



DMCC TOURS SWEDEN, THE UK AND CHINA TO ENGAGE WITH BUSINESS COMMUNITIES ABROAD AND ATTRACT FDI TO DUBAI

- *80 business leaders and senior delegates attend DMCC's first roadshow in Sweden to discuss opportunities of doing business in Dubai through DMCC*
- *DMCC returns to London to highlight the commercial opportunity presented by Dubai to UK firms in a post-Brexit Britain*
- *DMCC COO speaks at major Chinese Free Zone conference, to outline Dubai Silk Road strategy and UAE and China trade ties*

22 May 2019

DMCC – the world's flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – has completed three roadshows this month visiting Sweden, the United Kingdom and China highlighting the opportunities available through DMCC for companies seeking expansion to global markets through Dubai.

DMCC's senior management visited the cities of Gothenburg and Stockholm in Sweden for the first time with its Made for Trade Live international corporate roadshow. The events were held in partnership with the Swedish Trade and Investment Council ('Business Sweden'), and with the support of the United Arab Emirates Embassy in Sweden, and the Swedish Embassy in the UAE.

80 Swedish business leaders and senior delegates attended the events, and discussed wide ranging issues such as Dubai's economic growth, governance, regulation and trade; as well as DMCC's infrastructure, products and services, and the positive impact Expo 2020 Dubai will have on the city's local economy and the opportunity on offer to foreign companies.

The next stop on the Made for Trade Live roadshow was London. Staged in partnership with the London Chamber of Commerce and Industry, over 100 leading names of British business gathered in the room to discuss the opportunities for growth presented by Dubai. DMCC's position as a commercial hub and gateway to global trade flows was the focus of the discussion, especially within the context ongoing developments connected to Brexit. To date, there are over 1,400 British firms registered with DMCC.

"Our mandate at DMCC is to drive new trade flows to Dubai. These roadshows enable us to do just that by communicating the Dubai story and highlighting DMCC's commercial appeal to foreign businesses. Our first visit to Sweden was very successful, and we look forward to working more closely with the Swedish business community and building partnerships in a new market," said **Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC.**

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“With bilateral trade between the UAE and the United Kingdom expected to reach approximately AED 121 billion by 2020, it was important to visit London again this year. DMCC offers British firms an unprecedented opportunity to expand their enterprise, and the economic impact of Expo 2020 Dubai should be appealing to all ambitious companies looking to do business in this part of the world,” he added.

Peter Bishop, Deputy Executive Chief, London Chamber of Commerce and Industry, added: “The London Chamber of Commerce and Industry was delighted to partner with DMCC on this project. Representing the interests of London businesses, it made sense for us to support the latest Made for Trade Live roadshow, and communicate the tremendous opportunity in Dubai for British firms. Our members represent some of the finest businesses in the capital, and I was encouraged to learn of the support offered by DMCC to foreign companies seeking to do business in the Middle East, Africa and Asia and beyond.”

Feryal Ahmadi, Chief Operating Officer at DMCC was invited by the Chinese Government to speak at the International Forum on Free Trade Zones Development, a two-day forum in Hainan focused on promoting free trade. The event was organised by the China Council for the Promotion of International Trade (CCPIT) and The People's Government of Hainan Province.

“DMCC has become a commercial hub and a critical connection point for trade ties between the UAE and China. Committed to driving the next phase of commercial growth between the two countries, DMCC has embarked on a comprehensive strategy to attract Chinese firms to DMCC. We have launched a range of bespoke Chinese-language services that have seen a rise of Chinese companies set up in Dubai and register with DMCC. This is only the beginning and we look forward to creating more opportunity for Chinese firms in Dubai which will in turn, support China's Belt and Road Initiative,” said **Feryal Ahmadi, Chief Operating Officer, DMCC**.

Since its inception, DMCC attracted over 3,000 businesses from 17 cities around the world to its international roadshows. The programme brings together business leaders interested in expanding their home base and offers them insights into the commercial appeal of Dubai and the opportunities it offers for growth in the region and beyond.

About DMCC

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, 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 long into the future. www.dmcc.ae

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