

19th Arab-German *Business* Forum

Berlin – May 25th-27th, 2016

Partner Country: United Arab Emirates



Organizer:



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THE ARAB-GERMAN BUSINESS FORUM: MESSAGE BY THE FEDERAL MINISTER FOR ECONOMIC AF- FAIRS AND ENERGY

Message of Greeting

Germany and the Arab world countries can look back on many years of good partnership. Current trade relations are strong and, in 2015, our overall trade was worth over €50 billion.

Germany wants to continue to be a reliable partner at the Arab countries' side. The German-Arab Business Forum of the Ghorfa plays an important role in making this possible. The 19th Forum hosted by the Ghorfa Arab-German Chamber of Commerce and Industry serves to support an intensive level of exchange between the different players and decision-makers from business, government, science and academia.

For their part, German companies foster the good partnership by offering first-class products and comprehensive services; they also provide training and employment for young people locally, as well as offering the transfer of technological expertise. In these ways, they are able to meet the needs of their business partners

and contribute to the diversification of the Arab economy.

This year, I am delighted to welcome the United Arab Emirates as partner country of the Forum. This is a country that has undergone a unique transformation from a pre-industrial society to one that is embracing the latest technologies. The United Arab Emirates started to drive forward economic development in the country long before the decline in oil prices; the aim was to create a basis for developing a sustainable economy. I was able to see how dynamic the economy has become when I headed up a business delegation on a trip to Abu Dhabi last year.

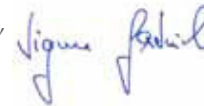
Today, partnership with the Arab world is more important for Germany than ever before. Especially in times of regional instability, Germany and the Arab world are faced with major joint challenges. A very prominent example of this is the refugee crisis, which is not restricted

to the Arab region, but also affects us here in Germany. This shows that there is a strong need for cooperation, including cooperation on social and security-related issues.

We set great store by acting on an equal footing with our partners. I therefore very much welcome the fact that Germany is increasingly attracting attention from Arab investors. I believe that there is major potential for cooperation between German and Arab companies and investors, particularly where small and medium-sized businesses are concerned. The Federal Ministry for Economic Affairs and Energy has a whole host of different foreign trade and investment instruments in place that help us support our good economic relations.

I wish the 19th Arab-German Business Forum every success and trust that you will have inspiring talks.

Sincerely yours,



H.E. Sigmar Gabriel, MdB,
*Federal Minister for
Economic Affairs and
Energy*

THE ARAB-GERMAN BUSINESS FORUM: MESSAGE BY THE GHORFA

Message of Greeting

For the 19th time, the Arab-German Business Forum unites participants from the Arab world, Germany and Europe for an event that is unique in the field of Arab-German business relations. Due to our top-class network, we have brought together high-ranking officials, guests of honour and speakers to make the Forum a special event on the agenda of every company in the realm of Arab-German business cooperation.

Each year, delegations from all Arab countries as well as businesspeople from Germany are eager to enlarge their networks and to strengthen current business partnerships. Besides networking, the Forum offers valuable insights into current topics and key sectors of Arab-German business rela-

tions. We are proud to offer an interesting and inspiring program.

This year's partner country of the conference is the United Arab Emirates. The UAE offers various possibilities for business and investment for foreign companies. This is especially true for the German economy, which has an excellent reputation in the UAE and the Arab world as a whole.

The Ghorfa Arab-German Chamber of Commerce and Industry appreciates the continuous support of all Arab and German partners. In particular, we would like to thank H.E. Sigmar Gabriel, the German Federal Minister for Economic Affairs and Energy, for assuming the patronage of the Forum.

Along with its cooperation partners – the General Union of Arab Chambers of Commerce, Industry and Agriculture and the Association of German Chambers of Commerce and Industry – the Ghorfa Arab-German Chamber of Commerce and Industry is delighted to welcome all attendees in Berlin. We wish you a pleasant and fruitful participation in the 19th Arab-German Business Forum.



Dr. Peter Ramsauer,
President
Federal Minister ret.



Abdulaziz Al-Mikhlaifi,
Secretary General

THE ARAB-GERMAN BUSINESS FORUM: MESSAGE BY THE GENERAL UNION OF ARAB CHAMBERS

Message by the General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries (GUCCIAAC)

Germany and the Arab countries have historically been enjoying excellent relations on all levels, whether political, economic, social or cultural. Over the past years, both partners have been witnessing remarkable growth in trade, investment and financial exchanges. Such a strategic economic partnership between Germany and the Arab region has been beneficial for their economies and people.

The Arab-German Business Forum represents the most convenient and effective platform that gathers annually the private sector of the Arab countries and Germany, for the purpose of exchanging information, investment, commercial and technological opportunities, accord-

ing to common interests and mutual benefits.

We have high hopes that this Forum shall reach a stage where specific and mutual investment projects will be discussed between Arab and German parties, knowing that the General Union of Arab Chambers spares no effort to strengthen the cooperation between the Arab countries and Germany.

While taking great steps to overcome the international financial and economic crisis, and witnessing a declining rate of unemployment, Germany is still a leading international exporter, with great and advanced industrial and technological capacities. It is a major partner in com-

merce and investment with the Arab countries.

The General Union of Arab Chambers together with its partner the Ghorfa Arab-German Chamber of Commerce and Industry invite and look forward to welcoming you to the 19th Arab-German Business Forum.



H.E. Nael Al-Kabariti,
President



Dr. Emad Shehab,
Secretary General

THE ARAB-GERMAN BUSINESS FORUM: MESSAGE BY THE ASSOCIATION OF GERMAN CHAM- BERS OF INDUSTRY AND COMMERCE

*Message by the Association of German
Chambers of Industry and Commerce (DIHK)*

Germany and the Arab world are connected by long-lasting and constantly deepening business ties. The growing importance of this partnership is underlined by the increase of the trade volume by 10 per cent within the last year.

This year's partner country, the United Arab Emirates, is one of the most liberal and promising economies in the Middle East. And its economy proved to be solid. Only last year German Exports to the United Arab Emirates increased by 28 per cent.

North Africa has yet partially regained stability since the beginning of the Arab Spring. German exports

increased by almost 16,8 per cent to Egypt in 2015. Tunisia – Arab spring's country of birth – is now on a good way with its new government and ambitious plans for reforming its economy.

Gulf countries aim for greater independence from oil and gas and therefore initialised large projects to modernise and diversify their national economies.

Especially in a demanding and quickly changing environment, professional support is of significant importance when entering new markets. The network of German Bilateral Chambers (AHK) and Delegations abroad

offers customized services that range from professional information and consulting on market entry to support in exhibitions and legal advice. Furthermore the AHKs contribute to promote the regional economies. AHK projects on vocational training in Tunisia and Egypt are widely considered as best practise.

The first and probably most important step to sustainable business relations are reliable personal contacts. The 19th Arab-German Business Forum offers a great opportunity to meet interesting people and explore business opportunities. Therefore I wish all of us fruitful conversations!



*Dr. Volker Treier,
Deputy Chief Executive
Officer*

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

Wednesday, May 25th, 2016

18.00 h **Reception**
*at The Palmenhof-Silbersaal
Bellevuestraße 1, 10785 Berlin*

Thursday, May 26th, 2016

08.00 h **Registration**
*at The Ritz-Carlton Hotel
Potsdamer Platz 3, 10785 Berlin*

09.30 h **Opening Ceremony**

Moderation:
Stefanie Suren
Journalist, Deutsche Welle, Germany

Welcoming:
Abdulaziz Al-Mikhlaifi
*Secretary General of the Ghorfa Arab-German
Chamber of Commerce and Industry, Germany*

Julia Arnold
*Divisional Manager International Markets,
Association of German Chambers of Commerce
and Industry (DIHK), Germany*

Speakers:
H.E. Dr. Peter Ramsauer
*Federal Minister ret., President of the Ghorfa
Arab-German Chamber of Commerce and
Industry, Germany*

H.E. Nael Al-Kabariti
*President, General Union of Chambers of Commerce,
Industry and Agriculture for Arab Countries*

H.E. Abdulrahman Mohammed Sulaiman Al Khulaifi
*Ambassador of the State of Qatar & Dean of the Arab
Diplomatic Corps, Germany*

H.E. Matthias Machnig
*State Secretary, Federal Ministry for Economic Affairs
and Energy, Germany*

Keynote:
H.E. Sultan bin Saeed Al Mansouri
*Minister of Economy of the United Arab Emirates,
UAE*

10.30 h **Networking Break**

11.00 h **Session 1**
*Logistics and Mobility: What is the Vision and where
are the Limits?*

Moderation:
Dietmar Siersdorfer
*Chief Executive Officer, Siemens Middle East Limited/
LLC, UAE*

Speakers:
Dr. Adnan Abu-Dayya
*Chief Executive Officer, Qatar Mobility Innovation
Center, Qatar*
*"Internet of Things - Enabling Intelligent Mobility
and Smart Logistics"*

Hugo Spowers
Founder and Architect, Riversimple, UK
"The automotive industry - a sector ripe for change"

	<p><i>Oliver Oehms</i> <i>Delegate of German Industry and Commerce for Saudi Arabia, Bahrain and Yemen, German-Saudi Arabian Liaison Office for Economic Affairs, Saudi Arabia</i> <i>“Saudi Arabia: Vision 2030 Builds Upon Advanced Logistics”</i></p>		
	<p><i>Uwe Stupperich</i> <i>Managing Director, M.G. International Transports GmbH, Germany</i></p>		
	<p><i>Ghassan Kherfan</i> <i>First Vice Chairman, Amman Chamber of Commerce, Jordan</i></p>	12.30 h	
11.00 h	<p>Session 2 <i>Financial Services: New Opportunities in Changing Markets?</i></p> <p>Moderation: <i>Ralph Nitzgen</i> <i>Coordinator Developing Markets / Corporates & Markets / Corporate Finance, Commerzbank AG, Germany</i></p> <p>Speakers: <i>Jan von Allwörden</i> <i>Head of Department Underwriting, Euler Hermes Aktiengesellschaft, Germany</i> <i>“Hermes Cover for export financing to the Arab world”</i></p> <p><i>Reda El Merini</i> <i>Director of Economic Affairs, General Secretariat of the Arab Maghreb Union, Morocco</i> <i>“The financial sector in the Maghreb region: a fast growing one “</i></p> <p><i>Souad Benkredda</i> <i>Managing Director, Deutsche Bank AG, UK</i></p>	14.00 h	<p>Networking Lunch</p> <p>Session 3 <i>Industrialization: Regional Strategies Cross-Examined - and what Germany has to add</i></p> <p>Moderation: <i>Dr. Houssein Jemili</i> <i>Partner, Roland Berger Middle East, UAE</i></p> <p>Speakers: <i>Dr. Jürgen Friedrich</i> <i>Chief Executive Officer, Germany Trade and Invest, Germany</i> <i>“Germany: Partner for diversification and industrialization”</i></p> <p><i>Ali Vezvaei</i> <i>President, Linde AG Engineering, UAE</i> <i>“Low carbon and low growth industry; can German technology make a difference?”</i></p> <p><i>Dr. Abdulaziz Istaitieh</i> <i>Economic Advisor, TEC – Dubai Government, UAE</i> <i>“Highlights of Dubai Industrial Strategy”</i></p>

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

	<i>Hussain Al Mahmoudi</i> Chief Executive Officer, American University of Sharjah Enterprise (AUS Enterprise), UAE "Government of Sharjah Case Study on: Approach to Industrial Modernization through Academic-Industrial Coalition"		<i>Selim Eddé</i> Global Lead Labor Markets Digitization, SAP SE, UAE "Digitization - A "game-changer" in sports"
	<i>Boris van Thiel</i> Chief Executive Officer, thyssenkrupp Industrial Solutions MENA, Qatar "engineering. tomorrow. together. – Making visions come true through networks of excellence"		<i>Mohammed Al Mohammadi</i> General Manager, Run in Sports, Saudi Arabia
			<i>Abdulhakeem Altuwaijri</i> Founder & Chief Executive Officer, Sport Future, Saudi Arabia "Sport Future Development and Potential "
14.00 h	Session 4 Sports Industry - Motor of Development: Potential or Mature Market?	15.30 h	Networking Break
	Moderation: <i>Joachim Schares</i> Member of the Management Board and Partner, AS&P - Albert Speer & Partner GmbH, Germany	16.00 h	Session 5 Free Zones: Gateways for Business and Investment
	Speakers: <i>Marcus Höfl</i> Managing Director, Camp Beckenbauer, Austria "The Future of Sports"		Moderation: <i>Dr. Peter Göpfrich</i> Board Member and Senior Advisor Legal Affairs & Industrial Relations, Terra Sola, Egypt
	<i>Dr. Markus J. Neumann</i> Executive Director International, Bioscientia GmbH, Germany "Big Data and Sports"		Speakers: <i>Krysta Fox</i> Executive Director Free Zone, DMCC – Dubai Multi Commodities Centre, UAE "Free Zone Selection – A Framework for Evaluating the Best on Offer"
	<i>Markus Wischy Hernandez</i> Major Projects Developer, Siemens plc, UK "Sport venues as a driver for city developments"		<i>Hans Henrik Christensen</i> Director DTEC & SOF, Dubai Technology Entrepreneurship Center / Dubai Silicon Oasis Authority, UAE "What you can expect from a fully integrated free zone: Example DSOA"

Eugenio Bettella

Partner, Rödl & Partner, Italy

“Free Zones: advantages and disadvantage of a growing business model”

Saleh Al Hasni

Representative, Duqm Free Zone Area, Oman

“Duqm Prospects & Opportunities”

Maria Al Zahrani

Head of Investor Relations, Emaar The Economic City, Saudi Arabia

Ahmed Baghoum

Director Masdar Free Zone, Masdar – Abu Dhabi Future Energy Company, UAE

“Masdar City’s Free Zone: A Catalyst for Investment and Innovation”

Nicolas Bremer

Partner, Alexander & Partner Rechtsanwälte, Germany

“Location Analysis for Set-Up in and Operation through a Free-Zone Entity”

16.00 h

Session 6

Infrastructure Megaprojects: Rails and Ports

Moderation:

Dr. José Campos Nave

Managing Partner, Rödl & Partner, Germany

Keynote:

Dieter Michell-Auli

Member of the Board International Market, DB Engineering and Consulting, Germany

“Railways for the world of tomorrow - Expansion in Middle East and Added Value from Deutsche Bahn”

Speakers:

Uwe Hörmann

Partner, Roland Berger GmbH, Germany

“Make it happen: Infrastructure projects in times of limited budgets”

Helmut Scholze

Partner, Roland Berger Middle East, UAE

Elsadiq Alfatih Hamour

Director of Business Development, Qatar Financial Center Authority, Qatar

“Doing Business in Qatar”

Imad Al Abdulqader

General Manager for Investors Attraction, Saudi

Arabian General Investment Authority, Saudi Arabia

Faris Nasser Mohammed Al Farsi

Economic Expert, Ithraa, Oman

“Invest in Oman”

19.30 h

Reception & Gala Dinner

at The Ritz-Carlton Hotel

Potsdamer Platz 3, 10785 Berlin

Friday, May 27th, 2016

09.00 h

Session 7

Women Entrepreneurs - Leading Innovation: Thoughts and Examples

Moderation:

Dr. Gabi Kratochwil

Managing Director, CrossCultures, Germany

Speakers:

Maximiliana Pangerl

Chief Executive Officer, Muehldorfer GmbH & Co. KG, Germany

Sara Al Madani

Board Member, Sharjah Chamber of Commerce & Industry, UAE

THE ARAB-GERMAN BUSINESS FORUM: PROGRAM

	<i>Lina K. Almaeena</i> Chief Executive Officer, Jeddah United Sports Company (JUSC), Saudi Arabia		<i>Krysta Fox</i> Executive Director Free Zone, DMCC – Dubai Multi Commodities Centre, UAE
	<i>Daniah Aloufi</i> HR Supervisor, DB International Branch Jeddah, Saudi Arabia		<i>Ahmed Baghoum</i> Director Masdar Free Zone, Masdar – Abu Dhabi Future Energy Company, UAE “Masdar City – Pioneering Solutions for a Sustainable Future”
	<i>Miriam Lakebrink</i> Chief Executive Officer, German Arabian Business Center / German Arabian Advisory GmbH, UAE	10.30 h	Networking Break
09.00 h	Session 8 <i>Invest in the UAE: Catalyst for Sustainable Development</i>	11.00 h	Session 9 <i>Construction and Housing: Overview of Challenges and Opportunities in the current Context</i>
	Moderation: <i>Felix Neugart</i> Chief Executive Officer, German Emirati Joint Council for Industry and Commerce (AHK), UAE		Moderation: <i>Olaf Hoffmann</i> Vice President, Ghorfa Arab-German Chamber of Commerce and Industry and Chief Executive Officer & President, Dorsch Holding GmbH, Germany
	Speakers <i>Mohammed Ahmed Al Hamri</i> Vice President Corporate Sales, Dubai Silicon Oasis Authority, UAE		Speakers: <i>Khawla Al Hashimi</i> Design Manager, Sharjah Investment and Development Authority, UAE
	<i>Hans Henrik Christensen</i> Director DTEC & SOF, Dubai Technology Entrepreneurship Center / Dubai Silicon Oasis Authority, UAE “Doing business in Dubai as a startup: connecting to the startup ecosystem”		<i>Said Hanafi</i> Vice Chairman, Orascom Housing Communities, Egypt “Affordable Housing in Egypt: Challenges and Opportunities”
	<i>Mohamed Al Musharrakh</i> Deputy Director, Sharjah Foreign Direct Investment Office / Sharjah Investment and Development Authority, UAE		<i>Dr. Thomas Ertel</i> Managing Director, bw-engineers GmbH, Germany “Recent Experiences in Facility Management and Design of Infrastructure Projects in Saudi-Arabia”
			<i>Hayssam El Masri</i> President, Sharjah Oasis Real Estate, UAE

11.00 h **Session 10**
Start-ups & SMEs: Case Studies of Success Stories in the Euro-Arab Context

Moderation:
Christian Wiesenhütter
 Deputy Chief Executive Officer, Chamber of Commerce and Industry of Berlin (IHK), Germany

Speakers:
Selim Eddé
 Global Lead Labor Markets Digitization, SAP SE, UAE
 “SME digitization - Shaping the Future of Work”

Mohamed Ali Hilal
 Head of the Trade / Board Member, Chamber of Commerce and Industry (SCCI), UAE

Philipp Eckhoff
 Managing Partner, morean - digital realities, Germany
 “morean – a German-Arab success story within the Berlin start-up society”

Dr. Abdelgadir Warsama Ghalib
 Senior Legal Advisor / Professor of Law, BBK, Bahrain

Detlef Daues
 Chief Executive Officer, V-Line Europe GmbH, Germany
 “Success Story of V-LINE, a German SME adding value in the Middle East since 1979”

13.00 h **Perspectives of Arab-German Business Relations**
Political and Economic Outlook and Public Perceptions

Moderation:
Dr. Florian Amereller
 Partner, Amereller Legal Consultants FZE, Germany

Speakers:
H.E. Dr. Joachim Pfeiffer, MdB
 Member of Parliament, Speaker for economy and energy of the CDU/CSU-faction, Germany

H.E. Dr. Awwad Al Awwad
 Ambassador of the Kingdom of Saudi Arabia, Germany

H.E. Dieter W. Haller
 Director General for Economic Affairs and Sustainable Development, Federal Foreign Office, Germany

Olaf Hoffmann
 Vice President, Ghorfa Arab-German Chamber of Commerce and Industry and CEO & President, Dorsch Holding GmbH, Germany

Dr. Michael Inacker
 Chief Executive Officer, WMP EuroCom AG, Germany

Paul-Anton Krueger
 Middle East Correspondent, Süddeutsche Zeitung, Egypt

14.00 h **Networking Lunch**

BMW:

FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND ENERGY



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Portrait

The central priority of economic policy - and therefore of the Federal Ministry for Economic Affairs and Energy - is to lay the foundations for economic prosperity in Germany and to ensure that this prosperity is spread broadly throughout the population. This overarching priority gives rise to specific objectives that serve as guideposts for the formulation of economic policy.

These objectives include:

- developing opportunities to ensure sustained economic growth and competitiveness with other economies
- ensuring a high level of employment
- strengthening small and medium-sized enterprises (SMEs)

- promoting new technologies and innovation to maintain economic competitiveness
- linking economic and ecological goals
- expanding the worldwide division of labour and a free system of world trade
- ensuring a secure energy supply at appropriate prices

Germany's overall economic policy is grounded in the principles of the social market economy, and this approach has proven to be effective, particularly during difficult phases of economic cycles. It is especially important for a forward-looking economic policy to ensure sustained conditions for greater employment in Germany.

External Economic Policy

Global trade and international investment are among the most important prerequisites for growth, employment and prosperity in Germany. The economic relations between Germany and the countries of the MENA region (Middle East North Africa) are becoming increasingly important. The Federal Ministry for Economic Affairs and Energy supports German companies that are doing business with the region through its external economic policy.

UAE MOE: UNITED ARAB EMIRATES MINISTRY OF ECONOMY

Portrait

The UAE Ministry of Economy was established in accordance with Federal Law No (1) of 1972. The Ministry set out an ambitious growth vision aiming to achieve an internationally competitive and diversified economy driven by efficient and knowledgeable UAE nationals. This vision is aligned to the goals outlined in the UAE Vision 2021.

His Excellency Sultan Bin Saeed Al Mansouri assumed office as the UAE Minister of Economy in 2008 and continued to steer the Ministry's progressive mandate under the leadership of the President, His Highness Sheikh Khalifa Bin Zayed Al Nahyan, to facilitate an enabling business landscape and formulate business-friendly policies that would consolidate the UAE's reputation as a regional and global business hub.

Listed below are the most significant responsibilities and job functions of the Ministry of Economy:

- Enactment of enabling financial legislations and updating of such legislations periodically to encourage as well as regulate the economic business environment.
- Development of national industries and exports.
- Regulating the Small and Medium Enterprises (SMEs) sector and encouraging entrepreneurship.
- Protection of consumer rights and intellectual property rights.
- Diversification of business activities in compliance with international creative and excellence standards and knowledge economies to contribute to the country's balanced and sustainable growth.
- Overseeing the general policy of consumer protection across the UAE.
- Coordinating economic, commercial and industrial plans and programs among the different emirates of the UAE.
- Consistent follow up of international economic developments and their impact on the national economy.
- Following up and boosting economic, commercial and industrial relations with different countries and economic groups around the world.
- Encouraging national exports and facilitating the access of the UAE's exports to new markets through eliminating the obstacles that hinder growth.



UAE MOE

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GHORFA: ARAB-GERMAN CHAMBER OF COMMERCE AND INDUSTRY



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Portrait

The Arab world has become one of the most dynamic business regions of the world. Encouraging moves are being made to liberalize economies and to provide a basis for long-term and sustainable growth across the region. German companies are welcome in the Arab countries to participate in the economic growth. They are appreciated for their reliability and their quality of products and services as well as for their cooperation with local companies.

Building on the principles of mutual benefit and understanding, the Arab countries and Germany can gain

great advantage from increased co-operation in technology and science as well as from wider economic and social development. In particular, Germany's small and medium sized companies have a great potential for export and investment.

The Ghorfa Arab-German Chamber of Commerce and Industry has promoted sustainable business relations between Germany and the Arab world for 40 years. We offer our members and the wider Arab and German business community a comprehensive range of services to assist them in finding valuable partners for

strengthening and expanding their business. The main focal points of our chamber are information, consulting and networking. We provide our members with a quick access to industrial and political decision-makers in Germany and the Arab countries as well as with direct, reliable and efficient personal networks of short distances.

We invite you to become part of the high-level network for professionals and business leaders of the Arab-German business community.

GUCCIAAC: GENERAL UNION OF CHAMBERS OF COMMERCE, INDUSTRY AND AGRICULTURE FOR ARAB COUNTRIES

Portrait

The General Union of Arab Chambers of Commerce, Industry and Agriculture for Arab Countries (GUCCIAAC) was founded on December 16, 1951 and assigned Beirut to be its headquarters.

GUCCIAAC became the first Arab economic organization operating on a non-governmental level to develop cooperation and economic integration among the Arab countries. The Union has been playing over the past years a major role in enhancing cooperation among the Arab Countries on both commercial and investment levels.

The Union was the first to bring forward the idea of founding the Arab Common Market and to lay down its general principles that should be ex-

ecuted in an effort to achieve full economic unity among Arab Countries.

The vision of GUCCIAAC is to be the true representative of the Arab private sector in the trade, investment, and economic fields with the aim of developing the status of this sector and its role in the process of development, growth and integration of the Arab economy.

The GUCCIAAC includes in its members the chambers and unions of chambers of 22 Arab Countries. Besides it embraces the Arab-Foreign Joint Chambers abroad. Over the years the Union developed a wide range of activities including the organization of conferences and seminars, either solely or with the

cooperation of others, besides issuing economic bulletins, studies and books, and a monthly magazine.

The Union has a very strategic relationship with the League of Arab States and its specialized organizations led by its Economic and Social Council (ESC).

The Union has strategic relationship and corporation with some leading UN organizations such as ESCWA and UNIDO, besides the International Labor Organization, International Chamber of Commerce (ICC), International Monetary Fund (IMF), World Bank Group (WBG), and World Trade Organization (WTO), and others.



GUCCIAAC

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DIHK: ASSOCIATION OF GERMAN CHAMBERS OF INDUSTRY AND COMMERCE



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Portrait

The Association of German Chambers of Industry and Commerce (DIHK) is the central organisation for 79 Chambers of Industry and Commerce in Germany. All German companies registered in Germany, with the exception of handicraft businesses, the free professions and farms, are required by law to join a Chamber of Industry and Commerce.

Thus, DIHK speaks for more than 3.5 million entrepreneurs. They include not only big companies but also re-

tailers and innkeepers. This gives the association considerable political influence. It does represent all commercial enterprises in Germany, not any specific corporate group.

Furthermore, DIHK has the special task of coordinating the worldwide German Chamber Network (AHKs). At 130 locations in 90 countries around the world, the members of the German Chamber Network (AHKs) offer their experience, connections and services to German and foreign

companies. AHKs are located in all countries which are of special interest for German companies.

Opportunities for investment in Dubai Silicon Oasis Technology park

Located in the Fastest Growing Economy,
“the **MENA region**”

Dubai Silicon Oasis a 100 % Government owned free zone provides opportunities, incentives , and facilities for international firms to establish a base at Silicon Oasis Technology Park.

A 7.2 million sqm of urban master plan enjoy a state of art utility infrastructure featuring advanced telecommunication, power and road network.

PREMIUM SPONSOR: DUBAI SILICON OASIS

*Dubai Silicon Oasis,
An Integrated Free Zone Technology Park*

DSO is an integrated free zone technology park, wholly owned by the Government of Dubai. DSO was established following Law no 16 of 2005 of the Government of Dubai, with the Mission to “facilitate and promote modern technology based industries”; thus supporting the region’s demand for business expansion. Companies operating within DSO can benefit from a full package of free zone incentives and benefits in addition to its integrated community that provides both a living and working environment.

DSO’s urban master-planned community spans 7.2 million SQM and has been carefully divided into 5 main pillars based on industrial, commercial, education, living & residences, and public facilities. The technology park enjoys state-of-art utility infrastructure featuring advanced telecommunications, electricity, and road networks as well as a plethora of ad-

vantages including: in-house business services, and strong business support such as technology investment incentives for large enterprises, entrepreneurial support, an incubation centre, and venture capital funding.

As of December 2015, Dubai Silicon Oasis Authority - the regulatory body for DSO – registered outstanding results including 16% growth in recurring revenue and an increase in the number of companies operating out of DSO – up from 1391 in 2014 to 1920 in 2015 - marking a 38% increase. Nearly 78% of the companies operating at DSO specialize in Technology, while the remaining 22% operate across a range of sectors including commerce and services. The breakdown of these companies by country shows that 32 per cent of them are European, 24 per cent are Asian, 22 per cent are from the Middle East and North Africa (MENA) region, 10 per cent from Africa, 11 per cent are from

North, and South America, while one per cent originate from Australia and New Zealand. Moreover; DSOA attracted total investments amounted to AED3.6 billion in 2015. Projects carried out by DSOA comprised half of all investments, while foreign investments at the hi-tech park contributed to the remaining half.

DSOA is also considered as the leading free zone in the region that offers start-ups the right environment to transform their innovative ideas into real businesses. Through its wholly owned 3,600 SQM Dubai Technology Entrepreneur Centre (Dtec) - the largest centre of its kind in the Middle East - DSOA has successfully attracted 430 start-up companies from 59 countries in technology, digital Islamic economy, and Arabic content.

To learn more about DSOA, please visit www.dsoa.ae.



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- Accessible with two metro stations within the community
- In-house visa and all government related services
- Regular networking opportunities through DMCC industry events, sector specific clubs and informative workshops
- Training on the latest developments in trade regulation and compliance standards

PREMIUM SPONSOR: DMCC IN COLLABORATION WITH GERMAN ARABIAN ADVISORY GMBH

*GERMAN ARABIAN ADVISORY,
It's never been easier to set up a fully
licensed company within DMCC*

German Arabian Advisory GmbH, with offices in Düsseldorf Airport City, recently signed an MoU with the Dubai Multi Commodities Centre to strengthen DMCC's presence in the European business environment by making it more accessible to European clients.

German Arabian Advisory (GAA) provides an easy, hassle-free way for enterprises and entrepreneurs from anywhere in Europe to set up a business in Dubai. Just two-minute's walk from Düsseldorf Airport, GAA is strategically situated for the convenience of clients flying in. GAA is also happy to provide personal assistance for clients who wish to sign the registration documents at their respective location.

DMCC is the authority on trade, enterprise and commodities in Dubai — home to over 12,000 of the world's

leading businesses of today, and tomorrow. The most successful markets create conditions that enable producers, traders and consumers to thrive. As a Dubai Government Authority, DMCC is committed to developing these ideal conditions. Apart from the Free Zone, its formidable track record in trade facilitation includes commodities exchanges, legal and regulatory frameworks and real estate offerings. The DMCC Free Zone, hailed as the Global Free Zone of the Year by the Financial Times fDi magazine, offers businesses 100 percent ownership and has integrated, technology-driven platforms that allow members to register and license a company completely online.

GERMAN ARABIAN BUSINESS CENTRE

Located in the prestigious SWISS TOWER at the heart of the Free Zone, with stunning views of the Golf Club and Emirates Hills, the Business Centre offers companies the ultimate office solutions and start-up packages. Facilities include tasteful fully-equipped ready-to-use offices (150–500sq.ft) with conference rooms, interview rooms, etc. available for rental on a yearly or monthly basis.

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SHARJAH INVESTMENT AND
DEVELOPMENT AUTHORITY

SHARJAH INVESTMENT AND DEVELOPMENT AUTHORITY (SHUROOQ)

The Sharjah Investment and Development Authority (Shurooq), is the driving force behind the transformation of Sharjah. Guided by the heritage and traditions of Sharjah and inspired by innovation, Shurooq is committed to enhancing the Emirate's appeal as an investment, tourism, and business destination.

Shurooq's aim is to achieve social, cultural, environmental and economic development on the basis of Sharjah's distinct Arab and Islamic identity, to create new investment opportunities within the Emirate, and to encourage investment by adopting the best standards in providing world-class services to attract investors.

The Authority's key mission is to evaluate and follow up on tourism-related infrastructure projects in Sharjah, and to overcome obstacles therein. It endeavours to provide all possible facilities and incentives to help attract more investors to the Emirate. In recognition of its overall accomplishments, Shurooq has been recognised as FDI Agency of the Year in the MENA region in both 2013 and 2014.



INVEST IN SHARJAH



TRAVEL & LEISURE

Vibrant culture and award-winning destinations continue to drive growth.



TRANSPORT & LOGISTICS

Sharjah's strategic location and low labour costs make it ideal for shipping and air travel.



HEALTHCARE

A growing population and a need for quality medical services ensure high demand.



ENVIRONMENT

The country's strong focus on a green economy will drive this sector for years to come.

IMPRINT:

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