



DMCC Collaborates with DP World for Official Launch of Fresh Water Norway in UAE

- Sustainable natural drinking water brand Fresh Water Norway launched in UAE through DP World's Global Market Access pillar and DUBUY – facilitated by DMCC
- Collaboration builds on prior agreement between DMCC and Fresh Water Norway targeting one billion litres of pure drinking water through Dubai every year for 50 years
- Latest collaboration enhances regional water security and trade in support of UAE Water Security Strategy 2036

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DMCC has collaborated with DP World to launch the Norwegian eco-friendly drinking water brand Fresh Water Norway in the UAE.

The announcement sees Fresh Water Norway partner with DP World's Global Market Access pillar and launch on the logistics giant's e-commerce platform DUBUY, enhancing regional security and trade flows of water. It comes following an agreement between DMCC and Fresh Water Norway in October 2022, in which both companies sought to explore the expansion of the water supply chain in the UAE.

Fresh Water Norway transports its pure drinking water in Tetra Pak cartons, which are made of 88% recycled materials and are themselves fully recyclable. They are produced using low CO2 emission production methods, and their rectangular design means that they can be transported more efficiently than traditional cylindrical plastic bottles to significantly reduce emissions during shipping. The water is sourced in Norway's Telemark basin, an award-winning water source which ranks among the best drinking water in Europe.

The UAE has invested heavily in the water supply chain as part of the UAE Water Security Strategy 2036. Total investments in new desalination plants across the UAE stand at over AED 7.3 billion, with a range of solar-powered water storage and recovery projects and reservoir projects also underway. DMCC is currently in the preparation stages of launching the DMCC Water Centre to further support the water supply chain and position Dubai at the forefront of water conservation.

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.

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