



U.S.-U.A.E. Business Council  
[usuaebusiness.org](http://usuaebusiness.org)

# Navigating the U.S. and Dubai Health Care Complex in a Post-COVID World

*The Dubai Advantage—Dubai Delegation Goes Virtual: Navigating the U.S.-Dubai Network in Health Care and Logistics*

July 14, 2020



# Welcome Remarks



**Sai Pidatala**  
Senior Counsel  
Seyfarth Shaw LLP

# Presenting Organizations

---



U.S.-U.A.E. Business Council  
[usuaebusiness.org](http://usuaebusiness.org)



# Agenda

1. **Welcome Remarks** – Sai Pidatala, Senior Counsel, Seyfarth Shaw LLP
2. **Seyfarth Shaw LLP – Health Care, Life Sciences & Pharmaceuticals Industry Group**  
– Jesse Coleman, Partner
3. **U.S.-U.A.E. Business Council** – Danny Sebright, President
4. **Remarks by H.E. Eng. Saeed Almheiri**, Consul General of the UAE in Houston
5. **U.S. Commercial Service** – Vandana Nair, Commercial Specialist, Dubai
6. **Dubai FDI** – H.E. Fahad Al Gergawi, CEO
7. **Dubai Exports** – H.E. Eng. Saed Al Awadi, CEO
8. **Dubai Health Authority** – Dr. Mohammad Al Redha, Director, Project Management Office & Health Informatics and Smart Health Department
9. **Dubai Science Park** – H.E. Marwan Abdulaziz Janahi, Managing Director
10. **Dubai Healthcare City** – Farhad Seddiq, Director, Marketing & Communications
11. **The Dubai Advantage** – Walid Marhoon, Senior Manager, Investment Promotion Division, Dubai FDI
12. **Q&A**
13. **Closing Remarks**

# Seyfarth Shaw LLP

## Health Care, Life Sciences & Pharmaceuticals Industry Group



**Jesse Coleman**

Partner and Co-Chair of the Health  
Care, Life Sciences & Pharmaceuticals  
industry group  
Seyfarth Shaw LLP

# U.S.-U.A.E. Business Council



U.S.-U.A.E. Business Council  
[usuaebusiness.org](http://usuaebusiness.org)



**Danny Sebright**  
President  
U.S.-U.A.E. Business Council

# Remarks



**His Excellency Eng. Saeed  
Almheiri**  
Consul General of the UAE in  
Houston

# U.S. Commercial Service



**Vandana Nair**  
Commercial Specialist, Dubai  
U.S. Commercial Service





## Healthcare Briefing

**Vandana Nair,**  
**Commercial Specialist**  
U.S. Consulate, Dubai  
July 14, 2020



# Agenda



1. Why UAE?
2. Healthcare in the UAE
3. Expansion Drivers
4. Challenges
5. Areas of Opportunity
6. The Commercial Service

# Why United Arab Emirates?

- Significant Export Market for U.S.
- Diverse expat population
- Strategic location
- Ease of doing business
- No personal income and capital gain tax
- English is accepted as a language of business





# Healthcare in the UAE

## Introduction

- **The UAE healthcare sector is expanding rapidly** to meet both the evolving needs of a growing population and the nation's ambition to become a regional medical tourism hub.
- **The UAE healthcare market is quickly growing.** In 2019, according to Business Monitor International, health care expenditures in the U.A.E. reached \$15.5 billion and is expected to rise to \$16.2 billion in 2020.
- **Overall healthcare spending** is projected to account for 5.1% of the country's GDP by 2029 (up from 3.7% in 2019).



# Healthcare in the UAE

## Expansion Drivers

- Demographic shifts
- Problematic lifestyle habits
- Chronic conditions
- Top medical tourism destination

# Healthcare in the UAE

## Challenges

- Recruiting and educating enough quality medical personnel
- Containing Costs



# Healthcare in the UAE

## Sectors of Opportunity

- Telemedicine
- Pharmaceuticals
- Medical equipment
- Information technology
- Smart technology and apps





# U.S. Commercial Service, UAE

## An Introduction





# Services

- Trade Counseling
- Market Intelligence
- Business Matchmaking
- Advocacy and Commercial Diplomacy
- Trade and Investment Promotion Programs



# Top Tips

- Network network network!
- Free zones aren't free
- Meet you on Friday
- Face-to-face meeting is highly appreciated
- Each emirate has its own jurisdiction





# Contact Us

Thomas Bruns  
Regional Senior Commercial Officer  
U.S. Commercial Service, Abu Dhabi  
[Thomas.Bruns@trade.gov](mailto:Thomas.Bruns@trade.gov)

Vandana Nair  
Commercial Specialist – Health Care  
U.S. Commercial Service, Dubai  
[Vandana.Nair@trade.gov](mailto:Vandana.Nair@trade.gov)

# Dubai Investment Development Agency (Dubai FDI)



**His Excellency Fahad Al Gergawi**  
CEO  
Dubai FDI

# Dubai Exports



**His Excellency Saed Al Awadi**  
CEO  
Dubai Exports

# Dubai Health Authority



**Dr. Mohammad Al Redha**  
Director, Project Management Office  
and Health Informatics & Smart  
Health Department  
Dubai Health Authority

# Driving Healthcare In Dubai

Dr. Mohammad Al Redha  
Director  
PMO, Health Informatics & Smart Health  
Dubai Health Authority  
@drmohdalredha  
maalredha@dha.gov.ae

حكومة دبي  
GOVERNMENT OF DUBAI



هيئة الصحة بدبي  
DUBAI HEALTH AUTHORITY

## Dubai Health Strategy 2016 - 2021

Towards a Healthier and Happier Community





## IN COMMON:

- ✓ INTEGRATED
- ✓ INNOVATIVE
- ✓ RESEARCH
- ✓ PROVIDE
- ✓ PATIENT
- ✓ SERVICE





# المستقبل

AL MUSTAQBAL



SHEIKH MOHAMMED,  
THE PRIME MINISTER OF THE UAE AND THE  
RULER OF DUBAI, IN AN INTERVIEW

I WANT MY PEOPLE  
**TO LIVE BETTER NOW**

———— **TO GO TO** ————

**HIGH SCHOOL NOW**

———— *To go to* ————

**GOOD HEALTH CARE NOW  
NOT AFTER 20 YEARS**

HIS HIGHNESS SHEIKH MOHAMMED  
BIN RASHID AL MAKTOUM



# مسرعات دبي المستقبل

**DUBAI FUTURE** *ACCELERATORS*



# PULLING THE FUTURE FORWARD FASTER

Dubai Future Accelerators is an intensive 9-week program pairing the world's most exciting technology companies with leading government organisations to create transformational solutions.

Applications for our 3rd program, starting October 1st, are now open. We are also accepting applications for our inaugural Humanitarian Accelerators program, connecting exciting technology companies with the UAE's humanitarian sector.

BE PART OF  
IT

مؤسسة دبي للمستقبل  
DUBAI FUTURE FOUNDATION



APPLY NOW

RECENTLY LAUNCHED  
HUMANITARIAN  
ACCELERATORS

حكومة دبي  
GOVERNMENT OF DUBAI

## Results of First Three Cohorts

### Previous Cohort

#### COHORT 1



#### COHORT 2



#### COHORT 3





**ADDITIVE  
MANUFACTURING**

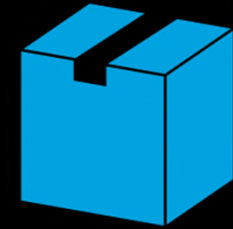




CONSTRUCTION



MEDICAL PRODUCTS



CONSUMER PRODUCTS

**MAKING DUBAI THE WORLD'S 3D PRINTING HUB**

# Dubai Health 3D Printing Strategy



REGULATIONS



STANDARDS



PROSTHETIC LIMBS



3D PRINTED TEETH



HEARING AIDS

# Discovery Phase







## Dubai woman gets region's first fully 3D-printed prosthetic leg

Published: 17:12 May 31 2017

Paul Crompton, Staff Reporter

GULF NEWS

Dubai: A Dubai resident has this week received the region's first-ever fully 3D-printed prosthetic leg, a new innovation that could soon slash in half prices of costly conventional prosthetics.

After a horse racing accident in the UK in her early 20s, Belinda Gatland, a British expat, would suffer for nearly two decades. Her left leg had twisted, and her bones below her knee had shattered "to smithereens."

Necrosis, or the premature death of tissue or bone cells, then set in, leaving her in agony.

At the age of 40 she finally opted for operations, but they were fruitless. After nine years, she had to have her left leg amputated.

Then, as the muscles near her knee began to shrink and have atrophy, she had to wear countless new conventional prosthetics. In the UK, only basic prosthetics are provided to amputees by the government's health service.



# Emirati wheelchair racer begins new life with 3D printed legs

Published: 12:12 June 12 2018

ABC



Dubai: The quiet health-care revolution is beginning to gather momentum in Dubai as a second patient has benefited from custom-built 3D printed legs.

Champion Emirati wheelchair racer Fahad Ali can now walk with the maximum feeling of anatomical function thanks to his new 3D prosthetics.

Mr Ali, 25, an engineer in Dubai with Dewa, has been wearing prosthetic legs for about 15 years.

On his old prosthetic limbs, Mr Ali was limping, but now walks much more freely with his new perfectly fitted legs, thanks to a partnership with Dubai Health Authority and the private health-care sector.

“My life has been transformed,” he said.

“The 3D prosthetics make me feel like I’ve got my legs back, it’s simply incredible. I can do more sports, and wear shorts without people staring at me.

“People are interested and want to know more about what they are, they are intrigued.

“I’m more confident, it doesn’t look like I’m disabled. The difference is like night and day.”





**Dubai Health Authority announces that dental department will roll out first phase of 3D technology drive**





# Dubai Health 3D Printing Strategy



REGULATIONS



STANDARDS



PROSTHETIC LIMBS



3D PRINTED TEETH

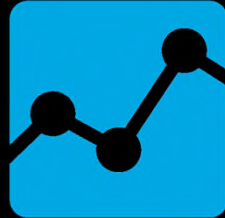


HEARING AIDS

# Information & Communication Technologies



**EVERYTHING  
ON DEMAND**



**ACTIONABLE  
ANALYTICS**



**BLOCKCHAIN**



**REACT  
NATIVE**

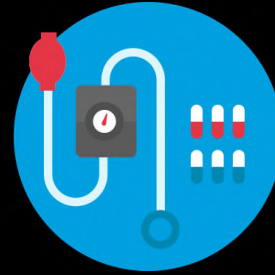
## Other Technologies & Sectors



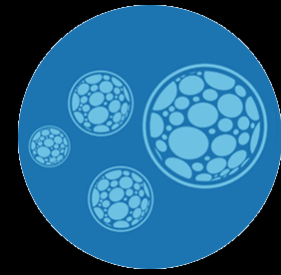
**MIXED  
REALITY**



**SIMULATION**



**INFORMATICS**



**REGENERATIVE  
MEDICINE**

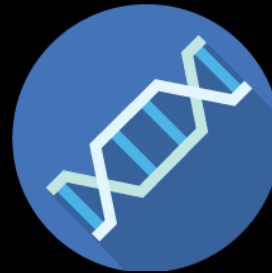
# 10X

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, called on all Dubai Government entities to embrace disruptive innovation as a fundamental mantra of their operations and to seek ways to incorporate its methodologies in all aspects of their work.

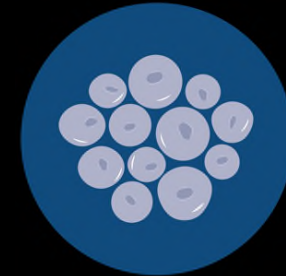




**10X UNIT  
IN EACH  
GOVERNMENT  
ENTITY**



**TRIAL & SCALE  
RADICALLY  
DISRUPTIVE  
ORGANIZATIONAL  
STRUCTURES,  
SYSTEMS  
& TECHNOLOGIES**



**PARTNERING WITH  
& FACILITATING  
DISRUPTIVE  
SOLUTIONS  
& REMOVING  
REGULATORY  
OBSTACLES**



DHA is also evaluating opportunities for PPP in 2020-24  
Other PPP projects range from developing new infrastructure to enhancing existing DHA services and improving access to care for the patient population

### Overview of other proposed PPP projects in service enhancement and improvement

**Imaging Diagnostics** ▪ DHA is keen to **improve utilization of equipment, quality and efficiency** of services and training of staff



- Possibility of a risk – **share partnership to manage radiology services of 3 hospitals** (retaining DHA staff) to reduce waiting times and increase revenues
- **Training and upskilling DHA staff** will be a key component

#### Dialysis



- Operating Agreement for managed services **model to manage dialysis services** for patients in Dubai
- To focus on **efficiency, patient convenience** and **quality of outcomes** (incl. access to care)
- Needs to **interface with primary care**

#### Spine



- Operating Agreement for managed services **model to manage spine services in Dubai Hospital** for patients in Dubai
- To **focus on cost of care, patient trust** and **quality of outcomes** (incl. access to care)
- Objective is to bring best in class, highly qualified and experienced surgeons to Dubai through this

#### Diabetes



- Service enhancement and clinical affiliation for Dubai patients in diabetes care
- To focus on **cost of care, efficiency** and **quality of outcomes** (incl. access to care)
- In future it could include take over and **turnaround of an existing center** focused on UAE National patients

#### Long Term Care



- Concession Model or Operator Agreement for managed services **model to manage LTC services** for patients in Dubai
- To focus on **efficiency, patient experience** and **quality of outcomes** (incl. access to care)
- Expected to free up beds and critical care units in Rashid and Dubai Hospitals

- ✓ Improved Efficiencies
- ✓ Sustainability of Services
- ✓ Better Quality Outcomes
- ✓ Improved Access to Specialized Care
- ✓ Cost Reduction and Control
- ✓ Increase in Revenue
- ✓ Grow Patient Volumes

## The Crown Prince of Dubai





# Shukran





# Dubai Science Park



**His Excellency Marwan Abdulaziz Janahi**  
Managing Director  
Dubai Science Park

healthcare:

# the heart of the UAE's response & recovery

[www.dsp.ae](http://www.dsp.ae)

 DUBAI  
SCIENCE  
PARK



TECOM Group is a member of Dubai Holding, a government-owned investment conglomerate



Investment conglomerate instrumental in the diversification of Dubai's economy



Video



A MEMBER OF DUBAI HOLDING



مجمع دبي للعلوم  
DUBAI SCIENCE PARK



## the region's first science-focused hub

1 / Dubai Science Park was established in 2005

3 / 3,600 people

2 / 350 companies

4 / An engine of development established to turn Dubai into a center for research, manufacturing, and innovation in human, plant, material, environmental, and energy sciences.



# about

## Dubai Science Park

- is a dynamic business community
- provides a home to science companies of all sizes
- supports start-ups, SMEs and international firms
- hosts more than 350 sciences companies across life science, energy and environment sectors
- the region's first science-focused hub

Dubai Science Park's ecosystem helps enhance businesses



Assets

Services

Industry & Talent







# ecosystem components

DSP has a unique combination of value-adding ecosystem components



## assets

- Most extensive portfolio across Dubai
- Most comprehensive product offering
- Continued growth; additional assets and ecosystems underway

## industry & talent

- Largest cross-industry community base
- Leading and participating in industry development initiatives
- Access to academia and incubation network

## services

- Government linkages and regulatory influence
- Community building and collaboration
- Access to broad base of service providers (e.g. partnerships)

# assets

Most extensive portfolio of commercial assets & infrastructure across Dubai

## DSP assets

Commercial Offices



Laboratories



Warehouses



Manufacturing Facilities



Retail & F&B



## Supporting assets in ecosystem

Higher Education Campuses



Incubators



Media Production Facilities



Innovation Centres



Infrastructure



# industry & talent

350+ companies across wide range of science segments

## Life Sciences



## Healthcare



## Energy



## Environment



## Food & Beverage



# services

DSP is a key driver in building and enhancing Dubai's science community



Life Science Discussions



Annual Gala Dinner



Advance Health



Sciences Career Fair

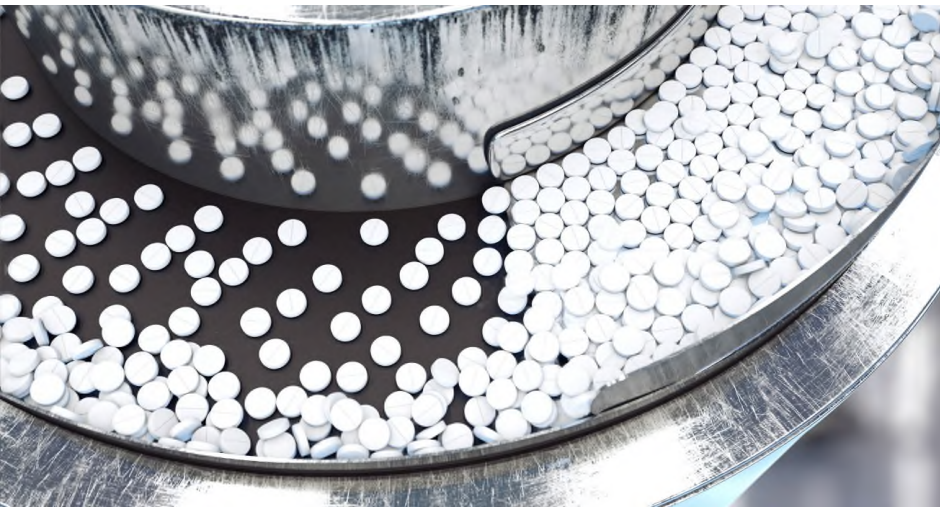


Green Leadership Series



Co-Organized Events





# Dubai industrial strategy 2030

**Vision:** To become a global platform for knowledge-based, sustainable, innovative industries covering six priority subsectors of the economy.

**1%**  
contribution of pharma sector to total GDP of manufacturing industries

**AED1.6 bn**  
worth of medicine trade in 2019

**AED2.8 bn**  
worth of re-exports in 2019

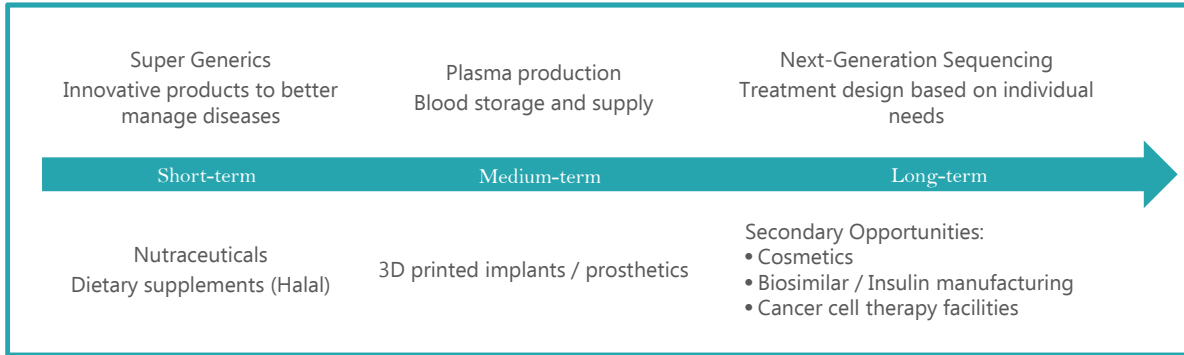
**AED437 mn**  
worth of medicine exported in 2019

**55**  
FDI projects in the healthcare, pharmaceutical and medical equipment industries in last 5 years with a value of AED3.82 billion

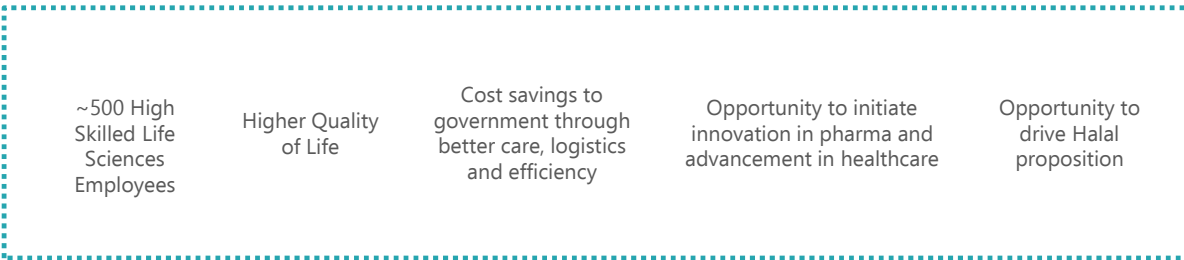
**50%**  
YoY Growth - pharmaceutical exports

Self sufficiency in basic medication production within five to seven years.

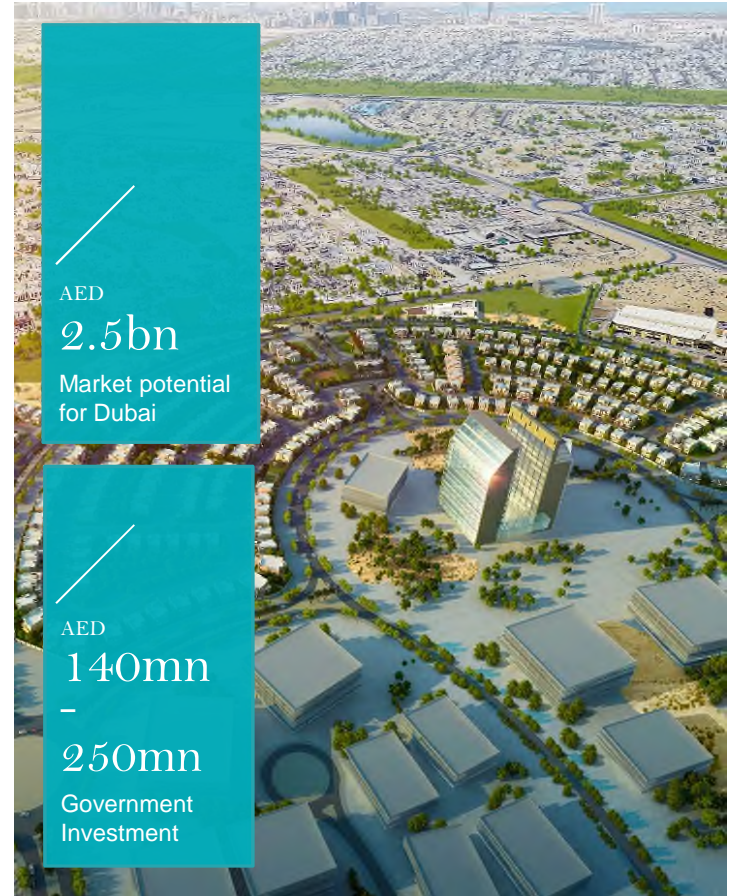
Opportunities



Benefits



Enablers



# boosting R&D for 2021 and beyond



- Our readiness and preparedness ensured the UAE responded swiftly and effectively, now we need to increase R&D to prepare for future challenges.
- Pharmax Pharmaceuticals, Cipla form the UAE's first fully equipped pMDI testing lab.
- Himalaya Global Research Centre will create 100 jobs
- With three additional R&D centers due to be completed in 2021, we are supporting the UAE's goal of becoming one of the most advanced nations in the world.
- Firmenich
- Jotun Innovation Centre

# rapid response to COVID-19

## Agiomix

working with Dubai Health Authority on testing

## Alliance Global

supplied over 100,000 molecular tests

## Bio-Rad Middle East

supporting PCR testing

## Thermo Fisher Scientific

virus identification, vaccine development

## Eolisair

35 hospitals with patented air purification technology

## Keymea Pure

increased manufacturing of hand sanitisers,  
disinfectants





# US-UAE Partnership dna

**\$24.5bn**

**two-way trade in 2018.** The UAE is the US' top trading partner in the Middle East and North Africa

**+800**

**employed** by these companies

**+35**

**US-headquartered** business partners in Dubai Science Park

**1 in 10**

of Dubai Science Park companies hail from the US



Some of the major companies include:

**AMGEN**

**ExxonMobil**

**ALEXION**

**ThermoFisher  
SCIENTIFIC**

**Pfizer**

**BIO-RAD**

**Boston  
Scientific**

**First Solar**

**METTLER TOLEDO**



## ／ a unique business destination

- The UAE will reshape the post-pandemic economy with a two-phase recovery plan, and a long-term stimulus strategy to invest in the digital economy.
- Healthcare, pharmaceuticals, medical equipment are among sectors that will support sustainable economic development in the future.
- For 15 years we have unlocked Dubai's economic potential and transformed the emirate into an attractive business hub for scientific talent, knowledge, and innovation.
- In the post-coronavirus world, there is an opportunity to contribute to the continued success story of the UAE and build long-lasting partnerships with new business partners in the golden age of science in the Middle East.



thank you

For more information, contact:  
[info@dsp.ae](mailto:info@dsp.ae)  
[www.dsp.ae](http://www.dsp.ae)

 DUBAI  
SCIENCE  
PARK

# Dubai Healthcare City



**Farhad Seddiq**  
Director, Marketing and Communications  
Dubai Healthcare City

# Dubai Healthcare City

## Your Health and Wellness Destination

Presented by Farhad Seddiq  
Marketing & Communications Director  
Dubai Healthcare City

July 2020

---

# 1. WHO WE ARE

---

---

## Dubai Healthcare City

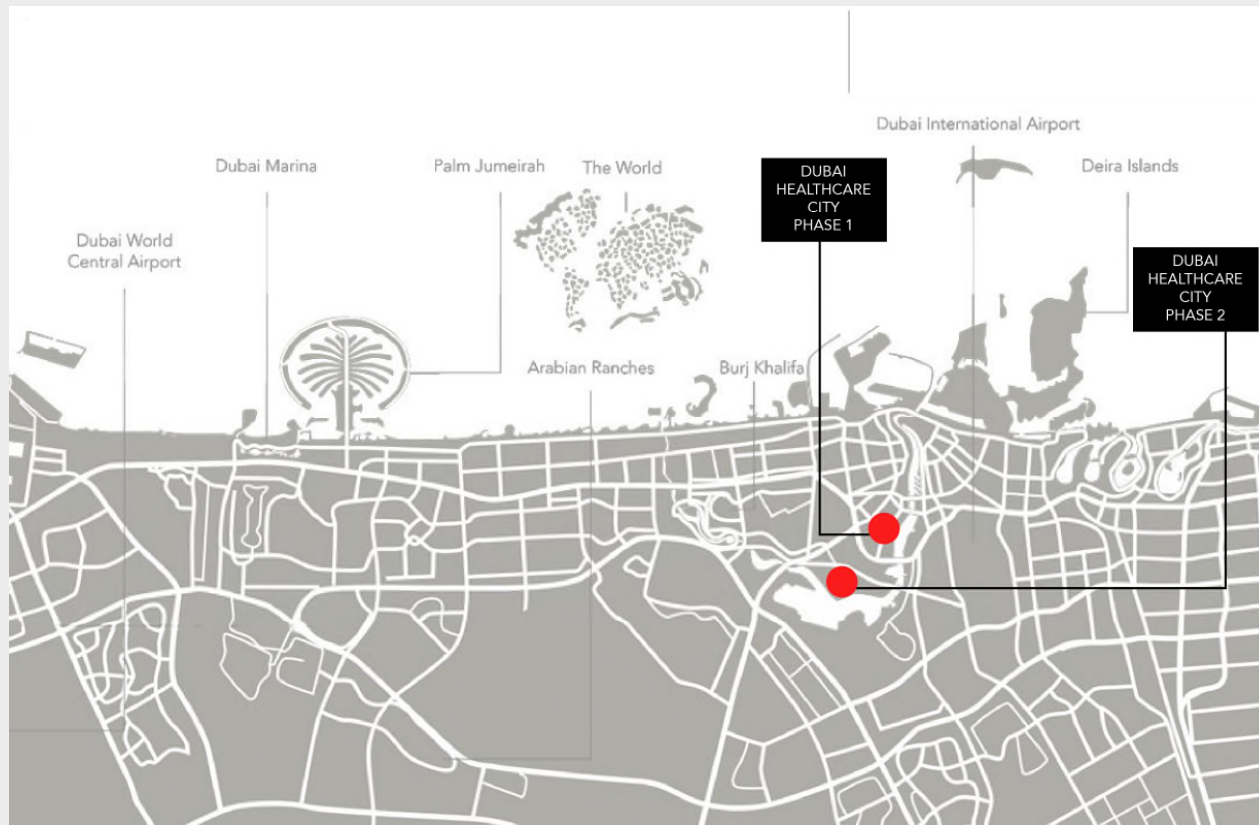
---



A thriving health and wellness ecosystem, Dubai Healthcare City (DHCC) is an economic free zone.

DHCC has its own regulatory body and facilitates end-to-end business set up.

## Strategic Location



Phase 1 - dedicated to healthcare and medical education; occupies 4 million square feet

Phase 2 - focuses on wellness; occupies 19 million square feet



## Our Governance



is governed by



سلطة مدينة دبي الطبية  
Dubai Healthcare City Authority



regulated by



سلطة مدينة دبي الطبية  
Dubai Healthcare City Authority  
القطاع التنظيمي - Regulatory



## Timeline of Achievements

Launched by HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE, Ruler of Dubai

First clinic opened its doors to the public

Launched the Patients' Rights Charter and crossed a milestone of 800,000 patient visits

Launched the DHCC Phase 2 'Expansion into Wellness'  
DHCC Phase 2 welcomed Swiss International Scientific School Dubai

Won award for customer happiness at the Dubai Excellence Program

2004

2009

2014

2017

2002

2005

2010

2015

2018

Set up the independent regulatory body of the free - zone

Received ISQua accreditation for outpatient clinical standards

Established the Mohammed Bin Rashid University of Medicine and Health Services

Launched MASAAR - the online regulatory service platform  
Launched Al Jalila Children's the first specialized pediatric hospital in the region

Anchor Tenant: Children's Hospital



## Anchor Tenant: Medical Universities



## Anchor Tenant: General Hospitals



---

Anchor Tenant: Research Center

---



---

## 2. PHASE TWO

---

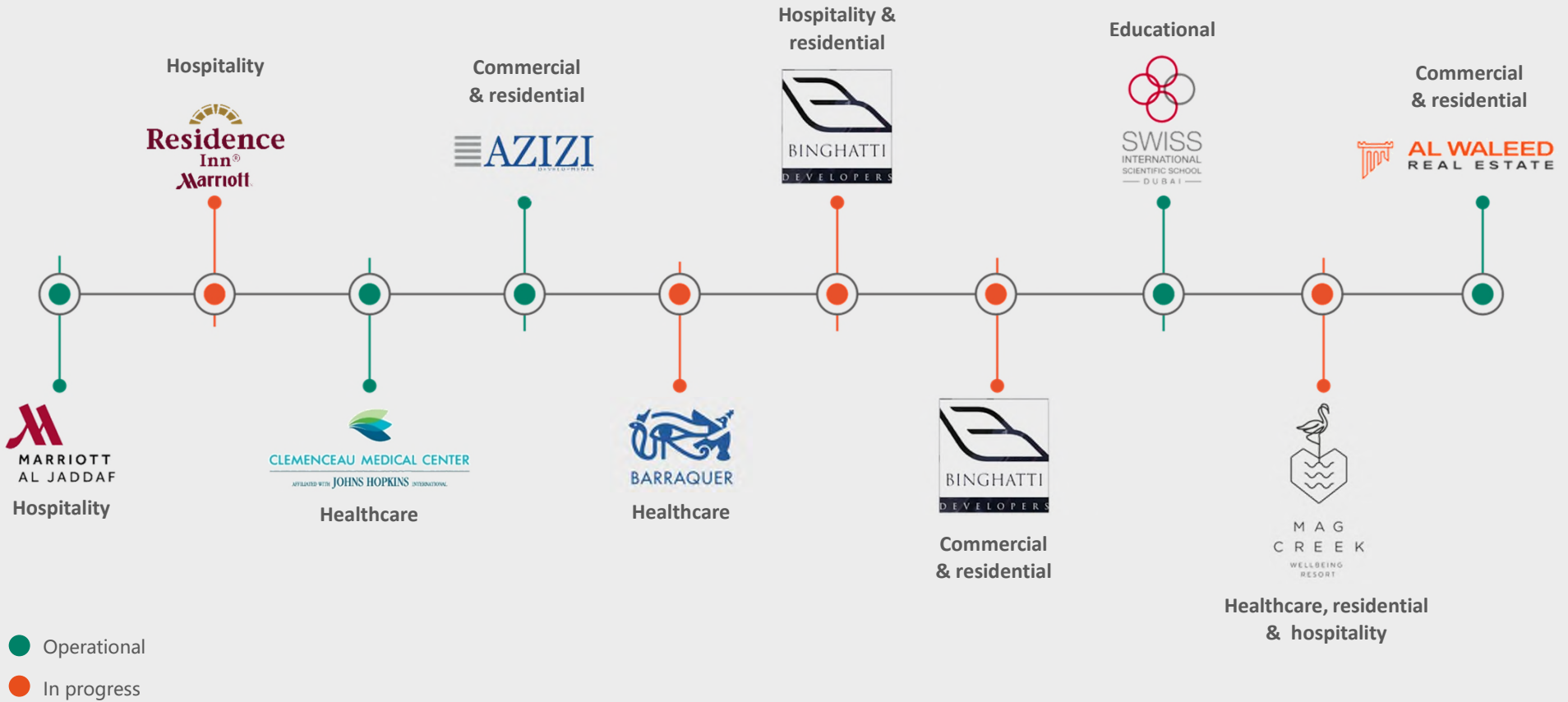
## DHCC Phase 2: An Urban Wellness Community



DHCC Phase 2 will be a community that encourages healthy living, promotes sustainable design, and welcomes innovative concepts in healthcare and wellness from around the world.



## DHCC Phase 2: Development



---

## 3. WHAT WE PROVIDE

---

## Benefits & Services



- 100% foreign ownership
- Well-established infrastructure
- Regulatory framework



- One-stop-shop for licensing, registration and visa services
- MASAAR with 200+ online services
- Property management



- Part of a thriving community of reputed names
- Ecosystem of health and wellness, and medical education and research
- Access to a network of 400+ partners

## Ease of Doing Business



### One-stop-shop model

- Commercial registration & licensing
- Healthcare professional licensing
- Quality surveys
- Engineering
- Government
- Education & research



### E-services system

- First system in the U.A.E. that combines clinical and commercial activities
- 200+ online services

---

## 4. ECOSYSTEM

---

## DHCC in Numbers



**160+**

Clinical facilities



**230+**

Nonclinical facilities



**862**

Beds



**300+**

Active medical  
professional  
specialties



**4,400+**

Licensed healthcare  
professionals



**80,000+**

Emergency  
visits



**250+**

Medical students  
under and post  
graduate



**1,400+**

Medical education  
events



**40+**

Investor projects

## Business Partners

د. سليمان الحبيب  
DR SULAIMAN AL HABIB  
المجموعة الطبية  
medical group



الجيلية للأطفال  
المستشفى التخصصي  
Al Jalila Children's  
Specialty Hospital

NOVARTIS  
Novartis Consumer Health Inc.

**Julphar**  
الخليج للصناعات الدوائية  
Gulf Pharmaceutical Industries

مستشفى الإمارات التخصصي  
Emirates Specialty Hospital  
An Emirates Healthcare Company

Moorfields  
Eye Hospital Dubai  
A BRANCH OF MOORFIELDS LONDON

MBRU  
جامعة محمد بن راشد  
للطب والعلوم الصحية  
MOHAMMED BIN RASHID UNIVERSITY  
OF MEDICINE AND HEALTH SCIENCES

**Marriott**

ميديكلينيك  
MEDICLINIC

Johnson & Johnson

smith&nephew

CLEMENCEAU MEDICAL CENTER  
AFFILIATED WITH JOHNS HOPKINS INTERNATIONAL

MEDICAL SUITES  
POWERED BY NMC HEALTHCARE

SIEMENS

HYATT

SWISS  
INTERNATIONAL  
SCIENTIFIC SCHOOL  
DUBAI



## American Partners

Johnson & Johnson

InterSystems  
Health | Business | Government

Wyeth  
Pharmaceuticals



The Joint Commission

Hill-Rom.



**30**  
American  
Investors



**203**  
American healthcare  
professionals



**26**  
American brands  
and companies



---

## COVID-19

---



### **DHCC's contribution to medical research for COVID-19**

The successful sequencing of the virus performed by researchers at MBRU in collaboration with Al Jalila Children's Genomic Center and Dubai Health Authority



### **Dubai's COVID-19 Command and Control Centre at DHCC**

Established by HH Sheikh Hamdan Bin Mohammed Al Maktoum to enhance collaboration across the healthcare sector and ensure alignment with the Dubai Government's efforts to tackle the COVID-19 outbreak

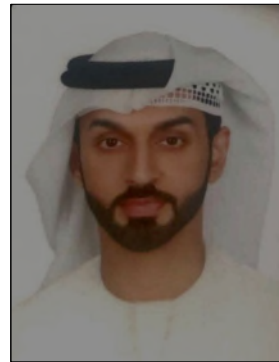


### **Digital agility during COVID-19 and beyond**

DHCC has witnessed an exponential growth in telehealth services. Introduction of online CPD accreditation and to support licensed frontline health workers, DHCC introduced eLicenses

**Thank You**

# The Dubai Advantage



**Walid Marhoon**  
Senior Manager, Investment  
Promotion Division  
Dubai FDI

# DUBAI ADVANTAGE

Where Global Investors &  
Entrepreneurs  
Shape The Future

BROUGHT TO YOU BY

مؤسسة دبي  
لتنمية الاستثمار  
DUBAI FDI



Last Updated: June 16,



**DUBAITHECITY**

# ECONOMIC DIVERSITY

23.2%

OTHER

10.2%

FINANCIAL AND INSURANCE ACTIVITIES

7.2%

REAL ESTATE

12.3%

STORAGE AND TRANSPORTATION



9.2%

MANUFACTURING

6.4%

CONSTRUCTION

26.4%

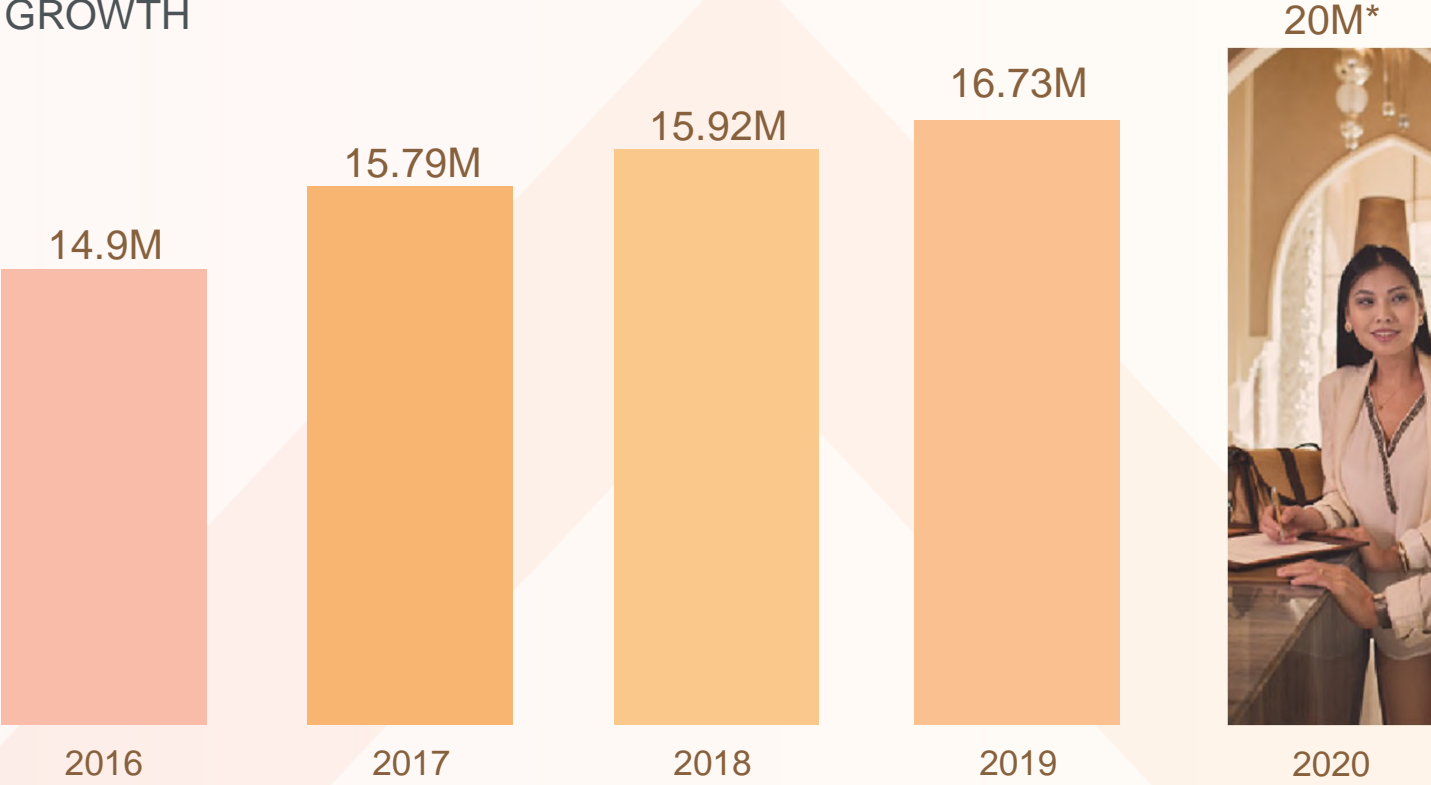
WHOLESALE AND RETAIL TRADE

5.1%

ACCOMMODATION AND FOOD SERVICE ACTIVITIES

# OPPORTUNITIES | TOURISM AND HOSPITALITY

## DUBAI VISITOR GROWTH



\* Target growth



**DUBAI THE GATEWAY**



## DUBAI ADVANTAGE | LOCATION

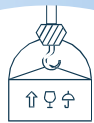
### DUBAI OCCUPIES A UNIQUE LOCATION IN THE WORLD

2.4

**BILLION CONSUMERS  
DIRECT MARKET IN  
MIDDLE EAST, INDIAN SUB  
CONTINENT, AND EAST  
AFRICA**



## OPPORTUNITIES | AVIATION AND CONNECTIVITY



**3.4M**

TONNES AIRFREIGHT  
MOVED THROUGH  
DXB AND DWC  
IN 2019



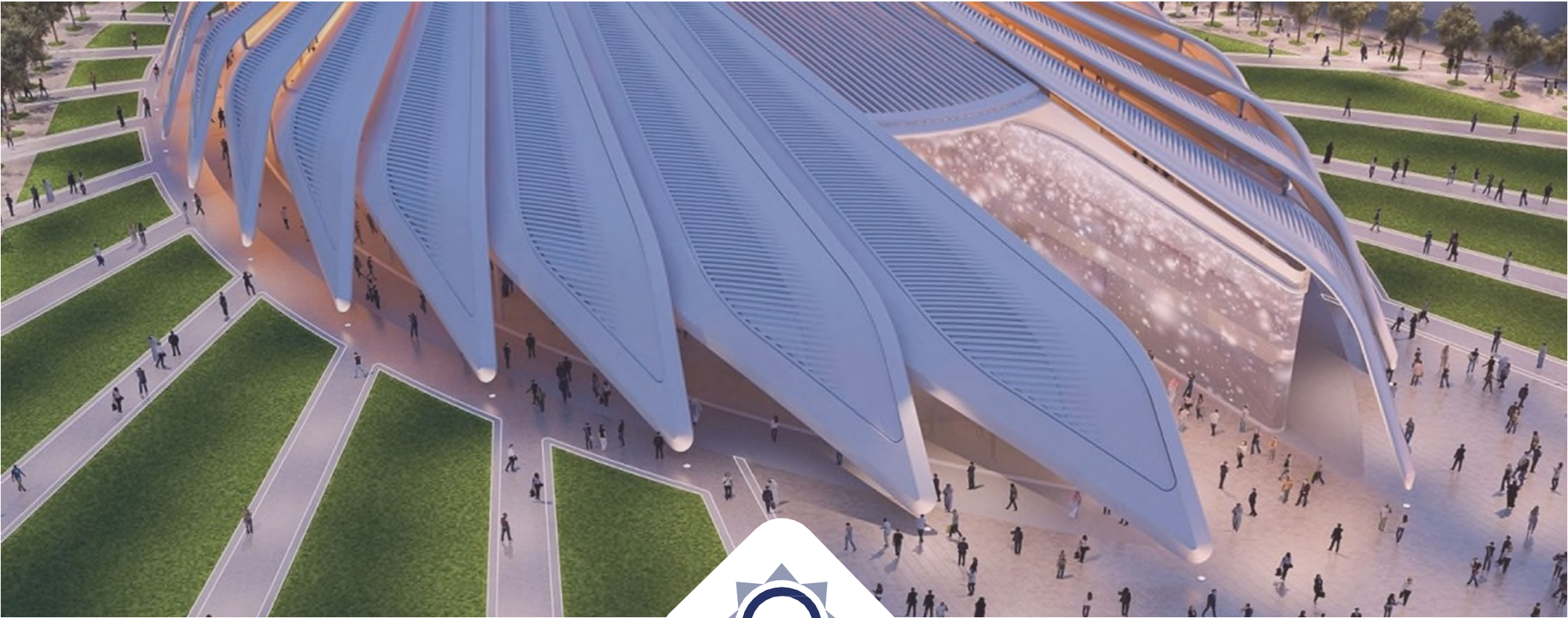
**140**

AIRLINES DIRECTLY  
CONNECTING DUBAI  
TO 260 DESTINATIONS



**+8,000**

WEEKLY FLIGHTS  
THROUGH  
DUBAI AIRPORT



**DUBAITHEHUB**

# EXPO 2020 DUBAI



## EXPO 2020 DUBAI

01 OCTOBER 2021  
THROUGH 31 MARCH 2022

1

### FIRST TIME

WORLD EXPO TO BE  
HOSTED IN MEASA  
REGION



25M

VISITS EXPECTED TO THE  
EVENT, 70% TO BE  
INTERNATIONAL



### THEME

'CONNECTING MINDS  
CREATING THE  
FUTURE'



### SUB-THEMES

MOBILITY SUSTAINABILITY  
OPPORTUNITY

# INFRASTRUCTURE



# INFRASTRUCTURE

DUBAI'S INFRASTRUCTURE IS NEW,  
MODERN, AND GROWING ALL THE TIME



## Dh 100B

DUBAI HAS INVESTED DHS 100B  
ON ROADS AND TRANSPORT  
INFRASTRUCTURE



## 594M

PUBLIC TRANSPORT  
PASSENGERS IN 2019



## 74.6 KM

LONGEST DRIVERLESS  
METRO IN THE WORLD,  
WITH 421KM PLANNED FOR  
2030



## 3<sup>RD</sup>

ATTRACTIVE INVESTMENT  
DESTINATION FOR  
INFRASTRUCTURE  
INVESTORS

# INFRASTRUCTURE



## PUBLIC TRANSPORT SERVICES IN DUBAI

# 594M

RIDERS USED PUBLIC, SHARED  
TRANSPORT, AND TAXIS IN 2019,  
COMPARED TO 589M RIDERS IN 2018



# 47.8M

METRO & TRAM  
PASSENGERS  
IN Q1 2020



# 179.86M

PASSENGERS  
DUBAI TAXI, HALA  
TAXI, AND  
FRANCHISE TAXI IN  
2019



# 34.8M

PUBLIC BUS  
PASSENGERS  
IN Q1 2020

# DUBAI PLAN 2021

## EDUCATED, HEALTHY, INNOVATIVE, AND HAPPY INDIVIDUALS



A SECURE,  
CULTURAL, AND  
ENTERTAINING  
PLACE TO LIVE



PROACTIVE,  
TRANSPARENT,  
RELIABLE, AND  
INNOVATIVE  
GOVERNMENT



A SMART,  
SUSTAINABLE, AND  
HEALTHY LIVING  
ENVIRONMENT



PRO-BUSINESS  
PREFERRED  
INVESTMENT  
DESTINATION



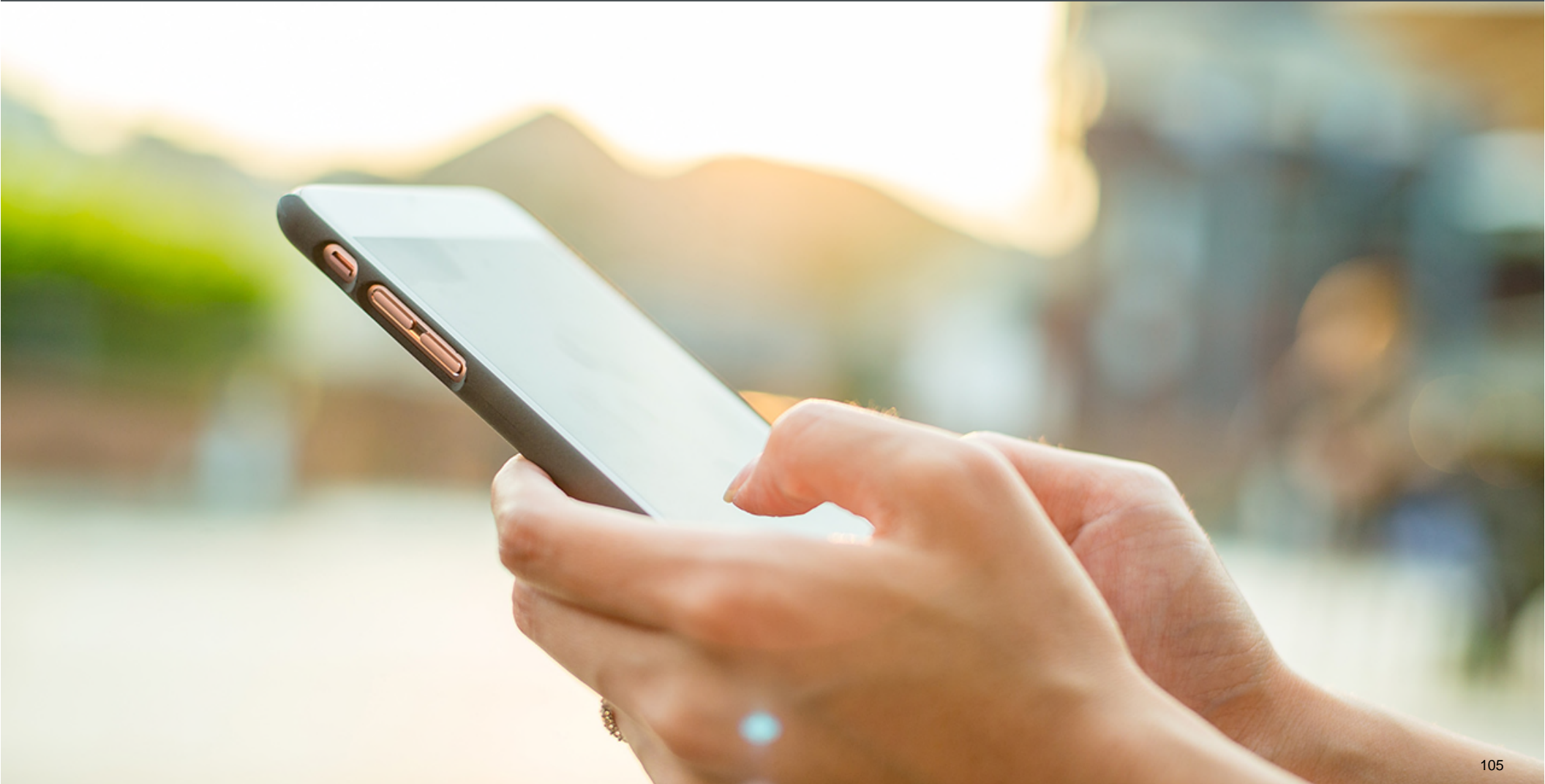
A VIBRANT, TOLERANT  
AND INCLUSIVE  
MULTICULTURAL  
SOCIETY



OFFERING  
SUSTAINABLE  
ECONOMIC GROWTH



# SMART CITY



# FORWARD | SMART GOVERNMENT

TO MAKE DUBAI  
THE HAPPIEST CITY ON  
EARTH



100

INITIATIVES  
LAUNCHED  
IN 2014



100%

OF GOVERNMENT  
TRANSACTIONS WILL  
BE PAPER-FREE BY  
2021

**DUBAI  
BLOCKCHAIN  
STRATEGY**

**ELIMINATES  
100 MILLION ANNUAL  
PAPER TRANSACTIONS  
SAVING \$1.5 BILLION  
ANNUALLY IN DOCUMENT  
PROCESSING ALONE**

**THE WORLD'S FIRST-EVER  
GOVERNMENT TO EXECUTE  
ALL APPLICABLE  
TRANSACTIONS USING  
BLOCKCHAIN TECHNOLOGY  
IN 2020**

**STRATEGY GOAL  
DUBAI WILL BE THE FIRST  
BLOCKCHAIN POWERED  
GOVERNMENT  
DRIVING THE FUTURE  
ECONOMY**

# OPPORTUNITIES | INFORMATION TECHNOLOGY



2.3M

FIXED LINES IN ICT INFRASTRUCTURE IN FEBRUARY 2020



18.2M

ACTIVE MOBILE SUBSCRIPTIONS IN FEBRUARY 2020



\$4.8B

IN TECHNOLOGY IOT (INTERNET OF THINGS) CONTRIBUTE TO DUBAI'S ECONOMY IN 2020

## OPEN DATA LAW

ENACTED IN 2015 TO IMPROVE ACCESSIBILITY OF DATA AND ENCOURAGE INNOVATION AND ENTREPRENEURSHIP IN SMART SERVICES

# FORWARD | ARTIFICIAL INTELLIGENCE

AI TO ADD \$182B  
TO UAE ECONOMY BY 2035

**\$37B**

FINANCIAL SERVICE  
SECTOR

**\$22B**

HEALTHCARE  
SECTOR

**\$19B**

TRANSPORT STORAGE  
SEGMENTS

ARTIFICIAL INTELLIGENCE  
WILL IMPACT 15 SECTORS  
IN THE UAE

**\$8B**

CONSTRUCTION  
SECTOR

**\$6B**

EDUCATION  
SECTOR

# FEDERAL SCIENCE, TECHNOLOGY AND INNOVATION POLICY

TARGETING 40% INCREASE  
IN KNOWLEDGE WORKERS BY 2021

**\$5.5B**  
SPACE SECTOR  
INVESTMENT

**\$1.6B**  
INNOVATION  
INCUBATORS

**\$1.6B**  
ACADEMIC RESEARCH  
CENTERS

**\$11B**  
AVIATION R&D AND  
MANUFACTURING



**\$8.5B**  
R&D IN PRIORITY  
SECTOR

**\$34B**  
CLEAN ENERGY  
PROJECTS

**\$20B**  
RENEWABLE  
ENERGY

# RETAIL



# OPPORTUNITIES | RETAIL

## DUBAI FIRST FOR INTERNATIONAL RETAILER PRESENCE



**SQM 7.17M**

LEASABLE AREA AS  
CURRENT SUPPLY  
OF RETAIL SPACE  
BY 2018



**NO.1**

DUBAI IS RANKED THE  
MOST IMPORTANT  
INTERNATIONAL  
SHOPPING DESTINATION  
GLOBALLY

BY CBRE 2018



**59**

NEW GLOBAL  
BRANDS  
ATTRACTED TO  
DUBAI

IN 2017



# MANUFACTURING



## OPPORTUNITIES | MANUFACTURING

**\$19.04B**  
BANK CREDIT TO  
UAE'S INDUSTRIAL  
SECTOR, 190%  
GROWTH  
OVER 10 YEARS

TARGETS TO BECOME  
A GLOBAL PLATFORM  
FOR KNOWLEDGE-  
BASED, SUSTAINABLE,  
AND INNOVATIVE  
INDUSTRIES

# OPPORTUNITIES | MANUFACTURING

SIX INDUSTRIAL SECTORS  
ARE TARGETED FOR DUBAI



AEROSPACE



MARITIME



PHARMACEUTICALS  
& MEDICAL  
EQUIPMENT



ALUMINIUM & FABRICATED METALS



FAST MOVING CONSUMABLE GOODS



MACHINERY AND EQUIPMENT

# OPPORTUNITIES | MANUFACTURING

## DUBAI INDUSTRIAL STRATEGY 2030

### **GROWTH ENGINE**

AIMS TO INCREASE  
TOTAL GDP AND  
VALUE-ADDED OF THE  
MANUFACTURING  
SECTOR

### **HOME FOR GLOBAL BUSINESS**

MAKE DUBAI A  
PREFERRED  
MANUFACTURING  
PLATFORM FOR GLOBAL  
BUSINESSES

### **ENVIRONMENTALLY SUSTAINABLE**

TO PROMOTE  
ENVIRONMENTALLY-  
FRIENDLY AND  
ENERGY EFFICIENT  
MANUFACTURING

# OPPORTUNITIES | MANUFACTURING

GDP GENERATED AT  
CONSTANT  
PRICES BY MANUFACTURING



9.2%

ON AVERAGE  
OF TOTAL GDP

# HEALTHCARE



## OPPORTUNITIES | HEALTHCARE

DUBAI HAS MANDATED EXTENSIVE  
HEALTHCARE INSURANCE  
FOR ALL RESIDENTS

**\$19.48B**

THE UAE'S  
HEALTHCARE  
MARKET IS  
EXPECTED TO  
REACH IN 2020

ALPEN CAPITAL CONSULTING  
SERVICES

SECTOR VALUE  
OF UAE MARKET  
IS EXPECTED  
TO BE \$28  
BILLION  
BY 2021

**HIGH PRIORITY  
INVESTMENT  
OPPORTUNITIES**

IN INNOVATIONS IN  
PRIMARY CARE,  
AMBULATORY CARE,  
URGENT CARE CLINICS,  
MENTAL HEALTH,  
REHABILITATION,  
AND LONG-TERM CARE

# OPPORTUNITIES | HEALTHCARE

## NUMBERS OF MEDICAL TOURISTS (INTERNATIONAL)

135,000

2014

326,649

2016

337,011

2018

500,000

2020



# OPPORTUNITIES | HEALTHCARE

## DUBAI MEDICAL TOURISM STRATEGY 2017-2021

### VISION

TO POSITION DUBAI AS A  
GLOBALLY RECOGNIZED  
DESTINATION FOR  
ELECTIVE HEALTH AND  
WELLNESS TREATMENTS

**Dh 2.6BN**

TARGET REVENUE  
FROM  
MEDICAL TOURISM  
IN 2020

### MISSION

TO DEVELOP AND SUPPORT  
EXCELLENCE IN HEALTHCARE IN  
DUBAI BY DEVELOPING AND  
IMPLEMENTING PLANS, POLICIES  
AND LEGISLATIONS THAT  
ENCOURAGE INVESTMENT AND  
IMPROVE QUALITY IN THE  
HEALTHCARE SECTOR TO  
PROMOTE MEDICAL TOURISM IN  
IDENTIFIED REGIONS THROUGH  
COLLABORATIVE EFFORTS  
WITH STAKEHOLDERS



**Thank You**

# Questions?

---

A group of healthcare professionals, including doctors and nurses, are shown from the chest down. They are wearing blue scrubs and white lab coats. Their hands are stacked in a pyramid shape in the center of the frame, symbolizing teamwork and gratitude. Stethoscopes are visible around their necks. The background is a plain, light-colored wall.

**Thank You**