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الإمارات
THE EMIRATES



The newly-announced Fourth Industrial Revolution Programme, known as “UAE Industry 4.0,” announced by the UAE’s Ministry of Industry and Advanced Technology (MoIAT) on Wednesday, will help encourage innovations in 4IR technologies, placing the UAE at the heart of the global Fourth Industrial Revolution, according to top officials and industry executives. [Please read more on Page 6](#)



Expo 2020 begins with star-studded Opening Ceremony, streamed live across the UAE, and spectacular fireworks

Expo 2020 Dubai’s star-studded Opening Ceremony was streamed live to more than 430 locations across the UAE, giving everyone the chance to participate in the mind-blowing spectacle, wherever they might be.

This will be followed a night later by three spectacular fireworks displays in Dubai, marking the first full day of the Expo in a spectacular visual celebration commemorating the journey from winning the bid in 2013 to opening the first World Expo in the Middle East, Africa and South Asia region and the largest global event held since the start of the pandemic.

On Thursday, 30 September, nation-wide Opening Ceremony viewing parties will take place across the country, thanking the nation for its support and inviting everyone to come together to celebrate

this momentous occasion for Dubai, the UAE and the region as a whole.

Screens will be set up in locations ranging from airports and shopping malls to hotels and other landmarks, relaying the incredible music and cultural performances as they happen.

Viewers from anywhere in the world can also join the evening’s proceedings via a global live stream, available on [virtualexpo.world](#) and Expo TV from 1930 GST onwards.

Among those slated to perform are world-famous tenor Andrea Bocelli; Grammy-nominated, Golden-Globe-winning actress, singer and songwriter Andra Day; platinum-selling British singer-songwriter Ellie Goulding; international mega-star pianist Lang Lang; and four-time Grammy winner Angélique Kidjo.

The incredible fireworks displays will take place on the evening of Friday 1 October, kicking off at 2020 GST, at Dubai Festival City, The Frame and The Pointe, Palm Jumeirah, with each presenting their own unique celebrations. Both The Pointe and Dubai Festival City will incorporate their fountains into a dazzling light and sound show themed on Expo 2020, while The Frame façade will be lit up in Expo colours. The flags of participating countries will also be displayed at each, with booths on the ground for purchasing Expo 2020 tickets.

The roster of streaming locations for the Opening Ceremony includes more than 240 hotels nation-wide, including Emaar's Rove, Armani, Address Hotels & Resorts, and Vida Hotels & Resorts, as well as Accor, Marriot, Hilton, IHG, Rotana, Jumeirah, Hyatt International and Atlantis The Palm.

In addition, 17 Majid Al Futtaim malls, plus City Walk, Nakheel Mall and Ibn Battuta Mall, as well as 50 Jashanmal locations across Dubai and Abu Dhabi, 97 Mediclinics, Dubai and Abu Dhabi International Airports and Zabeel Ladies Club and Sharaf DG will also stream the experience.

Expo 2020 Partners are also offering their invaluable support, with many, including DulSCO, Terminus Group, L'Oreal and Nissan, hosting Opening Ceremony viewing parties for their staff. Emirates, the Official Airline Partner of Expo

2020 Dubai, will also stream proceedings across its first and business class lounges, both local and international.

Adding to the evening's magic, viewings are taking place at various locations in Umm Al Quwain, Yas Plaza in Abu Dhabi and across various locations in Ras Al Khaimah, including the Corniche, Al Marjan Island and Manar Mall. Ajman Heritage District and Fujairah Fort will also host a live broadcast, the latter accompanied by an evening of other festivities that include a mini village, folklore bands, traditional crafts, heritage displays and traditional food.

Tickets to Expo 2020 Dubai are available online and through more than 2,500 Authorised Ticket Resellers, including online travel agents, tour operators, hotel groups and airlines from 100-plus markets around the world.

Expo 2020 Dubai's official app and Business App to create unique visitor experiences for millions from 1 October

- Official app matches users' interests with events, attractions, parades and more
- Business app facilitates business connections via innovative AI-powered algorithm
- Both apps are now available for download through App Store and Google Play



Expo 2020 Dubai has launched its official visitor app and a business-focused app, helping to ensure that millions of visitors can make the most of the 182 visually striking and emotionally inspiring days of Expo from 1 October 2021.

The official Expo 2020 app allows users to tailor their visit to Expo, matching individual interests to create a personal

schedule of events and attractions, across a site twice the size of Monaco. Visitors can use the app to buy tickets, choose from more than 200 dining options and themed culinary events, and manage reservations for Expo 2020's intelligent Smart Queue system – offering guests the ability to reserve a convenient time slot to visit a pavilion of their choice, and avoid queues.

Developed in collaboration with Accenture, the Official Digital Services Partner of Expo 2020, the app – available to download via the App Store or Google Play – allows visitors to create an Expo 2020 account or link their social media account, as well as access a GPS-enabled interactive map of the Expo site and step-by-step directions to points of interest across Expo.

A chatbot on the app will provide information on making visits to Expo 2020 safe and enjoyable, including details on opening times, parking options and how to reach Expo using Dubai's extensive public transport options.

Mohammed Alhashmi, Chief Technology Officer, Expo 2020 Dubai, said: "Hosting the world in one place for six months, Expo 2020 offers visitors a once-in-a-lifetime opportunity to explore new frontiers and join in a celebration of creativity, innovation, human progress and culture. Whether you're interested in boarding our Garden in the Sky observation tower

55 metres above the ground; partying at Expo Beats, our monthly music festival featuring a global cast; or experiencing the spectacular Expo Water Feature, the Expo 2020 app has everything on offer at your fingertips.”

Gerado Canta, Senior Managing Director and Executive Sponsor for Accenture’s partnership with Expo 2020 Dubai, said: “Accenture, in partnership with Etisalat Digital, helped to develop the event’s visitor-facing digital channels, including the official Expo 2020 app, virtual assistant and website, enabling Expo 2020 to bring its story to millions worldwide. The mobile app is a window for visitors worldwide to learn about Expo 2020 and plan their visits via curated journeys to ensure an accessible and relevant experience for all.”

Separately, the Expo 2020 Business App matches users with similar interests and objectives among the business community, with the objective of facilitating meaningful business to business (B2B), business to government (B2G) and government to government (G2G) interactions across geographies and industries.

Powered by artificial intelligence and available for mobile and desktop, it suggests potential matches for users based on their profiles, expertise, goals and interaction patterns – ensuring every business visitor can meet their business objectives.

Available via WebApp, App Store and Google Play, the Expo 2020 Business App allows users to create their own unique profile, highlighting key information and contact details, while selecting filters and researching potential match partners. Once a connection is made, users can start engaging, chatting and scheduling meetings with other users, businesses and entities of interest to establish relationships during and beyond Expo, which closes its doors on 31 March 2022.

While free to download, a small registration fee applies to access the app’s premium features, such as networking, connecting, chatting and scheduling meetings. Holders of the Premium Experience can enjoy complimentary access to the premium features of the Expo 2020 Business App, alongside a host of additional services.

In addition to these two main apps, fitness enthusiasts visiting Expo 2020 can use the Glofox App – available via App Store and Google Play – to keep track of their wellbeing and make the most of all the sport and health-related activities available at Expo 2020. The Expo 2020 Sports, Fitness and Wellbeing Hub is hosting an eclectic mix for all ages and physical abilities, and Glofox helps users view timetables and services, book classes and engage with other members and instructors. When downloading the Glofox App, search for ‘Expo 2020: Sports, Fitness and Wellbeing Hub’ before signing in and registering for sessions.

From 1 October 2021 to 31 March 2022, Expo 2020 will bring together more than 200 participants, including 192 countries, plus millions of visitors, to collaborate on ways to protect the planet for our communities and future generations, inviting them to join the making of a new world.

Expo 2020 Dubai ushers in new era of tourism in Dubai

In a reflection of the huge boost that Expo 2020 Dubai has given to global tourism recovery, key stakeholders and partners opened the doors to a new era for Dubai’s tourism industry at a ceremony marking the symbolic opening of the Expo 2020 Dubai entry portal.

Helal Saeed Al Marri, Director General of Dubai’s Department of Tourism and Commerce Marketing (DTCM), flanked by a group of stakeholders and partners, participated in the opening of the Expo 2020 Dubai’s towering entry portal to the Sustainability district. The opening of the gates was accompanied by the playing of the Expo 2020 Dubai theme song ‘This is our time’ before the distinguished group of visitors from the tourism industry were warmly welcomed by an Emirati traditional band.

The daily symbolic opening of Expo Portals is part of the programme to welcome the world to Expo 2020 Dubai and also to celebrate the pivotal role played by diverse domestic sectors and establishments, stakeholders and partners in the true spirit of collaboration in the making



of a new world. Similar entry portals are also established at the other two thematic districts of Expo 2020 Dubai – Opportunity and Mobility.

With the participation of over 190 countries and people from all walks of life and age groups, Expo 2020 Dubai has placed Dubai’s tourism sector in a unique position to drive growth while further rein-

forcing the city’s position as a global icon of multiculturalism.

The event is well set to deliver an exceptional showcase of Dubai to visitors and participants and to millions following the event from around the world.

<https://www.wam.ae/en/details/1395302979963>

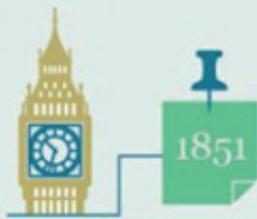
EXPO 2020

THE ECONOMIC IMPACT ON DUBAI

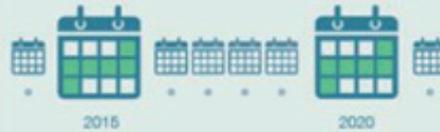


OXFORD ECONOMICS REPORT SHOWS DUBAI EXPO 2020 WOULD SUPPORT OVER HALF A MILLION JOBS

1 The first ever World Expo Event was held in London in 1851.



2 The World Expo takes place every 5 years for a period of 6 months.



3 It is the 3rd largest event in the World after the Olympics and the Soccer World Cup.



4 The next World's fair will be Expo 2015 in Milan, Italy.



5 Dubai is competing for the Expo 2020 along with Sao Paulo in Brazil, Izmir in Turkey, Yekaterinburg in Russia, and Ayutthaya in Thailand.



Incidentally, the World Expo has never been held in the Middle East, Africa and South East Asia in the history of the event.

6 Dubai's submission proposed to hold the event from October 2020 until April 2021 making it the first time the event would be held over two years, considering that **Dubai will be celebrating its 50th Anniversary in 2021.**



7 The winner will be announced in November 2013 following a vote by the 163 member nations of the Bureau International des Expositions, the international organisation responsible for selecting World Expo host cities.



8 The key points of discourse between nations during the World Expo are:

Innovations and progress

on issues of international importance such as the global economy

Sustainable development

and improved quality of life for the world's population

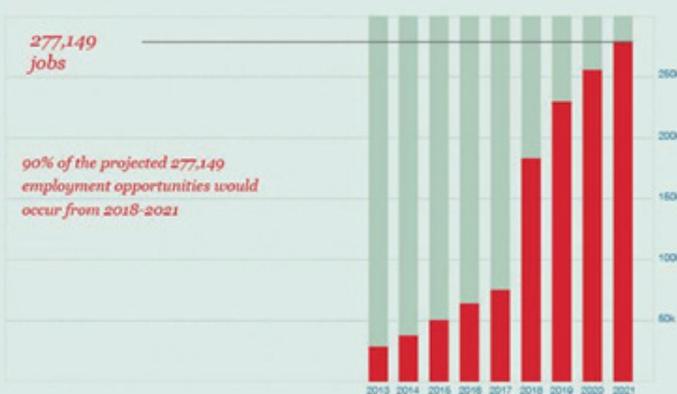
Economic, cultural & social transformation

through networking and dialogue

Important legacies

for the host city and nation transforming its economic & cultural landscape

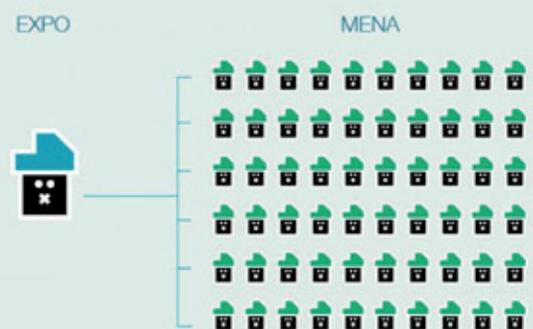
9 Dubai Expo 2020 expects to create 277,149 jobs between 2013-2021:



There is a significant potential to convert a high percentage into permanent jobs to serve the expanded economy in the post-Expo period.



For every Expo employee approximately **60 additional jobs** will be sustained across other parts of the MENA economy; = employee



10 Dubai Expo 2020 can expect to attract 25 million unique visitors and 33 million visits during the six months between October 2020 and April 2021



'UAE Industry 4.0' will place UAE at centre of global Fourth Industrial Revolution: Officials, industry executives



The newly-announced Fourth Industrial Revolution Programme, known as "UAE Industry 4.0," announced by the UAE's Ministry of Industry and Advanced Technology (MoIAT) on Wednesday, will help encourage innovations in 4IR technologies, placing the UAE at the heart of the global Fourth Industrial Revolution, according to top officials and industry executives.

The MoIAT signed Memoranda of Understanding (MoUs) with 12 industrial entities - who will form the Champions 4.0 Network - and the Departments of Economic Development of Abu Dhabi, Dubai and Ajman to kick-start the "UAE Industry 4.0."

Commenting on the initiative, Abdulla bin Touq Al Marri, Minister of Economy, pointed out that the UAE is a leading country in adopting future legislation and creating an environment that encourages the development of innovative ideas.

"4IR technologies are critical to the sustainable development of the UAE's economy. We are entering a new era of technological innovation that will transform our knowledge-driven economy forever," he noted.

"From blockchain and artificial intelligence to additive manufacturing and agri-tech, the velocity of change will be unprecedented, and the UAE can be at the heart of this transformation through pioneering programmes like Industry 4.0," Al Marri said.

Launched as part of Projects of the 50 earlier this month, MoIAT explained that the "UAE Industry 4.0" is designed to accelerate the integration of 4IR solutions and applications across the UAE's industrial sector, enhancing the UAE's overall industrial competitiveness, driving down costs, increasing productivity and efficiency, enhancing quality, improving safety and creating new jobs.

As a key pillar of the UAE's Operation 300Bn, which aims to increase the contribution of industry to national GDP to AED300 billion in ten years, "UAE Industry 4.0" aims to increase industrial productivity by 30 percent.

It will do so through a number of core elements, including the establishment of the Champions 4.0 Network, in which leading local and international companies will unite to share best-practice in the deployment of 4IR technologies across the UAE's industrial sector. Participating entities include the Abu Dhabi National Oil Company (ADNOC), EDGE, Honeywell, Unilever, Ericsson, Schneider Electric, Emirates Global Aluminium, Microsoft, CISCO, SAP, AVEVA and Siemens, said the MoIAT.

Talking about the programme, Mariam bint Mohammed Almheiri, UAE Minister of Climate Change and Environment, said it will help further advance the UAE's food security initiatives.

"The UAE is celebrating 50 years of incredible triumphs, with the UAE In-

dustry 4.0 programme the very latest accomplishment. Looking back over the past five decades, another major national achievement is the leaps and bounds we have made in food security," Almheiri noted.

She continued to say that, "Technology is at the heart of sustainable initiatives in the UAE that include climate controlled greenhouses, aquaculture facilities and vertical farms, all of which conserve our most precious of resources - water. With the adoption of 4IR strategies growing exponentially, we can look forward to an even more productive 50 years of technology-enabled food security initiatives, innovative agriculture, and smart farming."

Ahmed Ali Al Sayegh, Minister of State and Chairman of Abu Dhabi Global Market, said the initiative will help further accelerate the UAE's digital transformation.

"Digital transformation is less a strategic goal for the United Arab Emirates than an economic and social imperative. Industry 4.0 reflects this sense of urgency with a comprehensive plan to adopt, deploy and develop advanced technologies in a range of fields vital to the nation's economic prospects. We must all work to ensure its success," Al Sayegh said.

Omar Al Olama, UAE Minister of State for Artificial Intelligence, said the "UAE Industry 4.0" will help develop pioneering industries and ideas in the UAE.

"Adopting and utilising the technologies associated with the Fourth Industrial Revolution is key to not only our nation's readiness to adapt to a rapidly evolving world but also our ability to take a leading role in shaping the industries and projects that will define it. Industry 4.0 provides fresh impetus to the UAE's goal to foster pioneering industries and ideas," Al Olama said.

Shamma Al Mazrui, UAE Minister of State for Youth Affairs, said the MoIAT's latest initiative will help the youth equip with the skills of 4IR technologies.

"The capabilities of the next generation will be the driving force of our nation over the next 50 years. Equipping our

youth with the skills of the Fourth Industrial Revolution, and cultivating a growth mindset to maximise their potential, is imperative for the sustainable social and economic development of our nation, and Industry 4.0 provides a clear roadmap to help us achieve it," Al Mazrui said.

Omar Ghobash, Assistant Minister for Public and Cultural Diplomacy at the UAE Ministry of Foreign Affairs and International Cooperation, said the programme will help unleash unprecedented innovation and socio-economic opportunities offered by 4IR technologies.

"Technology has never before been more widely used, more accessible and more seamlessly integrated than it is today. AI, The Internet of Things, big data, robotics, 3D printing, cloud computing, and advanced wireless technologies are connecting the digital, biological and physical worlds in exciting new ways," he pointed out.

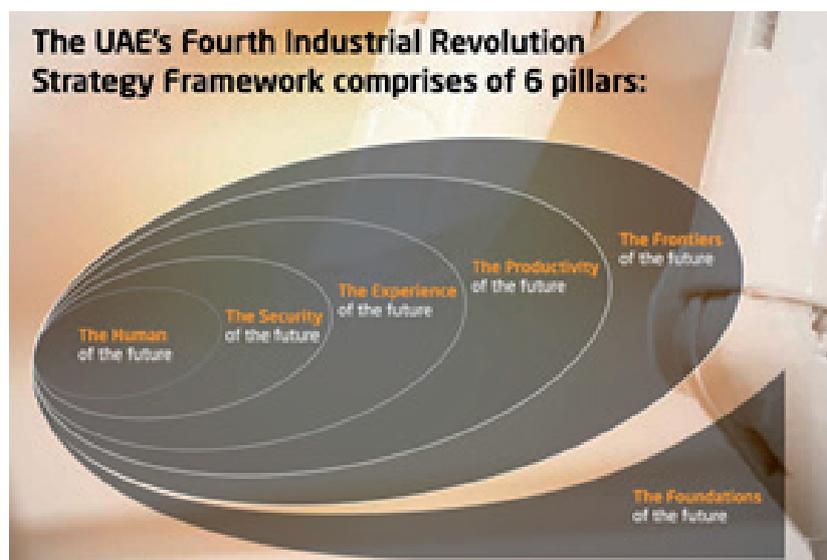
"The launch of the Industry 4.0 Programme amplifies the UAE's commitment to the 4IR and to the era of unprecedented innovation and socio-economic opportunity that it has ushered in," Ghobash said.

Abu Dhabi Department of Economic Development (ADDED) commented that the "UAE Industry 4.0" will help enhance the existing industries and create new ones.

"Our nation's leaders have long maintained that any economy that stands still is likely to be overtaken. It's why there is a coordinated approach to embrace the possibilities of the Fourth Industrial Revolution, which will enhance existing industries and create entirely new ones, particularly when they are utilised to address food and water security, smart-city development and mobility. Industry 4.0 is a key component of this vital national strategy," ADDED stressed.

Dubai Department of Economic Development said the MoIAT's initiative will help shape the future of the UAE's advanced manufacturing and production.

"Through this partnership and in alignment with our aspiration, we seek to contribute in shaping the future of the UAE's



advanced manufacturing and production. We are committed in growing Dubai's industrial sector through accelerating the adoption of industry 4.0 technologies across the industrial value chain locally, raising its competitiveness and growing its exports globally."

Ajman Department of Economic Development commented that the programme will lead to new wave of industrial innovation and opportunity in the UAE.

"Through integrating data across the operations, enterprise, and product lifecycle layers, Industry 4.0 optimises processes and physical systems to previously unimaginable levels. It offers a programme of investment, training and knowledge-sharing that will help unleash a new wave of industrial innovation and opportunity. This is the time to translate Industry 4.0 concepts and technologies into new value, for our nation and for the markets around us," Ajman DED said.

The partnering industries in the programme pointed out the potential positive impact it can make in the relevant industrial sectors.

Emirates Global Aluminium said the initiative will support the entire manufacturing industry in the UAE. "Transforming our operations and business processes through Industry 4.0 is an important part of maintaining and extending EGA's global competitiveness as the world's biggest 'premium aluminium' producer."

The company added, "The championing of Industry 4.0 by the UAE's visionary leadership, and the rollout of the country-wide Industry 4.0 Programme, will support all manufacturing companies in the UAE to further enhance our progress on this important national journey."

Siemens said the programme will support its strategic priorities. "Whereas Siemens's four strategic priorities are 1. Customer Impact - We anticipate what our customers need before they even know they need it; 2. Empowered people - Driving progress through empowering our customers, partners and employees; 3. Technology with purpose - Innovative technology has been at the core of Siemens for more than 170 years and it will remain at the core of the future we're building; and 4. Growth mindset - Rather than make yesterday last, we are committed to building tomorrow - by learning and being open to change," the company explained.

Honeywell said the initiative will help both public and private sectors to take advantage of the 4IR revolution. "This ambitious new initiative will help forge new pathways of cooperation between policy-makers and industry, and put both the public and private sectors in a strong position to reap the full benefits of exploring and embracing 4IR solutions across the industrial sector."

ADNOC said the "UAE Industry 4.0" will help find the best talents in public and private sectors. "By necessity, Industry



4.0 demands deep collaboration between the public and private sector and will harness and develop the best talents of both.

“Through this programme the UAE can capture the best 4IR thinking, put it in service of our aggressive sustainability agenda, and drive positive outcomes to the timescales the world needs to see,” ADNOC said.

SAP said the initiative will make an overall impact on the industrial sector and digital transformation.

“Fully exploring the potential of technologies like AI and the Internet of Things demands deep technical knowledge, robust, modern infrastructure, an environment that welcomes experimentation, and collaboration between all the players in the ecosystem.

“The blueprint for partnership put forward by MoIAT with Industry 4.0 will help drive the growth of the industrial sector, enable a growing number of 4IR projects, and accelerate digital transformation across the Emirates,” SAP said.

Unilever commented that the “UAE Industry 4.0” programme will help enhance the well-being of everyone in the UAE.

“As a sustainable business that believes in the value of transformation and technology to drive growth, we are confident that the adoption of 4IR will bring long-term benefits to the UAE.

“We share the UAE’s ambitions for an increasingly sustainable future that is built on using advanced technology to benefit the environment and enhance the well-being of everyone who lives and

works in this young and vibrant nation,” Unilever said.

Microsoft said the MoIAT’s initiative will be instrumental in empowering the youth to enable them address even global issues.

“Unleashing the social and economic potential of Fourth Industrial Revolution technologies will only happen if the public and private sectors deepen collaboration and cooperation, which, we are delighted to see sits at the heart of the UAE’s Industry 4.0 Programme.

“By seizing its potential, we can work together to address some of the world’s most critical issues such as inequality and climate change to create a better future for the world’s most valuable resource: youth,” Microsoft said.

Schneider Electric said the “UAE Industry 4.0” will make several positive impacts in industrial sector, including advanced manufacturing growth.

“At Schneider Electric, we’re committed to accelerating digital innovation by turning urgency into action. We’re encouraged to see the Ministry of Industry and Advanced Technology’s 4IR program aiming to catalyse industrial decarbonisation and stimulate advanced manufacturing growth,” the company said.

Cisco said the MoIAT’s initiative will accelerate the UAE’s transition into a knowledge-driven economy.

“The Fourth Industrial Revolution is about bringing people and technology together to change how we live and work. Digital innovation is a great social and economic leveller.

“We commend the Ministry of Industry and Advanced Technology’s 4IR programme. It will build upon the UAE’s visionary leadership to create a knowledge-driven economy set for the next 50 years of growth, progress and prosperity,” Cisco said.

AVEVA said the “UAE Industry 4.0” will lead to growth across the region.

“Digital acceleration will empower manufacturers with smarter ways of doing business to deliver immense value and impact. By bringing together the greatest minds in government, business and academia, the 4IR programme will serve as a holistic and comprehensive roadmap towards industrial innovation. We welcome today’s announcement and look forward to contributing to this important endeavour to drive growth across the region.”

Ericsson commented that the MoIAT’s initiative will significantly benefit telecommunication sector.

“At Ericsson, we strongly believe in the important role technology and 5G will play in driving the Fourth Industrial Revolution to enable a fully connected and digitalized world. This engagement is a testimony to our commitment towards the newly launched Industry 4.0 Programme,” the company said.

“We are confident that this programme will significantly benefit the telecommunications sector and aid in the digitalisation of others and we look forward to be part of this exciting journey.”

EDGE said the “UAE Industry 4.0” will support the defence sector by many ways.

“The defence sector was one of the earliest adopters of 4IR technologies and we are encouraged to see these solutions now being implemented on a wider scale. The Industry 4.0 Programme will support in the development and manufacture of advanced defence platforms, not only helping to promote long-term stability in the Middle East region, but boosting sub-sectors linked to the defence industry and creating high-value, skilled jobs.”

WAM / Binsal AbdulKader

<https://www.wam.ae/en/details/1395302980335>

ArabianBusiness.com
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@etihad says it has raised \$1.2bn through #sustainability #loan



arabianbusiness.com
Etihad Airways raises \$1.2bn in landmark sustainability loan
Sustainability-linked loan represents the largest sustainable financing in the Abu Dhabi-based carrier's history

4:20 PM · Oct 13, 2021 · Zoho Social

UAE News
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Central Bank, ADGM to cooperate on development of UAE FinTech sector dvr.it/S9Rzzk



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THE FUTURE OF FINANCE

11:04 AM · Oct 13, 2021 · dvr.it

Expo 2020 Dubai
@expo2020dubai

Opening the Expo 2020 Dubai Portals by @UAENSR, Huwaidin Madad Alketbi, Mohammad Alhammadi, Mohammed Alkaabi, Hamdan Khaled, Saud AbuHindi & Amir Almeeri for the world to experience the most advanced technology, unfold possibilities for mobility & unlock potential.



10:29 AM · Oct 12, 2021 · Twitter Web App

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"Sustainability features prominently in the UAE's contribution"
How the UAE is becoming a sustainable finance centre



thenationalnews.com
How the UAE is becoming a sustainable finance centre
Regulators need to ensure consistent standards, greater transparency and disclosure of sustainability issues

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Gitex 2021: Delivery robots primed and ready to drop at your door in Dubai dvr.it/S9mZrZ



6:54 AM · Oct 18, 2021 · dvr.it

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Salty greens grown from reject brine may not sound appetising, but it could offer a solution to some of the world's food security issues



thenationalnews.com
Dubai's salty farming experiment could help tackle food security challenges
Traditional agriculture is facing increasing scarcity of fresh water because of climate change

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DMCC awarded 'Global Free Zone of the Year' by Financial Times' FDI magazine for seventh straight year.
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Adnoc Drilling, which recently listed 11 per cent of its shares in a public offering, affirms plans to expand its oilfield services segment



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FTSE adds Adnoc Drilling to three indices as board approves growth plans after...
Drilling company plans to expand its oilfield services segment

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The National
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Microsoft and Siemens are among the first dozen companies supporting the Ministry of Industry and Advanced Technology's new programme to accelerate digital capabilities



thenationalnews.com
UAE unveils manufacturing plan to harness Fourth Industrial Revolution
Adnoc, Edge, Honeywell, Microsoft and Siemens among 'Champions network' to share knowledge

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