

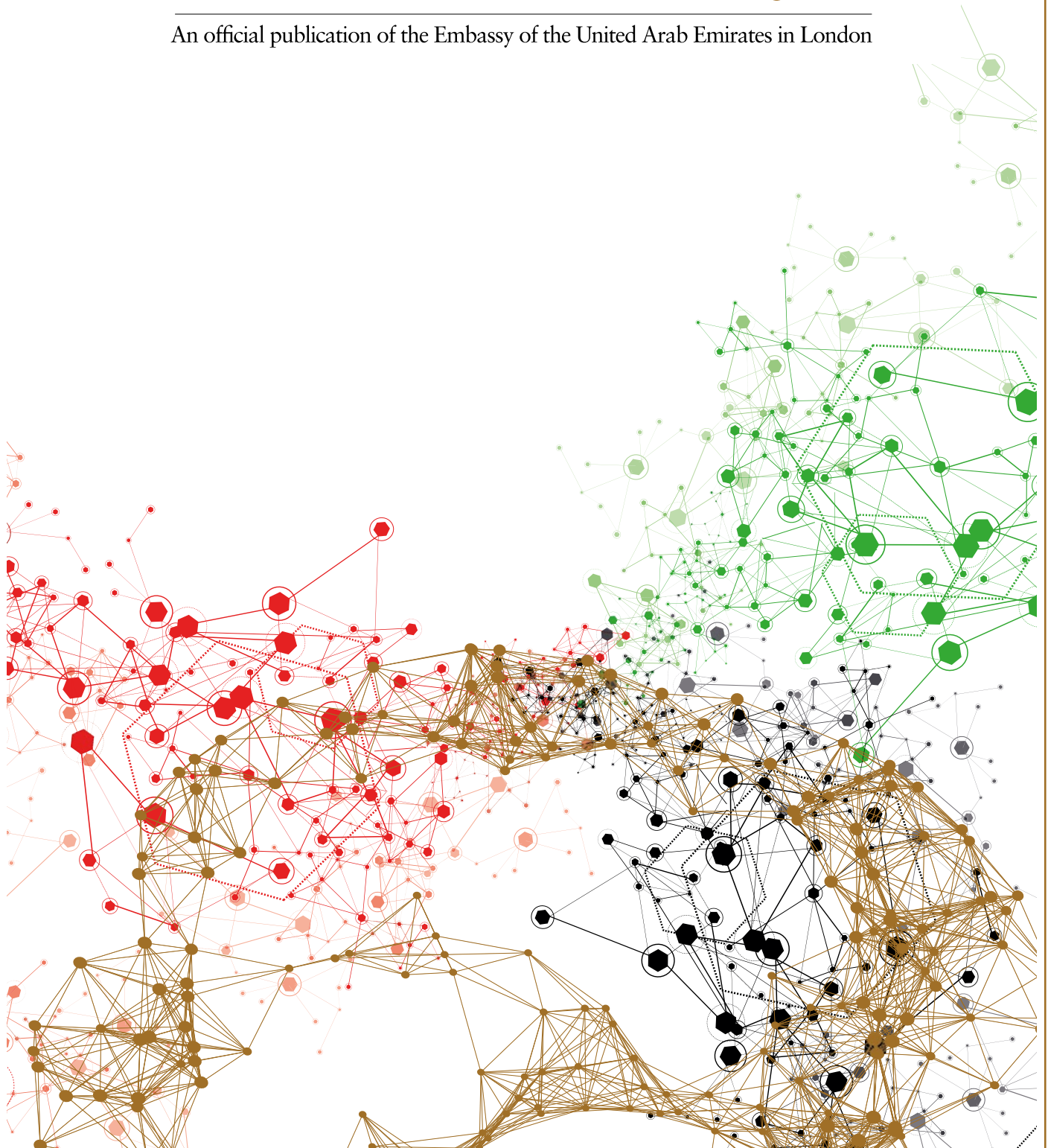


# UAE 2017

## Creating a Global Hub



An official publication of the Embassy of the United Arab Emirates in London



MEDIA INFORMATION



# Synopsis



The leadership of the United Arab Emirates is capitalising on the country's advantageous position at the centre of world trade, tourism and innovation in order to re-invent its national economy.

Through a series of economic initiatives, the UAE is opening doors and breaking down barriers to provide unparalleled opportunity for individuals, enterprises and ideas to prosper within its borders.

Profiling the primary drivers of the post-oil economy, *Creating a Global Hub* charts the rise of the UAE on the world-stage, through its domestic and international achievements, trade relationships, FDI outlook and rapid infrastructure development.

Covering the history, culture, mega-projects and legislation that made this modern day economic success story possible, *Creating a Global Hub* is an essential guide to the key sectors that will support the country in its energy innovations and a resource for overseas companies to capitalise on the unrivalled opportunities on offer.

**PUBLICATION DATE: OCTOBER 2017**  
**CIRCULATION: 15,000+ copies**



# Content overview

## UAE VISION 2021

Achievements of the UAE  
/ Pillars of The Knowledge  
Economy / Preparing for a  
Post-Oil Future / Economic  
Analysis by Emirate / Nation-  
alisation Drives

## CULTURE

History of the country /  
UNESCO Heritage sites / Desert  
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## MEGA-PROJECTS

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## FOREIGN INVESTMENT UPDATE

FDI Landscape / FDI Opportuni-  
ties and How to Capitalise / Inter-  
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bound Investment / Operating  
Your Business in the UAE





# Distribution

As an official publication of the UAE Embassy in London, *UAE 2017 | Creating a global hub* will be distributed to key locations in the UK and the UAE.

Ministry of Foreign Affairs (for distribution to UAE Government Ministers, Heads of Government, including the UAE Federal Supreme Council).

Physical distribution of 15,000 copies to:

- The Federation of UAE Chambers of Commerce UK Database
- UAE Embassy in London
- UK – UAE Business Council members and participants
- UK Based, UAE Government partners and stakeholders
- CEOs of the top 500, UK-based companies
- First-class and business-class lounges in London, Dubai and Abu Dhabi Airports
- UKTI leadership and strategic partners
- Members of the House of Commons and House of Lords

Digital distribution by email and social media channels to 13,000 recipients; including members of the Arab British Chamber of Commerce & UAE Embassy Social Media Following. A digital version of the publication will be made available to view, or download via the UAE Embassy London’s website.

## RATE CARD

PRINT	SIZE	RATE
Inside front cover (IFC)	210x275mm	£20,950
Double-page spread (DPS)	420x275mm	£17,450
Outside back cover (OBS)	210x275mm	£20,950
Inside back cover (IBC)	210x275mm	£12,450
Full page (FP)	210x275mm	£11,950



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**PUBLISHER**

**Khaled Algaay**

Tel: +44 (0)7500077791

Email: [kalgaay@gtmediame.com](mailto:kalgaay@gtmediame.com)

**GT MEDIA ME LTD.**

22 Wenlock Road, London

N1 7GU, United Kingdom

Tel: +44 207 6085137

Fax: +44 870 4285885



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