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الإمارات  
THE EMIRATES



## EXPO 2020 DUBAI

**‘Connecting Minds, Creating the Future’ is Expo’s theme and its purpose. It is based on the belief that innovation and progress are the result of people from different fields and backgrounds coming together in new and unique ways to share ideas.**

Expo 2020 will explore the power of connections across the key subthemes of Opportunity, Mobility and Sustainability – areas it sees as fundamental in shaping our world.

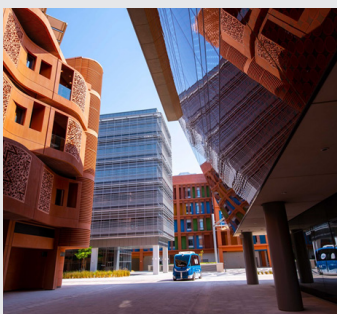
- **Opportunity:** Unlocking the potential for individuals and communities to shape the future
- **Mobility:** Creating smarter and more productive movement of people, goods and ideas, both physically and virtually, that ensure we maintain our resiliency
- **Sustainability:** Respecting and living in balance with the world we inhabit to ensure a sustainable future for all

## Mission Possible – The Opportunity Pavilion

Under the Opportunity subtheme, Expo 2020 will examine how the potential of communities and individuals can be unlocked to help shape the future and create an equal playing field for everyone, encapsulating the belief that every action has an effect, not only in our own communities, but also across the world. The Opportunity subtheme is closely aligned with the objectives of the Sustainable Development Goals (SDGs), the blueprint for peace and prosperity for people and the planet.

Masdar City, the sustainable urban development in the UAE, is set to play a key role in the global green recovery from COVID-19 as it continues to add sustainability-focused innovation and technology companies.

[Read more on page 5](#)



The 17 SDGs, already at the heart of the UAE's strategic vision, underpin Expo's activities and goals before, during and after the six months of Expo. They cut across Expo in all manner of ways, from spotlighting how countries are placing sustainable development at the core of their strategies, to actively engaging, informing and inspiring millions of citizens to make a conscious difference.

However, it is within Expo 2020's Opportunity Pavilion, known as Mission Possible, that the SDGs will be brought to life for visitors. Here, through the pavilion's interactive exhibition experience, Expo will show how each and every one of us has the opportunity to contribute, how small steps can lead to big changes, and how unlocking opportunity at a local level can be used for the greater global good.

Visitors to the pavilion are guided through three 'tracks' that focus on water, food and energy – three resources chosen because they are basic human needs and essential for progress.

Each track is brought to life by expert guides from diverse backgrounds and nationalities, whose innovating projects in their community – simple solutions that have required little resources or investment – have had life-changing impact.

Members of their communities share stories of how, thanks to these ideas, their lives have transformed – improvements that go beyond access to water, food and energy and demonstrate the interdependency of the SDGs. Through these, we not only see localised advances in achieving the SDGs but witness the sheer human potential in each of us as we strive towards a better life for people and the planet on which we live.

Illustrating the Opportunity Pavilion's message that small actions can have a huge ripple effect, the guides and their communities are leading by example, inspiring us all to act and do things differently, or at least be more aware of our choices as we go about our daily lives.

The concept of Opportunity has also been reflected in the architecture of the pavilion, designed by AGi Architects. It has been conceived as a large plaza, building on the rich urban history of plazas throughout millennia, from Roman times to the modern day, and their

roles as gathering spaces where people come together to create and debate. This emphasises Expo 2020's overarching purpose and theme 'Connecting Minds, Creating the Future,' and the premise of bringing people together, which also underpins the aims of the SDGs.

Two other elements are highlighted in pavilion's design: terracotta and mesh. Terracotta is used throughout the pavilion's floor and facade to represent the Earth where we come from and to emphasise human activity and interaction. And, floating 32 metres above the ground, the pavilion's mesh canopy represents clouds and the dreams of a better future that we all aspire to achieve.

## Alif – The Mobility Pavilion



Mobility is the movement of people, goods and services, capital, data, ideas and cultures. It can mean physical movement but is also about connections, real and virtual.

We live in a world of limitless connections. Explore horizons that drive human progress, as mobility continues to transform the way we live, connect with people, understand different cultures, and exchange knowledge and ideas.

The Mobility Pavilion, named Alif (after the first letter of the Arabic alphabet and symbolising the beginning of progress and new horizons), will provide visitors with an exciting and thought-provoking experience, demonstrating how mobility has driven mankind's development throughout our existence – from our

humble beginnings to the interconnected world of today and beyond.

Meet the larger-than-life, nine-metre-tall historical giants of mobility whose innovations helped navigate the world and paved the way for the technology we use today. Move beyond earth's frontiers as you reach for space and feel empowered to explore uncharted territories and create the future you want.

Step into the future where smart cities are created through artificial intelligence, big data, robotics, machine learning and autonomous transport. Learn about the complexity of moving goods around the world and how mobility could evolve in the human-centred city of the future.

The Mobility Pavilion, designed by the award-winning Foster + Partners, features the world's largest passenger lift,

which is capable which is capable of holding more than 160 persons (38 based on current social distancing restrictions) and has a twin sister in Singapore.

The pavilion also stars a partly underground, partly open-air 330-metre track for visitors to see cutting-edge mobility devices in action.

## Terra – The Sustainability Pavilion

Expo 2020's Sustainability Pavilion, named Terra (meaning Planet Earth) will bring to life the UAE and Expo 2020's commitment to sustainability, acting as a catalyst for change in the UAE, the region and globally.





Terra – The Sustainability Pavilion will highlight the urgency of addressing negative environmental impacts, through an engaging and personal experience that is designed to empower visitors to understand their impact on the environment and become agents of change.

A playful, exploratory experience for children, Terra is designed to change their mindset and encourage them to break the cycle of consumerism. It will remain in legacy as a Science Centre that will inspire sustainable choices for young and old for generations to come.

- The pavilion and its surrounding grounds cover approximately 25,000 sqm and were designed by Grimshaw Architects
- The pavilion is planned to meet LEED (Leadership in Energy and Environmental Design) Platinum green building standards and is built to be net-zero for both energy and water
- Energy is generated through the highest specification of photovoltaic panels available, 4,912 of which are arranged on a 130-metre-wide roof canopy and atop a series of 'Energy Trees', which track the path of the sun. In total, the building's technology will produce four Gigawatt hours per year of electricity – enough for a Nissan Leaf to drive half-way to Mars
- Energy is also saved by burying much of the occupied spaces below the ground and providing thick, insulated walls with minimal glazing. Simultaneously, the solar roof acts

as a giant shade to reduce the sun's heating effect

- Condensation is collected from the air-handling system, filtered, disinfected and blended with near-surface brackish water, which is desalinated on-site to supply potable water for the pavilion. Reed beds also help with natural filtration of water
- The pavilion's 'Water Tree' is a showcase of cutting edge tech that can capture moisture from the air like a sponge, entirely powered by the sun
- The pavilion's grounds feature innovative irrigation techniques – including a greywater recycling system – and local plants to reduce water consumption by 75 per cent
- The demonstration gardens show new crops being developed for arid climates that could contribute to future food security in the region
- The building will remain in legacy as a Science Centre that can be enjoyed by all ages

The Sustainability Pavilion is one of Expo 2020 Dubai's signature experiences. It will take millions of visitors on an immersive journey through the wonders of the natural world and inspire them to create a cleaner, healthier, safer future.

During Expo 2020, the pavilion also will host entertaining and enriching events, such as science shows and cultural performances that reflect the Sustainability subtheme.

The Sustainability Pavilion covers 6,300 sqm and is capable of hosting 4,400 people per hour, with each visit taking about 45 minutes. Its content was created in collaboration with US firm Thinc Design and the UK's Eden Project.

The visitor experience includes:

- A walk through time in an Arabian wadi, where cheetahs and mega elephants once roamed
- Huge installations inspired by iconic fairground attractions that explain key sustainability issues and concepts, including a giant balance maze requiring visitors to collaborate to bring the Earth into balance
- An interactive walk through the roots of the forest, where every footstep affects the 'wood-wide-web', the amazing symbiotic network of roots and fungi that allow trees to communicate and share resources
- An exploration 'under the ocean' to discover the beauty and the mysteries contained within
- A journey through consumption halls, uncovering the hidden harmful impacts of our choices
- A meeting with 'Gnasher' – a giant consumption machine that shows how natural resources are being destroyed to make consumer products
- An encounter with a deep sea fish whose system is clogged with discarded plastic waste
- A series of 'would you rather?' scenarios to challenge visitors to consider how individual behaviours directly impact our planet
- The Laboratory of Future Values – a hopeful space that presents solutions to the challenges, issues and worries raised earlier in the experience
- A request for visitors to make an individual pledge that supports positive change. This could be as simple as cutting back on food waste or not using single-use plastic

## Dubai posed to become a hub for contactless economy



Companies based in Dubai Internet City are playing an integral role in positioning Dubai as an incubator and exporter of innovative contactless technologies, which are on track to hit a global market size exceeding Dh1.1 trillion by 2024.

As consumers move away from cash, contactless services are seeing a steep rise in demand due to better user experiences and innovative interaction methods between users and devices, Dubai Internet City, which is home to several major players in the contactless tech space, said on Tuesday. According to Precedence Research's latest report, the global contactless payment market size was valued at \$1.05 trillion in 2019 and is projected to reach \$4.60 trillion by 2027, rising at a market growth (CAGR) of 20.01 per cent during the forecast period.

"We are pleased to see contactless solutions from global powerhouses that are part of Dubai Internet City such as Visa. This consolidates our business district's status as a global tech and talent hub that fosters innovation," said Ammar Al Malik, managing director of Dubai Internet City. With the ground-breaking solutions, these companies help Dubai Internet City achieve its goal of supporting Dubai's diversification inline with the vision of our leaders to maximise the massive and promising potential of the digital economy, said Al Malik.

"We see huge opportunities for startups, freelancers and multinational corpora-

tions to come together to test and develop cutting-edge contactless payment technologies in an agile ecosystem that provides state-of-the-art infrastructure, access to talent and cost-effective business solutions," he said. The growing uptake of digitisation and paperless transactions will also contribute to Smart Dubai's Dubai Paperless Strategy which aims to see emirate become 100 per cent digital by the end of 2021, the DIC statement said.

Digital payment providers are working hard to reduce friction points and provide a seamless journey. At the same time, more brick-and-mortar stores continue to embrace an exciting new era of omnichannel retail, DIC, the region's largest business district for technology and innovation, said. Dubai Internet City is quickly becoming a global hub for digital payment innovations with its partners using their innovation centres to further support and grow the contactless and digital economy.

Visa, the global leader in digital payments, is building its headquarters for the Central and Eastern Europe, Middle East and Africa region in Dubai Internet City that supports the company's capabilities across almost 90 countries. Visa already has an Innovation Centre in Dubai, where it co-develops innovative digital payment solutions with partners across CEMEA and the new location will have an expanded and updated Innovation Centre aimed at showcasing the latest in cashless solutions and opportunities

for clients and partners. Shahebaz Khan, Visa's general manager for the UAE, said even before the pandemic, contactless payments were popular in the UAE. The pandemic has only increased their appeal among consumers who want to be able to make payments in the safest and most hygienic way possible.

"In fact, the findings of our Back to Business Study - 2021 Outlook show that UAE consumers have adjusted their payment habits during the pandemic with 77 per cent of respondents using contactless payments where possible. For many businesses, the transition to contactless payments has become a matter of survival during the pandemic. Recognizing the increased popularity of contactless payments among their consumers, 82 per cent of UAE merchants surveyed in our Small Business Recovery 2021 study said they see digital payments - including contactless - as a necessary investment in business recovery and growth," he said.

Visa remains committed to working with Dubai Internet City, the region's leading tech community, and providing opportunities to support the growth of digital commerce, said Khan.

<https://www.khaleejtimes.com/business/dubai-poised-to-become-a-hub-for-contactless-economy>

## Masdar City attracts global and regional innovation giants

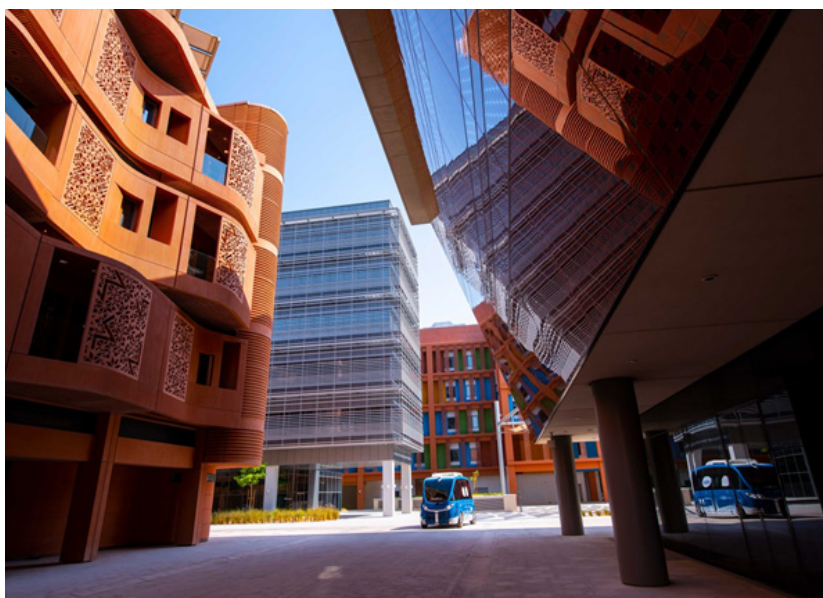
Masdar City, the sustainable urban development in the UAE, is set to play a key role in the global green recovery from COVID-19 as it continues to add sustainability-focused innovation and technology companies.

The number of companies in the City's free zone increased 26 percent in 2020, indicating the important role of the City and its offerings to innovation-led companies, including G42 Healthcare, whose laboratories and testing centres were central to the UAE's pandemic response.

The figures emphasise the essential need for innovation in progressing the green transition through the development and commercialisation of new technologies. Masdar City is Abu Dhabi's only planned and approved research and development (R&D) cluster and is now home to more than 900 companies, ranging from multinationals and SMEs, to homegrown startups. These companies are developing ground-breaking technological solutions to some of the world's most pressing environmental challenges, across the key sectors of energy, water, artificial intelligence, health, space, agriculture, and mobility.

"The UAE leadership has made a long-standing commitment to progressive climate action and recognises the integral part that innovation plays in advancing the global green recovery," said Abdulla Balalaa, Executive Director, Masdar City. "The COVID-19 pandemic has further underlined the links between public health and climate change. Now more than ever, we see the critical importance of the green recovery. It is the only way forward to drive sustainable development, and facilitating innovation in key sectors is a fundamental aspect of this journey, one that we are helping to lead at Masdar City.

"The UAE also has in place a National Strategy for Advanced Innovation which is focused on devising innovative solutions in the health, transportation, water, environment, and space technology. This vision is at the heart of Masdar and the reason that Masdar City was developed as a 'greenprint' of sustainable urban living and a centre for R&D, innovation and technology. The work being done by companies in Masdar City to develop



transformative technologies, is not only preparing for the future, but is creating it, while simultaneously supporting the UAE's goals of driving sustainable and positive change," Balalaa concluded.

Despite the challenges presented by the COVID-19 pandemic, Masdar City has continued to welcome new partners, including high-tech sector drivers, the Advanced Technology Research Council (ATRC), which shapes the R&D strategy in Abu Dhabi, alongside its pillar entities, the Technology Innovation Institute (TII) and ASPIRE, and will continue to welcome regional and global partners in the coming months.

The ATRC joins an already impressive cluster of innovation-driven companies including: Honeywell Innovation Centre, an innovation and knowledge-exchange hub designed to advance digital transformation across the oil, gas, petrochemical and infrastructure sectors; G42 Healthcare, which conducted the first pan-Arab clinical trials for an inactivated COVID-19 vaccine and has established the region's largest and most advanced Omics Centre of Excellence, which is home to a series of Omics projects; the International Renewable Energy Agency (IRENA) – the first intergovernmental organisation to be located in the Middle East; the UAE Space Agency, which made history earlier this year by sending a space craft into Mars' Orbit, making the UAE the first Arab nation, and one of just five in

the world to achieve this; the Emirates Nuclear Energy Corporation (ENEC); and companies such as Siemens, Siemens Energy, Saint-Gobain, and Tabreed, as well as core tenant, Masdar (Abu Dhabi Future Energy Company).

Masdar City is also an active proponent of the UAE's National Artificial Intelligence Strategy 2031, which identifies the growth potential associated with AI, and has set out to establish the country as an incubator for AI innovation. This year, Masdar City welcomed the first students to the world's first graduate-level, research-based university dedicated to the study of AI, the Mohammed bin Zayed University of Artificial Intelligence (MBZUAI). Masdar City is also home to a growing number of AI specialist companies contributing to a predicted \$15.7 trillion boost to the global economy by 2030 and \$320 billion to the Middle East economy.

Already established as a leading innovation hub in the region, together with its partners, Masdar City will continue to advance solutions in key sectors, which also support the UAE's industrial sector in increasing its contribution to gross domestic product (GDP) of AED300 billion by 2031.

"The UAE has strategies in place that will support the development of industrial small-to-medium enterprises and enable them to play a greater role in the country's transition to a knowledge-based econ-





> omy. The City provides a very unique offering that includes education, R&D, technology, and innovation, all within a strategic base through which companies can test new technologies and build their partnerships,” Balalaa added.

The development of startup businesses is also a key focus for Masdar City. The Catalyst, a joint venture between Masdar and

bp, is the first start-up accelerator in the MENA region dedicated to sustainability. Companies operating under its incubation program include Ceramic, which is developing turnkey solutions to upcycle industrial waste; Volts, which provides an in-house smart battery management system that can create its own autonomous electricity supply in a house when charged by the grid or solar panels; and

sustainable skincare company De L’Arta.

Masdar recently marked its 15-year anniversary with its ‘For A Sustainable Future’ brand campaign, which is focusing on real-world examples of how Masdar City is driving innovation in the region.

<https://www.wam.ae/en/details/1395302944228>

## Power generation, the sustainable key for energy transmission

Dubai Electricity and Water Authority (DEWA) and Siemens have been working successfully on significantly improving the performance of several power plants in Dubai’s Jebel Ali area. More than 65% of DEWA’s total installed capacity is generated from Siemens gas and steam turbines. In a turnkey approach to meet peak demands, particularly in the Emirate’s hot summer months, Siemens Wet Compression technology helps supply more than 100,000 inhabitants with electricity and provides energy solutions for industry. This ensures a higher quality for life.

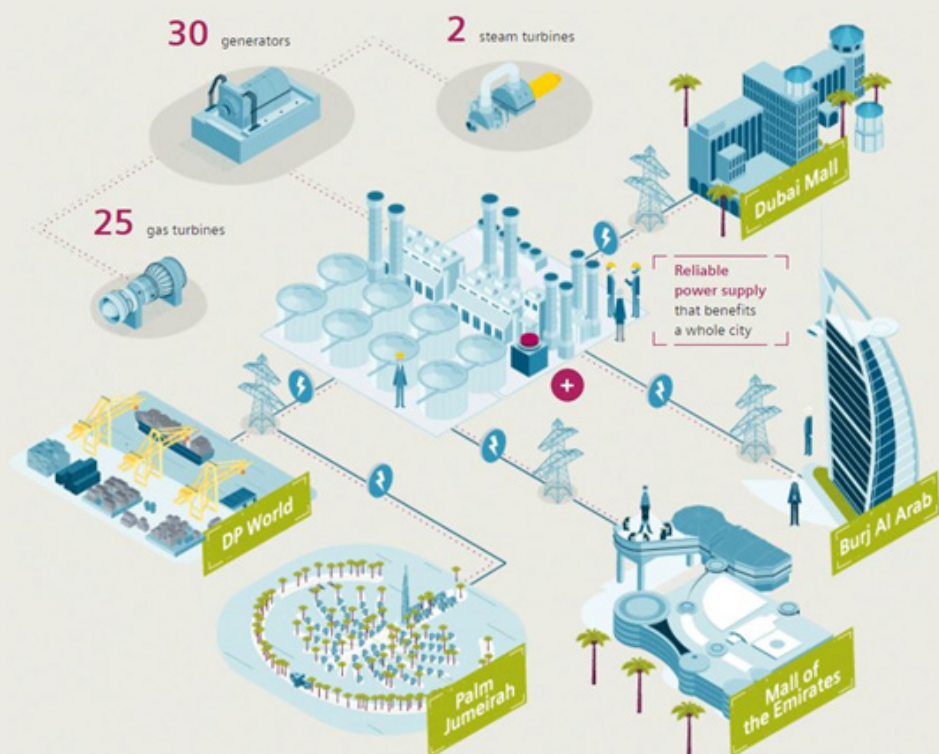
Siemens machines are contributing to DEWA’s total output of:  
**9,600 megawatts (MW)** per day.

**50%** higher energy demand in summer:

- ⚡ Higher temperatures lead to an increased use of electricity.
- 💰 The Middle East needs reliable energy and water supply that is efficient and affordable.

Benefits of Wet Compression technology

- ↑ **15%** more power per day
- ↓ **15%** decrease in nitrogen oxide (NOx) emissions



<https://new.siemens.com/eg/en/company/topic-areas/ingenuity-for-life/dewa.html>

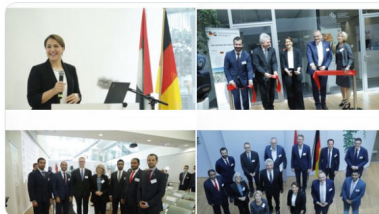
## الأمن الغذائي FOOD SECURITY



Her Excellency Mariam AlMheiri, UAE Special Envoy to Republic of Germany and Minister of State for Food and Water Security paid a visit to the States of Bavaria and North Rhine-Westphalia. During the visit, Her Excellency met with several representatives from both regional governments as well as leaders of the business community. Her Excellency also opened the German Emirati Institute at Aachen University.

UAE Embassy in Berlin  
@UAEinBerlin  
Account der Regierung von Vereinigte Arabische Emirate

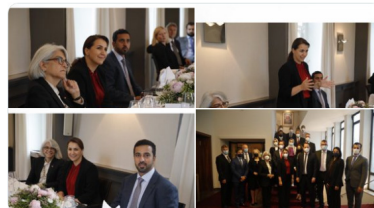
MoS @mariammalmheiri and @WirtschaftNRW Minister @a.pinkwart opened the German Emirati Institute at @RWTH\_Academy Aachen, an initiative to foster a deeper collaboration on developing emerging & advanced technologies and using them to develop joint #4IR projects. @MoFAICUAE #NRW



12:35 PM · Jul 3, 2021 · Twitter for iPhone

UAE Embassy in Berlin  
@UAEinBerlin  
Account der Regierung von Vereinigte Arabische Emirate

During a Business Roundtable organized by @NRWGlobal.com, H.E. @mariammalmheiri explored potential for cooperation with key industries in #NRW. @MoFAICUAE @IHKZuDortmund @SmartCityDo #Remondis @FraunhoferIML #BioMedizinZentrumDortmund #WorldofWallas @WirtschaftNRW



2:40 PM · Jul 2, 2021 · Twitter for iPhone

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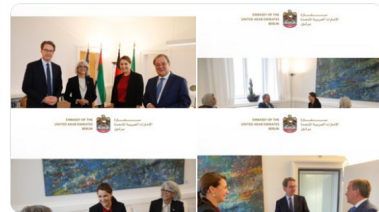
MoS @mariammalmheiri met @a.pinkwart, Minister of Economy, Innovation, Digitalization, and Energy @WirtschaftNRW of the State of #NorthrhineWestphalia to discuss further sustainable and future-oriented collaboration projects. @MoFAICUAE



12:24 PM · Jul 2, 2021 · Twitter for iPhone

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@UAEinBerlin  
Account der Regierung von Vereinigte Arabische Emirate

@mariammalmheiri was delighted to meet @ArminLaschet and @andreascheuer during her visit to Düsseldorf #NRW. The close ties between the #UAE and #Germany were once again affirmed during this very friendly encounter and are certain to develop further in the future. @MoFAICUAE



10:06 PM · Jul 1, 2021 · Twitter for iPhone

UAE Embassy in Berlin  
@UAEinBerlin  
Account der Regierung von Vereinigte Arabische Emirate

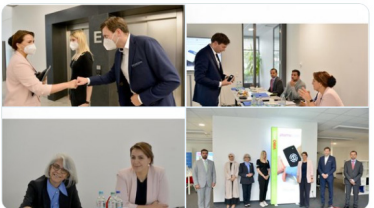
In a bilateral meeting with @HendrikWuest, Minister of Transport of #NRW, @mariammalmheiri discussed collaboration in the areas of #economy, #mobility, and #digitalization. @MoFAICUAE @VerkehrNRW @Landtag\_NRW



5:36 PM · Jul 1, 2021 · Twitter for iPhone

UAE Embassy in Berlin  
@UAEinBerlin  
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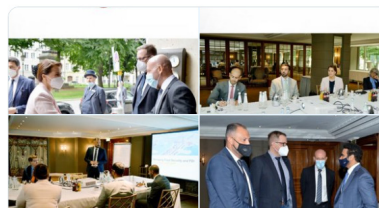
HE @mariammalmheiri met with #Terraplasma CEO Dr. Julia Zimmermann, Jens Kirsch CEO Terraplasma Medical, to discuss cooperation in the use of plasma in bio technology, hygiene, water treatment, & agriculture technology. @MoFAICUAE



10:23 AM · Jul 1, 2021 · Twitter for iPhone

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HE @mariammalmheiri met #SAP and @SAPMENA representatives to discuss the close cooperation with the UAE and the advancement of further projects in the area of #AI #foodsecurity. @MoFAICUAE



4:15 PM · Jun 30, 2021 · Twitter for iPhone

UAE Embassy in Berlin  
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Account der Regierung von Vereinigte Arabische Emirate

During a bilateral meeting with Roland Weigert, Vice Minister of Economic Affairs, Regional Development and Energy @BayStMWi, Minister of State @mariammalmheiri discussed opportunities to further advance economic cooperation with the Free State of #Bavaria. @MoFAICUAE




2:17 PM · Jun 30, 2021 · Twitter for iPhone



**TAQA**  
@TAQAGroup

Launching a 2 GW green hydrogen-to-ammonia project with Abu Dhabi Ports is a significant step towards placing Abu Dhabi at the heart of an emerging global market for green energy.  
[bit.ly/2TAXimt](https://bit.ly/2TAXimt)



**Abu Dhabi will become export hub for green hydrogen and ammonia**

2:07 PM - Jul 7, 2021 - Twitter Web App

**DMCC**  
@DMCCAuthority

Our 2020 report outlined ways in which the **#trade** finance gap could be addressed. This year we are exploring the current challenges in accessing **#finance**, and what has been addressed to close the trade finance gap. Download the **#FutureofTrade** 2021 report: [hubs.li/H0RQIn-0](https://hubs.li/H0RQIn-0).



11:15 AM - Jul 8, 2021 - HubSpot

**IH Aviation and Travel**  
@ihaviation

@emirates launches 'Emirates Pay', a new account-based payment method

**#emirates #emiratespay #dubai #uae #payment #payments #cash #card #ticket #purchase #flights #technology #digital #account #news #airline #aviation**

Read the full story here:



Emirates launches 'Emirates Pay', a new account-based payment method. Emirates has launched 'Emirates Pay', which is a new account-based payment method for purchasing new tickets. With this, the Dubai-based carrier has now ...  
[ihaviationandtravel.com](https://ihaviationandtravel.com)

6:22 AM - Jul 6, 2021 - Twitter for iPhone

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#Dubai Tourism welcomes support of stakeholders to accelerate momentum in year of EXPO and #UAE Golden Jubilee.  
**#WamNews**



Dubai Tourism welcomes support of stakeholders to accelerate momentum in y... DUBAI 7th July, 2021 (WAM) -- Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) held its first bi-annual 'City Briefing' for 2021 at the ...  
[wam.ae](https://wam.ae)

5:18 PM - Jul 7, 2021 - Twitter Web App

**Dubai Media Office**  
@DXBMediaOffice

.@NasdaqDubai welcomes listing of USD 750 million bond by Emirates Development Bank (EDB). Nasdaq #Dubai is the largest exchange in the world for listed Sukuk at 60.69 billion US dollars.



Nasdaq Dubai

10:46 AM - Mar 6, 2019 - Twitter Web Client

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CSP Abu Dhabi Terminal, Khalifa Port implement region's first autonomous port truck system  
[dvr.it/S3BmHB](https://dvr.it/S3BmHB)  
**Translate Tweet**



12:13 AM - Jul 7, 2021 - dvr.it

**UAE News**  
@UAEnews

Mohammed bin Rashid's economic initiatives a qualitative shift towards better economic ecosystem: Economy Minister [dvr.it/S2zyh8](https://dvr.it/S2zyh8)



5:35 PM - Jul 3, 2021 - dvr.it

**IRENA**  
@IRENA

"We have the know-how, we have the tools, we need to act, and do so now." - @IRENA DG @flacamera

Read IRENA's World **#EnergyTransitions** Outlook to learn how a resilient & more equitable world can be realised through a just & inclusive **#energytransition**.



IRENA's World Energy Transitions Outlook Re-Writes Energy Narrative for a Net ... Change in investments, capital markets and policies tabled to realise energy transition dividend of 122 million energy jobs by 2050  
[irena.org](https://irena.org)

1:27 AM - Jul 6, 2021 - Twitter for iPhone

**The National**  
@TheNationalNews

UAE central bank plans to issue digital currency




UAE central bank plans to issue digital currency  
Digital transformation of the UAE's financial services sector is a part of the CBUAE's strategy  
[thenationalnews.com](https://thenationalnews.com)

1:50 PM - Jul 12, 2021 - Twitter Web App

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