



UNITED ARAB EMIRATES
MINISTRY OF INDUSTRY
& ADVANCED TECHNOLOGY



Make it in the Emirates campaign

Information Kit for Partners



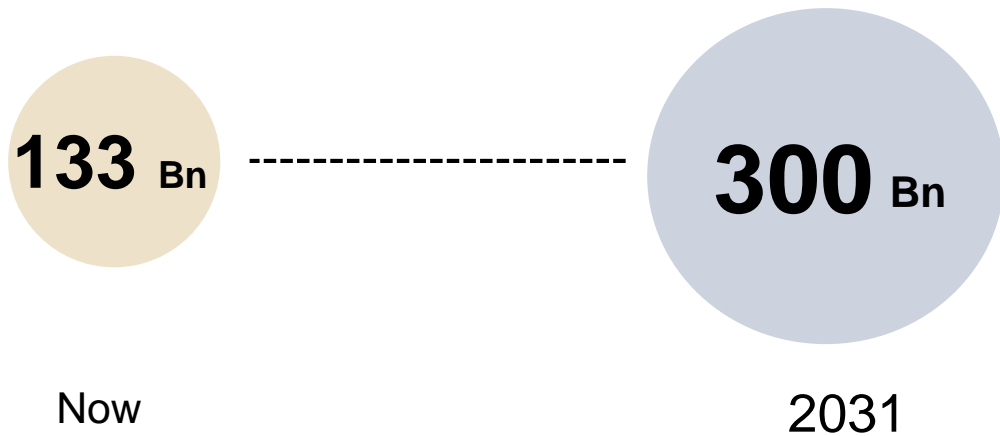
<https://www.moiat.gov.ae/en/>



Operation 300bn: Enabler, Engine and Engagement platform

The UAE Ministry of Industry and Advanced Technology's comprehensive national program aims to drive industrial growth in the UAE by boosting its GDP contribution from AED133 billion to AED300 billion by 2031. While MoIAT will lead on the strategy, the Emirates Development Bank will act as one of its key financial engines.

Industrial value added in AED



Make it in the Emirates campaign

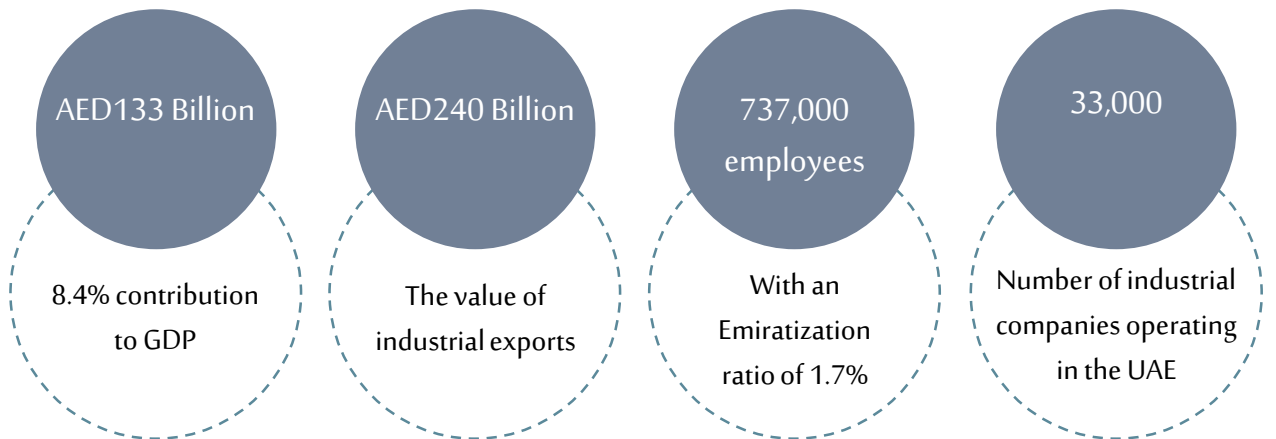
The Make it in the Emirates campaign is an open invitation for local and international investors, innovators and developers to join the UAE on its journey of industrial growth and serves as a reminder of the attractive value proposition of the UAE.



Key Messages

- The strategy of the UAE Ministry of Industry and Advanced Technology is a comprehensive national program that aims to drive Industrial growth in the UAE by boosting its GDP contribution from AED133 billion to AED300 billion by 2031.
- In a post-COVID world, we must strengthen the UAE’s economic competitiveness and resilience to will help fortify the nation’s strong global reputation for progress and innovation as it prepares for the next 50 years.
- Operation 300bn leverages the UAE’s unique competitive advantages and its global standing as a leading economic hub.

The Industrial Sector in the UAE: Fact and Figures



Highlights of the UAE’s value proposition

Diverse energy mix at competitive prices	Multiple economic trade zones in Abu Dhabi, Dubai, Fujairah and Sharjah	Best-in-class transport, communication, and logistics and service infrastructure	Among the top-performing countries in 2020 for economic performance and entrepreneurship	Highly trusted credit rating	Advanced transport infrastructure comprising 10 airports, 105 cargo companies, as well as 12 sea and commercial trading ports, boasting a capacity of 17 million tons a year and 80 million tons of cargo tonnage.	We also have a legislative and regularity framework that is among the best in class in the region.
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An invitation to engage with Make it in the Emirates

The Make it in the Emirates campaign is an open invitation to industry, investors and innovators to engage with MoIAT and to benefit from the UAE's exceptional value proposition of SMEs and entrepreneurship programs to fulfill their ambitions of developing, manufacturing and exporting their products from the UAE.

Objectives

Develop a framework that subjects all UAE products to the same specifications based on the highest standards

Create a multifaceted pool of expertise in the local industrial sector

Empower a diversified business sector to produce major industrial projects and contribute to the development of the local industrial sector

Build trust in UAE products by setting stringent production standards that guarantee the highest standards of quality and efficiency

Create a sense of pride in locally made products, where the 'Made in the Emirates' seal becomes a symbol for people to demand

Encourage UAE entrepreneurs in diverse fields to contribute to the national industrial sector



An invitation to engage with 'Make it in the Emirates'

How do I participate in the campaign?

Follow MoIAT's accounts to stay up to date with the latest initiatives of Operation 300bn and news of the Make it in the Emirates campaign

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

Share your success stories and shed light on your products that have been made in the Emirates through traditional and social media

Participate in exhibitions and events to promote your products and success stories as ambassadors of Make it in the Emirates

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

When do I participate in the campaign?

If you're in the business of industry in the UAE and would like to know more about the UAE's exceptional value proposition, engage with us

By using the Make it in the Emirates logo, you become an ambassador for the UAE's industrial sector

Promote locally manufactured products through participating in Make it in the Emirates campaign

Show your pride in UAE-made products

Encourage industrialists in the UAE and abroad to benefit from the initiatives under MoIAT's strategy



Engage with us on 'Make it in the Emirates'

The Make it in the Emirates campaign is an open invitation for all industrial stakeholders, in and outside the UAE, to engage with the Ministry and to benefit from the UAE's exceptional value proposition to fulfill their ambitions of developing, manufacturing and exporting their products in and from the UAE. These stakeholders include:

Chambers of Commerce
and Industry

Departments of Economic
Development

Specialized Industrial
Zones

Large industrial
companies in and outside
the UAE

SME manufacturers

Entrepreneurs

Workers and staff at
industrial companies in
and outside the UAE

Social media influencers

Media outlets

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

#Operation300Bn

#MakeItInTheEmirates

#MoIATStartsHere

#MoIAT to be featured on

@MoIATUAE channels.

Engage with us on



MEDIA

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

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

To access news and/or interviews about Make it in the Emirates: [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

Sample Posts

The #UAE industrial sector contributes significantly to the economic development of the country, and through #Operation300bn, we will leverage the UAE's unique competitive advantages and its global standing as a leading economic hub. #MoIATStartsHere #MakeItInTheEmirates #MoIAT

#Operation300bn aims to develop the industrial sector and #advancedtechnology, while empowering its components to mitigate challenges, as a main pillar of the economy. #MoIATStartsHere #MakeItInTheEmirates #MoIAT

