

DMCC



ANNUAL REPORT 2020

**MADE
FOR
TRADE**

DMCC IS

MADE FOR TRADE

It is why we are
consistently recognised as
the world's flagship Free
Zone and enterprise hub.



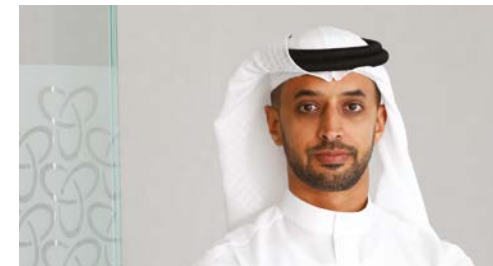
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“Despite the countless challenges at our doorstep, the UAE’s visionary leadership and prompt and decisive actions meant that our economy remained resilient throughout 2020. DMCC’s strong performance, which saw 2,025 companies set up in our Free Zone during a global crisis, is a clear indication that the UAE and Dubai remain the chosen place to do business.”

Ahmed Bin Sulayem
DMCC Executive Chairman
and Chief Executive Officer
DMCC

A message from the Executive Chairman and Chief Executive Officer, Ahmed Bin Sulayem



During a period shaped by unprecedented change, market uncertainty, geopolitical tension and a global pandemic, 2020 proved to be a challenging year for all. Despite the difficult context, the resilience of DMCC’s business strategy saw the organisation maintain its leadership position and continue to attract, facilitate and promote global trade flows to and through the emirate of Dubai.

We have all heard it countless times before but 2020 really was a year unlike any other. March saw the world turn into unknown territory and chaos as lockdowns were announced in most countries. The future looked bleak and uncertain for all.

Here in the United Arab Emirates the authorities were swift in their response to COVID-19 and immediately put measures in place to protect residents across the seven emirates.

Securing the public’s wellbeing was of course paramount but very few could have predicted the unprecedented impact to business. The restrictions brought about by the pandemic put most industries under immense pressure as companies of all sizes and sectors were forced to navigate the complexities of the ‘new normal’.

Without question global trade was dealt a significant blow and the road to recovery would be long.

None of these realities were lost on DMCC, and that is why we knew it was critical to

do everything we could in 2020 to protect our workforce, safeguard the community and support our members. Our teams worked tirelessly throughout the year to implement the changes that would secure the Jumeirah Lakes Towers (JLT) district and all who live, work and visit the area.

We also knew that it was more important than ever before to deliver against our ambitious business objectives and ensure the organisation continued to move forward, remove barriers to trade and attract investment to our shores.

In 2020 we surpassed 18,000 member companies and broke company registration records in the process. New initiatives were launched, existing flagship projects progressed at pace and the release of our largest ever commercial support package ensured that both new and current DMCC members were supplied the help they needed to do business.

Claiming a record sixth consecutive Global Free Zone of the Year award from the Financial Times’ fDi magazine was of course a highlight in 2020 for the organisation. However, what was more impactful was the resilience of our commercial operation and its ability to adapt and grow despite incredibly difficult circumstances.

Everyone connected to DMCC should be proud of its performance in 2020 and guided by the vision of the UAE Leadership, we will maximise the progress made to reach new heights in 2021.

Ahmed Bin Sulayem
Executive Chairman and
Chief Executive Officer
DMCC

What we do

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities.

Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai district, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive.

Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and into the future.



How we do it

Made for Trade, we have firmly established Dubai as a leading trade hub for international commodities and the world's fastest-growing Free Zone.

Providing one of the most comprehensive eco-systems for trade, we promote and facilitate trade across a range of goods from gold, diamonds and precious metals to tea, food and industrial sectors.

As home to major multinationals and start-ups, we connect more than 18,000 businesses with the world-class services, leading infrastructure and vibrant community they need to thrive and succeed.

A view from the top

DMCC witnessed significant growth in 2020. Despite the unprecedented challenge presented by COVID-19, DMCC exceeded ambitious business goals and delivered above target.

Laser focused on customer centricity, DMCC accelerated digital solutions, provided customer relief and strengthened service deliver, as the organisation reinforced its reputation as a world leading Free Zone and state-of-the-art trade and enterprise hub.

With interest from 149 markets, DMCC's international appeal elevated to new heights in 2020, as did the appeal of its Jumeirah Lakes Towers (JLT) community as a place to live, work and play.

2020

DMCC voted world #1 Free Zone for the record sixth consecutive year by the Financial Times' fDi Magazine.



Companies in the Free Zone

2,025

New company registrations

the highest annual growth since 2015

8,000+

member companies availed over 13,000 commercial offers and incentives in 2020 through DMCC's largest ever business support package launched during the pandemic.

95

per cent of new companies that form a company in DMCC, start their journey digitally.

18,000+

Registered companies in total

250,000+

downloads of the Future of Trade – DMCC's flagship thought leadership report



DMCC had the honour of hosting His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai in June for a tour of the DMCC Tea and Coffee Centres.

Home to some of the world's leading companies

	Alcatel-Lucent 		
ASSA ABLOY			BVLGARI
		 中國建築	 中国港湾 CHINA HARBOUR
			DE BEERS
		DURACELL	dyson
		FROST & SULLIVAN	

			
	Hisense	HUDA BEAUTY	
	 Louis Dreyfus Company		
			
SANOFI 	 山东电建		
	TATE & LYLE	TRAFIGURA	Whirlpool

IN NUMBERS

- 100,000+** People live and work in DMCC's Jumeirah Lakes Towers (JLT) district
- 60,000+** People are employed within the Free Zone
- 600+** F&B outlets within the JLT community
- 7.7** Companies register and join DMCC every single working day
- 28%** Annual growth rate over the decade
- 11,000+** Attendees registered and joined DMCC's 83 virtual webinars
- 20%** Year-on-year increase in Chinese companies joining the Free Zone
- 149** Companies in 149 different countries expressed interest in setting up a business in DMCC through the Business Support Package



TRADE HIGHLIGHTS



Gold

DMCC supported the UAE Ministry of Economy in developing the new UAE Good Delivery Standard to enhance the UAE's position as a leading hub in the global gold and precious metal trading landscape.



DGCX

12.73M

contracts traded and a total value of **AED 1,177.73 billion** (USD 320.69 billion)



DMCC Coffee Centre

7M

A record breaking year

kilograms of coffee were processed and handled by the Centre



DMCC Tea Centre

40,000

metric tons were transacted through the Centre

**NAMED THE
WORLD'S LEADING
FREE ZONE**
by the Financial
Times' fDi magazine
for a record sixth
consecutive year.

The Number One Free Zone in the World

DMCC was awarded Global Free Zone of the Year 2020 by Financial Times' fDi Magazine for a record sixth consecutive year. DMCC also received the award for Middle East Free Zone of The Year.

100 free zones were reviewed by the Financial Times' specialist editorial team during the competition, including a high concentration of peers in the Middle East region.

Candidates were assessed against a range of criteria including growth rate, services, products and facilities available and importantly, the launch of new key initiatives supporting companies in the free zone.

With increased competition year-on-year, the accolade is testament to DMCC's continued commercial appeal and ability to attract businesses of all sizes to its Jumeirah Lakes Towers (JLT) community.

Commenting on the award, Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC said:

"Receiving this prestigious award for a sixth time is a special moment for everyone connected to DMCC. 2020 has placed immense pressure on us all, but this award reassures us that we are on the right track."

By working together and constantly striving for higher standards, we have come to embody Dubai's hard work and ambition as a global centre for trade that embraces all businesses that share our vision."



Free Zone

Located in the heart of Dubai, DMCC is a vibrant business hub that continues to be recognised as the future of trade for commodities and enterprise.

DMCC accelerated its international outreach and digitalisation of services to enhance the organisation's performance and further evolve Free Zone policy to remain best in class over its peers.

The global pandemic naturally had an impact on the global business climate. However, DMCC was swift in its response to COVID-19 to support its business community, as well as protect the health and safety of the 100,000+ people living and working in the JLT community. Much needed support came to the rescue to both new and existing member companies through an unprecedented stimulus package.

Overview of key achievements:

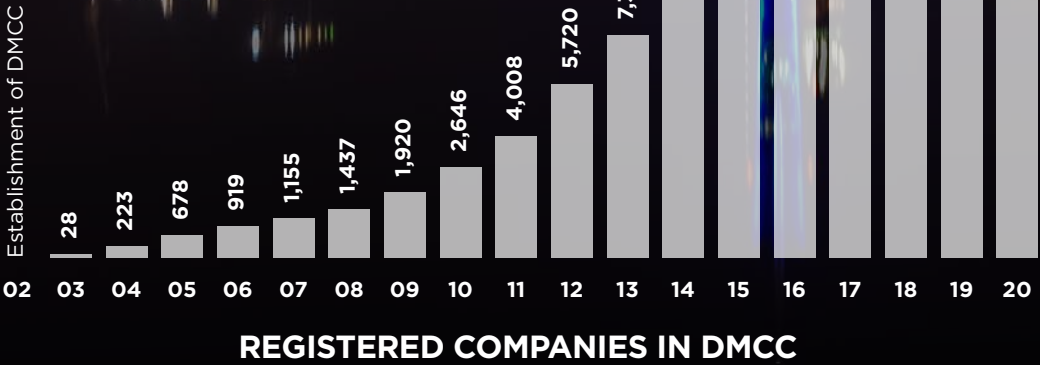
- 2025** – new companies registered in 2020, DMCC's strongest performance in 5 years
- 92%** – overall member company satisfaction score resulting from the quarterly DMCC Customer Satisfaction Survey
- Business Support Package** – Launched in March and represented the largest stimulus initiative of its kind in DMCC's history

- 8,000+** – member companies engaged with the Business Support Package
- 13,000+** – offers were made available
- 149** – Companies from 149 different countries expressed interest in setting up a business in DMCC
- Digital** – DMCC enhanced its seamless, digital company set-up experience with 95 per cent of new companies in the Free Zone starting their journey with DMCC online
- 19** – Virtual Made for Trade Live roadshow events took place and engaged with key markets across the world
- 83** – Networking events and learning seminars were held for DMCC members
- 11,000** – attendees participated in DMCC online events in 2020
- 20%** – year-on-year increase in Chinese companies joining DMCC
- China Service Centre** – Officially opened in Almas Tower with Mandarin onboarding support
- China Representative Office** – Officially opened in Shenzhen to accelerate growth of China FDI into Dubai, and enlarge the presence on the ground

2,025

A record breaking 2,025 new companies joined DMCC in 2020

- 90%** – member retention rate in 2020
- 55%** – reduction on customer on-boarding time
- AED 21 million** – refunded AED 21M in bank guarantee to 7170 employees through the new Member Employees Protection Insurance programme
- 64,992** – clients served at the DMCC Client Service Centre with 90% completing requests in less than 15 minutes
- 93%** – of customers satisfied with new company on-boarding process
- 149** – Expressions on interest in setting up a company in DMCC were received from 149 different countries through the Business Support Package



Property

Located in the heart of Dubai, DMCC's Jumeirah Lakes Towers (JLT) district is a unique destination and vibrant business hub.




DMCC is a global leader in facilitating commodities trade but it is also the master developer of JLT with an innovative property strategy and vision for the surrounding community.

Living and working in the Jumeirah Lakes Towers (JLT) community is ideal because of its location and multiple choice of things to do. From leisure and recreation, retail, hospitality, dining and outdoor activities, everything is within close proximity.

JLT is home to five hotels, two universities, 87 commercial and residential towers, parks and running tracks, over 600 retail outlets with more than 300 restaurants and cafés.


2020 was an exceptional year for DMCC's property initiatives despite the general downturn in the regional market downturn and the disruption caused as a result of COVID-19.

Overview of key achievements:


-  **Uptown Tower** – Construction of Uptown Tower surpassed the 40 per cent mark following the completion of design works.
-  **Uptown District** – Completed extensive review of Uptown District Masterplan and developed rationalized options to significantly reduce capital requirements and improve projected financial returns. Commenced discussions with potential investment partners.
-  **Retain and attract** – Maintained high occupancy levels across DMCC's lease asset portfolio, signed substantial

lease extensions with key tenants, executed deals and commercial agreements with several well-known F&B brands including McDonalds, Starbucks, London Dairy and Tom & Serg. Completed the refurbishment of 19 new premium offices in J&G Complex and Silver Tower.

-  **Smart, Sustainability & Technology Implementation** – Successfully implemented several smart district initiatives such as smart parking sensors, smart street lighting, BMS & Energy Management upgrades and smart district platform enhancements. Also completed energy saving retrofitting initiatives in OneJLT. Progressed partnership discussions to implement solar car shares throughout the JLT district..

-  **JLT Gas Network** – All phases completed. Various actions were taken during 2020 to encourage adoption of the Gas Network by retailers and these are now beginning to result in a significant increase in service uptake.

-  **Cash Generation, Land Valuation & Recurring Income Growth** – Sold two land plots in EZ3, created several new standalone land plot opportunities for long-term leasing and to increase land-bank portfolio value, negotiated a 33-year lease deal for a school plot in EZ4 and completed a 15-year land lease deal for a new state-of-the-art medical facility.

-  **Community enhancement** – 2020 saw DMCC increase its JLT community facilities and F&B footprint. Groundwork was put in place to enhance the JLT landscape, expand its F&B offering and launch new facilities (including a mosque, clinic and school) in 2021 and beyond.

Commodities

Attracting, facilitating and promoting global commodity trade through Dubai.

Tasked by the Government of Dubai. DMCC is the region's dedicated global trading centre and thriving marketplace for commodities, financial services and a growing range of specialist industries.

Since its inception in 2002, DMCC has specialised in precious metals and stones as well as energy, agriculture among others. Complementing expertise in global commodities, DMCC offers a comprehensive range of world-class financial services, trading resources and investment platforms to assure access to all the facilities and support needed to trade confidently and efficiently.

Activity and achievements in 2020 reflect the broadening scale of DMCC's commodity specialisms and ability to appeal entice new and exciting commodity trade flows.

Overview of key achievements:



Diamonds

- DMCC unveiled the world's largest diamond trading floor, including 41 tables that can host 200 buyers at one time.
- The Dubai Diamond Exchange has over **1,000** company members from across the entire diamond supply chain
- The Dubai Diamond Exchange (DDE) successfully held **19** rough and polished diamond tenders in its Almas Tower facility
- DDE also hosted its first emerald tender
- DDE hosted the largest rough diamond tender ever to take place in the UAE

- Over 250 companies participated with 500 individuals taking part
- DMCC signed a collaboration agreement with the Israel Diamond Exchange (IDE)
- Strategic agreements and MoUs were also signed with MoU with Guangzhou Diamond Exchange (GZDE)
- An impactful digital campaign was launched to invited diamond world to Dubai by setting up in DMCC.
- International 'Dubai – the future of diamonds' campaign launched.



UAE Kimberly Process Office

- **AED 39.55 billion** (USD 10.77 billion) worth of rough diamonds were traded through UAE Kimberly Process Office
- The UAE Kimberly Process retained its ISI 9001-2015 accreditation and continues to be the only KP participant country to hold such an accreditation.



Gold

- UAE Gold Bullion coin international promotional campaign and online store launched.
- DMCC supported the UAE Ministry of Economy in developing the new UAE Good Delivery Standard to enhance the UAE's position as a leading hub in the global gold and precious metal trading landscape.



Dubai Design Academy

- The Dubai Design Academy (DDA) adapted swiftly in line with the restrictions in place on account of COVID-19 and staged a range of safe seminars and workshops to students and stakeholders.
- DDA engaged with larger audiences than ever to attract students and collaborated with key organisations and universities to enhance the programme throughout the year.



Tea

- **40 million** kilograms of tea were transacted through the Centre.
- The DMCC Tea Centre had the honour of hosting in June of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates (UAE) and Ruler of Dubai.



Coffee

- The Centre successfully surpassed all volume expectations and facilitated coffee shipments worth in excess of **AED 250 million** (USD 68 million) during the year.
- **7 million** kilograms of coffee were processed and handled by the Centre.
- The DMCC Coffee Centre had the honour of hosting in June of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates (UAE) and Ruler of Dubai.



DMCC Tradeflow

- The platform recorded a record total value of **AED 744 billion** (USD 202 billion), an increase of **121 per cent** in 2020.

- 28 new members onboarded including 12 leading financial institutions.
- DMCC Tradeflow's Islamic products transaction value by rose by 128 per cent.
- Major upgrades in transaction processes were undertaken to enhance user experience.



Agriculture

- In August, DMCC launched the Agriota e-Marketplace, a technology-driven agri-commodity trading and sourcing platform that uses blockchain to help bridge the gap between millions of rural farmers in India and the UAE's food industry.
- The launch was attended by His Excellency Pavan Kapoor, Ambassador of India to the UAE and focused on how the Agriota platform will positively impact the UAE's food security and economy and the way in will also boost trade ties with India.
- Over **92,000** farmers registered on the platform to date.



Food Trade Group

- DMCC's Food Trade Group (FTG) continued to operate as a dynamic industry network group by connecting members and supporting the emergence of collaborative opportunities.
- FTG successfully hosted five virtual networking webinars and information sessions for its

3 years in a row
**Exchange of the
 year (MENA)**



**INTERNATIONAL
 AWARDS 2020**

**Exchange of the Year
 - Middle East and Africa**

Dubai Gold & Commodities Exchange

DGCX (Dubai Gold and Commodities Exchange)

2020 was a particularly special year for DMCC's subsidiary DGCX – the largest and most diversified derivatives exchange in the Middle East.

Not only did DGCX celebrate its fifteenth anniversary but its outstanding performance was characterised on receiving the prestigious 'Exchange of the Year' award at the FOW Global Investor MENA 2020 event for a third consecutive year.

Overview of key achievements:

- **12.73 million** contracts traded and a total value of **1,177.73 billion** (USD 320.69 billion) - 48,971 Average Daily Volume (ADV), 220,504 lots Average Open Interest
- The total notional value traded on DGCX is **USD 2-3 billion** every working day.
- Australian Dollar Futures (AUD) Contract was the best performing product in 2020, which traded over **206,000 million** contracts, up **4694%** year-on-year.
- Expanded its INR Product Suite with the launch of a Weekly INR

Futures Contract to provide market participants with greater short-term hedging opportunities.

- Launched the region's first FX Rolling Futures Contracts, which consists of the Euro, Pound Sterling and Australian Dollar against the US Dollar.
- A major market technology agreement was signed with Nasdaq Technology AB to provide DGCX with a full suite of integrated marketplace solutions.
- Became a signatory of the Women's Empowerment Principles (WEPs), an initiative by United Nations (UN) Women and UN Global Compact dedicated to promoting women's empowerment.
- Elected as a member of the Arab Federation of Exchanges (AFE) Business Development Committee

Telling our story

Our community

DMCC is a world leading commercial hub but its Jumeirah Lakes Towers (JLT) district is also continues to be one of the most dynamic and appealing residential communities in the country.

Home to over **100,000** people who live and work in JLT, DMCC expanded and elevated its outreach and engagement programme with the community by offering an unprecedented number of activities and initiatives.

Crucially, DMCC also has a responsibility to protect the JLT community. DMCC acted swiftly to secure the health, safety and wellbeing of everyone connected to JLT by rolling out all possible procedures and precautions to tackle COVID-19.

Overview of key achievements:

- Dedicated JLT community social media channels, including Facebook, Instagram and Twitter launched.
- Successful management of the DMCC Fitness Hub, a key partner of the 2020 Dubai Fitness Challenge.
- 49th UAE National Day Parade celebrations and JLT Festive Walk staged.
- A new JLT Restaurant Directory directly launched to support the community's F&B outlets.
- The dedicated COVID-19 information and guidance page on DMCC's website generated over **11,900** views.
- JLT residents and members received over 40 emails highlighting and explaining the very latest official health and safety protocol.



Our brand

The DMCC brand was stronger than ever before in 2020. A combination of exceptional business performance, successful local and international marketing campaigns and impactful industry engagement by the DMCC senior leadership team ensured that the DMCC brand resonated with key audiences.

- DMCC's largest commercial discount campaign in its near two-decade history certainly raised awareness of the organisation to new markets both and home and abroad.
- Engagement with local and international press on a range of subjects and announcements helped generate results that exceeded expectations and evolved the DMCC brand – interviews with CNBC, Bloomberg and The National being particularly impactful.
- The marketing drive to promote a record fifth Free Zone of The Year award helped tell the story of DMCC internationally and drive interest in the corporate brand.
- 2020 also saw the much anticipated launch of DMCC's flagship thought leadership report, the Future of Trade. The project's finding were promoted far and wide and generated not only significant press interest but also over 250,000 views and downloads of the report – far exceeding results of the two previous editions.
- 2020 saw the much-anticipated launch of DMCC's flagship Future of Trade report. The third edition of the report represents a synthesis of global viewpoints on what the future holds based on research, data and interviews with business leaders and trade experts across eight key trade hubs.
- The report launch was supported by a comprehensive international marketing drive which led to record levels of engagement. The report, and associated documents, were downloaded and engaged with over a record **200,000+** times and served to strengthen DMCC's brand among important segments.
- Tracking market perception and brand awareness is key measuring success of activity and in 2020, DMCC once again commissioned market research firm YouGov to assess the landscape. Following a comprehensive local market questionnaire, the YouGov results in 2020 pointed to a rise in brand awareness and a marked improvement on the year before.



Brand survey

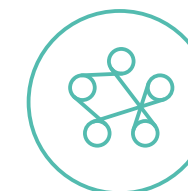
YouGov research for 2020 was commissioned by DMCC to truly understand the positioning of its brand.

Key take aways from independent brand survey

Top 5 associations with DMCC



Accessible



Dynamic



Trade



International



Innovative

Leading publications running DMCC stories



Future of Trade

Thought leadership plays a critical role in driving consideration and buying decisions for B2B clients.



2020 was the third edition of the Future of Trade report, the biggest report to date, and launched simultaneously in English, Arabic and Mandarin.



13.1M
impressions

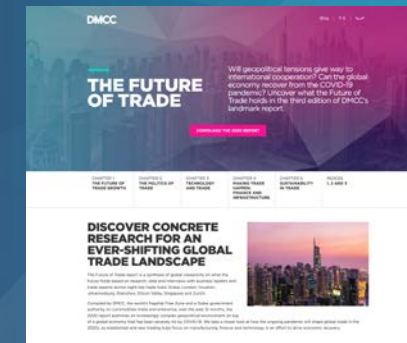


122K
emails opened



250K+
report views

New website (English)



New website (Mandarin)



New website (Arabic)



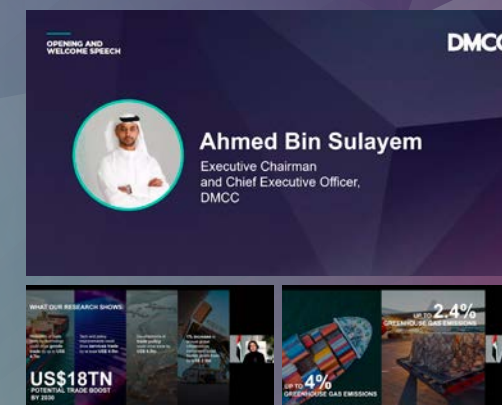
35+ animations and social media short videos



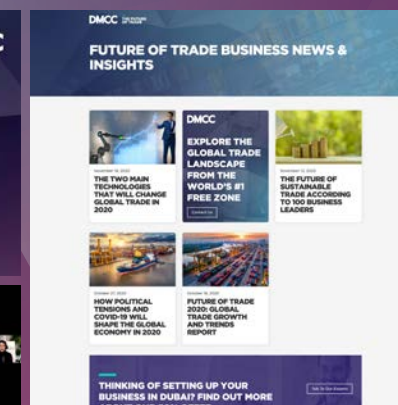
Zoom interviews with key stakeholders



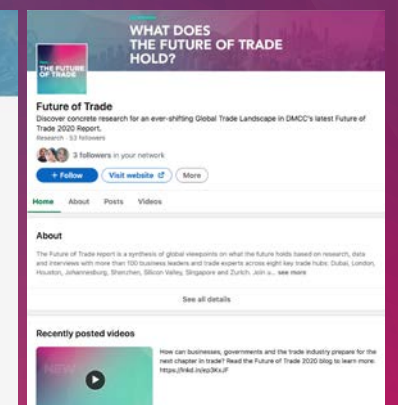
Virtual event



Blog



LinkedIn showcase page



COVID-19

The global pandemic required a comprehensive and holistic approach to internal and external communications with much of the groundwork already put in place by DMCC in H1 of 2020.

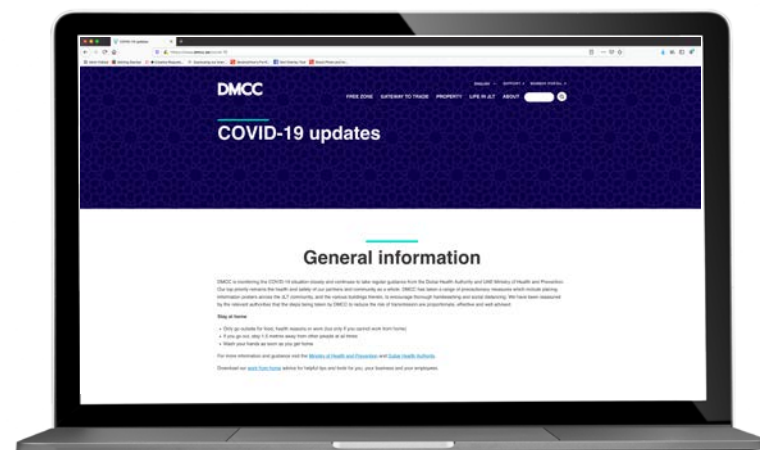
It was critical in the second half of the year to continue the conversation with relevant audiences and ensure all stakeholders that the situation was under control.

DMCC's Management, Security, Marketing and Free Zone teams continued to work in sync throughout 2020 and together, deliver a level of organisational performance that was simply unmatched by those within its field.

Member communication

Our members called for additional support during 2020 and DMCC duly responded. Marketing ramped up its communication with members and helped both, new and old avail the various discount packages on offer.

COVID-19 dedicated page on DMCC.AE



11,900+
page views

40+
emails sent to members

700+
communications guidance and calls with towers across JLT

Free Zone initiatives

Business Support Package for existing members and new companies

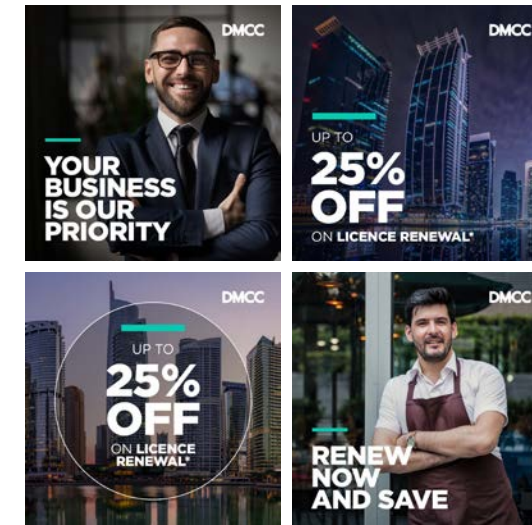
A dedicated COVID-19 page was developed collating all the updates and announcements, and making it easily accessible to all our members.

A robust support package was developed and rolled out to help both our existing members, and attract new companies looking to set up in Dubai and DMCC.

Existing members

A range of significant discounts and waivers on services and fees were launched to ease any financial pressures our members may be experiencing.

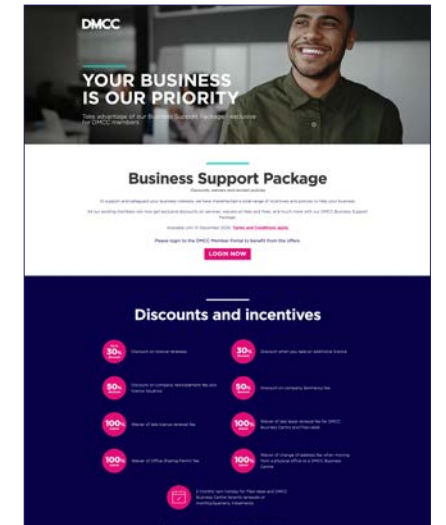
Social media



Email



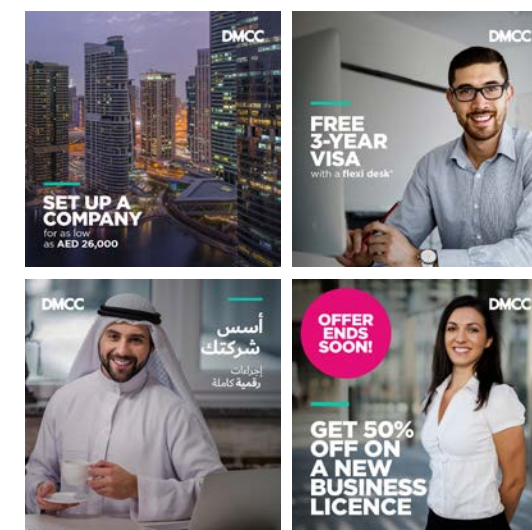
Landing page



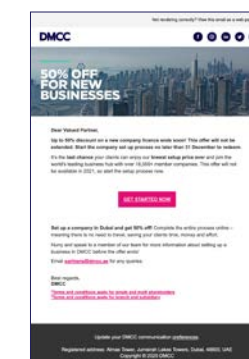
New companies

Up to a 50% discount was offered to new businesses looking to setup in DMCC. This significant reduction was implemented to ensure that registrations remained steady throughout the year and resulted in record-breaking months with the highest volume of new companies joining DMCC in both September and November.

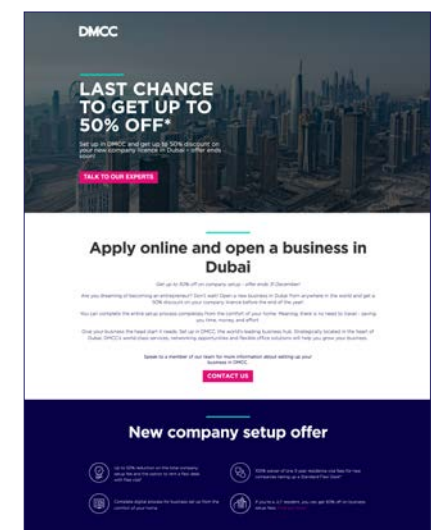
Social media



Email



Landing page





DMCC officially opens a representative office in Israel.



DMCC and Chengdu Hi-Tech signed an MoU to boost UAE-China trade ties.



DMCC signs a strategic partnership with CV VC and CV Labs, to launch Crypto Valley in Dubai.



A strategic membership agreement between DMCC and Al Khaleej Sugar for a new sugar trading platform in Dubai.



DMCC to attract new wave of innovation to Dubai through agreement with Innnoway.



DMCC signs MoU with Guangzhou Diamond Exchange to boost diamond trade between Dubai with China.

Our connections

To advance its mandate and drive global trade through Dubai more than ever before, DMCC increased its engagement programme and forged collaborative agreements with key organisations across the world. Overview of key agreements reached:

- Representative office opened in Tel Aviv to boost Israeli trade through UAE.
- DMCC's Dubai Diamond Exchange and Israel Diamond Exchange sign landmark agreement to boost regional trade.
- DMCC and Emirates NBD partner to increase ease of doing business in Dubai.
- DMCC to attract new wave of innovation to Dubai through an agreement with Innnoway – the Beijing Government-backed innovation and start-ups hub.
- MoU signed with the Guangzhou Diamond Exchange (GZDE), establishing a strategic partnership with one of China's leading international diamond trading platforms and communities.
- Master Service Agreement signed with Dubai Insurance Company (DIC) to introduce a new Employee Protection Insurance programme for all DMCC and member company employees.
- Strategic membership agreement signed with Al Khaleej Sugar and Universa to boost sugar trade through the UAE.
- Partnership signed with CV VC and CV Labs, to launch Crypto Centre – a new and innovative ecosystem for cryptographic, blockchain and distributed ledger technologies in Dubai.

The DMCC event programme shifted focused on account of COVID-19 and prioritised online gatherings, briefings and networking sessions. Overview of the 2020 event schedule:

	15 Almas Conference Centre events
	4 JLT community events
	21 JLT community webinars
	19 Made for Trade Live roadshow events
	83 DMCC member company webinars
	67 events for DMCC and third-parties
	119 dedicated webinars for companies, staff and the JLT community
	10,195 combined attendees of all events
	94,483 total of attendees at exhibitions
	11,372 total attendees of webinars

Our impact

DMCC understands that its role in enabling trade influences economies which puts it in a position to safeguard communities and the local environment.

The multidimensional nature of DMCC's influence provides a unique opportunity to champion responsible business and positive impact.

2020 represented a period of real progress for DMCC in this regard as its sustainability strategy continue to develop.

Overview of key achievements:

- **Materiality exercise conducted and engaged over 100 stakeholders resulting in an enhanced sustainability framework.**
- **Adopted 5C Sustainability Framework, along with the strategy that is structured across the three core pillars of 'Sustainable City', 'Responsible Business Ecosystem' and 'Operational Excellence'.**
- **Expanded the work of DMCC's Sustainable Development Goals Steering Committee (SDG SC) resulting in company-wide adoption of sustainability practices, KPIs, targets and action plans.**
- **Published the annual DMCC Sustainability report which highlights DMCC's socio-economic and environmental performance against its 5C sustainability framework.**
- **Partnered with Evolvin' Women – a leading social enterprise – in becoming the latest recipient of a DMCC CSR license.**



“As a government authority, and the world’s leading free zone, we have long recognised this and placed sustainability at the core of our strategy. We have a responsibility to support the UAE and Dubai’s economic diversification agenda while ensuring we conduct our business in a sustainable way for the benefit of all our stakeholders.”

Ahmed Bin Sulayem
DMCC Executive Chairman
and Chief Executive Officer
DMCC

