



# Make it in the Emirates Forum - Driving Sustainable Economic Growth “Majra” National CSR Fund White Paper Report 2023

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## Executive Summary

The second edition of the "Make it in the Emirates" Forum brought together decision-makers, experts, investors, and entrepreneurs to develop the UAE's industrial sector, , accelerate advanced technology adoption, introduce competitive financing programs, and boost UAE



exports. The Ministry of Industry and Advanced Technology (MoIAT) collaborates with federal and local entities to address global challenges, achieve industrial self-sufficiency and localize vital industrial sectors. Held under the National Strategy for Industry and Advanced Technology, forum highlighted the vision and directives of UAE leadership, focusing on economic and industrial growth, self-sufficiency, and priority industries such as pharmaceuticals and food security. The forum also introduced the 'Made in the Emirates' mark, recognizing high-quality Emirati products that adhere to international standards. Held at the forum, the 'Make it in the Emirates' Awards recognized excellence and innovation in the industrial sector. The awards celebrated the pioneers, visionaries, national talents, sustainability champions, and game-changers who are blazing a trail in the industrial sector, helping to drive the UAE's transformation to becoming a global manufacturing hub. . With the forum taking place in the run-up to COP28, there was a particular focus on sustainable industrial development, carbon reduction, and increasing the industrial sector's contribution to climate action in line with the UAE's Net Zero by 2050 strategic initiative and the 2023 Year of Sustainability initiative.. The forum emphasized sustainability best practices and renewable energy solutions in the industrial sector, highlighting the UAE's provision of incentives and enablers, regulatory environment, and strategic geographic location for industrial investment.



## Introduction

Promoting industrial growth and driving economic diversification in the UAE presents both a unique opportunity and a challenge for local and international stakeholders. Against this backdrop, the second edition of the "Make it in the Emirates Forum" recently took place in Abu Dhabi, marking another milestone in the nation's commitment to boost national industrial capabilities and create long-term business opportunities across various sectors.



Organized by the Ministry of Industry and Advanced Technology (MoIAT) in partnership with the Abu Dhabi Department of Economic Development (ADDED) and ADNOC, this annual platform has rapidly emerged as a key event for nurturing business partnerships and enhancing the competitiveness of local industries. . Over two days, from May 31 to June 1, 2023, the Abu Dhabi Energy Center played host to a convergence of industrial giants, SMEs, financial institutions, and keen investors from across the globe.

The forum served as a nexus of collaboration, providing insight into the procurement plans and significant investment opportunities of the UAE's largest industrial companies. With an emphasis on promoting local manufacturing, this event spotlighted top-tier businesses ready to stake their claim in the burgeoning UAE manufacturing and production sector. The commitment to 'Made in the Emirates products not only reinforces the nation's economic diversification strategy but also aligns with its broader objectives of sustainable development and self-sufficiency.

For businesses operating in sectors as diverse as energy, telecommunications, aerospace, healthcare, and food & beverages, 'Make it in the Emirates offers an invaluable access point into the expansive UAE market. A platform for corporations and the government to explore the competitive advantages available in the UAE, such as incentives, enablers, infrastructure, financing, and partnerships,, the forum stands as a gateway for those poised to establish their manufacturing footprint in the UAE.

This white paper provides in-depth insights on the “Make it in the Emirates Forum”, focusing on the key themes of partnerships and collaboration; economic growth and industrial development; sustainability and climate change; innovation and technological advancement; self-sufficiency and localization; the promotion of Emirati products; , regulation and governance, the UAE's global position;; job creation and economic diversification; and leadership and vision. Additionally, it aims to shed light on the UAE's industrial and economic development and the crucial role this annual forum plays in advancing the country's objectives, and the efforts to position the UAE as a global industrial investment destination.

## Session 1 Themes at a Glance

1. **Partnerships and Collaboration:** The importance of partnerships and collaboration, not just within the UAE but also internationally. This includes partnerships between federal institutions, economic departments, business councils, and banks.
2. **Economic Growth and Industrial Development:** Emphasis on the UAE's commitment to economic growth and industrial development. This includes plans to double the size of the national manufacturing sector by 2031, increase the industrial sector's contribution to the Gross Domestic Product, and boost national exports.
3. **Sustainability and Climate Change:** Focus on sustainable growth, renewable energy, emission reduction, and addressing the impacts of climate change. The emphasis on



sustainability aligns with the UAE's commitment to sustainable development as the country prepares to host COP28 during 2023, the Year of Sustainability.

4. **Innovation and Advanced Technologies:** Efforts towards accelerating the adoption of advanced technologies, and deploying Fourth Industrial Revolution solutions in vital sectors.
5. **Self-Sufficiency and Localization:** Increasing self-sufficiency and localizing vital industrial sectors, with a focus on pharmaceuticals and food security.
6. **Promoting Local Products:** Focus on promoting high-quality local products globally, as reflected through the launch of the 'Made in the Emirates' mark.
7. **Laws and Regulations:** The UAE's capabilities and efforts to create a supportive, efficient, innovative, and safe legislative environment, particularly relating to enhance the industrial competitiveness and investment attractiveness.
8. **Global Rankings and Competitiveness:** The government's clear strategy for making the UAE one of the world's most advanced countries, particularly furthering its position as a leading model in sustainable development, and its role in hosting to global events such as Expo 2020 Dubai and COP28.
9. **UAE as a Global Industrial Investment Destination:** The UAE is an attractive destination for industrial investment, offering competitive advantages including enablers and incentives, efficient legislative frameworks, and a strategic geographic location.
10. **Job Creation and Economic Diversification:** The initiatives and projects discussed are aimed at creating high-quality job opportunities for Emiratis in the private sector, as well as driving economic diversification.
11. **Leadership and Vision:** The vision and directives of the UAE's leadership are repeatedly referred to, underlying all the initiatives, strategies, and projects mentioned.

## Exploring Key Dimensions

### Strategic Partnerships and the UAE's Economic Growth

The UAE has emerged as a leading global destination for industrial investment, offering a range of competitive advantages such as enablers and incentives, as well as efficient legislative frameworks. With its strategic geographic location and quality infrastructure, the country is characterized by security, diversity and a high quality of life. MoIAT, in line with the visionary leadership of His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Chairman of the Abu Dhabi Executive Council and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, the UAE focuses on forging strategic partnerships to drive economic growth.

Through initiatives such as the "Make it in the Emirates Forum", the UAE seeks to strengthen the role of the industrial sector in achieving sustainable economic development. The forum fosters cooperation and collaboration with various international partners to create opportunities for



economic diversification, innovation, and technological transformation. The UAE's commitment to international partnerships is evident in initiatives such as the Integrated Industrial Partnership for Sustainable Economic Development, launched in Abu Dhabi in May 2022 between the UAE, Egypt and Jordan, with Bahrain joining during the partnership's second meeting in Cairo in July..

Such partnerships facilitate the implementation of significant projects with investments exceeding \$2 billion, showcasing the UAE's ability to enhance industrial growth. The UAE's dedication to international cooperation extends to addressing global challenges, particularly climate change. The country emphasizes the need for practical and realistic solutions, aiming to reduce emissions while promoting sustainable economic development.

By leveraging climate technologies, the UAE is committed to building a new economic development model. . Through the "Make it in the Emirates Forum" and other platforms, the country invites global stakeholders to explore incentives and enablers, as well as competitive financing solutions.

The UAE's dedication to economic growth and forging strategic regional and international partnerships has positioned it as a model for sustainable development, attracting investment, and promoting a high quality of life. By fostering an enabling ecosystem where businesses can thrive, the UAE aims to achieve its ambitious sustainable economic development targets, contributing to a prosperous future.

### **Innovation, Self-Sufficiency, and Sustainability**

The UAE places great emphasis on innovation, self- sufficiency and sustainability as key drivers of economic growth and development. Under the visionary leadership of His Highness Sheikh Mohammed bin Zayed Al Nahyan and His Highness Sheikh Mohammed bin Rashid Al Maktoum, MoIAT has implemented comprehensive strategies to foster these principles.

The National Strategy for Industry and Advanced Technology focuses on leveraging the UAE's competitive advantages to enhance economic and industrial growth while ensuring business sustainability. The strategy aims to promote self-sufficiency in priority sectors, particularly in pharmaceuticals and food security, through the localization of vital industries.

The UAE recognizes the importance of innovation and technological transformation in achieving sustainable development. The ministry launched the Technological Transformation Program (TTP), accelerating the adoption of Fourth Industrial Revolution technologies. By embracing advanced technologies, the UAE aims to reduce emissions across hard-to-abate industries and create a more sustainable future.



Achieving self-sufficiency is a critical aspect of the UAE's strategy for economic growth. MoIAT works closely with federal and local entities and financial institutions to provide competitive financing solutions and support innovation, entrepreneurship, and small and medium-sized enterprises. Through these efforts, the UAE aims to strengthen the national economy and reduce dependence on global supply chains .

Sustainability is a central theme across the UAE's development plans, with a particular focus on addressing climate change and mitigating its impacts. The UAE has reinforced its position as the leading model for sustainable development, the energy transition, and accelerating decarbonization and digitalization.

By fostering innovation and self-sufficiency, and prioritizing sustainability, the UAE is actively working towards developing the national industrial sector. These initiatives not only contribute to economic growth but also ensure a more sustainable and resilient future for the nation. The UAE's commitment to these goals is evident in its achievements and the various projects and initiatives launched to drive innovation, enhance self-sufficiency, and promote sustainable development.

### **Promoting UAE-Made Products and Attracting Investment**

The UAE places significant emphasis on promoting local products and attracting investment, aiming to strengthen its position as a global hub for industrial growth. The 'Make it in the Emirates Forum' serves as a platform to highlight the competitive advantages and opportunities available in the UAE's industrial sector.

Through the forum, MoIAT has introduced the 'Made in the Emirates' mark, which provides numerous advantages for companies that obtain it. The mark aims to increase consumer confidence in local products. It indicates that products comply with national quality and safety standards, which boosts their competitiveness in international markets..

Moreover, the UAE actively fosters industrial investment by offering a range of competitive advantages. These include transparent laws, efficient legislative frameworks, and reliable infrastructure. The country's strategic geographic location and further contributes to its attractiveness as an investment destination.

MoIAT collaborates with economic development departments, specialized economic and industrial zones, financing institutions, and major local companies to create an environment conducive to industrial investment. 'Make it in the Emirates' encourages participants to explore



the incentives and enablers provided by these entities, facilitating potential partnerships and collaborations.

The UAE's commitment to promoting local products and attracting industrial investment extends beyond national boundaries. The country actively forges regional and international partnerships to foster economic diversification, innovation, and advanced technology adoption. Initiatives such as the Integrated Industrial Partnership for Sustainable Economic Development, involving countries such as Egypt, Jordan, and Bahrain, are testimony to the UAE's dedication to fostering global collaborations.

By prioritizing promoting local products and creating an attractive investment environment, the UAE aims to strengthen its industrial sector and contribute to sustainable economic growth. The 'Make it in the Emirates' Forum" serves as a valuable platform to showcase the country's competitive advantages, highlight success stories, and foster partnerships for industrial investment.

**Regulation, R&D Governance, and Positioning the UAE** The UAE prioritizes efficient regulation, R&D governance, and fostering an environment that is conducive to economic growth. Under the leadership of His Highness Sheikh Mohammed bin Zayed Al Nahyan and His Highness Sheikh Mohammed bin Rashid Al Maktoum, MoIAT has implemented an integrated legislative and regulatory framework to leverage the UAE's competitive advantages.

The UAE's transparent laws, efficient legislative frameworks, and reliable infrastructure contribute to its credibility and reliability as a global destination for industrial investment. The country's commitment to R&D governance is evident in its efforts to unify licensing procedures, enhance regulatory flexibility, reduce fees, and support innovation, entrepreneurship, and small and medium-sized enterprises.

By issuing the Federal Decree-Law No. 25 of 2022, the UAE has taken a significant step towards enhancing industrial competitiveness and investment attractiveness. This decree-law, developed in collaboration with all federal entities, streamlines processes and ensures a unified approach to licensing and regulation. Such measures create a business-friendly environment and support the growth and sustainability of the industrial sector.

The UAE's commitment to R&D governance extends to its global standing. The country actively seeks to build and enhance international partnerships, emphasizing collaboration.. The UAE's hosting of key global events such as COP28 and Expo 2020 Dubai demonstrates international confidence in the country's efforts and its commitment to sustainable development.

With a focus on regulation, R&D governance, and global standing, the UAE aims to position itself as a leading model for economic growth and global cooperation. By prioritizing transparency,



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regulatory efficiency, and international collaboration, the country strengthens its global reputation and creates a favorable environment for economic growth and industrial investment.

### **Job Creation, Economic Diversification, and Leadership**

Job creation and economic diversification are key priorities for the UAE, guided by the visionary leadership of His Highness Sheikh Mohammed bin Zayed Al Nahyan and His Highness Sheikh Mohammed bin Rashid Al Maktoum. MoIAT, in collaboration with various entities, is committed to achieving these objectives.

Through initiatives such as the 'Make it in the Emirates' forum, the UAE aims to create new job opportunities for Emiratis in the private sector. The Industrialist Program and ICV Apprenticeship Program launched in partnership with the Ministry of Human Resources and Emiratization (MoHRE) are among MoIAT's efforts to realize this goal. This supports the UAE's economy and helps elevate the competitiveness of Emirati talent, enabling them to occupy jobs in the UAE's private sector.

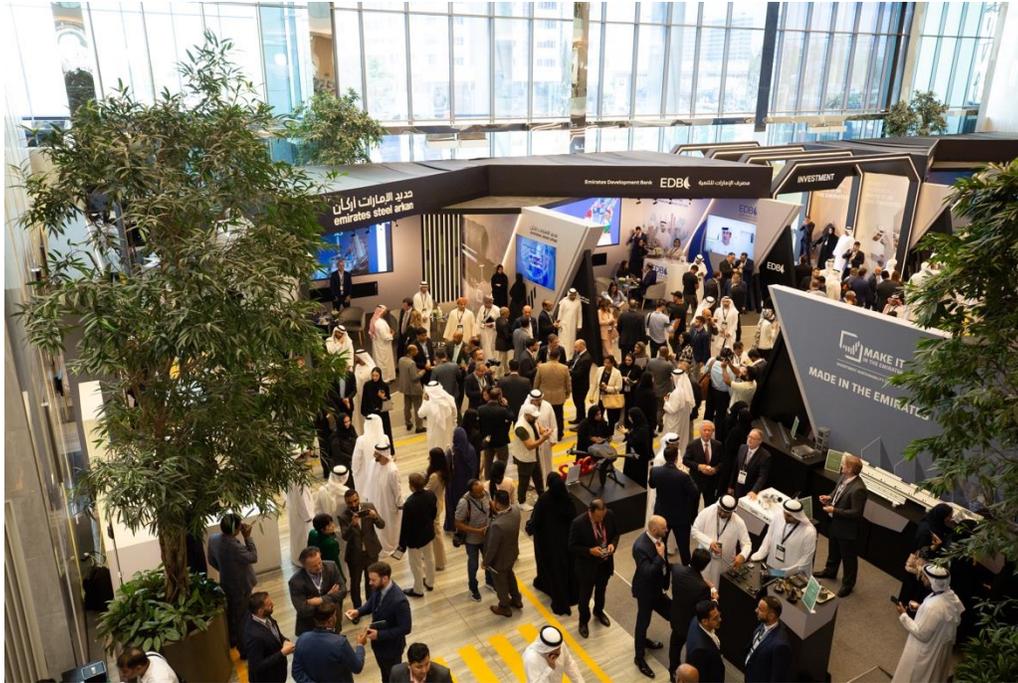
Economic diversification is another critical aspect of the UAE's strategy for sustainable growth. The Abu Dhabi Industrial Strategy and the National Strategy for Industry and Advanced Technology focus on diversifying the economy and increasing the contribution of the industrial sector to the Gross Domestic Product. By doubling the size of the manufacturing sector and increasing the sector's contribution to over AED 300 billion by 2031, the UAE aims to achieve economic resilience and reduce dependency on traditional sectors.

The visionary leadership's vision and directives play a vital role in driving these efforts. The UAE's commitment to economic diversification, job creation, and sustainable development guides the country's strategies and initiatives. The leadership's focus on innovation, technological transformation, and industrial development ensures a proactive and forward-thinking approach to achieving these goals.



1. **Strengthen Regulatory Frameworks:** The UAE should continue to enhance its regulatory frameworks, streamlining licensing procedures, and reducing fees to create a business-friendly environment. This will attract further industrial investment and promote sustainable economic growth.
2. **Foster Innovation and Advanced Technologies:** The UAE should invest in research and development, encourage partnerships between industries and research institutions, and provide support for innovation and entrepreneurship. This will drive the adoption of advanced technologies, promote competitiveness, and foster economic diversification.
3. **Support Sustainable Best Practices:** The UAE should continue to prioritize sustainability best practices and renewable energy solutions in the industrial sector. This can be achieved through incentives, policies, and regulations that promote sustainable industrial processes, energy efficiency, and emission reduction, in alliance with “Majra” National CSR Fund’s vision and mission.
4. **Strengthen International Partnerships:** The UAE should continue to foster international collaborations, particularly in areas of technology transfer, knowledge exchange, and sustainable development. This will enhance the country's global standing and promote mutual growth and prosperity.
5. **Enhance Workforce Development:** The UAE should invest in training and educational programs to achieve a skilled and adaptable workforce. This includes collaborations with educational institutions, vocational training centers, and industry-specific programs to bridge the skills gap and ensure a competent workforce capable of meeting future demand.

By implementing these policy recommendations, the UAE can further advance economic growth, industrial development, and sustainability goals. These efforts will position the country as a global leader in innovation, self-sufficiency, and sustainable economic development.



## Conclusion

The 'Make it in the Emirates Forum' is a testament to the UAE's commitment to economic growth, innovation, self-sufficiency, and sustainability. In line with the vision of His Highness Sheikh Mohammed bin Zayed Al Nahyan and His Highness Sheikh Mohammed bin Rashid Al Maktoum, the UAE has implemented comprehensive strategies and initiatives to drive industrial development, attract investment, promote local products, and create a sustainable future.

Through effective regulation, R&D governance, and a transparent business environment, the UAE has established itself as a global hub for industrial investment. The country's competitive advantages, efficient legislative frameworks, and reliable infrastructure contribute to its credibility and attractiveness for businesses and investors.

Furthermore, the UAE's focus on innovation, advanced technologies, and sustainability ensures a forward-thinking approach to economic growth. The adoption of Fourth Industrial Revolution technologies, renewable energy solutions, and commitment to reducing emissions demonstrate the UAE's dedication to sustainable development and addressing global challenges.

The UAE's emphasis on job creation and economic diversification highlights its commitment to empowering the national workforce and reducing dependency on traditional sectors. Through various programs and initiatives, the country aims to create new job opportunities and foster a diverse and resilient economy.