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إكسبو 2020

دبي، الإمارات العربية المتحدة

DUBAI, UNITED ARAB EMIRATES



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All Eyes on Dubai



Interview with Khalid Sharaf, Head of International Business Engagement, International Participants, Expo 2020 Dubai.

All eyes on Dubai with Expo 2020: in what way do you consider Dubai a global hub for business?

In half a century, the UAE has risen to global prominence as a cross-continental gateway, strategically located between east and west, north and south, with a proven track record in sustainable economic growth, facilitating partnerships, creating opportunities and maximising business value. World-class infrastructure and business-friendly regulatory frameworks have contributed to its appeal across a broad mix of global industries. The Emirates has one of the world's most dynamic and future-focused economies. It has also demonstrated its resilience in the last 18 months and remains a highly attractive destination for professional expatriates.

A strategic investment in the future of Dubai, Expo 2020 contributes to key economic initiatives undertaken by the UAE government, which includes UAE Vision 2021 and the UAE's Centennial Plan 2071.

Dubai is a synonym for innovation. How can small and medium businesses in Germany, Austria and Switzerland benefit from this dynamic innovation culture?

Emerging from a challenging global economic climate, there has never been a greater need for business, tech, and financial leaders to collaborate in the forging of new partnerships and acceleration of sustainable growth. Dubai, using Expo 2020 Dubai as its platform, provides a rare networking opportunity where the world is in one place.

Small and medium enterprise (SME) empowerment is a strategic priority for the UAE Government. For example, Expo 2020 Dubai is committed to acting as an enabler for SMEs by maximising their integration into the Expo 2020 Dubai supply chain. It

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has committed to deliver at least 20 per cent of its direct and indirect spend to SMEs, supporting overall efforts to foster long-term business growth.

Expo 2020 has a well-structured business programme that creates the right environment for innovation to blossom and for new partnerships to develop. We will be measuring the success of the event through the magnitude of impact it has on business, and the lasting legacy of this impact.

A vital part of Expo 2020's legacy is District 2020, where we are designing a post-event regulatory environment that removes or minimises the common hurdles businesses face while setting up in a new market. These new regulations will capitalise on Dubai's existing business framework to allow for companies to maximise the benefits. We welcome businesses from Germany, Austria and Switzerland who would like to know more! ■

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