

Spanish League LaLiga Makes DMCC its MENA Base of Operations in Dubai

- *LaLiga to boost its presence in MENA market through DMCC headquarters*
- *DMCC supporting health and wellbeing amongst JLT community and wider region*
- *Follows record-breaking Q1 and April for number of member companies joining DMCC*

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DMCC – the world’s flagship Free Zone and Government of Dubai Authority on commodities trade and enterprise – has announced that LaLiga, the Spanish football league, has moved its MENA headquarters to DMCC’s business district.

From their new office at DMCC, LaLiga will be looking to engage with local football fans to understand their needs, increase participation in the sport and raise their brand awareness. The league has an on-the-ground presence through 11 offices in seven countries, where it works directly with local partners and competitions.

LaLiga will join over 19,000 companies in benefiting from the range of leading facilities and services offered by DMCC, all of which aim to increase the ease of doing business.

Feryal Ahmadi, Chief Operating Officer, DMCC, said: *“LaLiga joining DMCC is a great example of the strong international ties that we have established over the years. Our deep-rooted networks, alongside the range of world-class services and facilities, continue to attract world-leading organisations to Dubai. We’re also proud to be supporting an organisation that promotes health and well-being amongst the community, so we look forward to working with LaLiga to help them grow their operations in the MENA region.”*

Maite Ventura, Managing Director for MENA, LaLiga, said: *“By providing us with a first-class office space and all the business services we need, DMCC is making it easier for us to achieve our goals – get people involved with football and ultimately attract the next generation of sports fans to LaLiga. Success for us is seeing more young people playing the game, whether in our academies or out at their local park. It is about creating a sustainable football culture, and we feel DMCC is the perfect place for us to achieve that.”*



LaLiga was the first international football league to open an office in MENA in 2014 and has gained a solid following in the region, with over 24 million local social media followers. The MENA region is becoming an increasingly important market for the league. MENA's influence on the global sports industry is set to increase over the next three to five years, with a recent PwC study predicting almost nine per cent growth of its sports business by 2026.

The Spanish league joining [DMCC follows a record-breaking April in 2021](#), which saw 216 new businesses join the free zone – the highest recorded number for April in 7 years. Q1 2021 was also the free zone's best performance in seven years, with international outreach to key markets including Europe, China and India bringing new companies to Dubai.

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