAFZ TIMES

DUBAI AIRPORT FREEZONE



30 YEARS DUBAI
AIRPORT FREEZONE
المنطقة الحرة بمطار دبي

30 YEARS | **DUBAI IRPC FREE** | Dubai Airport Freezone
المنطقة الحرة بمطار دبي

فخورين
بالإمارات
PROUD OF UAE



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DUBAI AIRPORT FREEZONE

MANAGEMENT

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Arif Al Khoori is the Executive Vice President at Dubai Airport Freezone (DAFZ), where he plays a pivotal role in shaping the customer experience and fostering strong, lasting relationships with clients. With deep expertise in customer relationship management, leasing, licensing, and government relations, Al Khoori has become a key driver of DAFZ's customer-centric approach.

ARIF AL KHOORI**Executive Vice President,
Dubai Airport Freezone**

In his current role, Al Khoori is committed to developing and managing all aspects of customer support, ensuring that every interaction delivers exceptional outcomes and experiences. His approach is deeply rooted in understanding customer needs and aligning services to meet and exceed expectations. Al Khoori excels in strategic project planning, effective negotiation, and team management, allowing him to engage with stakeholders at all levels

and drive initiatives that prioritize customer satisfaction.

His leadership is characterized by a relentless focus on customer loyalty and a dedication to enhancing the overall customer journey. By leveraging his comprehensive knowledge across various domains, Al Khoori ensures that DAFZ remains at the forefront of delivering unparalleled service and value to its clients.



UAS GLOBAL AVIATION

Q1: How has establishing your business in Dubai Airport Freezone been beneficial to UAS?

My connection with Dubai goes back to 2000, when I first visited the UAE. I remember seeing the pace, ambition and energy of Dubai and thinking very clearly: this is where the future is being built, and this is where UAS needs to be.

That decision was not only about location. It was about vision. Dubai had already started positioning itself as a global hub for aviation, trade and

Mohammed Al Husary
Founder & Executive President

international business, and over the years that vision has only accelerated.

Establishing UAS International Trip Support in Dubai Airport Freezone has been an important part of our growth story. DAFZ gives companies like ours more than a strategic address. It provides access to a strong aviation and international business ecosystem, world class infrastructure, and a business environment that supports innovation, agility and global expansion.



For UAS, this has been especially valuable because our industry moves fast. We support operators, flight departments and aviation partners around the world, so being based in an environment that understands international business and the demands of aviation has helped us operate with greater efficiency and confidence.

What we value most is the sense of ecosystem. Being close to other global companies, aviation stakeholders and decision makers creates opportunities for collaboration, knowledge sharing and long term growth.

More than two decades later, I believe that decision was the right one. As UAS continues to evolve globally, DAFZ remains a strong platform for our ambitions, not only from an operational perspective, but also from a people and culture perspective.

Q2: How has UAS adapted its people and operational strategies in response to today's fast changing and high pressure aviation environment?

Aviation has always been a high pressure industry, but the complexity we see today is different. Operators are managing more variables, shorter decision windows, geopolitical shifts, supply challenges and increasing expectations from clients.



At UAS, we have adapted by looking at performance in a more complete way. Operational excellence is not only about systems, processes, and global reach. It is also about the people behind every decision, every coordination and every mission.

This is why our People & Culture strategy has become central to the way we operate. Through our “One Winning Team” philosophy, we are focused on building a workforce that is connected, resilient and supported across our global network.

This approach is also connected to VIWELL, a wellbeing platform I created to help people and organizations move from wellbeing awareness to daily action. Through UAS wellbeing program UAS BeWell, powered by VIWELL, we are bringing that philosophy into UAS by giving our global teams practical and personalized support through guided wellbeing journeys, daily habit building, employee assistance support (EAP), preventive care resources, and content across the key pillars of a balanced life.

For us, this is not a side initiative. It is part of how we build sustainable performance in a 24/7 operational environment. When our people

are supported, they are better equipped to support our clients with the consistency, care and agility they expect from UAS.

Q3: Why do you believe employee wellbeing has become increasingly important in sustaining operational excellence across the aviation industry?

Aviation is a people driven industry. Behind every successful operation are individuals making real time decisions, managing pressure, solving problems and coordinating across time zones.

For many years, the industry focused heavily on operational systems, service quality, and speed of execution. These remain essential, but we also need to recognize that people are the foundation behind all of them.

Employee wellbeing is no longer a “nice to have”. It has become an important part of business resilience and operational

excellence. When people are healthier, more focused and more supported, they are better able to think clearly, collaborate effectively and perform consistently under pressure.

This is especially true in business aviation and trip support, where the margin for error is small and the pace is relentless. Supporting mental health, resilience, recovery and preventive wellbeing helps create stronger teams and more sustainable performance.

At UAS, BeWell, powered by VIWELL, is our way of making this belief part of our culture. We cannot speak about operational excellence without speaking about the people who deliver it every day. Supporting their wellbeing is not only the right thing to do, it is a strategic responsibility.

If we want our people to take care of our clients, we must also take care of them. At the end of the day, operational excellence starts with human excellence.



SHAPING BOUNDLESS OPPORTUNITIES SINCE 1996

30 years of shaping possibilities, powering growth, and building a legacy that continues to rise. From vision to global impact, DAFZ stands as a symbol of innovation, ambition, and progress. As we celebrate this milestone, we reflect on

the partnerships that have shaped our journey. Read what some of our long-standing customers have to say about their experience with DAFZ, and how our commitment to excellence has supported their growth over the years.

DRIVING GROWTH TOGETHER FOR 21 YEARS



Since establishing its operations at DAFZ 21 years ago, Volkswagen Group Middle East has continued to expand its footprint in the region. Rachel Madeleine, HR Director, shares her perspective on a partnership built on trust, support, and shared success.



GROWING STRONGER TOGETHER

Since establishing its first operation at DAFZ, RGE Group has expanded its presence by setting up five entities in the UAE. Arvind Arora, Head of HR, reflects on a journey defined by exceptional support, outstanding customer service, and a strong partnership that has enabled the company's continued growth.



A PARTNERSHIP 25 YEARS STRONG

DAFZ didn't follow Dubai's rise - it helped build it.



For more than 25 years, BAUER Equipment Gulf has grown alongside DAFZ, benefiting from its reliable business support and efficient infrastructure. Shahram Houshmandfard, Managing Director, shares how DAFZ's reliable infrastructure, responsive support, and streamlined processes have simplified day-to-day operations, enabling the company to focus on what matters most—growing its business.

BUILDING ON OUR STRATEGIC PARTNERSHIPS, NETWORKS & COMMUNITIES



NEW PARTNERSHIP UNLOCKS EXCLUSIVE EMIRATES HOLIDAYS OFFERS FOR THE DAFZ COMMUNITY

The HAYAK experience at DAFZ , in partnership with Sheraton Grand Hotel, Dubai and Marriott Bonvoy, brought people together through fun games and exciting rewards.



STRENGTHENING UAE-SOUTH KOREA COLLABORATION

Halal Trade and Marketing Center FZCO (HTMC) has signed an MoU with the Korea International Trade Association (KITA).

The agreement supports knowledge exchange and new opportunities for businesses across both markets.



BUILDING STRONGER CONNECTIONS

We recently hosted an exclusive networking event, bringing together our valued customers, government entities, and key stakeholders to share regulatory updates, exchange insights, and strengthen partnerships. The event provided a valuable platform for meaningful discussions, helping attendees stay informed and better prepared for evolving business requirements.



EVENTS

DAFZ SPORTS TOURNAMENT 2026



DAFZ Sports Tournament 2026 brought together passion, teamwork, and true sportsmanship across every match. From thrilling football moments to exciting badminton showdowns, the energy, unity, and community spirit made this event unforgettable.



GROWING GREENER TOGETHER

Inspired by the vision of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, DAFZ continues to support Dubai's sustainability goals through its tree-planting initiatives, contributing to a greener, healthier, and more sustainable future for generations to come.



PERKS, PRIZES, AND A LITTLE FRIENDLY COMPETITION

The HAYAK experience at DAFZ , in partnership with Sheraton Grand Hotel, Dubai and Marriott Bonvoy, brought people together through fun games and exciting rewards.



PROUD OF UAE- AFTER EVERY CHALLENGE, WE RISE STRONGER

Together, we signed as a symbol of our unity, gratitude, and pride in the nation we proudly call home.



SUMMER MARKET BRINGS THE COMMUNITY TOGETHER



The Summer Market at DAFZ brought together employees, local entrepreneurs, and small businesses for a vibrant day of shopping, networking, and community engagement.



FOOTBALL FEVER TAKES OVER DAFZ

The Football Arena at the DAFZ Food Hall brought everyone together to celebrate the spirit of football. With interactive challenges and fun activities, the activation created an exciting atmosphere filled with friendly competition, entertainment, and community engagement.





SKIP THE DRIVE. TRAIN HERE.

METROFITT DAFZ

DAFZ, Building 8W, Mezzanine Floor,
Al Twar, Dubai, U.A.E.

**EXCLUSIVE MEMBERSHIP
RATES FOR
DAFZ EMPLOYEES**

₹ 179/month

+ VAT | T&C Apply

₹ 1799/12 months

+ VAT | T&C Apply

**YOUR GYM IS CLOSER
THAN YOU THINK.**



PERSONAL
TRAINING



LES MILLS
ZUMBA

FREE GX CLASSES



100+ GYM
EQUIPMENT



FREE FITT
CLASSES



OPEN
7/24



SHOWER &
LOCKER ROOMS



FREE
WIFI



FREE 2-HOUR
PARKING

INTRODUCING CLASSIFIEDS ON THE DAFZ COMMUNITY APP!



We're excited to announce the launch of Classifieds, a new feature on the DAFZ Community App that makes it easier for members to buy and sell within the community.

Scan the QR code to download the App and start exploring Classifieds today.



Explore It!
Download The App Now



POWER HUB BY DAFZ

SIMPLIFY THE WAY YOU DO BUSINESS WITH POWER HUB

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



Join the Hub Today!
Visit powerhub.dafz.ae



HAYAK REWARDS PROGRAM — POWERED BY DAFZ —

A WORLD OF REWARDS TAILORED JUST FOR YOU



Download the app to unlock
exclusive offers and
enjoy a world of benefits.



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
-  Share your feedback or suggestions through the **DAFZ Community App**.

