



UNITED ARAB EMIRATES
MINISTRY OF INDUSTRY
& ADVANCED TECHNOLOGY



INVEST . PARTNER . GROW

Hosted by:



اصنع في الإمارات
MAKE IT
IN THE EMIRATES

Media Toolkit

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Why join the Make it in the Emirates Forum?

The Make it in the Emirates Forum, organized by MoIAT and the Abu Dhabi Department of Economic Development (AD DED), held under the theme of 'Invest, Partner, Grow', convenes more than 1,300 delegates, including investors, and 20 senior representatives from major national companies and government entities.

The forum aims to empower industrial growth in the UAE, contribute to economic development, and increase supply chain resilience. It also provides a unique opportunity for leading national companies and manufacturers to build partnerships, while promoting the development of existing industries and exploring growth opportunities for future industries.

12 of the UAE's leading national companies will commit to invest nearly AED 100 billion in offtake agreements for local manufacturers, representing an exceptional opportunity. The forum highlights opportunities to localize production and redirect a large portion of government expenditure to the national economy by prioritizing suppliers participating in the National ICV Program.

The product and service requirements of national companies span 11 sectors, including metals, petrochemicals and chemical products, rubbers and plastics, machinery and equipment, defense, pharmaceuticals, technology and medical equipment, communications, F&B and agricultural technology. Additionally, more than 300 new products will be introduced, contributing AED 5.2 billion to national GDP annually.

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UAE's Competitive Advantages

UAE Leadership is supportive, proactively prepares for the future and provides a resilient and conducive environment to achieve optimum results

Financing opportunities, technical support, business incubators and feasibility studies

Reliable and credible laws that safeguard investors' rights

Advanced regulatory framework that attracts foreign investments

World-class integrated transportation and logistics infrastructure

World-class communication and information technology infrastructure

Strategic geographic location, export capabilities and global free trade agreements

Reliable access to raw materials and conventional & bio-energy

Business environment that supports investors and entrepreneurs

Highly qualified and skilled workforce

Excellent quality of life in a diverse, tolerant and safe society

Continuous efforts to enhance ease of doing business and reduce costs

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Forum's Objectives

Empower industry in the UAE to contribute to economic growth and enhanced supply chains resilience

Highlight opportunities to localize production and redirect expenditure to the national economy by prioritizing suppliers participating in the National ICV Program

Help global investors and firms benefit from local purchasing power, particularly through the National ICV Program

Provide a unique opportunity for leading national companies and manufacturers to build partnerships, promote development of existing industries and explore growth opportunities for future industries

Highlight the opportunities associated with the AED 100 billion of offtake agreements signed by 12 national leading companies

The requirements of national companies span 11 sectors, including metals, petrochemicals and chemical products, plastics, machinery and equipment, defense, pharmaceuticals, technology and medical equipment, communications, F&B and agricultural technology

300+ new products will be introduced, contributing AED 5.2 billion to national GDP annually

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Key Messages

We are working to enhance the UAE's position as a global hub for industry and manufacturing by adopting policies, leveraging advantages and implementing enablers, programs and initiatives

MolAT launches programs to boost the industrial sector, such as the National In-Country Value Program, which redirects government expenditure to the local economy, thus supporting manufacturers and contributing to developing national industries and substituting imports

MolAT focuses on reducing dependence on imports and supporting the national economy and industrial sector by focusing on 11 priority sectors

MolAT enhances the business environment by standardizing procedures, reducing fees, offering new export markets and providing an enabling environment for entrepreneurs

Competitive financing solutions are provided in cooperation with the Emirates Development Bank to support the growth of industrial companies

The forum is an invitation to manufacturers to capitalize on the opportunity of leading national companies committing a portion of their procurement plans to local suppliers

The forum is an invitation to national companies to capitalize on the opportunity to meet their requirements locally

The National ICV Program is considered an exceptional opportunity for industrial growth as it prioritizes local manufacturers in the government procurement process

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Industrial Achievements to Date

Make It In The Emirates Forum: Invest, Partner, Grow

AED 116 billion: UAE industrial exports in 2021

AED 150 billion: Industrial sector's contribution to national GDP in 2021

AED 2 billion: Industrial financing through EDB to date

AED 41.4 billion: redirected into the national economy through the National In-Country Value Program

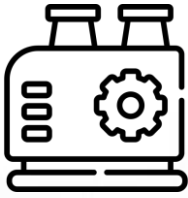
220: new factories go into service and begin production in 2021

UAE #1 regionally: in logistics and infrastructure, access to new markets through new FTAs, offtake opportunities from future demand and attractive bespoke financing

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Offtake opportunities span 11 key industrial sector



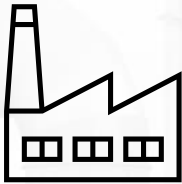
Machinery/Electrical Equipment



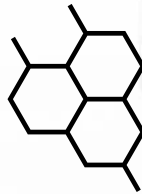
F&B and Agri-tech



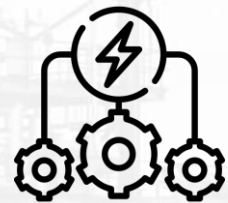
Defense



Heavy Industries



Petrochemicals and chemical products



Advanced Manufacturing



Pharmaceuticals



Telecom



Rubbers & plastics



Medical technology



Services

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Participating National Champions & Stakeholders



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Agenda – Tuesday, 21st June

TIME	SESSION	SPEAKER(S)
MORNING SESSIONS (Auditorium)		
09:05 -09:015	Opening: VIDEO AND WELCOME FROM MC	
09:15 – 09:30	Keynote: WELCOME ADDRESS	HE Dr Sultan Al Jaber Minister of Industry and Advanced Technology
09:30 – 09:50	Fireside chat: EXPLORING THE ABU DHABI INDUSTRIAL LANDSCAPE AND GROWTH OPPORTUNITIES	HE Mohamed Al Shorafa AD DED Chairman
09:50 – 10:50	Keynote: MAKE IT IN THE EMIRATES: THE VALUE PROPOSITION	HE Omar Al Suwaidi MolAT Undersecretary
10:50 – 11:25	Panel One: WHY MAKE IT IN THE EMIRATES?	
11:25 – 12:00	Panel Two: INDUSTRIAL OPPORTUNITIES: BUILDING RESILIENCE	
12:00 – 12:30	Panel Three: INDUSTRIAL GROWTH	
AFTERNOON SESSIONS (Exhibition Floor)		
10:00 – 17:00	Exhibition and participants’ presentations (21 st – 22 nd)	



Invitation to engage with Make it in the Emirates Forum

How do I participate in the campaign?

Follow MoIAT's accounts on social media **@MoIATUAE** to stay up to date with the latest news of the **Make it in the Emirates** campaign

Highlight the competitive advantages you are offering to potential investors, across your social media channels

Share your **"Make it in the Emirates"** success stories through traditional and social media

Use the **"Make it in the Emirates"** logo on your videos, social media posts, and products

Download the brand guidelines to use the logo and raise awareness of the campaign

Reach out to the Ministry of Industry and Advanced Technology through **media@moiat.gov.ae**

[More Information](#)



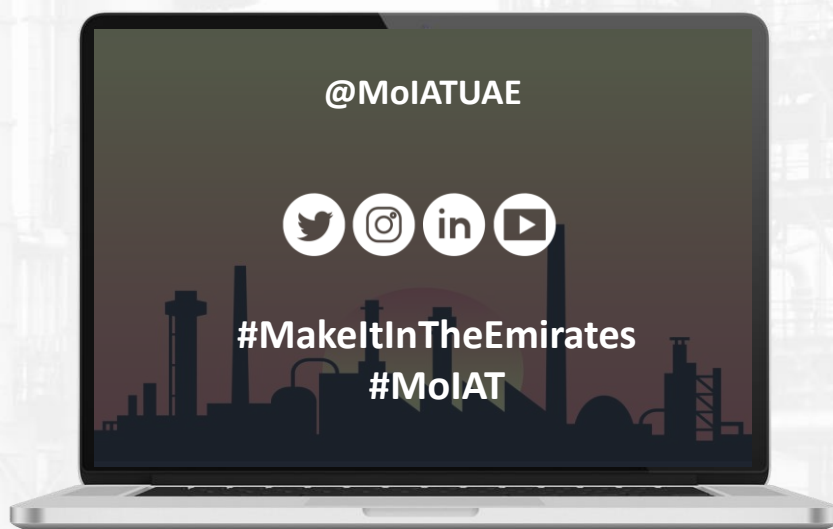
Offtake opportunities	Sample products
Drilling equipment and services	Casing, well head, Drilling Fluids, non metallic pipes, lined production tubing
Mechanical Equipment	Electric Submersible pumps, Valves, Compressor and Gas Turbines, Emergency Shutdown System
Technology	Software general services, Hardware technologies
Medical technology	Medical Consumables and supplies
Electrical/ Electronics	Electrical Wire, Cable and Harness, Electrodes, Transformers and switchgears
Heavy Industries	Structural Materials, Metals and pipes, Ferro Alloys, Refractory
Defense	Various defense equipment
Pharmaceuticals	Pharmaceutical drugs, medicine
Petrochemicals	Caustic Soda, Lubricants, oils, gasses, paints, primers, detergents and carbon products
Services	Material Handling and waste management, water treatment systems, Maintenance
Communication	Control tower and telecom, fiber optic cables, sim cards
Rubber and plastics	Hoses, Insulation, tires, lubricants
Other	Food, beverage and agricultural technology, Chemicals, Construction, etc.

Social Media Guidelines

Tag and mention our
accounts on
Instagram, Twitter and
LinkedIn
@MoIATUAE

Engage with your
audiences and
encourage them to
post their own content
using the hashtags
#MakeltInTheEmirates
#MoIAT to be featured
on **@MoIATUAE**
channels.

Engage with us on



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Engage with us on

To download the Make it in the Emirates Forum logo: [Click here](#)

To download the Make it in the Emirates logo, and brand guidelines for use: [Click here](#)

To watch the videos of Make it in the Emirates campaign: [Click Here](#)

To watch the “Make it in the Emirates” film: [Click Here](#)

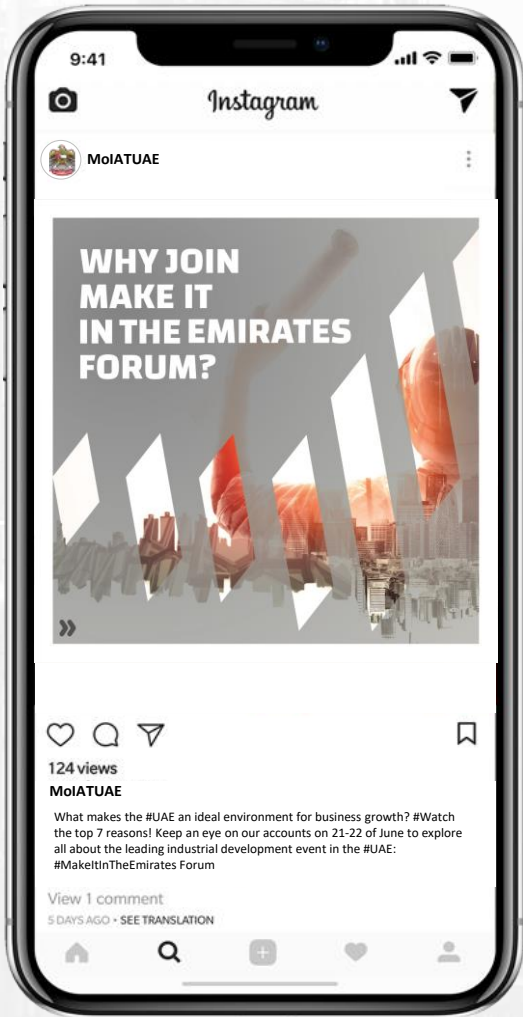
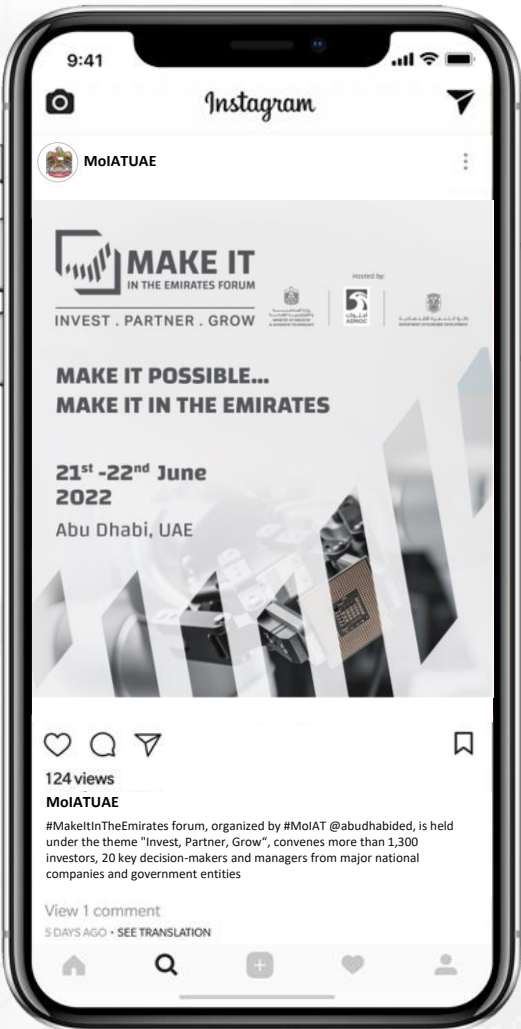
For more information, please reach out to the Government Communications Department at the Ministry of Industry and Advanced Technology via email on: media@moiat.gov.ae

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Sample Posts

#MakeltInTheEmirates forum, organized by #MoIAT @abudhabided, is held under the theme "Invest, Partner, Grow", convenes more than 1,300 investors, 20 key decision-makers and managers from major national companies and government entities

What makes the #UAE an ideal environment for business growth? #Watch the top 7 reasons! Keep an eye on our accounts on 21-22 of June to explore all about the leading industrial development event in the #UAE: #MakeltInTheEmirates Forum



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