

# A CYCLE OF GROWTH & ECONOMIC IMPACT

Annual Report 2024



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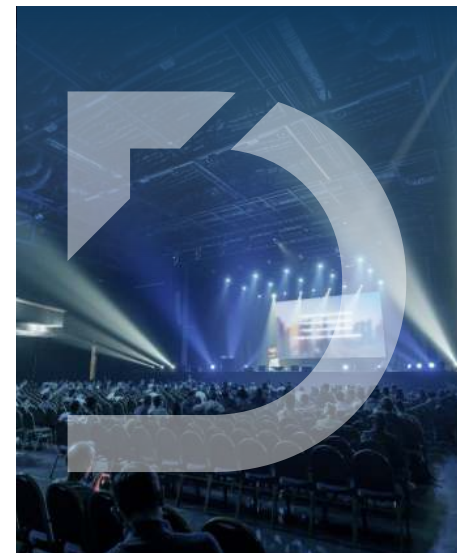
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Chapter **1**

**VISION, MISSION  
& STRATEGIC PRIORITIES**



# VISION, MISSION & STRATEGIC PRIORITIES

## Vision

To be **the best chamber in the world** on driving competitiveness and business growth by 2024

## Mission

**Represent, support, and protect the interests** of the business community in Dubai



## Strategic Priorities

01

Improve Dubai's **Favourable Business Environment**

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02

Attract **International Businesses & Investments** into Dubai

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03

Drive **International Expansion** of Dubai Chambers' Members

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04

Grow Dubai's **Digital Economy**

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05

Increase **Effectiveness of Advocacy**

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06

Sustain **Institutional & Customer Excellence**



Chapter

# 2

# BOARD MEMBERS & ADVISORY COUNCILS

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## FOSTERING GROWTH THROUGH STRATEGIC INSIGHTS

The Dubai Chambers boards bring together distinguished business leaders from Dubai to chart a visionary course for the chambers' future, ensure efficient operations, and drive sustainable economic growth.



**D**rawing on broad expertise across diverse industries and leveraging access to influential networks, the board members are instrumental in Dubai Chambers' drive to achieve the emirate's economic ambitions.

The Dubai Chambers board oversees the organisation's overarching strategy, while three individual boards guide Dubai Chamber of Commerce, Dubai International Chamber, and Dubai Chamber of Digital Economy towards their strategic objectives.

The specialised insights provided by each board play a pivotal role in strengthening Dubai's position as a global business hub, attracting international investments, supporting the international expansion of member companies, and advancing the development of the emirate's digital economy. The activities of the boards underline the robust strategic governance at the heart of Dubai's continuous economic progress.

Dubai Chambers' Board of Directors held four meetings during 2024 and issued a total of 20 resolutions. Key milestones achieved by the board included the approval of Dubai Chambers' strategic plan for the coming five years and the organisational structure. The chambers' proposed budget for 2025 and budget for D33 projects were also approved, together with the proposed operational budget for the University of Dubai.

The Boards of Directors for Dubai Chamber of Commerce, Dubai International Chamber, and Dubai Chamber of Digital Economy each met three times, issuing 14, 15, and 10 resolutions respectively. The Investment Committee and the Audit and Risk Committee both convened four times, passing 20 and 17 resolutions respectively. The Nominations and Remunerations Committee conducted three meetings, resulting in the issuance of eight resolutions.

# DUBAI CHAMBERS BOARD



**H.E. Abdul Aziz  
Abdulla Al Ghurair**  
Chairman

**H.E. Faisal Juma  
Khalfan Belhou**  
Vice Chairman

**H.E. Khalid Juma  
Almajid**  
Member

**H.E. Omar Sultan  
Al Olama**  
Member

**Mr. Omar Abdulla  
Alfuttaim**  
Member

**H.E. Sultan Ahmad  
Bin Sulayem**  
Member

**H.E. Helal Saeed  
Almarri**  
Member

**Mr. Buti Saeed  
Mohamed Alghandi**  
Member

**Dr. Raja Essa  
Algurg**  
Member

**Dr. Amina Abdulwahed  
Alrustamani**  
Member

**Mr. Tariq Hussain  
Khansaheb**  
Member

**Mr. Raji Patrick  
Chalhoub**  
Member

**Mr. Gassan  
Ahmed Al Kibsi**  
Member

# DUBAI CHAMBER OF COMMERCE BOARD

غرفة دبي  
DUBAI CHAMBER  
للتجارة COMMERCE

H.E. Abdul Aziz  
Abdulla Al Ghurair  
Chairman



H.E. Faisal Juma  
Khalfan Belhoul  
Vice Chairman




H.E. Khalid Juma  
Almajid  
Member



Mr. Omar Abdulla  
Alfuttaim  
Member



Mr. Majid Hamad  
Rahmah Alshamsi  
Member




Mr. Mohammed  
Abdulghaffar Hussain  
Member




Mr. Buti Saeed  
Mohamed Alghandi  
Member




Mr. Tariq Hussain  
Khansaheb  
Member




Dr. Raja Essa  
Algurg  
Member




Dr. Amina Abdulwahed  
Alrustamani  
Member



Mrs. Hind Mohammed  
Binkhribash  
Member



Mr. Raji Patrick  
Chalhoub  
Member




Mr. Shahab  
Mohamed Gargash  
Member



Mr. Saeed Saif  
Ahmad Alghurair  
Member



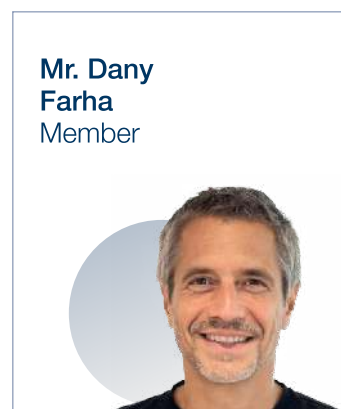
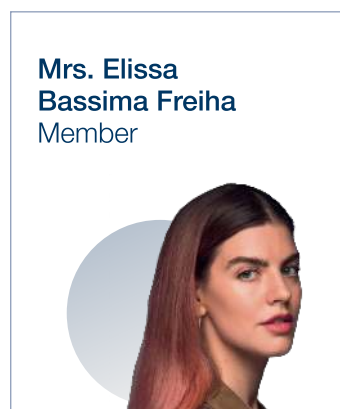
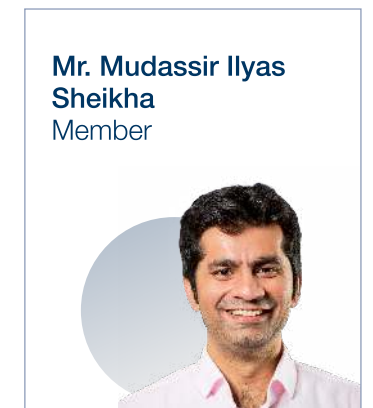
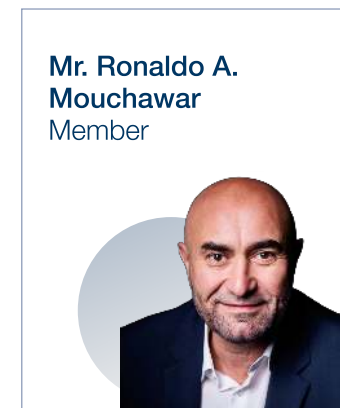
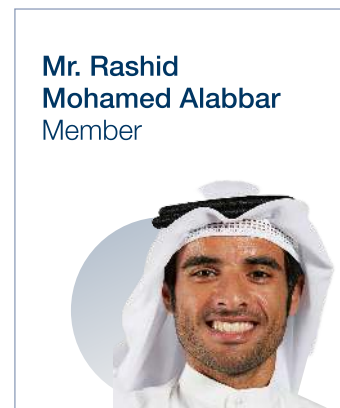
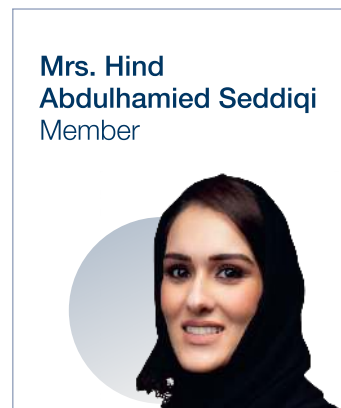
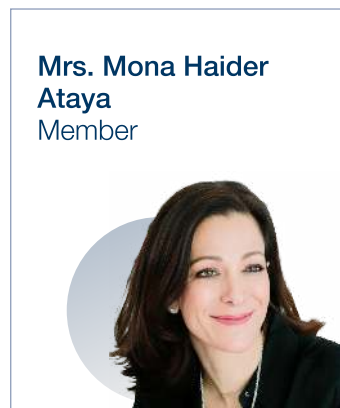
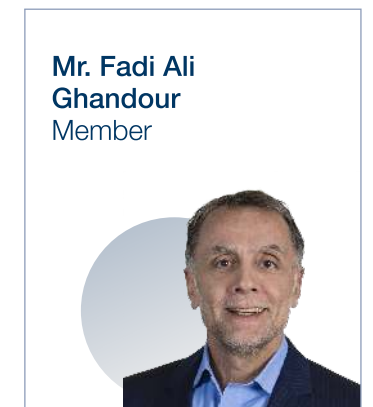
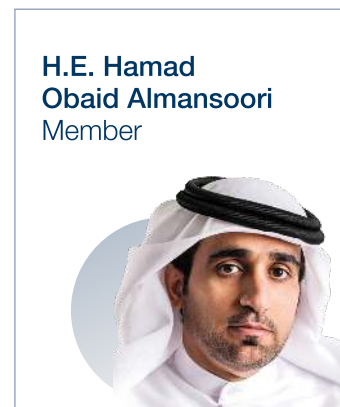
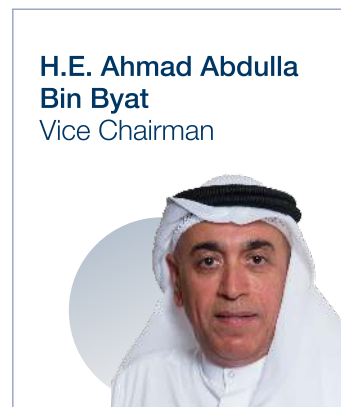
Mr. Hisham  
Abdulla Alshirawi  
Member























# DUBAI CHAMBER OF DIGITAL ECONOMY BOARD

غرفة دبي  
DUBAI CHAMBER  
DIGITAL الرقمية



# DUBAI INTERNATIONAL CHAMBER BOARD

غرفة دبي  
DUBAI CHAMBER  
INTERNATIONAL العالمية

<p>H.E. Sultan Ahmad Bin Sulayem Chairman</p> 	<p>H.E. Helal Saeed Almarri Vice Chairman</p> 	<p>Dr. Habib Mohammad Almulla Member</p> 	<p>Mr. Ahmad Ali Alkhalafi Member</p> 	<p>Mr. Nabil Antoine Habayeb Member</p> 	<p>Mr. Gassan Ahmed Al Kibsi Member</p> 
<p>Mr. Omar Channawi Member</p> 	<p>Mr. Rani Raad Member</p> 	<p>Mr. Stephen Colin Moss Member</p> 	<p>Mr. Mark David Willis Member</p> 	<p>Mrs. Elissar Antoine Farah Member</p> 	<p>Mrs. Julia Onslow-Cole Member</p> 
<p>Mrs. May Nasrallah Merville Member</p> 	<p>Mrs. Rola Butros Abu Manneh Member</p> 	<p>Mr. Anuj Ranjan Member</p> 	<p>Mr. Shukri Ali Eid Member</p> 	<p>Mr. Khalil Yassine Member</p> 	<p>Mr. Yasser Abdul Malak Member</p> 



## ENHANCING STRATEGY THROUGH **EXPERT** **ADVISORY**

Dubai Chambers' Advisory Councils play a vital role in driving impactful advocacy and fostering an environment where business can thrive.

**T**he Advisory Councils collaborate closely with Dubai Chambers' Boards of Directors, serving as a platform for the private sector to share valuable insights and shape policies, initiatives, and projects in alignment with the chambers' strategic objectives.

The Advisory Council of Dubai Chamber of Commerce's annual meeting addressed topics such as overcoming regulatory obstacles faced by businesses and identifying strategies to promote the growth of SMEs and startups within Dubai's dynamic business ecosystem.

Dubai International Chamber held two Advisory Council meetings in 2024, focusing on strategies to enhance Dubai's attractiveness to global investors and cement the emirate's reputation as a premier hub for trade, investment, and business.

Dubai Chamber of Digital Economy hosted its annual Advisory Council meeting in October. The meeting explored strategies for advancing Dubai's digital economy, enhancing the emirate's digital infrastructure, and fostering the growth of innovative digital businesses.



# THE ADVISORY COUNCIL OF DUBAI CHAMBER OF COMMERCE

Dr. Tariq Humaid Matar Al Tayer Chairman	Mr. Abdullah Ahmad Al Mousa Member	Mr. Ali Abdulla Ali Alshafar Member	Mr. Abdullah Mohamed Juma Alnaboodah Member	Mr. Mohammed Khalaf Ahmed Alhabtoor Member	Mr. Buti Obaid Buti Almulla Member
Mr. Yahya Saeed Ahmad Lootah Member	Mrs. Sofi Abdulla Mohd Saleh Member	Mr. Abdulla Saif Obaid Alhathboor Member	Mr. Ebrahim Ahmed Abdulnabi Alabbas Member	Mr. Khalid Jassim Mohd Bin Kalban Member	Mr. Osama Ibrahim Ahmad Seddiqi Member
Mr. S Abdulfattah Sayed Mansoor Sharaf Member	Mr. Hani Rashed Rashed Alyateem Almheiri Member	Mr. Mohammad Zaal Mohammad Zaal Member	Mr. Khalid Khalifa Juma Alnaboodah Member	Mr. Ahmad Bin Eisa Bin Nasser Alserkal Member	Mr. Mohammad Abdulaziz Hassan Baker Member
Dr. Saif Ahmad Saif Belhasa Member	Mr. Mishal Hamad Ali Kanoo Member	Dr. Ahmad Hassan Mohammad Bin Alshaikh Member	Mr. Marwan Abdulla Al Rostamani Member	Mr. Tariq Ahmad Abdulrahim Baker Member	Mr. Essam Abdulamir Hamadi Alfadhli Altamimi Member
Mr. Abdulaziz Mohammed Saif Binshafar Member	Mr. Iqbal Yousuf Habib Alyousuf Member	Mr. Badr Abdulla Mohamed Abdulla Al Jaziri Member	Mr. Rashed Ali Abulhassan Alansari Member	Mrs. Hind Habib Mohammad Sharif Almulla Member	Mr. Ahmad Saeed Majed Belyouha Member
Mrs. Amal Mohammed Ahmad Almarri Member	Mr. Jamal Abdulla Ali Alshaafar Member	Mr. Mohamed Matar Eid Alfalasi Member			

# THE ADVISORY COUNCIL OF DUBAI CHAMBER OF DIGITAL ECONOMY

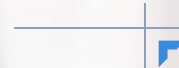
**Mr. Rabea Haidar Ataya**  
Chairman



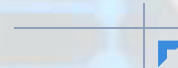
**Mr. Ryan Mahoney**  
Member



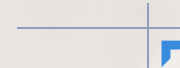
**Mr. Pavel Durov**  
Member



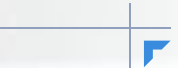
**Mr. Guillaume Georges Pousaz**  
Member



**Mr. Alexander Tamas**  
Member



**Mr. Divyank Turakhia**  
Member



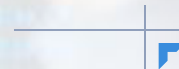
**Mr. Christophe Gilbert Reech**  
Member



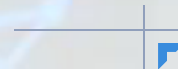
**H.E. Ahmad Abdulkarim Julfar**  
Member



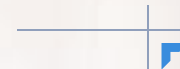
**Mr. John Rees Selby**  
Member



**Mr. Bhavin Mahendra Turakhia**  
Member



**Mr. Karl Magnus Olsson**  
Member



**Mr. Fahad Abdulrahman Alhassawi**  
Member



**Mr. Mohamad Yoland Ballout**  
Member



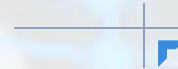
**Mr. Walid Samir Hanna**  
Member



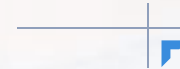
**Mr. Michael Lahyani**  
Member



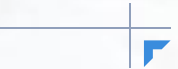
**Mr. Philip Bahoshy**  
Member



**Mr. Haider Ali Khan**  
Member



**Mr. Hosam Arab**  
Member



**H.E. Wesam Alabbas Lootah**  
Member



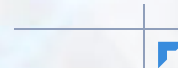
**Mr. Joe Abi Akl**  
Member



**H.E. Younus Abdulaziz Al Nasser**  
Member



**Mr. Faisal Rehman**  
Member



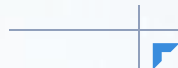
**Mr. Fareed Abdulrahim Faridooni**  
Member



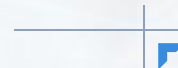
**H.E. Eng. Majed Sultan Al Mesmar**  
Member



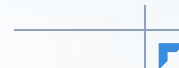
**Mr. Mostafa Essa Kandil**  
Member



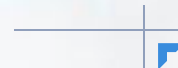
**Mr. Talal Tarek Tabbaa**  
Member



**Mr. Talal Ziad Bayaa**  
Member



**Mr. Arjun Siva Mohan**  
Member



**Mr. Osman Sultan**  
Member



**Mr. Muhammed Taha Yesilhark**  
Member



**Mr. Sayed Hashish**  
Member



**Mr. Vinod Peruvembu Krishnan**  
Member



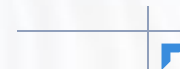
**Mr. Hussein Ahmad Freijeh**  
Member



**Mr. Jiawei Liu**  
Member



**Mr. Ali Khanafer**  
Member



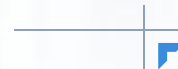
**Mr. Ali Mohammad Matar**  
Member



**Mr. Mohammad Hilal Asfour**  
Member



**Mr. Amit Jain Kumar**  
Member



**Mr. Azzam Kamal Alameddin**  
Member



**Mrs. Noor Sweid**  
Member



**Mrs. Raja Mohammed Almazrouei**  
Member



**Mr. Ahmed Mahmoud Auda**  
Member



# THE ADVISORY COUNCIL OF DUBAI INTERNATIONAL CHAMBER

<p><b>Mr. Mohammed Amin Salem</b> Chairman</p>	<p><b>Mr. Mohammad A Alshaya</b> Member</p>	<p><b>Mr. Saad Assim A Al Janabi</b> Member</p>	<p><b>Sir Timothy Charles Clark</b> Member</p>	<p><b>Mr. Dietmar Josef Siersdorfer</b> Member</p>	<p><b>Mrs. Racha Makarem</b> Member</p>
<p><b>Mr. Ashraf Mohamed El Afifi</b> Member</p>	<p><b>Mr. Samer Khoury</b> Member</p>	<p><b>Mr. Jerome Drosch</b> Member</p>	<p><b>Mr. Raja Fares Trad</b> Member</p>	<p><b>Dr. Azad Moopen Mandayapurath, MD</b> Member</p>	<p><b>Mr. Richard Winston Edelman</b> Member</p>
<p><b>Mr. Eugene Willemsen</b> Member</p>	<p><b>Mr. Ziv Aviram</b> Member</p>	<p><b>Mr. Saeed Mansoor Al Awar</b> Member</p>	<p><b>Dr. Alim Markus</b> Member</p>	<p><b>Professor Ian Andrew Goldin</b> Member</p>	<p><b>Mr. Tilman Fertitta</b> Member</p>
<p><b>Mr. Nidal Ramez Abou Ltaif</b> Member</p>	<p><b>Mr. Sunil George John</b> Member</p>	<p><b>Mr. Caspar Herzberg</b> Member</p>	<p><b>Mr. Norman Lee Gilsdorf</b> Member</p>	<p><b>Mr. Nicholas Peter Maclean</b> Member</p>	<p><b>Mr. Tarek Rizk</b> Member</p>
<p><b>Mr. Geoffrey Paul Dickinson</b> Member</p>	<p><b>Dr. Udo Hunger</b> Member</p>	<p><b>Mr. Ahmed Jibril Dualeh</b> Member</p>	<p><b>Mr. Michael Pascal Cleanis</b> Member</p>	<p><b>Mrs. Renuka Mukesh Jagtiani</b> Member</p>	<p><b>Mr. Bernard Joseph Dunn</b> Member</p>
<p><b>Mr. Khaled Salaheddine El Dabag</b> Member</p>	<p><b>Mr. Joe Don Rainey</b> Member</p>				



Chapter

# 3

# FOREWORDS

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President & CEO's Foreword

# DUBAI FAST TRACKS ITS SUSTAINABLE GROWTH



Over the past three years, Dubai has reinforced its position as a global leader in trade and investment. Anchored by transformative milestones like Expo 2020, COP 28 and the launch of the Dubai Economic Agenda (D33), Dubai has consistently delivered on its promise of economic resilience and opportunity.

Dubai Chambers has been a cornerstone of this success, driving initiatives that empower businesses, attract global investments, and create added value for Dubai's economy. The launch of our innovative three-chamber model has proved instrumental in shaping Dubai's dynamic business environment, enabling us to provide highly focused support to the business community.

Dubai's GDP achieved year-over-year growth of 3.2% during first half of 2024 to reach a value of AED 231 billion by the end of June, with new economic opportunities unlocked across high-value sectors. Dubai's significant investments in artificial intelligence (AI), blockchain, renewable energy, and advanced industries have been key drivers of this economic momentum.

These high-growth sectors have played a crucial role in strengthening Dubai's global competitiveness, attracting innovative companies and foreign direct investment (FDI) from around the world. Thanks to its well-calibrated economic policies and world-class infrastructure, Dubai has maintained its leadership in attracting FDI projects, securing 801 projects in the first half of 2024 with a total value of AED 21.85 billion.

**3.2%**  
Dubai's GDP value  
YoY growth (H1 2024)

**801**  
FDI projects attracted  
(H1 2024)

**AED 21.85bn**  
Total value

The Dubai Economic Agenda (D33) complements Dubai's competitive advantages to contribute to a future-ready economy that not only anticipates global trends but leads them. A series of strategic initiatives have elevated Dubai's profile as a destination of choice for investors, multinational corporations, digital nomads, and ambitious entrepreneurs.

Dubai Chambers is proud to serve as Dubai's engine of economic development. As the bridge connecting a progressive government to a dynamic business community, the chambers continued to play a crucial role in enabling and nurturing economic growth, enhancing Dubai's global competitiveness, and tapping into new business potential.

Dubai Chamber of Commerce recorded a high number of new members during 2024, with over 70,000 new companies joining the chamber. In addition, the value of members' exports and re-exports reached a record level, exceeding AED 310 billion for the first time, with the chamber issuing a total of 791,115 Certificates of Origin. This represents an 8% increase compared to the previous year. These figures underline the strength and resilience of Dubai's economy.

Since 2022, Dubai Chamber of Commerce has increased the number of sector-specific Business Groups representing diverse industries to 105. In collaboration with these groups, the chamber contributed to the review of 107 laws and draft laws in 2024, with the recommendations made by the private sector achieving an adoption rate of 58%. The chamber held also during the year 177 meetings with Business Groups and Councils, including Annual General Meetings. The Dubai Centre for Family Businesses, which operates under the Dubai Chambers umbrella, further intensified its efforts to enhance the competitiveness and sustainability of family businesses. The centre organised five sessions as part of its Governance Series, attracting 226 participants, and published four comprehensive toolkits to provide valuable guidance on key topics. In addition, it launched an online library featuring over 2,000 educational resources covering diverse aspects of family business operations.

On the global front, Dubai International Chamber further expanded its reach by opening two new

representative offices, bringing the total number of international offices to 33 across five continents. During 2024, these offices held 5,847 meetings and engaged with 10,845 businesspeople as part of efforts to attract foreign direct investment (FDI) and support the global expansion of Dubai-based companies.

Meanwhile, Dubai Chamber of Digital Economy continued its drive to advance Dubai's digital ecosystem. The chamber successfully hosted Expand North Star 2024, the world's largest gathering of startups and investors. This landmark event attracted over 70,000 visitors, with participation from 1,800 startups and 1,200 investors from 100 countries managing assets of more than US\$ 1 trillion.

As we look confidently to the future, we will continue our efforts to foster an optimal business environment that supports the growth of companies of all sizes and strengthens Dubai's position as a leading global hub for business, trade, and investment.

**As we look confidently to  
the future, we will  
continue our efforts to  
foster an optimal  
business environment  
that supports the growth  
of companies of all sizes  
and strengthens Dubai's  
position as a leading  
global hub for business,  
trade, and investment.**

H.E. Abdul Aziz Abdulla Al Ghurair  
Chairman, Dubai Chambers



# UNLOCKING BUSINESS GROWTH



## 207

**Companies attracted  
to Dubai**

## 1,210+

**Digital startups  
supported to establish  
& expand**

**D**ubai Chambers made exceptional efforts during 2024 to strengthen the development of Dubai's dynamic business environment. Throughout the year, we reaffirmed our unwavering commitment to supporting and empowering businesses and investors, while enhancing the competitiveness of Dubai-based companies both locally and globally.

Our diverse initiatives have delivered tangible results as we work towards achieving the chambers' strategic objectives. These efforts have contributed to fostering a business-friendly environment in the emirate, attracting global investments, driving the international expansion of our members, advancing the digital economy, and increasing the effectiveness of advocacy.

The chamber established nine new Business Councils representing the interests of businesses and investors from priority markets across the globe, bringing the total number of country-specific Business Councils to 58.

Dubai Chamber of Commerce has provided significant support to family businesses through the Dubai Centre for Family Businesses. Over the past year, the centre organised three editions of the Next-Gen Family Businesses Training Programme with a total of 63 participants. In addition, the members of the first cohort of the Dubai Family Business Management Programme successfully graduated.

Meanwhile, Dubai International Chamber facilitated the entry of 207 companies into the emirate during

2024, including 51 multinational corporations, further reinforcing Dubai's status as a global investment hub in line with the chamber's strategic priorities.

The Dubai Business Forum editions held in Beijing and London during 2024 attracted a combined total of more than 1,100 participants. These impactful events played a crucial role in building strategic partnerships with the chambers of commerce in these cities, stimulating bilateral trade and joint investments. The international editions of the forum serve as ideal platforms for attracting investments to Dubai and enhancing economic partnerships.

Dubai Chamber of Digital Economy has played a key role in supporting digital businesses through the Business in Dubai platform and a series of high-impact initiatives. The chamber supported the establishment and expansion of 1,210 digital startups during 2024, an increase of 120% compared to 2023. The chamber has also strengthened its efforts to empower Emirati youth, training 1,333 UAE nationals in app development skills through the Create Apps in Dubai initiative and contributing to the development of homegrown digital talent. Through its activities, the chamber is paving the way for advanced digital solutions and cementing Dubai's position as a global hub for innovation.

Our efforts to build a better future extend beyond driving economic growth to encompass a strong commitment to sustainability. Bolstered by the successful hosting of the COP28 climate summit in 2023, Dubai is continuing to make significant strides

in this vital area. Dubai Chambers actively supports the sustainability agenda through several key initiatives, including its important role in the Dubai Reef project and the launch of the Dubai Chamber of Commerce ESG Label, which was awarded to 27 companies last year.

Dubai Chambers remains committed to empowering businesses, driving innovation, and strengthening global partnerships. By building on the success of last year, we will continue to create opportunities for businesses and investors to thrive and contribute to Dubai's bold economic ambitions.

**Dubai Chambers remains  
committed to empowering  
businesses, driving  
innovation, and  
strengthening global  
partnerships.**

H.E. Mohammad Ali Rashed Lootah  
President and CEO, Dubai Chambers



Chapter

# 4

# STRATEGIC PRIORITIES & ACHIEVEMENTS

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STRATEGIC PRIORITY 01

## IMPROVE DUBAI'S FAVOURABLE BUSINESS ENVIRONMENT

Throughout 2024, Dubai Chamber of Commerce reinforced its commitment to strengthening Dubai's favourable business environment. By driving initiatives that enhanced the ease of doing business in Dubai and providing comprehensive support to its members, the chamber achieved impactful results.



Dubai Chamber of Commerce is continuing to advance the interests of the business community and support Dubai's ambitious vision for sustainable growth.

H.E. Abdul Aziz Abdulla Al Ghurair  
Chairman, Dubai Chambers



The steady momentum behind membership growth continued as a result of enhanced efforts to attract and support businesses at home and abroad. A total of 70,500 new member companies joined Dubai Chamber of Commerce in 2024, a new record that represents an increase of 3% compared to the previous year. This brought the total number of active members to 258,318 by the end of the year, reflecting annual growth of 18%.

The value of members' exports and re-exports rose to AED 309.6 billion, an increase of 9.2% over the previous year's total. The chamber also issued and received 5,357 ATA Carnets for goods and commodities worth AED 4.3 billion.

## DUBAI CHAMBER OF COMMERCE 2024 PERFORMANCE

# 70,500

**New** member companies  
(3% YoY growth)

# 258,318

Total number of **active members**

▲ **18%**  
YoY growth

# AED 309.6bn

Value of member **exports**  
& re-exports

▲ **9.2%**  
YoY growth

# 791,115

**Certificates of Origin**  
issued

▲ **8%**  
YoY growth

# 5,357

**ATA Carnets** issued  
and received

▶ **AED 4.3bn**  
Value

The first meeting and establishment of the Vietnam Business Council



In line with its focus on strengthening connections within Dubai's diverse business ecosystem, the chamber established nine new country-specific Business Councils representing the interests of companies and investors from Colombia, Costa Rica, Greece, Georgia, Kazakhstan, Mexico, Poland, South Korea, and Vietnam, bringing the total number of Business Councils to 58.

These councils, together with the 105 sector-specific Business Groups operating under the chamber's umbrella, played a vital role in fostering collaboration across diverse industries and markets. The chamber organised 177 meetings with Business Groups and Councils.

Collaboration with the public sector remained a priority, with the chamber organising a total of 27 meetings between Business Groups and Councils and key government entities.

During 2024, the chamber signed 54 Memorandums of Understanding (MoUs). These agreements included partnerships with prominent organisations yielding tangible benefits for the private sector.

**105**  
Sector-specific  
Business Groups

**58**  
Country-specific  
Business Councils

**9**  
New Business Councils

The chamber's dispute resolution services continued to deliver added value to the business community, handling 171 mediation cases worth more than AED 309 million. The number of cases received recorded annual growth of 21%, while the value of cases handled increased by a remarkable 519%.

To ensure businesses remained well-informed about the latest legislative developments, the chamber hosted 38 legal awareness workshops and events, attracting a total of 2,698 participants.

The Dubai Association Centre (DAC), established in partnership with Dubai Chambers, Dubai's Department of Economy and Tourism, and Dubai World Trade Centre, strengthened its position as a hub for international associations, with 71 current associations licensed by the centre. During 2024, Dubai Chambers participated in four DAC events in the United Kingdom, Belgium, the United States, and Canada, together with the fourth edition of the Dubai Association Conference. This transformative gathering was hosted in Dubai in February under the theme Value Amplified: Associations Empowering Change and highlighted innovative strategies to amplify the global impact of associations.

These milestones underscore the chamber's pivotal role in fostering economic growth and supporting Dubai's ambitions to consolidate its position as a global destination for business, trade, and investment.

**71**  
Associations licensed  
by DAC

**171**  
Mediation cases  
handled

**AED 309mn**  
Value of cases

**54**  
MoUs signed



Dubai Chambers signed an MoU with DP World to further enhance Dubai's competitiveness in the global investment landscape

Dubai Chambers signed an MoU with the Federal Tax Authority to promote awareness of the country's tax system and enhance cooperation



# DUBAI CENTRE FOR FAMILY BUSINESSES

Operating under the umbrella of Dubai Chambers, the Dubai Centre for Family Businesses continues to serve family enterprises of all sizes and industries across Dubai.

**50**

**Visits to family businesses**

**5**

**Governance Series programme sessions**



**226**

**Participants**

Since its inauguration in 2023 by His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, and Minister of Finance of the UAE, the centre has cemented its role as a leading hub for fostering innovation, enhancing governance, and promoting sustainability within the family business ecosystem.

In 2024, the centre organised five events as part of its Governance Series, attracting 226 participants. The sessions addressed critical topics including succession planning models and strategies; the use of waqf, foundations, and trusts in family businesses; and the vital role played by women in ensuring the sustainability of family enterprises.

Demonstrating its commitment to providing actionable insights and resources, the centre introduced four comprehensive toolkits tailored to the needs of family businesses. These covered key areas including corporate governance, family constitutions, conflict resolution mechanisms, and using genograms to navigate family business dynamics, providing practical guidance to support long-term sustainability and competitiveness.

In addition, the centre launched the Family Business Governance Assessment Tool, an innovative online platform designed to help family businesses evaluate the maturity of key aspects of governance that contribute to their long-term success.

Educational initiatives remained a cornerstone of the centre's efforts in 2024, with 90 family business representatives participating in four training programmes including the Dubai Family Business Management Programme and the Next-Gen Family Businesses Training Programme. A total of 31 participants graduated from cohort one of the Dubai Family Business Management Programme, while 25 participants enrolled in the centre's advisor certification programmes.

Throughout the year, the centre completed visits to 50 family businesses, as well as engaging with alumni from the Dubai Family Business Management Programme during a special networking dinner that attracted 35 attendees.

To further enhance access to knowledge, the centre launched an extensive online library featuring approximately 2,000 resources including videos, webinars, articles, podcasts, and research reports designed specifically for family businesses.

Guided by its Advisory Committee, which is chaired by Mr. Osama Ibrahim Ahmad Seddiqi, the centre has emerged as a cornerstone for family business development in Dubai. The committee includes esteemed members such as Dr. Raja Essa Algurg, Dr. Amina Abdulwahed Alrustamani, Mr. Mohammed Abdul Ghaffar Hussain, Mr. Saeed Saif Ahmad Alghurair, and Mr. Yahya Saeed Ahmad Lootah.

**4**

**Training programmes**



**90**

**Participants**

**Launched the Family Business Governance Assessment Tool**



Cohort 2 of the Next-gen Family Businesses Training Programme, organised by the Dubai Centre for Family Businesses, in partnership with PwC Middle East

# CENTRE FOR RESPONSIBLE BUSINESS

Dubai Chamber of Commerce's Centre for Responsible Business (CRB) continued to lead the way in promoting corporate social responsibility (CSR) and fostering sustainable and responsible business practices throughout 2024.



H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Sports Council, witnessed the landmark launch of DUBAI REEF's phase one deployment plan

Strengthening Dubai's reputation as a premier destination for organisations committed to environmental, social, and corporate governance (ESG), the CRB introduced a series of impactful initiatives and events to drive progress in these areas.

As part of its commitment to supporting impactful projects that contribute to a more sustainable economy and promote environmental stewardship, Dubai Chambers is a strategic partner in the Dubai Reef project. Recognised as the world's largest marine reef development project, this strategic initiative is set to capture over 7 million tonnes of carbon annually and embodies the importance of the public-private cooperation in shaping a more sustainable future.

One of the centre's key achievements came in August, with the official launch of the Dubai Chamber of Commerce Environmental, Social and Governance (ESG) Label. Developed by the CRB, the label is designed to help organisations evaluate their ESG readiness and maturity levels, gain recognition and foster business growth. The ESG Label was awarded to 27 companies leading the adoption of sustainable business practices as part of the centre's annual Sustainability Week, which took place in October.

Sustainability Week 2024 attracted the participation of 526 representatives of the business community. The initiative featured a series of events exploring the role of digitisation and artificial intelligence in the development of sustainable business practices. The chamber also launched a digital training platform to equip the local business community with essential knowledge and skills in sustainability and environmental, social, and governance (ESG) standards.

Throughout the year, the CRB organised 20 sustainability events, attracting a diverse audience of 1,668 participants from various sectors. In line with its commitment to innovation, the centre expanded the impact of the Circular Economy Incubator. This initiative encourages companies operating in Dubai to share best practices in sustainability and present their circular economy-related ideas for consideration in shaping policies and standards.

20

Sustainability events organised

▶ 1,668 Participants

526

Participants in Sustainability Week 2024 events

27

Companies awarded the ESG Label

Launched an ESG digital training platform for the local business community

Dubai Chambers signed an MoU with Dubai Courts to enhance the emirate's position as a global centre for commercial dispute resolution



The first meeting and establishment of the Colombian Business Council



27 companies were awarded the Dubai Chamber of Commerce Environmental, Social, and Governance (ESG) Label. The awards were announced during day one of the Dubai Chambers Sustainability Week 2024



The Alumni Gala Dinner for the Dubai Family Business Management Programme in Dubai celebrated the achievements of the 31 graduates from the programme's first cohort

The first meeting and establishment of the Mexican Business Council



The first meeting and establishment of the Polish Business Council, which is an important step in promoting joint opportunities between the private sectors in Dubai and Poland



Dubai Chambers signed an MoU with the China Council for the Promotion of International Trade Tianjin Sub-council to support the business communities in both markets



Members of the first cohort of the Dubai Family Business Management Programme concluded their activities in Chicago, USA



STRATEGIC PRIORITY 02

## ATTRACT INTERNATIONAL BUSINESSES & INVESTMENTS INTO DUBAI

Dubai International Chamber, one of the three chambers operating under the umbrella of Dubai Chambers, remained at the forefront of efforts to attract international businesses and investors to Dubai in 2024.

**T**hrough strategic initiatives and a growing global presence, the chamber continued to consolidate the emirate's position as a preferred destination for foreign direct investment while bolstering its international outreach.

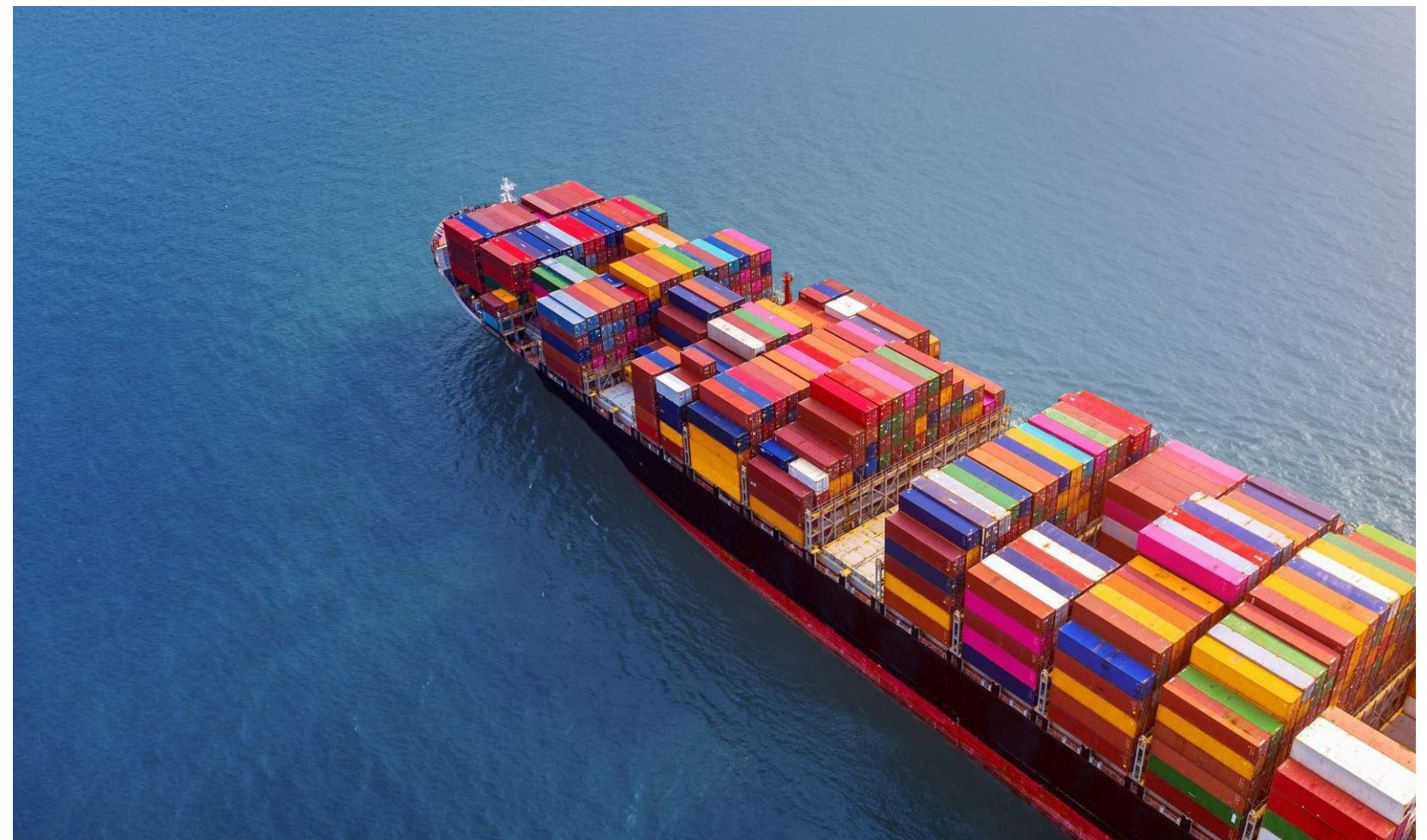
As part of its ongoing mission to drive international trade and investment, Dubai International Chamber successfully facilitated the entry of 207 businesses into Dubai during 2024, representing an increase of 56% compared to the 133 attracted in 2023. These included 51 multinational companies (MNCs) and 156 small and medium-sized enterprises (SMEs), reflecting year-over-year growth of 55% and 56% respectively and highlighting the chamber's success in attracting diverse business ventures.

Dubai International Chamber further strengthened international engagement by hosting 182 inbound delegations with a combined total of 500 participants. In addition, Dubai Chambers participated in 127 global events in 78 cities across 50 countries, showcasing significant increases in both outreach efforts and geographic scope compared to the previous year.

By fostering strategic partnerships, facilitating market access, and driving growth, we are successfully attracting businesses and investors who share Dubai's bold economic ambitions.



H.E. Sultan Ahmad Bin Sulayem  
Chairman, Dubai International Chamber



## DRIVING INWARD INVESTMENT

# 207

**Companies** attracted  
(56% YoY growth)

# 51

**MNCs** attracted

▲ **55%**  
YoY growth

# 156

**SMEs** attracted

▲ **56%**  
YoY growth



# 182

**Inbound** delegations

▶ **500**  
Participants

# 127

**Global** events

▶ **78**  
Cities

▶ **50**  
Countries

**100+**

**Members of the diplomatic community attended Diplomatic Circle 2024**

Key promotional events throughout 2024 included co-organising The Retail Summit and participating in Gulfood 2024 and Big 5 Global. These events provided powerful platforms to highlight Dubai's competitive advantages to global industry leaders.

In September, the chamber hosted its annual Diplomatic Circle gathering, a high-profile event aimed at strengthening international relations. Attended by over 100 members of the diplomatic community including ambassadors, consul generals, and commercial attachés, the event reinforced Dubai's position as a global business hub.



Dubai Chambers opened enhanced channels for communication and cooperation with UAE's diplomatic corps during the annual Diplomatic Circle gathering



**2**

**International editions of the Dubai Business Forum organised**

In one of the year's major milestones, the chamber organised international editions of the Dubai Business Forum in China and United Kingdom with the combined participation of over 1,150 delegates. As one of the chamber's flagship initiatives, the Dubai Business Forum continues to play a critical role in attracting businesses and investments to Dubai while further strengthening its global reputation as a hub for trade and commerce.

Dubai International Chamber hosted a special briefing session on the sidelines of the Big 5 Global 2024



**1,150 Delegates**



H.H. Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Second Deputy Ruler of Dubai, met with leaders and representatives of global brands on the sidelines of The Retail Summit



Part of a panel discussion held during The Retail Summit 2024



Dubai Chambers organised the Breakfast Briefing on the sidelines of Gulfood 2024, the world's largest conference and exhibition dedicated to the food and beverage (F&B) sector

# STRENGTHENING INTERNATIONAL COOPERATION

Dubai Chambers was instrumental in enhancing economic relations with countries around the world through its role in facilitating a series of high-level business forums during 2024.



H.H. Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Second Deputy Ruler of Dubai, attended the UAE-China Business Forum, which concluded successfully with the participation of over 300 delegates

The President of Chile was received by His Excellency Sultan Ahmed bin Sulayem, Chairman of Dubai International Chamber



The establishment of the Vietnamese Business Council, which aims to support the growth of bilateral trade and investments, was announced on the sidelines of the Vietnam-UAE Business Forum



The Uganda-UAE Business Forum was organised by the Embassy of the Republic of Uganda with the support of Dubai Chambers

In July, His Excellency Gabriel Boric Font, President of the Republic of Chile, led a high-level government and business delegation to participate in a dedicated business forum at the chambers' headquarters. During the event, an MoU was signed to enhance trade and investment cooperation and economic partnerships between Dubai Chambers and ProChile, the Chilean Exports Promotion Bureau of Chile's Ministry of Foreign Affairs.

In September, Dubai Chambers built on the success of the Dubai Business Forum – China by organising the UAE-China Business Forum. Jointly hosted by the Ministry of Economy of the UAE and the Ministry of Commerce of the People's Republic of China, the event welcomed a delegation led by His Excellency Li Qiang, Premier of the State Council of the People's Republic of China. The forum created a platform to explore strategies to enhance bilateral trade and investments with China and attracted the participation of more than 300 delegates.

This was followed in October by the Vietnam-UAE Business Forum, which was organised in Dubai by

the Ministry of Planning and Investment of Vietnam and the Embassy of Vietnam in the UAE in collaboration with Dubai Chambers. The forum was attended by more than 100 government and business figures in the presence of H.E. Phạm Minh Chính, Prime Minister of the Socialist Republic of Vietnam.

During the same month, Dubai Chambers contributed to the success of the third edition of the Uganda-UAE Business Forum, which featured the participation of the Rt. Hon. Nabbanja Robinah, Prime Minister of the Republic of Uganda. Organised by the Embassy of the Republic of Uganda in the UAE with the support of Dubai Chambers, the event was attended by key officials, business leaders, and investors from Uganda and Dubai.

These strategic forums underlined Dubai Chambers' commitment to fostering meaningful partnerships, facilitating cross-border trade, and positioning Dubai as a global business hub.



## STRATEGIC PRIORITY 03

# DRIVE INTERNATIONAL EXPANSION OF DUBAI CHAMBERS' MEMBERS

During 2024, Dubai International Chamber reinforced its pivotal role in enabling businesses in Dubai to explore international markets and establish a global presence.

**T**hrough its diverse programmes and initiatives, the chamber continued to work to achieve the objectives of the Dubai Global initiative launched in 2022 by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai.

In line with its drive to connect Dubai-based businesses to new opportunities in global markets, the chamber expanded its network with the inauguration of two new international offices in Kazakhstan and Colombia. The openings increased the chamber's total number of representative offices to 33, bringing it closer to achieving the Dubai Global target of establishing 50 offices worldwide by the end of the decade.

Building on its success from the previous year, Dubai International Chamber supported the expansion of 114 local companies into global markets, representing a 48% increase compared with 2023.



## New Horizons Trade Missions

8

Countries

▶ 2,227 B2B meetings

The chamber's 'New Horizons' initiative further amplified its efforts by identifying high-potential markets and fostering strategic partnerships through targeted trade missions to countries including Indonesia, Vietnam, Morocco, Senegal, Serbia, Türkiye, Tanzania, and Uganda. The business forums organised in each country attracted a combined total of 2,602 participants.

As part of these missions, the chamber arranged 2,227 B2B meetings between participating companies from Dubai and members of the business communities across the eight markets, representing an increase of 88% over the number of meetings arranged in 2023. The New Horizons initiative continues to play a crucial role in supporting the international expansion of Dubai-based businesses and advancing Dubai's ambitions to boost foreign trade.



The inauguration of Dubai International Chamber's office in Colombia

The inauguration of Dubai International Chamber's office in Kazakhstan



Dubai International Chamber successfully concluded its New Horizons trade mission to Morocco with a special business forum in Casablanca

During 2024, Dubai International Chamber signed 31 agreements as part of its Global Partnership Programme, which seeks to accelerate the chamber's expansion and attraction efforts through partnerships with world-class service providers across eight trade categories. The programme offers access to a range of services designed to expedite processes, simplify operations, and reduce costs for businesses.

Dubai Chambers also continued to support the global expansion of UAE entrepreneurs through a special initiative designed to assist them in their expansion plans in selected markets. A total of 10 UAE entrepreneurs benefitted from international media exposure as part of this impactful initiative, which paves the way for their successful growth by raising awareness around their activities in targeted countries.

These initiatives underline Dubai International Chamber's commitment to creating new opportunities, fostering international partnerships, and supporting the economic aspirations of Dubai's business community.

114

Dubai companies supported to expand globally

31

Agreements signed as part of the Global Partnership Programme

Part of B2B meetings conducted during New Horizons trade mission to Jakarta, Indonesia



## EXPANDING DUBAI'S GLOBAL REACH

# 33

International representative **offices**

# 2

**New international representative offices** inaugurated during 2024

# 5,847

**Meetings conducted** by international offices

**▶ 10,845**  
Businesspeople met



Buenos Aires, Argentina  
Sydney, Australia  
Baku, Azerbaijan  
São Paulo, Brazil  
Hong Kong, China  
Shanghai, China

Shenzhen, China  
**Bogotá, Colombia\***  
Cairo, Egypt  
Addis Ababa, Ethiopia  
Paris, France  
Frankfurt, Germany

Accra, Ghana  
Mumbai, India  
Jakarta, Indonesia  
Tehran, Iran  
Erbil, Iraq  
Tel Aviv, Israel

Milan, Italy  
Tokyo, Japan  
**Almaty, Kazakhstan\***  
Nairobi, Kenya  
Mexico City, Mexico  
Maputo, Mozambique

Amsterdam, Netherlands  
Lagos, Nigeria  
Panama City, Panama  
Moscow, Russia  
Singapore, Singapore  
Johannesburg, South Africa

Istanbul, Türkiye  
London, United Kingdom  
Ho Chi Minh City, Vietnam

**\*New international representative offices inaugurated in 2024**

STRATEGIC PRIORITY 04

# GROW DUBAI'S DIGITAL ECONOMY

During 2024, Dubai made significant strides in consolidating its position as a global hub for advanced technologies, with Dubai Chamber of Digital Economy leading efforts to achieve the emirate's digital ambitions.



Dubai Chamber of Digital Economy's forward-thinking initiatives are laying the foundation for a **dynamic and future-ready digital ecosystem** that positions Dubai at the heart of the digital economy.



H.E. Omar Sultan Al Olama  
Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications, and  
Chairman of Dubai Chamber of Digital Economy

**G**uided by the objectives of the Dubai Economic Agenda (D33), the chamber continued to implement forward-thinking strategies to drive the growth of the digital economy and establish Dubai as a centre for pioneering businesses and talent.

Throughout 2024, the chamber played a vital role in attracting innovative digital companies to the emirate. Dubai Chamber of Digital Economy supported the establishment and expansion of 1,210 digital startups, representing a remarkable growth rate of 120% compared to the previous year. This significant increase reflects Dubai's growing attractiveness for startups specialising in future-facing sectors and was achieved through close collaboration with government entities and key ecosystem partners.



H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, during his visit to Expand North Star 2024



H.H. Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Ports and Borders Security Council, inaugurated Expand North Star 2024



H.E. Omar Sultan Al Olama, Minister of State for Artificial Intelligence, Digital Economy, and Remote Work Applications, and Chairman of the Dubai Chamber of Digital Economy, met with a group of global investors, startups from countries participating for the first time at the exhibition, as well as top AI startups and unicorns



Expand North Star 2024, organised by Dubai World Trade Centre and hosted by Dubai Chamber of Digital Economy, attracted the participation of 65 unicorns with a combined valuation of US\$ 400 billion

As part of efforts to further expand Dubai's global footprint, the chamber organised 20 international roadshows to promote opportunities in Dubai's evolving digital landscape and raise awareness surrounding Expand North Star, the world's largest event for startups and investors. Hosted in Dubai during October, Expand North Star 2024 attracted over 1,800 startups and more than 1,200 investors from 100 countries with over US\$ 1 trillion in assets under management.

Artificial Intelligence (AI) remained a central theme at Expand North Star 2024, with over 400 award-winning startups in the field presenting their groundbreaking solutions as part of a dedicated AI showcase. The high levels of participation further strengthened the event's role as a global platform for international cooperation and technology-driven transformation. In addition to AI, the exhibition highlighted the latest developments across sectors including blockchain, fintech, marketing, deep tech, climate tech, and Web 3 technologies.



Dubai Chamber of Digital Economy showcased the competitive advantages of Dubai's business environment at Expand North Star 2024

### Expand North Star 2024

**1,800+**

Startups

**400+**  
Award-winning  
AI-focused startups

**65**

Unicorns

**US\$ 400bn**  
Combined valuation

**1,200+**

Investors

**100**  
Countries

**US\$ 1tn**  
Assets under management



**1,333+**

**UAE nationals trained in programming and app development**

H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, honoured the winners of the Create Apps Championship during a ceremony organised by the Dubai Chamber of Digital Economy at the Museum of the Future

**1,100+**

**Applications for the Create Apps Championship**

**70% UAE entries**

**30% International entries from 64 countries**

Throughout 2024, Dubai Chamber of Digital Economy continued its efforts to nurture digital talent through the 'Create Apps in Dubai' initiative. The chamber trained 1,333 Emiratis in programming and mobile application development, marking an impressive growth of 170% compared to the previous year.

The Create Apps Championship concluded in February 2024 with the announcement of the winners across four categories during a ceremony attended by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai. Organised as part of the Create Apps in Dubai initiative, the championship is designed to bolster Dubai's status as a hub for smart application development and attract creative talent to the emirate to drive this important sector.

The championship received more than 1,100 applications, with UAE participants accounting for 70% of submissions and international entries from 64 countries comprising the remaining 30%.

Dubai Chamber of Digital Economy's 'Business in Dubai' platform continued to support companies seeking to establish or expand their operations in Dubai. The number of partners providing services through the initiative increased by 221% compared to 2023 to reach 77. The platform offers a comprehensive range of institutional services, together with business-matching services to help companies identify the right partners, investors, and customers to support their growth journeys.

The chamber organised 21 events in 2024 aimed at empowering startups, fostering partnerships, nurturing talent, and enhancing the business ecosystem. As part of ongoing efforts to promote collaboration, the chamber signed 12 memorandums of understanding with regional and international entities aimed at strengthening cooperation to advance the digital economy. The chamber also issued six reports and studies highlighting the dynamism and resilience of Dubai's digital economy, including a guide for startups seeking to enter the emirate that was published during Expand North Star 2024.

Through these initiatives, Dubai Chamber of Digital Economy reaffirmed its commitment to nurturing an innovative digital ecosystem and cementing Dubai's position as a global hub for technology and entrepreneurship.

The chamber organised a wide range of industry workshops in 2024 to advance Dubai's digital ecosystem



**77**

**Partners providing their services through Business in Dubai**

**21**

**Events organised by Dubai Chamber of Digital Economy**

**12**

**MoUs signed**

**6**

**Digital economy reports & studies issued**



STRATEGIC PRIORITY 05

# INCREASE EFFECTIVENESS OF ADVOCACY

Dubai Chamber of Commerce continued during 2024 to reinforce Dubai's status as a global hub for commerce and trade by driving impactful advocacy in cooperation with Business Groups and Councils.



By fostering impactful cooperation between the public and private sectors, Dubai Chambers is shaping a competitive, future-ready business environment that supports the success of companies operating in diverse sectors.



H.E. Mohammad Ali Rashed Lootah  
President and CEO, Dubai Chambers

A diverse range of initiatives and programmes ensured the chamber played a pivotal role in enhancing Dubai's business ecosystem and fostering sustainable economic growth.

The chamber worked closely with the 105 sector-specific Business Groups operating under its umbrella to review 107 laws and draft laws, with the resulting policy recommendations achieving an adoption rate of 58%. This underlines the chamber's vital contribution to building a supportive regulatory environment where businesses can thrive.

A total of 177 meetings were held with Business Groups and Councils throughout the year, including Annual General Meetings. Dubai Chamber of Commerce also coordinated 27 meetings between Business Groups and Councils and relevant government entities to enhance public-private sector alignment, foster collaboration, and shape impactful solutions to drive the sustainable growth of diverse industries.

**107**

**Laws and draft laws reviewed**

**58%**  
Adoption rate for recommendations

In addition, the chamber spearheaded a series of targeted events throughout the year to empower local businesses, including workshops on a range of topics aimed at enhancing the competitiveness of the business community. These efforts showcased the chamber's proactive approach to equipping businesses with the knowledge and tools needed to achieve success in today's rapidly evolving economic landscape.



Annual Meeting for Chairmen of Business Groups

First Quarterly Roundtable Meeting of Business Groups and Business Councils of 2024



Annual Meeting of the Dubai Renewable Energy Business Group



Annual Meeting of the Dubai Business Group for Professional & Business Services



Gala Dinner for the Fourth Quarterly Gathering of Business Groups & Councils for 2024

**177**

**Meetings with Business Groups and Councils**

**27**

**Meetings between Business Groups and Councils and relevant government entities**



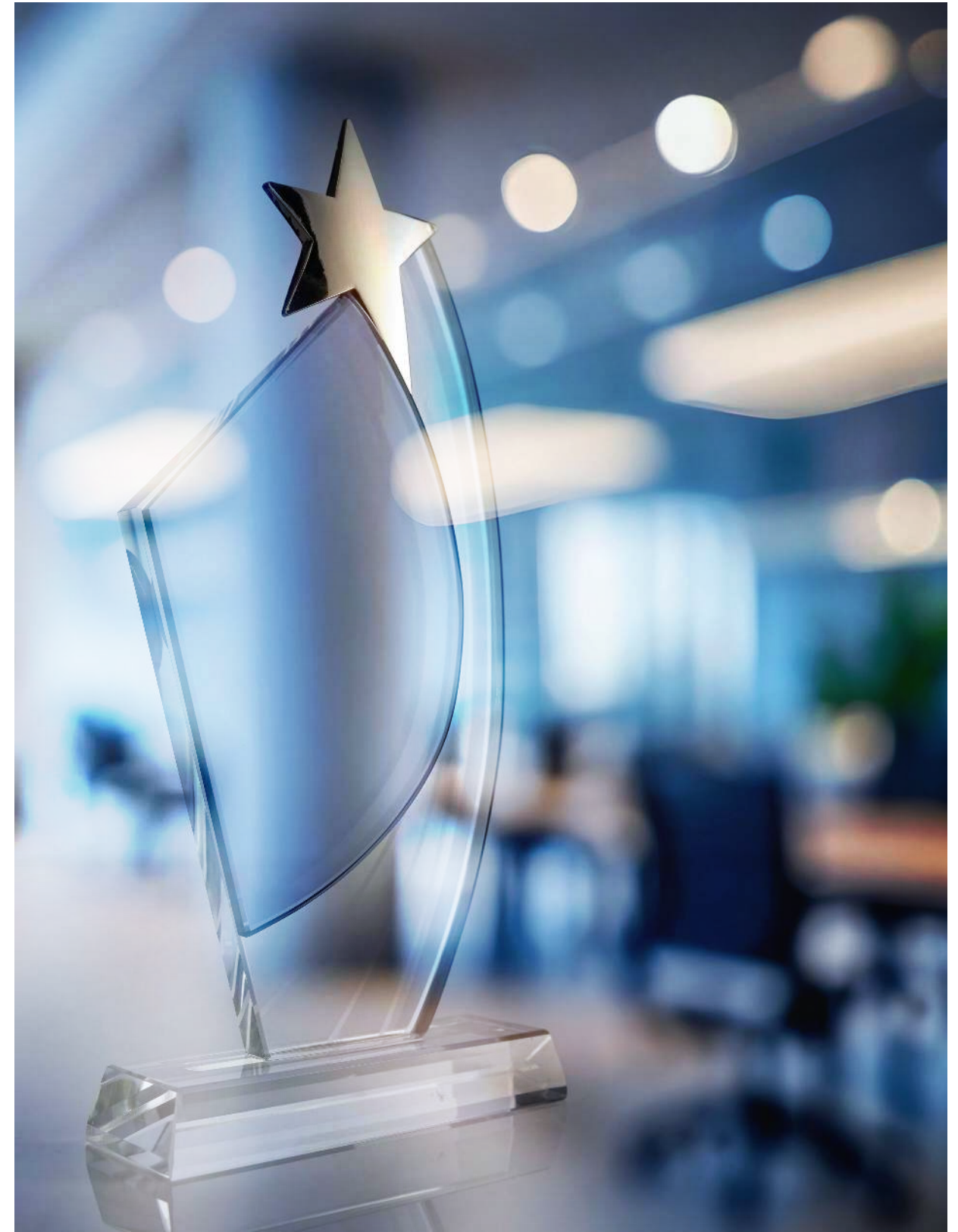
STRATEGIC PRIORITY 06

## SUSTAIN INSTITUTIONAL & CUSTOMER EXCELLENCE

Dubai Chambers continued to champion institutional and customer excellence during 2024 through innovative programmes and initiatives designed to elevate service standards across the emirate.

One of the year's key milestones came in September with the conclusion of the first cycle of the Mohammed Bin Rashid Al Maktoum Business Award. Established under the umbrella of Mohammed bin Rashid Al Maktoum Global Initiatives and organised by Dubai Chambers, the award celebrates outstanding achievements and excellence in business practices among companies operating in Dubai across four categories aligned with the chambers' strategic objectives, including the Outstanding Business Award, the Family Business Award, the Global Expansion Award, and the Digital Innovation Award. The winners of the inaugural edition were honoured in September during a special ceremony with the participation of His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Second Deputy Ruler of Dubai.

The chambers' Service Excellence Programme, which was launched in 2023, also continued to promote an exceptional customer service culture, encourage the adoption of best practices within the private sector, and elevate customer service performance across the emirate. Participants in the programme receive regular feedback through customised reports and mystery shopper visits, which highlight areas for improvement and help businesses deliver the best possible customer experience. A total of 8,080 mystery shopper reports were issued during 2024, with an improvement in Performance Average of 6.7% recorded for all SEP Members between Q1 2024 - Q4 2024.



**8,080**

**Mystery shopper reports issued**

**6.7%**  
Improvement in Performance Average for all SEP Members

**100+**

**Participants to the Service Excellence Seminar 2024**

**99%**

**Transactions conducted electronically**

Dubai Chambers hosted the Service Excellence Seminar 2024 in November, a two-day event highlighting the latest trends in customer experience. During the same month, Dubai Chambers also organised the Share Best Practices Forum to empower companies in Dubai to achieve excellence in institutional performance. The event attracted more than 100 participants from private sector companies across diverse industries, who benefited from insights into essential business excellence areas including digital transformation, sustainability initiatives, international market expansion strategies, and customer satisfaction-focused approaches.

Throughout the year, Dubai Chambers continued to make significant strides in digital transformation. Having successfully upgraded its digital channels for members and reduced its walk-in service delivery, 99% of all transactions were conducted electronically. In addition, CRM was transferred to Cloud, ensuring efficiency and continuity. The organisation also strengthened its data-driven approach through integration with the databases of relevant government entities.

Daily operations were further streamlined with the launch of a new unified platform for employees to access internal services across various departments. The system consolidates access to all channels through a single digital portal, enhancing the user experience and boosting efficiency in the delivery of services to members and internal stakeholders.

Dubai Chamber of Commerce also enhanced its member onboarding process with the introduction of new membership packs and dedicated Relationship Managers. These steps help to ensure companies that use the chamber's services frequently are kept fully informed about the range of support available to them and can maximise the benefits of membership.

H.H. Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Second Deputy Ruler of Dubai, honours winners of Mohammed Bin Rashid Al Maktoum Business Award



The Service Excellence Seminar was organised to empower private sector companies to enhance customer experience



# HUMAN CAPITAL

In recognition of the critical role of human capital in achieving its strategic goals, Dubai Chambers prioritised training and talent development throughout 2024.

## 316

Training sessions

▶ 7,738

Total training hours

## 17

Young Emiratis enrolled in a leadership development programme

Over the course of the year, a total of 316 training sessions were delivered, equating to 7,738 hours of professional development for the chambers' team members.

As part of its recruitment strategy, Dubai Chambers successfully filled all of its planned vacancies, with 100% of these sourced through internal transfers to support career advancement. In line with ongoing efforts to attract and recruit Emirati talent, the Human Capital department actively participated in career fairs, university events, and Ru'ya. These platforms enabled Dubai Chambers to connect with promising candidates while offering opportunities for training and skill development to prepare young Emiratis to enter the workforce.

In addition, Dubai Chambers established the Youth Council to empower the younger generation and organised six impactful workshops and townhalls aimed at Emirati youth, enhancing their talents and creative potential. Dubai Chambers also made significant progress in leadership development, successfully conducting a program for 10 leaders and enrolling 17 young Emiratis in a leadership development programme.

In addition, the Human Capital department rolled out six initiatives designed to enhance organisational culture, employee engagement, and CSR efforts.

A total of 37 employee engagement events were organised during 2024, including a series of 'Lunch and Learn' events that brought together employees from different departments to strengthen connections and foster inter-departmental collaboration.

To drive impactful outcomes, individual performance KPIs were carefully aligned with organisational and departmental strategic objectives, ensuring that all team members continue to work towards achieving Dubai Chambers' long-term goals with clear direction and a shared sense of purpose.

## 37

Employee engagement events organised

H.E. Mohammad Ali Rashed Lootah, President and CEO of Dubai Chambers, addresses employees during an employee gathering



Dubai Chambers organised a special flag-raising ceremony at its headquarters as part of the national celebrations for UAE Flag Day in November



Chapter

# 5

# DUBAI BUSINESS FORUM



# DUBAI BUSINESS FORUM TAPS INTO GLOBAL OPPORTUNITIES

Dubai Chambers took its flagship international business forum global in 2024, hosting impactful events in China and the UK.



## Dubai Business Forum - China

The event attracted 800 prominent Chinese business leaders and investors and featured high-level participation from key government entities and private companies from the emirate

## Dubai Business Forum - UK

Hosted in London, the forum attracted more than 350 participants and featured insightful panel discussions and keynote sessions with 25 expert speakers



The 2024 editions of the forum opened new channels for Dubai to boost trade, attract foreign direct investment in priority sectors, and contribute to the goals of the Dubai Economic Agenda (D33), which aims to position Dubai among the top three global cities.

## Theme

### China, Dubai and Beyond: Igniting Global Trade and Investment

# 800

Chinese business leaders and investors participated

# 4

MoUs signed with key entities

# 18

Insightful sessions

## Expanding Dubai-China Economic Ties

Organised by Dubai Chambers in Beijing, the Dubai Business Forum – China attracted 800 prominent Chinese business leaders and investors. The first international edition of the forum featured high-level participation from key government entities and a delegation consisting of leading private sector representatives from diverse industries.

Held under the theme “China, Dubai and Beyond: Igniting Global Trade and Investment,” the landmark event highlighted the opportunities emerging for Chinese businesses and investors as a result of the Dubai Economic Agenda (D33). The forum showcased Dubai’s competitive advantages and how Chinese companies can leverage the emirate as a gateway for regional and global expansion.

A series of business meetings were held on the sidelines of the event, creating an ideal platform for participants to explore potential partnerships across various sectors and learn more about Dubai’s dynamic investment environment.

During the forum, Dubai Chambers signed four Memorandums of Understanding (MoUs) with key entities. These included an agreement with the China Council for the Promotion of International Trade Beijing Sub-council (CCPIT Beijing) designed to expand trade relations, enhance bilateral ties, and support CCPIT Beijing’s members in expanding their investments in Dubai.

The forum featured 18 sessions addressing topics including trade and logistics, Artificial Intelligence, FDI, renewable energy, and healthcare, as well as the D33 agenda’s contribution to increasing the flow of Chinese investments to Dubai.

Sustainability and green technologies also featured prominently on the agenda, with strategies to promote sustainable business forming a key focus of discussions on mutually beneficial opportunities between Dubai and China.

The first international edition of the Dubai Business Forum – China, organised by Dubai Chambers in Beijing, China



Dubai Chambers signed an MoU with the China Council for the Promotion of International Trade Beijing Sub-council to expand trade relations and enhance bilateral ties to achieve the two sides' mutual goals



The Dubai Business Forum – UK was organised by Dubai Chambers in London to strengthen the long-standing and multifaceted partnership between the United Kingdom and Dubai



## New Chapter in UK-Dubai Cooperation

The inaugural Dubai Business Forum – UK was held in London under the theme “A Business Partnership: Driving Mutual Growth.” The event attracted more than 350 participants and featured insightful panel discussions and keynote sessions with 25 expert speakers.

Dubai Chambers signed an MoU with the London Chamber of Commerce and Industry to support

the growth and diversification of bilateral economic and investment ties. The agreement paves the way for new channels of cooperation between the business communities in Dubai and the United Kingdom, as well as enhanced collaboration on joint initiatives.

Under the terms of the MoU, Dubai Chambers will assist UK-based companies from diverse sectors

with expanding and growing their operations in Dubai. The agreement aims to contribute to the development of trade and investment relations at the local and regional levels, leveraging Dubai as a hub. Similarly, the London Chamber of Commerce and Industry pledged to provide support to investors and companies from Dubai and facilitate partnerships within London’s business community.

### Theme

**A Business Partnership:  
Driving Mutual Growth**

# 350

**Participants** attracted

# 25

**Expert speakers**

# MoU

**Signed with the London  
Chamber of Commerce  
and Industry**

