

Expo 2020 Dubai

Business Integration for Growth, Digital Transformation and Global Partnerships



EXPO
2020
DUBAI
UAE

غرفة دبي
DUBAI CHAMBER



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H.E. Reem Al Hashimy
UAE MINISTER OF STATE FOR
INTERNATIONAL COOPERATION; DIRECTOR
GENERAL OF EXPO 2020 DUBAI

FOREWORD

For 170 years, World Expos have provided a platform to showcase the innovations that shape the world. Expo 2020 Dubai has continued this tradition by sharing the latest ideas and technology from around the globe. There are a number of factors that make Expo 2020 Dubai one of the most important in exposition history. It marks the first time a Middle Eastern destination has hosted a World Expo, signifying a major milestone for the region. For the first time, the event took place in hybrid form, with both in-person and online sessions – the latter of which enabled participation from a much wider audience than ever before.

As a renowned global meeting place, Dubai has been immensely proud to host this international event, which ran for six months from October 2021 through to March 2022. Dubai has one of the world's most dynamic and future-focused economies, and Expo 2020 Dubai has had an extraordinary impact on development. We have been delighted to have Dubai Chamber of Commerce as our Official Business Integration Partner for Expo 2020 Dubai. The chamber helped to expand one of the crucial elements of the event: advancing growth and connectivity.

After a one-year delay due to the pandemic, Expo 2020 Dubai opened its doors on October 1, 2021 and we achieved more than we could have ever dreamed. The event saw 192 nations showcase cultural experiences and inspiring innovations. In the first five months, more than 28,000 events were staged; over 16 million in-person visitors and 150 million virtual visits were recorded; and over 13,000 heads of state and ministers attended.

Expo 2020 Dubai has shown that only through collaboration and connectivity can we overcome the most pressing global challenges. Under the theme of “Connecting Minds, Creating the Future”, and the three sub-themes of “Opportunity”, “Mobility” and “Sustainability”, Expo 2020 Dubai has allowed the world to rekindle connections and reminded humanity that being together matters. Indeed, Expo 2020 Dubai has provided a launch pad for the global collaboration we need most right now – a chance for people to convene in a spirit of optimism, hope and shared purpose to exchange new ideas and perspectives. Coinciding with the UAE's 50th anniversary in 2021, Expo 2020 Dubai has served to spark innovations that will kick-start another 50 years of progress, contributing to continued prosperity, and enabling growth in the region and beyond.



H.E. Hamad Buamim
PRESIDENT & CEO OF DUBAI CHAMBERS

As part of our role as Official Business Integration Partner for Expo 2020 Dubai, Dubai Chamber of Commerce has been pivotal in facilitating partnerships with the global business community, and expanding Dubai's rapidly growing and maturing business ecosystem.

As a non-profit organisation, our mission is to represent, support and protect the interests of the business community in Dubai. We do so by creating a favourable environment for investment and economic expansion, as well as by promoting the emirate as a centre for international commerce and supporting business development.

Our goal is to be the best chamber in the world when it comes to driving competitiveness and growth. At Expo 2020 Dubai, we have been able to put this mission and vision into action. Our efforts in supporting the mega-event have helped to strengthen Dubai's reputation as a preferred market to do business. They have also cemented the emirate's position as a global business and innovation hub.

Expo 2020 Dubai ran over a period of six months, during which time we worked to connect UAE companies with their global counterparts, facilitate new relationships and agreements, and ensure that the business community had an active and prominent role in an event that has been dubbed “The World's Greatest Show”.

Throughout the event, Dubai Chamber organised several high-level, international business forums, including the Global Business Forum series, which has helped to strengthen Dubai's trade relationships with promising growth markets in Africa, the ASEAN region, Latin America and the Caribbean. Meanwhile, the 10-part Thematic Business Forum series covered a range of topics including space, urban travel, climate change, and knowledge and development.

Building on our long-term strategy to embrace digital transformation, we adopted a hybrid format for Dubai Chamber's Expo 2020 Dubai events. Doing so has enabled us to expand our reach and engage with public and private stakeholders from around the world.

I am extremely pleased to share this report with you, which details Dubai Chamber's successes in delivering a range of services and events and driving business activity at Expo 2020 Dubai. These efforts have undoubtedly helped to boost Dubai's long-term growth prospects.

BOOSTING BUSINESS AT EXPO 2020 DUBAI

Expo 2020 Dubai has created an unprecedented platform for individuals, businesses of all sizes, international organisations and government entities from around the world to form new partnerships and discover opportunities to drive progress towards sustainable and inclusive economic growth. It has also served to boost the business environment in Dubai and showcase the ease of doing business in the emirate.

Dubai Chamber's Quarterly Business Survey assesses the sentiments and business conditions among business leaders across all economic sectors in Dubai. The results of the survey conducted in the fourth quarter of 2021 revealed the third-highest scores since the first quarter of 2015, with business confidence and business conditions reaching 194 and 182 points, respectively. Behind this optimism is the anticipated improvements in sales, continued expansion of Dubai's economy and expected opportunities stemming from Expo 2020 Dubai.

In March 2022, near the end of the event, Dubai Chamber conducted a survey to gauge the sentiment of the business community during Expo 2020 Dubai. It approached business groups and councils that fall under the remit of Dubai Chamber, which represents 287,000 businesses in the emirate. Close to 50% of business groups and councils participated in the survey. Of those surveyed, 73.5% indicated that they managed to build new business relations during Expo 2020 Dubai, while 76.5% said that they registered growth in their businesses during the event. In terms of services provided by Dubai Chamber during the event, 70.6% of respondents said they benefitted from networking, 47% benefitted from the Global Business Forum series and 47% benefitted from B2B meetings.

The opportunities created at Expo 2020 Dubai will support the event's long-term legacy by delivering meaningful impact in the UAE, the region and beyond, and boosting business confidence and activity in Dubai.

This report details all Dubai Chamber of Commerce's efforts at Expo 2020 Dubai to meet several goals, including to position Dubai as the destination for business; partner with the business community; adapt to future challenges; build the digital economy; and accelerate innovation across the value chain.

Connecting Minds, Creating the Future

In 2013 Dubai was named the host of Expo 2020 Dubai, and has successfully hosted the event despite the economic, health and logistical issues caused by the Covid-19 pandemic. Set on a 4.4-sq-km area, the event's purpose-built site has served as a global stage, highlighting the latest technological developments and innovations.

Under the theme "Connecting Minds, Creating the Future", pavilions from 192 countries exhibited real solutions to the world's biggest challenges, as well as presented immersive cultural experiences. The pavilions were

According to a survey conducted in March 2022

over 70%

of respondents indicated that they built new business relations and registered growth in their businesses during Expo 2020 Dubai

divided according to the sub-themes of "Opportunity", "Mobility" and "Sustainability". For the first time in the history of the event, every participating country had its own pavilion. In another first, Expo 2020 Dubai took place in hybrid form, with Virtual Expo Dubai allowing attendees from around the world to join, watch and participate remotely.

Business has been a major component of Expo 2020 Dubai. In the run-up to the event, almost 75% of the event's partners, expected participants and other stakeholders cited investment, trade and business opportunities as the top-ranked priorities and motivators for engagement at the event. The Expo 2020 Dubai business programme, known as Thrive Together, was a dedicated, business-focused track of the wider Programme for People and Planet. It provided curated events and tailored products and services that enabled visitors to explore opportunities, form partnerships and collaborate on the shared goal of prosperity.

At the heart of the Expo 2020 Dubai site is the Business Connect Centre. The centre has been hosting business organisations from across the region, representing more than one million participating companies. The Dubai Exhibition Centre, meanwhile, has been the event's focal point for commercial activity, and it will continue to contribute to the UAE's economy as a future destination for meetings, incentives, conference and exhibitions.

Business Development Opportunities

Expo 2020 Dubai fostered an extensive programme of networking opportunities, which has been one of its most important benefits for the wider business community. These events served to facilitate collaboration and leverage the diversity of the participants, from local and regional chambers of commerce, to industry-leading decision-makers.



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Dubai Chamber has hosted 98 events with more than 25,000 attendees representing 130 countries, as well as some 1500 B2B meetings and 1746 inbound delegation meetings

In November 2019 Dubai Chamber was named the Official Business Integration Partner of Expo 2020 Dubai. In that capacity, it has been central in helping to achieve the goals and long-term legacy of the event. In the build-up to and during the six-month event, the organisation has played a crucial role in the business community. It has worked to support and promote companies in Dubai, attract international firms to the emirate and meet the changing needs of the emirate's dynamic business community.

Throughout the event, Dubai Chamber facilitated networking opportunities, and created connections between UAE businesses and their global counterparts. These efforts were supported by a series of events that aimed to meet the ever-changing needs of the business community. Dubai Chamber has hosted

98 events with more than 25,000 attendees representing 130 countries, as well as some 1500 B2B meetings and 1746 inbound delegation meetings. A total of 3350 delegates were received by Dubai Chamber during the event, representing 60 countries.

Expo 2020 Dubai's Legacy

The event has provided unique opportunities for businesses in Dubai to build new relationships and expand their commercial activities. Dubai Chamber has been there every step of the way to support the growth of the local business community. Beyond Expo 2020 Dubai, Dubai Chamber will continue to streamline its processes to make it easier for international and domestic companies to set up their business in Dubai. The organisation is also consistently working to help companies in the emirate overcome any challenges.

After the close of the event in March 2022, the site will be transformed into a development called District 2020, comprising innovation, educational, cultural and entertainment facilities. This will allow the event site to live on as a smart, sustainable and integrated mixed-use innovation hub. Innovation leaders – including three of Expo 2020 Dubai's Premier Partners: DP World, Siemens and Terminus Group – have committed to establish a long-term presence in District 2020. District 2020 will also be home to a new global entrepreneurship programme – Scale2Dubai – that will enable start-ups and innovators to scale their businesses in Dubai by offering two years of free working space, help setting up their business, subsidised urban living, and access to capital and global networks. Overall, around 80% of the Expo infrastructure will be repurposed after the event ends.

DRIVING ECONOMIC GROWTH AND RECOVERY

Expo 2020 Dubai has brought far-reaching economic benefits to Dubai's economy. After years of preparation, and following the economic downturn caused by the Covid-19 pandemic, the event brought a flurry of economic activity and served as a catalyst for sustainable economic growth and recovery in the emirate. It has helped to generate new jobs, inject a significant amount of investment into the local economy and propel a substantial increase in visitors over the 2020 figure.

As a result of the event, Dubai's economy has outperformed expectations, which has had a positive knock-on effect in key sectors such as construction, tourism and real estate. This, in turn, is supporting ongoing efforts to diversify the local and regional economy.

In the lead-up to the event, 2021 saw accelerated economic growth across a wide range of sectors. The UAE's non-oil trade reached AED1.9 trillion (\$517.2 billion) in 2021, up 27% compared to 2020 and 11% compared to 2019. The growth was consistent across exports, imports and re-exports. Meanwhile, the country's non-oil exports set a new record with growth of 33.3%, to reach AED354 billion (\$96.4 billion). As of August 2021, 30,000 businesses from 179 countries were registered to do business with Expo 2020 Dubai, of which 13,700 were SMEs.

Following the easing of flight restrictions in the second half of 2021, tourists from around the world were able to travel to the emirate and visit Expo 2020 Dubai. A total of 29.1 million passengers passed through Dubai International Airport in 2021, a 12.7% improvement from 2020. In 2021 Dubai registered a 32% increase in visitor numbers. In January 2022 it welcomed 979,700 overnight visitors, up from 452,000 in January 2021.

The number of hotels increased from 711 to 759 over the same period, while the number of hotel rooms occupied per night rose from 2.65 million to 3.04 million. The average daily hotel rate jumped from AED425 (\$116) to AED647 (\$176), while the revenue per available room (RevPAR) shot up from AED293 (\$80) to AED460 (\$125). This growth of 56.3% is higher than the peak year-on-year growth in RevPAR experienced by Milan when the city hosted Milan Expo 2015 from May to October that year: 54.5% in August 2015.

Expo 2020 Dubai has also played a crucial role in attracting property investors, allowing visitors to explore projects and offerings. Dubai's real estate sector saw significant growth in sales transactions, both by volume and value. In November 2021 the sector recorded AED28.5 billion (\$7.8 billion) worth of sales from a total of 9368 transactions.

Dubai as a Global Business Hub

In 50 years the UAE has risen to global prominence as a cross-continental gateway, strategically located between the east and west, and the north and south, with a proven track record of maintaining economic growth, facilitating partnerships, creating opportunities and maximising business value. Dubai Chamber of Commerce is looking ahead to the next 50 years, and is excited by the opportunities Dubai and the UAE can unlock. It plays a pivotal role in driving the emirate's economic growth and strengthening its position as a global centre for trade.

Indeed, as one of the most dynamic and future-focused economies, supported by high-quality infrastructure and business-friendly regulations, Dubai has emerged as a global centre for trade, technology, real estate and tourism. It offers access to one of the world's youngest populations, as well

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Businesses visiting Expo 2020 Dubai have experienced first-hand the emirate's value proposition as a global nexus and gateway for conducting business across the wider region



as high-growth markets across Africa, the Middle East, Asia and Europe.

Expo 2020 Dubai has strengthened the emirate's position as a global business centre by showcasing the best of Dubai to the world. Visiting businesses experienced first-hand Dubai's value proposition as a global nexus and gateway for conducting business across the wider region. The event highlighted the UAE's rich and diverse business environment, which offers a unique opportunity to form broad networks across geographies and industries in the public and private sector.

As an official partner of the event, Dubai Chamber has helped connect the business community on an international scale. The six-month-long event gave companies based in Dubai and elsewhere the opportunity to meet, interact and collaborate in one of the fastest-growing cities in the world.

In 2021 the UAE's non-oil trade reached

\$517.2 billion

up 27% compared to 2020 and 11% compared to 2019

Dubai's Strategic Vision

H.H. Sheikh Mohammed bin Rashid Al Maktoum, vice-president and prime minister of the UAE and ruler of Dubai, has issued a strategic vision for Dubai to enhance its economic competitiveness, as well as elevate its position as a global smart city, a centre for international business and innovation, and

a leader in digital transformation. To support these efforts, H.H. Sheikh Mohammed announced a five-year plan in March 2021 focused on boosting international trade. It aims to increase the emirate's non-oil foreign trade from AED1.4 trillion (\$381.2 billion) to AED2 trillion (\$544.6 billion) by 2026.

Dubai is working to cement its position as a global capital of the digital economy, and a preferred destination for foreign digital investment and tech talent by embedding digital tools into its economy. Expo 2020 Dubai was an important step towards creating a sustainable, resilient and diversified economy, in line with UAE Vision 2021 and the UAE Centennial 2071 plan, the latter of which aims to create a diversified, knowledge-based economy; prioritise education in fields such as advanced science and engineering; develop a happy and cohesive society; and encourage future-focused government policies.

EXPO 2020 DUBAI: BY NUMBERS

DUBAI CHAMBER AT EXPO 2020 DUBAI

25,078 event attendees

1500 B2B meetings

130 countries represented
by event attendees

98 events hosted

13 MoUs signed

7 new associations

INBOUND DELEGATIONS & MEETINGS

From October 2021 to February 2022, Dubai Chamber of Commerce hosted 1746 inbound delegations and meetings, which were attended by 3350 delegates from 60 countries

These included:



Expo 2020 Dubai's Impact on Local Businesses

According to a March 2022 survey of Dubai's business groups and councils:



73.5%

were able to build new business relations and partnerships during Expo 2020 Dubai



76.5%

registered growth in their businesses during Expo 2020 Dubai

Share of respondents who said they benefitted from the following services provided by Dubai Chamber during Expo 2020 Dubai:

Networking	Global Business Forums	B2B meetings
70.6%	47%	47%

Economic Impact on Key Sectors

UAE NON-OIL TRADE

\$517.2bn in non-oil trade for the UAE in 2021, up **27%** on 2020 and **11%** on 2019; Growth was consistent across all areas of trade, including exports, imports and re-exports

\$96.4bn in UAE non-oil exports in 2021 – a new record – which represented an increase of **33.3%** from 2020 and **47.3%** from 2019

DUBAI TOURISM

32% increase in visitor numbers in 2021

979,700 overnight visitors in Jan 2022 vs. 452,100 in January 2021

29.1m passengers passed through Dubai International Airport in 2021, a 12.7% improvement from 2020

DUBAI HOSPITALITY

759 hotels in Jan 2022 vs. 711 in Jan 2021

3.04m occupied room nights in Jan 2022 vs. 2.65m in Jan 2021

\$176 average daily rate in Jan 2022 vs. \$116 in Jan 2021

\$125 revenue per available room vs. \$80 in Jan 2021

ENABLING CROSS-BORDER PARTNERSHIPS

Global outreach and international business are hallmarks of economic growth in today's globalised and interdependent world, and these themes were at the heart of Expo 2020 Dubai's programming. With a culture grounded in partnerships – Dubai used to be known as Al Wasl, meaning “connection” in Arabic – the UAE has long recognised the importance of collaboration in driving development.

At Expo 2020 Dubai, Dubai Chamber of Commerce played a key role in developing trade ties with other markets and identifying attractive global expansion opportunities for

its members, particularly in emerging markets, which account for roughly half of global GDP – up from 15% in the 1980s.

Between October 2021 and February 2022, Dubai Chamber held a total of 128 meetings and virtual meetings which were attended by 616 delegates representing 59 countries. It also hosted the latest editions of Global Business Forum for Africa and Latin America, as well as the inaugural forum for the ASEAN region. Overall, Dubai Chamber signed 13 memoranda of understanding (MoUs) over the course of Expo 2020 Dubai.



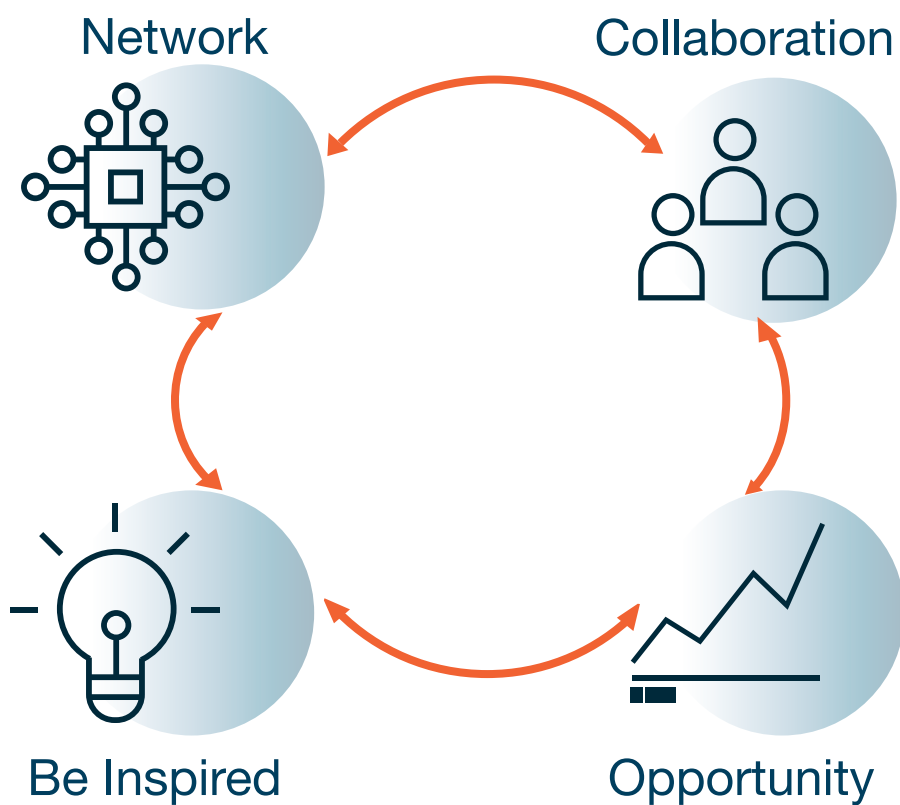
GLOBAL BUSINESS FORUM ASEAN

partnership, and pushes the boundaries of inter-regional trade between Dubai and South-east Asia. The forum launched a platform for insightful dialogue between government and business leaders in the UAE and ASEAN by identifying opportunities for mutual growth. Delegates from 58 countries took part in the event.

Beyond the UAE, the most widely represented countries in terms of the number of attendees were Indonesia, the Philippines, Malaysia and Singapore. Some 180 bilateral business meetings took place on the forum's sidelines. South-east Asia is of particular interest to the UAE given that the new free trade agreement among Asia-Pacific nations – the Regional Comprehensive Economic Partnership, which came into effect in January 2022 – is set to add \$186 billion to global GDP by 2030 and reshape global connectivity.

GBF Latin America

GBF Latin America seeks to build new, long-lasting partnerships between business communities in the GCC and Latin America and the Caribbean. It serves to tap into the potential for partnerships across a range of sectors, including agri-business, logistics, energy, tourism and financial services. The fourth edition of GBF Latin America was held at Expo 2020 Dubai in March 2022 under the theme “Reform, Empowerment and Growth”. It focused on exploring new synergies and expanding the scope of economic cooperation between Middle Eastern and Latin American businesses. Delegates from 50 countries attended the event.



GBF Series

The Global Business Forum (GBF) is Dubai Chamber's flagship event series, initiated in 2012 as part of the organisation's strategy for international expansion, which aimed to position Dubai as the gateway to the global business community. Held under the patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, vice-president and prime minister of the UAE and ruler of Dubai, the series serves as a platform for investment, facilitating trade between Dubai and the world's fastest-growing markets.

The GBF series brings together public and private sector stakeholders to examine investment prospects in emerging markets, including Africa, Latin America and ASEAN. The forum is designed to explore new avenues of cooperation between businesses from these regions and their UAE counterparts. At Expo 2020 Dubai, the latest GBF edition was held for all three regions.

GBF Africa

GBF Africa is the flagship event of the GBF series, engaging leading decision-makers from the global investment community to encourage international revenue flows into Africa. The sixth edition of GBF Africa was held at Expo 2020 Dubai in October 2021 under the theme “Reset, Restore, Renew”. The two-day event saw a record 550 bilateral business meetings between African and UAE businesses – the highest since the launch of the GBF series. 91 countries participated in the African forum.

Beyond the UAE, the countries most widely represented in terms of the number of attendees were Zimbabwe, Angola, Ghana and the Democratic Republic of the Congo. Dubai and the wider GCC is a strategically important market for Africa. The relationship between the two is built on a robust foundation of trade agreements, a shared Islamic heritage and a strong focus on innovation.

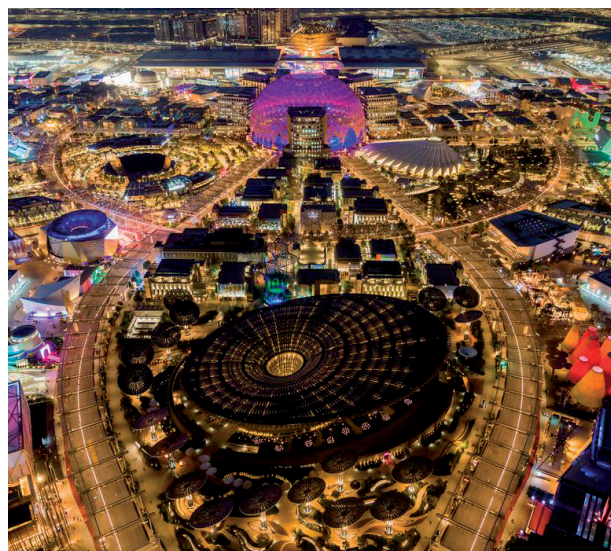
GBF ASEAN

Dubai Chamber held its inaugural GBF ASEAN at Expo 2020 Dubai in December 2021 under the theme “The New Frontiers”. GBF ASEAN establishes new pathways for

At Expo 2020 Dubai, Dubai Chamber signed 13 MoUs

1. Angola-UAE Chamber of Commerce and Industry, October 2021
2. Community of Portuguese Speaking Countries Business Confederation, October 2021
3. Small and Medium Business Development Agency of the Republic of Azerbaijan, November 2021
4. Promos Italia and the Italian Federation of Chambers of Commerce, November 2021
5. Hamburg Chamber of Commerce, November 2021
6. National Chamber of Commerce and Services of Uruguay, February 2022
7. Marche Region of Italy, March 2022
8. Rome Chamber of Commerce, March 2022
9. Dubai Smart Government, March 2022
10. Economic Development Board of Mauritius, March 2022
11. Federation of Bangladesh Chambers of Commerce and Industry, March 2022
12. San Marino Economic Development Agency - Chamber of Commerce, March 2022
13. Dubai Trade, March 2022

ADDRESSING GLOBAL CHALLENGES AND SPEARHEADING NEW SOLUTIONS



With an in-depth understanding of trends and challenges, the global business community can prepare for the future and make responsible choices that grow their companies. Among the events that the Dubai Chamber of Commerce led at Expo 2020 Dubai, the Thematic Business Forum series allowed industry stakeholders from around the world to share knowledge and solutions related to opportunity, mobility and sustainability: the three sub-themes of Expo 2020 Dubai.

Thematic Business Forum Series

The Thematic Business Forums were a series of 10 inspiring and action-oriented forums held across the six months of Expo 2020 Dubai, designed to meet the ever-changing needs of the international business community. Hosted both physically and virtually, the forums served to highlight emerging opportunities, discuss the latest ideas and technologies, and offer a powerful platform to connect, create and innovate. A wide array of topics were covered, from climate change and biodiversity, to knowledge and learning.

Forum	Topics Covered
Climate Change & Biodiversity	Collaborative strategies to adapt to climate change and protect biodiversity
Space	How to safely and productively explore new frontiers
Urban & Rural Development	Ensuring sustainability is at the heart of urban and rural development efforts
Tolerance & Inclusivity	Pursuing common understanding to foster more tolerant and inclusive societies
Knowledge & Learning	Harnessing knowledge and research to prepare for the future
Travel & Connectivity	Balancing the impact of digital expansion with our physical reality
Global Goals	Crafting a global policy agenda to achieve a better world
Health & Wellness	Strategies to create happier, healthier societies
Food, Agriculture & Livelihoods	Sustainable approaches to achieve food security
Water	Water preservation efforts to ensure future supply

12th World Chambers Congress

On the sidelines of Expo 2020 Dubai, Dubai Chamber of Commerce hosted the 12th World Chambers Congress in November 2021, attracting business leaders from around the world. The first hybrid event of its

kind, it offered delegates a glimpse into what chambers of the future will look like. Over 3800 chamber leaders, representatives and industry experts from 110 countries attended, with more than 80 speakers taking part in

44 interactive sessions over three days. The congress highlighted the need for chambers to realign their services to drive business in a new era defined by digitalisation, governance, and social and environmental considerations.

BUILDING THE DIGITAL ECONOMY AND ACCELERATING INNOVATION

Technology is revolutionising global trade and reshaping the way we do business, and this trend extended to Expo 2020 Dubai. The event was the first World Expo in history to be hosted in hybrid format, leveraging advanced technologies that redefined the visitor experience and enabled seamless business interactions. The cutting-edge, artificial intelligence-powered Expo 2020 Dubai B2B App, for example, facilitated B2B, B2G and G2G connections, networking and meeting requests. A large part of Expo 2020 Dubai was to showcase solutions, facilitate dialogue and inspire actions around areas such as artificial intelligence, the internet of things and blockchain technologies.

Advancing Digital Transformation

One of Dubai Chamber of Commerce's strategic priorities is to cement Dubai's position as global hub for digital business. As technological change accelerates, businesses and national economies are rethinking the drivers of economic growth. The emirate has made digital transformation, advancing innovation and growing the digital economy strategic priorities, and Dubai Chamber is committed to meeting the changing needs of Dubai's dynamic business community. At Expo 2020 Dubai, it supported companies exploring new investment opportunities in the digital economy through networking activities and events, and by hosting delegations. The hybrid format enabled the participation of a wider audience from around the world.

Dubai Chamber is also working to spearhead comprehensive digital transformation across its organisation and members. It aims to enhance digital business infrastructure in Dubai,

as well as attract global digital companies to the emirate. In September 2021, the UAE allocated AED5 billion (\$1.4 billion) to fund advanced technology adoption and launched the Fourth Industrial Revolution Network, which aims to grow 500 national companies through the application of such technologies over five years. The digital economy is the growth driver of the future, and investing in it will boost Dubai's competitiveness as a world-leading economic centre.

Supporting SMEs

At Expo 2020 Dubai, Dubai Chamber supported SME empowerment through Dubai Startup Hub. SMEs are a significant growth

driver globally, contributing to both GDP and job creation. Importantly, they are agile and thrive on creativity and innovation. Dubai and the UAE have long facilitated the development of entrepreneurship and SMEs, which now account for over 50% of non-oil GDP.

Dubai Startup Hub is the entrepreneurship arm of Dubai Chamber. Its purpose is to empower entrepreneurs through programmes, workshops, training, marketing, promotion and advocacy efforts. The hub supports both overseas start-ups expanding to the emirate, and local start-ups wanting to scale their business globally. Through Dubai Chamber's international offices, the organisation facilitates start-up trade missions, cross-border mentorship programmes and other support to equip entrepreneurs for success.

At Expo 2020 Dubai, Dubai Startup Hub organised and took part in a wide range of thematic events and workshops. These included exhibitions at the Africa, ASEAN and Latin America Global Business Forums; workshops and presentations on the future of technology; and participation in the Smartpreneur Competition 6.0 Award Ceremony and the Smart Logistics Challenge, conducted in partnership with DP World and UPS.



