

# FLEXIBLE WORKSPACES & PROFESSIONAL SERVICES

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# The best time to set up business is now!

Excellent flexible workspace options and compelling packages from the UAE's free zones as well as business consultancy firms make the country a rendezvous point for entrepreneurs looking to set up shop

**I**n a market that sets the bar on trends across sectors, the UAE also makes the rules when it comes to evolving workspaces. Ramifications in work culture wrought by the pandemic as offices and management teams fought to keep staff morale high and that saw the move towards remote workspaces trending across the globe as much as it evolved here in the UAE, have forced providers and think tanks to come up with solutions that maximise what workspaces stand to offer in terms of comfort and convenience as much as they set the bar in raising efficiency among staff.

In a report released by global real estate consultants, Knight Frank titled *Evolving Trends in Workplaces: Flexible Workplace in the UAE*, the themes shaping future occupational demand for office spaces are in black and white, making it critical for landlords to see the light and adapt to changing requirements among office tenants.

While the study essentially highlights five themes that will shape evolving workspaces in future, three themes are more critical than others.

**1. The rise of new wave technologies** such as artificial intelligence is creating a period of rapid organisational and process re-engineering that will remodel the future form, function and location of workplaces as we know it.

**2. Offering space as a service** will be the industry standard with office as the workplace starting to be increasingly seen as a flexible business service that actively supports growth rather than a fixed and often financially onerous physical product. This repositioning is alluring to the tenant and will be seen as the demand default.

**3. Mobility and mergers will underpin occupier activity** with M&A initiatives and talent searches intensifying and occupier portfolios incorporating markets and submarkets that were not considered conducive for enterprise. Essentially what this means is there will be a conscious movement towards workspaces that are seen as being closer to talent pools, while offering heightened options in terms of amenities, service and infrastructure that will serve in the retention of talent.

## UAE FREE ZONES IN THE MIX

In this regard, as a regional hub for entrepreneurship, the UAE offers sev-



● Flexi workspaces at Dtec help tech startups nurture their business while keeping costs low

**CLOSE TO  
98 PER CENT  
OF ALL  
COMPANIES  
IN ABU DHABI  
BEING SMES,  
CONTRIBUTING  
TOWARDS  
29 PER CENT  
OF THE  
EMIRATE'S  
GDP AND  
44 PER CENT  
OF ITS NON-OIL  
ECONOMY,**

eral platforms and services that propel SMEs and new businesses towards growth, providing a bouquet of solutions in terms of unique workspaces and turn-key solutions at the workplace that help businesses maximise efficiency while ensuring their costs remain low. A wide selection of free zones in the UAE offer remarkable options to new businesses, SMEs and entrepreneurs in terms of flexible workspaces that provide cutting edge technology and curated work environments at reasonable cost packages that take into account the difficulties faced by businesses to cough up sizeable investments when setting up shop.

For instance, as an industry pioneer in free zones solutions for SMEs and big business looking to set up base in Abu Dhabi, the Khalifa Industrial Zone or KIZAD has recently announced free zone business start-up packages starting from just Dh9,450. In line with Abu Dhabi Ports and the Government of Abu Dhabi's efforts to support and safeguard businesses, the relief package offers prospective KIZAD Free Zone customers savings of up to 36 per cent on new registrations and a waiver on the security deposit for any registrations. Excellent flexi workspaces and related solutions are a given.

Close to 98 per cent of all companies in Abu Dhabi being SMEs, contributing towards 29 per cent of the Emirate's GDP and 44 per cent of its non-oil economy, and entities such as KIZAD have recognized this fact early on.

Khalid Al Marzooqi, Director Commercial, KIZAD, says, "Small and medi-

um enterprises are the backbone of any economy, and are a vital component of Abu Dhabi's business landscape. As engines for growth and employment, SMEs are one of the main pillars of KIZAD's business strategy.

KIZAD's package is available in three tiers, the first providing up to 36 per cent savings on new registrations of three-years, 20 per cent savings for two-year registrations, and 15 per cent savings for one-year registrations. "As one of the leading enablers of industry, it is our responsibility to provide businesses with the opportunities to be competitive in their respective markets," says Al Marzooqi. "The SME relief packages we announced are aligned with the UAE's efforts to protect SMEs in the country from the economic impact of the coronavirus pandemic."

Dubai's free zones are much in the news as well in terms of offering compelling workspace solutions and cost effective packages for various subsectors. The Dubai Silicon Oasis Authority for instance has amped up its offerings for tech startups through its unique incubator programme, the Dubai Technology Entrepreneur Campus (Dtec). Offering flexible workspaces for tech startups to start and nurture their business during the crucial formative years, Dtec promises an established and nurturing community from which to grow, right in the heart of the emirate.

As one of the first startup incubators to launch in the UAE in 2015, Dtec has recently opened a second, purpose built and creatively designed space, following the resounding success of its first location. Spanning 10,000 square metres across its two centres, Dtec provides everything a young tech startup or SME could need.

William Chappell, Chief Financial Officer and Executive Vice President of Technology and Entrepreneurship at Dubai Silicon Oasis Authority, is proud of what the entity has achieved this far in terms of providing tech entrepreneurs a platform to support their ambitions. "The Dubai Technology Entrepreneur Campus is the base for more than 800 start-ups from 72 countries across the globe. Given the flexible office spaces available, entrepreneurs come together to exchange knowledge and expertise, and share insights on market trends. They also gain access to, and benefit from, our wide network of DSO-based mentors, investors, and business partners. "We pride ourselves on providing a seamless set-up process for start-ups and are keen to further facilitate matters to ensure a swift completion, allowing entrepreneurs to focus on their innovative projects."

## SUPPORTIVE ROLE

The UAE's dynamic business consultancy community plays a critical and supportive role as well in guiding prospective entrepreneurs and new businesses when making a choice on the workspace that would best suit their needs.

*Continued on page 11*

Choose the most cost effective Free Zone in the UAE that's open to entrepreneurs and the flexible environment they need to grow in. Set-up a Free Zone or dual license business with a quick online application and registration that requires no security deposit. You'll get a shared workspace, free Wi-Fi and one-stop shop business services on-site. Perfectly located between Abu Dhabi and Dubai, KIZAD Free Zone packages start from only AED 9,450/year. We're here to listen, support and deliver.

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# Going the extra mile to support SMEs

Shuraa Business Setup has been a pioneer in providing expert company formation services in the UAE, helping local and international entrepreneurs make their initial forays

**T**he pandemic has not dampened the entrepreneurial spirit of the UAE, with new entities keeping business consultants busy as usual. Dubai's Department of Economic Development, too, has introduced investor-friendly initiatives. The groundwork for beginning one's own enterprise in Dubai involves narrowing down on the type of business, finding a reliable local sponsor, understanding the corporate legal structure, and obtaining various approvals and licenses. For these crucial decisions, help is always a click or a call away.

Shuraa Business Setup, a pioneer in providing expert company formation services, has been helping local as well as international entrepreneurs take their first steps since 2001. In the past two decades, Shuraa has not only sown seeds for more than 25,000 firms with its customised business solutions, but also helped them grow with value-added services, including ready-to-move co-working offices, marketing and advertising, PRO and banking assistance, and VAT and accounting support, among others.

Saeed Khalifa Mohammed Al Fuqaei, chairman and founder of Shuraa Group, said: "Covid-19 has redefined our working style and businesses across the world have realised that they can function well without bringing their employees under one roof. However, given that having a



● Saeed Khalifa Mohammed Al Fuqaei, Chairman & Founder, Shuraa Group

physical presence is compulsory for obtaining specific government licenses in the UAE, renting and leasing activities continue to be in demand."

Shuraa has four state-of-the-art business centres in prime locations, including Empire Heights and Prime Tower in Business Bay, Aspin Commercial Tower on Sheikh Zayed Road, and Ansar Gallery in Bur Dubai. These properties offer 105 furnished offices with Wi-Fi, DEWA, technically equipped conference



rooms, administration and IT support, and can be customised exclusively to suit the clients' needs.

"We seek to provide the best possible expertise to help our clients boost their productivity at affordable rates. Shuraa understands that several SMEs and young entrepreneurs have been hit hard in the last few months. Keeping this in mind, we have slashed the rates for our flexi workspaces," said Shahid Shaheel, managing partner at Shuraa.

Also considering that many workers have lost their residency in the wake of Covid-19, Shuraa's economised business setup packages, and more importantly, complementary investor visas with renewals, comes as a ray of hope for upholding one's continued stay in the UAE. ■





## JOIN THE BEST TECHNOLOGY COWORKING INNOVATION HUB

Dtec is an integrated entrepreneurial tech ecosystem that provides everything you need to set up a new business in Dubai.

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- Join our events to meet with like-minded entrepreneurs



## DUBAI SILICON OASIS

# Hottest tech hub in the centre of Dubai

At the Dubai Technology Entrepreneur Campus or Dtec, workspaces offer ample flexibility to grow your business in an environment conducive for enterprise to flourish

**F**or tech startups and SMEs looking for a flexible space to run their business, Dubai Technology Entrepreneur Campus (Dtec) offers an established and nurturing community from which to grow, right in the heart of the emirate. As one of the first startup incubators to launch in the UAE in 2015, Dtec has recently opened a second, purpose built and creatively designed space, following the resounding success of its first location.

Dtec is wholly owned by Dubai Silicon Oasis Authority and offers a one-stop shop for low-cost company setup direct from the free zone with no agency involvement. It has been designed to support young technology entrepreneurs through the provision of flexible coworking spaces and a nurturing ecosystem. Spanning 10,000 square metres across its two centres, Dtec provides everything a young tech startup or SME could need.

Dtec's workspaces offer the flexibility to grow your business in a supportive environment. Its coworking space offers flexi-desk, fixed desk, furnished and unfurnished offices, and its flexible approach allows businesses to take a combination of office and open desk space, therefore making potential savings on overall office costs. With bookable meeting rooms, breakout spaces, games areas, a walking track, in-house auditorium, nap pods and a host of other communal facilities onsite, startups and SMEs can benefit from a multimillion custom designed location.

More than just a space, Dtec houses the largest community of startups and SMEs in the UAE. It recognises that startups and young businesses need space to learn and develop, so offers its community a range of tailored events, trainings, mentorship programmes and networking opportunities along with online resources



**“We pride ourselves on providing a seamless set-up process for start-ups and are keen to further facilitate matters to ensure a swift completion, allowing entrepreneurs to focus on their innovative projects.”**

**WILLIAM CHAPPELL**

Chief Financial Officer & Executive Vice President, Technology and Entrepreneurship, Dubai Silicon Oasis Authority

such as an online discussion forum ([community.dtec.ae/](http://community.dtec.ae/)) and informative blog ([dtec.ae/blog/](http://dtec.ae/blog/)). Dtec is also home to the only Intel Innovation lab in the MENA region, the HP Garage and Refinitiv Data labs.

Dtec's commitment to supporting tech-focused businesses extends to direct investment. Its in-house venture capital, Dtec Ventures invests in early growth stage companies and includes household names such as Yallacompare and The Luxury Closet in its portfolio.

Speaking on Dtec's unique offer-



ings, William Chappell, Chief Financial Officer and Executive Vice President of Technology and Entrepreneurship at Dubai Silicon Oasis Authority, said: “The Dubai Technology Entrepreneur Campus is the base for more than 800 start-ups from 72 countries across the globe. Given the flexible office spaces available, entrepreneurs come together to exchange knowledge and expertise, and share insights on market trends. They also gain access to, and benefit from, our wide network of DSO-based mentors, in-

vestors, and business partners.”

He added: “We have recently expanded our premises into Dubai Digital Park, DSOA's wholly owned integrated smart city project, in response to popular demand, and as a testament to our commitment to entrepreneurs and the start-up community in Dubai and the wider UAE. We pride ourselves on providing a seamless set-up process for startups and are keen to further facilitate matters to ensure a swift completion, allowing entrepreneurs to focus on their innovative projects.” ■



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# KIZAD offers free zone business packages starting from Dh9,450 to boost SMEs

Initiative in line with Abu Dhabi Government's efforts to support UAE businesses



**K**halifa Industrial Zone Abu Dhabi (KIZAD), a subsidiary of Abu Dhabi Ports, now offers free zone business start-up packages, starting from only AED 9450, to support entrepreneurs and SMEs during the global economic slow-down.

In line with Abu Dhabi Ports and the Government of Abu Dhabi's efforts to promote businesses in the emirate, the relief package offers prospective KIZAD Free Zone customers savings of up to 36 per cent on new registrations and a waiver on the security deposit for any registrations.

Khalid Al Marzooqi, Director Commercial, said: "Small and Medium Enterprises are the backbone of any economy, and are a vital component of Abu Dhabi's business landscape. As engines for growth and employment, SMEs are one of the main pillars of KIZAD's business strategy.

"As one of the leading enablers of industry, it is our responsibility to provide businesses with the opportunities to be competitive in their respective markets. The SME relief packages we announced today are



**"As engines for growth and employment, SMEs are one of the main pillars of KIZAD's business strategy."**

**KHALID AL MARZOOQI,**  
Director Commercial, KIZAD



aligned with the UAE's efforts to protect SMEs in the country from the economic impact of the coronavirus pandemic."

SMEs are a crucial component of Abu Dhabi's business landscape and one of the main pillars of the Ghadan 21 programme, which KIZAD adheres to. Approximately 98 per cent of all companies in Abu Dhabi are SMEs, which contribute

29 per cent of its GDP and 44% of its non-oil economy. KIZAD's package is available in three tiers, the first providing up to 36 per cent savings on new registrations of three-years, 20 per cent savings for two-year registrations, and 15 per cent savings for one-year registrations.

Across all packages, customers will also benefit from having their security deposit waived. ■





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# 5 TRENDS IN GLOBAL FLEXI WORKSPACES

Technology takes the wheel to tweak perceptions on offices of the future even as businesses take a leaf out of the hospitality playbook to present value adds to staff with access to wellness centres and high-tech conferencing facilities

## 1 OFFICE BIOLOGY: Towards sustainable and ergonomic work environments

Our cognitive cogs, and the diversity between them, are being observed to be equally important to our physical needs in the workplace. In order to build a strong employer brand for the future, companies have to offer work environments adapted to both our bodies and our minds.

By creating ergonomic workplaces that actively make users move around, like sit/stand desks and ergonomic FreeMotion-office chairs the risks for work related injuries are effectively reduced. What about the mind? How do we offer a mindful workplace when technology is evolving at a ferocious pace, turning the working situation upside down for most people? Research shows that boring offices that do not work are a downright health hazard and result in more days off work sick. Our surroundings have the greatest impact on our brains. In a mindful workplace where people are in focus, there is an understanding that soft values play a vital role when it comes to well-being and that design and psychology are interlinked.

The obvious solution is to put the requirements and needs of the indi-

vidual employee in focus, letting people choose their own combinations of interactions and environments at work. To avoid tech fatigue we could take lessons from a company like Google that has decided to introduce technology-free meetings where both laptops and mobiles are not allowed.

## 2 COWORKING SPACES: Maximising revenues

Coworking operators constantly look at trying to procure more spacious spaces, which kind of makes sense since the more desks under one roof you have, the bigger income you get.

However, this formula only stands true if implemented correctly, with the trick being to put a lid on the idea of hiring too many community managers.

Keep your management team tight. Besides, according to a survey by Deskmag, an average coworking space utilization rate is 1.2 members per desk, which proves that entrepreneurs aim to get more value out of the available desks.

Yet, this does not mean that the quality of service offerings is sacrificed. Coworking space owners just need to listen to members, study demand, analyse data and optimise the utilisation.

## 3 TECH-ENABLED FUTURE: Sensors to track high-density workspaces

The pandemic has expedited the usage of technology to map workspaces and provide solutions where none were deemed necessary. New technologies, for instance are being implemented to reduce common touch points with tenants and landlords tracking office usage with sensors that determine heavily trafficked areas. Being used even before the pandemic, these same sensors can now be used to monitor, track and determine the areas that are most in need of deep cleaning, where density is too high, and which workstations are underused and could perhaps be repurposed.

## 4 ADDING VALUE: Hospitality the new normal

Taking inspiration from the hospitality industry, workspaces in a post-Covid world will increasingly look towards maximizing their value propositions for tenants, offering not just workspaces but also partnering with professionals who deliver hospitality and amenity models. From high-tech conferencing facilities and chic in-office restaurants

to fitness centres and wellness offerings, workspaces will begin to mirror the hospitality sector more and more in efforts to raise the bar on 360 degree value offerings to employees during and even after office hours.

## 5 SUBURBAN RISING: Leaving the city centre

A slow shift is already being observed in Tier 1 and Tier 2 cities across the world eight months into the pandemic, as office workers continue to work from the safety and security of their homes. The remote access trend aside, the overarching idea for managers and office owners is to try and move physical workspaces closer to people's homes and in most cases in tier 1 and 2 cities, this means moving the action away from the city centre and raise the stakes on a suburban revival of sorts.

A study by Canada-based investment management firm, Colliers International notes suburban operator growth being driven by large scale occupiers executing flexible working policies for their employees based in decentralised locations — driven by larger cohorts of aging millennials moving to suburbs, and enterprises embracing more decentralised portfolio strategies. ■

## MAKE MY FIRM

# A one-stop solution for entrepreneurs and SMEs to set up business

Top-notch business consultancy has a bouquet of advisory services on tap



● Farina Ahmad,  
CEO, Make My Firm

**D**ubai is a well known business hub, an excellent gateway for entrepreneurs and SMEs to establish business. Individuals, foreign entities and visitors are welcome to launch their trade businesses or professional firms in one of the world's fastest-growing economies.

Make My Firm is a one-stop solution for entrepreneurs and SMEs to set up a new business within mainland, free zones, and offshore in the UAE. Its aim is to turn your vision into reality with expert advisory services on business set-up. The brand's scope of work involves understanding client requirements for business set up in Dubai; analysing the correct legal business

activity as per the business module; providing a cost-effective and easy solution with technical and commercial details for business set-up; legal document drafting, company registration, residency visa process; providing office facilities (physical/non-usage office set-up) as per business needs; and fast track company formation services with licence issuance in three hours.

Make My Firm offers expert services in setting up a licence on VIP basis with the Dubai Economic Department (licence issuing authority), with all formalities for name reservation, approval and memorandum signature and licence issuance finished in three hours.

The brand's expert team offers

**“The Dubai market is booming and it's a good time to start business in the emirate, with affordable office space, lower cost of living and easy business licence process on tap.”**

**FARINA AHMAD**  
CEO, Make My Firm

deep knowledge about set-up advisory services that cater to all your requirements as per your business set-up needs. Make My Firm also offers free consultancy sessions with its business set-up experts on prior booking basis and it is glad to offer assistance on the right legal guidance as per the legal and commercial framework in Dubai, before investing in a new venture.

The Dubai market is booming and it's a good time to start business in the emirate, with affordable office space, lower cost of living, and easy business licence process on tap. Make My Firm wishes all success and growth to newcomers and start-ups and invites them for a free consultation session. ■



Continued from page 2



● KIZAD's workspaces offer excellent facilities in an environment conducive for enterprise to flourish

For example, entities such as Shuraa Business Setup, are pioneers, providing expert company formation services since 2001. Having helped more than 25,000 firms set up business in the last two decades, Shuraa complements its customised business solutions with value-added services including ready-to-move co-working offices, marketing and advertising and more, support that the business community appreciated, especially during the pandemic.

Saeed Khalifa Mohammed Al Fuqaei, Chairman, Shuraa Group, says, "Covid-19 has redefined our working style and businesses across the world have realised that they can function well without bringing their employees under one roof. However, given that having a physical presence is compulsory for obtaining specific government licenses in the UAE, renting and leasing activities continue to be in demand."

Shuraa's four business centres including Empire Heights and Prime Tower in Business Bay, Aspin Commercial Tower on Sheikh Zayed Road, and Ansar Gallery in Bur Dubai offer 105 furnished offices with Wi-Fi, DEWA, technically equipped conference rooms, and administration and IT support. All its offices can be customised exclusively to suit the clients' needs.

Hatem El Safty, CEO of business consultancy firm, Business Link UAE has been in the business of helping entrepreneurs find their groove for more than two decades in the UAE, and vouches for the flexible workspace options that the UAE's free zones provide. "Company formation in the UAE is exciting in these times, with several free zones offering multiple solutions to help attract business owners to start their free zone company anywhere in the country," says El Safty. "We have several free zones in the UAE and each of them has its own features with world-class amenities and Flexi desk options. This option will cost you less for business setup within the free zone."

With the ability to see positivity in every facet of the business cycle, it is a fact that Dubai and the UAE continue to set the bar for entrepreneurship despite natural calamities such as the pandemic. Farina Ahmad, CEO of Dubai-based business consultancy, Make My Firm, says, "The Dubai market is booming and it's a good time to start business in the emirate, with affordable office space, lower cost of living, and easy business licence process on tap, and it is my fervent hope that new businesses recognize this potential as quickly as they possibly can." ■



● Khalid Al Marzooqi, KIZAD



● William Chappell, Dubai Silicon Oasis Authority



● Saeed Khalifa Mohammed Al Fuqaei, Shuraa Group



● Hatem El Safty, Business Link



● Farina Ahmad, Make My Firm

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## BUSINESS LINK UAE

# The best partner for your company formation

Its fantastic team of committed professionals and consultants allows Business Link to provide superlative services to entrepreneurs planning to set up base in the UAE

**T**he UAE always encourages foreign businesses and business owners to start their enterprise and grow their business exponentially in the country. So, this is the best place to see your dream venture flourish.

As we all know, due to the pandemic several businesses have taken a hit and that has adversely affected our country's economy. But even in this situation, our government is providing huge opportunities for business owners, entrepreneurs and SMEs to make sure that their business is safe in the UAE.

Company formation in the UAE is an exciting space right now with compelling offers from several free zones that will help attract business owners to start their free zone company anywhere within the country.

We have several free zones in the UAE and each of them has its own features with world-class amenities and Flexi desk options. This option will cost you less for business setup within the free zone.

The process of business setup is comparatively very complicated and difficult to learn with different rules and regulations. And for sure the business setup firms have a great role in helping mitigate this.

At Business Link we have a team of professional consultants and PROs who can guide you and solve all the legal processes that lead to easy company formation in the UAE.

We are also providing several offers for establishing a company in the UAE.

We can proudly say that we have helped more than 100 companies to set up in the UAE. Just like a partner, we can stand by your side and take care of every process to help



● Hatem El Safty, CEO, Business Link UAE

you build your business in Dubai or anywhere in the country.

Apart from business setup services, we have also spread our wings to establish our presence in KSA and Oman.

With more than 20 years of experience, we are confident about serving clients interested in setting up their business in KSA or Oman.

We are also taking this opportunity to introduce our new business setup offer package in KSA. You can now start a company in KSA at just 40,000 SAR inclusive of all costs.

For more information about business setup offers in the UAE and KSA, you can contact us at +971 55 607 0118.

At Business Link, we consider meeting your requirement as our responsibility. ■

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