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UAE-GERMANY

50 YEARS

Tuesday, May 31, 2022



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AT

As the UAE and Germany mark the golden jubilee of establishing diplomatic relations, here is a closer look at various aspects of the long-standing bilateral relations





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Printed and published by
 Al Nisr Publishing LLC
Distributed by
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UAE-GERMANY: 50 YEARS

“OUR ECONOMIC RELATIONS HAVE GREAT POTENTIAL TO EXPAND EVEN FURTHER”

Ernst Peter Fischer, the Ambassador of the Federal Republic of Germany to the UAE, on the longstanding cooperation between the two countries



How important is the UAE as a trading partner for Germany?

The UAE is Germany's most important trading partner in the Gulf region.

Germany is a manufacturing nation and an export-driven economy. Our industry is world-famous for mechanical engineering and its cars. These products have found their way to customers in the UAE. However, these are just two of many areas in which the German industry excels. Due to their outstanding reputation for innovation and quality, German products in the electronics, pharmaceutical and optical products sector are highly appreciated in the UAE.

Promising areas are digitalisation of the industry, energy efficiency, medical technology, sustainably prepared food.

We are also delighted to see the growth in

UAE exports to Germany. German companies are among the first sourcing Celestial solar aluminum from the UAE - aluminum produced with solar power.

In 2020, the bilateral volume of trade was 7.51 billion euros. Have travel and other restrictions during the pandemic affected German businesses in the UAE, and subsequently the trade volume?

Yes, in 2020 trade volume decreased. Like in many other countries, the pandemic had a negative effect on business. However, capital goods and automotive industry products, which traditionally constitute German exports to the UAE, showed more resilience. This is certainly an evidence for UAE government's swift reaction to address the challenges brought by the Covid-19 pandemic, nurturing a speedy economic recovery.



A 'Declaration of Intent' of joint cooperation was signed by both countries in 2017. Has this led to a strengthening of cooperation in the energy sector?

Yes, that is definitely the case. In 2017, the UAE and Germany entered into a bilateral energy partnership focusing e.g. on renewables, energy efficiency and hydrogen. Last year, we launched a Bilateral Hydrogen Task force, which started its work in March. Our cooperation is very active and based on mutual trust. The key to success lies in the fact that our energy cooperation work involves both high-level intergovernmental dialogue and – together with the private sector – practical and goal-oriented project work. The partnership has resulted in multiple agreements, MoUs, workshops and joint study agreements with different counterparts in Germany and the UAE.

Apart from the traditional sectors such as aircraft, automobiles, machinery, electrical goods and chemical products, what other sectors do you see German businesses making their mark in the near future in the UAE?

The UAE has embarked on a transition journey from an oil-dependent economy to a knowledge-based economy. The environment is very dynamic. Our economic relations have great potential to expand even further. It is our common interest to go beyond a traditional trading relation and e.g. develop new products or services together.

To highlight this potential, we founded the "Emirati-German Taskforce on 4IR", which resulted in many concrete project ideas and the founding of a German-Emirati Institute for

Technology at RWTH Aachen.

In 2022, Germany and the UAE are celebrating the 50th anniversary of establishing diplomatic ties. Is there anything special planned to mark the occasion?

Yes, we will have a whole range of events like a reception, articles and social media publications. I don't want to reveal everything at this point. You will have to stay tuned...

How strong are cultural ties between Germany and the UAE?

For Germany's foreign cultural and educational policy, the UAE is a focus country. Over the past 10 years, the UAE has successfully developed into an international art center with major cultural projects. Germany was this year's guest of honour at the Abu Dhabi International Book Fair in May. For over 15 years, there has been a regional office of Germany's Goethe Institute in Abu Dhabi with a language-learning center for German in Dubai. In the UAE, there are three German international schools with a total of almost 1,500 students and a growing number of Emirati students.

What message do you have for UAE citizens and residents on the 50th anniversary?

The term "anniversary of diplomatic relations" sounds a bit abstract. But this anniversary is not only about the relations between states, governments or civil servants in ministries. It is also about the relations between people. This is your anniversary! Enjoy it and let's shape the next 50 years together!



UAE-GERMANY: 50 YEARS

50 YEARS AND GOING STRONG

Message from **Holger Mahnicke**, German Consul General in Dubai



Germany established diplomatic relations with the United Arab Emirates as early as 17 May 1972. Hence, this month we are looking back at 50 years of a strong partnership between our two countries at all levels, including in the area of economic of business relations.

I had the privilege to serve twice in the UAE, from 1998 to 2002 as Deputy Head of Mission of our Embassy in Abu Dhabi and since 2019 I represent Germany as Consul General in Dubai. Thus, I was able to experience this country in two different eras of its history. When I returned to the UAE in 2019 the importance of the UAE for Germany had grown tremendously merely in all fields of cooperation. Indeed, the UAE had become Germany's major economic and trading partner in the MENA region.

Germany has strongly supported the

incredible development of the UAE over the last five decades. In particular, Dubai and the Northern Emirates have attracted and continue to attract German business to the region. The high number of German companies participating in the numerous international exhibitions in Dubai every year underlines the high potential they see in developing business relations further.

When we celebrate the "Golden Jubilee" of the establishment of diplomatic relations this month we should therefore not only acknowledge our joint achievements of the past five decades but it is even more important to explore how we can shape the future together. In this sense, we aim at bringing the strategic partnership between our two countries to new levels and look forward to join forces with all our partners in the UAE to implement the country's ambitious "Vision 2071".

50-YEAR-OLD FRIENDSHIP, AND MUCH MORE IN STORE

The UAE and Germany are celebrating the golden jubilee of their bilateral relations, with sights set on even stronger ties going forward

IONA STANLEY
Special to GN Focus

Bilateral relations between the UAE and Germany, which began in 1972, were bolstered by a strategic partnership agreement signed by the two nations in 2004, and further strengthened with the Energy Partnership co-signed in 2017. While leaders of the two countries frequently visit each other, so do numerous other authorities, delegations, and special interest groups.

Buoyed by the results of this long-standing partnership and spurred by a pandemic-recovery momentum, Emirati-German relations are now intensifying across multiple fronts and gaining traction in new territories. If March is studied as a microcosm of this soaring interest, improving bilateral cooperation and exploring new opportunities seem to be doing two things at once: serving the private sector's business interests and supporting both sets of national aspirations.

Marching ahead with gusto

In mid-March, the UAE-German Working Group on hydrogen and industrial fuels, a bilateral initiative to boost cooperation in this field, convened its first meeting in Dubai to discuss



In November 2021, an MoU on the Hydrogen Taskforce was signed by then State Secretary Andreas Feicht of the German Federal Ministry for Economic Affairs and Climate Action and Suhail Mohamed Al Mazrouei, UAE Minister of Energy and Industry



UAE President His Highness Shaikh Mohamed bin Zayed Al Nahyan with His Excellency Ernst Peter Fischer, Ambassador of the Federal Republic of Germany to the UAE

directions, priorities, and goals. Sharif Al Olama, Under Secretary of the Ministry of Energy and Infrastructure for Energy and Petroleum Affairs, led the UAE side, while Ernst Peter Fischer, Ambassador of the Federal Republic of Germany to the UAE chaired the German side. The meeting announced two specialist technical groups in both nations – the first to develop hydrogen businesses and technologies and the second to develop policies and legislation in hydrogen – with the aim of maximising bilateral cooperation in clean energy, especially green hydrogen.

A few days later, German companies signed agreements with Emirati equivalents, with the intention of building up a hydrogen supply chain. These agreements were signed during a high-profile visit by German Economy Minister Robert Habeck to the Gulf states. Germany's Hydrogenious and Uniper will partner with the UAE's Abu Dhabi National Oil Company (Adnoc) and Japan's Jera to undertake a joint demonstration project for hydrogen transport. The project aims to build a supply chain of hydrogen produced by

renewable energy, from the UAE capital to Wilhelmshaven in Germany, based on Liquid Organic Hydrogen Carriers (LOHC) technology. Adnoc also signed agreements with German firms Aurubis, RWE, Steag and GEWEC to accelerate collaboration in clean hydrogen.

At the end of March, The German Federal Ministry of Food and Agriculture appointed the German-Emirati Joint Council for Industry and Commerce (AHK) to set up a Competence Centre for Food and Agriculture for the UAE, Oman, Qatar, Kuwait and Iraq. The centre will promote economic cooperation in the fields of food and agricultural commodities and serve as an information and advisory platform. It will also be the focal point of contact for sectors as diverse as agricultural engineering, fruit and vegetable, poultry and meat, baked goods and convenience foods.

Engaging national and local efforts

Also in March, the Sharjah Chamber of Commerce and Industry (SCCI) organised a forum for a delegation of German businesses. According to SCCI

UAE-GERMANY: 50 YEARS

Chairman, Abdullah Sultan Al Owais, “Exceptional economic relations between Germany and UAE resulted in over 8.8 billion euros (\$9.79 billion) of trade exchange in 2020.” More than 1,000 German companies operate in the UAE, with a total investment of about 6.7 billion euros, he said.

These new initiatives follow in the wake of numerous others. In November 2021, the German Federal Ministry for Economic Affairs and Energy and the UAE’s Ministry of Energy formally agreed to establish a bilateral taskforce on hydrogen and synthetic fuels under the aegis of the Emirati-German Energy Partnership. In the same month, AHK played host and organiser to the inaugural edition of NMI Gulf Future Conference (GFC) of German Business, held in Dubai. The biannual event held under the patronage of the German Federal Ministry for Economic Affairs will foster business and political dialogue.

By no means is collaboration and cooperation between the two friendly nations restricted to the realms of

business. At the recently concluded Arabian Travel Market 2022 in Dubai, German representation was fulsome, with the umbrella holding of the German National Tourism Board (GNTB), the tourism boards of Baden-Baden, Dusseldorf and Frankfurt, tourism authority Visit Berlin, retail giant Breuninger, and the privately-run Hotel Palace Berlin.

Aspiring beyond the business ambit

Yamina Sofo, Director of Sales and Marketing GCC, at the German National Tourist Office (an affiliate of GNTB), said Germany is quickly regaining its position as an extremely popular destination for UAE travellers, with ‘pent-up demand’. In the month of December 2021, Germany recorded 54,493 overnight stays from GCC nationals, a record increase of 335 per cent, compared to the same period in 2020, she explained. “These figures show that Germany is a preferred destination for GCC nationals.”

As per the German Embassy, the UAE has three German international schools with almost 1,500 students, while the



Oliver Oehms, CEO of AHK VAE, leads a panel discussion at the Gulf Future Conference

regional office of Germany’s Goethe Institute in Abu Dhabi and language-learning centre in Dubai have completed 15 years of service to the nation.

“For Germany’s foreign cultural and educational policy, the UAE is a focus country,” says Ambassador Ernst Peter Fischer. “Germany will be this year’s guest of honour at the Abu Dhabi International Book Fair in May.”

On the eve of the 50th anniversary of establishing diplomatic ties with the UAE, it is easy to see how German ties to the nation will grow steadily in size and scale, as it spans the gamut from clean energy to culture. ●

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Dr Udo Huenger, Vice President of BASF in the Middle East & Egypt

traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S.

BASF has been active in the Middle East for more

than a century, supplying and customising its solutions for almost every industry, mainly construction, chemicals & plastics, energy & resources, water, consumer goods, agriculture, and the feed and food industry. During this time, we have established our presence in seven countries, namely Bahrain, Egypt, Iran, Jordan, Oman, Saudi Arabia and the United Arab Emirates, with an office in Abu Dhabi. BASF's Dubai office serves as the regional Head Office and Service Platform for the Middle East. With close to 300 employees



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in the region, BASF works cohesively to meet the local market demands towards its corporate purpose to "create chemistry for a sustainable future". As a company headquartered in Germany, BASF is proud to be associated with celebrating 50 years of bilateral trade between Germany and the UAE. ●

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UAE-GERMANY: 50 YEARS

“THE UAE IS OUR HOME, WHILE WE ARE ROOTED IN GERMANY”

Oliver Oehms, CEO of German Emirati Joint Council for Industry and Commerce (AHK), on bilateral relations, and the role played by the organisation in strengthening ties



Pic credit : Cedric Ribeiro



How would you describe Germany's relationship with the UAE in the context of industry and commerce, and what are the key sectors of mutual interest for UAE and Germany?

The bilateral economic relations are nothing but excellent. Germany has been the UAE's strongest European trade partner for many years, with a broad portfolio of German products being sought after in the GCC, using the UAE as a hub. But trade statistics do only mirror an incomplete picture. It does not for instance reflect on the large and growing number of German service providers that have been venturing into the UAE and beyond for many years. The recent Covid crisis has been another push for especially small and medium-sized German entrepreneurs towards the UAE. Hence, the strongest growth segment for sure is in value-added and industry-driven services.

How has the UAE leadership's support for cultivating ties helped German industry in the country developing the last five decade?

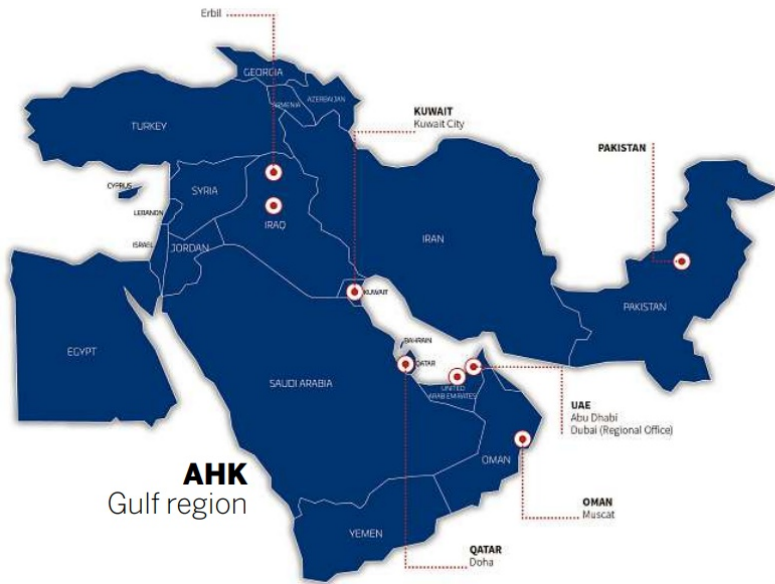
Looking at the bilateral business relations, there always has been fantastic support by the UAE leadership. It started with the establishment of a Delegation of German Industry & Commerce back in 1999, which then culminated in the foundation of the first bilateral Chamber of Commerce in the region back in 2009. Now, AHK enjoys not only the



Pic credit : Cedric Ribeiro



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 ADDRESS RESEARCH	 COMPANY SETUP	 CONTACTS TO LOCAL INSTITUTIONS	 SEARCH FOR LOCAL PARTNERS

strong endorsement support of our Emirati Board members and 'ordinary' members, but also of our patron, H.E. Ahmed Al-Sayegh. As a truly bilateral organisation we feel being an accepted and integral part of the UAE's economic ecosystem. The UAE is our home, while we are rooted in Germany.

How would you describe German cooperation with the UAE during the pandemic and how has that helped UAE and Germany to continue to grow and achieve success?

Without any doubt, the excellent management of the Covid pandemic has been supporting the influx of German entrepreneurs into the UAE. While most other countries of the region have been closed for many months, the UAE established itself as a pro-business destination. International trade shows and events, even beyond Expo 2020, helped business people from all over the world to gather in the UAE. We as AHK have been benefiting from this bold positioning. We always felt grateful and blessed living in the UAE during these unprecedented times.

Germany was one of the most visited pavilions of the recently concluded Expo 2020. What was the role of AHK?

As the official partner of the federal German pavilion and of the Baden-

500
member
companies

20%
are local companies

60%
are subsidiaries of
German companies
or companies owned
by German nationals
based in Dubai

20%
are German companies
based in Germany

**WE CONNECT
> 100 BUSINESS
AND NETWORKING
EVENTS P.A.**

Wuerttemberg Haus we have been deeply involved in all business-related activities of the respective pavilions. This primarily required our attention and concentration on the numerous business delegations coming to the UAE. After all, some thirty delegations have been taken care of by our team. Next to the obligatory visit of Expo 2020 we tried to take as many delegates as possible to other emirates, enabling them to experience the 'complete' range of this culturally and economically diverse country – from Ras Al Khaimah to Abu Dhabi.

What are the major AHK events planned in 2022? Can individuals apply for membership?

Reacting to the dynamic bilateral business relations we do not yet have a fully defined events calendar for this year. For sure, one highlight in Q2 will be our long-awaited annual visit of the AHK Board of Directors to Berlin, after a break of two years. With a new German Government being in place the timing is perfect for engaging with the new faces in various ministries and the German Parliament, the 'Bundestag' on the spot. There are some topics that our Board aims at addressing, for the benefit of the membership at large. AHK is mainly an organisation of and for corporate members, but we do also accept individual membership applications. Whoever wants to contribute to this network to become even stronger is welcome! ●

UAE-GERMANY: 50 YEARS

BILFINGER: A TRUSTED PARTNER TO THE REGION'S PROCESS INDUSTRIES

The company has been providing engineering and consultancy services, project management, construction, operation and maintenance, rehabilitation, and life cycle services in the Middle East for the past several decades



Christian Rugland, CFO and Acting Executive President/ CEO of Bilfinger Middle East

Bilfinger Middle East is a leading engineering and industrial services provider, with more than half a century of presence in the Middle East, upholding the highest standards of quality and safety. Bilfinger has been a trusted partner to the region's process industries, delivering technologies and solutions that cover the entire value chain, from consulting, engineering, fabrication, maintenance, modifications and turnarounds, to environmental technologies and digital





applications. With around 3,500 employees across the Middle East, it supports over 200 customers in the oil and gas, chemical and petrochemical, and energy and utilities industries of Egypt, Bahrain, Kuwait, Oman, Qatar, Kurdistan, Saudi Arabia and the United Arab Emirates.

The company delivers its services in two service lines: Engineering & Maintenance and Technologies. Bilfinger is primarily active in Europe, North America and the Middle East. Process industry customers come from sectors that include chemicals & petrochemicals, energy & utilities, oil & gas, pharma & biopharma, metallurgy and cement.

In the Middle East, Bilfinger is one of the major service providers of engineering and consultancy services, project management, construction, operation and maintenance, rehabilitation, and life cycle services. We enhance the efficiency of assets, ensure a high level of availability and reduce



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Maintenance and renovation work at the largest gas turbine power station and seawater desalination plant in UAE, near Abu Dhabi

Maintenance work at Doha West power station in Kuwait



maintenance costs.

Engineering & Maintenance (E&M) includes all our activities in ongoing maintenance services, modifications and operational management of industrial plants. This typically relates to a services business based on long-term framework agreements to secure ongoing operations of a plant (operational expenditure - OPEX). Bilfinger provides its E&M services locally at the customers' sites.

Bilfinger provides solutions for the process industry that are informed by increasing environmental awareness, greater demands on competitiveness, technological innovations, and the desire to enhance the performance of industrial plants. Its core competencies are in the fields of servicing, constructing, and digitally networking components and systems for the cost-effective, low-emission operation of energy systems and industrial plants with stringent process and materials requirements. ●

UAE-GERMANY: 50 YEARS

FABER-CASTELL: FOCUSING ON CREATIVITY AND CUSTOMER EXPERIENCE

Brand celebrates 50th anniversary with UAE distribution partner, Nishat General Co LLC



Jürgen Braun, Area Manager, Middle East and Africa, Faber-Castell

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Faber-Castell moves people to release their creative abilities. The world-renowned brand owes its charisma to high quality standards and a value-driven, sustainable corporate culture. Family-owned for nine generations, Faber-Castell is a global player in the production and marketing of high-quality writing and drawing instruments as well as in the development and manufacture of innovative and decorative cosmetic products.

Founded in 1761, Faber-Castell is one of the oldest industrial companies in the world. The company is represented in over 120 countries and has its own production facilities in ten and sales companies in 22 countries worldwide. With over two billion pencils and colour pencils per year and around 6,500 employees, Faber-Castell is the

most important manufacturer of wood-cased pencils.

This Year, Faber-Castell is celebrating its 50th anniversary with their distribution partner, Nishat General Co LLC. Mr Kashmiri, the founder of Nishat General Co LLC, established his company in the UAE in 1972 to distribute Faber-Castell products to GCC countries. Today, Faber-Castell is one of the leading brands in the region.

Faber-Castell's "Corporate Essentials" mission statement

Faber-Castell created its "Corporate Essentials", a mission statement building on the core brand values it had followed up until then. The new mission statement focuses more on the core ideas of creativity and customer experience. As a "life companion", Faber-Castell wants to promote creativity from young to old and inspire its customers to creative experiences with innovative products.

From the tree to the pencil

Faber-Castell is the pioneer in its field of business in matters of environment-friendly industrial production methods and securing a long-term source of timber was foremost in its corporate thoughts as far back as the mid-1980s.

Not just the materials used but also the development, production methods, and disposal of all kinds of waste are subjected to critical analysis. For example, Faber-Castell played a pioneering role in the use of environment-friendly water-based paint for coating its wood-cased pencils. A respectful interaction with nature is key alongside sustainability. ●



Carbon-neutral production

Sustainable commitment

Faber-Castell's forests in Prata, Southeast Brazil, absorb 900,000 tonnes of carbon dioxide (CO₂), according to a scientific study by TÜV-Rheinland® in 2012. The 10,000 hectare forestry product not only secures stocks of sustainable wood but also protects the environment through photosynthesis, which converts the CO₂ into biomass. The pine trees and forests in Prata, one third of which have been left untouched, therefore neutralise the climate-relevant carbon footprint of Faber-Castell's production facilities. Large parts of the forests have become a habitat for rare species of animals and plants, which is particularly important. A respectful interaction with nature is key alongside sustainability.



Wood from certified sustainable forestry is the most important raw material for the Faber-Castell product range.

The Faber-Castell Group works on reducing plastics or replacing them with recycled materials in packaging and products.

As a world leader in the production of erasers, Faber-Castell avoids the use of harmful softeners. The erasers are produced under strict quality control and are PVC-free.

Every product contains valuable raw materials. To extend their usability, many products can be refilled.



Further information can be found on our sustainability webpage and in our sustainability Fact Sheet. <https://www.faber-castell.com/corporate/sustainability>

UAE-GERMANY: 50 YEARS

A BURGEONING ART SCENE, A THRIVING CULTURAL LIFE

Art and culture have been an integral part of the five-decade-long UAE-Germany ties



BY FAREED MAJARI

This year we are celebrating the Golden Jubilee of diplomatic relations between the United Arab Emirates and Germany. These five decades of friendly cooperation were inspired by Sheikh Zayed's vision of tolerance, inclusion and economic development for the benefit of the people. Art and culture have always been part of this vision and the UAE now offers a burgeoning art scene inspired by artists from all over the globe. Artists, mostly young and with very diverse backgrounds, grapple with

questions that challenge humankind in times, when certainties crumble and the existence of our planet is jeopardised by environmental threats, war and growing inequality. The Goethe-Institut, the official cultural institute of Germany, is honoured to contribute to the UAE's thriving cultural life with its modest means. We would like to thank all our friends and clients for their continued support. We look forward to seeing you at our film screenings, dance performances, exhibitions and workshops. Here's to the next 50 years.

The writer is Director of the Goethe-Institut Gulf Region

EDUCATION 'MADE IN GERMANY'

German International Schools of the UAE are at the core of intercultural exchange between the countries



From Kindergarten to the graduate level, the German International Schools of the UAE, situated respectively in Abu Dhabi (GISAD), Dubai (DISD) and Sharjah (DISS) offer education "made in Germany". They are part of a network of currently 140 German Schools Abroad in 72 countries, all certified through the German

Conference of Ministers of Education and governed by the Federal Republic of Germany.

The schools are at the core of intercultural exchange and place a high emphasis on maintaining German and Arabic cultural assets in a strong school community. They follow a German curriculum, which is specifically supplemented and

expanded by Arabic and social studies from the local curriculum.

GISAD and DISD offer the German graduation certificate Deutsches Internationales Abitur, while the DISS offers the International Baccalaureate (IB) Diploma.

For more information, please visit gisad.ae, germanschool.ae and dsshjah.org.

GERMANY: A UNIQUE SUSTAINABLE TRAVEL DESTINATION

The German National Tourist Board has launched its global “Embrace German Nature” campaign, highlighting sustainable experiences across rural regions

This month marks the Golden Jubilee of what is a long-standing friendship between Germany and the United Arab Emirates. The German National Tourist Board (GNTB) is celebrating the 50-year milestone on May 17, 2022, with Germany also commemorating similar anniversaries with other Gulf nations such as Bahrain and Oman during May.

Germany has been welcoming UAE nationals for decades while the GCC region as a whole has gradually become a leading market for the country, recording an increase of more than 82 per cent in overnight stays from Gulf-based Nationals last year.

With a vast selection of travel itineraries available, Germany’s unique sustainable options appeal to the growing demand from GCC visitors to explore the outdoors. To further develop the commitment of establishing Germany as a leading nature-based,

outdoor travel destination, GNTB has recently launched its global “Embrace German Nature” campaign, which aims to highlight the vast national, environmental landscapes as well as sustainable experiences available across rural regions.

Not only does this focus on sustainable travel promote Germany’s barrier-free tourism, but it also aids in meeting an increasing demand for accessible travel options within the international travel industry. GNTB supports tourism for all with inclusive facilities, events, and experiences, along with the integration of new digital communication channels, such as augmented, mixed, and virtual reality.

“The relationship we have built over the past 50 years between Germany and the UAE is very strong,” said Yamina Sofo, Director of Sales & Marketing, German National Tourist Office (GNTO), the regional office of GNTB. “We always



Lake Schrecksee



Oberstdorf



Rakotzbrücke Bridge

aim to create high-quality, sustainable tourism options for visitors to benefit from our variety of options. We have also recently relaunched our ‘German. Local.Culture.’ campaign, which showcases the very best of German traditions across the country.”

The campaign provides authentic insight into local customs, from handicrafts to regionally typical dishes. GCC visitors are encouraged to experience the country’s traditional professions and the people who are redefining their centuries-old craft, while Germany’s outdoor spaces and sustainability are being promoted through its natural, green oases.

Germany aims to inspire Emiratis and other UAE residents to explore Germany off the beaten track by embracing this cultural campaign running throughout the jubilee year.

UAE-GERMANY: 50 YEARS

INIT: TAKING PUBLIC TRANSPORT TO THE NEXT LEVEL

German brand is committed to supporting the UAE's vision for the future of public transport

The UAE and Germany are marking 50 years of collaboration. INIT, a German multinational company is proud to be involved in the development of public transport in the UAE and remains committed and focused in their support of the country's vision for public transport.

Today, the common objective of public transport providers is to improve the quality of life for their citizens, to offer sustainable mobility options and to deliver a great service for commuters. INIT is leading this transformation by developing efficient IT solutions for public transportation with a fully integrated

Intermodal Transport Control System.

INIT, as a worldwide leading supplier of integrated planning, dispatching, telematics and ticketing systems for buses and trains, understands the specific needs and challenges that transport companies face in their daily operation and has been assisting them in making public transport more attractive, faster and more efficient for over 35 years. More than 1,100 transport providers around the world rely on our solutions. For the past 15 years, INIT's solutions and services in the United Arab Emirates have helped elevate public transport in the United Arab Emirates to the next level. INIT's



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State-of-the art "nextGen" IT solutions for public transport providers

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UAE-GERMANY: 50 YEARS

A BUSINESS RELATION THAT HAS ENDURED SEVERAL DECADES

Dimos, originally founded 50 years ago as Unitechnik, is a major supplier to Dubai airports



**BY HANS CHRISTIAN
ETTENGRUBER**

Just recently we have changed ownership and with that we have adopted a new company name: Dimos FZCO. When giving presentations to local customers for Unitechnik (the previous owners), I could always say, that Unitechnik was founded in the same year as the UAE. However, for the new owners, Dimos,

the business relation with the UAE has begun 25 years ago! At that time, we were supplying the new cargo terminal for Hall A at Dubai International Airport (DXB). Dimos supplied the Slave Pallet Movers for this project.

Over the years they supplied not only for DXB but for DWC as well. There were more Slave Pallet Movers and also the X-Way Movers, a multifunctional device to move and lift unit load devices (ULDs.) for the air



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cargo industry. They are running at Emirates Sky Central since more than 6 years.

The acquisition of the local company is a consequent next step to be closer to the customers in the region. Further, all other products of Dimos, like multidirectional side loaders and reach trucks can be supplied. These vehicles help to reduce the aisle width in warehouses as to increase the storage capacity on the same plot. There are multiple applications for these vehicles, especially when the customer has to store long goods, like pipes, cable trays or any other oversize product. The advantage for clients is the comprehensive maintenance know how of the local team.

In line with the company claim "Challenges are our Passion", Dimos developed a fully automated AGV to transport slave pallets with ULDs. Introduced at last year's Inter Airport in Munich it also got the attention locally. Last month Dimos has been awarded with the prestigious Transport and Logistics ME award for the best innovation in the air cargo industry. The management from the head office in Germany came to Dubai to receive the award personally. But not only this vehicle can be used as an automated guided vehicle. All Dimos products are prepared for future autonomous driving.

We are looking forward to the next 50 years of friendship and cooperation.

— *The writer is Managing Director of Dimos FZCO*



AN EXPO TO REMEMBER

Campus Germany welcomed over 2.5 million visitors, including more than 3,000 VIP delegations



The German Pavilion can look back on a triumphant Expo 2020 Dubai, with visitor numbers, high-profile visits and a representative visitor survey all highlighting the success of Germany's presence. From October 1, 2021 to March 31, 2022, Campus Germany welcomed over 2.5 million visitors, including more than 3,000 VIP delegations and 570 groups of media representatives. The guestbook was signed by over 170 people. The pavilion pulled in the crowds online too, with around 150,000 clicking their way through the "Virtual Expo".

The Pavilion's visitor management system collected visitor data as people entered. According to these records, most of the visitors came from India (around 30 per cent), followed by Germany (around 10 per cent) and the UAE (around 9 per cent). All in all, the German Pavilion welcomed visitors from over 180 countries. The most popular weekday to visit was Friday.

The media response and direct feedback from visitors were equally impressive. In a representative survey conducted in the pavilion, more than 90 per cent of respondents stated the

German Pavilion had made an excellent impression on them and another 8 per cent said it had made a good impression. Over half rated it as the best pavilion at Expo and more than 90 per cent planned to recommend it to family and friends. Despite having to queue for more than 1.5 hours, over 80 per cent said it was completely worth the wait. On average, visitors spent around an hour in the German Pavilion.

The German Pavilion, Campus Germany, was honoured by the Bureau International des Expositions (BIE) with the Gold Award for its theme interpretation in the "XL Pavilion" category. The international jury, consisting of representatives of the BIE and the Expo organiser as well as experts in thematic relevance, design and architecture, was particularly impressed by the interactive exhibition. The jury's members had made several unannounced visits to the Pavilion and commended the innovative concept behind the German Expo contribution, noting that the concept, exhibition and architecture harmonised perfectly. Following wins at the world exhibitions in Aichi, Zaragoza, Shanghai, Yeosu, Milan and Astana (now Nur Sultan),

BADEN-WÜRTTEMBERG AT EXPO 2020 DUBAI

Baden-Württemberg's participation in Expo in Dubai is a historic event: For the first time in its history, the state presents itself with its own pavilion at a world fair – as the only German federal state and the only region among more than 190 nations. The Baden-Württemberg House, initiated by companies from the region and realized by Baden-Württemberg Expo 2020 Dubai GmbH, embodies Baden-Württemberg as a hub for innovation, business, research, tourism and culture at Expo 2020 in Dubai. At the same time, it sees itself as a stage for the medium-sized (family-owned) companies, corporations, educational and research institutions based in the federal state, which are among the world leaders in many fields. In the exhibition and in the Vision Lab of the pavilion, companies and educational institutions showcase their solutions and ideas to a broad, international audience in an exciting and interactive way. Important players from Baden-Württemberg present themselves here not only as innovative "lone wolves," but also as partners in a strong network, who work together on new solutions. In this way, Baden-Württemberg Haus becomes a lively place for exchange and encounters.

this German Expo presence (for which the country's Federal Ministry for Economic Affairs and Climate Action is responsible) is the seventh to receive the top award. In addition, the German Pavilion had also received the Exhibitor Magazine's Editor's Choice Award and a 2A Magazine Outstanding Pavilion Award for "specially venerated pavilions". ●

MIDDLE EAST BOUTIQUE LAW FIRM MENA LEGAL PIONEERING WITH OPENING ITS HQ IN THE METAVERSE

MENA LEGAL is proudly reaching new milestones and raising the bar for legal firms in the Middle East, under the dynamic guidance of its founding partner, Dr. Alexander Brexendorff

Over a quarter of a century back, Dr. Alexander Brexendorff landed in the Middle East and fell in love with the region. He soon discovered the land of opportunities, the UAE, and decided to call Dubai his 'home'. As a seasoned lawyer, holding a PhD degree in public international law, helping clients set up their businesses and maneuver the challenging legal environment, had always been his passion. Two decades ago, he co-founded one of the first-of-its-kind boutique law firms in the Middle East and Europe. Thus, was born MENA LEGAL.

As one of the pioneering law firms in the region, MENA LEGAL proudly remains the partner in success to hundreds of new and existing companies in the region. With its innovative, result-oriented and empathetic team of international lawyers and business consultants, MENA LEGAL is the law firm of choice for small and mid-size enterprises, as well as major corporations entering the Middle Eastern market. Having always had a dynamic team with a strong understanding of technology, MENA LEGAL has helped tech giants like SAP set up and become successful in the region.



Dr. Alexander Brexendorff *Photo Credit: Uschi Irani*
Info@mena-legal.com

MENA LEGAL's most outstanding projects are their assistance in the development and launch of QuantoPay, the world's first Global Digital & Blockchain Bank, and the launch of a Sharia-compliant, NFT asset-backed UAE racing car project within the Dubai Metaverse.

Having an enviable track record of being at the forefront of latest technology trends, MENA LEGAL is now making history as the first law firm in the Middle East to open its HQ in the Metaverse, where its experts can meet with clients for business and socializing. It is proud to be one of the leading futuristic law firms that have

acquired land space in the SANDBOX Metaverse just next door to the Dubai Virtual Asset Regulatory Authority (VARA) HQ. With its virtual office, MENA LEGAL will help its clients understand and successfully navigate legal and business challenges in the new and intriguing world of the Metaverse. Doing business in the MENA region requires not only legal expertise, but also an in-depth knowledge of the local business culture. The team at MENA LEGAL stays abreast with the evolving legal landscape, the shift in the regulatory frameworks and the increased investment opportunities for businesses across the region, to ensure that clients benefit as much as possible from their investment in the MENA region. As its regional and virtual footprint continues to grow, the team remains committed to helping clients succeed, and offering them the highest standard of expertise and service.

The team at MENA LEGAL believes in providing premium legal and business support, so that their clients can focus on doing what they do best. The peace of mind that comes with knowing that all your personal, corporate and commercial legal bases are safely covered is priceless.

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UAE-GERMANY: 50 YEARS

“OUR CUSTOMERS ARE AT THE HEART OF EVERYTHING WE DO”

In conversation with **Francois Bourienne**, Chief Commercial Officer at Abu Dhabi Airports

What are the benefits of establishing a company in the free zone area?

Our aim with Abu Dhabi Airports Free Zone is to provide quick, simple registration and licensing services for businesses within our “One-Stop-Shop” offering, which includes independent regulations, and easy access to regional and global markets. But most importantly, we are the only free zone in Abu Dhabi to provide airside and landside access to businesses. This is particularly convenient for logistics, Aviation FBO & MRO, Catering, and ground handling companies, enabling them to seamlessly transport product from aircraft hold to the cargo truck.

There are many business incentives and benefits to establishing in our free zone area. Chief amongst these are full corporate and income tax exemption for companies, full foreign ownership rights, and a 100 per cent repatriation of all capital and profits to the head office, wherever it is in the world. In addition, Abu Dhabi Airports Free Zone companies pay no customs duties, and benefit from all the facilities of a modern, international airport environment to facilitate imports and exports, 24/7 security and access to in-house IT and telecommunications services.

What is the time frame for company formation at the free zone?

We aim to make the process



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as swift and efficient as possible for potential clients. The registration and licensing process for a Branch or LLC is approximately two to three weeks, and a licence renewal takes 24 to 48 hours.

The process is of course subject to the successful completion of all legal documentation and fulfilment of the correct regulations.

Once prospective clients have spoken with our sales & customer service team to discuss the type of business they wish to establish, as well as the location and size of premises to be leased, they will be asked to complete some application forms, and provide us with their proposed business plan.

Which sector is most prevailing in Abu Dhabi Airports free zone?

We welcome approaches from a range of sectors, with the main businesses are drawn from the aviation, logistics mainly, and e-commerce, trading, ICT, management consultancy, light industries, cold storage and retail sectors. The businesses range from start-ups to SME's, all the way up to multinationals.

What is the difference between registering a company in a free zone vs. in mainland economic zones?

The main advantages to registering with ADAFZ are that businesses will benefit from access to three international airports (Abu Dhabi International Airport, Al Bateen Executive Airport, and Al Ain International Airport) in a strategic location and close proximity to landmark destinations.

Besides the benefits of tax exemptions and a waiver on foreign ownership regulations, we offer hangers, landside and airside facilities,

large plots of land, a business centre, a dual licensing facility and companies will be operating in a VAT-designated zone.

What differentiates ADAFZ than other free zones in the region?

Our intention is to keep our customers at the heart of everything we do, and we seek to offer a premium service to them, that goes beyond the standard free zone operating model. We are the only free zone in Abu Dhabi to offer airside and landside access to our customers, and we operate different districts in three main airports.

For instance, Abu Dhabi International Airport has 5 distinct districts for customers: Airport City, Business Park, Destination Village, Al Falah District and Logistics Park.

We offer registration and licensing services, visa processing, and other related services to ease the process of setting up a business in Abu Dhabi Airports Free Zone. Through our specialised staff, we provide for all of our customer's business needs at the One Stop Shop (OSS), all aimed to help their businesses grow.

The One Stop Shop (OSS) online portal provides a convenient, secure and easy-to-use channel to conduct their business transactions with ADAFZ. Through this interactive portal, Free Zone companies can view their company information including the company license, lease, employee and financial details. ●



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DILLINGER: DELIVERING QUALITY AND SERVICE FOR CENTURIES

Founded in 1685, the company has an annual production of around 2.0 million tonnes of steel plates

BY PULIN PARIKH

The Dillinger group is made up of a series of top-ranking companies which together provide the best quality and service in the field of heavy plate. Plates are produced at Dillingen, Germany & Dunkirk, France. Annual production is around 2.0 million tonnes.



Dillinger has a history stretching back more than three hundred years. The plant was founded in 1685, and was Germany's first Aktiengesellschaft, or joint stock company (1809). The first continuous-caster for slabs in the world was commissioned in Dillingen in 1962. A further machine,

permitting casting of slabs of up to 400 mm in thickness – the thickest produced anywhere in the world at that time – was added, along with other new facilities, in 1998. In 2010, Dillinger Hütte successfully produced the first 450 mm thick slab – another world record.

In addition, our trading, flame-cutting and semi-fabrication affiliates in Europe provide further downstream services and customised solutions for sales.

Dillinger Middle East FZE is a 100 per cent wholly owned subsidiary of Dillinger and was set up in the Jebel Ali Free Zone in 1999 as the exclusive distributor of plates

manufactured by Dillinger from its two principal plants in Germany and France.

The JAFZA site has the capability to stock over 30,000 MT of steel plates with state of the art handling equipment as well as gas cutting facilities employing 25 people and covering a wide swathe of geography from the Middle East and Africa outwards towards South Asia and the Far East catering to the Oil & Gas, Pressure Vessel Manufacturing, Offshore Wind, Construction Machinery and Heavy Fabrication industries.

— *The writer is Managing Director of Dillinger Middle East FZE*

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UAE-GERMANY: 50 YEARS

SSI SCHAEFER: WORLD LEADER IN MODULAR WAREHOUSING AND LOGISTICS

Brand's products improve productivity and efficiency of customer organisations

The SSI Schaefer Group is the world's leading provider of modular warehousing and logistics solutions. With headquarters located in Neunkirchen (Germany), SSI Schaefer employs approximately 10,000 associates globally, along with seven domestic and international production sites, and approximately 70 worldwide operating subsidiaries. Across six continents, SSI Schaefer develops and implements innovative industry-specific answers to its customers' unique challenges. As a result, it plays a key role in shaping the future of materials handling.

SSI Schaefer designs, develops and manufactures systems for warehouses and industrial plants. Its portfolio includes manual and automated solutions for warehousing, conveying, picking and sorting, plus technologies for waste management and recycling. In addition, SSI Schaefer is now a leading provider of modular, regularly updated software for in-house material flows. Its software team, with a headcount in excess of 1,100, develops high-performance applications, and provides customers



Carsten Spiegelberg, Managing Director - Middle East & Africa

with in-depth advice on the intelligent combination of software with intralogistics equipment. The SSI Schaefer IT offering, including its own WAMAS and SAP products, delivers seamless support for all warehouse and material flow management processes. Solutions from SSI Schaefer improve the productivity and efficiency of customer organizations – not least through the highly precise monitoring, visualisation, and analysis of operational metrics for proactive intralogistics management.

SSI Schaefer offers highly sophisticated, turnkey systems. As an international player, it can deliver one-stop solutions to all four corners of the earth. Its comprehensive portfolio encompasses design, planning, consulting, and customer-specific aftersales services and maintenance. ●

BSH GROUP: MAKING ITS WAY INTO EVERY UAE HOUSEHOLD

Bosch and Siemens products have had a positive influence on most residents' lives

BSH Group is one of the leading home appliances manufacturers in the world. Providing consumers with appliances and digital services of outstanding quality, based on their needs and aiming to improve their quality of life, since 1967.

Here in the UAE, two BSH brands stand out: Bosch and Siemens, as they have both made their way into almost every household in the UAE over the years. The two brands are an example of how German companies have a positive influence on the majority of our lives as residents.

First among these brands, Bosch, defines its purpose as a service to humanity, where creative solutions improve quality of life and conserve natural resources, something the UAE has been working hard to achieve in recent years. Sustainability is at the top of the brand's agenda, with Bosch producing long lasting products that don't require frequent replacement.

In addition, Bosch appliances are designed to minimise the use of water and energy. "Invented for life", the line that accompanies the brand everywhere, has become an essential part of its DNA, and is apparent throughout its history, culture, business strategy, and products.

Siemens on the other hand, grounds itself in the idea



Tomas Alonso, Chief Executive Officer of BSH Middle East

that day to day life is a world of possibilities waiting to be experienced, which fits perfectly into the UAE's vision. Every day of our life begins at home, and therefore home is the epicenter of our livelihood, where a good foundation is key to feeling confidence to explore and engage with the world around us.

Year after year, Siemens appliances exceed expectations with innovations and leading technologies, backed by a rich legacy of German engineering.

"On the occasion of the 50th anniversary of the establishing diplomatic relations between UAE and Germany, I would like to express my most sincere appreciation for the guidance, advice and support received from all the people, distributors and parties involved since our arrival in the UAE (this year, we will celebrate our 25th anniversary of BSH ME) until the present day," said Tomas Alonso, CEO of BSH Middle East. ●

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