

DUBAI CHAMBER ANNUAL REPORT 2012

غرفة دبي
DUBAI CHAMBER







DUBAI CHAMBER
ANNUAL REPORT
2012

Our mission

**REPRESENT,
SUPPORT AND PROTECT**
THE INTERESTS
OF THE BUSINESS
COMMUNITY IN
DUBAI

Strategic objectives

- **CREATE A FAVOURABLE
BUSINESS ENVIRONMENT**
- PROMOTE DUBAI AS
AN INTERNATIONAL
BUSINESS HUB
- **SUPPORT THE
DEVELOPMENT OF
BUSINESS**



**DUBAI, BACKED BY ITS ASTUTE
GOVERNMENT POLICIES, WORLD-
CLASS INFRASTRUCTURE AND
FINANCIAL SERVICES AS WELL AS
BUSINESS-FRIENDLY LAWS,
CONTINUES TO OFFER A SOLID
PLATFORM FOR INTERNATIONAL
INVESTORS TO DO BUSINESS HERE**

1. Contents



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**THE YEAR 2012 DELIVERED
EXCELLENT RESULTS. THE LATEST
ECONOMIC DEVELOPMENTS AND
TRADING TRENDS PRESENT NEW
OPPORTUNITIES**

2. Board Members

BOARD MEMBERS

Abdul Rahman Saif Al Ghurair **Chairman**

Majed Hamad R. Al Shamsi **1st Vice Chairman**

Hisham Abdullah Al Shirawi **2nd Vice Chairman**

Abdul Jalil Yousuf Darwish **Treasurer**

Helal Saeed Al Marri **Vice Treasurer**

Rashid Humaid Ali Al Mazroei **Member of the Executive Committee**

Raja Easa Al Gurg **Member of the Executive Committee**

H.E. Obaid Humaid Al Tayer **Member of the Board**

Abdul Hamied Ahmad Seddiqi **Member of the Board**

Abdulla Saeed Juma Al Naboodah **Member of the Board**

Dr Ahmed Saif Belhasa **Member of the Board**

Ali Abdullah Al Shafar **Member of the Board**

Amna Kalfan Al Jallaf **Member of the Board**

Buti Saeed Mohammad Al Ghandi **Member of the Board**

Ebrahim Ahmed Abdulnabi Al Abbas **Member of the Board**

Essa Abdullah Al Ghurair **Member of the Board**

Faisal Juma Kalfan Belhoul **Member of the Board**

Faiza Alsayed M.Y.Al Hashemi **Member of the Board**

Hani Rashid Bin Rashid Al Yateem **Member of the Board**

Khalid Juma Al Majid **Member of the Board**

Omar Abdullah Al Futtaim **Member of the Board**

Shehab M. Gargash **Member of the Board**

Sofia Abdulla Saleh **Member of the Board**

Yahiya Saeed Bin Ahmed Lootah **Member of the Board**





DUBAI IS A GATEWAY INTO AND OUT OF HIGH-RETURN EMERGING MARKETS IN THE MIDDLE EAST, ASIA AND AFRICA AND AS A BASE ITSELF OFFERS NUMEROUS OPPORTUNITIES FOR FOREIGN DIRECT INVESTMENT

3. Chairman's Message



ABDUL RAHMAN SAIF AL GHURAIR
Chairman
Dubai Chamber of Commerce & Industry

IF I HAD to describe Dubai's 2012 in one word it would be focus. Over the past 12 months the emirate has concentrated on what it does best and focused its efforts to get the most out of its main economy drivers – trade and tourism.

Looking around the world, the global economy is still struggling. The financial crisis cut deeper than most people anticipated, yet through all the economic turmoil Dubai has retained its position as the Middle East's most forward thinking business hub.

One thing that has come out of the crisis is the realisation that we need to actively seek alternatives to enable growth. Whether this means making new clients, forming new business partnerships, or investing in new assets, it is only through a focused and well-planned approach that results will be realised.

With this principle in mind, Dubai Chamber of Commerce & Industry will continue to lead its strategy through 2013. We will continue to reach out into new markets to build our global network and help our members offer their expertise abroad. At the same time we will continue to provide our quality services to members at home.

Overall, we have a confident outlook for 2013; consumer expectations are high and Dubai's business community is growing. The city is a gateway into and out of high-return emerging markets in the Middle East, Asia and Africa and as a base itself offers numerous opportunities for foreign direct investment.

As such, we anticipate seeing the private sector continue to expand and strengthen as companies look for sound investment.

Dubai Chamber will be working behind the scenes to ensure the private sector continues to be fully supported, protected and represented and this will not falter throughout the year ahead and beyond.





**LOOKING AHEAD TO 2013 OUR
FOCUS WILL CONTINUE TO BE TO
ENHANCE BILATERAL RELATIONS
WITH KEY EMERGING
MARKETS IN ASIA, AFRICA AND
LATIN AMERICA**

4. Director General's Message



HAMAD BUAMIM
Director General
Dubai Chamber of Commerce & Industry

2012 WAS AN important year for Dubai Chamber of Commerce & Industry as we took our first step towards becoming a truly multinational organisation. In November we opened our very first overseas representative office in Azerbaijan in order to build stronger business ties with this part of the world.

Central Asia and the Caucasus region together have the potential to become a major destination for Dubai business and investment. Between 2010 and 2011 alone Dubai's non-oil trade with Azerbaijan almost doubled and we predict this will continue, especially as we begin to facilitate two-way investment through our new presence on the ground.

At the same time, we're looking at Africa with the same respect and have chosen Ethiopia as the location for our second office to provide a gateway to the potentially lucrative markets of east Africa and beyond.

As well as participating in 62 events, in 41 countries in 28 cities in 2012, Dubai Chamber welcomed several high profile delegations to the emirates during 2012, including visits from the Prime Ministers of Italy, Poland and Latvia, and the President of Turkey.

Our other achievements include the announcement of the winners of the 6th cycle of the Mohammed bin Rashid Al Maktoum Business Award, the most prestigious business award in the UAE and one of the most prominent in the GCC. Once again this award continues to attract the best UAE talent and rewards excellence in the private sector.

Looking ahead to 2013 our focus will continue to be to enhance bilateral relations with key emerging markets in Asia, Africa and Latin America. At the same time we will be looking to promote Dubai Chamber services in major world cities to better engage with key players and enhance the emirate's private sector.

Meanwhile, our initiatives, the Centre for Responsible Business, Dubai International Arbitration Centre, Dubai Business Women Council and University of Dubai, will continue to support and enhance the business climate in Dubai.

As always, Dubai Chamber will continue to play its role as facilitator, supporter and protector of Dubai's business community with vigour and we look forward to an equally prosperous 2013.





5. Dubai in 2012

DUBAI: AN ECONOMIC MODEL TO EMULATE

The emirate surges ahead in all sectors that drive international trade and commerce

DUBAI'S ECONOMIC PERFORMANCE WAS DUE TO STRONG RESULTS FROM THE TOURISM SECTOR ON THE BACK OF HIGH HOTEL OCCUPANCY RATES AS WELL AS INCREASED TRADE, RETAIL AND TRANSPORT FIGURES

THE HARDEST trials encourage the cream to rise to the top. Few countries have proved this adage more than the UAE had in 2012, and much of its success – this includes top 10 rankings on various global business indexes – was based on the vibrant commercial atmosphere of Dubai.

The UAE rose three positions in the World Bank's latest Ease of Doing Business Report 2013, moving up from 29th to 26th globally. Dubai, especially, is the base from where a growing number of companies want to operate. The total membership of the Dubai Chamber of Commerce and Industry went up more than 9% in 2012 from the previous year, increasing from 128,000 to 140,000.

The Oxford Business Group Economic Update 2012 reaffirmed the emirate's upswing, with a number of key sectors posting high growth over the past 12 months. The report cited Dubai Statistics Centre data, issued at the end of November 2012, on the economy's performance for the first half of the year, showing that GDP was up by 4.1% to AED 161.6 billion (\$44 billion). "Much of this expansion was due to strong results from the tourism sector, which posted 13% growth in 2012 on the back of hotel occupancy rates topping 80%, as well as increased trade, retail and transport figures," said the report.

According to the third quarterly survey of 2012 conducted by the Dubai Department of Economic Development (DED), businesses in Dubai would close the year on a high note. The composite Business Confidence Index in Dubai rose to more than 122 points during Q3 2012, an increase of over 15% on Q2 2012 and 6.5% on Q3 2011.

Nearly 68% of the businesses predicted stronger results during Q4 2012, while 22% expected stable outcomes. Expectations were the highest among manufacturing firms.

About 45% of 520 companies surveyed saw no notable business challenge, which was an improvement in the perception of Dubai's business environment. Dubai is indeed in full swing with the overall business sentiment showing that the sectors key to the emirate's economy are set to continuously perform remarkably well and fuel growth.

One key element in Dubai's story is that while it is an attractive destination for multinational firms, the emirate has not neglected small and medium enterprises (SMEs). It has focused on helping SMEs build up their export capabilities, which has helped push up overall export volumes. The higher business optimism was reinforced by Dubai's gross domestic product. Dubai would, by the end of the year, register a GDP growth of 4.5%, according to Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Fiscal Committee. The emirate's GDP grew by around 2.5% in 2010 and more than 3% in 2011.

TRADE

In 2012, Dubai's non-oil foreign trade hit a record AED 1.235 trillion (\$336.2 billion), a 13% increase from the same period in 2011 with AED 1.089 trillion. Dubai's imports grew by 12%, up



DUBAI IS INDEED IN FULL SWING WITH THE OVERALL BUSINESS SENTIMENT SHOWING THAT THE SECTORS KEY TO THE EMIRATE'S ECONOMY ARE SET TO CONTINUOUSLY PERFORM REMARKABLY WELL

to AED 737 billion, and the value of exports reached AED 163 billion with a 47% increase while re-exports hit AED 334 billion, up 5%.

Unwrought, worked and semi-manufactured gold topped the list of Dubai's imports during 2012, followed by telecom equipment, and then diamonds. Gold was also ranked as the top exported product from Dubai during this period, followed by raw aluminium and then petroleum oils. As regards to re-exports telephones came in the first place, followed by diamonds, jewellery and precious metals. For 2012, the Dubai Gold and Commodity Exchange volumes rose 137% to more than 9.6 million contracts, driven by surges in gold and Indian rupee futures trading.

Dubai Multi-Commodities Centre (DMCC), the licensing authority for the Jumeirah Lakes Towers (JLT) Free Zone, registered a 60% year-on-year growth in new companies during H1 2012. In the first six months of the year, DMCC registered 975 new companies, bringing the total number of businesses operating in the JLT Free Zone to over 4,600.

TOURISM, HOSPITALITY & EVENTS

Official figures show that Dubai saw an increase in tourist arrivals in 2012, a boon for the hotel industry, which is not only in profits but is also adding rooms to cater to the growing demand.

More than 10 million tourists arrived in Dubai in 2012, which led to a 9.3% year-on-year rise in the number of guests staying in hotels in the emirate this year. The hotels in Dubai also registered an 18% increase in revenues, which jumped to AED 18.8 billion. The number of room nights spent by tourists at the hotels also increased 14% year-on-year, with guests spending 37.4 million nights in Dubai's hotels and hotel apartments cumulatively.

In figures released at the end of Q3 2012 by TRI Hospitality Consulting, hotels in Dubai are expected to see 80% occupancy, \$228 (AED 838.5) in RevPAR (revenue per available room) and \$285 in average daily rate for 2012.

While the leisure market remains the dominant sector, contributing over 40% of the total room nights, business demand is also increasing due to the improvement in business sentiment in the region. Dubai has also become the preferred Meetings, Incentives, Conferences and Exhibition (MICE) destination in the region, hosting large international and regional events, including Arab Health, World Economic Forum and Dubai Airshow. These events saw significant visitor increase in 2012, attracting more than 80,000 attendees.

REAL ESTATE

One of the supporting sectors of commerce in Dubai, the real estate market has been recovering in line with the general economic upswing, according to a Citibank report. The bank emphasised that Dubai's economic rebound and improved investor sentiment has breathed life into the real estate market in recent months with the volume and value of real estate transactions booming since the beginning of the year.

Quoting data from property consultants Cluttons, the bank said that prices of mid-range property (apartments and villas) had gone up by about 20% in the 12 months until October 2012. This figure was confirmed by property consultants Knight Frank, which said that villa prices in Dubai were up by 19.9% in the first nine months of 2012. This gain put Dubai in second place, next to Jakarta, Indonesia, in a survey of 26 cities by Knight Frank. Real estate investment firm CB Richard Ellis said that this increase represented one of the sharpest gains in the property sector anywhere globally this year.

In August, the Dubai Land Department (LD) said that property transactions had jumped 21% year-on-year to AED 63 billion in H1 2012. By the end of Q3 2012, the total value of property





**IN KEEPING WITH THE
SCALE OF EXPERIENCE
AT MAJOR DUBAI
SHOPPING
DESTINATIONS, DUBAI
MALL SAW THE OPENING
OF THE WORLD'S
LARGEST SHOE STORE
(96,000 SQ. FT) IN
OCTOBER 2012**

transactions in Dubai reached more than AED 83 billion. According to the report, the emirate saw 27,452 transactions at a rate of 150 daily deals and 20 per hour. The Burj Khalifa, the world's tallest building, topped the list of most traded areas in terms of units with 3,305 sale transactions.

AVIATION & LOGISTICS

With an investment of AED 1 billion (\$272.3m) for Dubai World Central (DWC), the 'aerotropolis' being built on the edge of Dubai, aviation in the emirate is set to reach a new level. This is the funding for the first phase of development of the aviation district, meant for international businesses in the aeronautical services and light manufacturing sector. By 2020, a passenger terminal will be opened at DWC to handle 80 million passengers a year. The Al Maktoum International Airport in DWC, when fully operational, will have the capacity to handle 12 million tonnes of annual cargo and 160 million passengers. Cargo volumes at the DWC totalled 58,423 tonnes in Q3 2012, compared to 26,570 tonnes during the same period last year, an increase of 120%. In addition to five runways, terminals and warehouses, DWC's plans include residential and office space, manufacturing zones and golf courses.

RETAIL

Dubai Mall, the world's largest shopping mall, retained its pre-eminent position as an entertainment destination by setting a new record. It welcomed 65 million visitors in 2012, an increase of more than 20% over the 54 million visitors in 2011. This was more than 20% over the 52 million tourists to New York City and 41 million to Los Angeles.

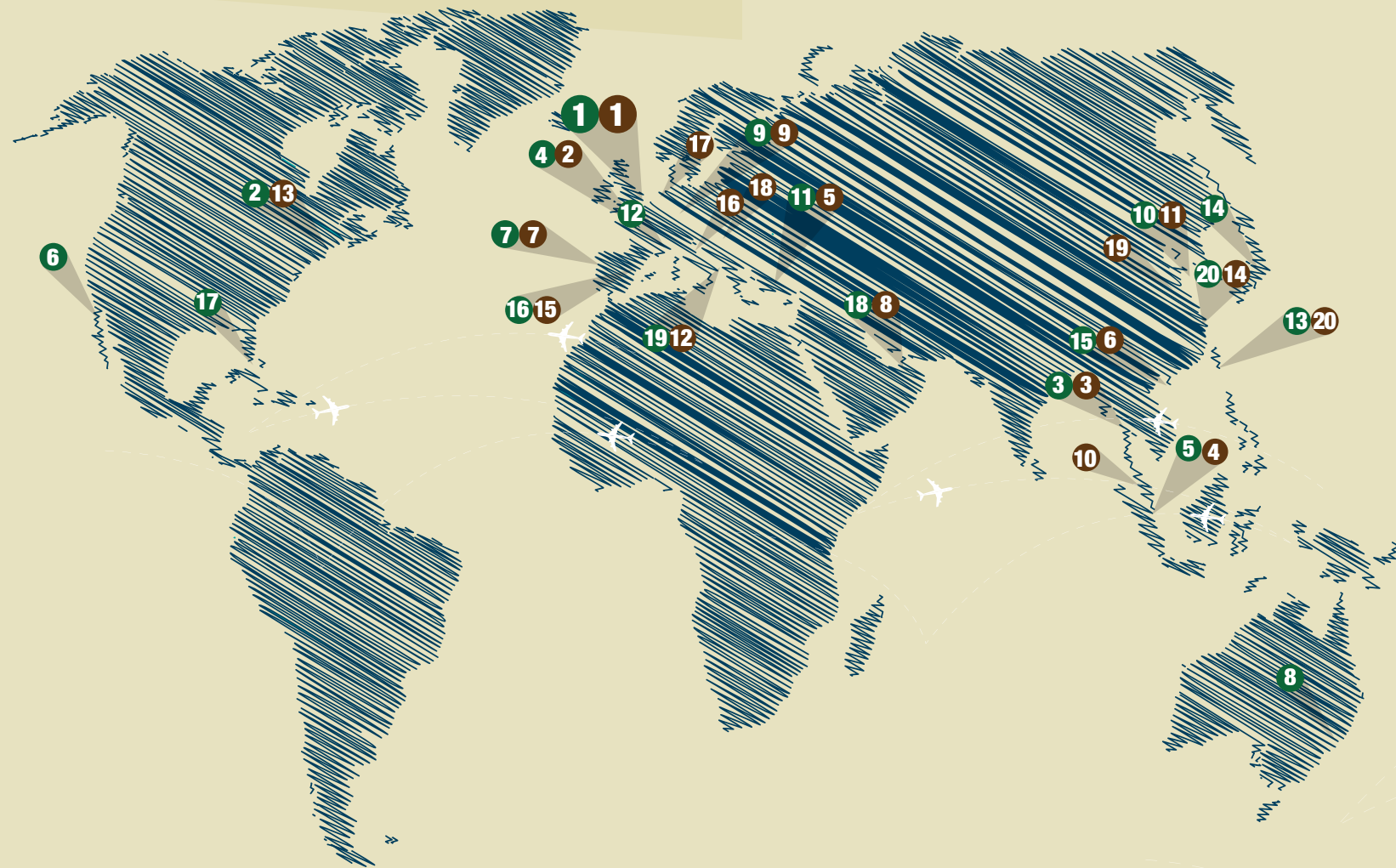
The Mall of the Emirates in Dubai is not only like a city within a city, covering 2.5 million sq. ft, but is also one of the most profitable malls in the world. According to figures from the International Council of Shopping Centres (ICSC), published in October 2012, this mall is the 7th most productive shopping centre in the world, earning \$1,423 per sq. ft per annum. This is nearly three times more profitable per sq. ft than the industry average, the ICSC said, adding that its sales surpassed those of some of the most internationally renowned shopping destinations in North America (Los Angeles, Toronto and Orlando). In keeping with the scale of experience at major Dubai shopping destinations, Dubai Mall saw the opening of the world's largest shoe store (96,000 sq. ft) in October 2012, by the luxury retailer Chalhoub Group. This is more than twice the size of the previous record-holder, the 39,000 sq. ft Macy's shoe store in Manhattan.

Majid Al Futtain Properties, which operates three of Dubai's largest malls – Deira City Centre, Mall of the Emirates and Mirdif City Centre – and the Carrefour supermarket outlets, said that its retail tenants saw a 10% sales growth in H1 2012. Emaar, which runs Dubai Mall, reported a Q1 2012 revenue increase of 25% year-on-year from business segments of malls and hospitality.

By all indicators, the retail sector in Dubai is in for happy times. According to the DED, the sector is expected to grow by 5.5% per annum until 2015. Overall, during Q3 2012, consumer confidence in the UAE was among the highest in the world, according to a report published by Nielsen, defying the negative sentiments in Europe and parts of Asia.



DUBAI IN 2012



Global Top 20 Destination Cities by International Visitors

1 London	▶ 16.9 million	11 Seoul	▶ 8.0 million
2 Paris	▶ 16 million	12 Rome	▶ 7.8 million
3 Bangkok	▶ 12.2 million	13 New York	▶ 7.6 million
4 Singapore	▶ 11.8 million	14 Shanghai	▶ 7.5 million
5 Istanbul	▶ 11.6 million	15 Barcelona	▶ 7.3 million
6 Hong Kong	▶ 11.1 million	16 Milan	▶ 7.1 million
7 Madrid	▶ 9.7 million	17 Amsterdam	▶ 6.9 million
8 Dubai	▶ 8.8 million	18 Vienna	▶ 6.7 million
9 Frankfurt	▶ 8.1 million	19 Beijing	▶ 6.2 million
10 Kuala Lumpur	▶ 8.1 million	20 Taipei	▶ 5.4 million

Source: MasterCard Index of Global Destination Cities

Global Top 20 Destination Cities by International Visitor Spend (2012)

1 London	▶ \$21.1 billion	11 Istanbul	▶ \$10.6 billion
2 New York	▶ \$19.4 billion	12 Zurich	▶ \$10.5 billion
3 Bangkok	▶ \$19.3 billion	13 Taipei	▶ \$10.5 billion
4 Paris	▶ \$17.8 billion	14 Tokyo	▶ \$9.9 billion
5 Singapore	▶ \$12.7 billion	15 Hong Kong	▶ \$9.5 billion
6 Los Angeles	▶ \$12.5 billion	16 Barcelona	▶ \$8.9 billion
7 Madrid	▶ \$11.5 billion	17 Miami	▶ \$8.8 billion
8 Sydney	▶ \$11.0 billion	18 Dubai	▶ \$8.8 billion
9 Frankfurt	▶ \$10.9 billion	19 Rome	▶ \$8.3 billion
10 Seoul	▶ \$10.6 billion	20 Shanghai	▶ \$8.3 billion

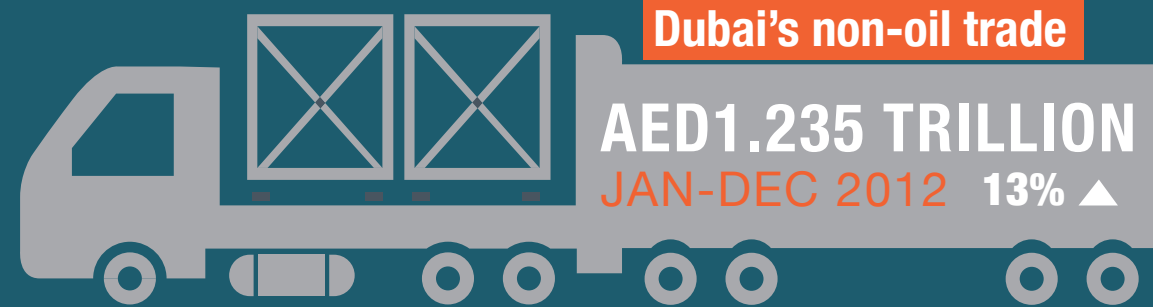
Source: MasterCard Index of Global Destination Cities

Top 5 cities in 2012 where global retailers have a presence



Source: CB Richard Ellis

DUBAI IN 2012



	2011	2012
	51m	57.7m



Dubai Airport cargo

2.28m tonnes of freight 2012	2.19m tonnes of freight 2011	
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Tourism and hospitality indicators



JAN - DEC 2012



Jebel Ali Port capacity





6. Dubai Chamber in 2012

DUBAI CHAMBER SCORES UNPARALLELED SUCCESS

The organisation ventures overseas and celebrates the emirate's highest ever volume of non-oil trade

WITH ITS NON-OIL foreign trade reaching AED 1.235 trillion for the first time ever in 2012, Dubai has once again proved its resilience and pride of place as the powerhouse of trade and commerce in the Gulf. And with 140,000 members, the Dubai Chamber of Commerce and Industry is a major driving force behind this success.

The volume of exports and re-exports by its members touched a new high in 2012, totalling AED 268 billion, and the Chamber unveiled a new strategy based on three initiatives: ProDubai; Business Voice; and iDubai. The first extends Dubai Chamber's reach to emerging international markets by opening representative offices, through which it promotes the emirate in those markets; the second offers complete business solutions and lobbying and mediation services to member companies, taking their needs and concerns to the relevant government bodies; and the third gives member companies an online toolbox to identify and take advantage of current and future opportunities in key growth markets. As a part of the new strategy, the Chamber also offers international membership. Dubai Chamber is the first in the Middle East to offer such a unique package.

Throughout the year, Dubai Chamber worked to enhance the business environment in the emirate, to identify new areas of growth, and to streamline the methods of doing business and brand-building. It reached out to markets from neighbouring Qatar to the emerging Central Asian economy of Azerbaijan and the African nation Ethiopia, with more key growth markets on its list; organised seminars and workshops on corporate governance and licensing – in short, it covered every aspect of trade and commerce. Such efforts have undoubtedly contributed to Dubai's position as the preferred base for new companies and to the UAE's sharp rise in ranking in the World Bank's Ease of Doing Business Report 2013, moving up from 29th to 26th globally. The Chamber saw a 20% rise in its new membership from 2011 to 2012, going up from 10,634 to 12,733.

To support its SME (small and medium enterprises) members, Dubai Chamber joined hands with the National Bank of Abu Dhabi to provide financing up to \$100 million (AED 367 million).

The Chamber also launched two youth-centric initiatives. 'Tejar Dubai' offers a specialised programme to help young people establish their own SMEs. 'Fursa, Together We Shape Your Future' is an Emiratization initiative to recruit and train new graduates.

Dubai Chamber has, over the last 12 months, tirelessly helped businesses to take more between the private and the public sectors.



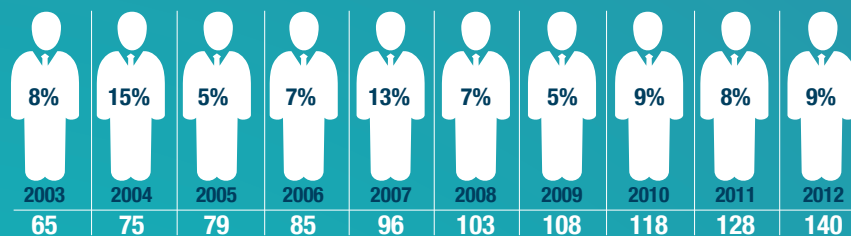
Highlights of Dubai Chamber's achievements in 2012



Membership y-o-y change

(Figures in thousands)

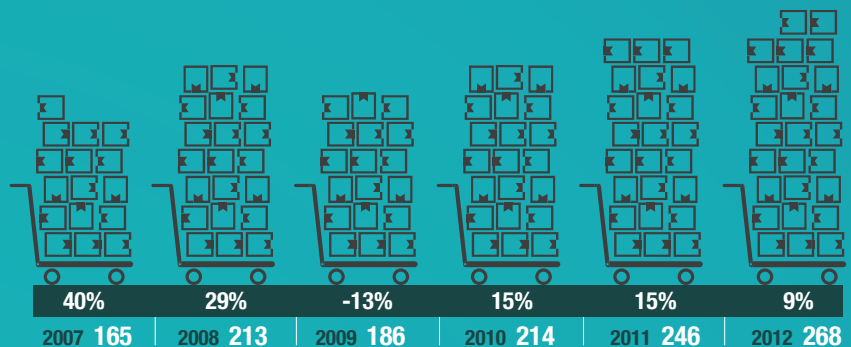
Dubai Chamber membership increased 9% in 2012 to reach 140,000. The number of new members was 12,733 in 2012, a 20% increase from 10,634 in 2011. The Chamber's membership figure has gone up 115% in the past 10 years.



Exports and re-exports y-o-y change

(Figures in AED billion)

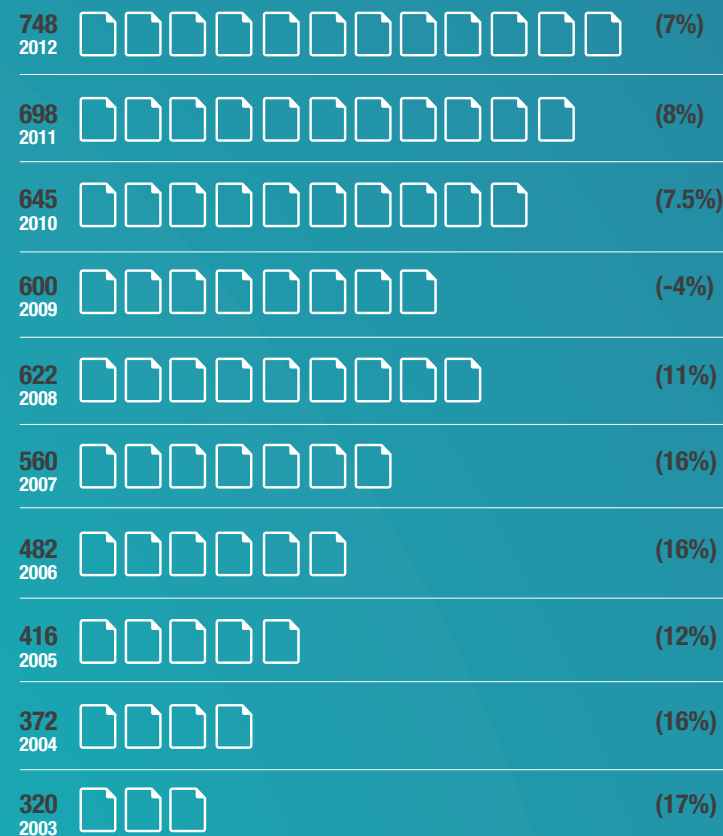
Dubai Chamber members' exports and re-exports increased 9% year-on-year to reach AED 268 billion, the highest figure so far in the Chamber's history



Certificates of origin y-o-y change

(Figures in thousands)

The number of Certificates of Origin (CO) went up 7% to 747,941 from 698,067 in 2011. With this, the number of COs issued over the past 10 years increased by 136%



Delegations

In 2012, Dubai Chamber hosted 192 trade delegations comprising 1,061 businessmen, government officials and trade leaders, a 3% increase in the number of visiting delegations from 2011



Year	Visiting delegations	Attendees
2012	192	1,061
2011	187	1,093
2010	208	870
2009	220	2,000
2008	201	1,575
2007	170	1,572

Arbitration cases y-o-y change

Cases received by Dubai International Arbitration Centre dropped 14% in 2012 to 379, from 440 in 2011



ATA Carnets



2012 (Jan-Dec) – 66
2011 (Apr-Dec) – 39

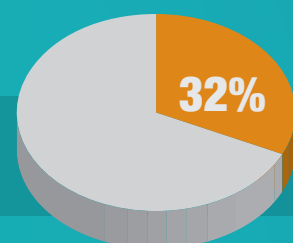
Up
69%

Mediation cases

Mediation cases received by Dubai Chamber dropped 37% to 553 of which 34% were resolved

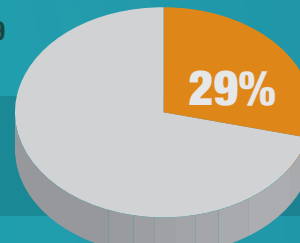
2009
Mediation cases – 930
Resolved cases – 301

Ratio of cases resolved to cases filed



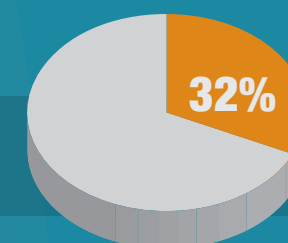
2010
Mediation cases – 1,009
Resolved cases – 295

Ratio of cases resolved to cases filed



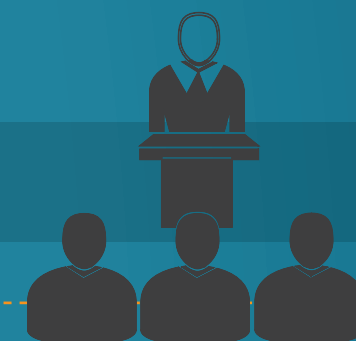
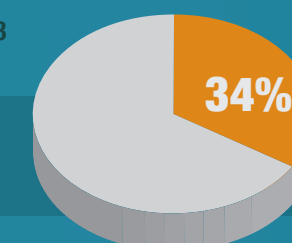
2011
Mediation cases – 878
Resolved cases – 283

Ratio of cases resolved to cases filed



2012
Mediation cases – 553
Resolved cases – 188

Ratio of cases resolved to cases filed





7. Dubai Chamber outbound delegations in 2012



NEW HORIZONS

Dubai Chamber opened its first overseas office and began the process of setting up many more

THE ECONOMY OF Dubai registered significant growth in the first half of 2012, with a GDP rise of 4.1% to AED 161.6 billion (\$44 billion). At the same time, Dubai Chamber reached out to emerging markets in the Middle East, Central Asia, Asia and Africa. The Chamber opened its first overseas representative office in Baku, Azerbaijan, on November 14. As part of a new initiative, the Chamber expects to open many more representative offices in key growth markets, with the message that the emirate's unmatched infrastructure and business services make it an ideal regional base for companies anywhere in the world.

The Chamber received several high-profile delegations, including a visit from Italian Prime Minister Mario Monti, who reiterated that for his country, the UAE was the most important trading partner among Arab nations. "This country, and especially Dubai, is a natural hub for serving the Middle East, Africa and Asia," he said.

Under the directive of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, the Chamber will continue to take Dubai's unique advantages to the key emerging markets.

In the past year, it organised 192 delegations and meetings, received 1,061 delegates and held 33 business networking events.

Outbound delegations

Dubai Chamber participated in 62 events in 41 cities in 28 countries

Event: Surat Trade Mission

Location: Surat, India
Date: 17-19 April

Brief: Chairman Abdul Rahman Saif Al Ghurair led the mission to the 'diamond city' of India, with 11 Dubai businessmen in the delegation. Mutual areas of interest – diamonds, gold, textiles, construction and building materials – were discussed. The mission began in the financial hub of Mumbai.

Event: UAE Italian Economic Forum

Location: Rome, Italy
Date: 12-16 June

Brief: The trade delegation was led by Minister of Economy Sultan bin Saeed Al Mansouri, along with 25 delegates representing the public and private sectors.

Event: Ethiopia Trade Mission

Location: Addis Ababa, Ethiopia
Date: 15-17 May

Brief: The delegation included 16 high-profile Dubai-based businessmen interested in enhancing their ties in the mutual areas of agri-business, building materials and construction and hotels and tourism. Addis Ababa is the location for Dubai Chamber's second planned overseas representative office after Baku, Azerbaijan.

Event: Consumer Electronics Show 2012

Location: Las Vegas, United States
Date: 10-12 January

Brief: An exploration of ties between Dubai and the US in consumer electronics and related areas. The trade mission was led by Hisham Al Shirawi, 2nd Vice-Chairman, along with Hamad Buamim, Director General.

Event: Hamburg-China Summit

Location: Hamburg, Germany
Date: 28-30 November

Brief: Hamad Buamim, Director General, participated as a panelist at the summit. The panel discussion was on 'Liberalisation of the RMB'.

Event: TEDx Tripoli

Location: Tripoli, Libya
Date: 12-14 February

Brief: Abdul Rahman Saif Al Ghurair, Chairman, led the delegation to strengthen bilateral ties, as Libya is one of the markets where the Chamber plans to open an office in the second phase of expansion.

Event: Azerbaijan Trade Mission

Location: Baku, Azerbaijan
Date: 13-16 November

Brief: Dubai Chamber announced the opening of its first international representative office in Baku. This delegation had 24 high-profile private sector representatives from Dubai, Abu Dhabi and Sharjah.

Event: Republic of Ireland Trade Mission

Location: Dublin, Ireland
Date: 17-18 October

Brief: Led by Minister of Economy Sultan bin Saeed Al Mansouri, the delegation explored opportunities in sectors prioritised by the UAE, such as innovation, scientific research, higher education, intellectual property and SMEs.

Event: Egypt Business Mission

Location: Cairo, Egypt
Date: 16-17 September

Brief: The Chamber delegation met the COMESA RIA (Regional Investment Agency) to discuss and plan a forum on Africa to be held in Dubai in May 2013.

Event: SMM Hamburg

Location: Hamburg, Germany
Date: 5-7 September

Brief: The Dubai team visited the Shipbuilding, Machinery and Marine Technology (SMM) International Trade Fair to take forward the maritime discussion between industry representatives from both cities, started during the 2nd and 3rd Dubai Hamburg Business Forum

Event: Mozambique Business Mission

Location: Maputo, Mozambique
Date: 25-29 August

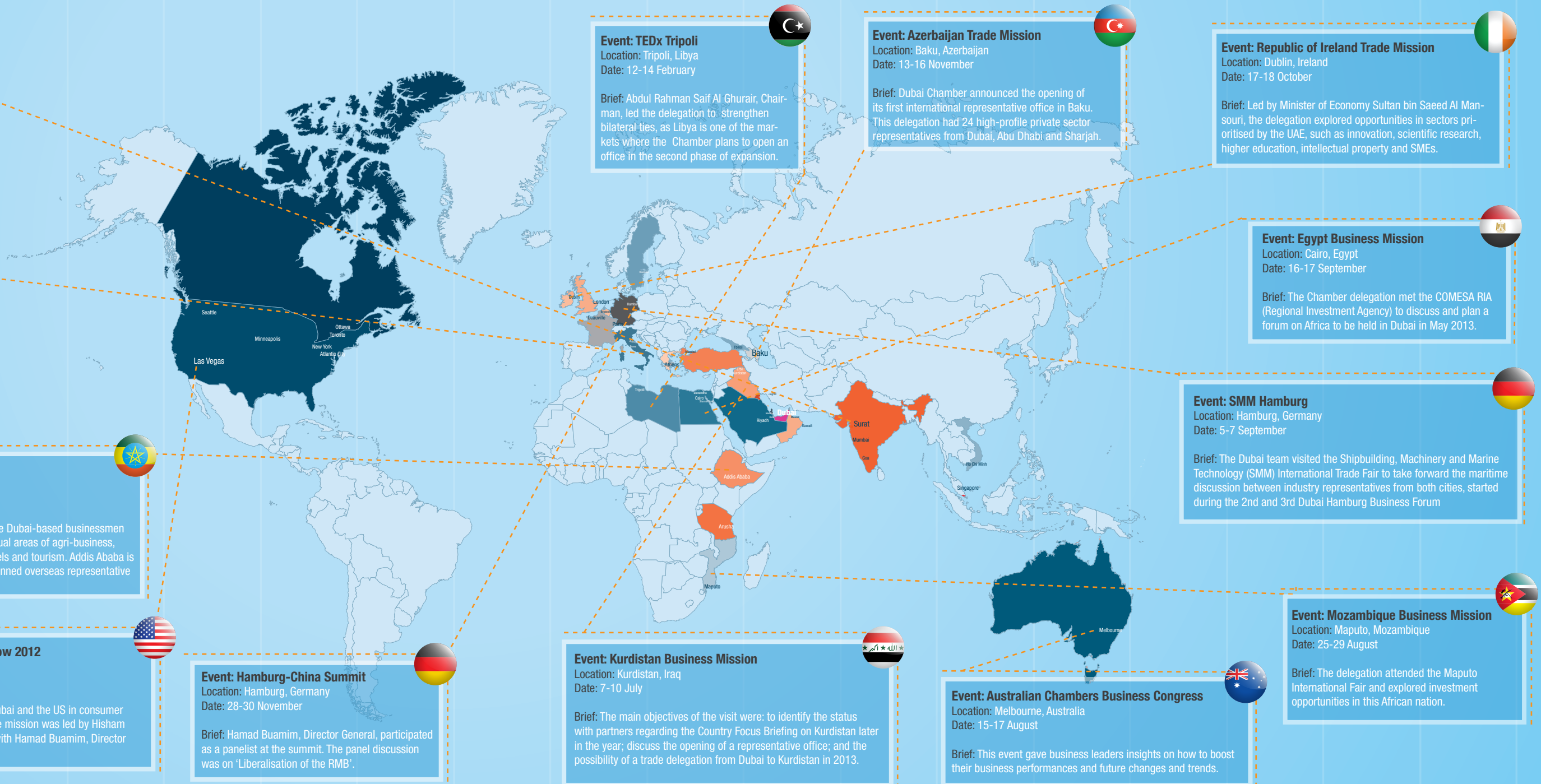
Brief: The delegation attended the Maputo International Fair and explored investment opportunities in this African nation.

Event: Australian Chambers Business Congress

Location: Melbourne, Australia
Date: 15-17 August

Brief: This event gave business leaders insights on how to boost their business performances and future changes and trends.

- Melbourne, Australia
- Baku, Azerbaijan
- Manama, Bahrain
- Brussels, Belgium
- Montreal, Canada
- Ottawa, Canada
- Toronto, Canada
- Cairo, Egypt
- Alexandria, Egypt
- Sharm el Sheikh, Egypt
- Addis Ababa, Ethiopia
- Paris, France
- Deauville, France
- Tbilisi, Georgia
- Hamburg, Germany
- Athens, Greece
- Mumbai, India
- Surat, India
- Goa, India
- Kurdistan, Iraq
- Erbil, Iraq
- Dublin, Ireland
- Rome, Italy
- Ancona, Italy
- Kuwait City, Kuwait
- Tripoli, Libya
- Maputo, Mozambique
- Muscat, Oman
- Doha, Qatar
- Riyadh, Saudi Arabia
- Singapore, Singapore
- Stockholm, Sweden
- Arusha, Tanzania
- Istanbul, Turkey
- London, UK
- Las Vegas, USA
- Seattle, USA
- Atlantic City, USA
- New York, USA
- Minneapolis, USA
- Ho Chi Minh City, Vietnam





8. New strategies

A BRAND NEW APPROACH

Dubai Chamber has streamlined three initiatives that will extend its reach in emerging markets and open them up to members



THE THREE PILLARS OF DUBAI CHAMBER'S NEW STRATEGY

ترويج دبي
PRODUBAI This initiative actively promotes Dubai in key growth markets by opening Dubai Chamber representative offices and launching roadshows to bring together local, regional and international businesses in those markets.

صوت الأعمال
BUSINESS VOICE This initiative capitalises on Dubai Chamber's ability to lobby and take the concerns of the local business community to relevant government authorities and provide the right kind of solutions.

IDUBAI
وحدة دراسات الأسواق الخارجية
MARKET INTELLIGENCE UNIT This initiative provides stakeholders with a unique online toolbox to identify and capitalise on current and upcoming business opportunities in key growth markets. This platform also serves as an information portal and pitching tool for attracting businesses to Dubai.

New Dubai Chamber offices

Baku (Azerbaijan) – 2012

Addis Ababa (Ethiopia), Kurdistan (Iraq), Qatar, Saudi Arabia – 2013

Other regions of interest

- Africa
- Commonwealth of Independent States
- Indian subcontinent
- China and Japan



DUBAI CHAMBER IS HERE TO HELP COMPANIES TAKE THEIR BUSINESS TO THE NEXT LEVEL, WHETHER IN DUBAI OR BY USING DUBAI AS A GATEWAY TO OTHER DESTINATIONS

STRATEGY OVERVIEW

Attracting business

Under ProDubai, the Chamber organises business events and investment roadshows, offers international membership, and attracts specific international ventures/investors to Dubai from a set list of chosen companies.

Target audience

The target audience of the new strategy are the international and regional business communities at large and key growth markets. The aim is to target up to 20 countries with the biggest potential to increase trade with Dubai, including India, China, Brazil, Iraq and Egypt over the next three to five years.

Helping hand

Locally: Dubai Chamber is here to help companies take their business to the next level, whether in Dubai or by providing them with the right network to use Dubai as a gateway to other destinations.

Internationally: Dubai has an unmatched business network that international firms can benefit from. The emirate is the ideal destination to reach out to other markets that lack the infrastructure, knowledge, lifestyle, etc. Dubai Chamber can help businesses make the move.





9. Dubai Chamber business networks

BRINGING PEOPLE TOGETHER

Dubai Chamber events create a worldwide network of opportunities and address every concern



DUBAI CHAMBER ACTIVITIES are all designed to bring together people and businesses that best complement each other through a variety of platforms. Its core focus is to always highlight the unique advantages of Dubai and its instrumental role in helping organisations grow and prosper.

Arab Health Connect 2012: Dubai Chamber, in partnership with the Hamburg Chamber of Commerce and Norgenta North German Life Science Agency, hosted the Arab Health Connect 2012 on 22 January, at the Mina A'Salam Hotel, Jumeirah, with a total of 156 delegates in attendance. As part of the strategic partnership between Dubai Chamber and Hamburg Chamber, the event helped delegates from both cities spot opportunities and meet industry peers from the global community. Innovations and trends affecting the health care industry were discussed.

UAE-Turkey Business Forum: Dubai Chamber organised the UAE-Turkey Business Forum on 31 January at Jumeirah Beach Hotel, in honour of Turkish President Abdullah Gul. The event was attended by more than 420 VIPs and top businessmen from both sides. The agenda featured sector briefings on construction and real estate, finance and banking, energy and food.

The 1st Business Councils & Groups Roundtable Discussion 2012: The roundtable discussion was held on 6 February, attended by 19 business councils and eight business groups. The main purpose of this discussion was to update Dubai Chamber on the activities and achievements of the respective councils and group members. The discussion also addressed developments affecting members of the respective groups and councils as well as the main sectors they represent.

Gulfood Business Matching 2012: The event took place on 20 February at the Dubai International Convention & Exhibition Centre, with an aim to bring together local and international experts and professionals to discuss the issues driving the food industry. The session was attended by 88 delegates, and 20 one-to-one meetings took place.

Talk Business at Breakfast: The 1st 'Talk Business at Breakfast' of 2012 was held on 28 February. The guest speaker for the event, Dr Mohammed Al Zarooni, Director General of Dubai Airport Free Zone and Chairman of Dubai Free Zones Council, delivered the keynote speech to a total of 101 delegates who attended. The 2nd event in this series was held on 7 May, with Hussain Nasser Lootah, Director General of Dubai Municipality, delivering the keynote speech. A total of 76 delegates attended this event. In the 3rd event, on 18 September, the guest speaker was Mohammed Ahmed bin Abdul Aziz Al Shehhi, Undersecretary, Ministry of Economy. A total of 82 delegates attended the event.





**DUBAI CHAMBER
BROUGHT TOGETHER
THE DIPLOMATIC
CORPS TO NETWORK
AND GIVE AN
OVERVIEW OF THE
ECONOMIC CLIMATE
IN DUBAI**

CEO Roundtable: A discussion on 'The Dubai Legal System – New Avenues to Resolve Business Disputes' was held on 6 March, with 127 attendees, including CEOs, managing directors and prominent business people and representatives in the legal fields in Dubai. Dubai Chamber organised this roundtable to talk about Law 16 of 2011 (on the extension of DIFC jurisdiction), signed by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

UAE-Latvia Business Forum: Dubai Chamber organised the business forum on 12 March at the Chamber premises in honour of Latvian Prime Minister Valdis Dombrovskis. Meant to strengthen the relationship between Dubai and Latvia, the event was attended by 48 businessmen from the Latvian side, the Prime Minister and Minister of Economics Daniels Pavļuts. From the Dubai side, a total of 58 industry representatives attended, including Dubai Chamber Chairman Abdul Rahman Saif Al Ghurair and six board members.

US Export Controls Event: Dubai Chamber assisted the American Business Council by hosting an event on 14 March with guest speaker David Mills, Assistant Secretary for Export Enforcement, US Department of Commerce, Bureau of Industry and Security, who spoke on US export controls. The format of the event was a knowledge exchange session and panel discussion. It was attended by around 55 people.

The Diplomatic Circle Dinner: This event took place on 27 March at the Park Hyatt Dubai. The guest of honour was Reem Ibrahim Al Hashimy, UAE Minister of State and Managing Director of the Dubai Expo 2020 Executive Bid Committee. The objective of this event was to bring together the diplomatic corps to network and give an overview of the economic climate in Dubai. The event was attended by approximately 83 guests.

UAE-Poland Business Forum: Dubai Chamber hosted on 22 April Polish Prime Minister Donald Tusk and UAE Minister of Economy Sultan bin Saeed Al Mansouri at this business forum. UAE delegates had an opportunity to learn more about the business and economic opportunities in Poland, and network with leading Polish businesses representing the following sectors: construction, luxury goods, yachts, cosmetics, banking and finance, aviation, oil and gas and energy. The event had 150 attendees.

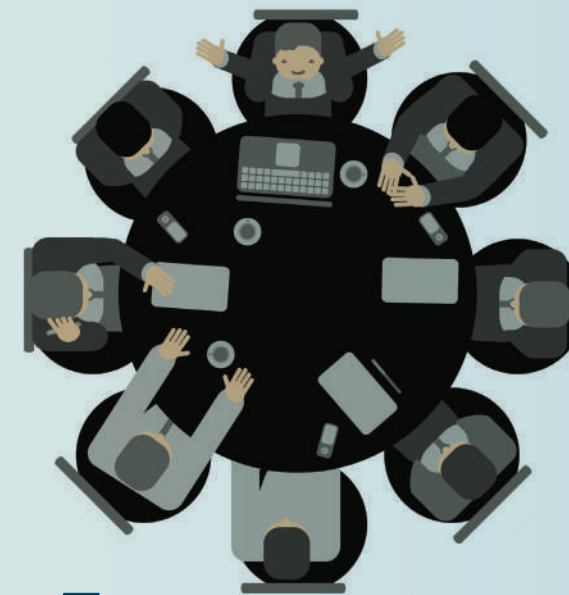
UAE Taxation Workshop: The workshop, held on 3 September at Dubai Chamber premises, was organised in collaboration with the Government of Dubai Legal Affairs Department and the Dubai Department of Finance. The purpose was to discuss the taxation laws proposed by the federal government and hear the business community's point of view. A total of 24 high-profile delegates attended the event.

Country Focus Briefing on Kazakhstan: Dubai Chamber organised the 1st Country Focus Briefing for 2012 on Kazakhstan on 11 September. The event was attended by representatives from Kaznex Invest, the Kazakhstan Chamber of Commerce and the Consulate General of Kazakhstan in the UAE. It was attended by a total of 104 delegates.

Partnership to Invest in Future Syria: In cooperation with the UAE Ministry of Foreign Affairs and with the attendance of Minister of State for Foreign Affairs and FNC Affairs Dr Anwar



192 Delegations and meetings



4 Quarterly Business Council and Business Group Round-Table Discussions

33 Business Networking Events



Mohammed Gargash, Dubai Chamber organised the 3rd meeting of the Friends of Syria at the 'Partnership to Invest in Future Syria' Forum on 21 November at Madinat Jumeirah. A total of 516 delegates attended.

Talk Expo 2020: The event took place on 10 December, at Raffles Hotel Dubai. The guest speaker was Reem Ibrahim Al Hashimy, UAE Minister of State and Managing Director of the Dubai Expo 2020 Executive Bid Committee. The objective of this unique event was to give the business community the opportunity to learn more about the progress of the UAE bid to host the World Expo 2020, and to understand the role businesses could play in supporting the campaign. The event was attended by 135 guests.

Business Gala International 2012: On the occasion of the 3rd Annual Global Entrepreneurship Summit (GES), the Business Gala International was hosted by GES-EVA (Entrepreneurial Ventures of Arabia) on 11 December at the Dubai World Trade Centre. Jointly presented by Dubai Chamber and the Bid Committee for World Expo 2020, the 2012 Business Gala was renamed 'Business Gala International' to reflect Dubai Chamber's support to the World Expo campaign. The event was attended by over 1,000 delegates, including VIPs from the Dubai business community and delegates representing a multitude of sectors and services.

Dubai-Portugal Business Networking Seminar: Dubai Chamber organised this seminar on 20 December to facilitate an interaction between the Portuguese delegation and the local business community. The foreign delegation was headed by Paulo Sacadura Cabral Portas, Minister of Foreign Affairs of Portugal, who came with more than 40 businessmen from various sectors and Portuguese media representatives. The event attracted 120 attendees.

OTHER NETWORKING EVENTS

- Country focus briefing on Kurdistan
- Dubai Chamber Business Networking Suhoor
- Big 5 Connect
- Mayor of Houston Networking Seminar
- UAE-Italy Business Forum
- Sfax Chamber of Commerce Networking Session
- MGM Resorts International visit to ATM
- IIBLP Annual Survey of Letter of Credit Law & Practice

SOCIAL NETWORKING EVENTS

A number of events were organised as part of the Dubai Chamber Ramadan Festival 2012. The Dubai Chamber Ramadan Sports League took place at Dubai World Trade Centre from 28 June to 3 August, giving members of the business community a chance to network in an informal environment. Sixteen football teams and eight cricket teams participated. The Ramadan VIP Majlis ran from 21 July to 19 August. The Adopt-A-Camp Care Package Night was organised alongside the Ramadan Festival. Over 6,000 volunteers helped to pack over 5,000 care packages, which were then delivered to labourers at a selected labour camp in Dubai. The event was held at Dubai World Trade Center, Sheikh Saeed Hall on 9 August.





10. Dubai Chamber core performance

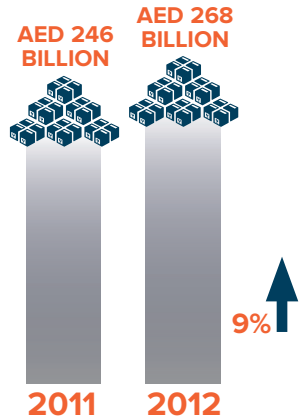
ALL THE SOLUTIONS

Dubai Chamber offers every kind of service required to increase the emirate's competitiveness as a global business hub



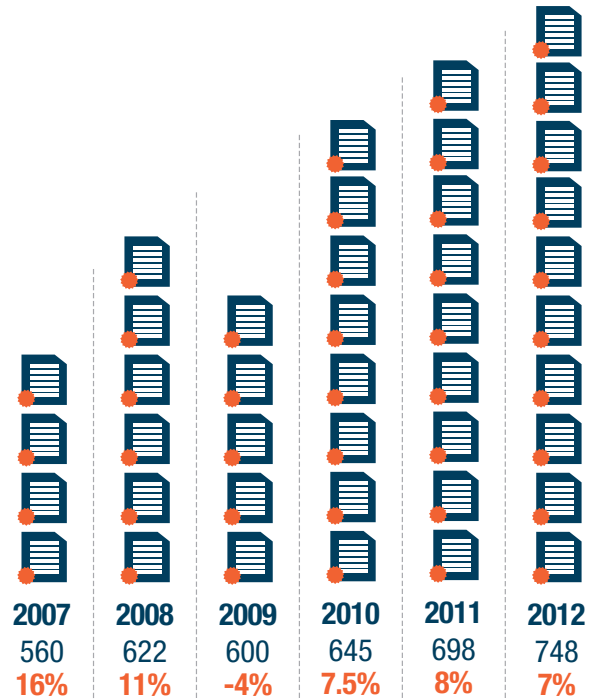
EXPORT AND RE-EXPORTS

The total value of Dubai Chamber members' exports and re-exports in 2012 increased by 9% to reach AED268 billion compared to AED246 billion in 2011, reinforcing how much trade contributes to the economic growth of Dubai.



CERTIFICATES OF ORIGIN

The number of Certificates of Origin (COs) issued by Dubai Chamber increased by about 7% to 747,941 in 2012 from 698,067 in 2011.

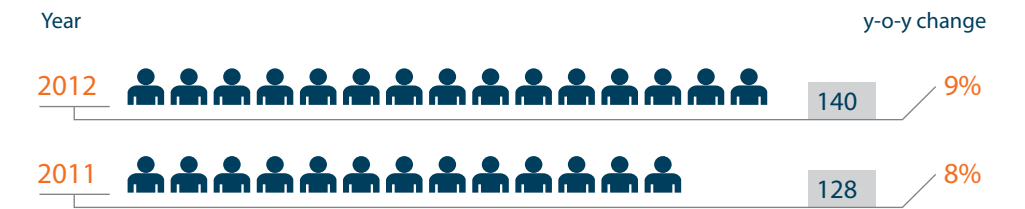


DUBAI CHAMBER STRIVES TO MAKE IT EASIER FOR BUSINESSES TO GET STARTED, GO TO THE NEXT LEVEL AND SORT OUT ANY DISPUTES, THEREBY HELPING THEM FOCUS ON WEALTH CREATION



MEMBERSHIP

Dubai Chamber had 12,733 new members in 2012, an increase of 20% from 10,634 in 2011. The total number of Chamber members is now more than 140,000, an overall increase of 9% from more than 128,000 in 2011. This reflects the trust Dubai has earned from local and foreign investors and entrepreneurs and its popularity as the place from where to do business, a success achieved with the support of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.



LEGAL SERVICES

Dubai Chamber's Legal Services Department provides specialised solutions that take care of the legal needs of the business community. The Chamber makes an effort to ensure that its members are aware of the issues concerning their business and, in case of a dispute, get the mediation and other legal help they need. The department also gives members the information related to commercial law.

In 2012, the Chamber launched the region's first online mediation service, meant to save members considerable time and expense in settling disputes. It also organised eight legal workshops and seminars, including the 'Growing & Protecting Family Businesses' workshop and the 'Consumer Protection Against Counterfeiting' seminar.

Another service made available to both members and non-members since 2011 is the legal contract drafting service. The drafting is done by experienced legal professionals, and they can be drafted in more than one language, if the client needs.

In 2012, Dubai Chamber received 553 mediation cases, of which 188 were resolved, compared to 878 in 2011, of which 283 were resolved. The Dubai International Arbitration Centre received 379 arbitration cases in 2012 compared to 440 in 2011, a reflection of better legal awareness and a more stable business climate.

MEDIATION CASES

2012 – 553
 2011 – 878
Down 37%

ARBITRATION CASES

2012 – 379
 2011 – 440
Down 14%



11. Dubai Chamber initiatives

IMPROVING BUSINESS INTERACTION, STRATEGIES, PROCESSES AND PERFORMANCE HAS BEEN FUNDAMENTAL TO DUBAI CHAMBER'S QUEST TO FOSTER EXCELLENCE

جائزة محمد بن راشد آل مكتوم للأعمال
MOHAMMED BIN RASHID AL MAKTOUM BUSINESS AWARD

رحلة متميزة في الأداء
المؤسسي



THE FIVE-POINT ACTION PLAN

These initiatives by Dubai Chamber add up to a business community powered by excellence, sustainability, gender parity and cutting-edge education



جائزة محمد بن راشد آل مكتوم للأعمال
MOHAMMED BIN RASHID AL MAKTOUM BUSINESS AWARD
AN INITIATIVE BY DUBAI CHAMBER OF COMMERCE & INDUSTRY

MOHAMMED BIN RASHID AL MAKTOUM BUSINESS AWARD

The award concluded its sixth cycle in 2012, honouring 14 companies in seven categories out of a shortlisted 32, who had been chosen from 122 applicants from 17 sectors.

The Mohammed bin Rashid Al Maktoum Business Award was initiated in 2005 under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to promote and celebrate excellence of organisations contributing to the sustainable economic development of the UAE.

The Mohammed bin Rashid Al Maktoum Business Performance Programme helps business interaction and improves strategies, processes and performance and it has been fundamental to Dubai Chamber's quest to foster excellence. The programme has three distinctive components: the Learning Module; the Business Club; and the prestigious Award. The aim of the programme is to promote business excellence, enhancing a company's competitive advantage and fostering innovation; elevate the UAE's business reputation worldwide; support organisations in addressing the changing needs of markets and becoming active players in the international arena.

The Learning Module: The participating businesses get the know-how to create a competitive advantage through customised counselling, best-practices seminars, training workshops, roundtable discussions and conferences.

The Business Club: Participants focus on building relationships and promoting members' reputation. The Club hosts and promotes multiple events, helping member organisations to network with like-minded businessmen.

The Award: This is the culmination of the process, and any company competing for it makes tremendous gains through self-analysis and benchmarking itself against industry best practices. Winning the award helps a company join an elite club of excellence. The sixth cycle was unique as it was made more inclusive, being open to all organisations in the private sector regardless of their business sector, size and type. Also, for the first time, the awards closed with a conference to share experiences and best practices.



The 6th Cycle Panel of Judges

- H.E. Sultan bin Saeed Al Mansouri, UAE Minister of Economy, and Chairman, Panel of Judges of the Mohammed bin Rashid Al Maktoum Business Award
- H.E. Sami Ahmad Dhaen Al Qamzi, Director General, Department of Economic Development, Government of Dubai
- Dr Ali Ahmad Thani Bin Obood, Former Director General of The Civil Service Court
- Dr Curt Reimann, First Director of the Malcolm Baldrige Award, USA
- Mr Darshan Singh, Director, Business & Service SPRING, Singapore Excellence
- Mr Paul Steel, President and CEO, Total Quality, USA

Winners of 2012

The winning organisations of the 6th cycle of the Mohammed bin Rashid Al Maktoum Business Award are:

Construction category

- Al Fara'a General Contracting Co.
- Best performance: National Petroleum Construction Company

Finance category

- Commercial Bank of Dubai
- JRG International Brokerage
- Union National Bank
- Best performance: Standard Chartered Bank

Manufacturing category

- Best performance: Dubai Refreshments

Re-Export category

- Best performance: Danube Building Materials

Service category

- A.C. Nielsen AMER Limited
- Kanoo Travel
- Best performance: Dubai Medical College for Girls

Trade category

- Paramount Computer Systems
- Best performance: Paris Gallery

Transport and Logistics category

- Best performance: Vopak Horizon Fujairah Limited

Most Outstanding Performance Award

- Dubai Refreshments



DUBAI CHAMBER CENTRE FOR RESPONSIBLE BUSINESS

CENTRE FOR RESPONSIBLE BUSINESS

Dubai Chamber's Centre for Responsible Business (CRB) had a major triumph in 2012, as the membership of its Sustainability Network went up 94% from 2011, from 18 to 35. The CRB also saw a 386% increase in its networking and events (seven to 34), and a 293% increase in its advisory hours to the business community through the Dubai Chamber CSR Label (286 to 1,126). The Centre for Responsible Business was established in 2004 to support and promote corporate social responsibility (CSR), sustainability, and corporate good governance.

Dubai Chamber Sustainability Network

At the beginning of 2012, the CRB, together with members of its Sustainability Network, launched five task groups to drive forward understanding and develop practical tools on workplace wellness, employee volunteering, community investment, waste management and resource efficiency, and integrated CSR strategy.

Together these task groups have produced six guidebooks, three training programmes and one integrated campaign to raise awareness about waste management across malls, businesses, universities and on radio.

The Dubai Chamber CSR Label

The label is a voluntary standard for CSR implementation in the UAE. In 2012, 29 companies were awarded the CSR Label, of which seven companies were given the endorsement for the second time.

Since its launch in 2010, the Dubai Chamber CSR Label has advised over 100 companies on the framework.



Highlights of 2012

- The CRB and its members launched five task groups that produced six guidebooks, conducted three trainings and carried out one integrated campaign to raise awareness about waste management across malls, businesses, universities and on radio.
- The Dubai Chamber Sustainability Network was instrumental in the increase of events from seven in 2011 to 34 in 2012.
- The CRB was the first in the region to publish a case study 'Sustainability Network: Demonstrating Responsible Business Practice in the UAE', featuring 21 local and regional examples.
- In May, Engage Dubai spearheaded Give & Gain Day, the largest and most prestigious employee volunteering programme in Dubai. More than 140 volunteers from businesses supported their local communities, with \$19,050 raised.
- In June, the CRB partnered with International Green Awards to host a Sustainability Summit to launch the awards programme in the Gulf region.
- In June, the CRB also collaborated with the Dubai Carbon Centre of Excellence (under the Supreme Council of Energy) to host a Greenhouse Gas Inventory Workshop.
- In November, the CRB hosted a seminar with Pearl Initiative to share the latest developments on integrated reporting.
- In December, Engage Dubai hosted an Employee Volunteering Training & Fair and it proved to be one of the CRB's most popular events, with 100% of attendees saying they found the event useful.
- Ten training events were delivered, where on an average 97% attendees cited the overall relevance and delivery of trainings as either excellent or good.
- The CRB delivered two high-profile Dubai Dialogue events, facilitating learning and debate among academics, practitioners and business leaders.



DUBAI CHAMBER **DUBAI BUSINESS WOMEN COUNCIL**

DUBAI BUSINESS WOMEN COUNCIL

Set up in 2002, under Dubai Chamber, the Dubai Business Women Council (DBWC) represents the interests of businesswomen in the emirate, professionals as well as independent entrepreneurs.

It was created to empower women, especially UAE nationals, and to motivate them to prove the truth of this statement by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai: "It is not strange for a UAE woman to be an ambassador; she who proves herself merits, praise and encouragement." The Council has as its patron Her Highness Princess Haya bint Al Hussein, wife of Sheikh Mohammed, UN Messenger of Peace and Chairperson of the International Humanitarian City.

The DBWC carries out its mission by building awareness, educating, promoting opportunities and encouraging community acceptance of women in business. This initiative is meant to increase women's contribution to the national economy by helping them achieve success within the UAE and beyond.

The Council also promotes tolerance and cultural understanding through dialogue and co-operation, works on breaking stereotypes about Arab women and highlights their challenges and achievements. This is done through participation in local and international conferences and forums, sharing resources, advocating responsible action to ensure the well-being of women in the workforce, and building a superior networking platform for women.





Highlights

- Its first event was the MENA Business Women Network Forum, on 11-13 April at Park Hyatt in Dubai. Held under the patronage of H.E. Sheikha Lubna bint Khalid Al Qasimi, UAE Minister of Foreign Trade, the forum was a meeting point for delegates from all 10 MENA BWN member organisations across the Gulf, the Levant and North Africa, as well as from the US and Europe.
- The Arab International Women's Forum (AIWF) conference titled 'Young Arab Women Leaders – the Voice of the Future', held at Dubai Chamber premises on 10 December, in collaboration with PwC.
- The DBWC participated in the annual Women's Global Forum in Deauville, France, on 10-12 October, held under the theme 'Wanted: 360° Growth'. Raja Al Gurg, President of DBWC attended.
- Locally, the DBWC arranged five network Majlises for its members in September-December 2012. The Majlises hosted guest speakers from various industries who provided the DBWC members with skills that could help them improve their business.
- The Council hosted a delegation of 15 students from Simmons MBA University in Boston, US, in March 2012. The discussion focused on the achievements of businesswomen in the UAE over the years and highlighted other key issues affecting Emirati women, such as existing constitutional and legal protection for women, political participation, women in the workforce, women and education and more.
- The DBWC also hosted a Saudi women's delegation headed by Khoulood Tamimi, the General Manager of the Saudi Federation of Chamber of Commerce, Women's Division, in April 2012. The two sides discussed their accomplishments and future collaborations.
- As part of its CSR, the DBWC was one of the sponsors of the 'Think Up' event in June 2012. The purpose was to support young Emirati talent across the UAE and to celebrate the highly respected athletes who were part of the London 2012 Olympics.
- The DBWC partnered with the Saudi German Hospital-Dubai to hold a cancer awareness event, 'The Pink Ribbon Event' on 5 November.
- The National Bank of Abu Dhabi, which has launched the Fursati Economic Empowerment programme, an initiative that includes educational seminars for women, kicked off its first series of training sessions exclusively for DBWC members in November 2012.



UNIVERSITY OF DUBAI

Set up in 1997 by the Dubai Chamber of Commerce and Industry, the University of Dubai, first called Dubai Polytechnic, has fulfilled the UAE government's vision of addressing the skills and qualifications gap in the workforce and supporting its Emiratisation initiative. In 2001, it was recognised as Dubai University College, with accredited degree programmes in Bachelor of Business Administration (BBA) and Bachelor of Science (BSc) in Computing and Information Systems. In June 2006, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, approved the name change from Dubai University College to University of Dubai (UD). A 3 million sq. ft plot was granted in the Academic City to build a new campus.

From its inception, the UD mission has been to: serve the educational needs of diverse undergraduates, postgraduates and professionals; producing high-calibre graduates; provide education based on international standards; provide a stimulating educational environment to prepare future leaders; and engage faculty in applied research focused mainly on the economic development of the Middle East and North Africa region.

The education one gets at UD is not merely academic. The university is guided by certain core values that it also tries to instil in students. Some of these are: ethical behaviour in all aspects of life; sound citizenship through personal, social and environmental responsibility; respect for the opinion and beliefs of others; equal opportunity for all men and women; and collective responsibility through team work.

The university has four colleges under it that offer programmes from undergraduate to PhD levels. They are: College of Business Administration; College of Information Technology; College of Law; and the Centre for Management and Professional Development. In 2009, the College of Business Administration earned the international accreditation from the Association to Advance Collegiate Schools of Business (AACSB International), a distinction given to less than one-third of the business schools in the United States and only 5% worldwide.

For the 2011-2012 Fall Semester, the UD graduate and post-graduate courses had a total of 860 enrolled students. Emiratis formed 45% of this student population, showing how successful the UD initiative has been in attracting UAE citizens to the kind of education that would make them future leaders. The university has expanded its association with the business community through the provision of internships for students and job placement after their graduation.

Attention is also paid to the development of faculty members. The UD Centre for Research and Consultancy encourages members of the faculty to produce scientific and academic research by providing them with the time and resources needed and publishing their papers in international academic journals. They also get an opportunity to participate in international conferences related to their research.





The university has signed international affiliation agreements with the following: Hamburg School of Business Administration, Germany; University of North Florida, USA (AACSB accredited); Michigan State University, USA (AACSB accredited); University of Louisville, USA (AACSB accredited); California State University, USA (AACSB accredited); Grenoble Ecole de Management, France (AACSB, EQUIS and AMBA accredited); and Ningxia University, People's Republic of China. This has created a platform for the exchange of educational experiences between faculty members and overseas students. In 2010, UD opened the first Confucius Institute with the support of the Chinese government to teach Chinese in the UAE.

In 2013, the UD focus is on preparing for a visit from AACSB for the renewal of the international academic accreditation for another five years, and on maintaining its status among the leading universities of the world.

Highlights

- The College of Business Administration at the University of Dubai (UD) earned the international accreditation from the Association to Advance Collegiate Schools of Business (AACSB International). Only less than one-third of business schools in the United States and 5% worldwide were able to obtain this accreditation.
- The College of Information Technology earned academic accreditation for its Computing and Information Systems degree programme from the Accreditation Board for Engineering and Technology (ABET) making the University of Dubai the first and only institution to have earned this academic accreditation in 2006.
- As part of its goal to advance higher education in the region, the University of Dubai bid for and was awarded \$500,000 by USAID under the Iraq Financial Development Project for two universities – Al Mansour University College and University of Baghdad.
- The University of Dubai has signed International Affiliation agreements with the following foreign universities: Hamburg School of Business Administration, University of North Florida, Michigan State University, University of Louisville, California State University, Grenoble Ecole de Management, and Ningxia University.



مركز دبي للتحكيم الدولي

Dubai International Arbitration Centre

An Initiative by Dubai Chamber of Commerce & Industry

DUBAI INTERNATIONAL ARBITRATION CENTRE

First created in 1994 as the Centre for Commercial Conciliation and Arbitration, the Dubai International Arbitration Centre (DIAC) is now the largest such entity in the Middle East.

It is an autonomous, permanent, non-profit institution that provides the local, regional and international business communities with high-calibre arbitration services and facilities at affordable prices.

The services that DIAC offers include the overseeing of arbitration proceedings, the appointment of arbitrators from a pool of internationally qualified professionals, and the fixing of the arbitrator's fees.

DIAC also maintains a directory of experts who are highly recognised for their diverse knowledge and practical experience in this field.

Located on the 14th floor of the Dubai Chamber headquarters, DIAC offers modern facilities, including meeting and hearing rooms with a full range of electronic services.

The centre's associate membership allows members to enhance their knowledge and experience in international commercial arbitration by participating in seminars, training workshops and international conferences.

DIAC arbitrations involve a broad range of economic sectors, including commerce, construction, corporate, employment, energy, engineering, financial services, marketing, media, oil and gas, real estate, transportation, trade, and tourism.

In 2012, DIAC registered 379 arbitration cases and three conciliation cases. At the end of 2012, there were 747 on-going DIAC cases.

Paralegals were included in the case management team to assist lawyers, and also the case management unit was split up into two teams to speed up the services.

A new Board of Trustees, chaired by Jan Paulsson, was constituted under Decree No. 20 (2012); and an interim Executive Committee of DIAC, composed of the Board of Trustees members Charles C. Adams, Dalmook Mohamed Dalmook, Antonio R. Parra, Tarek Riad and Michael Schneider, was formed.

DIAC Director Nassib G. Ziadé was appointed as a member of the Conflicts of Interest Subcommittee of the International Bar Association Arbitration Committee. The subcommittee is currently reviewing the IBA Guidelines on international arbitration.





DIAC's Director participated in the CEO Roundtable entitled 'The Dubai Legal System – New Avenues to Resolve Business Disputes', held at Dubai Chamber in March 2012, in collaboration with Dubai Courts and DIFC Courts. The Director also gave a series of lectures at The Hague Academy of International Law, in July 2012, on issues of international arbitration; was the guest speaker at the Annual Young Members Group of the Chartered Institute of Arbitrators, in November 2012, on 'Conflicts of Interest in International Arbitration'; and spoke in the same month at a conference in Sharm El Sheikh, co-sponsored by the Cairo Regional Centre for International Commercial Arbitration, the International Federation of Commercial Arbitration Institutions and the United Nations Commission on International Trade Law, on the 'Role of State Courts in Arbitration'.

As part of its global outreach, in 2012, DIAC organised and participated in the following events:

- The 7th Arbitration Dialogue in Sweden, in March, on the sideline of the International Bar Association 15th Annual International Arbitration Day, during which the DIAC Director and members of the Executive Committee discussed arbitration with DIAC users.
- The 8th Arbitration Dialogue in Singapore, in June, on the sideline of the International Council for Commercial Arbitration's Annual Meeting, also attended by the Director and Executive Committee members.
- A workshop on the 'Practical Techniques for Handling Commercial Arbitration', in September, conducted by Klaus Peter Berger of the Centre for Transnational Law at the University of Cologne.
- Two events for the Government of Iraq, in co-operation with the Commercial Law Development Program of the US Department of Commerce, in which the DIAC director was the key speaker. The first event, attended by an Iraqi government delegation, discussed the importance of commercial arbitration and looked at the DIAC experience as a case study. The second, attended by a delegation from the Iraqi judiciary and organised in collaboration with Dubai Courts, conducted a comparative review of the role of the judiciary versus arbitration centres in resolving commercial disputes.



12. Policy advocacy

STUDYING COMMERCIAL, FINANCIAL AND ECONOMIC legislation is among the major activities of Dubai Chamber. These legislations which are provided by the Department of Legal Affairs in Dubai or by pertinent Ministries or by UAE/ GCC Federations of Chambers, cover drafts of new federal/ local/ GCC laws and by-laws, Cabinet or Ministerial decisions, bilateral/ regional or international conventions. These drafts are initially studied by a Dubai Chamber team, circulated among members of related Business Groups and discussed with members of the Chamber's Legal Committee whose suggestions and recommendations would be reviewed by the Chamber's "Business Advocacy Committee". The findings would be discussed with the Dubai Legal Department and pertinent parties. In many cases, the Chamber receives revised drafts of said legislation which would be re-studied in the same pattern. The Chamber's Legal Committee meets with the Chamber's team regularly on a weekly basis. The following drafts had been discussed during 2012.

DRAFT LEGISLATION THAT HAVE BEEN STUDIED:

FEDERAL LEGISLATION

- Draft federal law concerning Companies Law (2011).
- Draft federal law allowing GCC citizens to exercise retail and wholesale trades (2011).
- Draft federal law concerning Protection of Trade Secrets (2011).
- Draft federal law concerning Trading in Precious Stones and Metals (2012).
- Draft federal law amending some provisions of Federal Law No. (6/2007) Pertaining to Insurance Authority and Insurance Activities (2011).
- Draft federal law for the year (2011) amending some provisions of Criminalisation of Money Laundering Law No. (4/2002).
- Draft federal law for the year (2011) amending some provisions of the Securities and Commodities Authority Law No. (4/2000).
- Draft federal law concerning the Small and Medium Enterprises (2012).
- Draft federal law concerning Foreign Investment (2012).
- Draft federal law amending some provisions of Federal Law No. (10/1980) Regarding the Central Bank and Monetary System and Organising the Banking Profession (2011).
- Draft law amending some provisions of Federal Customs Authority Law No. (1/2003).
- Draft law concerning Financial Restructuring and Bankruptcy (2011).
- Draft federal law regulating Railway Sector (2011).
- UAE technical by-law regulating Laser Products (2012).
- Draft by-law concerning Land Transport Federal Law number (9/2011), (2011).
- Draft federal law regulating the Profession of Auditors (2011).
- Draft by-law on Maintenance and Storage of Tyres (2012).



CABINET AND MINISTERIAL DECISIONS

- Cabinet decision for the year (2012) concerning by-law of the Anti-Tobacco Law No. (15/2009), (2012).
- Cabinet decision granting priority to Local Products in Government Purchases (2012).
- Cabinet decision authorising the Ministry of Finance to collect and exchange information for the purposes of International Tax Agreements (2012).
- Ministry of Labour decisions (788/2009), (1186/2010) and (1187/2010) pertaining to wages protection, work permits, and regulating the classifications of establishments.

LOCAL LEGISLATION

- Draft law regulating partnership between the public and private sectors in the Emirate of Dubai (2011).
- Dubai Executive Council draft resolution concerning Dubai Municipality Markets (2012).
- Draft law for the year (2012) amending some provisions of Dubai Chamber Law No.(8/1997).
- Dubai Executive Council draft resolution concerning Evaluation of Real Estate Profession (2012).
- Dubai Executive Council draft resolution concerning establishing Committee for Developing Economic Activities in the Emirate of Dubai (2012).

GCC LEGISLATION

- The Unified Law Concerning the Unified Measurements for Members in the GCC Standardisation Organisation (2011).

DRAFT LEGISLATION UNDER REVIEW BY DUBAI CHAMBER:

FEDERAL LEGISLATION

- Draft federal law Regulating the Financial Services (2011).
- Draft federal law pertaining to Central Weights (for vehicles) (2011).
- Draft federal law amending the federal law No. (24/1999) on Environmental Protection and Development (2011).
- Draft by-law concerning Insurance Brokers Registration and Profession (2012).
- Draft federal law concerning Phytosanitary (2012).
- Draft federal law concerning the Establishment of the Emirates Post Group (2012).

GCC LEGISLATION

- Draft law on Veterinary Products in GCC Countries and its by-law (2012).
- Draft law on Arbitration in GCC Countries (2012).
- Memorandum concerning draft law pertaining to Liberalisation of Trading in Goods and Services and Regulating Investments among the GCC Countries (2012).



12. Major milestones



01



02



04b

MAJOR MILESTONES

Dubai Chamber spread its wings and reinforced its position as the foremost trade facilitator in the region and a leading force around the world



03

01 Fourteen UAE-based companies received 15 awards at the 6th session of the prestigious Mohammed bin Rashid Al Maktoum Business Award. The ceremony was attended by H.H. Sheikh Hamdan bin Mohammed Al Maktoum, Crown Prince of Dubai, and H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai.

02 To mark the 3rd Annual Global Entrepreneurship Summit, the Business Gala International 2012 was held on 11 December at the Dubai World Trade Centre. Jointly presented by Dubai Chamber and the World Expo 2020 Bid Committee, the gala was attended by over 1,000 delegates, including VIPs from the Dubai business community, the diplomatic corps, and delegates representing a multitude of sectors and services.



04c



04a

03 Dubai Chamber won the Best Result in Customer Satisfaction award for the third year in a row at the prestigious Dubai Government Excellence Programme. The Chamber scored 88.7% in customer satisfaction. The award was presented at the DWTC with the patronage and attendance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

04 Dubai Chamber organised a number of country-specific forums to spot fresh business opportunities, such as the the UAE-Poland Business Forum (4a), the UAE-Turkey Business Forum (4b), and the UAE-Latvia Business Forum (4c)



05

05 The highlight of 2012 was the opening of Dubai Chamber's first overseas representative office in Baku, Azerbaijan, coinciding with the Azerbaijan trade mission on 13-14 November, led by Chamber Chairman Abdul Rahman Saif Al Ghurair. The visit included a number of bilateral meets that attracted a large number of Azeri businesses and a site visit to Baku White City, one of the biggest local developments.



13. Dubai Chamber customer service



THE DUBAI CHAMBER of Commerce and Industry scored a hat-trick in 2012, winning the Best Result in Customer Satisfaction award for the third straight year in the Dubai Government Excellence Programme. The award was a recognition of the Chamber's continuous efforts to promote the highest quality of service that keeps adapting to client requirements.

**IN 2012 FROM
2011 – 23,319**



23,319 inbound e-mails received
(40% increase from 2011)

**IN 2012 FROM
2011 – 35,581**



35,581 inbound calls handled (5% increase from 2011)
Scored **93%** on internal call monitoring

**IN 2012 FROM
2011 – 4,515**



Updated additional 4,515 contacts
(8% increase from 2011)

**IN 2012 FROM
2011 – 2,229**



2,229 fax received and handled
(7% decrease from 2011)

**IN 2012 FROM
2011 – 14,865**



14,865 outbound calls made (8% decrease from 2011 due to more targeted calling)

**IN 2012 FROM
2011 – 363,472**



363,472 SMS sent for events, reminders, services, occasions (9% decrease from 2011)

**IN 2012 FROM
2011 – 1,677,962**



1,677,962 successful e-mail invitations (28% decrease from 2011)



PHOTOS OF 2012

In 2012, Dubai Chamber showcased the business advantages of the emirate in several ways: welcoming European heads of state leading their trade delegations; opening the Chamber's first representative office overseas; further synchronising Dubai's unique services and infrastructure with regional and international business interests through CEO meets, seminars, workshops, outbound trade missions around the world, the annual business gala; and by hosting the 6th edition of the Mohammed bin Rashid Al Maktoum Business Award. All the four quarters of the year saw constant Chamber interaction with representatives from Dubai's current business partners and promising future markets.



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01 Dubai Economic Outlook
H.H. Sheikh Ahmad Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman and CEO of Emirates Airline and Group and Chairman of Dubai Airports with H.E. Sami Al Qamzi, Director General, Department of Economic Development and H.E. Hamad Buamim

02 Visit to Tripoli, Libya
H.E. Abdul Rahman Saif Al Ghurair with H.E. Mustafa Abu Shagour – the then Deputy Prime Minister of Libya

03 UAE-Turkey Business Forum
H.E. Hisham Abdullah Al Shirawi, 2nd Vice Chairman, receiving H.E. Abdullah Gul – President of Turkey

04 Arab Health Connect 2012
H.E. Cornelia Pruefer Storcks – Senator, Hamburg Health & Consumer Protection

05 Consumer Electronics Exhibition - US
H.E. Hisham Abdullah Al Shirawi and H.E. Director General Buamim with Gary Shepero, President & CEO of Consumer Electronics Association

06 SME Exporter of the Month Ceremony
H.E. Al Shirawi honouring the winning companies at the SME Exporter of the Month initiative

07 Hungary Delegation
H.E. László Kövér with H.E. Abdul Rahman Saif Al Ghurair

08 Delegation from Australia
Hon. Mark Vaile, Former Deputy Prime Minister of Australia with Dubai Chamber officials

09 Talk Business at Breakfast
H.E. Hamad Buamim opens the February edition, which welcomed H.E. Sulaiman Hamid Al Mazroui, Chairman, Bankers Business Group

10 Delegation from Sudan
Receiving H.E. Prof. Al-Zubair Bashir Taha, Governor of Gezira State, Sudan

11 MoU to support SME Finances
H.E. Director General Buamim and Saif Al Shehhi, the Senior General Manager of the Domestic Banking Division of NBAD signs MoU

12 Diplomatic Circle
H.E. Hamad Buamim with H.E. Reem Al Hashimy, UAE Minister of State and Managing Director of Expo 2020 Dubai and delegates



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13 Dubai Government Excellence Awards

H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai presenting the award for Best in Customer Satisfaction to Dubai Chamber officials

14 Delegation from Lithuania

H.E. Audronius Azubalis – Minister of Foreign Affairs of Lithuania

15 Annual Investment Meeting 2012

H.E. Rustam Minnikhanov - President of the Republic of Tatarstan, Russia

16 Trade Mission to Ethiopia

H.E. Chairman Al Ghurair with H.E. Erastus Mwencha, Deputy Chairperson of The African Union Commission

17 Sustainability Network Task Group

H.E. Al Shirawi speaking during the launch of Sustainability Network Task Group

18 Dubai Dialogue

H.E. Chairman Al Ghurair and H.E. Director General Buamim with guests

19 Outbound mission to Baku

H.E. Eng. Mohammed Ahmed bin Abdul Aziz Al Shehhi, Undersecretary, UAE Ministry of Economy and H.E. Buamim with the delegation from Azerbaijan

20 Dubai Chamber and Dubai Customs Meeting

MoU signing between H.E. Hamad Buamim, Director General of Dubai Chamber and H.E. Ahmed Butti Ahmed, Director General, Dubai Customs

21 UAE-Poland Business Forum

H.E. Donald Tusk - Prime Minister of Poland with Dubai Chamber Chairman, Director General, and UAE officials

22 JAFZA Award Ceremony

Dubai Chamber was honoured by JAFZA in a special ceremony for its strategic partners



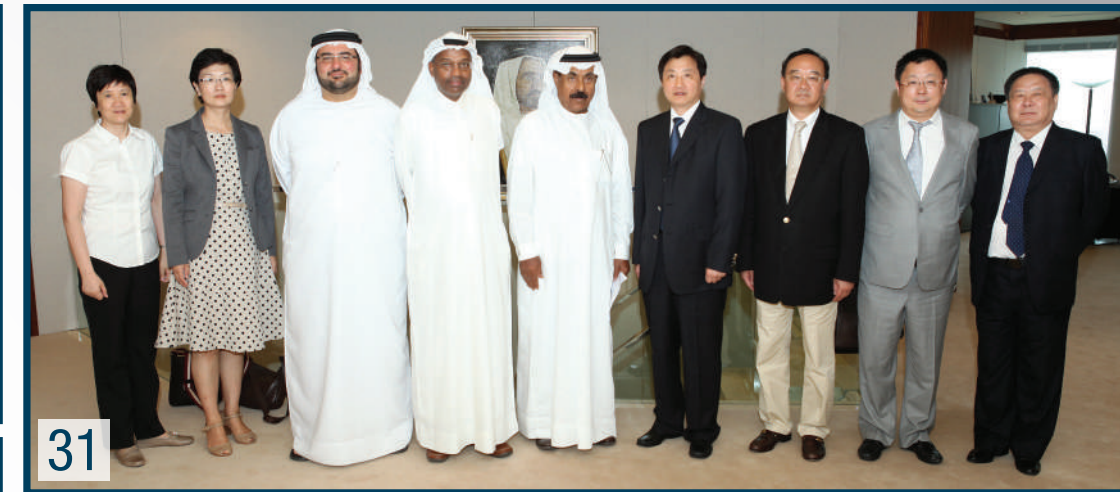
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23 Business Networking Suhoor

H.E. Al Ghurair - Chairman of Dubai Chamber

24 VAT Workshop

H.E. Dr Lowai Belhouli, Director General of Dubai Legal Affairs Department, H.E. Buamim, H.E. Al Ghurair, and H.E. Abdelrahman Al Saleh, Director General of Dubai Department of Finance

25 Delegation from India

Mr. Kamal Dayani – Industries Commissioner, Government of Gujarat, India, with Dubai Chamber's Chairman

26 Delegation from USA

H.E. Buamim meets H.E. Rob Waller, Consul General of US to Dubai with Danny Sebright, US-UAE Business Council President

27 SMM International Trade Fair

Dubai Chamber visits Drydocks World stand at SMM in Hamburg

28 Country Focus on Kazakhstan

Deputy Prime Minister of the Republic of Kazakhstan, H.E. Mr. Kairat Kelimbetov

29 Gulf Business Industry Awards

Dubai Chamber wins Gulf Business CSR Company of the Year 2012

30 Talk Business at Breakfast

The September edition welcomed H.E. Eng. Mohammed Ahmed bin Abdul Aziz Al Shehhi

31 Delegation from Shanghai

Meeting with Mr. Zhou Ping – District Mayor, People's Government of Jing'an District, Shanghai

32 CSR Seminar

Sustainability Network Communication on Progress Seminar

33 CEO Awards

H.E. Hamad Buamim honours the winners in the 5th Arabian Business Forum



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34 Delegation from Swiss Confederation

H.E. Pascal Couchepin, former President of the Swiss Confederation meeting with H.E. Chairman Al Ghurair and Atiq Juma Nasib, Senior Director, Commercial Services Sector

35 Delegation from Grenada

H.E. Tillman Thomas – Prime Minister of Grenada

36 Talk Expo 2020

H.E. Director General Buamim with H.E. Reem Al Hashimy, UAE Minister of State and Managing Director of Expo 2020 Dubai

37 Tejar Dubai

H.E. Director General Buamim with H.E. Marwan Bin Beyat, General Manager of the private office of H.H. Sheikh Majid bin Mohammed bin Rashid Al Maktoum

38 Outbound delegation to Azerbaijan

H.E. Ilyam Aliyev, president of Azerbaijan receiving H.E. Chairman Al Ghurair

39 Mayor of Houston Networking Seminar

H.E. Annise Parker - Mayor of Houston, Texas, USA with H.E. Hisham Al Shirawi

40 Delegation from Spain

H.E. Sebastián Pérez Ortiz – President of the Council of Granada, Provincial Government of Granada

41 Country Focus Briefing on Kurdistan

H.E. Al Ghurair during the Country Focus briefing on Kurdistan where Dubai Chamber announced its intention to open a representative office in 2013

42 UAE-Italy Business Forum

H.E. Mario Monti – Prime Minister of Italy with Dubai Chamber and UAE officials

43 Council of Saudi Chambers

H.E. Eng. Omar Ahmed Bahlaiwa, Secretary General, Committee for International Trade (CIT) with H.E. Director General Buamim and Atiq Juma Nasib, Senior Director, Commercial Services Sector

CSR @
DUBAI CHAMBER
INVESTING IN A RESPONSIBLE, RICHER FUTURE



INTRODUCTION

GIVEN ITS LARGE NUMBER OF MEMBERS AND ITS CRITICAL ROLE AS A FACILITATOR BETWEEN BUSINESS AND GOVERNMENT, DUBAI CHAMBER OF COMMERCE & INDUSTRY IS IDEALLY PLACED TO ENCOURAGE SUSTAINABLE CHANGE WHICH PROVIDES ECONOMIC, SOCIAL AND ENVIRONMENTAL BENEFITS WELL BEYOND THE BOUNDARIES OF ITS OWN OFFICES. ENCOURAGING SUCH CHANGE IS ALSO VITAL TO ITS OBJECTIVES OF CREATING A FAVOURABLE BUSINESS ENVIRONMENT, SUPPORTING THE DEVELOPMENT OF BUSINESS, AND PROMOTING DUBAI AS AN INTERNATIONAL BUSINESS HUB. THIS IS WHY DUBAI CHAMBER REMAINS COMMITTED TO CORPORATE SOCIAL RESPONSIBILITY (CSR), A JOURNEY WHICH IT BEGAN MORE THAN 15 YEARS AGO. IT INVOLVES ENHANCING DUBAI CHAMBER'S SUSTAINABILITY PERFORMANCE WHILE ENCOURAGING SUCH CHANGE AMONG ITS MEMBERS AND SUPPLIERS IN FOUR MAIN AREAS (COMMUNITY, ENVIRONMENT, WORKPLACE AND MARKETPLACE). YOU CAN READ ABOUT DUBAI CHAMBER'S MAJOR CSR INITIATIVES AND EFFORTS DURING 2012 IN THE FOLLOWING PAGES.



KEY CSR INITIATIVES

Project: Green Building
Year launched: 1997
Purpose: Improve the sustainability performance of Dubai Chamber and encourage green buildings in the broader community.

RESULTS

US \$1.93

million in savings and 77% water and 47% energy reduction in 10 years

89% staff satisfaction in the upgraded green offices (up from 59% in the old offices)

1st LEED certified Existing Building in the Arab World

Project: University of Dubai
Year launched: 1997
Purpose: Address skills and qualification gaps in the workforce and support the government's Emiratization programmes.

RESULTS

1300 business and IT students graduated

250 female Emirati entrepreneurs trained who opened 40 businesses

1st university in the GCC to sign the UN's Principles for Responsible Management Education

Project: Centre for Responsible Business
Year launched: 2004
Purpose: Promote ethics, good governance and broader CSR issues through the dissemination of CSR research, training, consulting and practical tools and guides.

RESULTS

22 research studies, 22 CSR newsletters and 17 guides published since 2004

6 CSR conferences and hundreds of trainings provided since 2004

32 companies awarded the Dubai Chamber CSR Label since its launch

Project: Mohammed bin Rashid Al Maktoum Business Award
Year launched: 2005
Purpose: Celebrate excellence in business and lift business practices across Dubai and the UAE.

RESULTS

300 companies have participated in the Mohammed bin Rashid Al Maktoum Business Award process

93 businesses from 11 different sectors have won the Mohammed bin Rashid Al Maktoum Business Award since 2005

98% of participants recommend the award process to others

COMMUNITY

Healthy and vibrant societies are vital to sustaining a stable and prosperous business community. Each year Dubai Chamber supports a number of causes which allow it to improve society, develop employee skills, enhance the practices of businesses, improve job skills among youth, and encourage entrepreneurship in Dubai in line with its mission.

During 2012 Dubai Chamber's staff fundraised for several charities assisting children with special needs or providing medical care and other support to the underprivileged. Employees also volunteered their time by participating in two blood donation drives, packing gifts for labourers, selling raffle tickets, working at charity fairs, and running in a marathon for charity. It also continued its support of Engage Dubai, the largest corporate volunteering programme in the region.

Further Dubai Chamber hosted several charities within its premises throughout the year and conducted its yearly Ramadan appreciation event for all the contractor labourers working on its sites. In 2012 the biggest contribution to the community continued to be Dubai Chamber's support of the University of Dubai, which includes 47 student scholarships and providing campus space as well as other facilities in kind.

2012 achievements

- Coordinated 20 community initiatives and promoted 13 local and global campaigns such as Earth Hour, Car Free Day and World Health & Safety at Work Day.
- Organised events that raised AED 90,920 for various charities and community initiatives from staff.
- Arranged for 83 staff to give a total of 269 volunteering hours to charity initiatives, 39% of staff.
- Contributed 2.3% of revenue to charity in cash or kind.
- Hosted "Give & Gain Day" with more than 140 volunteers from businesses

"EACH YEAR, DUBAI CHAMBER SUPPORTS A NUMBER OF CAUSES WHICH ALLOW IT TO IMPROVE SOCIETY, DEVELOP EMPLOYEE SKILLS, ENHANCE THE PRACTICES OF BUSINESSES, IMPROVE JOB SKILLS AMONG YOUTH, AND ENCOURAGE ENTREPRENEURSHIP"



ENVIRONMENT

The health of the environment is crucial to the success of business, as businesses depend on the environment for vital resources and to support stable societies in which they can thrive. Each year Dubai Chamber works hard to reduce its consumption of resources and production of waste, which allows it to reduce pollution while also engaging with its stakeholders, improving efficiency, reducing costs, and raising awareness about the benefits of going green.

During 2012 Dubai Chamber continued promoting various environmental initiatives, such as Earth Hour and Public Transport Day, hosting environmental initiatives such as green building workshops, giving numerous green building tours of the 1st LEED certified Existing Building in the Arab world, training staff and contractors on environmental issues, upgrading its site to the highest green building standards and implementing an environmental management system to better plan, track, monitor and communicate its environmental impact. Dubai Chamber also hosted the International Green Awards and sponsored the Dubai Chamber Ecopreneur Award to encourage and reward environmentally responsible businesses in partnership with Dubai Eye 103.8 radio.

2012 achievements

- Successfully implemented an environmental management system and achieved ISO14001 certification.
- Gave more than 16 green building tours to share Dubai Chamber's green building practices.
- Hosted three green building workshops and environmental events for businesses and governmental organisations.
- Presented at five environmental conferences to share Dubai Chamber's environmental practices.

“DUBAI CHAMBER WORKS HARD TO REDUCE ITS CONSUMPTION OF RESOURCES AND PRODUCTION OF WASTE, WHICH ALLOWS IT TO REDUCE POLLUTION WHILE ALSO ENGAGING WITH ITS STAKEHOLDERS, IMPROVING EFFICIENCY, REDUCING COSTS, AND RAISING AWARENESS ABOUT THE BENEFITS OF GOING GREEN”



WORKPLACE

Employees are a critical asset in all organisations, and Dubai Chamber takes great care to provide one of the best working environments for its staff in Dubai. This includes everything from work-life balance to competitive packages and conditions, opportunities for learning and development, a dynamic and multicultural working environment that represents Dubai Chamber's diverse membership base, right through to safe and vibrant working areas that have been constructed according to the latest standards in environment, health and safety.

During 2012 the majority of staff participated in external training and numerous CSR awareness events and workshops on topics as diverse as first aid, energy saving, sustainable procurement, UAE culture and wellness. Various staff social events were also arranged throughout the year to enhance team spirit and communication, such as staff breakfasts, movie and bowling nights. HR benefits were also enhanced and older office floors were renovated in line with the highest health, safety and environment standards.

2012 achievements

- Successfully implemented a health and safety management system that achieved OSHAS18001 certification.
- Conducted 22 training sessions on CSR topics and organised nine staff events to encourage team-building and communication.
- Provided annual hospital medical check-ups to 62 staff, health club membership to 41 staff, and onsite check-ups to more than 100 employees.
- Achieved the 2nd top results for employee satisfaction in the Dubai Government Excellence Programme.
- Dubai Chamber hired seven graduates for the FURSA Emiratization initiative.

“DUBAI CHAMBER TAKES GREAT CARE TO PROVIDE ONE OF THE BEST WORKING ENVIRONMENTS FOR ITS STAFF IN DUBAI”



MARKETPLACE

Sustainable businesses use their influence beyond their own walls and encourage their suppliers, customers and other external stakeholders to work with them in more sustainable ways. For more than a decade, Dubai Chamber has been engaging with its members, and more recently, suppliers and government stakeholders, to encourage sustainability and responsible business practices.

During 2012, Dubai Chamber continued sharing its CSR programme with interested parties by giving a number of presentations at conferences and hosting several organisations in its premises. Dubai Chamber's Centre for Responsible Business enlarged its Sustainability Network and the number of members who qualified for Dubai Chamber's CSR Label. It also continued with its CSR conferences, newsletter, trainings and other support to encourage Dubai Chamber's members to enhance their sustainability. The Sheikh Mohammed bin Rashid Al Maktoum Business Award Programme also kept encouraging CSR as a crucial element of the business excellence evaluation criteria. Dubai Chamber also continued working with its suppliers and applying its sustainable purchasing policy to source the most responsible products. Finally Dubai Chamber partnered with on-site contractors to train them in applying the new Health, Safety & Environment (HSE) Management System.

2012 achievements

- Encouraged more than 100 companies to become more responsible by delivering two CSR conferences and 10 CSR trainings, awarding 29 companies the Dubai Chamber CSR Label and publishing numerous CSR publications.
- Awarded 14 companies with strong CSR programmes the Mohammed bin Rashid Al Maktoum Business Award for excellence.
- Presented Dubai Chamber's CSR programme at seven conferences and during 10 organisational visits.
- Won two awards for 'Best CSR Company of the Year' at the Gulf Business Industry Awards and the 'Arab Organization Social Responsibility Award'.

“FOR MORE THAN A DECADE, DUBAI CHAMBER HAS BEEN ENGAGING WITH ITS MEMBERS, AND MORE RECENTLY, SUPPLIERS AND GOVERNMENT STAKEHOLDERS, TO ENCOURAGE SUSTAINABILITY AND RESPONSIBLE BUSINESS PRACTICES”





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غرفة تجارة وصناعة دبي

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