



DUBAI A GLOBAL GATEWAY FOR THE HALAL INDUSTRY

A STEP BY STEP GUIDE

SECOND EDITION



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THE VISION

“If history is being written now, the future is being made here in the U.A.E. With the determination of our people; we are set to be the world’s Islamic economy capital.”

Our vision for the Islamic economy sector is clear: we need this sector to contribute, in a vital manner, to our national economy and enhance our position as the global capital of the Islamic economy.”

His Highness Sheikh Mohammed bin Rashid Al Maktoum,

Vice President and Prime Minister of the UAE and Ruler of Dubai



WELCOME MESSAGE

Welcome to the new, second edition of the Halal Industry Guidebook, your ultimate guide to benefit from an ever-growing, \$2.2 trillion Halal market. This guidebook is a strong contributor towards Dubai Government's international and national efforts of establishing the emirate as the capital of the global Islamic economy, as envisioned by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai.

With its strategic location and strategies, this report provides a comprehensive insight into Dubai's growing Halal trade and market as it strives to establish its leadership in the global Halal market, in line with the 2030 Dubai Industrial Strategy. Dubai offers a remarkable trade opportunity as there is currently a \$13 billion export opportunity in food and fashion. While UAE has the potential to reach a 455 million consumer market with a spending power of about \$578 billion - a market size reachable within a 2-hour flight radius from Dubai.

With a special focus on the Halal industries, DAFZA's comprehensive guidebook will be a massive benefit to entrepreneurs and companies engaged or willing to engage in the Islamic economy and Halal market. The guide also highlights the Halal market processes in order to bridge gaps and help potential companies explore the growing Islamic economy in depth.

While we continue to reinforce Dubai's position as the global leader of the Islamic economy, Dubai's Government makes extensive strides to tirelessly achieve its goals. From building strategic local and international partnerships to building a smart and secure city, several initiatives have and will continue to place Dubai and the rest of the UAE into higher ranks globally and within the Islamic economy.

DAFZA is confident that this guide will not only help position Dubai as the capital of the Islamic economy, but also contribute in establishing a knowledge and investment-driven nation. We are hopeful that this Halal Industry Guidebook will help its users provide a clearer picture of the international and national Islamic economy and communicate how DAFZA can provide the right support to establish and grow your business in the city of the future, Dubai

His Highness Sheikh Ahmed bin Saeed Al Maktoum
Chairman, Dubai Airport Freezone Authority.



His Excellency Dr. Mohammed
Al Zarooni
Director General, Dubai Airport
Freezone Authority

We are delighted to introduce to you to the second edition of our Halal Guidebook, a comprehensive and strategic guide to the future of the Islamic economy. The launch of this edition comes as part of our commitment to support Dubai's vision of becoming the capital of the Islamic economy. This includes the goals of increasing the contribution of the Halal Industry to Dubai's GDP, an objective that DAFZA has been working hard to continuously achieve.

Today Dubai offers the infrastructure, services, network and capabilities necessary to lead the future of the Halal industry. Over the years, the growth of the Islamic economy has enabled Dubai to offer the right level of experience and guidance to companies from across the world. This progress has been driven by Dubai government, with the support of private entities, in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Diversification is still a critical objective for Dubai, and the growth of the Halal industries directly supports a vision of more varied and sustainable future economy. The industry is forecast to reach a value of \$3.2 trillion by 2024. Sectors such as Halal food, media, modest fashion, pharmaceuticals and cosmetics will all play a role in achieving this growth.

The guide addresses all the Halal sectors, highlighting the vast opportunities available to foreign investors, enabling them to maximize their contribution to the growth of the Islamic economy. It includes chapters that provide evaluation models and checklists to help interested parties enter the Islamic market and explore its strategic features. We hope that you find this second edition of the guidebook useful and we look forward to collaborating with companies from around the world to create an exciting future for the Islamic economy.



His Excellency Sultan bin Saeed
Al Mansouri
Chairman of Dubai Islamic Economy
Development Centre

Dubai and the wider UAE have embarked on a path of continuous economic expansion and growth in recent years. With its strong, vibrant, and diversified economy, Dubai is today considered among the world's most important business hubs – one that offers unprecedented opportunities to businesses based within its enabling ecosystem. A range of industries have thrived and continue to do so in the city, from trade and healthcare to aviation, retail and finance. Leveraging Dubai's innovative business environment and strategic location at the crossroads of East and West, startups and multinational companies alike play an active role in the growth of these sectors.

Investing in the Islamic economy has been a priority for Dubai for many years now, as it enables the emirate to continue diversifying its economy while ensuring sustainable economic growth. Under the guidance and in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the Dubai Islamic Economy Development Centre (DIEDC), was established in 2013, to lead and integrate all efforts in making Dubai the global capital of Islamic economy.

Today, a revised strategy is driving the next phase of growth of key sectors within the Islamic economy, to maximize the positive impact on the wider UAE economy. I am proud to share that in a short span of six years, we have been able to elevate Dubai's status in the global halal market as well as in Islamic finance. The halal sector is one of the three strategic sectors that spurs growth and requires continuous commitment to accomplishing its goal of delivering sustainable products and services to people around the globe.

This second edition of Dubai Airport Free Zone's (DAFZA's) comprehensive guidebook on the specialized halal industry is a key asset in achieving these long-term plans. It includes the latest strategic insights and information that will enrich the knowledge of entrepreneurs and companies keen to invest in the Islamic economy and capitalize on its promise of enduring growth and prosperity.

02 SUMMARY INFOGRAPHIC

The global Halal/Islamic economy offers a significant growth opportunity

The Halal¹ /Islamic economy represents sectors whose core products and services are structurally affected by Islamic values-driven consumer lifestyle and business practices, such as in food (Halal), finance (Shariah-compliant), and fashion (modesty)

Across the six core sectors, this Muslim consumer spending power is estimated to be \$2.2 trillion in 2018.²

Sector	Existing Muslim Market*(2018, USD bil.)	% Share of Global Spend	2018-2024 CAGR Growth %
Global Muslim Spend Across Core Islamic Economy Sectors	\$ 2,217	12%	6.2%
Food and Beverage	\$ 1,369	17%	6.3%
Apparel and Footwear	\$ 283	11%	6.0%
Outbound Tourism	\$ 189	12%	6.4%
Media & Recreation	\$ 220	5%	5.8%
Cosmetics	\$ 64	8%	6.8%
Pharma	\$ 92	7%	6.5%

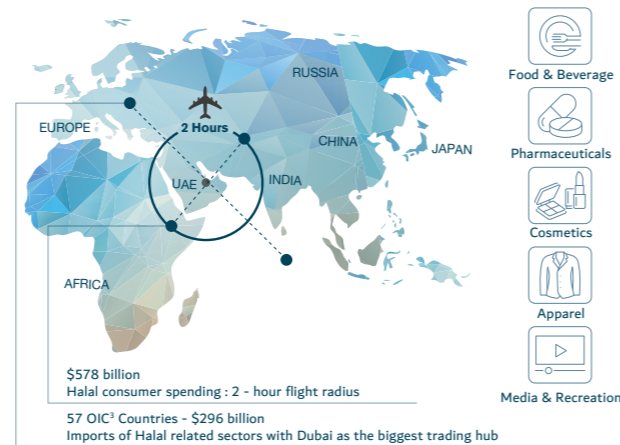
¹ Halal = Lawful per Islamic law

² DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20 ³ OIC = Organisation of Islamic Cooperation

Dubai, the UAE, is a global business and now a leading Halal trade hub

- The UAE is the Middle East's central business hub: Business-friendly environment - a stable political system - world-class infrastructure & communications network
- The World Economic Forum's Global Competitiveness Index 2018 rank: 27 out of 138 economies
- The city is reachable with a two-hour flight to 455 million people, a \$578 billion Halal consumer market

Dubai is at the center of trade for the 57 OIC member countries, representing \$296 billion Halal-related industrial sector imports in 2018



Dubai, capital of the Islamic economy

Led by H.H. Sheikh Mohammed bin Rashid Al Maktoum's vision of making Dubai the capital of the Islamic economy, the Dubai Islamic Economy Development Centre (DIEDC), is guiding the execution of this vision covering seven Islamic economy pillars.

Dedicated Islamic Economy Development Agency	Knowledge Infrastructure & Networking Platforms	Halal Regulation/ Compliance Global Leadership	Islamic Finance Ecosystem	Halal Economy Marketing/ Distribution Resources	Halal Economy Startup Support
 International Center of Islamic Economy	 Salaam Gateway: Industry News & Insights	 ESMA (Emirates Authority For Standardization and Metrology)	 Sukuk, Takaful Hub	 DED	 Dtec

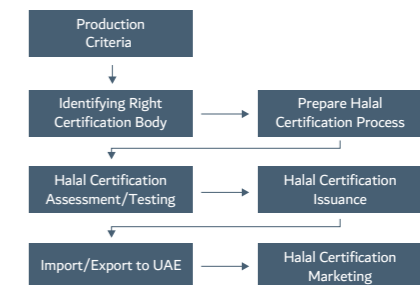
GLOBAL ISLAMIC ECONOMY INDICATOR
 UAE ranked #2 worldwide among 72 prominent Halal/Islamic economies, followed by Malaysia: 2019/20 Global Islamic Economy Indicator, DinarStandard

Halal market starting points:

Halal market strategy (see chapter 11)



Halal food, cosmetics other compliance starting process



The purpose of “Dubai – A Global Gateway for Halal Industry: A Step-by-Step Guide” is to provide companies that are established, or that are considering establishment, in Dubai a practical guide on Halal/Islamic economy growth opportunities, including its enabling ecosystem, Halal trade flow, and the Halal certification and compliance process.

The key objectives are to:

1. Provide an overview of the Halal/Islamic economy globally and in Dubai, including its six sectors: Halal Food and Beverage, Islamic Finance and Banking, Modest Fashion, Muslim-Friendly Tourism, Halal Media and Recreation, and Halal Pharmaceuticals and Cosmetics.
2. Provide an overview of the Halal/Islamic economy ecosystem in Dubai, specifically covering the necessary Halal certification and compliance processes and procedures.
3. Present Dubai's role as a trade flow hub of the global Halal/ Islamic economy, exposing the investment opportunities in the various sectors.
4. Delineate the processes and procedures required to establish a business in Dubai.
5. Present an overview of the Dubai Airport Free Zone Authority's (DAFZA) benefits, incentives, and packages available to clients, as well as a summary of the registration process.
6. Provide a step-by-step guide to evaluating and engaging in the Halal/Islamic economy.



DEVELOPED BY:

Dubai Airport Freezone Authority (DAFZA): Established over 20 years ago, Dubai Airport Freezone Authority home to more than 1,600 registered companies and 15,000 professionals, who benefit from a business-focused regulatory and tax environment that offers total ownership, full repatriation of earnings and a range of world-class facilities.

DAFZA was ultimately established to drive Dubai's growth into a leading global logistics and commercial hub and has been instrumental in the Dubai government's successful efforts to transform the Emirate into an investment-driven economy. For more information, visit www.dafza.ae

DAFZA would like to thank the following entities for their support and advice, without which this Guide would not be possible:

- ESMA: Emirates Authority for Standardization and Metrology
- EIAC: Emirates International Accreditation Centre
- CCAB: Arab Brazilian Chamber of Commerce
- Companies: Al Islami, Salaam Gateway, Fonterra, Abbott, Hershey, SGS and CDIAL



SUPPORTED BY:

The Dubai Islamic Economy Development Centre (DIEDC): Established in December 2013 with the goal of making Dubai the "Capital of the Islamic Economy," as envisioned by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The DIEDC is equipped with the financial, administrative, and legal tools to promote economic activities that are compatible with Islamic law in Dubai's goods and financial services sector, as well as the non-financial sector. In this capacity, it conducts research and specialist studies to determine the contribution of Shariah-compliant activities to the Emirate's gross domestic product, and explore how to extend this contribution to boost the economy. The DIEDC is also mandated to create new products and lines of service to law firms specializing in finance structuring.



SUPPORTED BY:

The Halal Trade and Marketing Centre (HTMC): A global business development center focused on the Halal economy opportunities for the industry, including manufacturers, suppliers, distributors, and retailers of Halal products and services. Hosted at the Dubai Airport Freezone, it was co-founded by the Dubai Airport Freezone Authority (DAFZA) and the Dubai Islamic Economy Development Centre (DIEDC), and it's supported substantially by key partners across the Halal economy ecosystem. HTMC was formulated to fulfill an identified gap of enabling companies to grow in the Halal space. It serves as a one-stop-shop for all their market intelligence, Halal compliance, and, most importantly, growth support services. HTMC aims to provide a platform to link Halal economy companies to core Halal trade and marketing services.

DinarStandard

KNOWLEDGE PARTNER:

DinarStandard™: A growth strategy research and advisory firm empowering organizations for profitable and responsible global impact. DinarStandard specializes in the Halal/Tayyab Food, Islamic/Ethical Finance, Halal Travel, Islamic NGOs and OIC member country sectors. Since 2008, DinarStandard has been advising organizations globally on market expansion, business/investment strategy, and innovative marketing strategies. Its clients include global multi-nationals, Islamic financial institutions, Halal market startups and NGOs.

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Disclaimer

The data in this report is believed to be correct at the time of publication, but this cannot be guaranteed. Please note that the trade data, insights, and Halal compliance processes that DAFZA and DinarStandard have delivered are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such, the information contained in this report is intended to provide general information only and, as such, should not be considered as legal or professional advice or a substitute for advice covering any specific situation. DAFZA and DinarStandard expressly disclaim all liability arising out of any reliance placed on this material. DAFZA and DinarStandard make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, or suitability of this material for your purposes.



HALAL/ISLAMIC ECONOMY

Why Is It Important?

“Halal” is an Arabic term meaning “permissible” or “lawful” under Islamic law. The Islamic/Halal economy comprises sectors whose core products and services are structurally affected by Islamic principles. These principles drive the consumer lifestyle and business practices in an economy that represents Muslim spending power of \$2.2 trillion in 2018⁴ (excluding Islamic Finance).

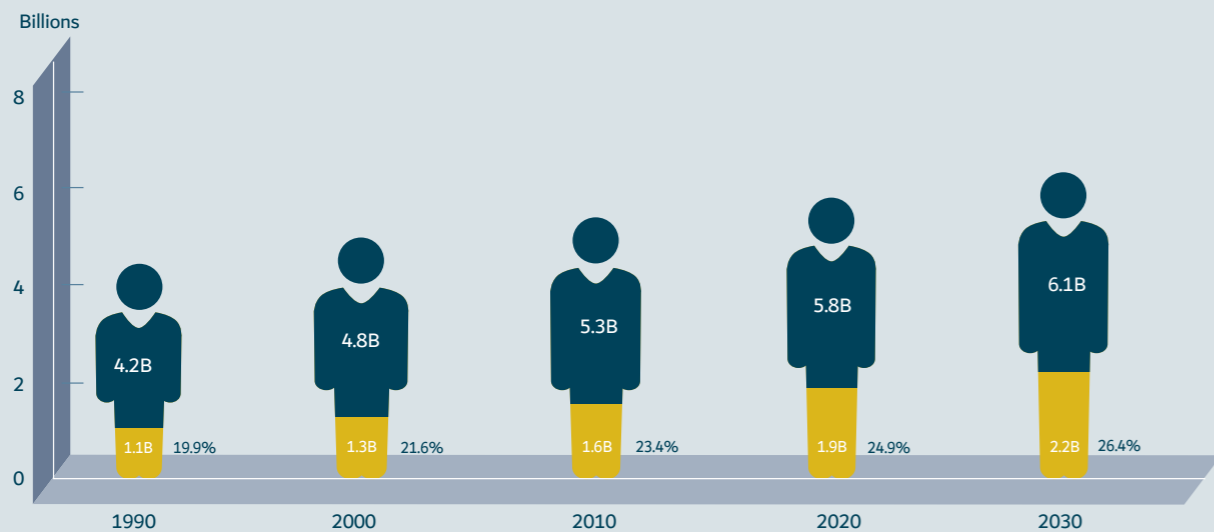
⁴ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.

5.1

HALAL/ ISLAMIC ECONOMY SUMMARY INFOGRAPHIC

The Halal/Islamic economy, across its six core pillars (excluding Islamic Finance, which is presented separately as total assets), is estimated to represent core Muslim consumer spending power of \$2.2 trillion in 2018.

Muslims as a Share of the World Population, 1990-2030



Percentages are calculated from unrounded numbers. Cross hatching denotes projected figures.

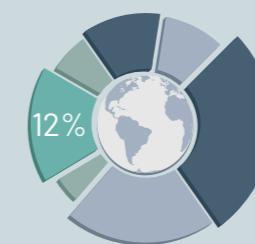
Pew research center's forum on religion & public life - The future of the Global Muslim population, January 2011.

■ Muslims
■ Non-Muslims

Global Muslim Spend Across Core Islamic Economy Sectors



Existing Muslim Market* (2018, USD bil.)

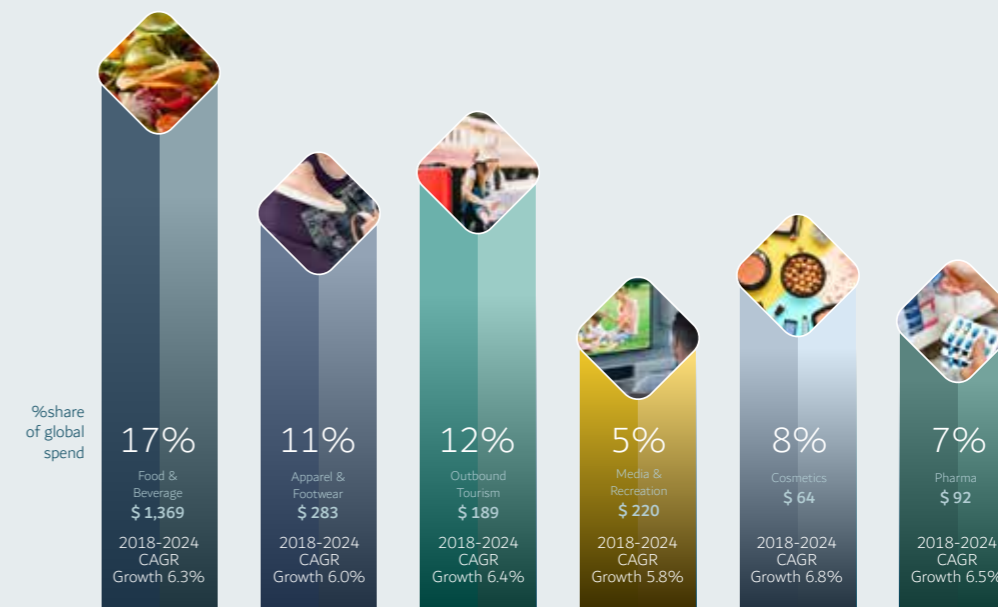


% Share of Global Spend



2018-2024 CAGR Growth %

Existing Muslim Market* (2018, USD billion)



Source: DinarStandard synthesis and analysis; State of the Global Islamic Economy Report 2019/20 developed by DinarStandard, Supported by Dubai Islamic Economy Development Center, in partnership with Salaam Gateway, National databases, International Comparison Programs, UN World Trade Organization, World Bank statistics

5.2

A TRILLION-DOLLAR ISLAMIC / HALAL ECONOMY OPPORTUNITY



The Islamic/Halal Economy comprises sectors whose core products and services are structurally affected by the Islamic value-driven consumer lifestyle and business practices. Across its six core pillars (excluding Islamic Finance), Muslim spending power is estimated to be \$2.2 trillion in 2018.

This Guide summarizes the opportunities around the core Islamic/Halal economy sectors covering Halal Food and Beverage, Islamic Finance and Banking, Family-Friendly or Halal Travel, Modest Fashion, Islamic Media and Recreation, and Halal Pharmaceutical and Cosmetics. For companies that currently participate in, or are looking to take advantage of this Islamic economy opportunity, there are three broad trends to note:

1

Spending power is set to grow by a 6.2 percent compound annual growth rate (CAGR) to reach \$3.2 trillion by 2024 with values-based spend increasing in importance

The Islamic economy is underpinned by a large, young and fast-growing Muslim demographic, with a population expected to reach 2.2 billion by 2030, according to the Pew Research Center, growing at roughly twice the rate of non-Muslim populations.⁵

As per IMF projections, GDP growth of the 57 OIC⁶ countries has slowed since 2018, but the average economic growth of OIC countries is expected to rise and exceed the world average of 3.6% by reaching 3.8% in 2020. This entails a potential increase in spending power, with the fastest-growing economies represented by demographic-rich countries.⁷

⁵ "The Future of the Global Muslim Population," Pew Research Center, January 2011. ⁶ OIC = 57 member countries of the Organization of Islamic Cooperation (OIC) ⁷ SESRIC. (n.d.). OIC Economic Outlook 2019. Retrieved Jan 7, 2020, from <http://www.sesric.org/publications-detail.php?id=490> ⁸ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.

2

Leading global players across industries are beginning to take note and participate

As the Halal and Islamic lifestyle industries gain prominence, several multinationals have increased their participation; for example, Nestlé, Cargill, BRF, and Abbott addressing Halal food opportunities. Investments in the Halal or Islamic economy are also an important indicator and have recorded growth of 399% in 2018/19, with a value of \$1.2 billion. Venture capital investments in the Halal economy, for instance, totaled \$74 million in 2018/19, where one of the top VC investments was HolidayMe (UAE), which raised \$16 million in funding from Gobi Partners Inc, (China).⁸

3

Significant untapped opportunities remain for sophisticated companies to generate substantial revenues from addressing Muslim values-based needs

While there are several players emerging with immense efforts in the Halal economy, we are still awaiting major Halal or Islamic economy brands that successfully tap into the growing opportunities of Muslim spending power, unmet needs and ethical markets, cross-border mergers and acquisitions, innovation megatrends and who reap the private equity and venture capital investment opportunities.

4

Resilience of the Halal Economy during the COVID-19 pandemic

The Halal economy is part of the global economy, also facing the repercussions of the COVID-19 crisis. However, the pain is not equal across all sectors of the Halal economy (food, pharmaceuticals, cosmetics, fashion, finance, media/recreation) and in fact there are emerging opportunities within these sectors.

Within the Halal economy, the most challenged sectors are travel, Islamic finance, and modest fashion (especially luxury) while media and recreation provide strong opportunities. Globally, food supply chain disruption is a top impact of the crisis on industry. Livestock, Vegetable and Fruits, B2B Ingredients, Meat and Poultry, and Cereals are the most vulnerable food sectors, representing 56% (\$564 billion) of total food trade supply globally.

Given the importance for securing food supply chain and food security in general, Halal market economies are focusing on bringing the supply chain closer to home by either investing in domestic production or finding closer regional supply chain partners. UAE, KSA, Indonesia, Nigeria and many other markets, have been expanding food manufacturing investment or seeing alternative supply chain partners that are closer to the region.

Other areas of impact of the crisis on the Halal Economy has been fast tracking of automation such as online deliveries (food/groceries/consumer goods), eCommerce, Islamic social finance, and digital media.

CDIAL HALAL

EXCELLENCE IN HALAL CERTIFICATION

We are the certification body with the largest number of qualified categories in Latin America and the only one accredited by the main official bodies of the Gulf (GAC) and the United Arab Emirates (EIAC). We are also approved by the Emirates Authority For Standardization & Metrology (ESMA), Jabatan Kemajuan Islam Malaysia (JAKIM), Majlis Ugama Islam Singapore (MUIS), Majelis Ulama Indonesia (MUI) and the Saudi Standards, Metrology and Quality Organization (SASO).

LEARN MORE

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HALAL CERTIFICATION

Agencia Idolia Idreal

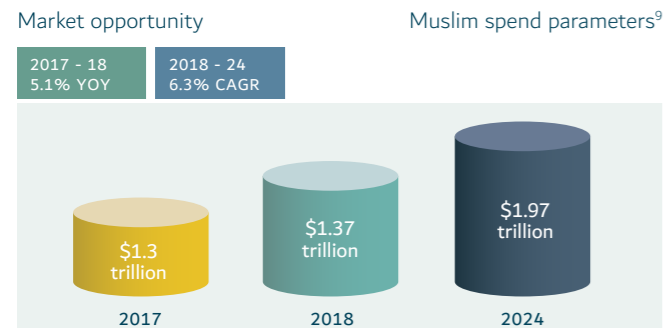
5.3 REVIEW OF ISLAMIC ECONOMY OPPORTUNITIES BY SECTOR



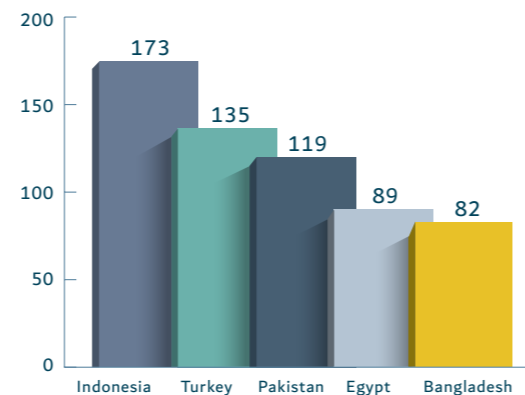
5.3.1. HALAL FOOD

Core overview

- **Sizeable opportunity:** Halal is a substantial niche market segment in the food industry. While the market is growing, there are still very few considerable players addressing Halal, with significant white space for food companies to expand and bolster revenue growth
- **Unmet demand:** There is substantial unmet demand among Muslim consumers, especially in non-OIC countries, which creates considerable product development opportunities



Top 5 Food & Beverage Muslim consumer spend markets, 2018 (\$, Billions)



Halal Food ecosystem ranking 2018



Select key players



Regulation

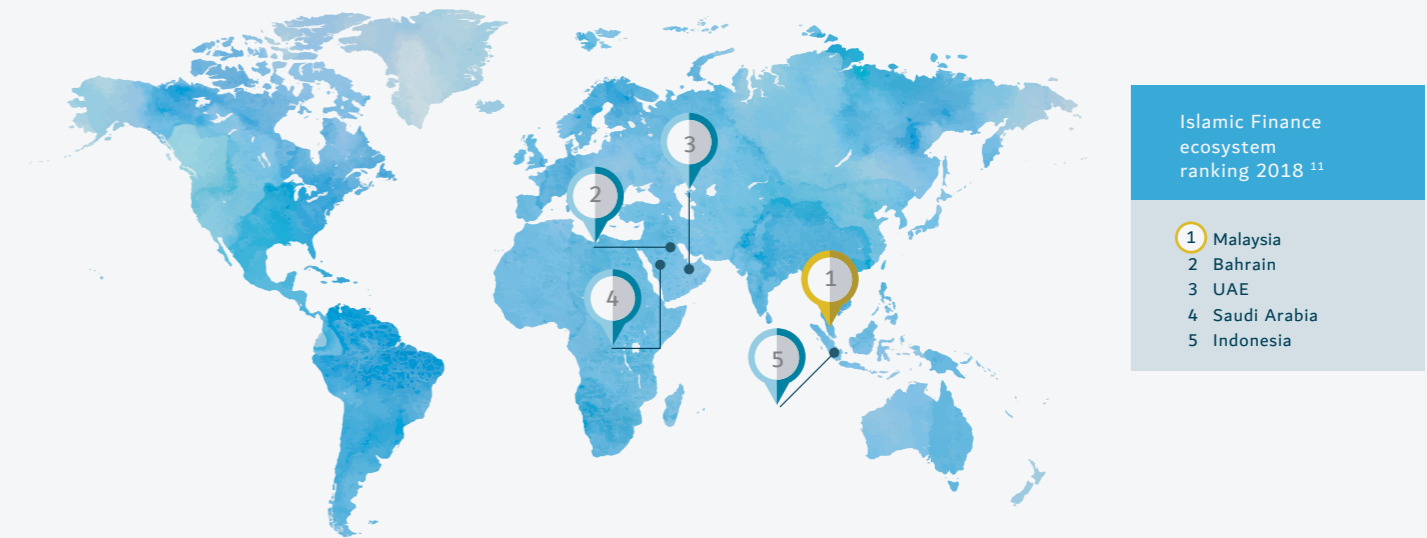
- **Highly regulated:** Certification is an essential requirement, with over 400 certifiers estimated globally, of which leading certifiers officially recognize around 60
- **Developments:** There are no global unified Halal standards, but SMIIC (Standards and Metrology Institute for Islamic Countries) has undertaken efforts to create such a standard, supported by Malaysia's JAKIM (Jabatan Kemajuan Islam Malaysia) and UAE's ESMA (Emirates Authority for Standardization and Metrology), and the industry is moving towards accreditation of certifiers to streamline regulation IHAFF (International Halal Accreditation Forum) has also worked toward harmonizing Halal accreditation and conformity assessment practices and procedures, fully complying with Islamic principles (Sharia). It has undertaken efforts to develop and maintain arrangements for Halal Multi-Lateral recognition among IHAFF members' accreditation bodies for International Halal trade facilitation

⁹ Consumer spend analysis is based on ICP 2011 projections by country, and extrapolating growth to 2018 based on a synthesis of national estimates and a regression of historical sector growth on nominal GDP. Analysis is referenced in the State of the Global Islamic Economy Report 2019/2020, produced by DinarStandard.

¹⁰ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.



Islamic Finance ecosystem ranking 2018



5.3.2. ISLAMIC FINANCE

Core overview

- **Sizeable opportunity across multiple segments:** Islamic Finance is very much an industry in its nascency, yet has gained prominence for its stability, in particular after the financial crisis, with notable examples of leading companies, such as Boeing.
- **Substantial convergence opportunity:** Islamic economy businesses, in particular SME's, represent a core, largely unaddressed opportunity for Shariah-compliant financial products, across a range of needs, including equity, Sukuk, and short-term financing.

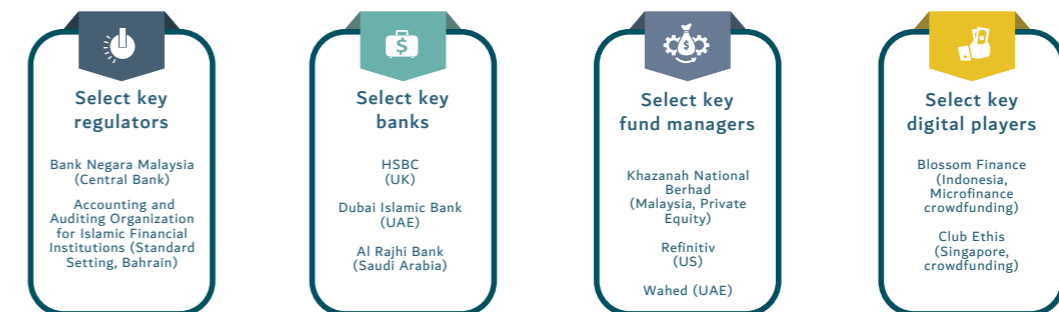
Market opportunity

2017 - 18	2018 - 24
3.5% YOY	5.5% CAGR

Asset size



Select key players



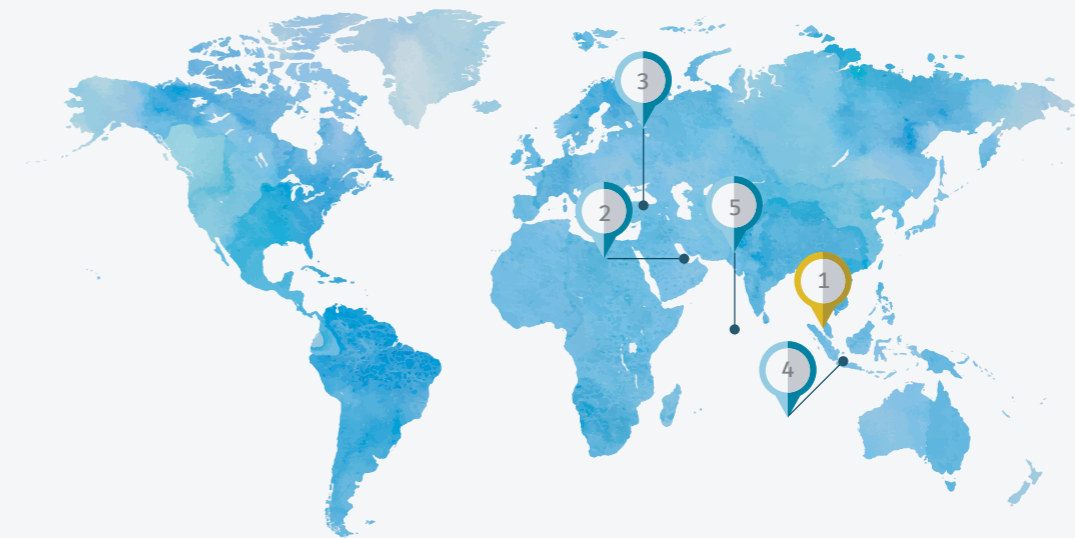
Regulation

Specific standards exist, but adoption varies by country: According to the IMF, while specialized standard-setting bodies have developed particular standards, regulatory and supervisory frameworks in many jurisdictions are yet to cater to the unique risks and requirements of the industry

¹¹ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.



Muslim-Friendly Tourism ecosystem ranking 2018



Muslim-Friendly Tourism ecosystem ranking 2018 ¹³

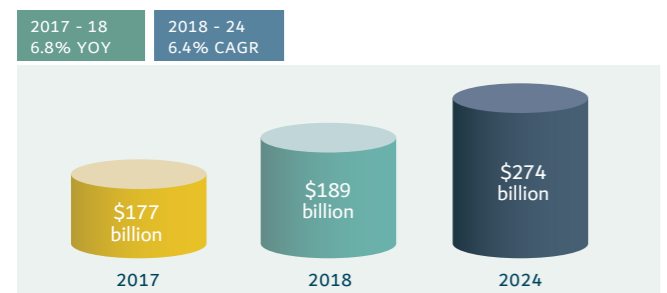
- 1 Malaysia
- 2 UAE
- 3 Turkey
- 4 Indonesia
- 5 Maldives

5.3.3. MUSLIM-FRIENDLY TOURISM

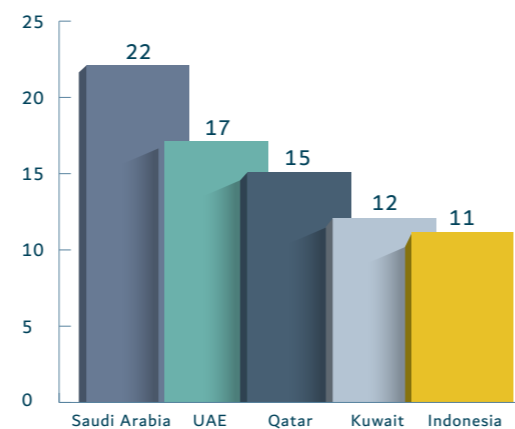
Core overview

• **Highly lucrative segment:** As Muslim outbound spend grows substantially, service providers across the tourism landscape are seeking to address the faith-based needs of Muslim travelers

Market opportunity Muslim spend parameters¹²



Top 5 Travel Muslim consumer spend markets, 2018 (\$, Billions)



Select key players

Category	Key Players
Select input suppliers	Saudia Airlines (KSA), Firnas Airways (UK), LSG Sky Chefs (airline Halal food supplier)
Select key brands/designers	Shaza Hotel (UAE), Wome Deluxe (Turkey), Sofyan Hotel Group (Indonesia), Al Meroz Hotel (Thailand)
Select Key Retailers	Nerida Oasis (Croatia), HalalBooking (UK), HalalTrip (Singapore)

Regulation

We can see emerging Muslim-friendly tourism standards providing essential guidelines on hospitality services for Muslim travelers. Some notable standards include Malaysia Standards (MS) standard (MS 2610:2015) for Muslim-friendly hospitality services and SMIIC (OIC/SMIIC 9:2019) for Halal Tourism Services

¹² Consumer spend analysis is based on ICP 2011 projections by country, and extrapolating growth to 2018 based on a synthesis of national estimates and a regression of historical sector growth on nominal GDP. Analysis is referenced in the State of the Global Islamic Economy Report 2019/2020, produced by DinarStandard.

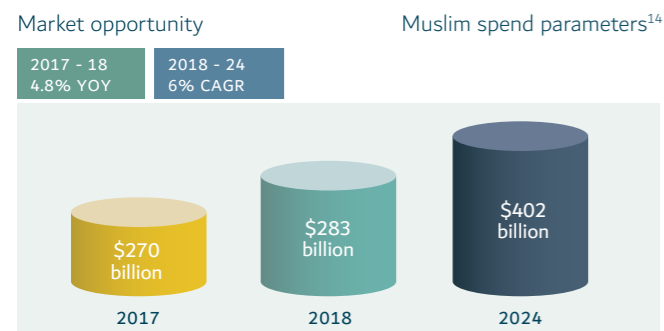
¹³ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.



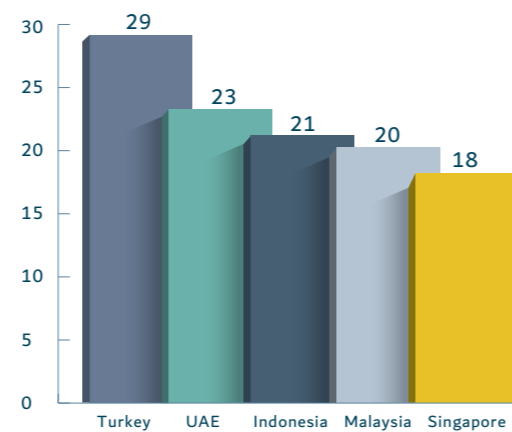
5.3.4. MODEST ISLAMIC FASHION

Core overview

- **Core growth opportunity capturing mainstream attention:** While in the early stages of development, modest fashion is gaining traction among well-established apparel players, including DKNY, Marks & Spencer and Uniqlo



Top 5 Fashion and Apparel Muslim consumer spend markets, 2018 (\$, Billions)



Islamic Modest Fashion ecosystem ranking 2018



Select key players



Regulation

- **Limited regulation:** No standards for modest fashion have been developed yet, though there are some initiatives underway to streamline the sector's functional parameters and enable incorporation of mainstream fashion lines.

¹⁴ Consumer spend analysis is based on ICP 2011 projections by country, and extrapolating growth to 2018 based on a synthesis of national estimates and a regression of historical sector growth on nominal GDP. Analysis is referenced in the State of the Global Islamic Economy Report 2019/2020, produced by DinarStandard.

¹⁵ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.

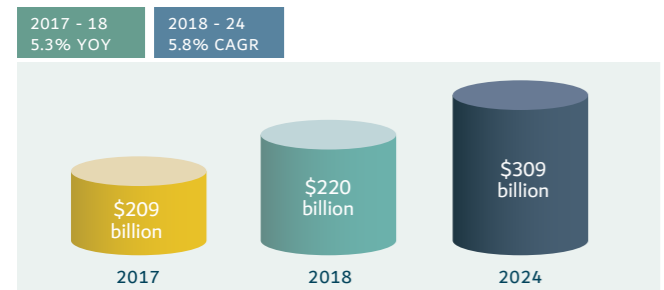


5.3.5. ISLAMIC-THEMED MEDIA

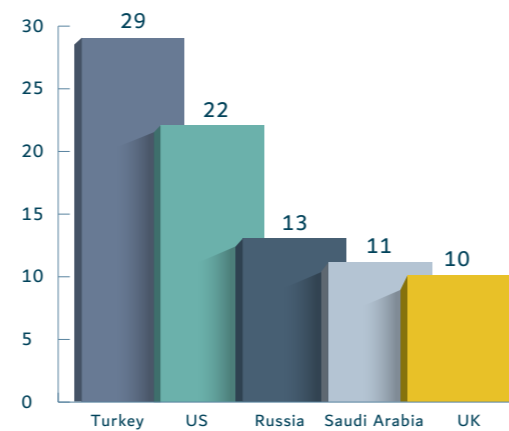
Core overview

• **Core opportunity for values-based media content:** While Muslims consume a diverse range of media content across distinct formats and genres, there is an increasing demand for specialized content that reinforces Islamic values, which has led to a proliferation of dedicated channels and programs, as well as digital services and media publications

Market opportunity Muslim spend parameters¹⁶



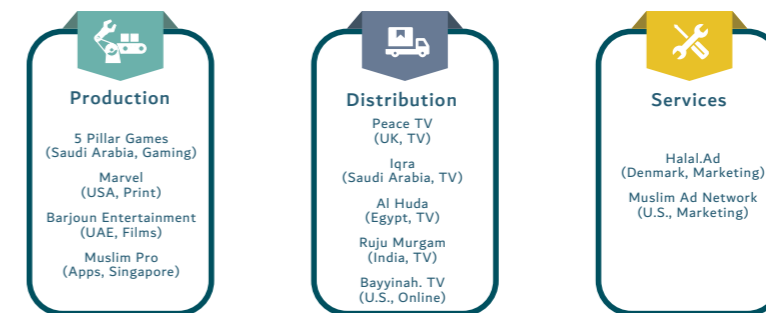
Top 5 Media and Recreation Muslim consumer spend markets, 2018 (\$, Billions)



Muslim Media and Recreation ecosystem rankings 2018



Select key players



Regulation

• **Limited regulation:** While at a national level, there may be guidelines and legal requirements for Islamic-themed media content, the industry is largely unregulated

¹⁶ Consumer spend analysis is based on ICP 2011 projections by country, and extrapolating growth to 2018 based on a synthesis of national estimates and a regression of historical sector growth on nominal GDP. Analysis is referenced in the State of the Global Islamic Economy Report 2019/2020, produced by DinarStandard.

¹⁷ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.

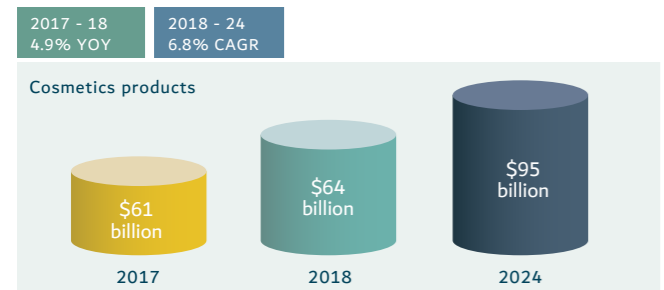
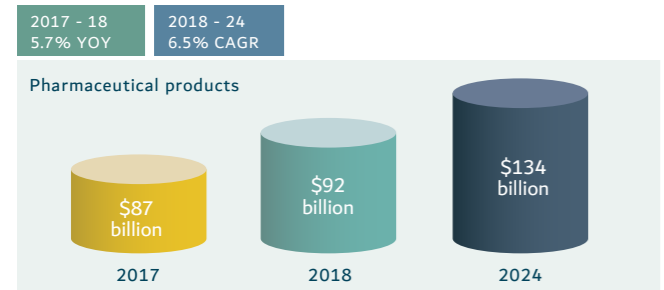


5.3.6. HALAL PHARMACEUTICAL AND COSMETICS PRODUCTS

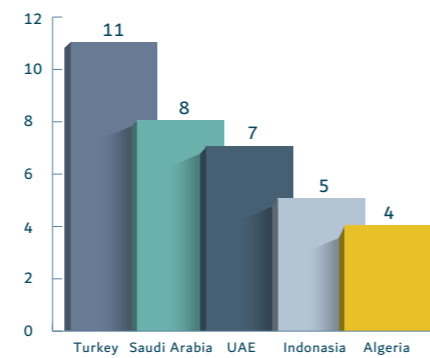
Core overview

• **Rising demand for Halal products:** Muslim demand for Halal products is moving beyond simply food to encompass nutritional supplements, medicinal ingredients, and cosmetics, an opportunity which well-established global players are beginning to address

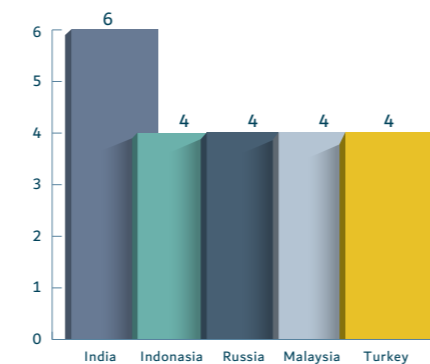
Market opportunity Muslim spend parameters¹⁸



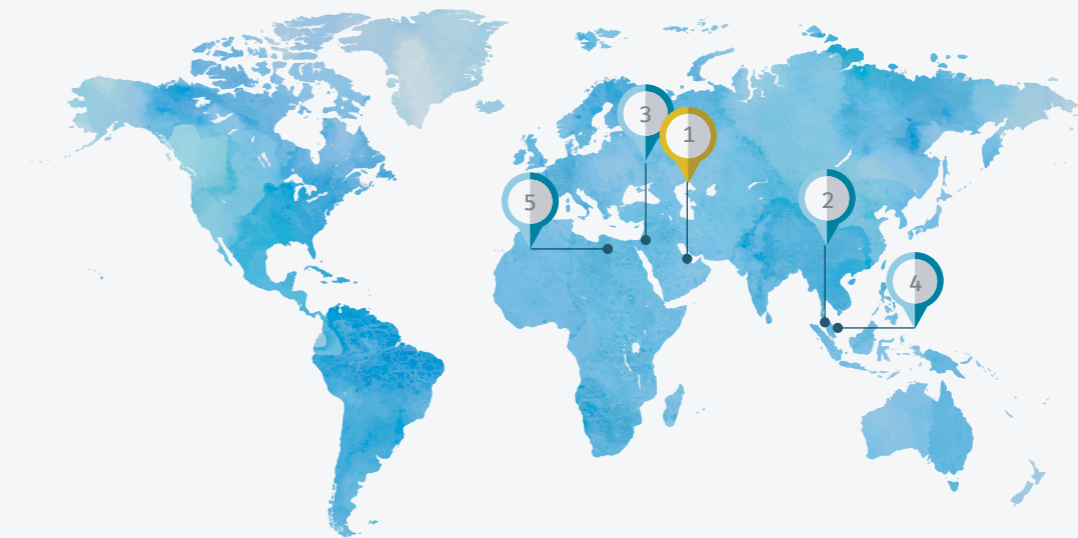
Top 5 Pharmaceutical Muslim consumer spend markets, 2018 (\$, Billions)



Top 5 Cosmetics Muslim consumer spend markets, 2018 (\$, Billions)



Halal Pharmaceutical and Cosmetics Products ecosystem ranking 2018



Halal Pharmaceutical and Cosmetics products ecosystem ranking 2018¹⁹

- 1 UAE
- 2 Malaysia
- 3 Jordan
- 4 Singapore
- 5 Egypt

Select key players

Ingredients	Pharmaceutical products	Cosmetics
<ul style="list-style-type: none"> Halaljel (Malaysia) Suci Harumatiques (Malaysia) DSM (Switzerland) Symrise (Germany) 	<ul style="list-style-type: none"> Noor Vitamins (U.S.) CCM Berhad (Malaysia) Kalbe Pharma (Indonesia) AJ Pharma (Malaysia) 	<ul style="list-style-type: none"> Wardah (Indonesia) Pure Halal Beauty (UK) One Pure (UAE)

Regulation

- Regulations: Some notable regulations for Halal Pharmaceutical and Cosmetics include:
 - ESMA: UAE.S 2055 - 4: 2014 Halal Products – Part (4) Requirements for Cosmetics and Personal Care
 - SMIIIC: OIC/SMIIC 4:2018 for Halal Cosmetics – General Requirements
 - Malaysia Standards: MS 2424: 2012 for Halal Pharmaceuticals – General Guidelines

¹⁸ Consumer spend analysis is based on ICP 2011 projections by country, and extrapolating growth to 2018 based on a synthesis of national estimates and a regression of historical sector growth on nominal GDP. Analysis is referenced in the State of the Global Islamic Economy Report 2019/2020, produced by DinarStandard.

¹⁹ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.



UAE AND DUBAI

YOUR MOST COMPETITIVE
BUSINESS DESTINATION



YOUR MOST COMPETITIVE BUSINESS DESTINATION

UAE is the 30th largest economy in the world, with a GDP of \$414 billion (2018)²⁰ (USD), and is the most diversified economy in the GCC, representing a major global trading and business hub. The UAE holds 9.6 million inhabitants²¹ in a land size of 71,020 square kilometers.²²

UAE is firmly positioned globally and regionally in several critical areas, including economic stability, ease of doing business, innovation, and competitiveness. The table attached summaries some of these metrics.^{23 24}

The UAE today provides the most competitive economic environment in its region. The World Bank ranked the UAE 16th in the Ease of Doing Business globally 2018 ranking, while the UAE has also been top among the Arab countries on the Innovation Index and 36th globally.²⁵

With a business-friendly environment, a stable political system, world-class infrastructure, and a communications network that is second to none, the UAE is the Middle East's central business hub. Many of the world's major industrial brands, financial institutions, and marketing agencies have also made the UAE their regional base.

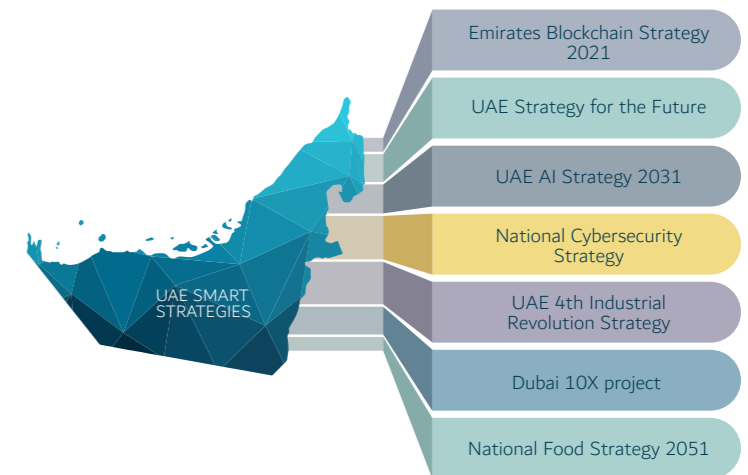
The country seeks to continually raise the bar for the region and the world in business and innovation. To that end, it launched its UAE Vision 2021 in 2010, to make the country among the best in the world by its Golden Jubilee of the Union, focusing on six national priorities, one of which is a "Competitive Knowledge Economy." The pillar includes clear targets to propel the UAE into the top ten countries in several business and innovation indexes, including the World Economic Forum's Global Competitiveness Index, the World Bank's Ease of Doing Business Index, and the Global Entrepreneurship and Development Institute Index, in addition to increasing the role of the private sector in the economy.

Table: UAE - Global Key Figures

Key metrics – UAE	2018
Macro-economic stability	1 st
ICT adoption	6 th
Ease of Doing Business	16 th
Global Talent Competitiveness Index	19 th
Global Competitiveness Index	27 th
Innovation Index	36 th

The UAE Ranks #1 Regionally in:

- Ease of doing business
- Global Talent Competitiveness
- Innovation Index



²⁰ Trading Economics. United Arab Emirates GDP. Retrieved 12 December 2019 from <https://tradingeconomics.com/ united-arab-emirates/gdp> ²¹ The World Bank, Data, <https://data.worldbank.org/country/united-arab-emirates>, accessed on 12 Dec 2019. ²² World Bank Open Data, Land area (sq. km), <https://data.worldbank.org/indicator/AG.LND.TOTL.K2>, accessed on 12 Dec 2019. ²³ The World Bank, Doing Business 2020—Sustaining the pace of reforms, <https://www.worldbank.org/en/news/feature/2019/10/24/doing-business-2020-sustaining-the-pace-of-reforms>, accessed on 20 Jan 2020. ²⁴ World Economic Forum, The Global Competitiveness Report 2018, <http://www3.weforum.org/docs/GCR2018/05FullReport/TheGlobalCompetitivenessReport2018.pdf>, accessed on 20 Jan 2020. ²⁵The World Bank. (Oct 24 2019). Doing Business 2020 – Sustaining the pace of reforms. Retrieved on Jan 20 2020, from <https://www.worldbank.org/en/news/feature/2019/10/24/doing-business-2020-sustaining-the-pace-of-reforms>

TOP 10 REASONS TO DO BUSINESS IN DUBAI

DUBAI'S LOCATION, BUSINESS ECOSYSTEM, CULTURE, AND WORLD-CLASS INFRASTRUCTURE MAKE IT THE IDEAL DESTINATION FOR BUSINESS.

Overview: Dubai is one of the cosmopolitan cities in the world and a leading commercial hub with state-of-the-art business infrastructure and facilities for cultural development melded with the tradition and heritage of a pillar Arab country. Thanks to Dubai's ideal location, excellent connectivity, and extensive services to help companies with all aspects of their business, the country has become a center of trade and commerce for the Middle East.

Identified by the World Bank as the best place to do business in the Middle East and North Africa, the city is home to 30 free zones and industrial clusters, as well as a whole host of international exhibitions and trade shows. It is strategically located between Eastern and Western markets, making it the ideal place to do business.

Dubai's government is pro-business with the most transparent industry-related regulations in the region. It provides tax-free zones, first-class physical infrastructure, and access to an experienced and skilled labor force.

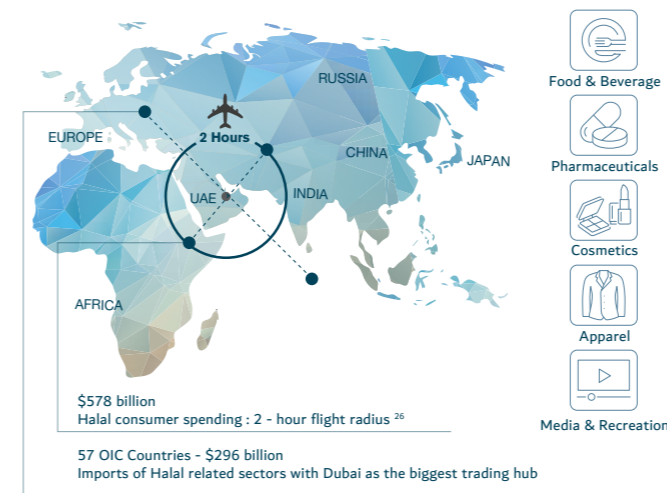
Expo 2020 Dubai and the UAE response to COVID-19: Dubai's global position as a business hub is set to improve as it prepares to host the World Expo 2020. In response to the current COVID-19 pandemic, the global mega event has been postponed and set to run from 1st October 2021 to 31st March 2022.

The Expo 2020 Dubai will bring immense business opportunities for the 192 participating countries and millions of visitors, and by hosting the Global Islamic Economy Summit, it will largely contribute to an already thriving global Islamic Economy and place Dubai as an emerging Islamic Economy hub.

Expo 2020 has become the first major 5G commercial customer in the Middle East, Africa, and South Asia (MEASA) region in partnership with the telecom group, Etisalat. Sustainability is integrated into all aspects of Expo 2020, creating a promising impact beyond the six months of the Expo and inspiring visitors to reaffirm their commitment to the environment.

The postponement of the mega event will allow time to safely navigate the impact of COVID-19 and introduce more innovative solutions to combat the greatest challenges of our time. At present, many safety measures have been deployed at the Expo site that are in line with the local health authorities and World Health Organization. Some of these include 100% remote working policy, intensification of all sanitization procedures, world-class medical facilities on-site operated by the Dubai Health Authority. Moreover, "Worker Connect" – a multilingual language mobile app – has introduced a new section on COVID-19 awareness for workers' safety and health.²⁷

1 LOCATION

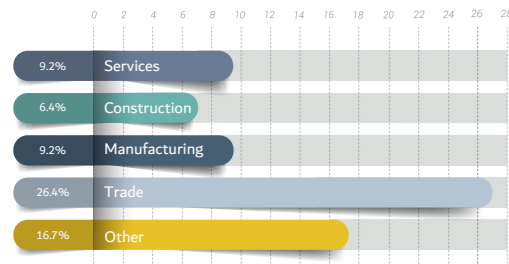


²⁶ DinarStandard synthesis and analysis, covering food/beverage, pharmaceutical, cosmetics, apparel, travel, media/recreation sectors. To estimate the size of lifestyle markets within a 2-hour flight radius from Dubai, we gathered the total consumer spend across lifestyle markets (food/beverage, pharmaceutical, cosmetics, apparel, travel, media/recreation) for 11 countries (Pakistan, Saudi Arabia, Iran, UAE, Iraq, Kuwait, Qatar, Oman, Bahrain, Yemen and Afghanistan within a 2-hour flight radius). Total consumer spend across each market is based on ICP 2011 projections by country, and extrapolating growth to 2018 based on a synthesis of national estimates and a regression of historical food industry growth on nominal GDP. ²⁷ Expo 2020 Dubai official site, "Expo 2020's COVID-19 (coronavirus) response": <https://www.expo2020dubai.com/en/expo-covid-19>

2 DIVERSIFIED ECONOMY

Dubai's GDP in 2018 was an estimated AED 398 billion (\$108.35 billion).

Trade represents the largest activity category contributing to GDP. The total GDP can be broken down into the following categories:²⁸



3 GROWING FDI

Dubai secured the first position among FDI performers globally, demonstrating its attractiveness to investors around the world. Dubai is also leading in the number of FDI projects and total FDI capital in the MENA region. It recorded the highest ever FDI capital inflows in 2018, of about AED 38.5 billion (over \$10 billion), a 41% increase from last year.²⁹

4 SAFETY

The UAE is often ranked among the safest countries in the world. As per Numbeo, a crowd-sourced global data site, Abu Dhabi tops the safest city list of 330 cities, while Dubai secures the sixth position in 2019 mid-year.³⁰ As per the Safe Cities Index 2019 report by The Economist Intelligence Unit, Abu Dhabi and Dubai ranked 11th and 12th respectively for personal security metrics.³¹

In celebration of the Year of Tolerance 2018, Dubai continuously makes efforts to provide its citizens with a safe and secure environment and aims to become the safest city globally.

²⁸ Dubai Statistics Center, <https://www.dsc.gov.ae/en-us>, accessed on 12 Dec 2019. ²⁹ Dubai FDI Monitor, <https://www.dubaifdimonitor.com>, accessed on 11 Dec 2019. ³⁰ NUMBEO, Crime Index 2019 Mid-Year, <https://www.numbeo.com/crime/rankings.jsp?title=2019-mid>, accessed on 12 Dec 2019. ³¹ The Economist Intelligence Unit, Safe Cities Index 2019, Sponsored by NEC.

³² Dubai Economy, Dubai Economic Report 2018. ³³ Ibid ³⁴ Ibid ³⁵ World Economic Forum, The Global Competitiveness Report 2018, www.weforum.org/gcr, accessed on 12 Dec 2019.



5 WORLD-CLASS AVIATION & INFRASTRUCTURE

- Dubai is home to two of the world's best airports – Dubai International Airport and Al Maktoum International Airport – with high efficiency and quality of service managed by the Dubai Airports Company.³²
- Dubai Airports are the Middle East's first cargo handling facility to be awarded an ISO 9002 certificate by Lloyd's Register of Quality Assurance in October 1998.³³
- Dubai is known for maintaining its high-quality roads and excellent public transport and connectivity, including the state-of-the-art Dubai Metro
- As per the Global Competitiveness Report (2017-2018) by WEF, UAE ranks first among Arab countries in the availability of latest technology and innovation capacity, globally it ranks 13th and 15th respectively.³⁴ It is also ranked 6th globally in terms of ICT adoption and 1st in mobile-broadband subscriptions.³⁵

6 A THRIVING KNOWLEDGE & TALENT HUB

Dubai is a growing knowledge hub that includes a significant number of knowledge clusters.

Area 2071: The UAE Centennial Plan aims to make the UAE the world's leading nation by 2071. Hence, AREA 2071 is a physical manifestation of this vision with the sole purpose of creating positive global impact. It is designed to deeply connect corporates, government entities, startups, investors, the youth, and the wider global public to co-create the future.

Knowledge-based economy: The UAE Vision 2021 National Agenda aims to make UAE an economic, tourist and commercial, promoting innovation, research and development, strengthening the regulatory framework for key sectors, and encouraging high value-adding sectors.



7 GLOBAL MULTINATIONALS CALL DUBAI THEIR REGIONAL HOME:

Dubai is an important regional hub for multinationals across sectors, with the following notable examples:

- Industrial Products: Honeywell; General Electric;
- Business Services: Oracle; Ernst & Young; SAP; RSM
- Retail: Apple; Marks & Spencer
- Media: Qualcomm; MediaCom; Gulf News
- Clothing: Sketchers; Landmark Group; Chalhoub Group
- Food and Beverage: Heinz; Red Bull; McDonald's
- Pharma: Abbott and Johnson & Johnson
- Technology: LinkedIn; Facebook; SanDisk
- Finance: Citi; Morgan Stanley; HSBC

- Dubai's business setup and government services are all e-enabled and ranked among the top in the world. The UAE ranks 6th globally in Online Services Index (OSI) and 2nd in Telecommunication Infrastructure Index (TII), as per the E-Government Development Index (EDGI) Survey 2018 issued by the UN Department of Economic and Social Affairs (DESA).³⁶
- UAE has created a sustainable business regulatory environment that promotes an entrepreneurial ecosystem. The bankruptcy law established will help foster investments and business growth in the UAE, especially for entrepreneurs and SMEs by improving confidence.
- Dubai has a world-class hotels, meetings, and conventions ecosystem. There are currently about 521 hotels and over 93,304 rooms.³⁷



The city has one of the most advanced start-up ecosystems in the world, with many highly focused, world-class, incubator and accelerator programs, such as Impact Hub, Afkar.me, Dubai Technology Entrepreneur Centre and Dubai Future Accelerators. Dubai CommerCity is the first and only free zone dedicated to the growing e-commerce market in the Middle East and North Africa (MENA) region.

The city has also produced some of the region's most prominent companies, including the region's largest e-commerce retailer, Souq.com, which is among the top 10 MENASA eCommerce companies, as per the latest Dubai CommerceCity report.³⁸



Dubai is a leading global financial hub and was ranked first out of all financial centers in the MENA region and 14th globally.³⁹ Moreover, UAE is among the largest Muslim-majority countries by number of Islamic Fintech startups, as per the Islamic Fintech Report 2018 (DIEDC, DinarStandard). This reflects the great opportunities Dubai, and the entire country brings for the growing Islamic Economy.

The Dubai Financial Market (DFM), Dubai's core stock exchange, has attracted notable company listings, including GFH Financial Group B.S.C., with about 3.68 billion shares issued in 2018. It is also a majority shareholder in NASDAQ Dubai, an international stock exchange serving the region that is based in DIFC.⁴⁰



TOP
REASONS
TO LIVE IN
DUBAI

³⁶ Telecommunication Regulatory Authority, from <https://www.trg.gov.ae/en/media-hub>, accessed on 12 Dec 2019. ³⁷ Dubai Statistics Center, Dubai In Figures 2019, <https://www.dsc.gov.ae/en-us/Pages/dubainfigure-details.aspx>, accessed on 12 Dec 2019. ³⁸ DAFZA & WASL Asset Management Group, Dubai CommerceCity, MENASA eCommerce Landscape: B2C Products Edition. ³⁹ The Banker/FDI Markets, Top International Financial Centres. ⁴⁰ DFM Market Data, <http://www.dfm.ae/market-data>, accessed on 12 Dec 2019.



ANNUAL CULINARY EVENTS

There are several major global food events in Dubai, including:

- Gulfood
- Dubai Shopping Festival
- Taste of Dubai
- Dubai Food Festival

CULTURAL EVENTS

Dubai has an event-packed calendar all year round. The city attracts thousands of tourism and trade visitors. Global Village is a big draw, while Expo 2021 is forecasted to be the UAE's mega event. Other activities range from performances at the world-renowned Dubai Opera and newly introduced Coca-Cola Arena to the Dubai International Film Festival, in addition to world attractions, such as the iconic Burj Al Arab, and the world's tallest building, Burj Khalifa.



Last but not the least, Dubai offers a vibrant and innovative hub of global culture and lifestyle. It has become the center of the region's cultural activity and a worldwide melting pot:

- Approximately 92% of Dubai's 3 million residents are expatriates, representing over 200 nationalities and a diverse array of cultures. Women are active participants in the economy, society and politics, with the UAE leading in the region when it comes to gender equality, according to the World Economic Forum's 2018 Global Gender Gap report.⁴¹
- With a wealth of modern and historical museums and districts, archaeological sites, public libraries and gardens, desert safaris and trips, diverse cuisines, and renowned city attractions and shopping venues, Dubai ensures it stands as one of the most desirable cities to live in in the world today.

⁴¹ UAE Embassy website, Women in the UAE, <http://www.uae-embassy.org/about-uae/women-uae>, accessed on 12 December 2019

EXPAT FRIENDLY

Dubai is a melting pot, and the city's ex-pats include over 200 nationalities and make up about 92 percent of the city's population (as of 2018). Millennial ex-pats also represent a substantial share of the population, with more than half of the ex-pat population (about 56%) between the ages of 20-39.⁴²

SMART CITY

In 2014, the Smart Dubai initiative was established to make Dubai the smartest city in the world by 2017. Since its inception, the Smart Dubai Office has launched over 130 initiatives in partnership with government and private sector entities. Some key initiatives include the Dubai Data Initiative, the Dubai Blockchain Strategy, the Happiness Agenda, the Dubai AI Roadmap, and the Dubai Paperless Strategy.⁴³

FEMALE EMPOWERMENT

Currently, nine women serve in the UAE cabinet, and women occupy two-thirds of public sector posts, as well as comprising one-third of all senior and decision-making employees.⁴⁴



PARKS & RECREATION

The city is unmatched when it comes to recreation, offering a whole host of theme and adventure parks, desert safaris, and luxurious resorts. The world's largest theme park opened in Dubai in 2016, known as IMG Worlds of Adventure. Global Village, the largest seasonal cultural extravaganza in the region, is also located in Dubai and hosts festivals, shopping, and entertainment.

Visitors and residents can enjoy the world's biggest indoor theme park, IMG Worlds of Adventure, or Hollywood-inspired parks such as Motiongate and Legoland Dubai at Dubai Parks and Resorts.

⁴² Dubai Statistics Center, Population and Vital Statistics, <https://www.dsc.gov.ae/en-us/Themes/Pages/Population-and-Vital-Statistics.aspx?Theme=42>, accessed on 26 Jan 2020. ⁴³ Smart Dubai, Our Initiatives, <https://www.smartdubai.ae/initiatives>, accessed on 26 Jan 2020. ⁴⁴ UAE Embassy website, Women in the UAE, <http://www.uae-embassy.org/about-uae/women-uae>, accessed on 12 December 2019. ⁴⁵ Commission for Academic Accreditation website, <https://www.caa.ae/caa/DesktopModules/Institutions.aspx>, accessed on 26 Jan 2020.

CULTURAL INNOVATION

The city is a magnificent blend of the traditional and the modern, with a host of historical districts and museums, such as the Dubai Historical Museum and the Saruq Al-Hadid Museum, as well as the Dubai Modern Art Museum.

The city is also home to many mosques, which also allow non-Muslims to visit and offer guided tours. Dubai also has the world's first 'green,' eco-friendly mosque, the Khalifa Al-Tajer Mosque.



SCHOOLS & EDUCATION

Dubai has a wide range of high-quality educational institutions, including local and international universities, nurseries, primary and secondary schools, all offering American, British, and International curriculums.

Examples of three licensed, internationally accredited and active higher education institutions accredited by the Commission for Academic Accreditation include the American University in Dubai, British University in Dubai, and the University of Wollongong in Dubai.⁴⁵





WHY DUBAI
WILL BE AN EVEN
BETTER PLACE
TO DO BUSINESS
IN THE FUTURE



IN 2014, DUBAI LAUNCHED THE DUBAI PLAN 2021 TO CREATE “A VIBRANT AND SUSTAINABLE MULTI-CULTURAL SOCIETY...FOR WHICH MULTICULTURALISM IS A SOURCE OF STRENGTH AND PRIDE,” AND DUBAI'S DESIRE TO BE “THE MOST BUSINESS-FRIENDLY CITY AND A PREFERRED INVESTMENT DESTINATION.”

Crucially, the plan notes the importance of Dubai's goal to become the global capital of the Islamic economy.

To further develop all aspects of the city's six major 'themes' and achieve their relevant aims, which include:



⁴⁶ Dubai Plan 2021 website, <http://www.dubaiplan2021.ae/the-economy/>, accessed on 9 Jan 2019.

ECONOMIC IMPACT

To assess Dubai's performance and goals to become a “pivotal hub in the Global Economy,” the plan seeks to address a number of core indicators, including:⁴⁶

- GDP Growth Rate
- Trade Openness Ratio
- Jebel Ali port ranking and volume in container throughput (regionally and globally)
- Dubai International Airport ranking and volume in Passenger Traffic (regionally and globally)
- International Financial Center Index
- Total number of tourists
- Composite Indicator for Islamic Economy
- Dubai Ease of Doing Business ranking
- Foreign direct investment as a percentage of GDP



DUBAI - CAPITAL OF THE ISLAMIC ECONOMY

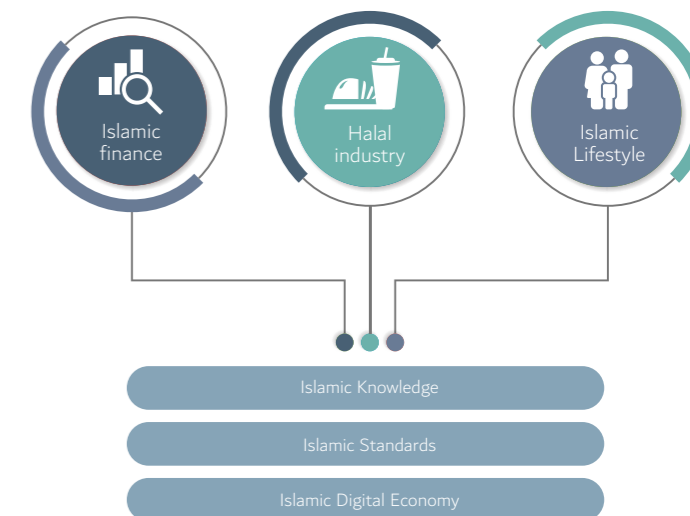


The city of Dubai declared its intent to become a global center of the Islamic economy through the launch of the “Dubai: The Capital of the Islamic Economy” initiative in 2013, established by Dubai Law 13 of 2013, by H.H. Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, and Prime Minister and Ruler of Dubai, which also designated the “Islamic Economy” as another pillar of Dubai’s economy.

The Dubai Islamic Economy Development Centre is responsible for overseeing Dubai’s transformation into the global capital of the Islamic economy and is based on the three core pillars of Islamic Finance, the Halal industry and the Islamic lifestyle (that includes culture, art, fashion, and family tourism) and the three enabling pillars of Islamic knowledge, Islamic standards and Islamic digital economy.

The vision of the Dubai Islamic Economy Development Centre (DIEDC) is to position Dubai as the center of the Islamic economy. It has implemented a comprehensive strategy with practical programs and initiatives that accelerate the realization of this vision. Over 30 initiatives have been launched across Dubai in support of this goal. A refreshed Islamic economy strategy (2017-2021) focuses on identifying

new key performance indicators (KPIs) for monitoring the growth of three core Islamic economy sectors – Islamic Finance, Halal products, and Islamic lifestyle, in addition to measuring their contribution to the UAE’s national economy. Meanwhile, knowledge, standards, and the digital Islamic economy serve as cornerstones that support these critical sectors in achieving the leadership’s Islamic economy vision.





7.2.1 AL ISLAMI



Company Name: Al Islami Foods

Year Established: 1970

Product Focus/Range:

Whole chicken, chicken parts, and convenience items such as burgers, nuggets, seafood, vegetables, french fries, and fruit.

Accomplishments:

Awarded Superbrands UAE's Choice Award in 2018

Company:

We supply superior Halal meat and quality frozen food across the region. Al Islami products include a range of traditional and value-added items, both locally produced and externally sourced.

Keeping our wheels turning is a team of 350 hard-working employees across two warehouses and a manufacturing facility situated in Sharjah, in the UAE, who operate cutting-edge technology to create our healthy and nutritious products that stand the test of time. At Al Islami Foods, we don't just sell products; we serve a community of families who celebrate food.

Compliance Process:

All of Al Islami Foods products and facilities are 100% Halal certified. (Facilities include farm, factory and any other production and storage facility). Our all facilities are Halal certified meeting the requirements of GSO 2055-1:2015, UAE.S 2055-1:2015.

Our facilities in the UAE are certified by SGS against the standards stated above. SGS is accredited by the Gulf Accreditation Centre (GAC) for the GCC countries and registered by Emirates Authority for Standardization and Metrology (ESMA) - the sole standardization body in the UAE under the Law No. 28/2001 which develops and issues UAE national standards of quality. Additionally, Al Islami also has the Halal National Mark from ESMA.

We are also BRC certified. This Standard is benchmarked and approved by the GFSI with international product safety and quality, focusing on quality, operational criteria, food safety and legality.

The UAE, Dubai, in particular has always been the base of our operations. It has remained politically and economically stable and provides an easy access to the global market. Statistical projections and forecasts indicate that Dubai will have a continuous economic growth in the next few years, keeping it at the forefront of planning and economic growth in the MENA region.



SALAAM GATEWAY 7.2.2



Salaam Gateway was developed in 2015 as a media and information channel dedicated to the Islamic economy sectors. The portal arrived two years after Dubai held the first-ever Global Islamic Economy Summit (GIES) that accelerated the narrative and discourses surrounding the Islamic economy.

Salaam Gateway was developed as a result of this growing momentum and the need for dedicated Islamic economy news and content. While local and international media regularly cover news regarding sectors such as Islamic Finance and Halal foods, there was no dedicated platform that would focus solely on the Islamic economy that could give the global industry a focal point to provide its updates and developments, as well as introduce the broader economy to the segments that are structurally affected by Islamic requirements. Salaam Gateway's remit is also to provide more depth to Islamic economy news and content to serve the needs of industry professionals and stakeholders.

Our work over five years has given us the privilege of holding an extensive repository of Islamic economy news, content, data, thoughts, and perspectives. We are also home to market reports and studies that continue to provide

valuable intelligence to industry stakeholders the world over. Entrepreneurs, businesses, students, researchers, other media outlets, government agencies, and more, have used and cited these studies to better inform not just their own work but also to provide much-needed empirical support of the size, growth, and potential of the Islamic economy.

Our learning curve has been steep, as we are a new platform covering what the wider world views as a non-mainstream industry. The biggest challenge for us is, still, to maintain a high standard of accuracy in reporting what is fact, presenting the spectrum of views and comments, and putting all of these in the contexts that would not misrepresent Islamic economy values, practices, and stakeholders. We have had many learnings and experiences that have helped us improve our work, and we consider these to be critical, as we serve the many facets of the global Islamic economy whose voices deserve to be heard.

Our news coverage is regularly picked up and cited by other media outlets, which helps amplify the sectors that we cover. We view this as an endorsement of our credibility and authority, which will only help the Islamic economy stakeholders we serve.

Salaam Gateway has been supported by the Dubai Islamic Economy Development Centre (DIEDC) since its first iteration under Thomson Reuters and, more recently, from October 2019 under DinarStandard.



7.2.3 FONTERRA



Company Name: Fonterra

Product Focus/Range:

We're behind brands known and loved by hundreds of millions of people in more than 140 countries. Our portfolio of dairy brands includes Anchor, Annum, Anlene and NZMP, Fonterra's dairy ingredients business. Made using trusted processes and the highest quality natural dairy, our brands are loved by consumers around the world.

Accomplishments:

Fonterra's cheese, butter and cream cheese have together won 69 medals at international and New Zealand award competitions in 2019. This recognition reflects the expertise we bring to producing world class dairy products that we are proud to provide our customers and consumers all around the world.

Company Introduction:

Fonterra is a global dairy nutrition company owned by 10,000 farmers and their families. Fonterra's expertise reflects the legacy of the thousands of farmers who have made New Zealand a world leader in dairy. With a can-do attitude and a collaborative

spirit, Fonterra is a world leading dairy exporter. Its 22,000 people share the goodness of dairy nutrition with the world through innovative consumer, foodservice and ingredient solutions and farming and processing operations across four continents.

Compliance Process:

Recognising the need to adapt to market and consumer requirements, Fonterra decided to undergo Halal certification in the early 2000s. Currently around 30% of Fonterra's products carry either shipment or premises Halal Certification to meet market access or customer requirements across a wide range of markets. Fonterra runs their Halal Assurance System Program across all sites. All their New Zealand Plants, except one, is certified Halal. Fonterra complies with the Animal Products Notice issued by the New Zealand Government Ministry of Primary Industries and is required to comply with the requirements outlined in the notice to be able to export with a Halal Certificate. To do so, they must be Halal Certified by an Approved Halal Organisation (AHO). The New Zealand Islamic Development Trust (NZIDT) are Fonterra's AHO due to their strong reputation and recognition/certification by all Muslim markets, including Indonesia. In addition, NZIDT is accredited by GCC Accreditation Centre and registered with the Emirates Standards and Metrology Authority (ESMA). As a key export hub, Dubai is the gateway to trade in the region, providing access to Fonterra's customers and consumers across the Middle East and beyond.



ABBOTT 7.2.4



Company Name: Abbott Laboratories

Year Established: 1888

Product Focus/Range: Pharmaceuticals; Nutrition; Diagnostics; Medical Devices

Company:

Founded by Dr. Wallace C. Abbott in 1888, Abbott has been dedicated to fulfilling the promise of human potential. Today, 94,000 people are working at Abbott to make a lasting impact on health in more than 150 countries. By creating breakthrough products in diagnostics, medical devices, nutrition and branded generic pharmaceuticals, Abbott helps people and communities live life to the fullest.

Compliance Process:

Although Abbott originally obtained Halal certification for products destined for Indonesia, Malaysia, Singapore and the Middle East, it subsequently decided to include the entirety

of its products capable of certification, including the flu vaccine, as well as all Abbott Nutrition manufacturing plants, to ensure availability of Halal products for consumers all over the world. Abbott has adopted IFANCA as Halal certifier, due to its reputation as a globally respected authority. In parallel, the company collaborates with ESMA and DAC to ensure its products meet the standards and requirements of the Middle East.

On the societal front, Abbott takes pride in working closely with local communities, as it believes their successes are intertwined. Therefore, it is highly committed to addressing malnutrition, saving water, and supporting global health and communal initiatives.

Abbott has long chosen Dubai as a hub for its regional operations, due to the emirate's stability, great economic environment and advanced infrastructure. In turn, the company is pleased to contribute to the economic cycle of the United Arab Emirates, and to employ hundreds of people across the region, including fresh graduates through its Interns program.



7.2.5 HERSHEY



Company Name: The Hershey Company

Year Established: 1894

Product Focus/Range: Chocolates, Mints, Sweets, and other Snacks

Company Introduction:

The company sells over 80 brands of chocolates, mints, sweets, and other snacks, including the famous Hershey's chocolate bar and Reese's peanut butter cups. While its primary market is North America, it sells its products to over 70 countries around the world.

The Hershey office for Europe, the Middle East and North Africa is based in the Dubai Airport Free Zone (DAFZ).

Compliance Process:

While all of Hershey's products and manufacturing processes are absent of any ingredients that could have non-Halal

substitutes, such as gelatin or alcohol, the company did however obtain Halal certification for its production lines. Hershey's production lines were certified in the US (by the Islamic Food and Nutrition Council of America, IFANCA) and in China, and the company is currently undergoing certification for its factory in Malaysia (by the country's Islamic certifier, JAKIM), all certifiers accredited by the Emirates Authority for Standardization and Metrology (ESMA). The company also has an internal 'Halal Guide' to ensure the production process remains Halal, in order to maintain sanitary production and avoid cross contamination.

The company has coordinated with Emirates Authority for Standardization and Metrology (ESMA) and the Dubai Accreditation Department (DAC) to ensure its Halal compliance is best positioned for its local, regional and global product distribution and acceptance.





















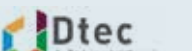


7.3

DUBAI'S HALAL ECONOMY ECOSYSTEM AND ENABLING STRENGTHS

Dubai's vision to become the "Capital of the Islamic Economy" backed by concrete Islamic/Halal economy initiatives is making it one of the most competitive zones to develop a global Halal economy advantage. Dubai is today the global Halal/Islamic economy's leading reference point through various knowledge and networking initiatives, its dedicated government arm focused on Halal economy development; Islamic finance ecosystem; Halal food and ingredients regulations and compliance ecosystem; Halal/Islamic economy entrepreneurship support; and marketing/distribution resources.



Dedicated Islamic Economy Development Agency	Knowledge Infrastructure & Networking Platforms	Halal Regulation/ Compliance Global Leadership	Islamic Finance Ecosystem	Halal Economy Marketing/ Distribution Resources	Halal Economy Startup Support
 <p>International Center of Islamic Economy المركز العالمي للتجارة الإسلامية</p>	 <p>GLOBAL ISLAMIC ECONOMY SUMMIT</p>  <p>ISLAMIC ECONOMY AWARD</p>  <p>Salaam Gateway: Industry News & Insights</p>	 <p>ESMA (Emirates Authority For Standardization and Metrology)</p>  <p>International Halal Accreditation Forum</p>  <p>EIACI (Emirates International Accreditation Centre)</p>  <p>ENAS (Emirates National Accreditation System)</p>	 <p>مركز دبي لتطوير الاقتصاد الإسلامي DUBAI ISLAMIC ECONOMY DEVELOPMENT CENTRE</p>  <p>المركز المالي الدولي Dubai International Financial Centre</p>  <p>سوكوك، تكافل هب Sukuk, Takaful Hub</p>  <p>مركز دبي للإسلامية Dubai Centre for Islamic Banking and Finance</p>  <p>المنتدى الفقهي Islamic Economy Fiqh Forum</p>	 <p>مركز دبي للإقتصاد الحرة Dubai IRPF Freezone Free to grow</p>  <p>المعرض الدولي للأغذية Gulfood</p>  <p>المركز التجاري الدولي Dubai International Halal Trade Centre</p>  <p>وزارة التنمية الاقتصادية DEPARTMENT OF ECONOMIC DEVELOPMENT</p>  <p>إمارة عجمان Ajman</p>  <p>إمارة رأس الخيمة Ras Al Khaima</p>	 <p>دبي كوممر سيتي DUBAI COMMERCTITY</p>  <p>دبي تيك Dtec</p>

 <p>GLOBAL ISLAMIC ECONOMY INDICATOR</p>	<p>GLOBAL ISLAMIC ECONOMY INDICATOR RANKING 2018</p> <p>#1 Malaysia, #2 UAE, #3 Bahrain</p>
	<p>UAE'S GLOBAL ISLAMIC ECONOMY INDICATOR RANKING</p> <p>#1 Halal Food and Beverage; #3 Islamic Finance; #2 Muslim-Friendly Travel; #1 Modest Fashion; #1 Halal Media and Recreation; #1 Halal Pharmaceuticals and Cosmetics</p>



Led by the variety of Dubai's Islamic economy initiatives that are still evolving, the UAE is now rated as the most robust ecosystem for the development of the Halal economy. The Global Islamic Economy Indicator (an index developed by DinarStandard of seventy-two countries worldwide rating countries on the most healthy ecosystem for the development of the Halal economy), the UAE ranked second overall behind Malaysia. Meanwhile, it took first place in four of the six indicators, including in Food and Beverage, Modest Fashion, Media and Recreation, and Pharmaceuticals and Cosmetics, securing second in Muslim-Friendly Travel and third in Islamic Finance index.



“Halal” (lawful per Islamic law) certification is a requirement for export, import, and trade of specific product categories worldwide. The UAE’s Halal regulation is setting high standards for regional and international Halal integrity processes.

PRODUCT CATEGORIES SUBJECT TO HALAL CERTIFICATION REQUIREMENTS FOR IMPORTS INTO THE UAE MAINLAND INCLUDE:



FOOD & BEVERAGE



COSMETICS



The Halal National Mark (HNM) is the Halal logo granted by ESMA (Emirates Authority for Standardization and Metrology) to denote matching the Halal products to the approved standards and commitment of the facility to the requirements laid down in the UAE regulation for the control of Halal products and it could be granted to the product, service or production systems.

There are various scenarios in which Halal certification is needed. The most common example relates to exporting and/or importing Halal food and beverage products to the UAE mainland. The Halal certification process for this scenario is presented next. Following this, differing needs for other situations, for example, cosmetics, re-exports, domestic production, or exports, are summarized as well.

HALAL CERTIFICATION PROCESS FOR HALAL FOOD AND BEVERAGES PRODUCTS EXPORTED AND/OR IMPORTED TO UAE MAINLAND



Halal Food and Cosmetics Standards Issued by ESMA (Emirates Authority for Standardization and Metrology) Required for UAE

Following are the top Halal food and cosmetics standards released by ESMA:

1. UAE.S 2055-1: Halal products - Part one: General Requirements for Halal Food
2. UAE.S 2055-4: Halal Products- Part 4: Requirements for Cosmetics and Personal care
3. UAE.S GSO 993: Animal Slaughtering Requirements per Islamic Law

PROCESS VARIATIONS

- Import into free-zone for re-export
 - Identify Halal certificates accepted by countries into which products are exported (for example Malaysia accepts certificates issued by the Egyptian Organization for Standardization & Quality (EOS), The Islamic Food and Nutrition Council of American (IFANCA) and many others) and apply for certification.
 - If product remains on ship, obtain Dubai Customs "Import for re-export"
 - For products imported and kept in warehouse at the port, product company has to pay Customs storage fee
- Domestically produced products for export to GCC or globalexport:
 - Obtain relevant Halal certification for target export markets

- Cosmetics products
 - All cosmetics products entering the UAE need to comply to UAE Cosmetics Standard and Halal standards. See also Emirates Authority for standardization and Metrology to obtain Emirates Conformity Assessment Scheme Certificate and Dubai Municipality, Cosmetics, Personal Care & Perfumes Registration procedure from website.
 - Samples of the product needs to be submitted to Dubai Municipality, an approved UAE lab, or an approved lab in source country. Upon inspection and satisfactory lab results confirming that the product is free of any impermissible substances, a Halal certificate is issued, which needs to be presented to Dubai Customs at port of entry.

GENERAL CONSIDERATIONS

- Halal Certifiers not allowed to give consultation
- For raw-meat imports into UAE, the Halal certifier has to be local based in source production country
- Name of the legal representative on Certificate of Halal Conformity is the only one who can import

ARE YOUR PRODUCTS HALAL CERTIFIED?

SGS Gulf limited is accredited by GCC Accreditation Center (GAC) for the widest scope of certification and is an approved certification body for Halal Certification by ESMA (UAE), SASO (Saudi Arabia) & SFDA (Saudi Arabia).

Halal Certification based on the harmonized Halal Standards & Islamic Sharia requirements for the GCC region from SGS Gulf provides a strong opportunity for global industry to ensure their products are compliant with the Halal requirements in the region, thereby allowing them to position their products & services to the ever flourishing Muslim population in the region.

The certification scope majorly covers

- Food & Beverage – Plant & animal origin (perishables & long shelf life) including meat, poultry, dairy, processed food etc
- Cosmetics & Personal Care
- Feed Production
- Food Service: Hotels, Restaurants & Kitchens
- Chemical and Biochemical manufacturing including cleaning agents, food additives; dietary supplements etc.
- Other



ACCREDITED BY



APPROVED CERTIFICATION BODY FOR



WHEN YOU NEED TO BE SURE **SGS**



HALAL TRADE FLOW & DUBAI'S STRATEGIC PROPOSITION

8.1

GLOBAL HALAL TRADE OVERVIEW

The Halal trade is truly a global value chain with significant participants extending from Brazil (West) to Australasia (East), Russia (North) to South Africa (South). It is driven primarily by imports from the 57 mostly Muslim-majority OIC member countries.



CORE HALAL IMPORT OIC MARKETS & GLOBAL TRADE DEPENDENCY



Food & Beverage (F & B)



Apparel



Media & Recreation



Pharmaceuticals



Cosmetics



\$296 Billion

Imports (2018) of Halal related sectors to 57 OIC member Countries with

Muslim population (2018)

1.47 billion

(78%) of Global spend on food & beverage, apparel, media and recreation, pharmaceuticals and cosmetics (2018)

1.58 trillion



SUMMARY HALAL TRADE INSIGHTS

Across all Halal economy sectors, food represents the largest category of OIC imports at \$212 billion

OIC is most import-dependent on Pharmaceutical products, accounting for 61% of consumer spend.

The OIC is more self-sufficient in meeting domestic demand for Apparel with a sizeable net export balance of \$65 billion.

The 57 OIC member countries host a predominantly Muslim population, estimated at 1.47 billion in 2018, and represents a core driver behind the demand for Halal/Islamic economy products and services.⁴⁷

These OIC countries represent \$1.58 trillion, or 78 percent of the global spend on lifestyle sectors of food and beverage, apparel, media and recreation, pharmaceuticals, and cosmetics in 2018,⁴⁸ the core sectors affected by Halal/ Islamic requirements in products and services (See chapter 5).

Trade represents a key component of OIC member spending, with the OIC member countries a net importer of products across the Halal/Islamic lifestyle sectors, importing \$296 billion, or 19% of the total spend.

The OIC had a trade deficit of \$48.9 billion in 2018, importing in aggregate \$296 billion and exporting \$247 billion, across food and beverage, apparel, media and recreation, pharmaceuticals, and cosmetics.⁴⁹

This analysis has focused on the trade flow for products, and as such, does not look at travel-related spend, or Islamic Finance.

⁴⁷ OIC Muslim population estimate of 1.47 billion – Calculated using Pew Research Center’s OIC Muslim population estimates for 2010 and growth estimated to 2018. Assumed OIC Muslim population’s CAGR is in line with Pew Research Center’s global Muslim population CAGR between 2010 and 2030 to estimate population for 2018. “The Future of the Global Muslim Population,” Pew Research Center, January 2011.
⁴⁸ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.
⁴⁹ International Trade Centre (ITC) Trade Map data, ITC calculations based on UN COMTRADE statistics, <http://www.trademap.org/>, retrieved on 10 December 2019.



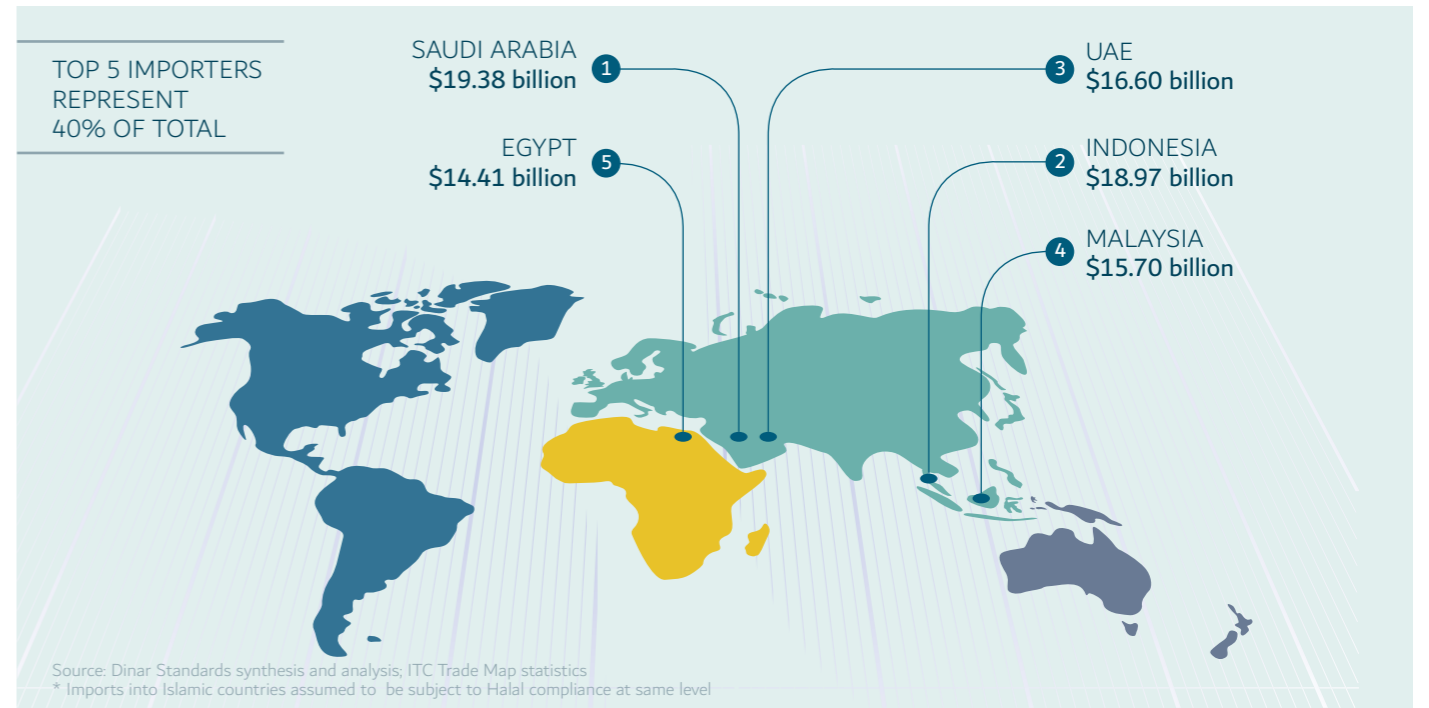
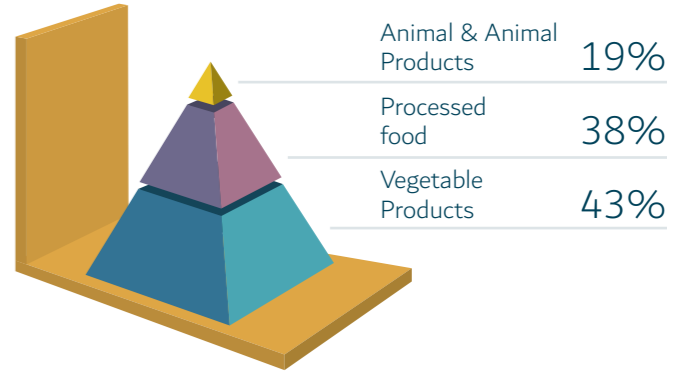
TOP HALAL FOOD* EXPORTERS & IMPORTERS \$ billions, 2018

\$212 BILLION TOTAL F&B IMPORTS INTO OIC MARKETS : 18% GLOBAL SHARE

DISTRIBUTION OF FOOD IMPORTS INTO OIC MARKETS

TOP 5 SOURCE MARKETS REPRESENT 31% OF TOTAL

Brazil	\$15.11 billion
USA	\$14.82 billion
India	\$13.83 billion
Russia	\$11.72 billion
Argentina	\$9.04 billion



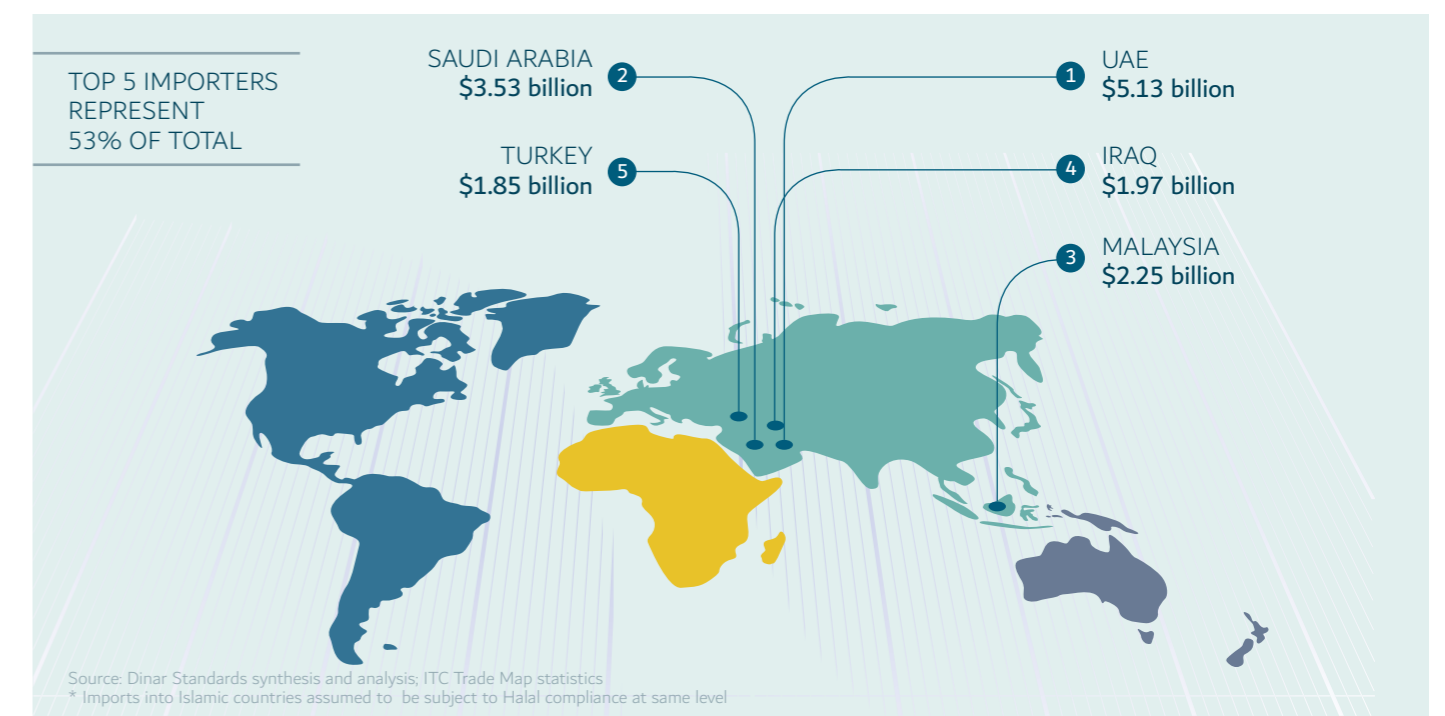


TOP MODEST FASHION APPAREL* EXPORTERS & IMPORTERS
\$ billions, 2018

\$28 BILLION TOTAL APPAREL IMPORTS INTO OIC
MARKETS : 13% GLOBAL SHARE

TOP 5 SOURCE MARKETS REPRESENT 68% OF TOTAL

China	\$11.09 billion
Turkey	\$2.85 billion
India	\$2.42 billion
Bangladesh	\$1.61 billion
Italy	\$1.17 billion





TOP HALAL AFFECTED PHARMACEUTICAL* EXPORTERS & IMPORTERS \$ billions, 2018

\$37 BILLION TOTAL PHARMACEUTICAL IMPORTS INTO
OIC MARKETS : 61% GLOBAL SHARE

TOP 5 SOURCE MARKETS REPRESENT 51% OF TOTAL

Germany	\$5.10 billion
France	\$4.68 billion
USA	\$3.64 billion
Switzerland	\$3.29 billion
India	\$2.23 billion

TOP 5 IMPORTERS
REPRESENT
48% OF TOTAL

SAUDI ARABIA
\$5.53 billion

TURKEY
\$4.36 billion

UAE
\$4.04 billion

ALGERIA
\$1.78 billion

EGYPT
\$2.31 billion



Source: Dinar Standards synthesis and analysis; ITC Trade Map statistics
* Imports into Islamic countries assumed to be subject to Halal compliance at same level

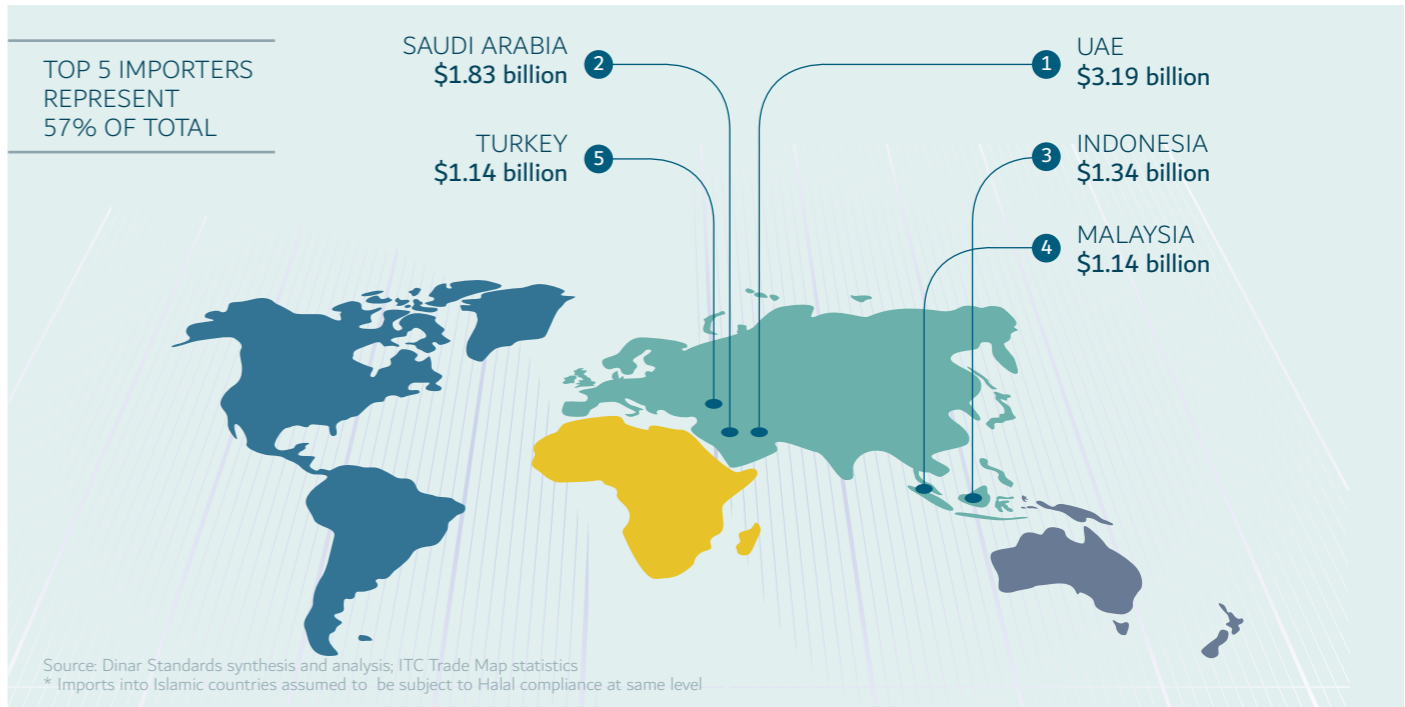


TOP HALAL AFFECTED COSMETICS* EXPORTERS & IMPORTERS
\$ billions, 2018

\$15 BILLION TOTAL COSMETICS IMPORTS INTO OIC MARKETS : 39% GLOBAL SHARE

TOP 5 SOURCE MARKETS REPRESENT 44% OF TOTAL

France	\$2.60 billion
UAE	\$1.18 billion
Germany	\$1.06 billion
USA	\$1.00 billion
China	\$0.82 billion





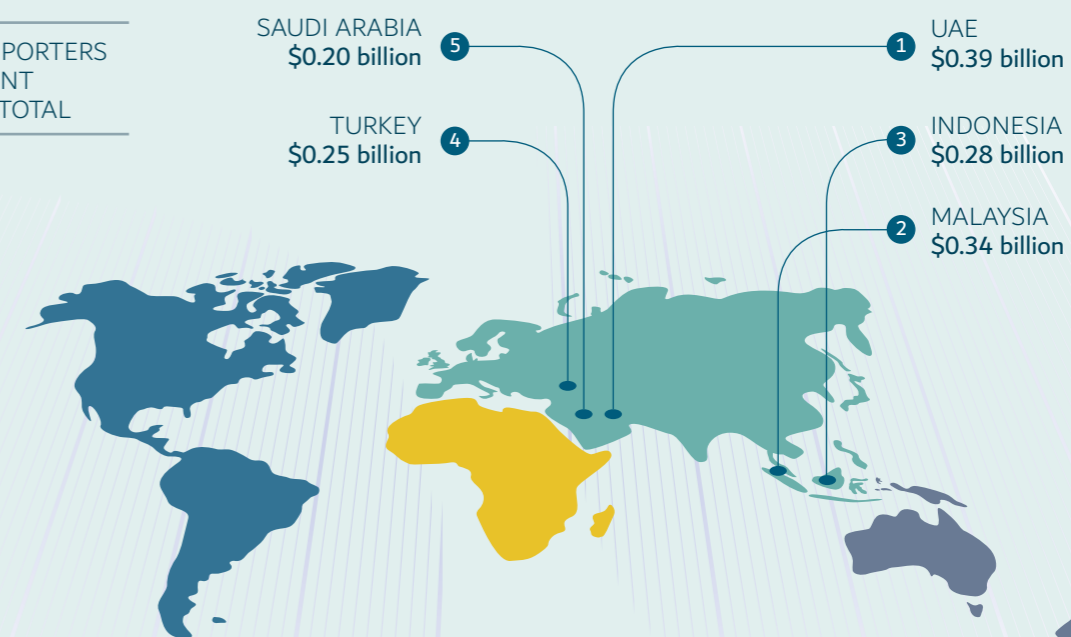
TOP MEDIA & RECREATION* EXPORTERS & IMPORTERS \$ billions, 2018

\$3.5 BILLION TOTAL MEDIA & RECREATION IMPORTS INTO OIC MARKETS : 3% GLOBAL SHARE

TOP 5 SOURCE MARKETS REPRESENT 48% OF TOTAL

China	\$0.44 billion
USA	\$0.34 billion
UK	\$0.31 billion
UAE	\$0.29 billion
Russia	\$0.28 billion

TOP 5 IMPORTERS REPRESENT 42% OF TOTAL



Source: Dinar Standards synthesis and analysis; ITC Trade Map statistics
* Imports into Islamic countries assumed to be subject to Halal compliance at same level



Join us and do business
with the premier supplier of
Halal Agribusiness products to the Arab countries!

**Brazil's ranking as a supplier of
agribusiness products to Arab countries**
(Intracen 2018)



01st Sugar, gelatin, beef and poultry

02nd Coffee, unroasted peanuts, soybeans

03rd Maize, hatching eggs, mixed fruit juices

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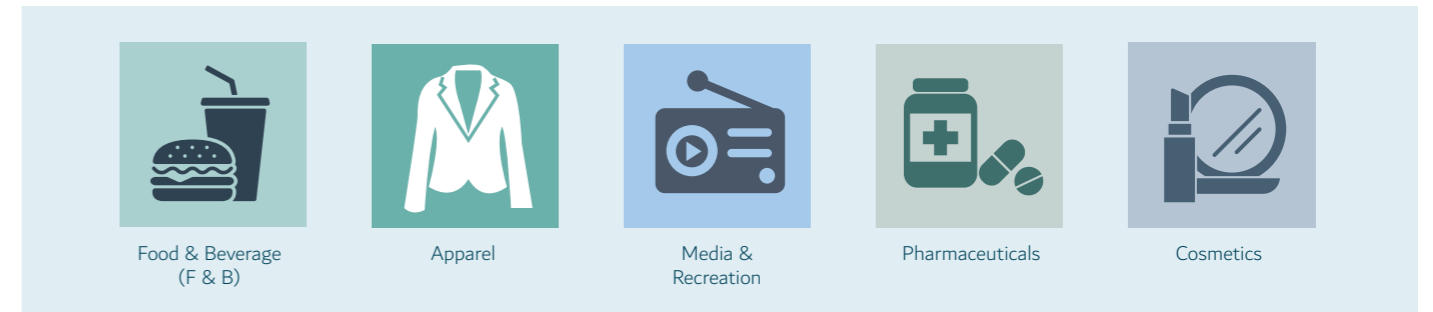
The MENA region represents a core geographic hub in the OIC cluster, accounting for \$568 billion in spending, or 36 percent of OIC spend across lifestyle markets (product sectors) included in this analysis.⁵⁰

There are 21 OIC countries identified in the MENA region,⁵¹ with a population of 367 million Muslims representing 91 percent of the entire MENA population and 25 percent of the OIC Muslim population.

Trade is critical to meet the MENA region's demand across lifestyle segments. With big imports totaling \$161 billion, that is more than half of OIC imports at around 55 percent, and exports of \$56 billion, MENA recorded a trade deficit of \$105 billion across the lifestyle sectors in 2018.

⁵⁰ Note that OIC spend per sector represents the total spend of both Muslim and non-Muslims living across all OIC countries, and where referenced, has been aggregated across all sectors where the trade analysis has been undertaken, and has been disaggregated by country or region, where specified. 21 countries are taken for analyzing the MENA region market: Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, UAE, Yemen. ⁵¹ 21 countries taken for analyzing the MENA region market include: Algeria, Bahrain, Comoros, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, UAE, Yemen.

CORE HALAL IMPORT MENA MARKETS & GLOBAL TRADE DEPENDENCY



SUMMARY: MENA REGION'S HALAL TRADE INSIGHTS

The MENA region is dependent more on imports, as a share of consumption for lifestyle products, than the broader OIC cluster, with imports representing 28 percent of the total consumption of products within lifestyle sectors compared to 19 percent across the broader OIC cluster.

The largest import category is food and beverage, with imports representing 28 percent of domestic consumption, along with a substantial trade deficit of \$76.5 billion, larger than the total OIC deficit in food and beverage of \$72.7 billion.

There is a high dependence on pharmaceutical and cosmetics imports, where a staggering 80 percent of domestic demand for pharmaceutical products and 63 percent for cosmetic products is met by imports.

The top five markets represent 60 percent or more of MENA imports across each sector, with Saudi Arabia and the UAE representing the top importers across each of the categories.

\$161 Billion

Imports to MENA (55% of total OIC) of halal related sectors to 21 MENA member countries with

Muslim population (2018)
367 million

\$ 568 billion

(36% of OIC spend) on food & beverage, apparel, media and recreation, pharmaceuticals and cosmetics (2018)

\$578 billion Halal consumer spending 2-hour flight radius



\$ 15.4 billion imports



\$3.7 billion re-exports

DUBAI REPRESENTS A SIGNIFICANT TRADE HUB FOR THE FLOW OF HALAL AND ISLAMIC LIFESTYLE PRODUCTS TO THE OIC, BOTH IN TERMS OF SERVING STRONG IMPORT DEMAND AND AS A MAJOR RE-EXPORTER.

Dubai's role as a trade enabler for Islamic economy products is underscored by the scale of its imports, totaling \$15.4 billion, representing 10 percent of total MENA imports and 5 percent of total OIC imports in 2018. These figures exclude pharmaceutical and cosmetics products, as well as media and recreation, which have not been separately reported in Dubai's publicly available national statistics.

Dubai has also leveraged its strength as a trade hub ideally by being located close to high Muslim populations across MENA and South East Asia. It plays a key role as re-exporter, whereby products pass through the city's free zones, such as DAFZA, without having to be modified.⁵² Dubai's re-exports total \$3.7 billion across food and beverage and apparel, supported by its world-leading ports with substantial shipping volume. The Jebel Ali Port in Dubai was ranked amongst the ten largest container ports by volume globally in 2018 while being the largest port regionally.⁵³

While Dubai is not a major source market for OIC countries, its re-exports represent one percent of the OIC's imports and two percent of MENA imports across lifestyle product sectors.

DUBAI'S POTENTIAL

Dubai is strategically positioned to capture a larger share of the OIC's trade. It is in proximity to \$578 billion of Muslim consumer spend across lifestyle sectors in eleven geographic markets, accessible within a two-hour flight radius.

The largest markets by size of opportunity are Pakistan (\$142 billion), Saudi Arabia (\$118 billion), Iran (\$96 billion), and the UAE (\$71.5 billion), with Food and Beverage representing the largest segment (\$340 billion), followed by Tourism (\$85 billion).

Aided by the Dubai Capital of the Islamic Economy initiative and its strategic position as a regional trade hub, the emirate is in a strong place to enhance its role as a trade enabler in the global Islamic economy.

⁵² Re-exports definition: OECD, Glossary of Statistical Terms, (Sep) 2001, <https://stats.oecd.org/glossary/detail.asp?ID=2268>, accessed on 9 Jan 2020.

⁵³ World Shipping Council, Top 50 World Container Ports, <http://www.worldshipping.org/about-the-industry/global-trade/top-50-world-container-ports>, accessed on 18 Dec 2019.

DUBAI REPRESENTS A CORE HUB FOR COMPANIES SEEKING TO ADDRESS THE ISLAMIC ECONOMY OPPORTUNITY GLOBALLY.

1. Directly accessing high-spend OIC markets and upgrading business development

Through having a physical presence in Dubai, companies are better able to hire full-time sales personnel to establish relationships with distributors as well as directly with retailers.

Through a direct presence, companies are ideally positioned to access \$193 billion in spending across the GCC markets and \$578 billion within a two-hour flight across eleven countries.

Being located in Dubai will also allow robust access to major industry events, including the Expo 2020 Dubai, annual State of the Global Islamic Economy Summit (GIES 2020), Gulfood, Global Women's Forum Dubai, AI Everything, FutureBlockchainSummit and Gulf Information Security Expo & Conference (GISEC 2020), among others.

2. Accessing a world-leading, export-enabling Halal ecosystem

Companies that establish operations in Dubai can upgrade their Halal processes to gain access to the OIC-wide market opportunity:

- The UAE's ecosystem across the Islamic economy is second only to Malaysia's, with ESMA, EIAC, ENAS and IHAF playing a leading role in shaping the global Halal food industry
- Being located in Dubai will give companies first-hand access to best practices on Halal product regulation, close to ESMA, and these best practices can then be applied globally across the supply chain, as well as allowing access to world-class Halal industry talent
- Securing certification for Halal Products in the UAE will serve as a passport to export products throughout the OIC region

A notable example of how such a process has benefitted multinationals is BRF's establishment of industrial operations in Abu Dhabi in 2014, which involved a \$160 million investment, enabling the company to establish a global leadership position in the Halal-certified food and beverage \$450 billion industry.⁵⁴

3. Proximity to Shariah-compliant capital

The UAE's Islamic Finance assets market is the 4th largest in size, estimated at \$238 billion in 2018,⁵⁵ where value-based companies have access to a substantial range of Islamic Finance solutions, including private equity to fund expansion, long-term Shariah-compliant debt, and ultimately, access to Dubai's world-leading stock exchange.

⁵⁴ Trade Arabia, BRF opens new food processing factory in Abu Dhabi, (Nov) 2014.

⁵⁵ DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20.



HOW DO YOU ESTABLISH & GROW A BUSINESS IN DUBAI?



STRUCTURAL OPTIONS FOR ESTABLISHING A BUSINESS IN DUBAI

Companies wishing to set-up in Dubai have one of two options – setting up in (1) Dubai’s mainland, or (2) Dubai’s free zones.

Companies wishing to set up in the mainland must correspond with the Department of Economic Development, while companies and entrepreneurs wanting to set-up in a free zone must correspond with the free zone where they wish to establish operations.

While choosing where to set up is a strategic decision for entrepreneurs and companies and dependent upon the nature of the company’s operations and its sector focus, both the Dubai mainland and free zones offer unique advantages and benefits for those wishing to register their business in Dubai.



ADVANTAGES

Aside from being located in a metropolis, companies registered in mainland Dubai enjoy a range of benefits and advantages, including:

1. DUBAI IS IN A STRATEGIC TRADE LOCATION:

Companies registered in the mainland can take advantage of Dubai’s strategic location as a trade hub between East and West. At the same time, also benefitting from the additional commerce of about 16 million (2018) international visitors to the city, which is expected to grow to 20 million in 2020.⁵⁶

2. COMPANIES HAVE ACCESS TO THE SUBSTANTIAL REGIONAL CONSUMER MARKET:

In addition to being a global hub for trade, the city also occupies an ideal location in Muslim markets within

a two-hour flight radius to 455 million people with a spending power of \$578 billion. Its market is also highly diversified, mainly dominated by wholesale and retail (26 percent), transportation (12 percent), and other sectors, including manufacturing (9 percent) and construction (6 percent).

3. SETTING UP A BUSINESS IS EASY:

The World Bank ranked UAE 16th globally and first regionally in ease of doing business. This rank is based on ten indicators, and for the UAE, most of these indicators assessed the city Dubai, which was among the top three in “Dealing with Construction Permits” and “Getting Electricity” categories.⁵⁷

⁵⁶ Dubai Economic Report 2019, <http://dubaided.gov.ae>, accessed on 9 Jan 2020. [doingBusiness/country/u/united-arab-emirates/ARE.pdf](https://www.doingbusiness.org/content/dam/doingBusiness/country/u/united-arab-emirates/ARE.pdf), accessed on 20 Jan 2020.

⁵⁷ The World Bank, Economy Profile United Arab Emirates Doing Business 2020, <https://www.doingbusiness.org/content/dam/doingBusiness/country/u/united-arab-emirates/ARE.pdf>, accessed on 20 Jan 2020.

BUSINESS REGISTRATION PROCESS

Entrepreneurs and businesses wishing to set up a limited liability company (LLC) or a public/private shareholding company will need a local UAE partner who must own 51 percent of the company. In contrast, other types of companies and businesses, including branch companies, sole proprietorships, and civil businesses, may only require sponsorship from a local service agent.

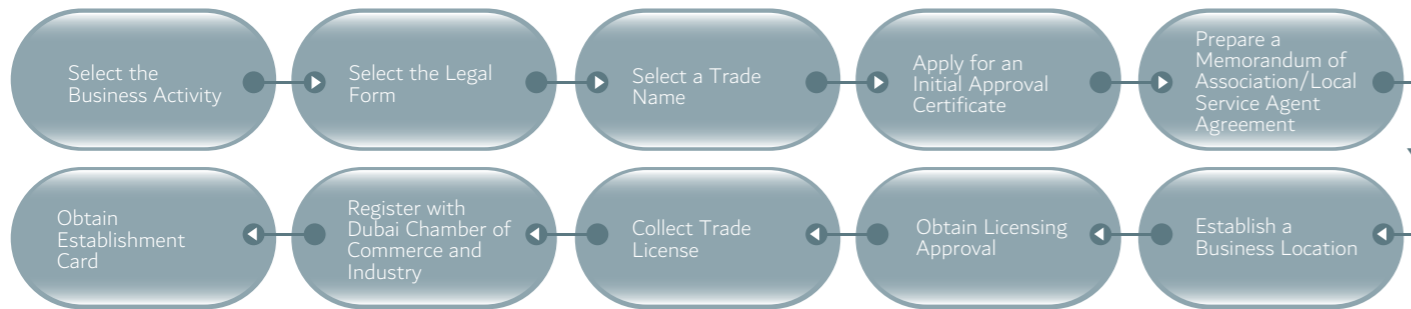
Entrepreneurs and businesses wishing to set up in Dubai must primarily deal with the Department of Economic Development (DED), its authorized service centers or one-stop-shops, following the steps below:

(For a detailed description, please refer to Department of Economic Development (DED) website)

Should a company decide to set up within a free zone, Dubai is an ideal location, and home to 30 identified free zones, providing foreign companies with a whole host of benefits, and contributing massively to the city's economy.

Alongside the benefits that setting up in the Dubai mainland provides, Dubai's free zones offer the following additional benefits:

BENEFITS TO REGISTRATION WITHIN A FREEZONE



Foreign Ownership	100% foreign ownership and repatriation of profits and capital
Tax Incentives	No corporate, profit or income taxes
Clusterization	Focus on a particular industry or sector, with location, logistics, products and services geared to accommodate that specific sector. Select free zones like DAFZA, are multi-sector themed, and are differentiated through services, such as warehousing, proximity to airport, air cargo, and city.
Dedicated Administrative Services	One-stop-shops and locally embedded government offices and departments for a quicker and smoother registration and administration process





YOUR GATEWAY TO GROWTH

DUBAI
IRPC Dubai
FREI Airport
Freezone

DUBAI - THE CITY OF DREAMS

Why Dubai?

Dubai is one of the most cosmopolitan cities in the world and has become a center of trade and commerce for the entire region.

- Located strategically with easy accessibility to major emerging economies between the east & west regions
- Growing and diverse economy
- World's busiest airport for international passengers
- World-class infrastructure
- Safe place to live and do business
- Business friendly government policies
- Destination for global events
- 200+ Nationalities living in Dubai
- Home to renowned multinational companies
- Diversified and skilled manpower
- Innovation and knowledge hub

THE FREE ZONE THAT GOES BEYOND

VISION

The free zone that goes beyond

MISSION

Adding value to the UAE economy by providing smart solutions that attract global investors, through innovation and a customer-centric environment driven by a passionate entrepreneurial team.

VALUES

Customer:

Add value to our customers

People:

We strive for happy people

Innovation:

Foster innovation

Team work:

Together we achieve more

Integrity:

Good governance

Corporate National Responsibility:

We enrich the society

Dubai Airport Freezone Authority (DAFZA) is considered the most prestigious and advanced free zone in the world. DAFZA provides companies an ideal base to do business in the Middle East by providing a business conducive environment, location advantage, world-class infrastructure, tax and duty exemptions, full repatriation of earnings, freedom of total ownership and exceptional facilities.



Established in
1996



Registered companies
1,600



Free zone employees
15,000+



DAFZA contributes **12%** to
Dubai Foreign Trade in 2019



Designated zone exempted from VAT

Approximate Conversion rate 1 USD = 3.67AED | *T&C apply

COMPETITIVE ADVANTAGES

COMPETITIVE ADVANTAGES

10.1

STRATEGIC LOCATION

- Situated in the heart of Dubai with easy access to major areas
- Close proximity to Dubai International Airport

EXTENSIVE CARGO HANDLING FACILITIES

with a dedicated logistics centre

SMART SERVICES PLATFORM

for all administrative services

INVESTMENT INCENTIVES

- 100% foreign company ownership
- 100% repatriation of capital and profits
- no currency and employment restrictions

INVESTOR-ORIENTED MANAGEMENT

fast and efficient business set-up solutions

WORLD CLASS INFRASTRUCTURE

and amenities

24 HOURS

customs services and rapid cargo clearance

TAX INCENTIVES

- no corporate tax
- no income tax
- VAT exempted



START YOUR JOURNEY IN 3 SIMPLE STEPS

STEP 1: CHOOSE YOUR LICENSE

DAFZA offers six types of licenses:

Trade License: A trade license allows the holder to carry out trading activities including import, export, re-export, distribution and storage of specific products.

Service License*: A service license is geared towards service-oriented businesses and enables an entity to provide services specified in the license.

Industrial License: An industrial license allows the holder to carry out light manufacturing industrial activities, packaging and assembling.

E-Commerce License: An e-commerce license allows the holder to carry out trading of goods and services over electronic network.

General Trading License: A general trading license allows the holder to trade in general activities including import, export, re-export, store and distribute.

Dual License with DED*: This license allows DAFZA companies to apply for DED license without physical office space in the mainland. The business can operate out of DAFZA.

*Note that obtaining this license requires consultation with our sales executives to facilitate the selection of the right category.

STEP 2: CHOOSE YOUR COMPANY TYPE

DAFZA offers two types of companies set up:

Freezone Company (FZCO/FZ-LLC):

- 1 - 50 Shareholders, Individual / Non Individual
- Minimum share capital of USD 273*

Branch:

- Branch office of an existing company
- No share capital is required

STEP 3: CHOOSE YOUR SPACE

DAFZA offers:

- Office spaces
- Warehouse / Industrial space
- Cold Storage


Approximate Conversion rate 1 USD = 3.67AED

OFFICE PACKAGES



STANDARD LEASE

Whether your business needs a ready to move in space or you wish to create your own company environment, our turnkey solution from fit-out to furnishing is highly recommended where you can choose the location and customize your office looks with variety of floor plans that suits your needs.

 Office area: 25 sq.m.


 Minimum 2 employment visas


SMART OFFICE PACKAGE

DAFZA offers easy business setup solutions for new businesses to start small. These plug and play business setup packages help you to achieve greater functional efficiency at a lower operational cost.

SMART OFFICE PACKAGE

 Desk space

 Business license

 1 Employment visa*

 Wi-Fi

* Additional visa quota can be applied



The office packages include all the necessary facilities and services required for a business.

COMMON FEATURES

- License, registration and insurance
- Fully furnished office
- IT services and equipment
- Housekeeping services
- Reserved parking space

PREMIUM

- Office area: 25 sq.m.
- Business license
- 2 Employment visas
- Fully furnished office

PREMIUM PLUS

- Office area: 50 sq.m.
- Fully furnished & fitted office
- Business license
- 6 Employment visas





DAFZA INDUSTRIAL PARK



DAFZA LIGHT INDUSTRIAL UNITS (LIU)

DAFZA provides high quality, thermal insulated, purpose built units, which can be utilized either as a warehouse for storage and distribution or as a space for assembly and light production. Each unit is approximately 350 sq.m., it features ground and mezzanine floor offices.

SPECIFICATIONS

Area: LIU has an area of approximately 350 sq.m.

Office: Each LIU has ground and mezzanine floor offices of 90 sq.m.

20 entitlement of employment visas

The new industrial zone from DAFZA is strategically located in close proximity to DAFZA's existing facilities near Dubai International Airport. The bonded warehouses located within DAFZA Industrial Park allow companies to have more control over their inventory throughout the cargo handling process.

- 33 warehouses
- Average warehouse size - Area: 312 sq.m.
- 20 Entitlement of employment visa for space 350 sq.m. and below.
- 30 Entitlement of employment visa for space above 350 sq.m.
- Average office area per warehouse (Block C & D) - 117 sq.m.
- Warehouse height: Minimum - 7.9 m; Maximum - 11.1 m.
- Individual loading and unloading Area
- Day light-adaptive design
- 10 Cold-storage enabled warehouses
- Power availability to suit any business size (up to 200 KW)



DAFZA'S ULTIMATE INCENTIVE

DAFZA offers integrated online e-business system with over 300 online services accessible from anywhere in the world, to perform business related activities.







ONE STOP SHOP

DAFZA'S one stop shop allows companies to access a wide variety of government and business services in a single centralized location. The competitive offerings and extensive support system combined to offer a premium and seamless experience for our clients.









DAFZA KEY SERVICES

-  In-house interior design services with turnkey solutions
-  Facility management from housekeeping to maintenance services
-  Business centre with modern designed conference rooms, function halls and auditorium
-  ICT services
-  Dependants sponsorship visas
-  24/7 Hour security
-  HR business support services

DEDICATED GOVERNMENT SERVICE CENTRES

-  Dubai Customs
-  General Directorate of Residency and Foreigners Affairs
-  Dubai Chamber
-  Police Station
-  Emirates Post
-  Medical clinic operated by Dubai Health Authority

FACILITIES

-  First aid room
-  Allocated ambulance 24/7
-  Top banking facilities
-  Telecom: Etisalat and Du
-  Food court
-  Car rental
-  Travel agent
-  24/7 Gym

OBTAIN INITIAL APPROVAL TO REGISTER WITH DAFZA

Once the license and company type is selected, prospective tenants must apply for initial approval, for which ten documents are needed

DOCUMENTS REQUIRED FOR INITIAL APPROVAL

Documents	Branch (Individual)	FZCO	FZCO (Non-Individual)
1. Application Form*	✓	✓	✓
2. Letter of Intent	✓	✓	✓
3. Company of Intent Brochure/Profile	✓		✓
4. Business Plan		✓	
5. Audited Financial Report	✓		✓
6. Six Months Personal Bank Statement		✓	
7. Original Bank Reference Letter		✓	
8. CV & Passport Copy of Shareholder/s		✓	
9. CV & Passport Copy of Manager	✓	✓	✓
10. No Objection Letter from Sponsor (for UAE-based company only)	✓	✓	✓

* Application subject to approval by Dubai Airport Freezone.

REGISTER YOUR BUSINESS

Following initial approval by DAFZA, applicants must also provide the following seven documents

LEGAL DOCUMENTS REQUIRED FOR REGISTRATION

Documents	Branch	FZCO (Individual)	FZCO (Non-Individual)	Requirement
1. Certificate of Registration (or) Certificate of Incorporation of the Shareholder/Mother Company	✓		✓	Notarized and Attested
2. Memorandum & Articles of Association of the Shareholder /Mother Company	✓		✓	Notarized and Attested
3. Board of Resolution calling for the establishment of a branch in Dubai Airport Freezone and guarantee full financial commitment	✓			Notarized and Attested
4. Board of Resolution calling for the establishment of FZCO in Dubai Airport Freezone		✓	✓	Notarized and Attested
5. Appointment of Negotiator of Legal Representative (optional) Power of attorney, Specimen of his/her Signature and valid Passport Copy* (optional)		✓	✓	Notarized and Attested
6. Attachment of the Following: Manager & Specimen Signature + Power of Attorney + Passport Copy*	✓	✓	✓	Notarized and Attested
Director & Specimen Signature + Power of Attorney + Passport Copy*		✓	✓	Notarized and Attested
Secretary & Specimen Signature + Power of Attorney + Passport Copy*		✓	✓	Notarized and Attested
7. Bank Share Capital Letter (upon request)		✓	✓	

THE ABOVE LEGAL DOCUMENTS MUST BE SUBMITTED ONLY AFTER INITIAL APPROVAL BY DAFZA, WITH THE FOLLOWING CONSIDERATIONS:

- Documents requiring attestation have to be notarized by notary public and attested by the UAE Embassy in the country of origin and the Ministry of Foreign Affairs in the UAE.
- All documents should have a valid signature & stamp of the body concerned. As for the notarization, a public notary or equivalent authority must notarize all documents, which must be submitted either in Arabic or English only. Each legal document has to be sealed, if more than one page.
- Documents must be submitted with the original notarization and attestation.
- Share Capital Letter must be issued from a local bank.
- Passport copies do not require notarization.



THE HALAL TRADE AND MARKETING CENTRE

مركز
الحلال
للتجارة
والتسويق



HALAL
TRADE &
MARKETING
CENTRE

11.1 HTMC SERVICES

ABOUT HTMC

The Halal Trade and Marketing Center (HTMC) is a global business development center focused on Halal economy opportunities for manufacturers, suppliers and distributors of Halal economy products and services. It's a value proposition to boost the Halal trade worldwide and enable companies to grow to the next level of their Halal journey.

Hosted at the Dubai Airport Free Zone, the center was jointly founded by the Dubai Airport Free Zone Authority (DAFZA) and the Dubai Islamic Economy Development Centre (DIEDC), and it's substantially supported by key services partners across the global Halal economy ecosystem.

HTMC was formulated to fill an identified gap of facilitating Halal industry companies in their development and developed markets to grow their business in the Halal space. The center serves as a one-stop-shop for all their market intelligence, Halal compliance, and, most importantly, marketing and sales support needs. It aims to provide a platform to link Halal economy companies to core Halal trade and marketing services.

HTMC's SERVICES

The center offers services in three critical areas:

1. MARKETING INTELLIGENCE

We live in an information society. In the world of data, access to data and its correct interpretation is fundamental to achieving success in any market. In the Halal market, and unlike others, the lack of information and experienced centers that can analyze data correctly hinders companies from entering this market. For companies to see the opportunities represented by the Halal market, its value, and to make successful decisions, they need to have at their disposal a series of specialized marketing intelligence tools and services. Within intelligence, HTMC provides access to market insights and business support databases.

a. Market Insights

HTMC helps monitor and analyze consumer trends and behaviors, which is an essential aspect of market growth. Some of these services include Custom Market Insights, Published Information, Advisory, etc..

b. Business Support Database

The Halal industry is growing exponentially, not only because of the growing Muslim population, but also because the Halal sector is now gradually viewed as a global ethical economy. As an HTMC client, you get access to exclusive tailor-made databases containing facts and data on Halal manufacturers, suppliers, distributors, stakeholders, and trade flow information, helping business professionals unlock and engage in trade opportunities.

2. HALAL COMPLIANCE

Many businesses are missing out on a market segment they could expand into if their product lines were Halal compliant. Halal certification remains unknown to many companies, especially in non-OIC countries, where it's seen as a multifaceted process resulting from regulation linked only to F&B products. This makes it complicated for companies to capitalize on the great opportunities offered by this fast-growing market, valued at more than \$2 billion, and that goes beyond the F&B products as well as the Muslim world. Many people are discovering that Halal foods and related products are actually healthier and better for them. They view Halal foods and related products as similar to purchasing organic and kosher.

a. Certification and Compliance Advisory

With the existence of ample forms of Halal standardization, accreditation and certification bodies worldwide, it has become more complex for potential companies to comprehend the Halal market landscape. HTMC seeks to provide support for companies to better understand the Halal legal framework and ecosystem by providing advisory services on Halal compliance, Halal certification, and financial Sharia compliance support.

b. Training Programs

The Halal industry is projected to grow to about \$793 billion, at a rate of 7.6% by 2022; therefore, it is crucial to have knowledgeable employees that can cater to increasing demands and advancing technologies. HTMC strives to provide your employees with the necessary training required to well equip them with future skills. Some of the courses cover the Halal Market, Certification, Production, Marketing, Branding and Sales, Corporate Diplomacy in Muslim-Majority Countries, Islamic Banking and Finance, and Sharia-Compliance.

3. GROWTH SUPPORT

One of the primary challenges that certified companies face is the marketing of their Halal products. Many certified companies aren't able to expand as they don't have reliable market access. Or it may be due to the lack of financing connected to producing or selling their Halal products worldwide or because they don't know where to set up to produce and sell these products comfortably. All this makes it necessary to articulate services to facilitate and guarantee companies a successful landing in potential markets.

a. Sales and Marketing Support

Finding a sales agent or distributor with a pre-established network in a foreign country requires investing a lot of time and effort. HTMC provides access so you can grow your business in a targeted manner by linking you to the right network in the market. It will provide you with country development services like information on the Halal importers, suppliers, distributors and retailers, arrange and facilitate B2B and B2G meetings, recommend exhibitions, event participation, and more. HTMC will also help you with business setup support services, such as providing information on facilities: offices, warehouses, and production centers.

b. Sharia Financing

HTMC can develop tailored bespoke Sharia advisory solutions for its customers, providing guidance and support concerning Islamic Finance structures and Sharia Finance requirements. These products and services include Retail Islamic Banking Services, Trade Islamic Finance Products, and Islamic Insurance Services.

PARTNER NETWORKS

We are providing these tailor-made services through the power of our services partner network. HTMC has service partners from different sectors and countries, among them trade promotion agencies, Halal accreditation bodies, specialist research advisory firms, Halal training partners, local and international public institutions, Islamic banks, etc. (Framework from the HTMC Presentation with the Services Pillars and logos of the Partners for each one)

1. DinarStandard
2. Karavan Consulting
3. Salaam Gateway
4. Indonesia Halal Lifestyle Centre (IHLC)
5. Penang Halal International (PHI)
6. Dubai Exports
7. Dubai Chamber
8. The World Free Zones Organization (WFZO)
9. Dar Al Sharia
10. Emirates International Accreditation Centre (EIAC)
11. Noor Bank
12. Standard Chartered Saadiq
13. Emirates Islamic Bank (EIB)
14. Dubai Islamic Bank (DIB)
15. International Center of Islamic Economy
16. The International Halal Accreditation Forum (IHAF)
17. The International Trade Centre (ITC)
18. The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
19. Arab Brazilian Chamber of Commerce (CCAB)
20. Torino Chamber of Commerce and Industry

CONTACT/ ADDRESS

The Halal Trade and Marketing Centre
Dubai Airport Free Zone
+971 4 701 7000
info@thehtmc.com
www.thehtmc.com



Halal Trade & Marketing Centre

Your one-stop centre for Halal trade



The Halal Trade & Marketing Centre (HTMC) is a global business development centre focused on the Halal economy opportunities for manufacturers, suppliers, and distributors of Halal economy products and services.

Contact Us:

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 info@thehtmc.com
 www.thehtmc.com
 DAFZA, Dubai, UAE

Founding Members:



مركز دبي لتطوير
 الاقتصاد الإسلامي
 DUBAI ISLAMIC ECONOMY
 DEVELOPMENT CENTRE

A Global Gateway For Halal Industry

The Halal Trade & Marketing Center (HTMC) provides a platform that facilitates Halal economy companies to access key Halal trade and marketing services.

Our services:

MARKETING INTELLIGENCE

- Market Insights
- Business Support Databases

HALAL COMPLIANCE

- Certification and Compliance Advisory
- Training Programs

GROWTH SUPPORT

- Distributor linkage(s)
- Sharia Financing

www.thehtmc.com





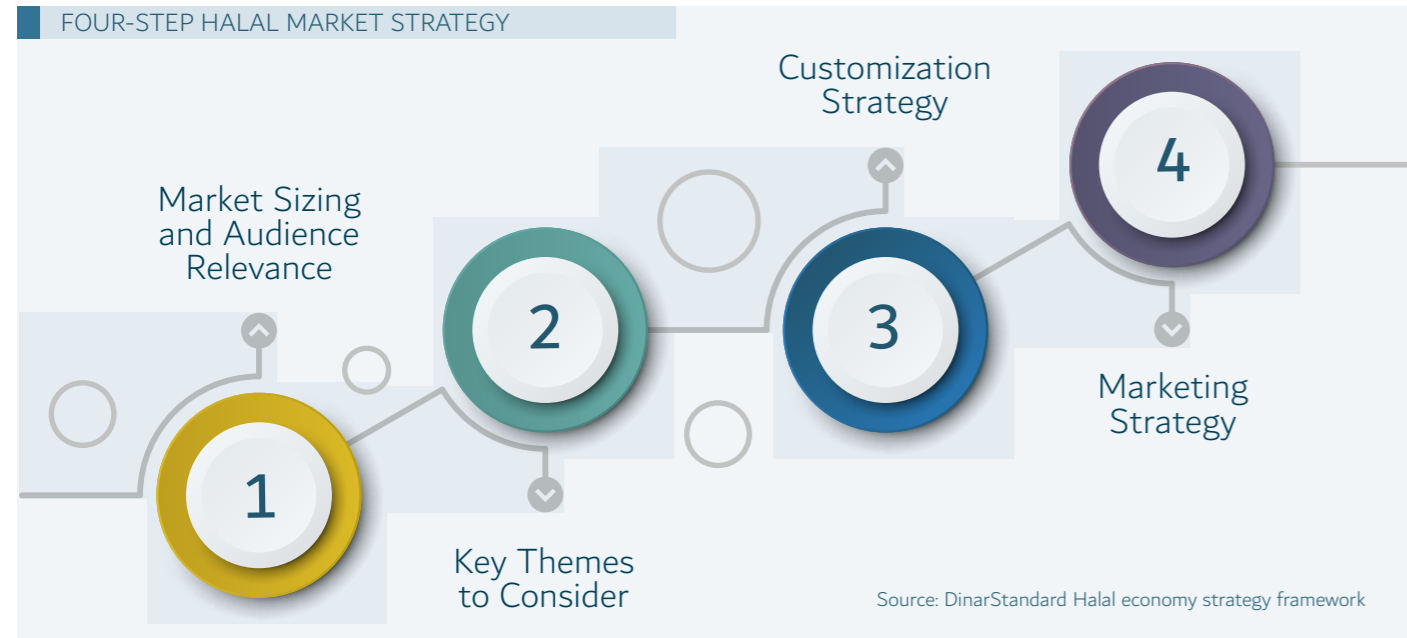
YOUR HALAL MARKET EVALUATION WORKSHEETS AND CHECKLISTS

This section provides guidance on business strategy options to consider concerning entering the Halal market. We provide checklists to help you assess the relevance of the Halal sector for your business and specific opportunity areas. We also offer step by step guides to help you get started in engaging with the Islamic economy, and in obtaining Halal certification. Particular considerations are highlighted for each of the Islamic economy sectors, where relevant.

12.1 STRATEGIC CONSIDERATIONS



When engaging with the Halal market, there are strategic considerations to contemplate. A four-Step Muslim Market Strategy framework below guides you through essential strategy-related steps that should be considered.



STEP 1 MARKET SIZING ASSESSMENT

The first step for a company in any sector considering entering the Halal market is to determine the size of its audience. For example, if you are a cosmetics company considering offering Halal-certified products targeting Muslim consumers in the GCC and Southeast Asia, you will need to determine Muslim consumer spend on cosmetics in those regions and the size of the demand for Halal-certified cosmetics.



STEP 2 KEY THEMES TO CONSIDER (RECOMMENDED STRATEGIES)

For each of the sectors of the Islamic economy, certain trends need to be taken into consideration when determining your company strategy. Below are some of the top trends for the Halal food as well as the pharmaceuticals and cosmetics sectors:

HALAL FOOD

- Halal regulations and monitoring are becoming stricter, especially in the case of multi-national companies exporting to Muslim markets, given incidences of non-compliance
- The intersection of Halal and organic (tayyab) to serve a wider global audience
- Partnerships between OIC and non-OIC countries to develop their Halal lines
- Opportunity for premium product lines
- Tracking technology that will allow companies to know the origin of their ingredients

PHARMA AND COSMETICS

- There is growing scrutiny in regards to Halal compliance, especially in regards to multi-national companies
- There is a need to raise consumer awareness of the importance of Halal certifications for pharma and cosmetics
- By developing quality products and raising awareness that Halal products are of high quality, there is an opportunity to appeal to a wider global audience



STEP 3 CUSTOMIZATION STRATEGY

For companies that are considering targeting Muslim consumers, one decision to make is to what extent you will customize your product or marketing. The “Muslim Consumer Marketing/Product Customization Levels” framework below breaks down customization options into five levels.

Level 1 – No customization: Depending on the industry, there may not be a need for customization. For example, an electronics manufacturer does not need to customize its products for Muslims. However, for specific sectors, such as food, this is not an option.

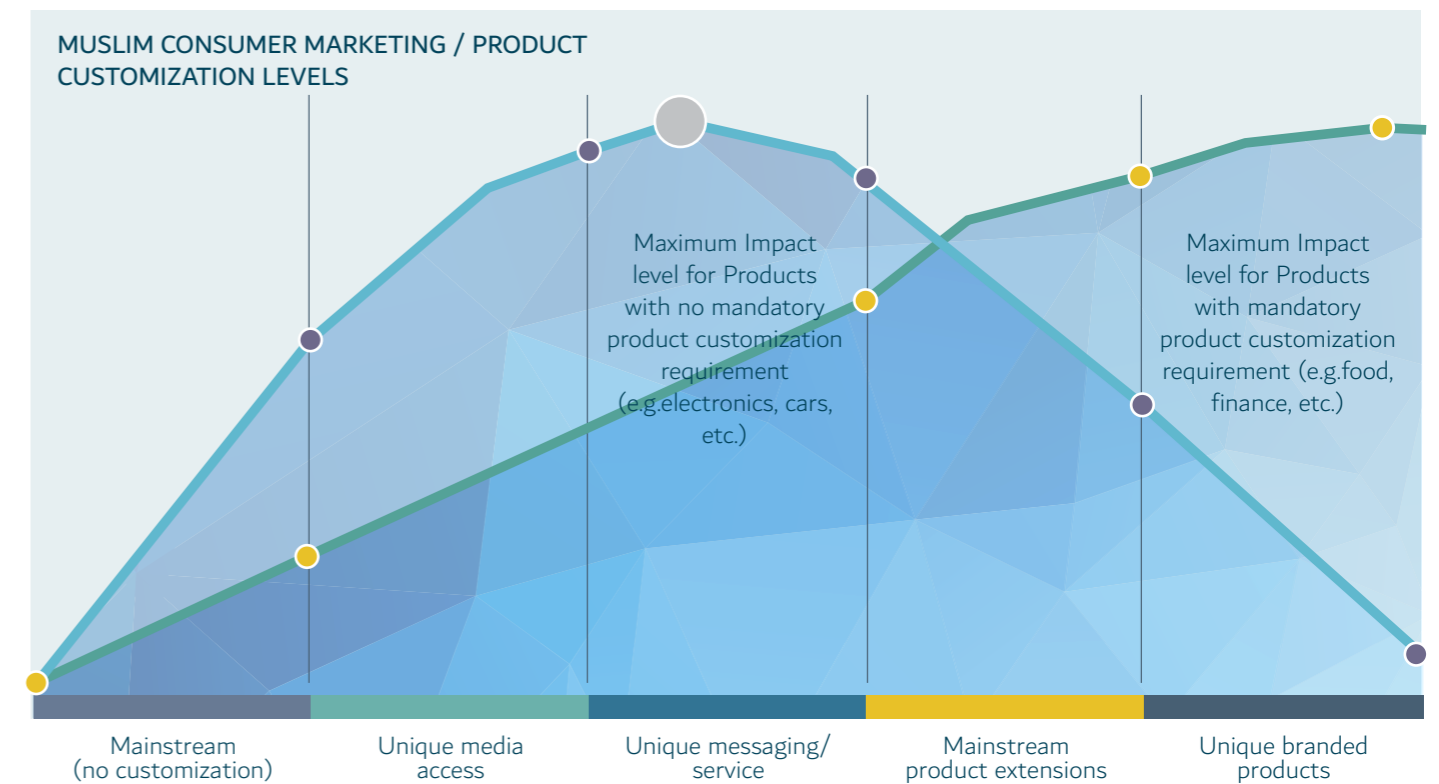
Level 2 – Unique media access: Similar to level 1, companies that select this option do not customize their products or their communication to Muslim consumers; however, they target Muslim customers through relevant media channels.

Level 3 – Unique communication: In this level, companies focus on directing their marketing messages to Muslim consumers and addressing their unique values, without customizing

the product. Companies reach Muslim audiences through targeted media channels and personalized communication. For example, global soft drinks companies, such as Coca-Cola in Muslim countries, include Ramadan and Eid greetings in their ads during those holidays. This level is suitable for multinational companies whose products do not require specific customization to meet the needs of Muslim consumers.

Level 4 – Product extension: In this level, companies develop product extensions within an existing brand to address unique Muslim requirements. For example, DKNY produced a modest clothing line targeting Muslim women, Sunsilk launched a shampoo for women wearing the hijab, and iTunes offers Islamic apps.

Level 5 – Unique branded products: This is the highest level of customization. Companies following this level develop a whole new product line to address the unique needs of Muslim consumers. This level provides maximum impact for products that require customization to be suitable to Muslims, such as food, for example.



STEP 4 GO-TO-MARKET STRATEGY

Once a customization strategy has been determined, a marketing strategy for the Muslim market needs to be developed, which should leverage any customization efforts implemented. Below are the areas that need to be considered in developing a marketing strategy:

- **Positioning:** In developing their positioning, companies need to articulate their target market clearly. “Muslim consumers” is too wide of a target market. Instead, a company that produces Halal and organic snacks may decide that its target market is mothers between the ages of 25 to 35 who have school-aged children, and who are concerned about the nutritional value of what they feed their children, in addition to professional men and women who are looking for healthy snacks for the workplace that are also Halal.

- **Channel Strategy:** Targeted media channels should be selected based on the media consumption habits of the target market. Digital media channels should be included in the mix, especially when targeting young consumers.
- **Communication Strategy:** The communication strategy should be selected from the customization options presented earlier. Marketing messages should encompass both unique product benefits, especially those related to any customizations, and should consider the values and sensitivities of the target market.



OPPORTUNITY AND RELEVANCE WORKSHEET

The following worksheet has been developed for companies who are considering entering the Halal market, to help them assess the relevance of the opportunities available to their specific sector and unique circumstances. Please take the time to complete the worksheet below. You may need to refer to previous sections of the report for specific information.

1 Market Sizing and Audience Relevance

Sector Spend:
What is the market spend for your sector? (refer to section 5.1)

Regional Spend:
What is the regional spend for markets you can easily access from Dubai? (refer to section 13.2)

Growth Markets:
Which growth markets and sub-sectors can you focus on? (refer to section 5.3)

2 Key Themes to Consider

Unmet Demands: Are there any un-met demands among Muslim consumers within your sector that would provide you with a competitive advantage to address?

Sector Trends:
What trends are relevant to your sector?

3 Customization Strategy

Target customer segments:
Identify all your target customer segments.

Customizing Your Product:
What adaptations need to be made to your product to be suitable for Muslim consumers (including Halal certification needs)?

4 Go-to-Market Strategy

Potential Partners:
Write a list of suppliers or business partners you may work with. (refer to section 5.3)

Halal Ecosystem: What resources do I need from the Dubai Halal ecosystem – Halal sourcing – Halal certification – Halal Retail/
Distribution – Halal logistics? (refer to section 7.3)

Business setup: Evaluate mainland versus free-zone setup options, and what support will you need from the free zone in which you
have/plan to set up a business?

Halal Certifications:
Assess which Halal certifications you will need and plan for a related process. (refer to section 7.4)

Distribution/Halal logistics:
Do you have a distribution network in place? Does your product require Halal logistics?

Halal training: Are your management and staff well informed on Halal topics, or will you need training? Identify some of the training topics you might need.

Shariah-compliant financing options: Do you require and/or have access to Shariah-compliant financing?



APPENDIX

13.1 DUBAI'S DIVERSIFIED ECONOMY

CATEGORIES	GROSS DOMESTIC PRODUCT AT CONSTANT PRICES - EMIRATE OF DUBAI	GDP CONTRIBUTION (\$, MILLIONS)*	CONTRIBUTION (%)
		2018	2018
Other	Agriculture, forestry and fishing	\$135.95	0.1
Other	Mining and quarrying	\$1,738.06	1.6
Manufacturing	Manufacturing	\$10,017.06	9.2
Other	Electricity, gas, and water supply; waste management activities	\$2,887.19	2.7
Construction	Construction	\$6,912.95	6.4
Trade	Wholesale and retail trade; repair of motor vehicles and motorcycles	\$28,610.13	26.4
Other	Transportation and storage	\$13,286.14	12.3
Services	Accommodation and food service activities	\$5,474.63	5.1
Services	Information and communication	\$4,526.39	4.2

*Exchange rate: 1 AED = 0.27225 USD
Source: Dubai Statistics Center, Government of Dubai

13.2 HALAL RELATED TRADE-FLOW DATA TABLES

TABLE – OIC TRADE FLOW AND CONSUMPTION OF PRODUCTS, 2018

SECTOR		2018 IMPORTS	2018 EXPORTS	2018 TRADE BALANCE	IMPORT/EXPORT RATIO	OIC CONSUMER SPEND	2018 IMPORTS SHARE OF TOTAL SPEND
Food and beverage categories	Animal and animal products	\$41 billion	\$19.2 billion	(\$21.8 billion)	2.1		
	Vegetable products	\$90.6 billion	\$43.2 billion	(\$47.4 billion)	2.1		
	Food processing / manufacturing inputs	\$80 billion	\$76.5 billion	(\$3.5 billion)	1.0		
Food and beverage total		\$212 billion	\$138.9 billion	(\$72.7 billion)	1.5	\$1.15 trillion	18%
Fashion (apparel)		\$28 billion	\$93.4 billion	\$65.4 billion	0.3	\$213.5 billion	13%
Media and recreation		\$3.5 billion	\$1.8 billion	(\$1.7 billion)	1.9	\$117.25 billion	3%
Pharmaceuticals		\$37.4 billion	\$5.5 billion	(\$31.9 billion)	6.8	\$61.25 billion	61%
Cosmetics		\$15.2 billion	\$7.2 billion	(\$8 billion)	2.1	\$38.80 billion	39%
Total		\$295.7 billion	\$247 billion	(\$48.9 billion)	1.2	\$1.58 trillion	19%

Source: DinarStandard synthesis and analysis; ITC Trade Map statistics

TABLE – OIC IMPORTS – HALAL PRODUCTS TRADE-FLOW AND KEY PLAYERS, 2018 (\$, BILLIONS)

	HALAL FOOD AND BEVERAGE		MODEST FASHION		HALAL MEDIA AND RECREATION		HALAL PHARMACEUTICALS		HALAL COSMETICS	
	Total Value: \$212 billion		Total Value: \$28 billion		Total Value: \$3.5 billion		Total Value: \$37.4 billion		Total Value: \$15.2 billion	
Top 5 OIC Importing Countries	Saudi Arabia	\$19.38	United Arab Emirates	\$5.13	United Arab Emirates	\$0.39	Saudi Arabia	\$5.53	United Arab Emirates	\$3.19
	Indonesia	\$18.97	Saudi Arabia	\$3.53	Malaysia	\$0.34	Turkey	\$4.36	Saudi Arabia	\$1.83
	United Arab Emirates	\$16.60	Malaysia	\$2.25	Indonesia	\$0.28	United Arab Emirates	\$4.04	Indonesia	\$1.34
	Malaysia	\$15.70	Iraq	\$1.97	Turkey	\$0.25	Egypt	\$2.31	Malaysia	\$1.14
	Egypt	\$14.41	Turkey	\$1.85	Saudi Arabia	\$0.20	Algeria	\$1.78	Turkey	\$1.14
	Top 5 markets % of total Food & Beverage imports	40%	Top 5 markets % of total apparel imports	53%	Top 5 markets % of total Media & Recreation imports	42%	Top 5 markets % of total Pharmace - uticals imports	48%	Top 5 markets % of total Cosmetics imports	57%
	Top 10 markets % of total Food & Beverage imports	63%	Top 10 markets % of total apparel imports	69%	Top 10 markets % of total Media & Recreation imports	64%	Top 10 markets % of total Pharmace - uticals imports	67%	Top 10 markets of total Cosmetics imports	72%
Top 5 OIC Source Markets	Brazil	\$15.11	China	\$11.09	China	\$0.44	Germany	\$5.10	France	\$2.60
	United States of America	\$14.82	Turkey	\$2.85	United States of America	\$0.34	France	\$4.68	United Arab Emirates	\$1.18
	India	\$13.83	India	\$2.42	United Kingdom	\$0.31	United States of America	\$3.64	Germany	\$1.06
	Russian Federation	\$11.72	Bangladesh	\$1.61	United Arab Emirates	\$0.29	Switzerland	\$3.29	United States of America	\$1.00
	Argentina	\$9.04	Italy	\$1.17	Russia	\$0.28	India	\$2.23	China	\$0.82
	Top 5 markets % of total Food & Beverage imports	31%	Top 5 markets % of total apparel imports	68%	Top 5 markets % of total Media & Recreation imports	48%	Top 5 markets % of total Pharma - ceutical imports	51%	Top 5 markets % of total Cosmetics imports	44%
Top 10 markets % of total Food & Beverage imports	48%	Top 10 markets % of total apparel imports	79%	Top 10 markets % of total Media & Recreation imports	71%	Top 10 markets % of total Pharmace - uticals imports	70%	Top 10 markets of total Cosmetics imports	65%	

Source: DinarStandard synthesis and analysis; ITC Trade Map statistics

TABLE – MENA TRADE BALANCE BY SECTOR, 2018

SECTOR		2018 IMPORTS	2018 EXPORTS	2018 TRADE BALANCE	IMPORT/EXPORT RATIO	OIC CONSUMER SPEND	2018 IMPORTS SHARE OF TOTAL SPEND
Food and beverage categories	Animal and animal products	\$25.68 billion	\$8.19 billion	(\$17 billion)	3.1		
	Vegetable products	\$44.64 billion	\$12.13 billion	(\$32.51 billion)	3.7		
	Food processing / manufacturing inputs	\$38.72 billion	\$12.21 billion	(\$26.51 billion)	3.2		
Food and Beverage Total		\$109 billion	\$32.53 billion	(\$76.50 billion)	3.4	\$394.05 billion	28%
Fashion (apparel)		\$19.02 billion	\$14.66 billion	(\$4.36 billion)	1.3	\$85.60 billion	22%
Media and recreation		\$1.82 billion	\$0.96 billion	(\$0.86 billion)	1.9	\$46.07 billion	4%
Pharmaceuticals		\$22.16 billion	\$3.03 billion	(\$19.13 billion)	7.3	\$27.71 billion	80%
Cosmetics		\$9.22 billion	\$4.76 billion	(\$4.46 billion)	1.9	\$14.67 billion	63%
Total		\$161.25 billion	\$56 billion	(\$105.3 billion)	2.9	\$568.10 billion	28%

Source: DinarStandard synthesis and analysis; ITC Trade Map statistics

TABLE – MENA IMPORTS – HALAL PRODUCTS TRADE-FLOW AND KEY PLAYERS, 2018

	HALAL FOOD AND BEVERAGE		MODEST FASHION		HALAL MEDIA AND RECREATION		HALAL PHARMACEUTICALS		HALAL COSMETICS	
	Total Value: \$109 billion		Total Value: \$19.02 billion		Total Value: \$1.82 billion		Total Value: \$22.16 billion		Total Value: \$9.22 billion	
Top 5 MENA Importing Countries	Saudi Arabia	\$19.38	United Arab Emirates	\$5.13	United Arab Emirates	\$0.39	Saudi Arabia	\$5.53	United Arab Emirates	\$3.19
	United Arab Emirates	\$16.60	Saudi Arabia	\$3.53	Saudi Arabia	\$0.20	United Arab Emirates	\$4.04	Saudi Arabia	\$1.83
	Egypt	\$14.41	Iraq	\$1.97	Oman	\$0.18	Egypt	\$2.31	Kuwait	\$0.61
	Iraq	\$10.69	Kuwait	\$1.24	Egypt	\$0.17	Algeria	\$1.78	Iraq	\$0.51
	Algeria	\$8.22	Algeria	\$0.94	Morocco	\$0.14	Lebanon	\$1.33	Qatar	\$0.41
	Top 5 countries as a share of imports	64%	Top 5 countries as a share of imports	67%	Top 5 countries as a share of imports	60%	Top 5 countries as a share of imports	68%	Top 5 countries as a share of imports	71%
Top 5 MENA Source Markets	Brazil	\$9.09	China	\$7.76	United Arab Emirates	\$0.25	Germany	\$3.13	France	\$1.85
	United States of America	\$7.98	Turkey	\$2.29	United States of America	\$0.19	France	\$2.97	United Arab Emirates	\$1.01
	India	\$7.48	India	\$2.13	United Kingdom	\$0.18	United States of America	\$2.44	Germany	\$0.70

	Turkey	\$5.86	Bangladesh	\$1.00	Russian	\$0.17	Switzerland	\$2.28	United States of America	\$0.68
	Argentina	\$5.13	Italy	\$0.76	China	\$0.14	United Kingdom	\$1.17	Italy	\$0.63
	Top 5 % of total Food & Beverage imports	33%	Top 5 % of total apparel imports	73%	Top 5 % of total Media & Recreation imports	51%	Top 5 % of total Pharmaceutical imports	54%	Top 5 % of total Cosmetics imports	53%

Source: DinarStandard synthesis and analysis; ITC Trade Map statistics

TABLE – DUBAI TRADE FLOW BY SECTOR, 2018

SECTOR		2018 IMPORTS	2018 EXPORTS	2018 TRADE BALANCE	2018 RE-EXPORTS
Food and beverage categories	Live animals, animal products	\$2.4 billion	\$334.7 million	(\$2.1 billion)	\$287.5 million
	Vegetable products	\$5.3 billion	\$554 million	(\$4.71 billion)	\$1.4 billion
	Food processing / manufacturing inputs	\$3.4 billion	\$1.7 billion	(\$1.6 billion)	\$650 million
Food and Beverage Total		\$11.09 billion	\$2.63 billion	(\$8.47 billion)	\$2.34 billion
Fashion (textiles)		\$4.3 billion	\$358 million	(\$3.9 billion)	\$1.3 billion
Total		\$15.4 billion	\$3 billion	(\$12.4 billion)	\$3.7 billion

*Exchange rate: 1 AED = 0.27225 USD Source: DinarStandard synthesis and analysis; Dubai Statistics Center - Foreign Trade statistics

SIZE OF MARKETS WITHIN A 2-HOUR FLIGHT RADIUS FROM DUBAI⁵⁸: \$578 BILLION IN 2018

	FOOD AND BEVERAGE	TOURISM	FASHION	MEDIA AND RECREATION	PHARMACEUTICALS	COSMETICS	TOTAL
PAKISTAN	\$119.30	\$2.56	\$12.69	\$3.37	\$2.82	\$1.08	\$141.81
SAUDI ARABIA	\$57.12	\$22.35	\$18.04	\$11.33	\$7.76	\$1.22	\$117.83
IRAN, ISLAMIC REP.	\$63.29	\$8.22	\$12.42	\$6.69	\$3.19	\$1.78	\$95.58
UNITED ARAB EMIRATES	\$22.87	\$17.24	\$22.78	\$4.61	\$2.22	\$1.77	\$71.49
IRAQ	\$35.30	\$4.53	\$7.13	\$1.23	\$2.40	\$2.34	\$52.93
KUWAIT	\$8.49	\$12.35	\$3.99	\$1.70	\$1.08	\$1.15	\$28.77
QATAR	\$4.28	\$14.55	\$1.46	\$3.04	\$0.48	\$0.51	\$24.33
YEMEN	\$14.68	\$0.17	\$1.51	\$0.05	\$0.48	\$0.59	\$17.48
OMAN	\$7.04	\$1.95	\$1.95	\$1.02	\$0.86	\$0.87	\$13.69
AFGANISTAN	\$5.47	\$0.20	\$1.21	\$0.18	\$0.58	\$0.61	\$8.25
BAHRAIN	\$2.14	\$0.85	\$0.90	\$0.97	\$0.46	\$0.38	\$5.70
TOTAL	\$339.98	\$84.97	\$84.08	\$34.19	\$22.34	\$12.30	\$577.86

\$, in billions Source: DinarStandard synthesis and analysis

⁵⁸ DinarStandard synthesis and analysis; DinarStandard, Dubai Islamic Economy Development Centre, Salaam Gateway, State of the Global Islamic Economy Report 2019/20; National databases; International Comparison Programs; UN World Trade Organization; World Bank statistics.



DEDICATED ISLAMIC ECONOMY DEVELOPMENT AGENCY



Dubai Islamic Economy Development Centre (DIEDC)

The Dubai Islamic Economy Development Centre (DIEDC) was established in 2013 by Dubai Law 13 of 2013 and under the supervision of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, to develop and promote Dubai as the global capital of the Islamic economy.



International Center of Islamic Economy

The International Centre of Islamic Economy was established in the Dubai Airport Freezone Authority "DAFZA" to support the "Dubai Capital of Islamic Economy" initiative with the vision of becoming the global leader in efforts and applications of the Islamic economy.

KNOWLEDGE INFRASTRUCTURE & NETWORKING PLATFORMS



Global Islamic Economy Summit

Organized by the Dubai Chamber of Commerce & Industry and Dubai Islamic Economy Development Centre, and with Thomson Reuters as a strategic partner, the Global Islamic Economy Summit (GIES) is the region's premier forum on the Islamic economy. It brings together world-class experts in critical industry sectors that span geographic areas and cultural boundaries to directly address the most significant challenges and opportunities in the Islamic economy.



Islamic Economy Award

Launched in 2013, the annual Dubai Islamic Economy Award recognizes institutions and entrepreneurs who provide innovative global solutions in compliance with stringent Islamic economy standards. It has eight categories - Money and Finance, Food and Health, Media, Hospitality and Tourism, Waqf and Endowments, SME Development, Islamic Economy Knowledge Infrastructure, and Islamic Arts - in addition to the Lifetime Achievement Award that honors prominent entrepreneurs who have had a significant impact on the Islamic economy.



State of the Global Islamic Economy Report 2019/20

Supported by DIEDC, produced by Thomson Reuters, and in collaboration with DinarStandard, the annual State of the Global Islamic Economy Report examines the latest trends, developments, and statistics in six key sectors – Halal food, Islamic finance, Halal tourism, modest fashion, Muslim media and entertainment, and Halal pharmaceuticals and cosmetics.



Salaam Gateway

The Dubai Islamic Economy Development Centre (DIEDC), in partnership with Thomson Reuters, established Salaam Gateway, a global Islamic economy portal. A pioneering initiative for the Islamic digital economy, the portal serves as a reference for the Islamic economy industry. It contributes to monitoring the markets and growth in its key sectors.



Higher Sharia Authority for Islamic Banking and Financial Services

Managed by the UAE Central Bank, the Higher Sharia Authority for Islamic Banking and Financial Services will directly oversee the operations, products and contracts of Islamic banks, financial institutions and investment firms, as well as the Islamic financial market. The Authority will also set accounting standards for Islamic banks, develop a monitoring and inspection system for takaful insurance providers in Dubai, as well as establish guidelines, and provide certification for Islamic auditing.

HALAL REGULATION & COMPLIANCE GLOBAL LEADERSHIP



Emirates Authority for Standardization and Metrology (ESMA)

The sole standardization body in the UAE, it is responsible for the formulation and issuance of national standards, as well as the adoption of international standards. It is also responsible for granting accreditation to different certification and inspection bodies, in addition to giving the Emirates Quality Mark and the Halal Mark.



Awqaf International Organization

Instituted by Awqaf and Minors Affairs Foundation (AMAF) in collaboration with the Dubai Islamic Economy Development Centre (DIEDC) and the Mohammed bin Rashid Global Centre for Endowment Consultancy, the Awqaf International Organization is a pioneering initiative that is mandated to enhance the role of endowments in the development of societies worldwide.



International Halal Accreditation Forum

The Emirates Authority for Standardization and Metrology (ESMA) oversees the International Halal Accreditation Forum, which aims to establish an internationally recognized system for Halal compliance evaluation practices, and help member countries develop their own accreditation infrastructure.



Dubai as a Takaful Hub

As a strategic partner of the Dubai Islamic Economy Development Centre (DIEDC), Dubai International Financial Centre (DIFC) promotes Dubai as a hub for takaful and retakaful insurance by attracting relevant companies and working on strengthening the representation of the sectors in the city. In line with the initiative, DIFC has participated in numerous events, such as the World Takaful Conference and the Global Islamic Economy Summit.



Emirates International Accreditation Center

As a strategic partner of the Dubai Islamic Economy Development Centre (DIEDC), Dubai Municipality is supervising the establishment of the Emirates International Accreditation Center. EIAC as a UAE governmental accreditation body located in Dubai that grants accreditation to Conformity Assessment Bodies worldwide while adhering to international standards.

Insurance Association

Dubai International Financial Centre (DIFC) also established the Insurance Association, a non-profit organization that will develop a commercial plan for takaful insurance in collaboration with takaful and retakaful companies. The Association will also work with clients and Dubai Financial Services Authority (DFSA) to analyze the market's needs, compile critical findings, and provide recommendations.



Emirates National Accreditation System

As a UAE Federal Halal accreditation body, ENAS provides accreditation services and related activities to conformity assessment bodies, which strengthen business competitiveness and help overcome technical barriers to trade. It holds national and international memberships in IHAF, ILAC, APAC, ARAC, and SMIIC.



Hamdan Bin Mohammed Smart University (HBMSU)

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of Dubai Executive Council, and President of Hamdan bin Mohammed Smart University (HBMSU) launched the Dubai Centre for Islamic Banking and Finance in support of efforts to promote Dubai as the global capital of Islamic economy. The institution's offering rests upon three premises: human capital development, research, and community service.

ISLAMIC FINANCE ECOSYSTEM



Dubai Global Sukuk Centre

The Dubai Global Sukuk Centre Initiative was launched in late February 2013 to transform Dubai into a leading global hub for the issuance, listing, and trading of Sukuk.



Islamic Economy Fiqh Forum

Managed by the DIEDC's strategic partner, the Islamic Affairs and Charitable Activities Department (IACAD), the Islamic Economy Fiqh Forum is a contemporary jurisprudence forum that aims to promote Dubai as the global capital of Islamic economy, discussing emerging economic issues and contributing to setting rules and regulations for the Islamic economy. The forum will also provide an intellectual foundation for making Islamic products available around the world and publish scientific studies on the Islamic economy.

HALAL ECONOMY STARTUP SUPPORT



Incubator for Digital Islamic SMEs

Dubai Silicon Oasis Authority (DSOA) established the Dubai Technology Entrepreneur Centre (DTEC). The 3,600 sqm hub that opened its doors in December 2015 provides an ideal business environment for start-ups to create solutions that meet the demands of the Islamic economy with a particular focus on Arabic online content.



Fund to Support Islamic Economy SMEs

The Department of Economic Development (DED) in Dubai, in collaboration with Mohammed Bin Rashid Establishment for SME Development, has established a fund to support national entrepreneurs who aspire to contribute to the development of the Islamic economy.

HALAL LIFESTYLE ECOSYSTEM



Development of Islamic Design and Fashion Industry

In line with Dubai Fashion 2020 strategy, the Dubai Design and Fashion Council is poised to elevate Dubai to a global hub of Islamic design and fashion by introducing a conservative fashion platform at Dubai Fashion Week, in addition to launching a series of initiatives that will enhance the Islamic design and fashion industry in Dubai.



Global Classification for Family Hotels

Dubai Department of Tourism and Commerce Marketing (DTCM) is striving to improve the city's competitiveness in the family tourism arena by implementing classification for hotels that provide services catering specifically to families, similar to the global hotel classification system. The initiative, launched per Decree No. 17 of 2013 on licensing and classifying hotel establishments in the Emirate of Dubai, supports the city's vision to attract 20 million visitors by 2020 in addition to becoming a favorite destination for families from across the world.

HALAL ECONOMY MARKETING & DISTRIBUTION RESOURCES



The Halal Trade & Marketing Center

The Halal Trade & Marketing Center (HTMC) is a global business development center focused on the Halal economy opportunities for the industry which includes manufacturers, suppliers, distributors and retailers of Halal products and services. It serves as a one-stop shop for all their marketing intelligence, Halal compliance and growth support services needs through its service partners network.

HTMC was co-founded by DAFZA and DIEDC to fulfill an identified gap of enabling Halal industry companies to grow in the Halal space. Its goal is supporting organizations worldwide to grow to the next level of their Halal journey.



DAFZA

Established in 1996, DAFZA is regarded as a free zone that goes beyond and a major driver of Dubai's successful growth as a global logistics and commercial hub. It is integral to the success of the Government of Dubai's strategic plan to transform the emirate into an investment-driven economy.

DAFZA is home to more than 1,600 registered companies from various industries, and 15,000 professionals who benefit from a business-focused regulatory and tax environment that offers total ownership, full repatriation of earnings and a range of services and facilities all combine to make DAFZA a one-stop destination for all requirements.



Gulfood

First held in 1987, it is the world's largest annual food and hospitality exhibition, featuring local and international entities specializing in Halal food products, catering to more than one billion Muslims around the world.



Halal Expo

The world's biggest annual Halal food sourcing trade event held yearly as part of Gulfood, and featuring nearly 1,000 certified suppliers.



Partnerships with International Museums to Showcase Islamic Art

As a strategic partner, Dubai Culture and Arts Authority supports the city's status as a global Islamic art hub through building partnerships with international museums and specialized bodies, as well as individual collectors of Islamic art to be showcased in Dubai.

The initiative aims to highlight the importance of art patrons for preserving Islamic cultural heritage in the UAE, raise awareness of Islamic history and culture, and promote Islamic art among the public.

Global Islamic Business Excellence Centre (GIBEC)

The Department of Economic Development (DED) in Dubai unveiled the "Global Islamic Business Excellence Centre" (GIBEC), which aims to expand Islamic economic activities beyond Islamic finance and contribute to the development of an Islamic business ecosystem in line with the emirate's Islamic economy capital initiative. The Centre will also institute the 'Global Islamic Business Excellence Awards' to promote best practices and excellence among organizations and enterprises conducting their business based on Islamic values.



Islamic Management and Governance Centre

The Dubai Department of Economic Development (DED) signed an agreement with Hawkamah, an institute for corporate governance based in Dubai International Financial Centre (DIFC), to collaborate on the establishment of the Islamic Management and Governance Centre and implementation of its future activities. The initiative aims to develop the Islamic economic system and enhance its competitiveness by unifying measures and standards that govern the legitimacy of its operations and products, as well as setting up regulatory bodies that will provide a legal reference for the practices of Islamic finance institutions.

Partnerships with Global Auction Houses to Develop Islamic Art Trade

Dubai Culture and Arts Authority is building partnerships with international auction houses to develop Islamic art trade and to bring Islamic art collections to the city.



Dubai International Calligraphy Exhibition

Organized by the Dubai Culture and Arts Authority, the Dubai International Calligraphy Exhibition showcases exceptional works of prominent classical calligraphers as well as contemporary artists. Accompanied by a variety of workshops and specialized lectures by calligraphy experts, the month-long event also provides a fascinating educational experience.

The initiative aims to promote the ancient art and expand its use in various fields, encourage cultural exchange with artists from different corners of the Arab world, and introduce the rich heritage of Arabic and Islamic calligraphy to visitors.

Promotional Campaigns for Family Tourism

The Dubai Department of Tourism and Commerce Marketing (DTCM) seeks to actively promote Islamic-themed family tourism in the city by organizing events of interest to the whole family, including Ramadan and Eid celebrations, in addition to the Dubai Shopping Festival, Dubai Winter Festival,

Attracting Investment in Family Tourism

As part of its effort to support the Dubai: Capital of Islamic Economy initiative, the Dubai Department of Tourism and Commerce Marketing (DTCM), in cooperation with the Dubai Islamic Economy Centre (DIEC), is researching and developing a plan to attract direct local and foreign investment in family tourism, targeting the private sector and setting the standards for halal accommodation in Dubai.

The Department of Economic Development (DED) and Foreign Direct Investment Agency (FDI) are assisting in identifying potential incentives and an optimal deployment approach.

Family Travel and Tourism Section at Arabian Travel Market

In line with the effort of the Dubai Department of Tourism and Commerce Marketing (DTCM) to promote Dubai as a family tourism destination, the annual Arabian Travel Market received a new addition in the form of a dedicated Family Travel and Tourism section. The 23rd edition of the region's leading travel industry showcase attracted more than 36,000 visitors and over 2,800 exhibitors in four days.

Halal	Lawful	Religiously permissible according to Islamic law.
Haram	Unlawful	Religiously impermissible according to Islamic law.
Islam	Submission/Surrender	The religion of the Muslims, a monotheistic faith regarded as revealed through the Prophet Muhammad (Peace be Upon Him)
Shariah	Islamic Law	Islamic law as set forth in the Quran and traditions of the Prophet (Peace be Upon Him)
Shariah-compliant	In accordance with Islamic Law	An investment fund which meets all of the requirements of Shariah law and the principles articulated for "Islamic Finance."
Sukuk	Shariah-compliant Bond	A term used in contemporary Islamic finance to describe financial certificate equivalents to conventional debt issuances such as bonds. However, unlike debt issuances, Sukuk holders are the legal and/or beneficial owners of the underlying assets.
Takaful	Islamic Insurance	Takaful is a type of Islamic insurance, where members contribute money into a pooling system in order to guarantee each other against loss or damage.
Tayyab	Good, pure	A thing or act that is good and pure.
Waqf	Charitable Trust	Endowment. Also can be referred to as 'Awqaf'. Acts as an agent (wakeel) for another party

ACRONYMS & ABBREVIATIONS

AED	United Arab Emirates Dirham	GAC	GCC Accreditation Center
CAGR	Compound Annual Growth Rate	GCC	Gulf Cooperation Council
DAFZA	Dubai Airport Free Zone Authority	GDP	Gross Domestic Product
DED	Department of Economic Development	IFDC	Islamic Fashion Design Council
DFM	Dubai Financial Market	IMF	International Monetary Fund
DIEDC	Dubai Islamic Economy Development Centre	JAKIM	Department of Islamic Development (Malaysia)
DIFC	Dubai International Financial Centre	LLC	Limited Liability Company
DSM	Department of Standards (Malaysia)	MENA	Middle East and North Africa
DWB	Dubai World Central	MFT	Muslim-Friendly Tourism
DXB	Dubai International Airport	OIC	Organization of Islamic Cooperation
EIAC	Emirates International Accreditation Centre	SME	Small and Medium Enterprises
ENAS	Emirates National Accreditation System	SMIIC	The Standards and Metrology Institute for the Islamic Countries
ESMA	Emirates Authority for Standardization and Metrology	USD	United States Dollar
FDI	Foreign Direct Investment		
FZCO	Free Zone Company		

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