

## **'Did You Know' – Dubai Factsheet**

### **Sustainability + renewable energy**

Over the past decade, Dubai has placed a significant focus on sustainability and renewable energy, in line with the UAE 2021 Vision, which seeks to place the UAE among the top countries in the world. With initiatives such as Dubai Plan 2021, Smart Dubai Initiative, Dubai Integrated Energy Strategy 2030, Dubai Clean Energy Strategy 2050, and the milestone world gathering at Expo 2020 Dubai, the city's aim is to ensure availability of clean energy sources, promoting sustainable consumption, as well as protecting natural resources.

The sustainability pillar of Dubai Plan 2021 aims to align the city with international best practices in terms of sustainable consumption, efficiency and management, as well as the dependency on renewable energy sources. In a recent sustainability ranking of 50 cities, Dubai leads the Middle East, ranking 33rd in the Sustainable Cities Index report that evaluates 50 cities in 31 countries on their social, environmental and economic performance using data published by the United Nations, the World Bank, the World Health Organisation and the International Labour Organisation among others.

### **Safety**

The security and safety of both visitors and residents is of paramount importance to the governments of Dubai and the UAE. As a result, The UAE ranks 2nd globally for tourism safety according to the Travel and Tourism Competitiveness Report 2017, published by the World Economic Forum (WEF). Dubai Police even has a department dedicated entirely to visitors, ensuring everyone can feel safe when they come to the city.

### **Transport**

Dubai is leading the way in becoming one of the pioneers of automated transportation; the city is implementing state-of-the-art innovation and technology advancements in the transport sector as a whole. As part of the vision to make Dubai one of the smartest cities in the world and to

make 25 per cent of all transport in Dubai autonomous by the year 2030, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Vice President and Prime Minister of the United Arab Emirates, and Ruler of the Emirate of Dubai announced a series of innovative projects within the transport sector that are set to revolutionise the industry.

The Hyperloop, a lightening-speed transit system which will transport people in pods propelled by magnets and solar energy has and will have the capacity to transport 3,400 people per hour and 24 million people per year. Dubai has also recently flown a crewless two-seater drone taxi designed to transport passengers autonomously. Besides new modes of transportation, the Emirate is also focused on expanding its current automated metro system, with a metro red line extension, as the city is gearing up to host Expo 2020 Dubai.

At the centre of these initiatives is the Road and Transport Authority (RTA), a government entity aimed at providing and enhancing public transport facilities and improving roads in order to make travel safer and smoother. The RTA is playing an integral part in these initiatives to transform Dubai into one of the best and smartest cities in the world, and is paving the way for the future of the city's transportation sector.

### **Gender Equality**

According to the World Economic Forum's 2016 Global Gender Gap report, the UAE ranked as a leading country in the region for gender equality, and the national constitution guarantees equal rights, for both men and women, enjoying the same legal status, claims to titles, access to education, the right to practice professions, and the right to inherit property. In April 2018, legislation was announced ensuring gender pay equality in the workplace, while a law is already in place to mandate female presence on the boards of corporations and government agencies.

### **Culture**

Over the years, Dubai has witnessed the opening of cultural districts, independent galleries, as well as major international events, which all work to preserve the rich history of the Emirate. A

few notable heritage and culture offerings in Dubai include: the Al Fahidi Historical Neighborhood, an old town neighborhood along the Dubai Creek, the Sheikh Mohammed Centre for Cultural Understanding, a non-profit organization dedicated to increase awareness and understanding of Dubai's rich culture, the Etihad Museum, where visitors can experience a series of interactive pavilions to explore the UAE's history and heritage through photos, films and more, as well as the traditional Souks nestled in the heart of Dubai, which offer authentic shopping experiences for spices, gold, jewelry, fabrics, and other goods. Other cultural experiences include: desert safari and camps, camel racing, falconry & archery, Mosque tours in Jumeirah and Al Farooq, as well as visits to several museums.

### **Government**

Focusing on future growth of the nation, the government of the UAE established several ministries to ensure legislation and implementation of initiatives for youth, artificial intelligence, tolerance, as well as happiness within the nation.

In 2016, to strengthen values within its youth community, and to boost a sense of patriotism and devotion to the country, the government established the Emirates Youth Council and appointed 22-year-old Shamma Al Mazrui as the Minister of State for Youth Affairs. The responsibility of this council is to initiate a youth strategy that will represent the youth's ideas, aspirations, and solutions before the government.

Similarly, to promote tolerance and inclusiveness, the government appointed Sheikh Nahyan bin Mubarak Al Nahyan as the Minister of State for Tolerance in 2017. His responsibility is to ensure legislation and initiatives are in place to eradicate ideological, cultural and religious bigotry in society, and that these are implemented across the country.

The UAE also launched the Strategy for Artificial Intelligence (AI) in 2017, which is headed by His Excellency Omar Bin Sultan Al Olama. The initiative is aimed at investing in the latest AI technologies to enhance specific sectors, government performance and society.

With strong emphasis on the happiness of its residents and visitors, and to make the UAE amongst the top five happiest countries in the world by 2021, the UAE launched the Ministry of Happiness in 2016 and appointed Her Excellency Ohood Bint Khalfan Al Roumi as the Minister of Happiness.

Each of these ministries align with the UAE Vision 2021 and the national agenda, to transform the nation into a global knowledge hub, and one of the most future-focused and innovative places in the world.

### **Affordability**

As a city that attracts a diverse range of visitors from around the world, Dubai has offerings and experiences for all budgets and requirements. Away from the high-end luxury outlets in Dubai's world-class malls, shoppers can haggle for bargains at historic souks and local markets. Visitors will be transported to a different place in time, where gold, spices, and textiles line the alley-ways, while vendors eagerly wait to share their favorite goods.

In addition to Dubai's exclusive five-star hospitality portfolio, visitors can also choose from a rapidly growing choice of mid-market options and boutique hotels, which combine comfort and convenience. There is an extensive variety of choices and alternatives that fit all budgets to ensure that anyone can enjoy and experience Dubai. Everything from shopping and transportation, to restaurants and recreation, Dubai offers pricing that is competitive with other global destinations across Europe, Asia and North America.

### **Connectivity**

Dubai's geographical proximity is unrivalled among major cities – a third of the world's population can reach it by plane in under four hours, and another two-thirds within eight hours. A record-breaking 15.8 million international travelers flew into Dubai in 2017, a 6.2 per cent increase from the previous year. Most of these visitors were welcomed through Dubai International Airport

(DXB), the world's number one airport for international passengers for the fourth consecutive year, and second for international freight. DXB serves 90 airlines flying to more than 240 destinations across six continents and welcomed 88.2 million passengers in 2017 alone. The city's award-winning airport comprises three terminals: Terminal 1 (includes Concourse D) serves all airlines, Terminal 2 serves Dubai's homegrown official low-cost airline carrier Flydubai, as well as scheduled, charter, and special flights (pilgrimage), Terminal 3 (includes Concourses A, B and C) is dedicated for use by Emirates airline, Dubai's award-winning official airline carrier. Also contributing to the success of the increase in international travelers to Dubai is the Al Maktoum Airport (DWC). Launched in 2013, DWC is Dubai's second airport and is set to become the world's largest airport upon completion, ultimately accommodating more than 240 million passengers a year.

### **Tech + Smart City**

Anchored by the Vision to make Dubai the happiest city in the world, the government has launched a series of initiatives to enable an efficient, seamless, safe and impactful city experience for its residents and visitors. Part of this includes the use of technology to transform Dubai into a smart city with close collaboration between the government and private sector. Launched by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Vice President and Prime Minister of the United Arab Emirates, and Ruler of the Emirate of Dubai, the Smart Dubai initiative is aimed at introducing strategic initiatives and developing partnerships to contribute to the city's Smart Economy, Smart Living, Smart Governance, Smart Environment, Smart People, and Smart Mobility. The initiative conducts audits of all city services and infrastructure to understand readiness and opportunities for smart city innovations and have even created the first citywide guide to smart transformation, ensuring a seamless, unified approach to enriched quality of life for all.

### **Diversity**

Dubai is home to more than 200 nationalities and has long been a meeting point for people from around the world, not only as a place to do trade and business, but also to share ideas, experiences

and inspiration in an environment that provides unique opportunities to create lasting legacies. Home to over 6,000 restaurants, the city also offers an array of cuisines from all around the world, from establishments headed by Michelin-star chefs to food trucks and exciting new concepts.

In order to prosper as a cohesive diverse society, the UAE places a strong emphasis on instilling and promoting tolerance and has become a beacon of inclusiveness. The nation introduced the National Tolerance Programme and the Anti-Discrimination/Anti-Hatred Law as solid initiatives and legislation to implement and protect everyone from hate, discrimination, and intolerance, while most importantly promoting coexistence.

### **Dubai as a Business Hub**

Recently named the most favored city in the Middle East and Africa for regional headquarters of the strongest 500 companies in the world by Fortune magazine, Dubai provides a world-class business environment with state-of-the-art facilities, infrastructure, and professional services. Dubai's growing role as a cradle for innovation gives businesses the opportunity to tap into cutting-edge knowledge and expertise from key sectors such as technology, finance, medicine, science, just to name a few. Based on a new report published in 2017, 138 of those Fortune 500 companies have their regional headquarters in Dubai, compared to only 127 in 2015.