



Abu Dhabi Competitiveness Advisory Kit Series

The Abu Dhabi Competitiveness Advisory Kit series is an outreach tool designed by COAD for our partners in the private sector to raise competitiveness awareness and stimulate discussion and feedback on key areas within the competitiveness environment

Furthermore, the series offers an intelligent coverage for the latest achievements in the competitiveness landscape, and an overview of COAD's supporting services that would support collaboration work towards enhancing Abu Dhabi's sustainable growth and ensuring its leading position regionally and globally

Content

Why Abu Dhabi?

Introduction To COAD

Latest News & Updates

International Reports Overview

Abu Dhabi Offers Efficient Government Services, An Attractive Business Environment, Advanced Infrastructure & Solid Foundations For Innovation & Talent Attraction Which Creates A Unique Lifestyle & Boosts Livability



Abu Dhabi's top ranking in various indicators in international reports, showcasing its competitive performance regionally and globally:*



* For more information, please refer to the Appendix

COAD Was Established Within ADDED With The Aim Of Achieving The Highest Levels Of Competitiveness In Abu Dhabi By Creating A Diverse & Economic Sustainable Environment That Stimulates Innovation & Initiatives



The Competitiveness Office of Abu Dhabi (COAD) Mandate:

The aspiration to become the leading player in the development of Abu Dhabi's Competitiveness agenda and position Abu Dhabi among the most attractive spots for Businesses worldwide

To achieve this, COAD designed a strategy with 4 key roles:

Enhance overall competitiveness of the Emirate of Abu Dhabi & improve the Business Environment

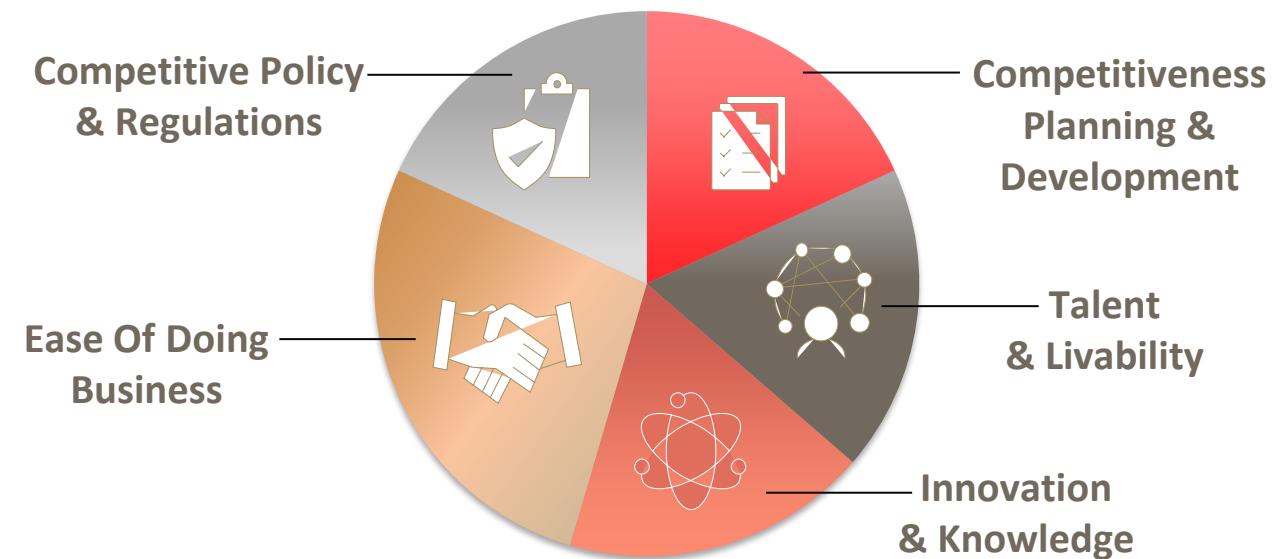
Develop Competitiveness Improvement Plans & Initiatives for Abu Dhabi's economic development & diversification

Provide strategic suggestion for sustaining competitiveness advantage

Monitoring & benchmarking Competitiveness performance of Abu Dhabi against other countries/regions & coordinate improvement plans for international indices

Main drivers of the competitiveness of the Emirate of Abu Dhabi:

Competitiveness is a complex interaction between different factors, which includes macroeconomics, microeconomics, business, government and the wider community, and then transforming them into a base of relevant partners.



COAD Integrated Services: How We Can Help

INNOVATION & KNOWLEDGE



- Patent support by offering expert evaluations, technical consultancy and financial support
- Assessment of the feasibility of an idea/concept and providing support for building a Proof Of Concept (POC)
- Commercialization support by Linking Innovators to entities/industries
- Support Licensing by identifying potential licensees and connecting/negotiating with industries
- Evaluation of a technology's commercial strength and support innovators in setting-up their start-ups or spin-outs
- Incubation for innovative initiatives and projects

COMPETITIVENESS FUNDAMENTALS



- Establish and foster a network with International Competitiveness organizations, coordinate with external public and private sector stakeholders by preparing agreements and MOUs to enhance Abu Dhabi's competitiveness
- Provide professional & advisory expertise in the field of competitiveness to government entities by measuring, analyzing and tracking the performance of the emirate's competitiveness in various sectors
- Promote and spread competitiveness culture among government entities & the private sector through conferences, seminars, workshops and programs

EASE OF DOING BUSINESS



- Identifying actionable gaps and solutions related to Doing Business in Abu Dhabi and Investor Friendliness
- Support build agreements and MOUs between DED and other government stakeholders to connect digitally and enhancing existing business licensing processes
- Coordinate with relevant stakeholders, raise awareness regarding the implementation and status of initiatives as part Abu Dhabi Economic Strategy Plan

COMPETITIVE POLICY & REGULATIONS



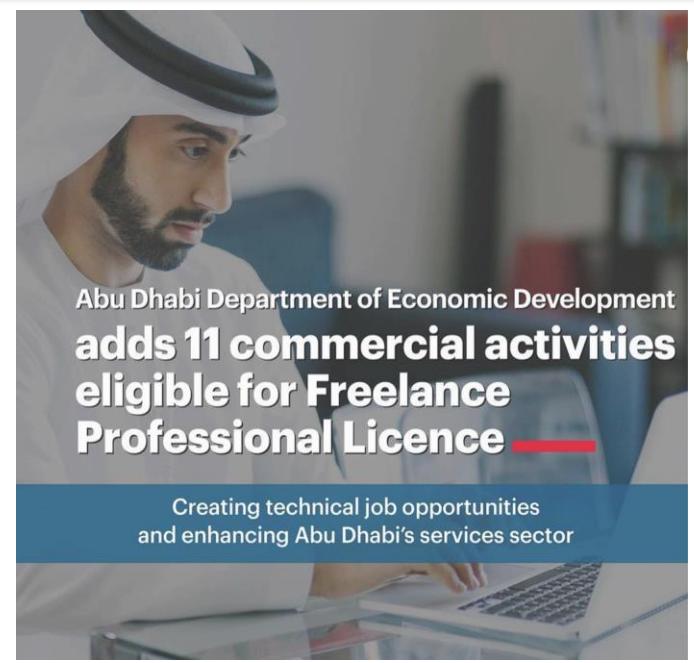
- Evaluate and assess proposed fees, business requirements and recommend solutions to drive regulatory framework improvement
- Issue specialized reports and studies based on request

TALENT & LIVABILITY



- Enhancing overall liveability in Abu Dhabi by developing initiatives to attract and retain talents
- Align with local and federal Talent & Liveability strategies

LATEST COMPETITIVENESS NEWS & UPDATES



Abu Dhabi Department of Economic Development adds 11 commercial activities eligible for Freelance Professional Licence

Creating technical job opportunities and enhancing Abu Dhabi's services sector



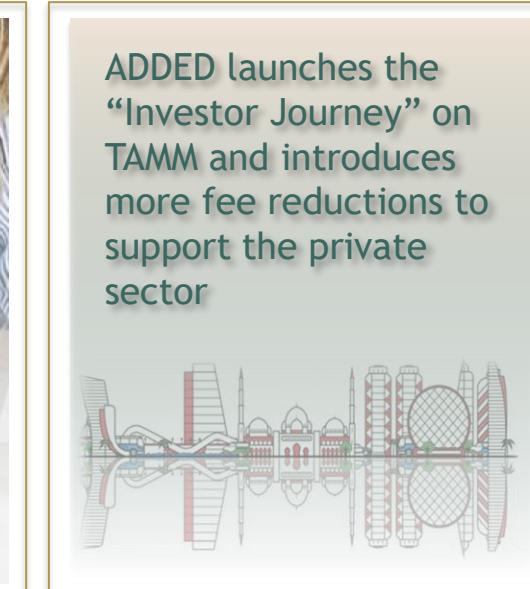
ADDED announces 1105 commercial and industrial activities available for foreign ownership

Abu Dhabi Department of Economic Development adds 11 commercial activities eligible for Freelance Professional Licence

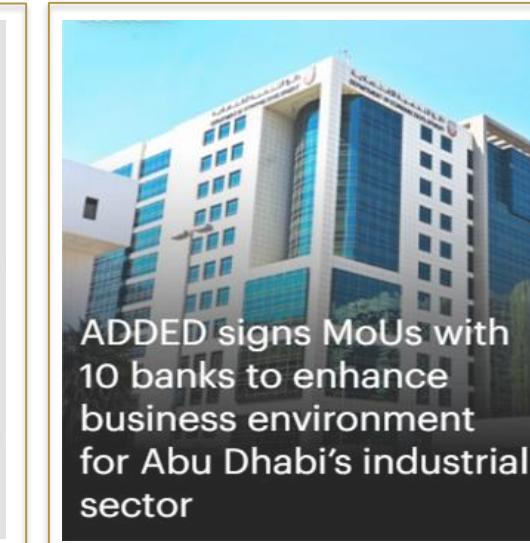
11 new activities relate to

| | |
|---|---|
|  accounting and auditing |  analysing and reviewing account and auditing systems |
|  Sharia law consultancy for Islamic financial institutions |  consultation in tax, electronic networks and security, innovation, and AI |
|  information technology network services |  design and programming of electronic chips |
|  design of database systems |  electronic risk management services |

DEPARTMENT OF ECONOMIC DEVELOPMENT



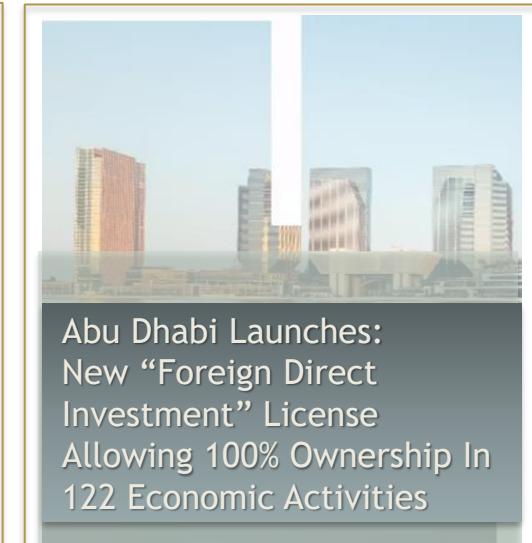
ADDED launches the "Investor Journey" on TAMM and introduces more fee reductions to support the private sector



ADDED signs MoUs with 10 banks to enhance business environment for Abu Dhabi's industrial sector



ADDED Launches: "Abu Dhabi Virtual License" for Non-Resident Foreign Investors



Abu Dhabi Launches: New "Foreign Direct Investment" License Allowing 100% Ownership In 122 Economic Activities

COMPETITIVENESS NEWS

Abu Dhabi tops ranking of safest cities in the Middle East and Africa

According to Economist Intelligence Unit's Safest Cities Index 2021:

- Abu Dhabi scores 'very high' for health security and infrastructure security
- Top regional ranking reinforces emirate's position as a safe and secure place to live, work and invest
- Abu Dhabi has topped regional ranking in all four iterations of the Safe Cities Index since 2015

Abu Dhabi tops Smart City Index 2021
for Middle East and North Africa

Also climbs 14 places globally, compared to 2020, ranking 28 out of 118 cities

Smart City Index, by the Institute for Management Development, covers:

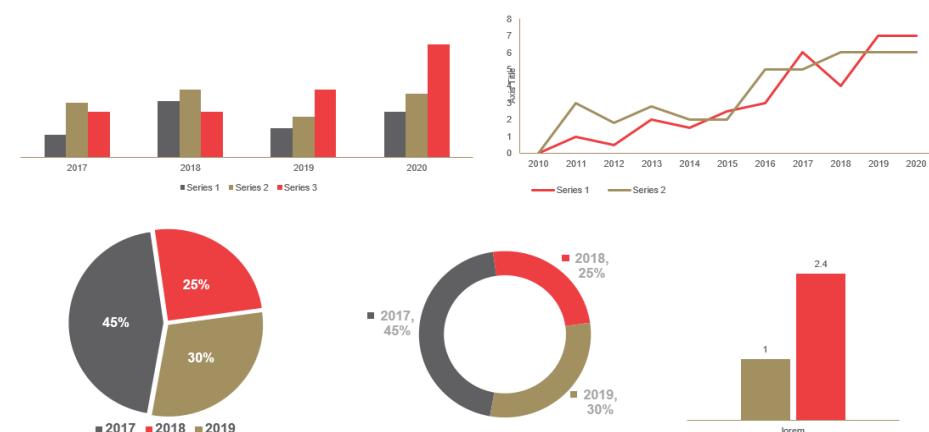
- health and safety
- mobility
- activities
- opportunities
- governance

Abu Dhabi announces 71% reduction in requirements to start a new commercial business

Abu Dhabi Department of Economic Development issues 22 industrial licences in the first year of the Basic Industries Project

Initiative aims to boost production capacity and competitiveness

COMPETITIVENESS UPDATES





Latest Economic Legislation And Policies That Support Business In The United Arab Emirates Making It An Ideal Destination For Investment And Business Growth

Investing in the UAE is a national priority, and the country offers a world-class infrastructure backed by professional expertise, distinguished customized services, digital economy, advanced technological infrastructure and smart government that give the country a competitive advantage over other destinations, in addition to an array of well-established procedures to ensure continuous support to entrepreneurs, from determining the business structure and type of investment, to securing the necessary licenses and permits.

As one of the most attractive global investment destinations, the UAE provides:

TRANSPARENCY LEGISLATION, STRATEGIES AND POLICIES

UAE government adopted an open data approach, creating several open data platforms and putting in place data protection laws and data exchange regulations. Each entity is committed to publish its open data policy on their website. Few examples: Open Data Policy of the Telecommunications and Digital Government Regulatory Authority, Dubai Open Data Strategy, Dubai Pulse platform, Bayanat.ae, Abu Dhabi Data Portal, Abu Dhabi Government Data Management Policy, Abu Dhabi Government Data Management Standards and Ajman Data.

THE UAE'S FOREIGN POLICIES

The UAE enjoys solid political stability and a diplomatic policy that is open to all countries of the world. It has more than 100 diplomatic missions abroad and hosts about 200 foreign missions on its soil. The country also has well-established governance institutions, high popular acceptance and security stability despite all regional challenges. The UAE cooperates with all countries of the world to prevent and confront extremism and terrorism and does not allow its passage or existence in the UAE making it an attractive destination to nearly 200 nationalities investing and living in harmony.

ARTIFICIAL INTELLIGENCE AND INNOVATION POLICIES AND STRATEGIES

The UAE has developed 14 strategies and initiatives to enable and enhance digital transformation in the country and to consolidate its position as a global leader in government and private investments, digital transformation and the adoption of smart applications in various economic and social sectors and the aspects of daily life. To mention a few: UAE Strategy for Government Services 2021-2025, the UAE Digital Government Strategy-2025, the UAE Strategy for Artificial Intelligence and the UAE Digital Transaction Strategy 2021 (Blockchain



Continue: Latest Economic Legislation And Policies That Support Business In The United Arab Emirates Making It An Ideal Destination For Investment And Business Growth

INTERNATIONAL AND NATIONAL LABOR LEGISLATION AND POLICIES

The UAE has endorsed various major agreements of the International Labor Organization relating to laborer's rights and established the human resource law and settlement to organize labor affairs and labors in the private sector. It has also issued governing resolutions of workers regarding the ministry's accredited work contracts, in addition to promoting training for workers to enhance their knowledge and skills. Moreover, UAE Cabinet adopted the National Strategy for Wellbeing 2031 focusing on strengthening family ties, improving the quality of digital life in cities across the country and adopting the principles of wellbeing in the work and educational environment.

FUTURE POLICIES AND PROGRAMS

The UAE launched the "Moonshot 2071" Apprenticeship Program to design experimental models that include break-through ideas to address long-term challenges and attract elite graduates from distinguished universities, 700 applications from young talents around the world were received. Another program is Moonshot Pilot Grant, which is a new public sector innovation fund that invites the international community to test piloting ideas in the UAE. These programs serve the efforts of companies and the private sector to develop the production of goods/services and enhance healthy competition in export markets, which promotes the expansion of investments.

FINANCIAL LEGISLATION AND POLICIES

The UAE's commercial banks and the banking system as a whole are committed to the basic principles of effective banking supervision assessed by the IMF & WorldBank. Furthermore, banks in the UAE are committed to the instructions of the UAE Central Bank regarding the application of the standards of the Financial Action Task Force "FATF" and report the suspicious transactions in accordance with the requirements of the Financial Information Unit (FIU), which enhances the credit strength of UAE banks globally and enhances confidence in the UAE banking system.

International Reports Overview

COAD is responsible of following up and enhancing the Emirate's performance in several international competitiveness reports addressing various topics to improve the competitiveness indicators of the Emirate of Abu Dhabi and the UAE overall among the global competitive players, utilizing the ongoing collaborations with other government entities and the private sector



* The Global Competitiveness Report 2020 rankings were not released

Thank you

For more
information
find us at



www.added.gov.ae



COAD@ded.abudhabi.ae

Appendix : International Reports Overview



IMD World Competitiveness Yearbook



Social Progress Index (SPI)



Human Capital Index (HCI)



Gender Inequality Index (GII-UNDP)



Global Innovation Index



World Happiness Report



Doing Business Report (DBR)



The Legatum Prosperity Index



Sustainable Development Report



E-Government Survey



*EIU Safe City Index 2019**



*Corruption Perception Index-Transparency International 2020**



*Abu Dhabi IMD World Competitiveness Yearbook 2020**



*Global Competitiveness Report (GCR)**



The Travel and Tourism Competitiveness Report (TTR)



The Human Development Report by UNDP



IMD World Talent Ranking (WTR)



ICT Development Index (IDI)



Logistics Performance Index (LPI)



Global Gender Gap Report (GGR)



Global Talent Competitiveness Index (GTCI)



Open Data Inventory Report (ODIN)



IMD World Digital Competitiveness Ranking



*Abu Dhabi Subnational Doing Business Report by the World Bank 2019**



*International Property Rights Index 2019**



*Global Livability Report 2020**