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## Mubadala, ADNOC and ADQ form alliance to accelerate Abu Dhabi Hydrogen leadership



Mubadala Investment Company and Siemens Energy signed a preliminary agreement to explore investment and commercial opportunities in clean energy and green hydrogen, establishing Abu Dhabi as a global hub of low-carbon fuels. ...

[Read more details of the agreement on page 6.](#)



Mubadala Investment Company (Mubadala), The Abu Dhabi National Oil Company (ADNOC), and ADQ, today announced the signing of a Memorandum of Understanding (MoU) to establish the Abu Dhabi Hydrogen Alliance (the Alliance). The Alliance partners will collaborate to establish Abu Dhabi as a trusted leader of low-carbon green and blue hydrogen in emerging international markets. They will also work together to build a substantial green hydrogen economy in the UAE.

Under the terms of the agreement, the Alliance will develop a roadmap to accelerate the UAE's adoption and use of hydrogen in major sectors such as utilities, mobility and industry, through their respective operating companies and with international partners. Mubadala, ADNOC and ADQ will also align on their approach to international markets, for projects developed under the Alliance, with the aim of positioning Abu Dhabi as

a reliable and secure supplier of hydrogen and its carriers to customers around the world as demand grows.

During a virtual ceremony, the MoU was signed by H.E. Khaldoon Khalifa Al Mubarak, Managing Director and Group Chief Executive Officer of Mubadala Investment Company, H.E. Dr. Sultan Ahmed Al Jaber, UAE Minister of Industry and Advanced Technology and ADNOC Group CEO, and H.E. Mohamed Hassan Alsuwaidi, Chief Executive Officer of ADQ.

Commenting on the importance of the Alliance, H.E. Khaldoon Khalifa Al Mubarak said: "As a responsible investor, we are actively engaged in a number of new energy investments that will contribute to more efficient and lower emission energy solutions. Hydrogen offers significant potential in this regard and with the renewables expertise and experience of Masdar, we are well placed to develop



## Abu Dhabi Alliance to Develop Hydrogen Energy Economy



Create green and blue hydrogen **international export opportunities** across the value chain



Drive further **In-Country Value** opportunities



Position **Abu Dhabi** as a **reliable and secure supplier** of green and blue hydrogen

**Hydrogen has significant potential as a sustainable fuel with no carbon emissions**



**Green hydrogen** produced from water with renewable and nuclear power



**Blue hydrogen** produced from natural gas with carbon capture and storage

Shaping the future of  
**energy & utilities**



> leadership in the green hydrogen value chain.”

“Our engagement with ADNOC and ADQ is an important step in the establishment of the UAE’s hydrogen economy, and to align on technology, investment, the development of the domestic market and our approach to international partners and offtakers.”

H.E. Dr. Al Jaber said: “I am pleased that we are coming together as ADNOC, Mubadala and ADQ on this important initiative to explore and develop the potential of hydrogen as a new, low carbon fuel.

This alliance integrates our complementary strengths as energy and financial leaders to address the global challenge of

meeting energy demand, while reducing emissions.

In addition, this Alliance will build on Abu Dhabi and the UAE’s global energy leadership and position as the center of gravity for energy innovation.

While we explore green hydrogen opportunities through the Alliance, ADNOC will place special emphasis on pursuing blue hydrogen projects by expanding on its existing hydrogen capacity, leveraging its significant gas reserves and best-in-class infrastructure, as well as its extensive customer relationships to help advance the hydrogen industry, both domestically and internationally.

Working together as an alliance, we will identify viable international market op-

portunities, while we develop a roadmap to create hydrogen production sites in Abu Dhabi, and the UAE.

H.E. Mohamed Hassan Alsuwaidi, CEO of ADQ, commented: “Forming the Abu Dhabi Hydrogen Alliance is an imperative that would deepen the hydrogen energy economy in the UAE allowing it to meet the rapidly growing global demand for hydrogen worldwide. With Abu Dhabi’s largest portfolio of energy and utilities investments, ADQ will play an important role in the transition to cleaner energy while shaping the future of this economic cluster leading to Abu Dhabi’s longer-term sustainability. Additionally, as ADQ continues to develop key clusters in the local economy, including mobility and logistics, we are well-placed to drive local adoption in sectors with high energy demand.”

“ADQ looks forward to working with ADNOC and Mubadala in defining the agenda for the Alliance. The scale of resources and experience each company brings to the new Alliance positions Abu Dhabi for accelerated growth in the hydrogen energy field, ultimately supporting the realization of the UAE’s decarbonization objectives.”

The companies are building on their complementary strengths to accelerate Abu Dhabi’s hydrogen leadership. ADNOC already produces around 300,000 tons per annum of hydrogen for its downstream operations, with plans to expand to more than 500,000 tons, and is well placed to build on its advantaged position as a major natural gas reserves holder and producer, with existing infrastructure and strong partnerships and customer

relationships around the world. The signing today follows ADNOC’s agreement last week with the Ministry of Economy, Trade and Industry of Japan to explore cooperation on fuel ammonia and carbon recycling, harnessing technologies which will enable the hydrogen economy.

Mubadala will contribute through Masdar, its global renewable energy champion, and its extensive network of international technology and investment partners and other relationships. ADQ will bring together its portfolio companies across the energy value chain, with companies such as Abu Dhabi Ports, Abu Dhabi Airports, Etihad Rail, Emirates Steel, Abu Dhabi National Energy Company (TAQA) and Emirates Nuclear Energy Corporation (ENEC) to enable activities undertaken by the Alliance.

While the Alliance will pursue green hydrogen domestically, ADNOC will continue to develop blue hydrogen independently within the UAE, leveraging its existing capacity and capabilities.

The development of a local hydrogen economy is a natural proposition for the UAE. Its strong track record and industrial capacity across the energy value chain, coupled with its geographic location advantages, and growing local and export demand, mean that the country is uniquely positioned to establish a clean hydrogen economy.

<https://adq.ae/media/news/mubadala-adnoc-and-adq-form-alliance-to-accelerate-abu-dhabi-hydrogen-leadership>

## ADIO sets up hubs in eight global cities to woo investors to Abu Dhabi

### Government body opens offices in Tel Aviv, New York, San Francisco, Frankfurt, London, Paris, Beijing and Seoul

The Abu Dhabi Investment Office (ADIO) opened eight global offices in the US, Europe and Asia in its first foray abroad, as part of its drive to attract more investors to the UAE capital.

ADIO, in partnership with Abu Dhabi Department of Economic Development (DED), established a network of offices in Tel Aviv, New York, San Francisco, Frankfurt, London, Paris, Beijing and Seoul, it said in a statement on Thursday.

Their objective will be to attract innovative companies – particularly in sectors such as AgTech, FinTech, biotech and ICT – to set up in the emirate, Tariq Bin Hendi, director general of ADIO, told The National.

“We focused on cities that we believe fed into the core sectors and priorities that we focus on in terms of growth, [and] where we have a competitive advantage or can create one,” Mr Bin Hendi said. “Quite a lot of thought went into the office locations based on the UAE’s political ties and the innovation being driven in those cities.”

Technology, particularly in healthcare and agriculture, is a priority for the UAE as it seeks to attract investors, draw skilled talent, create jobs and diversify its economy.



ADIO took a two-pronged approach when wooing foreign companies. Firstly, it is offering to fund their global expansion when they set up a hub in Abu Dhabi to access local and regional markets, Mr Bin Hendi said. Secondly, it is targeting sectors that are “ripe for absolute or constructive disruption”.

“We’re focused on innovation, creating jobs for youth and making sure partnerships drive exposure for university students to access this,” he said.

The relationship must be beneficial to both the government’s ambitions to develop

specific sectors and the companies’ own ambitions to grow.

“It’s pushing the narrative about knowledge transfer and upskilling then plugging that into universities.”

A key component of these partnerships is giving the private sector the opportunity to drive change.

Abu Dhabi’s proposition to the companies is it will invest in their growth through rebates, grants, market access and a “seat at the table” to shape policy reforms, Mr Bin Hendi said.

> “What we’re offering companies is that we will de-risk their expansion into Abu Dhabi and the UAE in exchange for R&D and knowledge transfer,” the government official said.

The global offices network will depart from the traditional narrative of countries offering companies the opportunity to relocate in exchange for capital.

“These international offices allow us to position Abu Dhabi and showcase what it has to offer and deliver on that,” he said. “If you look at Abu Dhabi, there is appetite to change and transform – the new law changes are driven out of Abu Dhabi.”

The UAE has taken measures to improve the ease of doing business, relaxing visa rules and reducing or waiving government fees.

Adio is also rolling out a new Dh2 billion (\$545 million) Innovation Programme, which provides financial and non-financial incentives to innovation-driven businesses in high-growth areas, by facilitating a more targeted approach of supporting investors.

The programme will offer assistance to innovative companies in various sectors, particularly those that are relevant to the national security agenda such as food, healthcare, biotech and aerospace, he said.

Asked about his sentiment on investment into the country and the region in 2021, given the emergence of a new Covid-19 strain and the fragile recovery of the global economy, Mr Bin Hendi said “there is a lot of capital looking for opportunities”.

“2021 is about resilience and partnership that goes beyond any capital transaction,” he said.

Looking ahead at Adio’s priorities for 2021, he said the government body’s programmes will be focused on policy advocacy by communicating the private sector’s needs to policymakers that want to affect change.

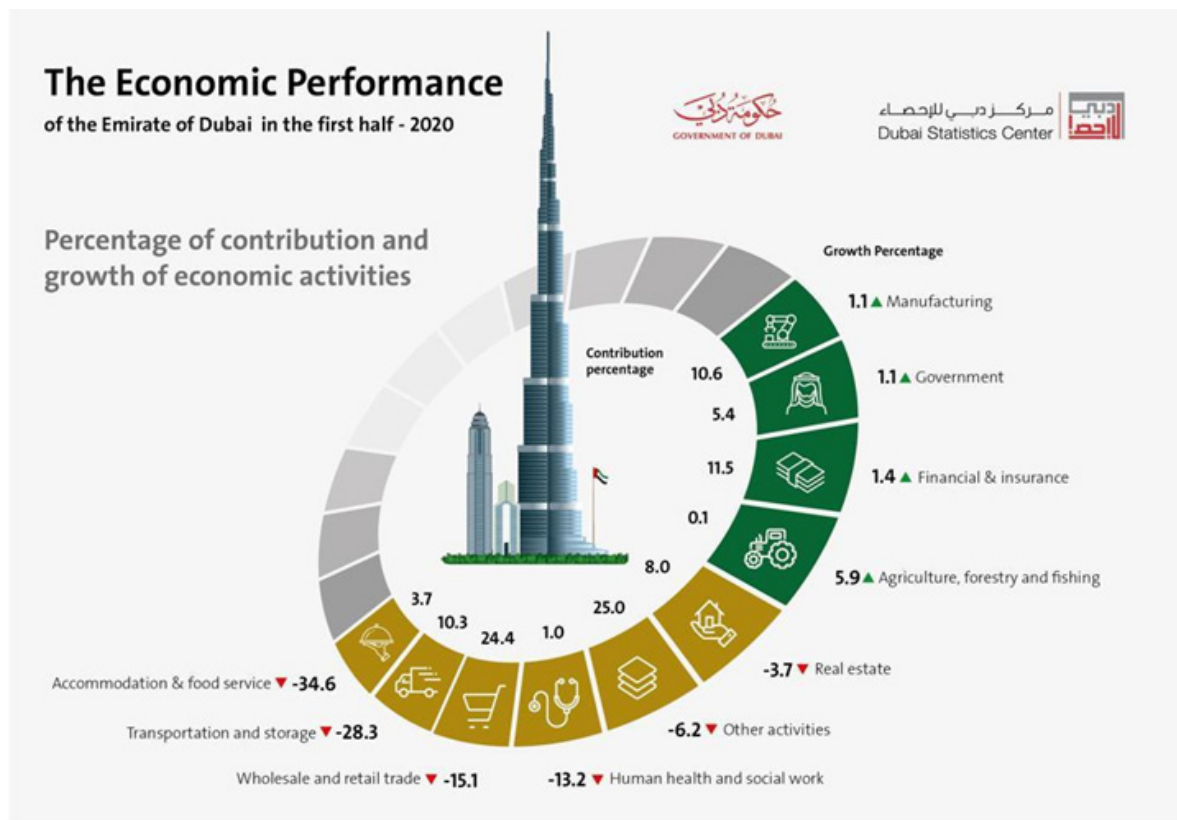
Adio’s international offices network will focus on facilitating connections between companies in their respective markets and Abu Dhabi, and introducing international investors to the advantages of expanding to the emirate.

The offices will also allow Adio to tailor its offerings to meet the needs of investors globally.

“The representative offices will serve as a bridge between key international markets and the exciting opportunities in some of our economy’s highest potential areas, opening up new areas for co-operation between the domestic private sector and its international counterparts,” Mohammed Ali Al Shorafa, chairman of Added and Adio, said in the statement.

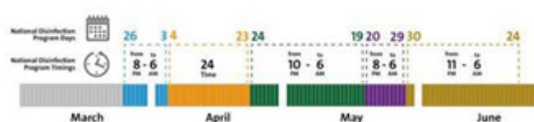
In September 2020, Adio announced plans to establish its first international office in Tel Aviv, Israel. It has formed a partnership with Abu Dhabi-based artificial intelligence and cloud computing company Group 42 (G42) on the Tel Aviv location, according to the statement. The co-located office in G42’s recently opened Israel subsidiary will enable closer collaboration between the two Abu Dhabi entities and accelerate opportunities for technology-focused Israeli companies seeking to expand to the emirate, Adio said.

<https://www.thenationalnews.com/business/economy/adio-sets-up-hubs-in-eight-global-cities-to-woo-investors-to-abu-dhabi-1.1145916>



#### The national disinfection program in the Emirate of Dubai

The national disinfection programs lasted for about 3 months and was accompanied with individual movement restriction that ranged between 7 hours to 24 hours a day, which affected the economic sectors performance at different pace, like other economies in the world.





## DMCC attracts 2,025 companies to Dubai in 2020



DMCC - a Free Zone and Government of Dubai Authority on commodities trade and enterprise – has registered a record breaking 2,025 new companies in 2020, the highest number of registrations in five years.

Despite an overall business environment shaped by the pandemic, the record-breaking registrations are a testament to Dubai's continued appeal to investors and the trust they place in the world's leading Free Zone, DMCC said in a statement.

DMCC's strong performance is primarily due to the Business Support Package launched in March 2020 that saw interest from companies in 149 countries. This was the business hub's largest ever commercial offer, offering a wide range of incentives and value added services to both existing and new companies in the Free Zone.

Supporting its member companies in the community, more than 8,000 member companies availed over 13,000 offers and incentives granted throughout 2020.

Commenting on the achievement, Ahmed bin Sulayem, Executive Chairman and Chief Executive Officer of DMCC, said, "Despite the countless challenges at our doorstep, the UAE's visionary leadership and prompt and decisive actions meant that our economy remained resilient throughout. DMCC's strong performance, which saw 2025 companies set up in our Free Zone during a global crisis, is a clear indication that the UAE and Dubai remain the chosen place to do business.

We know that 2021 will not be without its obstacles, but we are optimistic about our growth trajectory and our continued ability to attract foreign direct investment to the Emirate."

The record-breaking number of new company registrations is also the result of significant enhancements to DMCC's customer service, its simplified and fully digitalised set up processes and easier onboarding. By providing customers a seamless, digital company set-up experience, and significant focus on digital marketing, the Free Zone has seen more than a 50 percent drop in walk-ins and physical visits, with existing and new members preferring to conduct their transactions online.

Also, 95 percent of new companies in the Free Zone start their journey with DMCC digitally.

In light of global travel restrictions, DMCC hosted 19 virtual sessions in key markets including China, Israel, Russia, Switzerland, Germany, Angola, South America, Spain, Turkey, Ukraine and the UK. During these virtual roadshows, attendees were familiarised with the benefits and opportunities of setting up in Dubai and DMCC's unique and thriving business ecosystem.

DMCC's Executive Chairman and Chief Executive Officer also hosted a series of virtual briefings with UAE Ambassadors and representatives across key markets, including China, India, the UK, Germany, Canada and Colombia.

The Free Zone also shifted all of its networking events and learning seminars online. Its member companies were provided access to 83 webinars, averaging two sessions per week. Overall, DMCC gathered 11,000 attendees virtually in 2020.

Through its Dubai Diamond Exchange, DMCC signed a collaboration agreement with the Israel Diamond Exchange in September 2020 to promote bilateral trade opportunities and drive innovation in the diamond industry. Shortly after, DMCC inaugurated its representative office in Ramat Gan, Tel Aviv, Israel.

China remains a key target market for DMCC, and saw a 20 percent increase year-on-year in Chinese companies joining the Free Zone in 2020. In November 2020, DMCC inaugurated a representative office in Shenzhen, China, which is expected to usher in a new wave of business opportunities to Dubai.

<https://www.wam.ae/en/details/1395302899370>

## Mubadala and Siemens Energy sign agreement to explore green hydrogen sector

Investment will be channelled into the development of advanced technology, manufacturing of equipment and synthetic fuel production



Mubadala Investment Company and Siemens Energy signed a preliminary agreement to explore investment and commercial opportunities in clean energy and green hydrogen, establishing Abu Dhabi as a global hub of low-carbon fuels.

The pact between Mubadala, Abu Dhabi's strategic investment arm, and Germany's Siemens Energy, one of the global leaders in energy technology, will also channel investment into the development of advanced technology and the manufacturing of equipment and synthetic fuel production, Mubadala said in a statement on Sunday.

The companies will initially focus on boosting Abu Dhabi's green hydrogen capabilities, as the UAE continues to pursue ambitious targets of reducing its carbon footprint and developing its hydrogen economy. The partners will later look to expand into international markets, it said.

"Mubadala is strongly committed to the development of the UAE's hydrogen economy, and we are pleased to be extending our relationship with Siemens

Energy in this important emerging energy sector," Musabbeh Al Kaabi, chief executive of UAE Investments at Mubadala, said.

Through the partnership, "we expect to be able to leverage Abu Dhabi's strong foundations for the production and sale of green hydrogen", he said.

Mubadala and Siemens Energy are looking to build a "strong business case and attract investment for the development of new facilities, and establish Abu Dhabi as a reliable supplier of green hydrogen to global markets", he added.

The UAE, the second-biggest Arab economy has pledged to reduce its carbon emissions by a quarter by 2030 and has already laid out clean energy and carbon emissions commitments. Abu Dhabi National Oil Company is also looking to establish a "hydrogen ecosystem" that will allow it to meet growing global demand for the lighter and cleaner gas that is emerging as an alternative to fossil fuels.

Clean hydrogen can cut the hydrocarbons industry's greenhouse gas emissions by 34 per cent, according

to BloombergNEF. The growth of hydrogen can help develop a €120 billion (\$142.3bn) industry in Europe by 2050, according to Aurora Energy Research.

McKinsey estimates that the development of a hydrogen economy could generate \$140bn in annual revenue by 2030 and help support 700,000 jobs in the US alone.

Mubadala and Siemens Energy have a longstanding relationship. Together with Masdar and other energy players in the Mubadala group, the two companies will use renewable energy to produce green hydrogen and synthetic fuels that will provide clean and transportable energy to "fuel new hydrogen-based ecosystems that are supplied from the UAE".

The two partners also plan to establish an Abu Dhabi-based "world-class player in the synthetic fuels sector" and jointly develop technologies to bring down the cost of green hydrogen and synthetic fuels production, Mubadala said.

The partnership underscores the UAE's "commitment towards developing a sustainable, green hydrogen economy", Di-



etmar Siersdorfer, managing director of Siemens Energy Middle East, said.

“We look forward to advancing and leveraging the many applications of green hydrogen, in partnership with Mubadala and the other key stakeholders throughout the hydrogen value chain, for the benefit of the UAE and the world.”

The partnership is one of three hydrogen-related agreement being signed during to Abu Dhabi Sustainability Week, starting from Tuesday in the emirate. This agreement is part of the UAE’s overarching framework for the development of its hydrogen economy.

Mubadala said the first initiative under its deal with Siemens and the broader Abu Dhabi Hydrogen Alliance will be “the consideration of a demonstrator plant located at Masdar City”.



Earlier this year, Mubadala joined the investor group of the Hydrogen Council, reinforcing the company’s commitment to the emerging energy sector, according to the statement.

<https://www.thenationalnews.com/business/energy/mubadala-and-siemens-energy-sign-agreement-to-explore-green-hydrogen-sector-1.1147910>





**ArabianBusiness.com**  
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#UAE to see faster #tourism recovery from #coronavirus than global rivals, says #Dubai #entrepreneur



UAE to see faster tourism recovery than global rivals, says Dubai entrepreneur  
Saeed Al Ghurair says his UK-based mobile workspace platform Spacemize has seen 'exponential rise' during coronavirus pandemic  
arabianbusiness.com

29 PM - Jan 14, 2021 - Zoho Social

**The National**  
@TheNationalNews

Exclusive: Dubai's Enerwhere looks to tap wind to power industrial projects

@jcgna reports



Dubai's Enerwhere looks to tap wind to power industrial projects  
The company is carrying out feasibility studies on powering mining and quarrying activities in Abu Dhabi  
thenationalnews.com

8:50 AM - Jan 18, 2021 - Hootsuite Inc.

**Gulf News**  
@gulf\_news

Tourists flock to Dubai to safely enjoy winter without COVID-19 lockdowns  
Tourists feel "safer in Dubai, where everyone abides by all the measures."



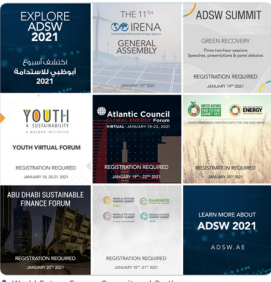
Tourists flock to Dubai to safely enjoy winter without COVID-19 lockdowns  
Travel and tourism has long been an economic mainstay of Dubai  
gulfnews.com

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**ADSW**  
@ADSWagenda

Explore the 2021 edition of the Abu Dhabi Sustainability Week which has been reimagined for 2021 to ensure the safety of all participants and to help set agenda for green recovery from COVID-19. Learn more through the link in our bio.

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#ADSWSummit  
#ADSW2021  
#ADSWVirtual



World Future Energy Summit and 3 others  
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**Khaleej Times**  
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.@DFMAlerts inaugurates Reits trading with the listing of Al Mal Capital Reit



DFM inaugurates Reits trading with the listing of Al Mal Capital Reit  
Significant milestone that reinforces DFM's diversification strategy, providing investors with new products and investment opportunities, says ...  
khaleejtimes.com

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Tomorrow, @IRENA will kick off its 11th Annual Assembly. The opening day of #IRENA11A will be marked as World #EnergyTransition Day, setting the direction for 4 days of discussions on #NetZero policies, #renewables investment & #energy-#healthcare nexus:



IRENA's World Energy Transition Day to Kick-Start Crucial Assembly Meeting  
Agency's 11th Assembly brings almost 2000 participants including 70 Ministers together virtually to set the course for a year of critical energy ...  
irena.org

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**Khaleej Times**  
@khaleejtimes

Abu Dhabi Department of Finance launches Dh6b initiative to increase liquidity for SMEs




Abu Dhabi Department of Finance launches Dh6b initiative to increase liquidity...  
Allocation of funds from the Ghadan 21 SME credit guarantee scheme will benefit SMEs in a variety of sectors  
khaleejtimes.com

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**Dubai Media Office**  
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.@expo2020dubai Pavilions Premiere opens from 22nd January until 10th April 2021, allowing visitors to be among the first to experience Terra – The Sustainability Pavilion.  
mediaoffice.ae/en/news/2021/J...



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33 Retweets 2 Quote Tweets 144 Likes

**UAE Farsan**  
@UAE\_Farsan

Abu Dhabi Customs completed its digital transformation via the transfer of all services to the 'TAMM' platform  
#abudhabi  
@AbuDhabiCustoms



Abu Dhabi Customs completes digital transformation of all services via 'TAMM' platform  
Upgrading the customs system and enhancing customer satisfaction  
40 core services provided 18 services offering online payment mechanism via 'Abu Dhabi Pay' platform  
Using digital channels:  
saved 2.7m+ in-person visits during 2020 saved 56,000+ working days for employees of government entities resulted in 95% customer satisfaction in 2020  
UAE Farsan

2:40 PM - Jan 17, 2021 - Hootsuite Inc.

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