


# The United Arab Emirates

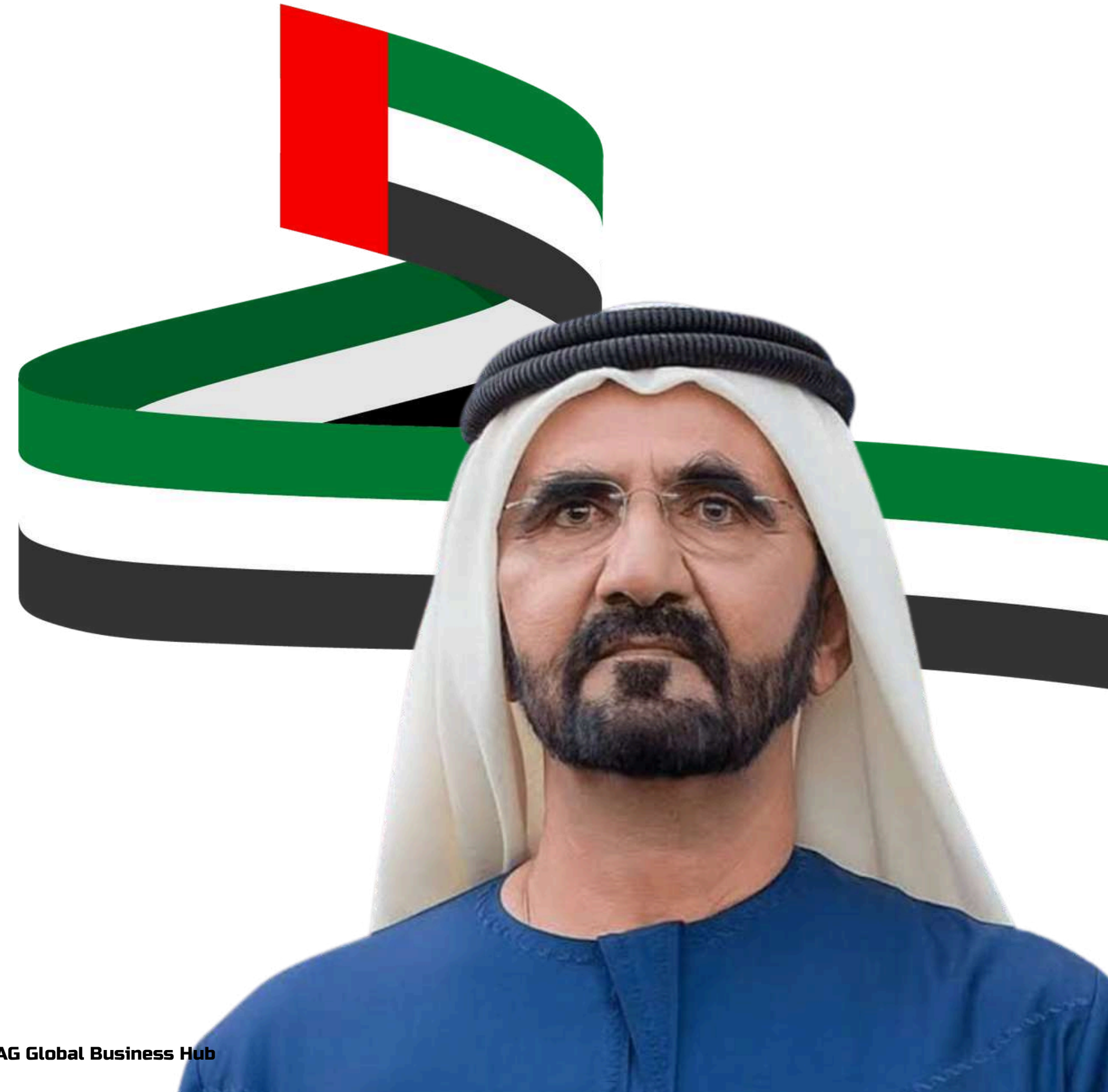
## Unlocking Opportunities in the Heart of Global Innovation





**Opportunities are  
made, they do not  
just lie around  
waiting for someone  
to grab them.**

**His Highness Sheikh Mohammed bin Rashid Al Maktoum**  
UAE Vice President, Prime Minister and Ruler of Dubai.



# The UAE Advantage

Welcome to a land where visionary leadership, cutting-edge infrastructure, and a thriving business environment converge to create unparalleled opportunities for growth. The UAE stands as a global hub for innovation, trade, and entrepreneurship, offering a strategic location, investor-friendly policies, and world-class amenities.

The United Arab Emirates (UAE) has undergone a remarkable growth story since its formal creation in 1971 transforming into one of the world's wealthiest states, boasting high GDP per capita figures. Central to the UAE's success is its visionary leadership, which has prioritized economic diversification and innovation to reduce dependence on oil revenues. The country has been pursuing ambitious goals to foster knowledge-based economies, promote sustainable development, and nurture a culture of entrepreneurship and innovation.

## 1st

### **Entrepreneurship Index.**

By the Global Entrepreneurship Monitor (GEM), 2024.

## 16th

### **Ease of doing business.**

1st in terms of business efficiency, 2nd in terms of government efficiency, and 7th on economic performance index.

## 32nd

### **Global Innovation Index.**

Ranked 32nd globally and 1st regionally in Global Innovation Index by INSEAD and WIPO.

# The UAE Advantage: Key Facts for Business and Economic Success

The United Arab Emirates (UAE) occupies a strategic geographic position at the crossroads of Europe, Africa, and Asia, providing businesses with access to three of the world's most lucrative markets. This prime location enables seamless trade and logistics, connecting businesses to a consumer base of over 2 billion people. With world-class airports and seaports, the UAE serves as an ideal gateway to both regional and global markets. In addition to its advantageous location, the UAE offers a conducive business environment characterized by continuous new business opportunities, investor-friendly legislation, a robust financial system, and highly developed infrastructure for both business and quality living.

The UAE has launched a series of immediate and long-term initiatives designed to strengthen the business environment and drive economic development. The UAE's National Agenda for Entrepreneurship and SMEs aims to position the country as a global leader in entrepreneurship by 2031. The agenda is structured around seven key themes: ease of doing business, innovation, business support, digital transformation, funding, human capital, and demand generation. Additionally, the UAE Ministry of Finance has introduced Federal Decree-Law No. 47 of 2022 on the Taxation of Corporations and Businesses. This law, effective from 1st June 2023, provides the legislative framework for the implementation of Federal Corporate Tax in the UAE.

- **Diversified Economy:** While traditionally reliant on oil, the UAE has diversified its economy, with non-oil sectors such as tourism, real estate, logistics, and financial services now contributing over 70% of the GDP.
- **Tax Benefits:** The UAE offers a competitive tax regime, including 0% personal income tax and a corporate tax rate of 9%, which is among the lowest globally, attracting multinational companies and investors.
- **Ease of Doing Business:** Ranked among the top countries globally in the World Bank's "Ease of Doing Business" report, the UAE boasts streamlined procedures for setting up businesses, favorable regulations, and fast-tracked licensing.
- **Strategic Location:** Situated at the crossroads of Europe, Africa, and Asia, the UAE provides access to markets with over 2 billion consumers, making it a key trade and logistics hub.
- **Free Zones:** The UAE has over 40 specialized Free Zones that offer 100% foreign ownership, customs exemptions, and full repatriation of profits, making it an attractive location for foreign businesses.

# Shaping Tomorrow: The UAE's Strategic Plans for Future Growth

The UAE's commitment to sustainable growth and global leadership is embodied in several forward-looking strategic plans. These initiatives form the foundation of the nation's future roadmap, focusing on economic diversification, innovation, and social development. The UAE aims to be at the pole position as a premier global hub for business, investment, and technological advancement, ensuring long-term prosperity and reinforcing its role as a vital partner in the global economy.



## The National Advanced Sciences Agenda 2031

The National Advanced Sciences Agenda 2031 highlights the UAE's key scientific priorities to be achieved by 2031. This agenda seeks to leverage advanced sciences to address future challenges and support the government's efforts in fulfilling the goals of Vision 2021 and Centennial Plan 2071. It is structured around three consecutive strategies, beginning with the 2021 Advanced Science Strategy, to drive innovation and sustainable development.

## The UAE Strategy for Artificial Intelligence (AI)

Launched in 2017, the UAE Strategy for Artificial Intelligence (AI) marks the first major initiative aimed at realizing the goals of UAE Centennial 2071. It represents a shift into the post-mobile government era, where AI will drive all future government services, sectors, and infrastructure projects. As the first strategy of its kind both regionally and globally, it emphasizes investing in cutting-edge AI technologies to improve government efficiency and performance. By 2031, the UAE aims to achieve complete reliance on AI for delivering government services and conducting data analysis.

## Dubai Autonomous Transportation Strategy

The Dubai Autonomous Transportation Strategy aims to convert 25% of Dubai's total transportation to autonomous modes by 2030. This initiative is projected to generate AED 22 billion in annual economic benefits across multiple sectors by lowering transportation costs, reducing carbon emissions and accidents, and enhancing individual productivity. Additionally, it will save hundreds of millions of hours currently lost to conventional transportation methods.

## Dubai Clean Energy Strategy

Launched with the goal of generating 75% of Dubai's energy from clean sources by 2050. The strategy aims to position Dubai as a global hub for clean energy and the green economy. It is built on five key pillars: infrastructure, legislation, funding, capacity building and skill development, and an environmentally sustainable energy mix.

\*Only selected initiatives mentioned

# Digital and Information Communication Technology (ICT) in the UAE

The UAE is a prominent hub for international trade and business in the MENA region, providing a competitive landscape for the Information and Communication Technology (ICT) sector. In its efforts to decrease reliance on oil revenues and foster the growth of the private sector, the UAE government has implemented initiatives aimed at developing a robust knowledge economy. These efforts are designed to create an open, efficient, and globally integrated business environment that supports digital transformation and innovation within the ICT industry.

The UAE is experiencing rapid growth in the technology sector as both private and public entities actively seek to modernize their operations by adopting cutting-edge solutions. Driven by a broader global wave of innovation, data utilization, and digital transformation, the UAE is positioning itself as a leader in technological advancement. The country's ambition to diversify its economy beyond oil and foster a knowledge-based economy is opening up a wealth of new opportunities across various sectors.

Recognizing the vital role of technology in future economic growth, the UAE government has allocated significant portions of the national budget to support its ambitious visions and strategic plans, such as the UAE Centennial 2071 and various AI, blockchain, and smart city initiatives. These plans aim to solidify the UAE's status as a global technology and innovation hub, attracting top technology players from around the world to invest and expand their businesses in the region.

With a focus on building a resilient and competitive digital economy, the UAE continues to foster an ecosystem that encourages technological innovation, talent development, and digital infrastructure expansion. Initiatives such as the Dubai Digital Strategy, the UAE Strategy for Artificial Intelligence, and support for start-ups and SMEs further fuel the country's drive to become a global leader in the Fourth Industrial Revolution. As the UAE transforms into a center for advanced technologies and digital solutions, technology companies and innovators alike are recognizing the immense growth potential and investment opportunities within the market.

# Key Growth Opportunities in UAE's Technology Sector



## Data Centers

The UAE is a major data center hub in the Middle East, with projected investments reaching \$1 billion by 2026. Leading players include Microsoft, AWS, Oracle, and local giants like G42 Cloud and Khazna Data Centers. The expansion of 5G and smart cities will further drive demand for data centers.



## Internet of Things (IoT)

The UAE is at the forefront of IoT adoption, especially in smart cities, healthcare, and industrial applications. Dubai's mission to become a leading smart city has boosted opportunities in IoT-driven public services and enterprise solutions.



## Cloud Computing

Backed by strong government investment and favorable business laws, cloud computing in the UAE is set for rapid expansion. Major providers like AWS, Oracle, and Microsoft have already established regional cloud centers.



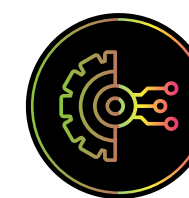
## Artificial Intelligence (AI)

AI is expected to contribute nearly 14% of the UAE's GDP by 2030. The UAE AI Strategy 2031 aims to integrate AI across key sectors, and the creation of the Mohamed bin Zayed University of AI highlights the nation's focus on talent development.



## Cybersecurity

With the UAE's critical infrastructure and strategic position, cybersecurity is a growing market, forecasted to reach \$4.5 billion by 2025. Government regulations and the rise of cyber threats drive demand for security solutions.



## Digital Transformation

Government initiatives, including the Dubai Digital Strategy, are driving demand for digital transformation across all sectors. The private sector, too, is rapidly embracing digital solutions to enhance efficiency and competitiveness.



Source : United States International Trade Administration

# Tech-Driven UAE: Key Trends in the Digital & ICT Landscape

The UAE is emerging as a major player in the global ICT market, with substantial investments driving its digital transformation. This growth is fueled by substantial investments in digital infrastructure, including the rollout of 5G technology, which enhances connectivity and supports smart city initiatives. The government's commitment to digitization and economic diversification is evident in its strategic plans, such as the Digital Economy Strategy, which aims to double the digital economy's contribution to GDP. As the UAE continues to attract both local and international investments, it is positioning itself as a leader in technological innovation within the region.



## \$6.5 Billion

Cybersecurity spending in the UAE is expected to have reached \$6.5 billion by 2024, reflecting heightened concerns over security breaches and regulatory compliance.



## \$96 Billion

AI is expected to contribute approximately 14% of the UAE's GDP by 2030, translating to about \$96 billion. The annual growth rate for AI's contribution to the economy is forecasted at 33.5% from 2018 to 2030.



## \$5 Billion

Driven by the increased adoption of Software as a Service (SaaS) solutions across various sectors, the public cloud market in the UAE is growing at more than 20% annually and reach \$5 Billion by 2024.



## \$23 Billion

ICT spending in the UAE is expected to reach \$23 billion by 2024, with a CAGR of 8% from 2019 to 2024. The services segment will account for around 58% of this spending.



# Pioneering Innovation : UAE's Leading Initiatives and Success Stories



## Keeping the roads safe with AI

The Dubai Roads and Transport Authority (RTA) has implemented AI-driven traffic management systems that utilize sensors and cameras to monitor traffic conditions in real-time. This technology adjusts traffic signals dynamically, reducing congestion and improving public transport efficiency. More recently, they have also launched a pilot project utilizing an AI-powered vehicle to automatically detect damage to road infrastructure and inspect traffic diversions across the city's roads.



## Better Governance with AI

The “U-Ask” platform, an AI-powered unified chatbot for government services, has been integrated into the official UAE Government portal. Utilizing advanced generative AI technology, this platform enables users to access information on various government services in both Arabic and English. It provides details on service requirements, personalized information based on user preferences, and direct links for submitting applications. Designed to handle a wide range of inquiries, from basic questions to complex service requests, the platform offers comprehensive answers and multiple options for applying for services.



## Efficient Service Delivery with Blockchain

Dubai Customs has launched a blockchain platform designed to enhance efficiency and transparency in trade operations. This initiative aims to simplify customs clearance and commercial transactions, thereby saving time and costs for businesses. The platform facilitates secure data sharing, allowing all participants in the supply chain to verify transactions independently, which enhances trust and visibility across the network.

# Why the UAE?

## Human Capital of 11 Million+

With a median age of 35.8 years in 2024, the majority of the UAE's population is between the ages of 15 and 64.

## 1300+ Startups in the UAE

Around 90% of the startups in the UAE are based out of Dubai.

## 1 million SMEs

Estimated to have more than one million SMEs in the country by 2030.

## AI Enabled Future

The UAE was the first country in the world to appoint a Minister of Artificial Intelligence (AI) in 2016. By 2035, AI is projected to contribute approximately AED 37 billion to the financial services sector in the UAE.

## Growing Digital Economy

Expected that the digital economy will reach US\$ 140 billion by 2031

## Encouraging GDP Per Capita Income

The UAE's GDP per capita is estimated to be \$53,916 (nominal) and \$96,846 (PPP) in 2024.

## 4.17% Real GDP Growth Rate Forecast

GDP growth rate for UAE has been consistently above 3% since 2021 with forecast of more than 4.1% in 2025

## Growing Startup Ecosystem

Venture capital funding in 2023 crossed \$350 million mark, growing at more than 200%



# Building Your Future in the UAE: About **RAG Global Business Hub**

RAG Global Business Hub is a dynamic and innovative business consulting firm that was founded in 2013. Through consulting services, business reengineering, and market research we help businesses around the world achieve their goals and reach their optimum potential. Now in the UAE, we are establishing new networks, collaborations and partnerships to surge ahead and chart newer horizons in business. We are a team of highly skilled and experienced professionals with years of dedicated and targeted work in research and innovation behind us.

Since our inception, we have been committed to providing our clients with comprehensive and customized services that meet their unique needs. We specialize in business consulting, market research, and incubation services and we have a proven track record of delivering results for our clients. Over the years we have supported startup firms as well as established business entities to find their footing in the corporate world. With elaborate groundwork, thorough market research, long-term planning, and ingenious process design we can provide organisations with the much-needed business acumen. With over 2000 happy customers, we have a proven track record of delivering results for businesses around the world. Whether you are looking to launch a new product, expand your operations, or improve your bottom line, we have the expertise and experience to help you achieve your goals.

Since entering the UAE market, we have established a strong presence and developed close relationships with local businesses and organizations. We understand the unique challenges and opportunities that exist in these regions, and we are well-positioned to help our clients navigate the complexities of doing business there.



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