



DMCC Joins the Nation in Celebrating the UAE's Golden Jubilee

- National Day marked with raft of activities and competitions in JLT Park
- Follows 50-day campaign with AED 50,000 worth of prizes

2 December 2021

DMCC – the world's flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – celebrated the United Arab Emirates' 50th National Day with a raft of activities that pay tribute to the nation's rich culture and heritage. To mark the Golden Jubilee, DMCC launched a 50-day celebratory campaign, culminating with a main event in the Jumeirah Lakes Towers (JLT) Park on 2 December.

The celebrations featured local celebrities and influencers, live performances of cultural dances, competitions, an Emirati food fusion competition along with various Emirati food stalls, and talent hubs showcasing different Emirati hand crafts. Rides, face painting and a special show kept children entertained throughout.

In the five weeks leading up to the nation's 50th anniversary, DMCC launched a Golden Jubilee Challenge, putting the knowledge of residents and visitors of the JLT community to the test for a chance to win over AED 50,000 in prizes. Totem poles were spread throughout the community with a QR code to enter the quiz. A total of over 1,000 people registered and tried their luck and the prize winners were announced at the celebrations.

On the occasion of UAE National Day, **Ahmed Bin Sulayem, Executive Chairman and Chief Executive Officer, DMCC**, said: *"Today, we celebrate 50 years of innovation and progress, paying homage to our young country's countless achievements and successes. Our founding father, the late Sheikh Zayed bin Sultan Al Nahyan, was a true visionary and his legacy is kept alive with the current wise leadership. We all have a duty to support them in looking at the Next 50 with the same determination and foresight, to ensure our nation remains a beacon of development and prosperity by staying true to our culture, heritage and values, and by repeatedly ensuring we make the impossible possible."*

DMCC's campaign forms part of a nationwide campaign to celebrate the UAE's 50th anniversary, organised by the UAE's Golden Jubilee Celebration Committee. Highlighting the deep connections between people and nature, the official celebration at the Hatta Dam will showcase the UAE's history, present and future.

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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