"The Role of Dubai Exports as - Trade Promotion Organization - in the UAE"

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About Dubai Exports
The Dubai Export Development Corporation (Dubai Exports) provides exporters with services required to enter new and expand in existing overseas markets. Dubai Exports also undertakes an advocacy role for exporters in their relations with governments and other relevant agencies through the formation of long-term and mutually beneficial partnerships.

**Our Vision**
To be a world class export development agency through innovation

**Our Mission**
To empower and diversify Dubai’s economic growth by offering pioneering export services to businesses
Dubai Exports Service Model

**Export Facilitation**
Quick Market Assessment
Conduct Market Research
Identify Buyers Government Advocacy

**Export Preparation**
Raise Export Awareness & Training General
Information on Export Markets Information on Export Credit Insurance, Export Assistance

**Identify and Prioritize**
Buyer Database
Buyer Segments
Objectives for Segments

**Develop Relationships**
Quick Market Assessment
Conduct Market Research
Identify Buyers Government Advocacy

**International Assistance**
Appointment Program
Participation in International Events
Support for Projects and Tenders

**Link with Members**
Trade Missions
Buyer Visits
Identify leads
Support at Exhibitions
Dubai Export Overseas Offices

2010
- Cairo, Egypt
- Jeddah, Saudi Arabia
- New Delhi, India

2015
- Moscow, Russia
- Sao Paulo, Brazil
- Munich, Germany
Dubai Exports Promotion Drivers
Why Dubai

- International Relationship.
- Technology Transfer.
- Inviting Possibilities.

- Platform through our ports.
- The Logistic Corridor.
- Shipment Lines.

- International hub.
- Free Zones Facilities.
- Standards & Accreditation

- Business Expansion.
- New Markets.
- Future Vision.

- Re-Export Hub.
- Connectivity.
- Reaching Markets.
Dubai Exports, The role as “TPO”
We Contribute to

- Increase the value of exports from Dubai and United Arab Emirates
  - Dubai witnessed a growth of 15% in Exports to the World in 2015.
  - The Amount of Exports from Dubai to the World:
    - 132 Billion AED in 2015.
    - 114 Billion AED in 2014.

- Increase the number of new exporters

- Increase the number of exporters entering new markets
  - According to our Survey among the companies who got our service
    - The majority of the surveyed companies (52%) have exported more than three products (differing 4 digits HS code) during the last three years. In which (32%) of companies have exported a new product during 2015 and Q1 of 2016. Additionally (35%) of companies have been exporting to over three countries in the last three years, including one new export market.
We Contribute to

Assist exporters to improve their business performance

Dubai Exports has initiated a set of services and products to help achieving the above to our exporters via:

- Launching the Dubai Exports Academy.
- Managing Exporters portfolio via individual profiles and visits.
- Collaboration with International Organization to develop and enhance Exporters Capabilities (ITC, UNCTAD, UNIDO and GOIC)

Build and sustain organizational excellence

Proudly Hosted “TPO World Conference & Awards 2014”
We Look Forward
Our Role as Trade Promotion Organization Across Federal & Local Initiatives

- Joint Committees between United Arab Emirates and other countries.
- Member of UAE National Export Development Initiative.
- Owner of Strategic Programs part of Dubai 2021 Plan.
- Owner of Strategic Programs part of Dubai Islamic Economy Initiative.
Our Milestone
2014

- 90% Partners & Exports Supporters Satisfaction
- 500 Exporters participated in new markets briefing sessions
- 30% Increase in Export Resource Centre Participation
- 82 International Service Request from our offices
- 15% New Exporters in our International Shows
- 22 Member Service Requests
- 10 Sectorial Studies
- 12 International Shows
- 3 New Markets Missions
- 2 New Offices
- Increase in new serviced Exporters
Our Findings

2015

The majority of the surveyed companies (50%) have exported more than three products (differing 4 digits HS code) during the last three years until 2015. In which (20%) of companies have exported a new product during 2015 and Q1 of 2016. Additionally (30%) of companies have been exporting to over three countries in the last three years, including one new export market.

Dubai Exports worked in 2015 to develop and support new exporters to new markets

Companies thought the exercise based on our services, expected an increase between 10% to 20% in their individual exports.

Dubai Exports provided different channels of promotion and activities to present exports opportunities in international markets

2015 Witnessed a growth in Dubai Exports
Dubai Exports achieves impacts on exports in 2015 exceeding that predicted by ITC index

According to ITC study published in Feb 2016:

According to an ITC report “Investing in Trade Promotion Generates Revenue” Just one dollar spent on helping companies to develop and improve their export activities and trade can generate an increase of US$ 87 worth of additional exports.

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<tr>
<th>Dubai Exports Budget 2014 (Million AED)</th>
<th>Predicted increase in 2015 Exports according to ITC index (Billion AED)</th>
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<tbody>
<tr>
<td>20</td>
<td>1.7</td>
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Dubai Exports share of the additional exports 10%

Actual Exports from Dubai in 2015 has increased by (Billion AED) 18